

Title of Thesis	Factors Affecting the Purchase Intention of Young Female Adults towards Smartphone in Miri
Name	Pui Xin Rong
Program	BA (Hons) Business Administration (In collaborations with UCSI)
Date of Submission	August 2018
Student Thesis Code	2018/AUG/UCSI/BABA/01

ABSTRACT

This study aims to examine the factors affecting the purchase intention of young female adult towards smartphone in Miri, Sarawak. It is a study to identify important elements that affecting the purchase intention towards smartphone. The elements consist of four, which are brand image, price, product feature, and social influence. The purchase intention of young female adult towards smartphone are determined by using survey method whereby questionnaires were distributed to young female adult in Miri that has smartphone. The findings of this study show the evidence of respondents' purchase intention and help the smartphone company to determine the most influencing dimensions in determining overall young female adult's purchase intention. The study revealed that most of the respondents agree they will consider the reputation of smartphone brand before purchasing it. Besides that, respondents usually compare prices of other Smartphone's brands and store brands before they choose one. The results also indicated that respondents are willing to choose a smartphone that is known to integrate easily with all PC Operating System. The results also indicated that respondents trust their family about their opinions and advice of smartphone. From the results, the researcher suggests several recommendations for implemented. The recommendation advice young female adult spends more time to do some research, and salespeople promote the good quality of the international smartphone brand. Also suggest smartphone company offers some special package and financial plan and the price are suitable and affordable for their income. Besides that, smartphone companies should innovate and creativity to create a simple friendly operating system for use. Other than that, the retailer improves their customer service by training their sales people. Furthermore, future research can further explore the young male adult's purchase intention towards smartphone in Miri. Besides that, future researchers can also conduct the research based on the comparison study such as comparison of between countries (developed and developing countries), and comparison between different income group.