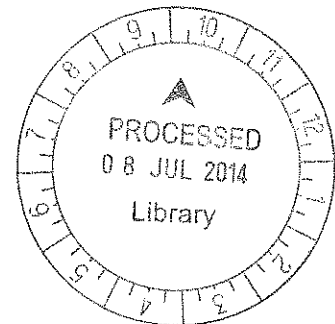


# **INTI INTERNATIONAL UNIVERSITY**

**MASTER OF BUSINESS ADMINISTRATION**

## **A STUDY ON FACTORS AFFECTING THE INTEREST OF PEOPLE BUYING TABLET IN KLANG VALLEY**

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## ABSTRACT

This study aim to examine the structural relationship between social influence, brand name, functionality, complexity, and cost level with tablet buying decision in Klang Valley.

385 respondents are selected randomly to answer the questionnaires, questionnaires consists of Section A, which designed as nominal scale, and Section B are designed as five point likert scale. SPSS and Smart PLS are employed to test the significance of the result. Study show that brand name is the strongest factor that affecting people buying tablet in Klang Valley.

This study contributes significantly to government, corporation (manufacturer) as well as individual researcher. This study especially contribute to manufacturer who should emphasize on their brand name in advertising as to be well positioned in consumers' mind when consumer making the decision to purchase and own a tablet.

This study provides valuable insight regarding consumer guying behavior toward tablet which is not much cover in Malaysia's literature. The lesson can also be applied in other countries for marketing tablet.

**Keywords:** Tablet, Klang Valley, Social Influence, Brand Name, Functionality, Complexity, Cost Level

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Phang Juinn Zhi  
7<sup>th</sup> April, 2014

## DECLARATION

I hereby declare that this research project entitled "A Study on Factors Affecting the Interest of People Buying Tablet in Klang Valley" submitted to INTI INTERNATIONAL UNIVERSITY is of my own effort except for those summaries and information of which the sources are clearly specified.

7<sup>th</sup> April, 2014

Phang Juinn Zhi

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**LIST OF ABBREVIATION**

ASEAN	Association of South East Asian Nations
ETP	Economic Transformation Program
ICT	Information and Communication Technology
KL	Kuala Lumpur
NKEA	National Key Economic Areas
PC	Personal Computer
PEU	Perceived Ease of Use
PEMANDU	Performance Management and Delivery Unit
PLS	Partial Least Squares
PU	Perceived Usefulness
SEM	Structural Equation Models
SPSS	Statistical Package for the Social Science
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior
U.S.	United States
UTAUT	Unified Theory of Acceptance and Use of Technology
W.O.M.	Word of Mouth

## **Chapter1: Introduction**

### **1.0 Chapter Summary**

Chapter one begins with research introduction. The worldwide tablet and Malaysia tablet market trend are describe and discussed in this chapter. Besides that, problem statement are also identified and discussed. Subsequently, it follows by research questions and research objectives. Furthermore, significance of the study, limitation and scope of study as well as outline of every chapter are also presented in the last part of Chapter 1.

### **1.1 History of tablet**

Mobile computing is highly demanded in the last decade. Technology advancement of mobile and computer allow users to meet their computing needs anywhere, anytime. With the success of desktop, it drive the demand of laptop, laptop is popular as it is portable version of desktop at the same time provide full functionality which allow users to carry it convenience to anywhere.

In the primary stage, price for laptop with the same function with desktop could be two to three times higher, however, with the introduction of technology advancement such as liquid crystal display (LCD), wireless communication capabilities and so on, it make laptop more affordable and deliver high performance in computing.

Even though laptops are highly demanded and popular with its portability, however, laptop still has its limitation. One of the major limitations of laptop is the obligation to use keyboard and pointing devices such as external mouse. It leads to immobility, therefore, it lead to the idea in the development of tablet which can

provide the functionality of a computer as well as the mobility and freedom of data input.

Tablets aim at gaining market share slowly but steadily. Tablets have been to niche market since 2002, the biggest boost to the medium came with the release of commercial tablet in the fall of 2002. The initial concept of tablet first started in the late 1980 was largely based on the idea of highly portable devices eliminating the keyboard and allowing users to input data computer with their own handwriting.

Tablets do well in bridging the gap between the paper and digital worlds. It is use widely across area such as education, business, government and many more where mobility, portability, and easy note are the main elements.

## **1.2 Background of tablet market in Malaysia**

Tablets are coming to the age, it had been explore for a long journey, longer than you might think, it reach the moment that friends start talking about it, more importantly, owning it and using it. This is what happened to tablets. Alan Curtis Kay, computer scientist and one of the handfuls of visionaries said that, "The best way to predict the future is to invent it", "Technology is anything that wasn't around when you were born", "If you don't fail at least 90 percent of the time, you're not aiming high enough.", he is the most responsible for the concept which have propelled personal computing forward over the past thirty years, and the most quotable one (Greelish, 2013). Kay is known for the Dynabook, the old version of portable suite hardware, software, programming tools services which would add up to the ultimate creative environment for kids of all ages.

Tablets are used by the old and the young, for business, leisure, in the home, on the train plane, and in the office. Tablets is an arguably, just like PC and smartphone, it is potentially to change people lives. It could be the future of portable computing, make PC and notebook unnecessary for many. People

nowadays are much demanded, nobody will buy devices that does not match their lifestyle, no matter how clever or attractive the device are look like (Sterling, 2012).

Malaysia now is catching up fast with worldwide tech trend. Previously, anything that launched in U.S. will only be available here three to six months later, now, the scenario had been changed, especially come to the big players. Undeniable, tech is an ever changing thing, with the ingenuity and the human need to simplify unity and modify (Dimyati, 2013, Thejakartapost, 2013). Tablet is one of the tech gadgets that facing rising and growth recently, everyone is aware with the tablet growing popularity among consumers and it is hard to deny it. Everyone loves to stay with smartphone and laptops, tablet is the perfect combination between the two devices, it is ideal for people on the go and large enough for e-book and document without struggle yet compact enough to transport virtually anywhere.

Malaysia is now facing fast growing of young population. At the meantime, the standard of living is improving as well; especially urban areas which are facing fast developing and booming with an increasing bigger and faster cash flow. Many business people are connected with ICT in their daily life and most of the Malaysian is also use a lot of Information and Communication Technology (ICT) every day. ICT has become one of the important components in further developing the country (IDC, 2012).

ICT industry has been recognized as the main element and component that drive the sustainable development of Malaysia. Malaysia government and regulator are actively in developing National Key Economic Areas (NKEA) as well as areas such as Green ICT and various other ICT communications. (IDC, 2012)

In 2011, in line with the introduction of ETP, Malaysia tablet market has seen a significance and amazing growing speed which affect the notebook and traditional PC sales.

With the introduction of tablet in market, it killed the notebook and traditional PC market. Apple's iPad gets most of the credit for that, most of the people think tablet