



**FACTORS AFFECTING THE CHOICE OF A
MOBILE SERVICE PROVIDER**

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EXECUTIVE SUMMARY

A survey was carried out in August 2004 to evaluate factors affecting the mobile service provider. The survey being conducted to measured perception of the public based on their experience as the mobile phone user.

This research is adopting descriptive research design. The research is to show the respond and perception of the mobile phone user on the factors affecting mobile service provider. The perception can be influence by personal prejudices, environment, hardware, publicity, and advertising. Questionnaires have been distributed in this survey. The surveys were use to highlighting areas for service improvement in respect of each mobile service provider from the consumer point of view. The survey also will be use as guidelines for mobile service provider to understand consumer behaviors.

This paper is divided in to five chapters, the First Chapter is the introduction and it covers the background and scope of the study, problem statement, objectives, significance, assumptions and limitation.

Chapter TWO is the literature review, Chapter Three in the research methodology and design, Chapter Four is the data analysis and finding. Finally, Chapter Five which consist of the conclusion and recommendations that will hopefully can improve and enhance the mobile phone service provider quality of services.

CHAPTER 1

1. INTRODUCTION

Since Volta demonstrated electrical phenomena at the beginning of the 18th century, he has been succeeded by a whole silent, powerful technological revolution. In 1834, Morse invented a wonderful trick to send information (to “communicate”) consisting, above all, in a code and also in an electrical instrument that sent and received coded information. This instrument was the great-great-grandson of smoke, the tam-tam, fires, torches, messenger pigeons, signal telegraphs ..., of texts on stone, on papyrus, on paper, of the printer’s, of files and of books, of newspapers, in short, of so many artifacts invented by the tireless human being to communicate information and to communicate with each other. The telegraph was a real landmark. And then subsequent advances: Graham Bell patents the telephone (remote voice) in Chicago in 1876. In 1900, Marconi solves the problem of sending information without the corset of wires, from which the radio and television derived. Here is where the mobile phone and written messaging over the mobile was born. Child of Bell’s telephone, for transmitting voice; child of the Morse telegraph, for transmitting text; child of Marconi’s radio, for wireless transmitting of voice and texts. And, let us add, child of the first ENIAC computer, because the mobiles’ cellular network traffic is in itself a gigantic, multi-spatial, distributed computer¹. This is an instrument for communicating and being communicated with and, just like its predecessors, it facilitates and strengthens the human act of communication. However, the case of mobile phones will pass into technological history as the phase where social demand, the market, ran far head of what telecommunications engineering had ever

¹ Santiago Lorente, *Youth and Mobile Telephone: More Than A fashion*, Madrid Polytechnic University, Spain, 2002.

CHAPTER 2

2 LITERATURE REVIEW

2.1 Factor involve in Consumer making decision

There are a few factors that influence consumer to make a decision on buying a product. There are Price, Product, Promotion and Place of distribution. Consumer also influence by other stimuli such as economic, technology, politic and cultures¹.

The user understand of how mobile telephony works is not only a matter of learning about its multiple technical components (hardware, software and networks services), but also of understanding service provider policies and integrating information garnered from sales marketing and billing communication².

In October 2000, the Wireless World Research Forum (WWRF) presented their “Book of Vision” on the future of wireless networks stating: “it will become more and more important how the users perceive the service and emotional impact and pleasure that the services creates and maintains”³. From the statement we understand that the user must able to know the knowledge of using the services provided for them to satisfy.

¹ Philip Kotler and Gray Armstrong, *Principles of Marketing* Eight Edition, 1999, Prentice Hall, Chapter 5

² Leysia palen. Marilyn Salzman & Ed Youns. *Going wireless: Behavior & practice of new mobile phone users*. Boulder, USA

³ Per E. Pederson. *Understanding mobile Commerce end-user adoption: a Triangulation Perspective and suggestion for and exploratory service evaluation framework*. Norway, WWRF, 2000, p.9