



**A STUDY ON THE PURCHASING BEHAVIOUR
OF THE STAFF OF MINISTRY OF LOCAL
GOVERNMENT AND HOUSING
ON HAND PHONES**

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ABSTRACT

As we are aware of, in recent years, the adoptions of hand phones have been exceptionally rapid. In Malaysia itself, hand phones are nowadays almost as common as wrist-watches. This research study was conducted to explore and understand the purchasing behaviour of the staff of Ministry of Local Government and Housing, Kota Kinabalu [MLGH] on hand phones.

This study is descriptive in nature which was carried out by using the survey method. Structured, self-administered questionnaires were distributed to the staff of MLGH. 130 questionnaires were successfully returned and were analyzed using the SPSS. Based on the analysis conducted, 98% of the respondents own a hand phone, and the most preferred brand is Nokia which contributed to 60% of the respondents. 69% of the respondents were influenced by friends and families in their purchase. Function and price are the two top priorities for purchase decisions. It was also found out that more than half of the respondents or 61% purchased hand phone within the category of once a year or longer and a majority of 85% purchased them at hand phone vendors. It is also interesting to note that 96% of the respondents have bought accessories for their hand phone. As for the respondents monthly bill, it was found out that almost half of them spend between RM51.00 to RM150.00 per month. The most common mode of payment taken by the respondents was prepaid which contribute to 80%. 14% of the respondents have contributed to various suggestions which will be useful for improving existing strategies or to develop a new dynamic marketing strategy.

Kinabalu, Sabah. MLGH is centrally located in the Business District of Kota Kinabalu and is within walking distance to many shopping malls.