

THE BUYING BEHAVIOUR OF THE LEMBAGA
INDUSTRI GETAH SABAH'S STAFF ON
MOBILE PHONE

JENUS CLEBETER BIN GANSAU
2002127006

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU

2007

TABLE OF CONTENTS.

4.1.17 Suggestion to make Nokia as the first choice.	31
4.1.18 Reasons not using Nokia	32
4.1.19 Others brands of Mobile Phone the Respondents have.	33
4.1.20 Reason for not using Nokia.	34
	Page
TABLE AND CHART OF CROSSTABULATION.	
Letter of submission	i
Acknowledgement	ii
Executive Summary	iii
CHAPTER 1 (INTRODUCTION)	
1.1 Background of the study.	1
1.2 Research Objectives.	1
1.3 Problem statement	2
1.4 Research Framework	3
1.5 Scope of study	4
1.6 Limitation	4
1.7 Definition of terms	5
CHAPTER 2 (LITERATURE REVIEW)	
2.21 History of Mobile Phone.	6
2.22 List Of Mobile Phone makers By Country.	7-8
2.23 Do Cellular Phone Cause Brain Cancer?.	9
CHAPTER 3 (RESEARCH METHODOLOGY)	
3.12 Methods.	10
3.13 Sampling Procedure.	11
3.14 Sampling Size.	11
3.15 Sampling Design.	12
CHAPTER 4 (FINDINGS)	
TABLE AND CHART FREQUENCY .	
4.1.1 Gender	13
4.1.2 Marital status	14
4.1.3 Age	15
4.1.4 Race	16
4.1.5 Occupation	17
4.1.6 Using Mobile Phone	18
4.1.7 Prefer Nokia Brand	19
4.1.8 Preferable Nokia Price from RM199- RM499	20
4.1.9 Preferable Nokia Price from RM500 - RM699	21
4.1.10 Preferable Nokia Price from RM700 - RM999	22
4.1.11 Preferable Nokia Price from RM1000 and up	23
4.1.12 Buy Nokia Because of Brand	24
4.1.13 Buy Nokia Because of Benefit	25
4.1.14 Buy Nokia Because of Price	26
4.1.14 Availability of Nokia Spare Part	27
4.1.15 Attractive feature of Nokia	28
4.1.16 Brand that compete with Nokia	29
4.1.16 Problem encounter while using Nokia	30

4.1.17 Suggestion to make Nokia as the first choice.	31
4.1.18 Reasons not using Mobile Phone	32
4.1.19 Others brands of Mobile Phone the Respondents have.	33
4.1.20 Reason for not using Nokia.	34

TABLE AND CHART OF CROSSTABULATION.

4.2.1 Gender and Race	35
4.2.2 Occupation and Buy Nokia Because of Brand.	36
4.2.3 Occupation and Buy Nokia Because of Benefit.	37
4.2.4 Occupation and Buy Nokia Because of Price.	38
4.2.5 Occupation and Preferable Nokia Price RM199-RM499	39
4.2.6 Occupation and Preferable Nokia Price RM500-RM699	40
4.2.7 Occupation and preferable Nokia Price RM70-RM999	41
4.2.7(A) Occupation and preferable Nokia Price RM1000 and up	42
4.2.8 Race and Buy Nokia because Of Brand	43
4.2.9 Race and Buy Nokia because Of Benefit	44
4.2.10 Race and Buy Nokia because Of Price	45
4.2.11 Race and availability of Nokia spare part	46
4.2.12 Race and Attractive feature Of Nokia.	47
4.2.13 Race and Brand that compete With Nokia.	48
4.2.14 Occupation and Brand that Compete with Nokia.	49

CHAPTER 5 (ANALYSIS OF DATA) 50 - 52

5.1.1 Using Mobile Phone.
5.1.2 Mobile Phone Brand Used.
5.1.3 Competitors pg Nokia Brand
5.1.4 Price preferable for Nokia
5.1.5 Reasons of buying Nokia
5.1.6 Availability of Nokia Spare part
5.1.7 Most Attractive Features of Nokia
5.1.8 Detail analysis on Race
5.1.9 Detail analysis on Occupation

CHAPTER 6 (CONCLUSION) 53 - 54

CHAPTER 7 (RECOMMENDATION) 55

BIBLIOGRAPHY 56

APPENDICES

1. Questionnaires
2. Literature Reviews
3. Relevant Photos

ACKNOWLEDGEMENT

This research project is a study of THE BUYING BEHAVIOR OF LIGS'S
First of all I would like to deliver many thank to my respectable lecturer Professor Madya Matyasin Matzin for the encouragement, guidance and advices rendered throughout the completion of this project research.

The independent variables taken up are Pricing, Brand, Benefits and
Special thanks also to the entire of LIGS's staff for their cooperation and contribution of time spent to answer the entire questionnaires.

I used the Questionnaires to collect the data, my approach was either personal interview or distributing.

Thanks and Best of Regards.

I use SPSS to analyze the data and presented it into table and pie or chart. I use frequency distribution as well as crosstabulation.

In this project we could find the finding, analyses, recommendation and conclusion.

Executive Summary

This research project is a study of "THE BUYING BEHAVIOR OF LIGS'S STAFF ON MOBILE PHONE ". The objectives are to gain knowledge and experience, to identify the most popular brand, to analyze and to recommend strategy in marketing.

The independent variables taken up are Pricing, Brand, Benefits and Availability of Spare Parts.

I used the Questionnaires to collect the data, my approach was either personal interview or distributing.

I use SPSS to analyze the data and presented it into table and pie or chart. I use frequency distribution as well as crosstabulation.

In this project we could find the finding, analyses, recommendation and conclusion.