

**THE FACTORS INFLUENCING THE USAGE OF FIXED LINE IN  
THE ERA OF MOBILE PHONE IN TAMAN MELAWATI**

**SORAYA ZAINAL ABIDIN  
2003645525**

**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS ADMINISTRATION  
UiTM, MELAKA**

**NOVEMBER 2005**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, Soraya Zainal Abidin, I.C Number: 821123-14-5962

Hereby declare that,

This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees

This project paper is the result of my independent work and investigation, except where otherwise stated

All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: 10<sup>th</sup> November 2005

LETTER OF SUBMISSION

ASSOC PROF ASMAH BINTI ZAINUDDIN  
RESEARCH ADVISOR  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
78000 ALOR GAJAH  
MELAKA

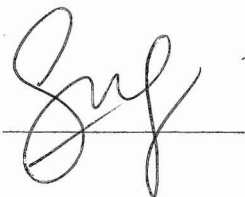
Dear Madam,

**SUBMISSION OF PROJECT PAPER (MKT 660)**

Attached is the project paper titled "THE FACTORS INFLUENCING THE USAGE OF FIXED LINE IN THE ERA OF MOBILE PHONE IN TAMAN MELAWATI", to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

THANK YOU

Yours Sincerely,



Soraya Zainal Abidin

2003645525

Bachelor of Business Administration (Hons) Marketing

# **TABLE OF CONTENTS**

<b>ACKNOWLEDGEMENTS</b>	iv
-------------------------	----

<b>LIST OF TABLES</b>	v
-----------------------	---

<b>LIST OF DEFINITIONS OF TERMS</b>	vi
-------------------------------------	----

## **CHAPTER 1 INTRODUCTION**

1.1	The Company	1
1.2	Problem Statement	3
1.3	Significant Of Study	4
1.4	Research Objectives	5
1.5	Research Questions	5
1.6	Hypothesis	6
1.7	Scope Of Study	6

## **CHAPTER 2 LITERATURE REVIEW**

2.1	Introduction	7
2.2	Substitution Between Fixed Phone and Mobile Phone	8
2.3	Secondary Fixed Phone as Access to Internet	10
2.4	Mobile Phone	11
2.5	Demographic Variables	12
2.6	Psychographic Variables	17

## **CHAPTER 3 RESEARCH METHODOLOGY**

3.1	Population	23
3.2	Sampling	23
3.3	Data Collection Method	24
3.4	Budget	25
3.5	Limitations Of Study	26
3.6	Theoretical Framework	27

## **CHAPTER 1 INTRODUCTION**

### **1.1 The Company**

Telekom is Malaysia's Number One provider of information communication technologies. The company vision is to be the world class telecommunications company providing total customer care. The company mission is to provide total customer satisfaction as they strive to become a world class telecommunications company. Telekom Malaysia is achieving this through developing people, products and services of the highest quality and meeting the needs of the nation, employees and shareholders.

#### **1.11 Products of Telekom**

The products of Telekom range from Telephony, Education, Internet, Entertainment, Mobile, 600 Infoline and Card Services. The telephony products are classified into 2 that are the subscription for basic telephone service in houses and offices, which are being called Residential Home Package and Business Package. A basic monthly rental will be levied while additional phone sets to be used as extensions can be provided at minimal additional rental. The price include initial deposit, stamp fee and installation charge which cost RM 75, RM 10, and RM 50 respectively.