



**FACTORS INFLUENCING CONSUMER PURCHASE
DECISIONS OF CELCOM PREPAID PLAN AT BANDAR BARU
KLANG, SELANGOR**

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**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
MELAKA**

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**Submitted in Partial Fulfillment of the Requirement for the
Bachelor of Business Administration (Hons) Marketing**

FACULTY OF BUSINESS MANAGEMENT UITM, MELAKA

MAY 2010

DECLARATION OF ORIGINAL WORK



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

"DECLARATION OF ORIGINAL WORK"

I, Juhari Bin Musleh, (I/C Number: 870522065389)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

5TH MAY 2010

Madam Siti Normah Bt Awang Tuah
The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
MARA University of Technology
110 Off Jalan Hang Tuah
75300 Malacca

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title 'FACTORS INFLUENCING CONSUMER PURCHASE DECISIONS OF CELCOM PREPAID PLAN AT BANDAR BARU KLANG, SELANGOR' to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

JUHARI BIN MUSLEH
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Bachelor of Business Administration (Hons) Marketing

ABSTRACT

Mobile phone has proven to be an integral part of the growth, development, success and efficiency of any business and economy. The past decade has seen enormous increase in mobile phone users, significant reduction in tariff and increase in talk time, usage of short message service (SMS) and various other mobile phone applications. It is popular due to its compact portability to suit the highly mobile lifestyle of today's society.

This study was held to find out whether all the four independent variables can influence the consumer purchase decision or not. Those four independent variables are product, price, promotion, and place. The result can be seen through the findings and interpretations of the report.

The researcher wants to study what the factors influencing consumer purchase decision of Celcom prepaid plan. By understanding the factors that influencing consumer purchase decision, it will help this research to overcome the problem that facing by Celcom. It is important for the company to know which factors the most influencing customer to be used in order to enhance the increasing of purchase decision on Celcom prepaid plan. The result show that, promotion are higher percentage of factor influencing consumer purchase decisions compare to the others variables which are price, product and place.

There are respondent who suggested that Celcom give more rewards to its loyal customers. The rewards may be in terms of free airtime credit. In other way, Celcom may also adopted how Maxis rewarding its loyal customer by giving points each time the customer reload their credit. The points are redeemable to into airtime credit.