

THE DEMAND FOR MOBILE PHONE PROVIDERS:  
CASE RESEARCH ON 5 MOBILE PHONE  
PROVIDERS IN KUCHING; DIGI, TM TOUCH, MAXIS,  
CELCOM & TIMECEL

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FACULTY OF ECONOMICS AND BUSINESS  
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**THE DEMAND FOR MOBILE PHONE PROVIDERS: CASE RESEARCH ON 5  
MOBILE PHONE PROVIDERS IN KUCHING; Digi, TmTouch, Maxis, Celcom &  
Timecel**

By

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A project paper presented to the  
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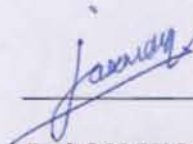
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## STATEMENT OF ORIGINALITY

The work described in this Final Year Project,  
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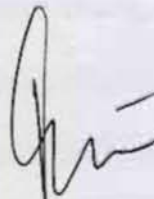
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## APPROVAL SHEET

This project paper attached hereto, entitled "**THE DEMAND FOR MOBILE PHONE PROVIDERS: CASE RESEARCH ON 5 MOBILE PHONE PROVIDERS; Digi, TmTouch, Maxis, Celcom & Timecel**" prepared and submitted by **JASON WONG TEE HOCK (4586)** in partial fulfillment of the requirement for the degree in Bachelor of Economics and Business with Honours (**International Economics and Business**) is hereby accepted.

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## **ABSTRAK**

### **PERMINTAAN TERHADAP PEMBEKAL RANGKAIAN SELULAR: KAJIAN KES 5 PEMBEKAL RANGKAIAN SELULAR DI KUCHING; Digi, TmTouch, Maxis, Celcom & Timecel**

**Oleh  
Jason Wong Tee Hock**

Kawasan kajian terdiri daripada 5 buah pembekal rangkaian selular yang terletak di Bandaraya Kuching. Kejayaan pembekal rangkaian selular sejak akhir-akhir ini telah melihat perkembangan permintaan terhadap pembekal rangkaian selular semakin meningkat. Tujuan kajian ini adalah untuk mengkaji faktor-faktor permintaan. Faktor-faktor permintaan ialah pengiklanan, liputan, kadar panggilan, perkhidmatan pelanggan dan pakej perkhidmatan. Selain itu, tahap kefahaman pengguna terhadap perkhidmatan yang disediakan oleh pembekal rangkaian selular akan dibincangkan. Bagi memantapkan kajian ini, seramai 300 responden telah dipilih dengan kaedah persampelan rawak dan kajian soal selidik telah diberikan untuk mendapatkan data. Hasil kajian telah menunjukkan hampir 79.3% penduduk di kawasan kajian berpuas hati dengan perkhidmatan yang disediakan oleh pembekal rangkaian selular. Kajian akhir juga mendapati faktor kadar panggilan, pengiklanan, pakej perkhidmatan dan perkhidmatan pelanggan mempunyai hubungan positif yang lemah terhadap permintaan. Kajian juga membuktikan faktor liputan mempunyai hubungan yang negatif. Walaupun perkhidmatan yang disediakan oleh pembekal rangkaian selular telah dibuktikan agak memuaskan oleh pengguna, namun masih terdapat banyak perkara yang perlu diperbaiki. Akhirnya, kajian ini turut memberi beberapa cadangan untuk semua pembekal rangkaian selular dan para pengkaji masa depan sebagai rujukan.

## **ABSTRACT**

### **THE DEMAND FOR MOBILE PHONE PROVIDERS: CASE RESEARCH ON 5 MOBILE PHONE PROVIDERS IN KUCHING; Digi, TmTouch, Maxis, Celcom & Timecel**

**By  
Jason Wong Tee Hock**

The study area includes five mobile phone providers that are situated in the middle of Kuching city. The recent boom and growth of mobile phone providers have seen an increase in the demand for mobile phone usage. The aim of this study is to examine the demand factors of the mobile phone providers. Factors such as advertisement, network coverage, rates, customer service and service package will be examined. In addition, consumers' understanding of the service offered by each mobile phone providers will be revealed. In doing this study, a sample of 300 consumers is chosen by using simple random sampling and questionnaires are distributed to them in order to get the data. The result of the study has revealed that more than 79.3% of consumers in Kuching are satisfied with the service provided by mobile phone providers. The study found that factors such as advertisement, customer service, rates and service package have positive but weak relationship with the demand. However, interestingly the study found that network coverage has negative relationship. Even though most of the services provided by mobile phone providers are perceived to be good by customers but there are still many areas for improvement. Lastly, this paper has proposed some suggestions for the owner of mobile phone providers, as well as for future researchers as reference.

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Yours truly,

**Jason**

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## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

Mobile communication providers are rapidly changing the way we communicate with one another. Today, mobile phones have become a necessity for majority of people. Malaysians are subscribing to mobile communication providers as a vital mean of communication.

Bistamam Ramli (2000) indicated that the world is witnessing a revolution in mobile phone lifestyle - a high-tech revolution that is moving at unprecedented pace. Thanks to intelligent technology.

The technologies of mobile phone providers and mobile phones have revolutionized the concept of communication in many ways. First, with mobile phone, users no longer call a place but a person. Secondly, mobile phone providers enable us to connect to each other almost anywhere besides home. If we compare fixed lines with mobile communication lines, we can conclude that mobile phone lines offers a greater variety of options in their features and rates.

John Seourias (2000) defined GSM, as Global System for Mobile Communications. It is a digital cellular radio network operating in over 200 countries

worldwide. It is the most widely used digital standard in the world today and now represents more than half the world's total market for wireless services. The coverage network of GSM is remarkably excellent in the late 1980s and early 1990's.

GSM-enabled phones have a "smart card" inside called the *Subscriber Identity Module (SIM)*. The SIM card is personalised to consumers. It identifies consumers' account to the network and provides authentication, which allows appropriate billings and other related services.

Torbjorn Nilsson (2001) explained that mobile phone is a voiced centric, offering the benefits of person-to-person speech communication almost anywhere and at anytime. John Scourias (2000) on the other hand explained the word "provider" as a personal information services using wireless technologies, such as alphanumeric pager or PCS phone. Services include stock alerts, news alerts, email alerts, and short-text messaging.

Therefore, with John Scourias' and Torbjorn Nilsson's definition we can explain that mobile phone provider is personal information services delivered using wireless technologies that offer the benefits of person-to-person speech communication almost anywhere and at anytime

In the early 1990s, GSM technology was started in Malaysia, with only small number of subscribers. During that time, two big mobile phone providers were set up in Malaysia. They are Telekom and Celcom. However the charges for mobile phone lines

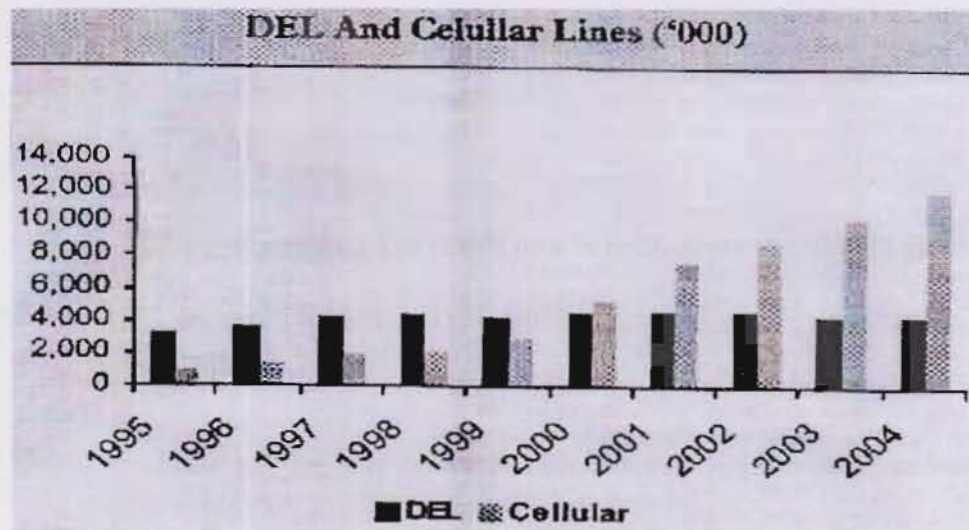
was too expensive while one set of bulky mobile phone cost about RM 11,000. It was totally unaffordable for many middle and lower income groups. In the early days when mobile phone providers were set up in Malaysia, they faced problems in attracting subscribers because of expensive call rates and handsets.

Since then, the technology of mobile phone providers and mobile phones in Malaysia has changed dramatically with more attractive offers and facilities for consumers. During the early 1990s, Michael Minges (1999) stated that mobile phone phones were mainly confined to cars and faced difficulties because of their weight and power requirements. But as technology of mobile phones are advancing towards the 21<sup>st</sup> century, more mobile phones are getting lighter, compact, cheaper, smarter and more attractive, as they can be left in cars, briefcases and pockets. Now, many of these small and portable phones weigh only a few hundred grams, have smaller screens, with more features and are colourful which tend to attract many consumers. Tim Kelly (1999) agreed that the success of mobile phone providers that introduced better and quality services and smaller phones to consumer have been a triumph of technology together with marketing. Many mobile phone providers now are establishing partnerships and alliances with some of the world's leading brands such as Ericsson, Newlett, Motorola, Nokia, Philips, Samsung and Siemens

Through these partnerships, many Malaysia mobile phone providers are able to continually provide state of the art technology for consumers and the people at large.

The usage of cellular lines in Malaysia have been very encouraging where many consumers subscribe to mobile phone provider each year.

**Chart 1:** Number of Del and Cellular Lines



(Sources: Tursina Yacob, Telecommunications, Sarawak Tribune, 29<sup>th</sup> July 2002, page 11)

Chart 1 above shows the number of DEL and Cellular lines being set up from 1995 till 2004. DEL stands for *Direct Exchange Lines*, which is the competitor to mobile cellular lines in Malaysia. The chart has shown that the subdued DEL's business is mainly due to the substitution to cellular lines and services by the mobile phone provider. Since then, the numbers of cellular lines have increased each year compared to DEL.

This paper will further examine the demand of consumer for mobile phone provider in Malaysia, particularly in Kuching, Sarawak. The first mobile phone providers

such as Telekom (TmTouch) and Celcom were set up in the early 1990's. The middle of 1990's, more mobile phone providers such as Digi, Timecel and Maxis were established. The telecommunication market in Kuching today, is encouraging, as the Malaysia planned Capital Expenditure for Telecommunications from 1995-1999 was RM 16.2 billion. The mobile communication industry is growing steadily and is now reaching its peak where many mobile phone lines are using the fiber optic lines for better quality of communication.

