



**UNIVERSITI TEKNOLOGI MARA  
SABAH  
KOTA KINABALU CAMPUS**

**MARKETING RESEARCH  
(MKT 537)**

**FINAL REPORT:  
A STUDY ON  
PURCHASING BEHAVIOR OF UiTM SABAH'S  
STUDENTS TOWARDS MOBILE PHONE BRANDS**



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## **EXECUTIVE SUMMARY**

This research is study on 'Purchasing Behavior of UiTM Sabah's Students on Mobile Phone Brands '. Nowadays, mobile phone can be considered as an important communication tool for everybody as well as student. They are using mobile phone not only to call or send message to their family, friends or other person, but they also using their mobile phone to serve internet, take pictures or video, keep songs and video clips and many more. Thus, the main objective of this research is to understand the purchasing behavior among UiTM Sabah's Students towards mobile phone brands and to determine their preference too.

Two types of data collection method are used namely primary data and secondary data. Questionnaires will be used in interview to collect the primary data from respondents. The study results show that most of the UiTM Sabah's students have their own mobile phone when they are 17 years old. In average, they used their mobile phone about 8 months before replacing it with new mobile phone brand.

Besides, respondents from rural area buy their own mobile phone quite late as compared to student from urban area. Other than that, family has the great influence to the students to buy their first mobile phone. Last but not least, Nokia brand is the most favourite mobile phone brand since their first mobile phone brand.

The findings suggest that mobile phone is an important communication tool nowadays. The role of family as the third person in helping the student to select their first mobile phone is really important.