

Title of Thesis	Factors Influencing Purchase Intention towards Smartphone Brand among Young Adults in IBS College
Name	Lam Jii Hoe
Program	BA (Hons) Business Administration (In collaborations with UCSI)
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ABSTRACT

This study aims to examine the factors influencing the purchase towards smartphone brand among IBS College students, Miri. It is a study to identify important elements that influence the purchase intention towards smartphone brand. The elements consist of four, which are relative advantage, compatibility, price, and social influence. The purchase intention of young adults towards smartphone brand is determined by using survey method whereby questionnaires were distributed to college students in IBS College 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 college student's purchase intention. The study revealed that most of the respondents agree they will consider the relative advantage and price when considering a smartphone brand. Besides that, respondents usually compare compatibility of other smartphone brands and store brands before they choose one. 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 implementation. The recommendation advises young adults spend more time to do some research, and sales persons promote the good and the bad quality of each smartphone brand. Also suggest Smartphone Company offers some special packages and financial plans and the price that are suitable and affordable to their income. Besides that, smartphone companies should be innovative and creative to create a simple friendly operating system for users. Other than that, the retailer should improve their customer service by training their sales persons. Furthermore, future research can further explore the working adult's purchase intention towards smartphone brand. 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 groups.