Yacob (2002) stated that TMTouch now is controlling the mobile phone network market with 45%, followed by Maxis 31%, DiGi 16% and Timecel and Celcom 8%.

1.0.1 Further details of the five-communication network providers in Kuching are discussed as follows: -

#### **1.0.1.1 Digi Provider (016)**

Digi Company is one of the younger generation providers besides Maxis and Timecel. It penetrated the mobile communication market in the late 1990's. As Digi competes with other major communication provider, the company comes out with interesting packages to increase more demand for their network. Those three packages are called One Friend, One Power and One Premier.

The one friend package is designed to target students who want cheaper access fee and affordable call rates. The access fee charged is RM25 for every month. Customers like businessmen and working adults who are the heavy user in mobile phone calls and are in need of cheaper call rates, would have an option to choose One Power Package and the One Premier package. However the access fees for both packages would be RM 50 and RM 80. With One Power Package, it lets customers make as many calls as they please. After all, the outstation call rates are just the same as a local call rates. On the other hand, One Premier Package enables customers to get the best rate without the worry of peak or off peak periods.

#### **1.0.1.2 TMTouch Provider (013)**

Telekom Berhad started this company with their 010 GSM network. It failed in attracting customers because of poor access. Now using the name, TMTouch, the company provides better services compared to their older network, 010. This company had constantly upgrading its network for quality, capacity and better coverage for customers. TMTouch is concentrating more to customer satisfaction, while their mission is to provide customers with new high technology cellular phone products and highest quality services.

There are two packages offered to attract more demand for its network. First is the ValueCall-Local and ValueCall-Nation.

ValueCall-Local is especially tailored for customers who do a lot of local calls and less outstation calls. The rate during peak hours is RM 0.54 per minute while during off peak hours the rate is about RM 0.390.

ValueCall-NATION provides customers lower outstation rates and balances those with slightly higher local rates for the peak period. All off-peak rates are lowered, with calls in adjacent areas costing just RM 0.67 per minute-over with 40% lower than the current charges. Customers who usually call outstation would benefit from this package.

#### **1.0.1.3 Maxis Provider (012)**

One of the youngest companies which were set up in 1993, Maxis shows some of its challenging effort by introducing *Mobile Internet* and *broadband access* into their services. *Mobile Internet* and *broadband access* allow customers to surf the Internet faster compared to household modem. Maxis fixed line network uses fibre-optic cabling to provide a high bandwidth network that can deliver services from voice, data and Internet to video at high speeds.

Maxis is concentrating in providing faster communication like internet-based technology to customers who like browsing internet using Wap enabled phones. The packages offered by Maxis are Hotlink prepaid and the GPRS (General Packet Radio Service) that enables customers to use Wap phone-surfing Internet even faster than conventional Internet line.

Maxis introduces the Hotlink package for customers who do not like paying and queuing up on counters. This package also provides customers with convenient registration process.

GPRS (General Packet Radio Service) integrates GSM and Internet Protocol (IP) technologies, would provide customers with instant and constant connection for speedy data transfer. With data transfer rates of up to 115 kbps, GPRS offers instant packet-switched data connections to data networks, such as the Internet and Internet Service Providers (ISPs)

#### **1.0.1.4 Timecel Provider (017)**

Timecel is the youngest network provider to ever hit the mobile communication market. Its concept of 100% fiber optic network is beginning to attract consumer demand for better quality communication. The company has been continuously upgrading their coverage, to keep up with technology advances. Timecel currently provides communication services called TIMEcel 017 service. TIMEcel 017 service uses second-generation digital mobile phone technology that operates at 1800 megahertz to provide high quality two-way communication services-data and voice. This company benchmark offers better monthly access fees of RM 10 till RM 20 with the calls of RM 0.20. In the month June 2002 the company launched their first ever prepaid for consumers in Malaysia.

#### **1.0.1.5 Celcom Provider (019)**

Celcom offers prepaid and fixed line packages alike TMTouch. However what makes Celcom different from others is that its network makes it easy for customers to pay bills and reload their air times and calls. This company offers services like Celcom art 900 and Celcom GSM.

Celcom ART 900 is one of the world's largest ETACs-based mobilephone systems, covering over 90% of Malaysia's populated areas. This means that customers will enjoy coverage virtually anywhere, including highways, urban and rural areas.

Celcom GSM's advanced digital communications technology guarantees customers consistent voice clarity, with no crossed lines, no congestion and immediate access to a line every time. Celcom GSM also offers customers one major advantage that is the indoor reception quality. The rate is the best among all digital systems.

#### **1.1 Stating The Problem**

Communication technology has been growing steadily in Kuching. Further more, with the set up of 5 mobile phone providers, consumers are confused on which providers they should choose. In addition, consumers also do not understand the variety of services

provided by the mobile phone provider and what these network companies are trying to offer them. This paper will attempt to overcome the confusion of consumers in choosing the preferred mobile phone provider by identifying the factors that influence a consumer's decision in choosing mobile phone provider.

## **1.2 Objective of research**

### **1.2.1 General objective**

This paper will examine the factors that influence the demand of consumer towards mobile phone provider in Kuching.

### **1.2.2 Specified Objective**

- I) To examine the demand factors of mobile phone provider such as: -
  - a) Advertisement
  - b) Rates
  - c) Network coverage
  - d) Services packages
  - e) **Customer Service**

ii) To identify the most significant demand factors among those factors.

iii) To identify consumers' understanding of the service offered by each of the providers.

### **1.3 Rational of research**

Advertisement is one of the important demand factors that will be examined. Is this true that advertisement can really attracts consumer and change their concept of view? Khor Kok Peng (1986) explained that in reality, none of us could escape the all-pervading effects of advertisements. They seep ceaselessly into our sub-consciousness, influencing our decision on how to spend our money. Many communication companies knows that to create more demand for their network, they need to remind consumers of their special packages. Advertising is one of the techniques used.

Zig Ziglar (1986) later explains that the mind of each people completes whatever picture we put into it. The images of that seep into consumers' mind will remind consumers constantly of the product.

Another important demand factor of a mobile phone provider is rates. (Bateman Snell, 1999) was quoted saying that if you can offer a desirable product at a low price/cost, it is more likely to sell". Nevertheless, one will agree the above statement

made by Bateman, that the cost of a product would influence how consumers look at the product. Consumers will likely compare the cost of each product being offered. Consumers will always choose provider with cheaper price.

Devrye (1994) stated that customer service involves activities, other than proactive selling, involve interactions with customers in person, by telecommunications, or by mail. Bateman Snell (1999) emphasized that in all business, services as well as manufacturing - strategies that emphasize good consumer services provide a critical competitive advantage. Any mobile communication providers that provide better customer services will have better advantage because consumers expect better satisfaction and treatment.

Bistanam Ramli (2002) stated that he believes network quality is essential in ensuring complete consumer satisfaction. When satisfactions of consumers grow, they feel that there is no necessity to choose other mobile network. Hodgetts (1994) stated that it is a strategic approach to deliver better quality coverage and services to go beyond customers' expectation.

Chu-Mei Liu (2002) added that the ability of mobile phone provider in designing a "services package" that consistently meets the customers' requirements is an important element of a successful quality improvement strategy. The quality improvements by mobile phone providers are essential to ensure better quality services and products to their loyal customers.

Chu-Mei Liu (2002) added that mobile phone providers need to present their service packages in such a special way that it refers to the image of a particular brand or package that consumers can understand easily. Their presentation and message approaches need to be simple and clear, so that their customers may understand what the mobile phone provider are trying to say.

This research will enable us to understand more about consumers' power of demand for the best quality mobile phone provider. By identifying and examine the factors that may influence consumers in determining the mobile phone provider, this can be a useful information for supplier of mobile phone provider as well as for the public.

#### **1.4 Hypothesis of research**

**1.4.1** Ho: Advertisement will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Advertisement will influence the demand of consumers in choosing the right mobile phone provider.

**1.4.2** Ho: Network coverage will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Network coverage will influence the demand of consumers in choosing the right mobile phone provider.

**1.4.3** Ho: Rates will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Rates competitiveness will influence the demand of consumers in choosing the right mobile phone provider.

**1.4.4** Ho: Consumer service will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Consumer service will influence the demand of consumers in choosing the right mobile phone provider.

**1.4.5** Ho: Service package will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Service Package product will influence the demand of consumers in choosing the right mobile phone provider.

## **1.5 Definition of terms.**

### **1.5.1 Coverage Network**

Analysys (2000/2001) defines coverage network as the geographical extent of the network which coverage services is to be available.

### **1.5.2 Advertising**

Khor Kok Peng (1986) explained that advertising is a crucial component of the process of selling products. It involves four main parties - the producer, the advertising agency, the media agencies and consumer.

### **1.6. Limitation of research**

Limited time and resources are the reasons behind the delay of this research. Other problem includes the area of the research. This research is only suitable for those who want to know the demand of mobile communication provider in the Kuching area.

During the distribution of questionnaire, some of the public and private companies were not being supportive; it might be due to their heavy schedule of work and were unable to assist me in my distribution of questionnaire.

Respondents who do not wish to state the real reasons and answer might contribute the inaccurate of the findings. This situation might jeopardize the accuracy of the findings.

Later we will face the problem of finding the right respondent for this research. It is estimated that limited number of respondent may be used and the result of the research may not be accurate. The data being collected might be different from the past research.

Finally, the problem faced during the research is the problem of choosing the total of sample of respondents. The respondents were chosen based on the method of random sampling. Therefore, the information might be bias.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

The objective of this chapter is to explore the role of the 5 factors that are influencing the demand. It starts with a brief issues and description of their contribution. Moreover, the insights of their impact towards the demand are also discussed.

#### **2.1 The Role of Advertisement**

Advertisement has been an important tool used by many mobile phone providers to attract consumers. It is arguably that advertisement is the most standout component of a marketing mix to the consuming consumers. Bettman, Luce, and Payne (1998) agreed that advertisement plays a key role in providing better information to many consumers. Kok Peng (1986) agreed too that advertisement method is a crucial component of the process of selling the product. Through advertising, consumers can easily gather all the given information from advertisement especially from newspaper, Internet sites or even from brochures, distributed by mobile phone providers. Consumers then can decide whether or not to purchase the product being offered by most mobile phone provider.

