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DECLARATION

We hereby declare that:

- (1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
- (4) The word count of this research report is 16230 words.

Name of Student	Student ID	Signature
1. LIM PHEY LING	12UKB05681	
2. POON KHAI LANG	10UKB04225	
3. TEE CAI FONG	12UKB05796	
4. THAMIL SELVAN A/L PERINPAJOTHI	10UKB06761	

ACKNOWLEDGEMENT

This final year project has finally become fruitful for us. All the four of us have successfully completed this research project within the stipulated timeframe. In the doing this report, we have been guided and assisted by many individuals. They have given us the necessary support, motivation as well as needed help in order to complete this project successfully. We would like to take this opportunity to record out heartiest thanks to all those who have helped.

Firstly, we would like to thank our immediate supervisor, Miss Komathi a/p Munusamy. Miss Komathi has been guiding us in this project from the very beginning. From the 'scratch', she has given us endless 'clue' and methods for us to undertake this project. She has never failed to lift our courage and motivation whenever we were late according to the planned completion schedule. Besides, it was very kind of her to meet us at random times despite her busy schedule.

In addition, we also like to show our appreciation to all the respondents who have cooperated with us during the questionnaire distribution. Most of our respondents did not take the questionnaire lightly, but paid attention and sacrificed their leisure time in order to complete it. Not only that, we are also very thankful to our beloved family members. They have given us their support for us throughout this research project duration. They were had supported us both morally and financially throughout this research project.

Next, we would like to express our gratitude to the group members who have contributed to the completion of this research project. All the members were staying together as a team despite some ups and downs along the way. The group member's hard work and cooperation was a strong pillar to the success of this project. Lastly, we would also like to thank all our friends. Even a small help rendered means a lot to us.

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LIST OF ABBREVIATIONS

UTAR	UniversitiTunku Abdul Rahman
SPSS	Statistical Package for Social Science
A	Alpha
β	Beta
Sig	Significant
IBM	International Business Machine
IDC	International Data Corporation
P	P- value
SA	Strongly Agree
A	Agree
N	Neutral
D	Disagree
SD	Strongly Disagree

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PREFACE

In this era of globalization, telecommunication has become an integral part in our everyday lives. Almost every working adult own a telecommunication device. Due to technological advancement, the current advanced technological device is the smartphone. There are many factors that influence consumers during their smartphone purchase process.

Not only have that, the presence of various smartphone companies and their corresponding brands further lengthened the purchase process. Consumers are at 'cross-roads' when it comes to selecting a smartphone brand. This is because every smartphone brand has their uniqueness that suits certain consumers in different market segments.

In addition, females role in purchase decisions have relatively changed over time. The number of females who are working is increasing drastically every year. Therefore, equal attention must also be given to female purchase behavior as they make up a large percent of the total market segment.

This research studies and examines the factors affecting consumers purchase intention towards smartphone brand: A study of young female adult consumers. Hence, the findings of this research will be useful for marketers as well as smartphone developers to tailor their product and marketing activities in accordance to the female consumer's preference.

ABSTRACT

In this rapidly advanced technology era, more and more new inventions are being launched to the marketplace. Firms as well as Multinational Corporations are allocating a relatively large amount of financial capital for Research and Development(R&D). Compared to the past decade, a lot of smartphone companies has emerged and compete effectively. These companies devote a lot of effort in order to gain a large market share among customers and consumers in the smartphone industry. Thus, a deep understanding on how consumers choose a smartphone brand is essential.

This research carries the objective to study factors affecting the purchase decision of consumers towards smartphone brand. However, the focus of this study is on young female adult consumers. The four main dimensions that we have selected to study the factors affecting consumers purchase decision are brand image, pricing, product features and peer group influence. We study the interrelationship among these variables and how these variables impact the consumer's decision process.

A total of 200 set of questionnaires have been distributed to respondents around Klang Valley area. The respondents encompass both female students and female working adults. Statistical Package for the Social Science 21 (SPSS) is used in order to statistically measure and calculate the data and research findings. After the analysis, all the four selected variables, brand image, pricing, product features and peer group influence has proven to have a significant relationship with the factors affecting the consumer purchase intention.

The limitations of this study which we had encountered and the necessary recommendations are discussed towards the last chapter. The recommendations provided deliver effective suggestions and call for further studies in the future.