

PURCHASING BEHAVIOR ON SMARTPHONE
AMONG UNDERGRADUATES

BY

CHENG HUI YING
HUANG WAN EE
LUM SIN YIN
TAN YI JIE

A research project submitted in partial fulfillment of the
requirement for the degree of

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

APRIL 2013