Kok Peng (1986) stated that some advertisements have the strength of providing useful information for consumers who want to know more about the new product. It also reminds loyal customers about their existing product that are in the market. Aaker (1992) agreed on Kok Peng's statement. Aaker (1992) stated that, the advertisement's role in reminding consumers about a product is not necessarily bad.

Unfortunately, Kok Peng (1986) claimed that some advertisement might contribute to the worsening of poverty, due to the fact that many poor people are influenced by advertising to spend a large part of their income on products they do not need. He added further that some advertisements might mislead the consumers. Some advertisement might provide exaggeration and false claims about their products.

The mobile phone providers need to learn to highlight the strengths and avoid weakness of using advertisements to promote their products. Using the right knowledge, they will be able to improve the good virtue of advertisement.

Kok Peng (1986) stated that advertising is an important tool for organization and its influence on consumers is great. He also stated that everyday, consumers are exposed to advertisement. Rajeev Batra (1992) agreed with the statement. He stated that the influence of advertisement is great because of its very persuasive nature. If mobile phone providers want to have better selling power, they need to use advertisements effectively to persuade and attract customers. Nilsson (1999) stated that offers such as cheaper rates,

discount plans and even free gifts by mobile provider are made in newspapers and weekly magazines to lure potential customers.

The mobile phone providers are trying in many ways in perfecting their advertising strategy. Nattermann (1999) stated that in order to gain better strategy, many mobile phone providers have sent out their marketing agents to examine the mobile communication market. He agreed that it is important for each mobile phone providers to have access information to the demand market and the opinion of future consumers. When this method is done, mobile phone providers can have full information on the market situation for its product thus to compete with one another.

The effectiveness of advertisement is amazing. Myers (1992) agreed that advertisement method might attempt to remind consumers of the important distinct features of their brand and products. Each time a mobile phone provider advertises in any given channels like newspaper or on television, more potential consumers might be attracted to the beautiful and unique features of the products and expressed words of the advertisement. Chan (1986) added that the advertisement is so effective because of a number of reasons. She stated that many companies rely on advertisement which they can use psychological strategies to "hook" potential consumers to their particular brand. She later stated that advertisement has been called an "image makers". Advertisement can project the distinctive features of the products in such a attractive way that consumers who view or see the advertisement will want to find out for themselves-the reality of the product.

## 2.2 The Role of Customer Service

Devrye (1994) stated that customer service involves activities, other than proactive selling, that involve interactions with customers in person, by telecommunications, or by mail. She added that customer service should be designed, performed and communicated with two goals in mind: Consumer satisfaction and operational efficiency. Customer service is another main factors in influencing consumers' behaviour towards demanding better services from mobile phone providers.

T. Domindo (1997) stated that perhaps the most critical service attribute is consistency, the overall service aspect that will determine how often we show and offer the desirable service qualities to our customers. This has proven that customer service needs consistency. Therefore most mobile phone providers need to plan and find the best strategy to produce consistency in customer service.

Devrye (1994) stated that customer services may include providing information to customers who need enquires, special hotline services, better treatment from mobile phone provider's staff and provide faster delivery of packages if there are any.

T. Domindo (1997) also stated that in services, consistency is important and it implies achieving sameness, uniformity and fairness in delivering or execution of all the services attributes, regardless of time and place occasion. Many mobile phone providers

believe that by achieving consistency in customer service, their customers will be satisfied and that their loyalty to the same provider will be assured.

Bistanam Ramli (2000) too claimed that mobile network providers, which provide better quality customer services, are essential in ensuring complete customer satisfaction in the near future.

Although customer services should be the main focus, we ought to know the perception of consumers as well. It means mobile phone provider must try to understand what are the needs and the wants of customers. F. Blumberg (1991) has concluded that many customers service is strongly affected by customer perceptions, needs and wants. If customers need a better customer treatment, or better quality of delivery, mobile phone providers should embark in providing these services to satisfy their customers. F. Blumberg (1991) argued that as the service industry becomes increasingly concerned with the development of an effective customer service, mobile phone providers should be ready by placing more focus on the measurement, control and delivery of consumer and field services to fully satisfy market requirement and needs.

The effectiveness of customer service is important in determine the consumers' demand for better mobile phone provider. F. Blumberg (1991) said that the continuing growth of customer service sector combined with the local and global competition have made many mobile phone providers to place greater focus on the general concept of service as a strategic line of business. He added that customer service, if strategically

managed, directed and controlled, could be a major source of revenue and profit- as well as the critical factor in the successful growth of a company.

The most creative program of customer service by any mobile phone providers will ensure a long-term relationship with their customers. F. Blumberg (1991) supported statement that good customer services provided by mobile phone providers would create better relationship with their customers. F. Blumberg (1991) has his own opinion. He stated that how the company appears and what they say and do at the point of sale would create the initial bond between the customers and mobile phone providers- to establish the continuing relationship upon which both the actual service delivery and the perception of service performance will be built. The well-established service performance will lead to better demand for mobile phone providers

### **2.3 The Role of Mobile Phone Rates**

As the market growth slows or the markets becomes more competitive, most mobile phone providers are more likely attempt to maintain their market share by focusing on retaining the best call rates for their potential and existing customers. We know that a mobile phone rate is rarely cheaper than fixed-line telephony. When a consumer make a particular call, it is generally more expensive than using a fixed-line telephone.

Minges (1998) stated that the expensive rate of mobile phone has not dampened the popularity in the use of mobile telecommunication. He later explained that many users even make calls using their mobile phone when they are at home or at the office. Lee (2001) concluded that the rates determined by mobile phone providers are the essential factors that will influence the customers' demand for better mobile phone service

T. Domingo (1997) believed that to be cost competitive is to be price competitive. The rates for mobile network need to be affordable in order to create rates competitive in the mobile network market. T Domingo (1997) later explained that the continuous rate reduction and new mindset about the mobile network rates are needed to meet the customers' expectation.

Oftel (1998) stated that the rates of mobile phone are strongly influenced by geographical factors and that the uses of distinct area types will determine a clear picture of mobile network rates. The geographical factors will enable mobile phone provider to determine the best rates for their customers. They calculate the rates according to the calls made within the same district area or calls made to other states.

T. Domingo (1997) has proven that customers judge the reasonable rate of mobile network based on their perception of the overall quality and value of mobile network. She later explained that the company's reputation is established by consumers' perception of the important rates attributes relative to their expectation. When customers have good

perception that the quality network and the value rates of mobile network are strategically established, customers demand for more mobile phone provider will increase.

Low and affordable mobile phone rates is a hidden weapon, that gives mobile phone provider sales force the flexibility to beat and match other competitors in the price war. When mobile phone providers are trying to attract more potential customers, they have to make the best decision to clinch the sales. T. Damingo (1997) claimed that any organizations that produce low-rates for mobile phone network are always in a win-win situation.

## **2.4 The Role of Service Package**

A recent boom in the mobile phone market in the late 1990's has been astounding. By the end of 1998 alone, there were about 300 million subscribers around the world compared to just 11 million subscribers in 1990 [Miges (1998)]

The service packages are one of the most important factors that may determine the customers' demand for better mobile network provider. G. Myers (1992) stated that service package is a key factor in many industries. Chu-Mei Liu (2002) added that the ability of mobile phone provider in designing a "services package" that consistently meets the customers' requirements is an important element of a successful quality improvement strategy. Therefore mobile phone providers need to introduce the best service package to attract more customers.

G. Myers (1992) added again that the service packages could be pitched into 3 categories. They are the basic needs package to meet everyday households need, standard service package that may cover a wider range and premium package that is aimed at a more indulgent market.

Chu-Mei Liu (2002) stated that the mobile phone providers need to present their service packages in such a special way that it refers to the image of a particular brand or package that consumers can understand easily. She added that if customers understand the service packages being offered, the customers' demand for mobile phone provider might increase.

Farquhar (1992) stated that it is important for mobile phone provider to identify and understand the importance of service package in order to leverage it successfully. Consumers need to understand the service package before they would anticipate in joining any of the service packages being offered. Kim (1996) added that if customers understand and believe the service package has something in common with them, the introduction of service package would be more effective.

Today, some mobile phone providers assume that customers know what they want and need. However, Riquelme (2001) disagreed with the statement. He stated that customers might not know as much as the customers think they do. Customers do not actually know much about the service packages being offered by most mobile phone provider. Mobile phone providers need to establish effective channels to provide more

information about their service packages to their customers. By providing more efficient information, customers will understand and know more about the service packages being offered by mobile phone providers. Many network providers have offered many types of service packages for their customer- it depends to the customer's needs. Service packages plans come with many types of benefits such as lower rates and access fees, free SMS or even better savings for their customers to enjoy.

Riquelme (2001) stated that it is impossible for decision makers such as mobile phone providers to evaluate all pieces of information about customers' needs in the mobile phone environment. The only way to know what customers want is to understand what they actually need before any services packages were to be introduced.

Myers (1998) indicated that service packages have many attractive features that can contribute to their effectiveness as a selling tool. Some of the features may include the recognition of their brand name, the colour and the words in the service package. Myers (1998) later explained that consumers see and respond to the uniqueness of the package, recognition of the package and instinctively conjures up an image of the package. Further more, the service package of mobile phone providers need to be unique and attractive to lure more potential customers.

## 2.5 The Role of Network Coverage

The coverage of mobile network is another contribution factors that may influence the changes in demand of mobile phone provider. Hodgetts (1994) argue that it is a strategic approach to deliver better quality coverage and services to go beyond customers' expectation. Even T. Damingo (1997) agreed with the statement made by Hodgetts et al (1994). She stated that coverage consistency is an expectation of all customers at all times. Loyal customers will choose those mobile phone providers that provide best quality coverage and better-equipped network coverage support for customers. By introducing better coverage network means that mobile phone provider could successfully provide better communication channels for their loyal customers.

Miges (1999) added that to achieve the wide spread of the coverage, mobile phone providers need to examine the geographical extent of their network. By adding wider coverage, customers can have the opportunity to enjoy better quality coverage. In the past few years alone, the availability of quality coverage has transformed the prospect for mobile phone provider, especially in these Asia pacific regions. The magic of better coverage is that it is turning the mobile phone service into a big potential growth market especially in the telecommunication market. The day will come when more areas will be covered by mobile phone network and that more customers will enjoy the coverage services offered by mobile phone providers.

Chin (2001) stated that consumers expect better quality of network coverage provided by mobile phone provider. He added that if the mobile phone providers were to expect better increase in customers' satisfaction, they need to provide better high quality, cost effective platform for their coverage network. He also agreed that more mobile phone providers are concentrating in coverage network because he felt that this could be the important factor that might enable all mobile phone providers to be one of the top providers in the market. He felt that if this were so, consumers would develop a long-term relationship with their mobile phone provider.

