



FACTORS AFFECTING CONSUMERS' CHOICE OF MOBILE
PHONE SERVICE PROVIDERS IN KOTA KINABALU

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TABLE OF CONTENT

NO.		PAGE
1.0	INTRODUCTION	1
1.1	BACKGROUND OF STUDY	3
1.2	RESEARCH PROBLEM	4
1.3	RESEARCH OBJECTIVES	5
1.4	RESEARCH QUESTIONS	6
1.5	LIMITATION OF STUDY	7
1.5.1	TIME CONSTRAINT	7
1.5.2	LACK OF EXPERIENCE	7
1.5.3	COLLECTING AND GATHERING DATA	7
1.5.4	LIMITED BUDGET	7
2.0	LITERATURE REVIEW	8
2.1	DEFINITION DECISION MAKING FACTORS	8
2.2	PRICE (RATE CHARGERS)	10
2.3	NETWORK COVERAGE	11
2.4	PROMOTION ADVERTISEMENT	12
2.5	FAMILY AND FRIENDS	13
2.6	BRAND IMAGE	14
2.7	CUSTOMER SERVICE	15
2.8	CUSTOMER LOYALTY	16
2.9	THEORITICAL FRAMEWORK	18
3.0	RESEARCH METHADODOLOGY	19

3.1	PRIMARY DATA	19
3.2	SECONDARY DATA	20
4.0	RESEARCH SAMPLE	21
4.1	INTRODUCTION	21
4.2	RESEARCH POPULATION	22
	4.2.1 FORMULA SAMPLE SIZE	22
5.0	DATA ANALYSIS	23
5.1	GENDER	23
5.2	AGE	24
5.3	RACE AND ETHNIC	25
5.4	OCCUPATIONS	27
5.5	INCOME	28
5.6	QUALIFICATIONS	29
5.7	SERVICE PROVIDER SUBSCRIBED	31
5.8	INCOME AND RATE CHARGERS CROSSTAB	32
5.9	INCOME AND NETWORK COVERAGE CROSSTAB	34
5.10	AGE AND RATE CHARGERS CROSSTAB	36
5.11	AGE AND NETWORK COVERAGE CROSSTAB	38
5.12	GENDER AND RATE CHARGER CROSSTAB	40
5.13	GENDER AND NETWORK COVERAGE CROSSTAB	42
5.14	GENDER AND FAMILY & FRIENDS CROSSTAB	44
5.15	GENDER AND PROMOTION ADVERTISEMENT CROSSTAB	46
5.16	AGE AND BRAND IMAGE CROSSTAB	48

ABSTRACT

The purpose of the study was to investigate factors affecting consumer choice of mobile service provider in Kota Kinabalu, Sabah. There are several factors that have been analysed that affect consumer to choose and subscribe a service provider in the market. For the study, Questionnaire and Exploratory Factor Analysis (EFA) method have been used to test which types of factors are the most significant factors for consumer to consider before make decision to choose which mobile services provider for their mobile services. It found that, price or rate chargers and network coverage are the most significance factors for consumer in determined to choose a mobile service provider in the market telecommunications industry. Price and network coverage of mobile phone services are the most sensitive factors which consumer consent more while making their decision.