

PREFACE

Smartphone industry has become more competitive in the world market in the last few years. Especially for last year 2012, the competitiveness between Apple and Samsung heat up due to patents for their product features and to gain more market share around the world.

There are many different brands for smartphone at current generation, with the dominant operating system (OS) which is Android and iOS. Window phone, Nokia has been working on it and providing another operating system that is slightly different from the others. One of the most users in smartphones industry is undergraduates, to use it to connect to friends and family and other usage such as for studies, assignment or work area.

We want to do a project on smartphone and purchasing behavior of it because we are interested about smartphone in general and want to understand what factors could influence purchasing behavior towards smartphone. To begin, a literature reviews have been conducted base on secondary resources from internet websites, articles, journals, and published statistic. Four factors were deemed appropriate in measuring the purchasing behavior and they are friends and family, social influence, product features and branding. After that, we did a questionnaire which we adapted questions from previous researchers accordingly to examine the relationship between these four factors towards purchasing behavior. The data was collected and analyzed using SPSS programme version 19.0 to determine the most influence factors that influence the purchasing behavior towards smartphone.

ABSTRACT

This project is focusing on what factors influence purchasing behavior towards smartphone among undergraduates in Klang Valley area, which tested among universities students in Klang Valley. The four factors which are friends and family, social influence, product features and branding was tested in this project. Non probability sample was used and two tests method (Pearson Correlation Analysis and Multi Regression Analysis) was used for this project.

There are 160 respondents who did the questionnaire accordingly and data was collected and analyzed. The outcome of the result is that product feature is the most dominant factor that influences purchasing behavior towards smartphone among undergraduates. Other than that, in this project, the outcome proof that one factor showed no relationship towards purchasing behavior, which is different from the previous research finding. The factors are friends and family.