In addition, Lau (2001) stated that if mobile phone providers could adopt both proactive and corrective approaches in keeping track with the performance of their network coverage, this would help them to secure the service quality level and gain better customers' satisfaction.

## CHAPTER 3

### METHDOLOGY RESEARCH

#### 3.0 Introduction

The discussion on this chapter will focus on the methodology research method. The method organizing data and analyzing data would be used in the data analysis. Other method would include information collection techniques. This research will only examine the demand of mobile phone provider in Kuching area.

##### 3.0.1 Model of research

$$Y = f \{A, R, N, C, S\}$$

The model above will be used in determining the demand of mobile phone provider by identifying factors of advertisement (A), rates (R), network coverage (N), consumer services (C) and service package (S) that may influence its demand.

The above demand model is simplified from the econometric function that is shown below: -

$$Y = B_0 + B_1A + B_2R + B_3N + B_4C + B_5S + \mu$$

**Where: -**

**Y = the demand for mobile phone provider**

**B0 = Intercept**

**B<sub>1</sub> + ... + B<sub>5</sub> = slope (A, R, N, C, S)**

**A = Advertisement**

**R = Rates**

**N = Network coverage**

**C = Customer service**

**S = Service package**

**μ = Random error**

The quantitative and qualitative method would be used in this research. Quantitative method will use the simple correlation to examine the relationship between the dependent variable and independent variable.

### **3.0.2 Correlation analysis (r)**

Correlation analysis is used to measure the strength of linear relationship that exists between 2 variables, the dependent variable, Y and independent variable of X. This correlation will have a value from -1 till 1. The higher the value of correlation, whether it

is negative or positive will show a strong relationship that exist between two dependent variable and independent variable.

### **3.0.3 Charts and graph**

All the data that are gathered from questionnaire will be analyzed and being presented into charts and graph that is easily understand by the readers.

### **3.0.4 Statistic discrete**

In this section, the calculation is more to determine the value of mean, mode, median, standard deviation and variance.

### **3.0.5 Collection of Data**

All the data are gathered using the method of questionnaire distributed to about 300 and above respondents to get the primary data.

### **3.0.6 Primary Data**

The normal prime data are used in determining the results of the research. Therefore about 300 sets of questionnaire will be distributed out to the public in Kuching

area only. The distribution of questionnaire is essential in determining the demand of mobile phone provider

### **3.0.7 Variables**

#### **3.0.7.1 Dependent variable**

The demand for mobile phone provider is considered as dependent variable. The factors of advertisement, rates, service package, network coverage and customer service will determine the changes in the demand.

#### **3.0.7.2 Independent variable**

Independent variables are advertisement, rates, network coverage, customer service and service package.

Variable of rates are one of the factors that will influence the demand for mobile phone provider. The relationship between the demand and the rates are negative as shown in the law of economics.

Variable of advertisement might be the factor that influences the demand for mobile phone provider. Since advertisement has a positive relationship with rates, the more attractive the advertisement is to the customers, the demand will increase.

Network coverage had a positive relationship with demand for mobile phone provider. As network coverage is growing, the demand will increase as well.

Service package and demand are both positively related to each other. When service packages are offered in many categories, customers may increase their demand.

Customer service is essential in determine the demand for mobile phone provider. Is mobile phone providers could provider the best service; this would increase the demand for their network.

### **3.1 Collection of data**

Data is divided into primary data and the secondary data. The prime data of this research is gathered from the questionnaire, while the secondary day can be gathered from Internet, magazines, journals and even electronic resource. Some of the data collected like the statistic data are gathered from other the individual research from Maybank, newspaper and Tmtouch.

### **3.2 Data Analysis**

The analysis method can be aided by econometric software called (SPSS). All the data that are gathered from questionnaire are key into the econometric software to get the analysis results like Correlation analysis and t-test.

### **3.3 Hypothesis Testing**

**3.3.1** Ho: Advertisement will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Advertisement will influence the demand of consumers in choosing the right mobile phone provider.

**3.3.2** Ho: Network coverage will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Network coverage will influence the demand of consumers in choosing the right mobile phone provider.

**3.3.3** Ho: Rates will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Rates will influence the demand of consumers in choosing the right mobile phone provider.

**3.3.4** Ho: Consumer service will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Consumer service will influence the demand of consumers in choosing the right mobile phone provider.

**3.3.5** Ho: Service package will not influence the demand of consumers in choosing the right mobile phone provider.

H1: Service package will influence the demand of consumers in choosing the right mobile phone provider.

## CHAPTER 4

### RESULTS

#### 4.0 Introduction

This chapter will include the findings of all the data that had been collected from 300 respondents, the public. The results will be mentioning about the consumers' demand towards mobile phone providers. Other conclusions to be explained are descriptive and inferential statistic.

#### 4.1 Demand

##### 4.1.1 Descriptive Statistic

##### 4.1.1.1 Background of respondents (Customers)

Based on these results, table 4.0 is shown to illustrate a clear picture of all the 300 respondents participating in the research.

**Table 1: Background of Respondents (customers)**

Criteria	Background	Number of People	Percentage (%)
Age	< 25	94	31.3
	26-30	34	11.3
	31-35	37	12.3
	36-40	47	15.7
	41-45	39	13.0
	46-50	24	8.0
	51-55	10	3.3

	56-60	15	5.0
<b>Total</b>		<b>300</b>	<b>100</b>
Gender	Male	171	57.0
	Female	129	43.0
<b>Total</b>		<b>300</b>	<b>100</b>
Academic Level	SRP/PMR	47	15.7
	SPM/SPMV	116	38.7
	STPM	24	8.0
	Diploma	36	12.0
	Degree	65	21.7
	Master	8	2.7
	Others	4	1.3
<b>Total</b>		<b>300</b>	<b>100</b>
Sectors	Government	43	14.3
	Private	106	35.3
	Own Business	59	19.7
	Student	74	24.7
	Others	18	6.0
<b>Total</b>		<b>300</b>	<b>100</b>
Race	Malay	38	12.7
	Chinese	202	67.3
	Iban	18	6.0
	Bidayuh	28	9.3
	Indian	3	1.0
	Others	11	3.7
<b>Total</b>		<b>300</b>	<b>100</b>
Income	RM 500 and below	93	31.0
	RM 501- RM 750	17	5.7
	RM 751- RM 1000	11	3.7
	RM 1001- RM 1250	22	7.3
	RM 1251- RM 1500	16	5.3
	RM 1501>	141	47.0
<b>Total</b>		<b>300</b>	<b>100</b>

From Table 1.0, majority of the respondents are 25 years old and below. This shows that people age 25 and below are the biggest group of customers who uses services from mobile phone provider. The mean for the age group is 3.30.

In this study, the statistic shows that the population of males exceeds the number females by 14%. Female respondents only reach 43% of the total respondents. The mean for gender is 1.43.

Majority of the respondents are SPM/SPMV educated, represents 38.7% of the total respondents. Other groups of respondents that have a degree in their academic level represent about 21.7%. There are only 1.3% of respondents that possess other academic qualification. The mean for academic level is 2.99.

In the sectors category, 35.3% of respondents are working in the private sectors- this are the majority group. Students made up a total 24.7% of the total of respondents. For those respondents who open their own business, it represents third largest group with 19.7%. The mean for sectors is 2.73.

The mean for race is 2.30. Standard deviation recorded about 1.074. Chinese respondents occupied about 67.3%. Second largest group of respondents are Malay with a total of 38 people.

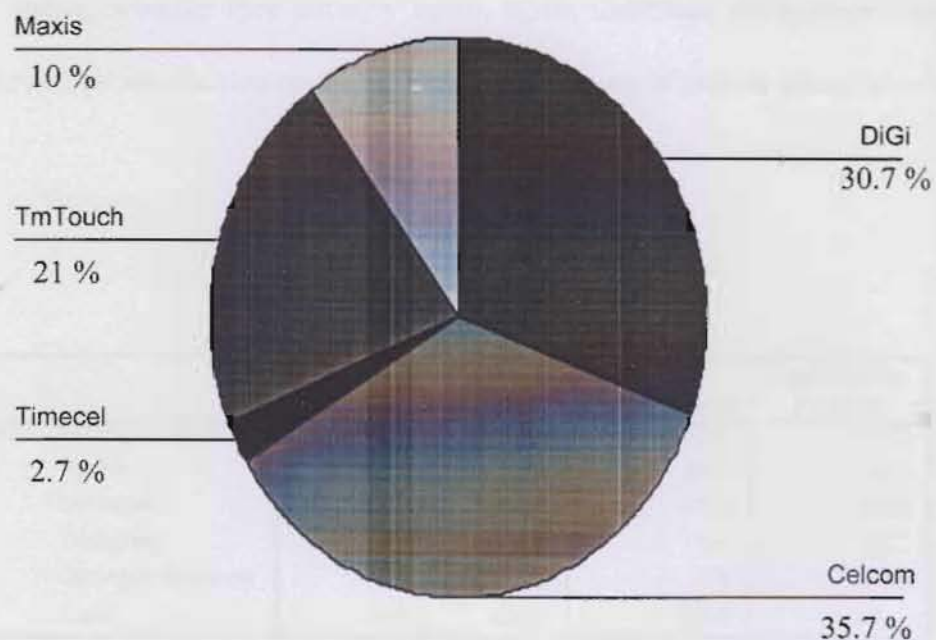
Most of the respondents who earn RM 1501 and above, recorded a sum of 47%. The second largest income earners of 31% earn an income of RM 500 and below. The mean for income is 3.91.

#### 4.1.1.2 Demand for mobile phone providers

The pie chart 2 below shows the demand for mobile phone providers by loyal customers.

**Chart 2: Percentage of Demand for Mobile Phone Providers**

### Demand for Network Providers



From pie chart 2, majority of respondents prefers to subscribe to Celcom provider. About 35% of respondents use services from Celcom. The second highest demand for mobile phone provider is DiGi with 30.7 %. It records a total demand of 92 people from the respondents' survey. Mobile phone providers like TMtouch and Maxis each have a demand of 21 % and 10 % respectively. TMtouch has a demand of 63 people while

Maxis has a total demand of 30 people. Results have shown that mobile phone provider like Timecel has a low demand from consumers. It only has a 2.7 % demand. Only 8 people subscribe for Timecel in the respondents' survey.

#### 4.2 Network Satisfaction

The table 2 below shows the *Network Satisfaction* among customer. It shows customers' views, whether they strongly agree, agree, uncertain, disagree and strongly disagree about their satisfaction on their current subscription of mobile phone providers.

**Table 2**

**Network Satisfaction**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	40	13.3	13.3	13.3
Agree	198	66.0	66.0	79.3
Uncertain	39	13.0	13.0	92.3
Disagree	19	6.3	6.3	98.7
Strongly disagree	4	1.3	1.3	100.0
Total	300	100.0	100.0	

Most of the respondents in the survey agree that they are satisfied with their current network providers. About 198 person agree to the network satisfaction. On the other hand, 13.3 % of respondents strongly agree that their current mobile phone providers are providing them with the best services.

However a total of 39 people or 13 % of the respondents are uncertain if they are satisfied with their mobile phone providers. There are only 6.3 % of respondents that disagree with the network satisfactory. Those who strongly disagree with their satisfaction towards their mobile phone providers recorded the smallest percentage of 1.3 %. The mean for the *Network Satisfaction* is 2.16. Standard deviation shows a sum of 0.782. The mean of 2.16 means that the respondents agree that they are satisfied with their mobile phone providers' services.

### 4.3 Factors that influence the demand for mobile phone providers

The factors that influence the demand for mobile phone providers are advertisement, coverage, rates, customer service and service package.

#### 4.3.1 Advertisement

The results of respondents' view about advertisement are based on 5 issues on table 3, 4, 5, 6 and 7 below.

**Table 3(Statement 1)**

**The advertisement by mobile phone providers provide useful information**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	53	17.7	17.7	17.7
Agree	155	51.7	51.7	69.3
Uncertain	59	19.7	19.7	89.0
Disagree	27	9.0	9.0	98.0
Strongly Disagree	6	2.0	2.0	100.0
Total	300	100.0	100.0	

Based on statement 1 on table 3, the statistic has shown that the mean is 2.26. This means that respondents agree that advertisement by mobile phone providers do provide useful information

**Table 4 (Statement 2)**

**understand the meaning of the advertisement provided by mobile phone providers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	30	10.0	10.0	10.0
Agree	146	48.7	48.7	58.7
Uncertain	88	29.3	29.3	88.0
Disagree	29	9.7	9.7	97.7
Strongly disagree	7	2.3	2.3	100.0
Total	300	100.0	100.0	

Table 4- the statement 2 has a mean of 2.46, so most of the respondents are uncertain if they truly understand the meaning of the advertisement provided by mobile phone providers.

**Table 5(Statement 3)**

**I am easily influenced by the advertisement provided by mobile phone providers**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	11	3.7	3.7	3.7
Agree	50	16.7	16.7	20.3
Uncertain	75	25.0	25.0	45.3
Disagree	126	42.0	42.0	87.3
Strongly disagree	38	12.7	12.7	100.0
Total	300	100.0	100.0	

In table 5, the statement 3 has a mean of 3.43. Most of the respondents are still uncertain if they were easily influence by the mobile phone providers.

**Table 6(Statement 4)**

**I choose mobile phone providers based on the information given in the advertisement**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	25	8.3	8.3	8.3
Agree	79	26.3	26.3	34.7
Uncertain	69	23.0	23.0	57.7
Disagree	104	34.7	34.7	92.3
Strongly disagree	23	7.7	7.7	100.0
Total	300	100.0	100.0	

Table 6, statement 4 has a mean of 3.07. People are still uncertain about choosing mobile phone providers based on the information given in the advertisement

**Table 7(Statement 5)**

**I prefer choosing my own network provider based on the information given by friends**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	50	16.7	16.7	16.7
Agree	144	48.0	48.0	64.7
Uncertain	47	15.7	15.7	80.3
Disagree	46	15.3	15.3	95.7
Strongly disagree	13	4.3	4.3	100.0
Total	300	100.0	100.0	

Table 7, statement 5 has a mean of 2.43. Overall, the respondents agree that they prefer choosing their network providers based on the information given friends.

### 4.3.2 Coverage

The results of respondents' view about coverage are based on 4 issues on table 8, 9, 10 and 11 below.

**Table 8(Statement 1)**

**The coverage of the mobile phone network I chose is excellent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	35	11.7	11.7	11.7
Agree	163	54.3	54.3	66.0
Uncertain	57	19.0	19.0	85.0
Disagree	41	13.7	13.7	98.7
Strongly disagree	4	1.3	1.3	100.0
Total	300	100.0	100.0	

Table 8 shows that about 54 % of respondents agree that their coverage network is excellent. About 19 % are uncertain about their coverage reliability. However 13.7 % of respondents think that the phone coverage is not excellent. Table 8, statement 1 has a mean of 2.39. Overall the mean shows that the respondents agree that the coverage of mobile phone network they chose is excellent.

**Table 9(Statement 2)**

**Sometimes, the disruption of coverage is irritating and unbearable**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	84	28.0	28.0	28.0
Agree	117	39.0	39.0	67.0
Uncertain	58	19.3	19.3	86.3
Disagree	32	10.7	10.7	97.0
Strongly disagree	9	3.0	3.0	100.0
Total	300	100.0	100.0	

The results in table 9, statement 2, shows 39 % of respondents agree that the disruption of coverage in their network providers are irritating and unbearable. Furthermore, 28% respondents strongly agree to that statement. Still, only 9 respondents strongly disagree. The mean for table 9, statement 2, is 2.22, so as a conclusion, respondents agree to the issue that the disruption of their network coverage is irritating and unbearable.

**Table 10(Statement 3)**

**I cannot receive clear reception when I am in the city**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	27	9.0	9.0	9.0
Agree	69	23.0	23.0	32.0
Uncertain	60	20.0	20.0	52.0
Disagree	113	37.7	37.7	89.7
Strongly disagree	31	10.3	10.3	100.0
Total	300	100.0	100.0	

In Table 10, statement 3, the results show a 37.7 % respondents disagreeing to the statement. About 113 respondents feel that they could receive clear reception when they are in the city. About 23 % respondents have an opposite view regarding the statement. They agree to the statement. The overall mean is 3.17. This results shows that respondents are uncertain about the statement.

**Table 11(Statement 4)****Mobile phone providers should upgrade their coverage regularly**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	212	70.7	70.7	70.7
Agree	67	22.3	22.3	93.0
Uncertain	17	5.7	5.7	98.7
Disagree	1	.3	.3	99.0
Strongly disagree	3	1.0	1.0	100.0
Total	300	100.0	100.0	

Majority of respondents, 70.7%, strongly agree to the statement on table 11. However only 1 respondent disagrees that his or her mobile phone provider should upgrade their coverage regularly. The mean is 1.39; meaning that most of the respondents strongly agree their mobile phone providers should upgrade their network in regular basis.

#### 4.3.3 Rates

The results of respondents' view about coverage are based on 4 issues on table 12, 13, 14 and 15 below.

**Table 12(Statement 1)****I could afford to pay mobile phone charges set by my mobile phone provider**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	55	18.3	18.3	18.3
Agree	166	55.3	55.3	73.7
Uncertain	42	14.0	14.0	87.7
Disagree	29	9.7	9.7	97.3
Strongly disagree	8	2.7	2.7	100.0
Total	300	100.0	100.0	

Referring to statement 1 in table 12, 55 % of respondents agree they could afford to pay mobile phone charges. The rest are uncertain which comprises of 14 %. A total of 29 respondents disagree with the statement above. The mean is 2.23. The results imply that respondents agree that they could afford to pay for their hand phone rates charges.

**Table 13(Statement 2)**

**Mobile phone providers should lower calling rates(promoting more demand)**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	220	73.3	73.3	73.3
Agree	63	21.0	21.0	94.3
Uncertain	8	2.7	2.7	97.0
Disagree	5	1.7	1.7	98.7
Strongly disagree	4	1.3	1.3	100.0
Total	300	100.0	100.0	

Based on table 13(statement 2), 73.3% of respondents strongly agree that mobile phone providers should lower calling rates. About 8 respondents are uncertain. On the other hand, 1.3% of respondents strongly disagree. The mean is 1.37. The mean shows that every respondent strongly agree to the statement made on table 13.

**Table 14(Statement 3)**

**Mobile phone providers frequently give promotion rates for me**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	34	11.3	11.3	11.3
Agree	91	30.3	30.3	41.7
Uncertain	73	24.3	24.3	66.0
Disagree	71	23.7	23.7	89.7
Strongly disagree	31	10.3	10.3	100.0
Total	300	100.0	100.0	

The results on table 14 based on statement 3 are evenly distributed. However, 91 respondents agree that their mobile phone providers frequently give promotion. Some are uncertain if they have ever received any frequent promotion from their mobile phone providers. This group made up of 24.3% of total respondents. The mean is 2.91, it means people are uncertain regarding the statement.

**Table 15(Statement 4)**

**I am satisfied with the rates charged**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	16	5.3	5.3	5.3
Agree	73	24.3	24.3	29.7
Uncertain	64	21.3	21.3	51.0
Disagree	102	34.0	34.0	85.0
Strongly disagree	45	15.0	15.0	100.0
Total	300	100.0	100.0	

Table 15- There are about 34% of respondents who disagree with the satisfaction of rates charged by their mobile phone providers. However 73 respondents still satisfy with the charge rates. The mean is 3.29. Many respondents are still uncertain based on the mean provided.

#### **4.3.4 Customer service**

The results of respondents' view about coverage are based on 4 issues on table 16, 17, 18 and 19 below.

**Table 16(Statement 1)**

**The services provided by mobile phone providers are fast and effective**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	32	10.7	10.7	10.7
Agree	131	43.7	43.7	54.3
Uncertain	89	29.7	29.7	84.0
Disagree	42	14.0	14.0	98.0
Strongly disagree	6	2.0	2.0	100.0
Total	300	100.0	100.0	

Table 16 explains that 43.7 % of respondents agree that mobile phone providers are effective and fast. Others, 29.7% are uncertain. There are about 14% who disagree. The mean is 2.53. It explains that the respondents are uncertain about statement 1 on table 16.

**Table 17(Statement 2)**

**Mobile phone providers should provide 24 hours hotline service**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	188	62.7	62.7	62.7
Agree	92	30.7	30.7	93.3
Uncertain	16	5.3	5.3	98.7
Disagree	2	.7	.7	99.3
Strongly disagree	2	.7	.7	100.0
Total	300	100.0	100.0	

Table 17 shows 62.7% of respondents strongly agree that mobile phone providers should provide 24 hours hotline service. There are only 2 who disagree and strongly disagree with the statement. The mean reaches the level of 1.46. Respondents agree to the statement based on the mean given.

**Table 18(Statement 3)****I do not find any difficulty with their services when doing my transaction**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	23	7.7	7.7	7.7
Agree	153	51.0	51.0	58.7
Uncertain	85	28.3	28.3	87.0
Disagree	30	10.0	10.0	97.0
Strongly disagree	9	3.0	3.0	100.0
Total	300	100.0	100.0	

According to table 18, 153 respondents do not find any difficulty with their mobile phone providers in terms of customer service when they do their transactions. 28.3% are uncertain about the problem. The mean stands at 2.50, resulted in uncertainty among respondents regarding statement 3 on table 18.

**Table 19(Statement 4)****The consistency of their service is always upgraded**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	19	6.3	6.3	6.3
Agree	108	36.0	36.0	42.3
Uncertain	142	47.3	47.3	89.7
Disagree	22	7.3	7.3	97.0
Strongly disagree	9	3.0	3.0	100.0
Total	300	100.0	100.0	

The results on table 19 shows that there are uncertainties among 47.3% respondents. Some respondents agree that mobile phone providers' service is always upgraded. The mean is 2.65. It proves that many respondents are uncertain whether mobile phone providers always upgrade their service.

#### 4.3.5 Service Package

The results of respondents' view about coverage are based on 5 issues on table 20, 21, 22, 23 and 24 below.

**Table 20(Statement 1)**

**Mobile phone providers provide wide range of service package**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	50	16.7	16.7	16.7
	Agree	144	48.0	48.0	64.7
	Uncertain	73	24.3	24.3	89.0
	Disagree	27	9.0	9.0	98.0
	Strongly disagree	6	2.0	2.0	100.0
	Total	300	100.0	100.0	

Table 20 shows that 48% respondents agree that mobile phone providers provide wide range of service package. Only 9% disagree with the statement. Those who strongly agree with the statement made up a total of 50 people. The mean is 2.32. This shows that majority of respondents agree. The results also show that service package is frequently provided by mobile providers.

**Table 21(Statement 2)**

**I am attracted to some of the service package offered**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	27	9.0	9.0	9.0
	Agree	132	44.0	44.0	53.0
	Uncertain	79	26.3	26.3	79.3
	Disagree	53	17.7	17.7	97.0
	Strongly disagree	9	3.0	3.0	100.0
	Total	300	100.0	100.0	

The results on table 21 shows a remarkable 44% agreement among respondents, stating that they are attracted to some of the service package being offered. There are 26.3% uncertainties among respondents about this statement. The mean reaches 2.62, stating that respondents are uncertain about statement 2 on table 21.

**Table 22(Statement 3)**

**Most of the service packages offered are not suitable for me**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	51	17.0	17.0	17.0
Agree	99	33.0	33.0	50.0
Uncertain	95	31.7	31.7	81.7
Disagree	45	15.0	15.0	96.7
Strongly disagree	10	3.3	3.3	100.0
Total	300	100.0	100.0	

Table 22 has a well distribution of results among respondents who agree and uncertain. Those who agreed reached a level of 33%. They feel that the service package being offered is not suitable for them. However, 31.7% are uncertain with statement 3. The mean is at 2.55. It proves that respondents are still uncertain if the service packages are suitable for them or not.

**Table 23(Statement 4)**

**Mobile phone providers offer the best service packages according to their customers' needs**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	45	15.0	15.0	15.0
Agree	82	27.3	27.3	42.3
Uncertain	115	38.3	38.3	80.7
Disagree	48	16.0	16.0	96.7
Strongly disagree	10	3.3	3.3	100.0
Total	300	100.0	100.0	

Table 23 shows an uncertainty results among respondents. 38.3% of respondents are uncertain of their mobile phone providers offer the best packages for their needs. There are still 27.3% of respondents who agree to the statement. The mean for table 4.26 is 2.65, meaning that respondents are uncertain about statement 4.

**Table 24(Statement 5)**

**I find attractive benefits in the service package I have chosen**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly agree	33	11.0	11.0	11.0
Agree	133	44.3	44.3	55.3
Uncertain	76	25.3	25.3	80.7
Disagree	54	18.0	18.0	98.7
Strongly disagree	4	1.3	1.3	100.0
Total	300	100.0	100.0	

Table 24 above shows majority of respondents agree that they find attractive benefits in the service package they have chosen. This group makes up of 44%. About 76 respondents are uncertain with statement 5. However, the mean is 2.54. The mean also shows that the respondents are feeling uncertain about statement 5 on table 24.

## 4.4 Inferential statistic

### 4.4.1 Correlation analysis

Correlations analysis measures how variables or rank orders are related. Both variables that are measured might have positive or negative or even no relation at all. The correlation analysis will examine the relationship between the demand for mobile phone providers and the five factors of advertisement, coverage, rates, customer service and service package. Pearson Correlation is used to identify this relationship, while the two-tailed method is used to identify the level of significance between demand and all the 5 factors. Table 4.28 below will show the relationship of demand and the 5 factors.

**Table 25: Correlations**

	Advertisement	Coverage	Rates	Customer Service	Service Package
<b>Demand</b> Pearson Correlation	0.223**	- 0.14	0.161**	0.211**	0.162**
Sig. (2-tailed)	0.000	0.803	0.005	0.000	0.005
N	300	300	300	300	300

\*\* Correlation is significant at the 0.01 level (2-tailed)

\* Correlation is significant at the 0.05 level (2-tailed)

#### **4.4.1.1 The relationship between demand and advertisement**

The results on table 25 showed that there is a significant relationship between the demand and advertisement. The value of Pearson Correlation or r-value is 0.223 with a positively weak relationship. This means that advertisement will influence the level of demand for mobile phone providers. The significant (2-tailed) value is at 0.000. This value proves that the 2 variables are significant. .

#### **4.4.1.2 The relationship between demand and Network coverage**

The Pearson Correlation value is  $-0.014$ , based on table 25. Results also showed that there is no significant relationship between the demand and the coverage factor. The r-value of  $-0.014$  also means that it has a negative relationship. The significant (2-tailed) level is at 0.803. Therefore whenever, there is an upgrade in the coverage made by mobile phone providers, it would not influence the consumers' demand.

#### **4.4.1.3 The relationship between demand and rates**

The r-value or Pearson correlation value is at 0.161. The positive value also means that it is significant. The 0.161 represent a positively weak relationship. An increase in mobile phone rates would influence the demand in a smaller scale. The significant (2-tailed) level is at 0.005.

#### **4.4.1.4 The relationship between demand and Customer service**

Pearson Correlation is at 0.211. It has a positively weak relationship. This result showed customer service has a significant relationship with the demand. A change in customer service will definitely influence the increase and the decrease in the demand. The significant (2-tailed) level is at 0.000.

#### **4.4.1.5 The relationship between demand and service package.**

Table 25 showed the value of Pearson Correlation to be 0.162. The value also shows that it has a positively weak relationship. A positive value will mean that service package will influence the demand- an increase of variety of service package will increase the demand. It is significant (2-tailed) level is at 0.005.

## **CHAPTER 5**

### **DISCUSSION**

#### **5.0 Introduction**

This chapter determines the results of the comparison between the past research and the recent findings.

#### **5.1 Factors That Influence The Demand for Mobile Phone Providers**

The discussion explains recent findings the 5 factors - advertisement, coverage network, rates, customer service and service package. In relation of these findings, this chapter will explain further the influence of the 5 factors in comparing with the demand for mobile phone providers.

##### **5.1.1 The Influence of Advertisement Towards the Demand**

The value of Pearson Correlation or the r-value shows a value of 0.223. The r-value has a positive value, meaning that there is a weak positive relationship between advertisement and the demand for mobile phone providers. An increase in the usage of advertisement by mobile phone providers will increase the demand. The recent findings

can be supported by past research done by Kok Peng (1986). He agreed that advertisement is an important tool for an organization and its influence on consumers is great. The statement made by Kok Peng (1986) also indicates that the relationship between advertisement and the demand is positive. Other past research to reinforce the Kok Peng's statement was made by Rajeev Batra (1992).

Based on the correlation results, advertisement still has a weak positive relationship with its demand. There are few reasons why advertisement's influence is positively weak. One of the reasons is that there are certain consumers who still do not understand what the mobile phone providers are trying to put across using through its advertisement. These consumers may think that they just need a normal communication tools and are not concern about the advertisement advertised by mobile phone providers. In addition to that, advertisement does not bring any benefit for them even if they understand the meaning of the advertisement. Therefore, if mobile phone providers were to make advertisement a great influence, they need show their consumers that they could earn benefits and prizes when reading the advertisements. This would encourage consumers to understand and read the advertisement.

Secondly, mobile phone providers' strategy of publishing the same and repeating advertisement can be reason contribution towards the positively weak relationship of advertisement. Nowadays, consumers are not attracted by the same old advertisement. Consumers can easily attracted to new image of advertisement, which they have not seen.

Mobile phone providers need to come out with newer and creative ideas to publish new advertisement to attract consumers.

Other reason might be, consumers' unwillingness to change their mobile phone providers even if the advertisement can influence their daily lives. Example, if a consumer had subscribed for a mobile phone network, and then comes across an advertisement by other mobile phone providers, he would not have the time to change to other network providers, maybe because he is satisfied with his current network providers and the inconveniency of changing phone numbers. Therefore, advertisement cannot influence the demand in a strong positive side.

The positive relationship between advertisement and the demand shows that advertisement by mobile phone providers does provide useful information for their loyal customers. According to the results of the findings, 155 respondents agree while 17.7% strongly agree that advertisement does provide useful information. The statement made by Kok Peng (1986) strengthens the result of the findings. He stated that advertisement have the strength of providing useful information for customers who want to know more about the new product. Therefore there are 69.4% respondents who think that advertisement provides useful information. Myers (1992) had a same view as Kok Peng (1986). In addition to that statement, Myers (1992) stated that each time advertisement provides useful information for customers, this method might attempt to remind consumers about the product and services of the organization.

Many respondents from the survey show that they completely understand the meaning of the advertisement provided by mobile phone providers. However, the finding made by Kok Peng (1986) claiming that advertisement might mislead consumers is not exactly true. The recent findings strongly disagree with the findings made by Kok Peng (1986). Recent findings show advertisement does not mislead consumers. Almost 58.7% of respondents understand the meaning of the advertisement provided by their mobile phone providers. It proves that respondents are not misleading by the advertisement.

