



**FACTOR INFLUENCING MOBILE PHONE SELECTION AMONG  
STAFFS IN SELECTED DEPARTMENT IN PETRONAS CARIGALI  
SDH BHD SARAWAK OPERATION (SKO)**

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## ABSTRACT

In this particular study, the research is purposely narrowing down to a narrow sample group of PETRONAS Carigali Sdh Bhd Sarawak Operation and it is specifically focus to three departments which is called Human Resource, Finance and Operation Readiness. The main study of this research is to examine the factors that shaped the selection of mobile phone among the staffs where in to study the relationship of the factors and the impact of the factors on their mobile phone selection. There are seven independent factors to be analyzed. The variables are known as **(1)Features and physical of the mobile phone,(2) Brand image,(3) Price,(4) Personal Recommendation, (5)Durability and Portable Aspect,(6) Other Influences and (7) Post sales Service** (Mokhlis, 2012). This study also wanted to find out the most influence factor influencing the staffs' mobile phone selection. Apart from that, the researcher would like to investigate whether the demographic factor (gender) have an impact on their mobile phone selection.

## CHAPTER 1 INTRODUCTION

### 1.0 Introduction

#### Definition of Mobile phone and Smart Phone

A mobile phone *also known as a cellular phone, cell phone, hand phone, or simply a phone* is a phone that can make and receive telephone calls over a radio link while moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. By contrast, a cordless telephone is used only within the short range of a single, private base station. Extracted from (Wikipedia, 2015)

In addition to telephony, modern mobile phones also support a wide variety of other services such as text messaging, MMS, email, Internet access, short-range wireless communications infrared, Bluetooth, business applications, gaming, and photography. Mobile phones that offer these and more general computing capabilities are referred to as smartphone.

Smart phone is a mobile device which is more than merely make and receives phone calls, text messages and voice mails. The main feature of smart phone is able to access to internet and basically it makes thing easier to the users as they do not have to bring any devices such as big and heavy laptop anywhere, which is more convenient to the users. It can also access digital media such as documents, pictures, music and videos. Besides that, smartphone user has ability to install their preferred application such as called "apps" into their phone via their application store which has been stored in their smartphone program (Weinberg, 2012). Smartphone is very useful to their user especially to those who are in need to catch up with their daily work or searching for the unlimited information in search engines. As Euromonitor has mentioned that, the term smartphone refers to a programmable mobile phone that offers

## **CHAPTER 2 LITRETURE REVIEW**

### **2.0 Literature Review**

This chapter will cover the literature review of the seven factors of this study and this writing has made along with the citations that found from past research, journals, websites and etc

### **2.1 Understanding the intricate behaviors of Consumers**

There are a lot of brands have encountered in the market and the competitive level is high. Basically Mobile phone industry is one of the most active markets since mobile phone is a technology device that has becoming part of Human life. In a rapidly changing competitive environment characterized by Excessive marketing communications, sophisticated and complex products and decreasing inter-brand, consumers are overwhelmed with product offerings and choice selection (Walsh & Mitchell, 2005) According to McDougall and Chantrey, Employed customers are basically have purchasing power at which the increasing purchasing power among customers has considerably fuelled up a desire for high-tech products (McDougall & