A STUDY ON BEHAVIOR OF MALAYSIAN CONSUMER TOWARDS SMART PHONE USAGE

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ABSTRACT
The idea behind this research is to find out the behavior of consumers towards the usage of smart phone. The study is carried out in different locations in Malaysia with an intention of getting live data from various respondent, the study is based on 400 respondents-who are using the Smartphone, the respondents were people from different countries, different profiles and including students of various level, The student revealed various behavioral pattern pertaining to smart phone utilizations. The study is carried out with a sole intention of understanding the people in terms of their usage purpose of smart phone.

KEYWORDS: Smart phone, Consumer behaviors, Market survey, Exploratory Study, blogging, e-wallet, GPS, RM.

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