



**A STUDY ON CUSTOMERS'  
PERCEPTION TOWARDS CELCOM 3G  
SERVICES IN PENANG**

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## **ABSTRACT**

Government via Malaysian Communications and Multimedia Commission (MCMC) had introduced a four year plan aimed in boosting the growth of the local information and communication technology (ICT) industry, and to bolster its competitiveness globally. This and other goals are listed in MyICMS 886 and Telekom via Celcom is one of three telcos that has been given responsibility to provide Malaysian with high speed mobile communication technology known as 3G.

This research is made as to study on the customers' perception towards Celcom 3G services. The main issue or problem that would be highlight throughout this research is on what is the customers' perception after they have experienced and used the Celcom 3G in terms of usefulness, the pricing and the contents that have been offered by Celcom.

Both primary and secondary data were used in gathering related data and information pertaining to the topics that would facilitate the outcomes of this research. Internal sources of the secondary data were obtained from Celcom Penang itself. External sources on the other hand were obtained from the journals published data sources and also website articles from the Internet services.

# CHAPTER 1

## **1.0 INTRODUCTION**

### **1.1 BACKGROUND OF THE STUDY**

Celcom (M) Berhad is the first telecommunication company (telcos) in Malaysia to roll out “third generation” mobile communication technology or is usually known simply as “3G” services in Malaysia on 17 May 2005. Another telcos that had secured 3G license is Maxis where they launched their services a month later than Celcom. 3G is a high speed broadband service that runs on W-CDMA platform. From the perspective of the buyers, the obvious advantage of 3G over 2G is its fast connection speed. 3G is up to 40 times faster than the earlier 2G GSM technology and proponents speak of it as equivalent to upgrading a bicycle to a racing car (Grayson,2001).

The higher connection speed enables users to receive digital photographs, moving video images, high quality sound from their mobile sets. It also allow users to have face-to-face conversations via video call, browse internet at anytime wirelessly , watch live TV programmes streaming from ntv7, TV3 and 8TV, download and listen to favorite songs and catch latest news via live streaming by tuning in to CNBC, Bloomberg, MyNews Network, CNN and Astro News.