The findings indicate the mean on table 4.7 is 3.43, stating that respondents are uncertain if there are too easily influenced by the advertisement provided by mobile phone providers. Pearson Correlation or r-value has shown that the value is + 0.223, Even though there is a positive relationship between advertisement and demand, the influence is weak. This is why the respondents are still uncertain if they are easily influence by advertisement. However it does not mean that respondents are not influence by the advertisement. Therefore, the result of the findings cannot support the statement made by Rajeev Batra (1992). He stated that the influence of advertisement is too great because of its very persuasive nature.

### **5.1.2 The Influence of Network Coverage Towards the Demand**

Based on the findings, the relationship between network coverage and the demand are negative. The Pearson Correlation or r-value is – 0.014. The negative value shows there is no positive relationship between network coverage and demand. The basic theory

is that if there is an increase in quality of network coverage, this will increase the demand. This theory cannot support the result of these findings

The statement on table 4.10 in chapter 4 shows that respondents agree and that they expect their coverage of their mobile phone network to be excellent. This finding is well supported by Hodgetts et al (1994). She stated that coverage consistency is an expectation of all customers at all times. Chin (1998) also concluded that consumers expect better quality of network coverage.

Most of the respondents feel that they can receive good reception when they are in the city. 37.7% agrees to the statement on table 4.13 at chapter 4. The good coverage in the city can be contributed by the ongoing upgrade done by mobile phone providers to widen the coverage network. This would benefit the customers. The statement by Miges (1999) would support this claims. He also thinks that adding wider coverage, customers can enjoy better quality coverage.

Recent findings concluded that most respondents agree that mobile phone providers should upgrade their coverage regularly. Thee findings also supported Hodgetts's (1994) statement. He stated that better-equipped network coverage is needed.

### **5.1.3 The Influence of Rates Towards the Demand**

Pearson Correlation has a value of 0.161. It shows a positively weak value. Therefore, there is a significant relationship between rates and the demand. The recent result of the findings can be strengthening by the statement made by Lee (2001). He stated that rates determined by mobile phone providers are essential factor that will influence the consumers' demand.

Customers who are still uncertain about the subscriptions with their mobile phone providers cause the positively weak relationship between the demand and rates or not. These uncertainties existed due to the fact that the rates of mobile phone calls is increasing and sometimes decrease due to promotion made by mobile phone providers. Some customers prefer to wait for the rates of mobile phone calls to stabilise before subscribing to any mobile phone providers. This in turn, would cause the rates factor to be positively weak when compared with the demand.

Secondly, customers who subscribe with their current mobile phone providers prefer not to change subscriptions to other mobile network. The change in rates however will not strongly influence the customers to subscribe with other mobile phone providers because they are lazy and do not find any importance to change network coverage. In order to convince customers to subscribe with their network access, mobile phone providers need to help their customers to visualise the benefits customers can earn by changing to other network access. The unwillingness of customers to change network

access even though the rates are low contributed to the positively weak link between rates and the demand for mobile phone providers.

Minges (1998) claimed that the expensive rate of mobile phone has not dampened the popularity of mobile telecommunication. His statement is true based on the recent findings. Recent findings shows that even though the rates of mobile phones are expensive, 55.3% of respondents agree that they still can afford to pay their mobile phone charges. The affordability by consumers has further strengthened Minges's (1998) statement. He explained that many users even make calls using their mobile phone when they are at home or at the office.

A total of 73.3% respondents strongly agree that mobile phone providers should lower call rates to promote more demand. Lowering the calling rates will definitely increase the demand. T. Damingo (1997) personally believed that to be cost competitive is to be price competitive. He added further that continuous rate reduction is needed to meet the customers' expectation and demand

There are about 34% of respondents who are not satisfied with the rates charged by their mobile phone providers. This is why 220 respondents calls for rates reduction. For mobile phone provider that heed to its customers' needs will have clear advantage over their rivals. This statement can be supported by T, Damingo (1997). He stated that any organizations that produce low-rates for mobile phone network are always in a win-win situation.

#### **5.1.4 The Influence of Customer Service Towards the Demand**

There is a positive relationship between customer service and demand. Pearson Correlation shows a positive value of 0.211. This also shows a positively weak relationship. It is significant at the level of 0.000. As mobile phone providers improve their customer service, this can have a positive impact on the demand for more mobile phone providers. The result of the findings shows that it has the same characteristic views made by F. Blumberg (1991). He stated that the well-established service performance would lead to better demand for mobile phone providers; this is because customers always observe an organization's services before they decided to subscribe for any network providers.

In order to gain more competitive advantages, mobile phone providers should set up action plan to establish better service performance in their management system. Firstly, action plans need to be drawn up and acknowledged before choosing the right plans to set up the. The best customers service that is offered to the customers are drawn up by mobile phone providers based on the smart plan action plan that had been prepared for a long-term period.

Among all the 5 factors, customer service seems to have the second strongest positive weak relationship with the demand. One of the reasons is because consumers today are demanding more customer services from mobile phone providers. When customers have a problem with their network, they always seek help from their mobile

providers. As a result of high demand for customer services, mobile phone providers are setting up more 24 hours customer service and even open more “help” counters in their premises.

However, the relationship of customer service and demand is still weak. One of the reasons that contribute to the weak side is because customers do not like to seek help from mobile phone providers because of the hassle of queuing up for a long time. Customers are now demanding faster and more effective customer services that can resolve their problem in minutes. However some mobile phone providers fail to provide these services, because by providing faster services mobile phone providers need huge amount of money to be invested into the customer services areas. This would definitely take time. When mobile phone providers could not provide fast and effective ways of customer services, it diminishes the strong relationship between customer services and the demand.

F. Blumberg (1997) argued that service industry has become concerned about the development of an effective customer service. Based on his statement, recent finding has shown that 54.4% of respondents agree that services provided by mobile providers are getting effective, due to the fact that more competition among mobile phone providers are getting tense among competitors. When there is healthy competition, mobile phone providers will enthusiastically upgrade their services to gain more loyal customers.

Nowadays, the results also show that mobile phone providers should provide 24 hours hotline service. About 62.7% of respondents say that they require a 24 hours hotline. Research done by Devrye (1994) also stated that customer service should provide special hotline service if there are any. His statement also stress on the importance of more 24 hours hotline service to be provided to customers.

Another factor of customer service is the consistency. T. Damingo (1997) stated that perhaps the most critical service attribute is consistency. This would determine how mobile phone providers offer the products to their customers. The results of the findings agree with T. Damingo (1997). Respondents with a percentage of 36%, agrees that consistency is important for mobile phone providers to establish a closer relationship with their loyal customers.

Each aspects of the customer service will have a huge impact on the demand because all the attributes are positively related to one another.

#### **5.1.5. The Influence of Service Package Towards the Demand**

The value of  $r$  shows a positive sign of 0.162. This results shows that service package has the weakest positive relationship among all the 5 factors. When mobile phone providers pay attention to the service package, this could increase the demand. However, service package is one of the important factors that could positively influence

how customer would look at the product. G. Myers (1992) support this statement. He added that service package is a key factor in this industry.

One the reasons of the positively weak relationship is because customers are beginning to get confuse of the service package offered because they do not understand the packages and sometimes unable to make a right choice according to their need. The confusion and the ability of not making the right choice might be caused by too much service packages being offered. By offering too many service packages do not mean that customers can benefit from them. Customers need to think twice about the service packages offered, they would even compare all the packages before they choose the suitable product. The longer customers need to compare the products; it would definitely cause the service package factor to have a positively weak relationship with the demand.

Other reason is that what customers really want is not fully offered by many mobile providers efficiently. Mobile phone providers need to understand their customers' needs personally. They cannot market their service package in accordance to their environment and society trend alone. This effectively shows that mobile phone providers still do not understand their customers completely. The inability of mobile phone providers to understand customers' needs is the reasons why the influence of service package on demands are positively weak.

In ensuring more demand from consumers, 48% of respondents agree that mobile phone providers provide wide rage of service package. This shows that mobile phone

providers know how important it is to design variety of service package. Chu-Mei Liu (2002) added that ability of mobile phone providers in designing a service package that meets the customers' needs is an important element. When service packages do meet customers' taste, the service package can easily be marketed among variety of customers.

Myers (1998) stated that service package that has many attractive features could contribute to the effectiveness as selling tools. Myers's statement proves that the more service package a mobile phone provider has, it could easily attracts more customers. The survey shows that respondents agree that they are easily attracted some of the service package offered.

However, about 38% respondents are uncertain if mobile phone providers offer the best service packages according to their needs. This problem would happen in any kind of situation. This result is supported by Riquelme (2001). He added that customers might not know as much as customers think they do. Therefore mobile phone providers cannot assume that consumers knows what they want all the time. If consumers know what they want, this could increase the demand.

Most of the respondents agree that they find benefits in the service package they have chosen. About 44.3% response positively to the service package they have chosen. However, 76 others are still uncertain about it. Myers (1998) supports the findings. He added further that consumers only see and respond to the uniqueness if a package and the

recognition of the package. Therefore, the demand may increase if the service package is unique and easily accessible for all consumers.

## **CHAPTER 6**

### **CONCLUSION AND SUGGESTIONS**

#### **6.0 Introduction**

This chapter will concentrate on the research aspect as a whole. The conclusion will explain the result of the research. Later on, few opinions will be shared; it might be a useful guideline for future researchers.

#### **6.1 Conclusion**

The result of research has shown the factors that influence the demand for mobile phone are great. Those 5 factors that include advertisement, customer service, network coverage, rates and service package have a great impact on the demand.

Based on the results, it has shown that advertisement plays an important role in improving the demand for more mobile phone providers. Among the 5 factors, advertisement has the strongest influence. This is followed by customer service, service package, and rates. However coverage does not seem to have any positive impact on the demand for mobile phone providers.

The highest number of users are the teenagers, age 25 years and below. Teenagers demand more network providers due to the influence of culture, trends and style of possessing hand phones.

This research has concluded that most of the hand phone users come from a middle-income group that could afford paying for the services that they subscribe. Most of the consumers who work in the private sectors contributed to the high demand for mobile phone providers. However, those working in the government sectors and those who own their own business contribute pay less attention on other factors such as advertisement and coverage. These professions are more worried about the rates and the customer service which are provided by their mobile phone providers

Secondly, students are the second highest users that demand for better mobile network. The rates that are affordable might have contributed to the high number of demand among students.

Lastly, through this research, all respondents are satisfied with their mobile phone provider. But, although the services provided are adequate, mobile phones providers' role in ensuring better quality services should be increased.

## **6.2 Suggestions to improve the demand for mobile phone provider**

### **6.2.1 Strategic Alliance**

Mobile phone providers should consider strategic alliance. By working close together, mobile phone providers can attract more customers and create more products because when there is cooperation among all mobile phone providers, all kinds of unexplored business opportunities are discovered. The cost of promoting service package could be reduced.

### **6.2.2 Reduce network coverage expenses**

This research has found that network coverage has negative influence in the demand. Therefore, mobile phone providers should lower their expenses and concentration on improving network coverage. Mobile phone providers could used the budget wisely and concentrating in improving other areas like customer service and their service package.

### **6.2.3 Free mobile phone**

It is time for all mobile phone providers to offer free mobile phone for customers who subscribe in their special service package. Nowadays, American and European mobile phone providers are giving free mobile phone to customers who sign up with their service package. Therefore our mobile phone providers should explore this opportunity. This method might be important strategy in attracting more consumers.

### **6.2.4 Provide one service package that suits all consumers**

Most consumers are demanding for more variety of service packages. This is because consumers come from many types of groups like students and adults. Mobile phone providers need to identify new service packages that can suit their customers. They should explore the benefits that their service package can give for students and even adults. Mobile providers could provide one special service package to accommodate all the group target. By doing so, customers will have no difficulty and confusion in choosing their service package.

### **6.2.5 Doing “road shows” and exhibitions for consumers**

Mobile phone providers should appoint their marketing agents to promote their services around the states. Doing exhibitions and promoting service package through

“road shows” can help to improve their relationship with consumers. It is an opportunity for the agents to identify their consumer’s needs and demand. By knowing the needs and demands of consumers, mobile phone providers could improve their services by doing more promotions and marketing side. Long term plan need to be set up to improve sales and identify their weaknesses.

### **6.3 Suggestions for future researchers**

This research has its limitation because the researcher has limited time and other work commitments, so the researcher can only examine about 300 respondents in order to get this result. If there were more time given, the result of the research could be more precise and accurate.

It is suggested that future researchers can include the calculation results like variance, standard deviation and general linear model to explain the demand for mobile phone providers. Future researchers can use this research as reference for their own research as well. The researcher wishes the best of luck to those who are referring to this book.

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## Appendix A

These questionnaires are prepared by Jason Wong (4586).

This Research is to study the demand of Mobile Phone Users in Kuching and is strictly confidential. Your kind cooperation would be appreciated.

Tujuan soal selidik ini adalah untuk mengkaji permintaan terhadap syarikat Bimbit selular di kawasan Kuching. Kerjasama dan budi baik anda adalah amat Diperlukan untuk menjawab soal selidik ini. Segala yang diberikan akan Dirahsiakan dan hanya akan digunakan untuk tujuan akademik semata-mata.

### SECTION 1:

Background of respondent / Latar belakang responden

Please (✓) tick in the appropriate answer.

Sila tandakan (✓) pada jawapan yang sesuai

#### 1. Age / Umur

- ( ) < 25                      ( ) 41-45  
( ) 26-30                    ( ) 46-50  
( ) 31-35                    ( ) 51-55  
( ) 36-40                    ( ) 56-60

#### 2. Gender / Jantina

- ( ) Male / lelaki                      ( ) Female / perempuan

#### 3. Academic Level / Tahap pendidikan

- ( ) SRP/PMR                      ( ) SPM / SPMV                      ( ) STPM                      ( ) Diploma/Sijil  
( ) Degree / Ijazah                      ( ) Master / MBA                      ( ) Lain-lain : .....

#### 4. Profession / Pekerjaan

- ( ) Government Sector / Sektor Kerajaan                      ( ) Private Sector/Sektor Swasta  
( ) Own Business / Perniagaan                      ( ) Student)                      ( ) Lain-lain: .....

#### 5. Race/ Bangsa

- ( ) Malay / Melayu  
( ) Chinese / Cina  
( ) Iban  
( ) Bidayuh  
( ) Indian  
( ) Others, please specify / Lain-lain nyatakan

#### 6. Income / Pendapatan

- ( ) RM 500 and below / RM 500 ke bawah  
( ) RM 501-RM 750  
( ) RM 751- RM 1000  
( ) RM 1001- RM 1250  
( ) RM 1251- RM 1500  
( ) RM 1501 >

### SECTION 2:

Main research / Kajian Asas

- 1) Which mobile phone network are you subscribing to?/ Syarikat telefon bimbit yang anda mendaftar.

( ) DIGI                      ( ) CELCOM                      ( ) TIMECEL                      ( ) TmTouch                      ( ) Maxis

- 2) Using the table below, please indicate your response to each of the items by circling the numbers that best describes your feeling.

Sila bulatkan persepsi anda terhadap permintaan rangkaian syarikat telefon bimbit

TABLE

1	2	3	4	5
Strongly agree Sangat setuju	Agree Setuju	Uncertain Tidak Pasti	Disagree Tidak setuju	Strongly Disagree Sangat Tidak setuju

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Are you satisfied with your Mobile network provider?	1	2	3	4	5
Adakah anda berpuas hati dengan rangkaian "network" telefon bimbit anda?					

### Section 3 :

**Factors that influence the demand of mobile phone users**  
*Faktor yang mempengaruhi permintaan Syarikat telefon bimbit*

Using the table below, please indicate your response to each of the items by circling the number that best describes your feeling.  
*Sila bulatkan persepsi anda terhadap permintaan rangkaian syarikat telefon bimbit*

1	2	3	4	5
<b>Strongly agree</b> Sangat setuju	<b>Agree</b> Setuju	<b>Uncertain</b> Tidak Pasti	<b>Disagree</b> tidak setuju	<b>Strongly Disagree</b> Sangat Tidak setuju

### Advertisement / Iklan

*Please answer these questions (circle your answer)*

1.	<b>The advertisement by mobile phone providers provide useful information</b> <i>Pengiklanan melalui rangkaian syarikat telefon bimbit memberi maklumat yang berguna</i>	1	2	3	4	5
2	<b>I understand the meaning of the advertisement provided by mobile phone providers</b> <i>Anda memahami maksud iklan yang ingin disampaikan oleh rangkaian syarikat telefon bimbit</i>	1	2	3	4	5
3	<b>I am easily influenced by the advertisement provided by mobile phone providers</b> <i>Saya senang dipengaruhi oleh iklan yang dibuat oleh rangkaian syarikat telefon bimbit</i>	1	2	3	4	5
4	<b>I choose mobile phone provider based on the information given in the advertisement</b> <i>Saya memilih jenis rangkaian syarikat telefon bimbit berdasarkan maklumat yang diperolehi dari rangkaian syarikat telefon bimbit</i>	1	2	3	4	5
5	<b>I prefer choosing my own network provider based on the information given by friends</b> <i>Saya lebih gemar memilih rangkaian "network" berdasarkan maklumat yang diberikan oleh kawan</i>	1	2	3	4	5

### Coverage / Rangkaian liputan

1	<b>The coverage of the mobile phone network I chose is excellent</b> <i>Liputan telefon bimbit yang saya pilih adalah amat baik</i>	1	2	3	4	5
2	<b>Sometimes, the disruption of the coverage is irritating and unbearable</b> <i>Kadang-kala, Masalah Liputan "network" telefon bimbit yang dipilih adalah amat dikesali..</i>	1	2	3	4	5
3	<b>I cannot receive clear reception when I am in the city</b> <i>Saya tidak dapat menerima liputan panggilan yang jelas semasa di bandararraya.</i>	1	2	3	4	5
4	<b>Mobile phone providers should upgrade their coverage regularly</b> <i>Rangkaian syarikat telefon bimbit seharusnya memperbaiki dan mempertingkatkan liputan telefon bimbit</i>	1	2	3	4	5

### Rates / Kadar Panggilan

1	I could afford to pay mobile phone charges set by my mobile phone provider <i>Saya mampu membayar kadar panggilan yang dikenakan.</i>	1	2	3	4	5
2	Mobile phone providers should lower their calling rates to promote more customers demand <i>Pihak rangkaian syarikat telefon bimbit seharusnya mengurangkan kadar panggilan untuk meningkatkan permintaan pelanggan.</i>	1	2	3	4	5
3	Mobile phone providers frequently give promotion rates for me <i>Pihak rangkaian syarikat telefon bimbit kadang-kala memberi promosi terhadap kadar panggilan.</i>	1	2	3	4	5
4	I am satisfied with the rates charged <i>Saya berpuas hati dengan kadar panggilan.</i>	1	2	3	4	5

### Customer service/ Perkhidmatan Pelanggan

1	The services provided by the mobile phone providers are fast and effective <i>Perkhidmatan pelanggan adalah cepat dan efisien</i>	1	2	3	4	5
2	Mobile phone providers should provide 24 hours hotline service <i>Pihak syarikat rangkaian syarikat telefon bimbit harus menyediakan perkhidmatan 24 jam untuk pelanggan</i>	1	2	3	4	5
3	I do not find any difficulty with their services when doing my transaction / paying bills <i>Saya tidak mendapat kesukaran dengan perkhidmatan yang disediakan semasa membayar bill</i>	1	2	3	4	5
4	The consistency of their service is always upgraded <i>Perkhidmatan pelanggannya mempunyai konsistensi.</i>	1	2	3	4	5

### Service packages / Pakej Perkhidmatan

1	Mobile Phone providers provide wide range of service package <i>Syarikat Rangkaian telefon bimbit menyediakan pelbagai jenis pakej perkhidmatan</i>	1	2	3	4	5
2	I am attracted to some of the service packages offered by the mobile phone providers <i>Saya tertarik dengan pakej perkhidmatan yang disediakan oleh syarikat rangkaian telefon bimbit</i>	1	2	3	4	5
3	Most of the service packages being offered are not suitable to me <i>Kebanyakan pakej perkhidmatan yang disediakan tidak sesuai untuk saya</i>	1	2	3	4	5
4	Mobile phone providers offer the best service packages according to their customers' needs <i>Syarikat rangkaian telefon bimbit memberi pakej perkhidmatan terbaik berdasarkan permintaan pengguna</i>	1	2	3	4	5
5	I find attractive benefits in the service packages I have chosen <i>Saya mendapati terdapat banyak faedah yang dapat diperolehi di dalam pakej perkhidmatan yang saya pilih.</i>	1	2	3	4	5

Which area of services would you want your mobile phone provider to improve? / Dalam bahagian apakah, Syarikat Rangkaian telefon bimbit anda perlu memperbaiki kelemahannya?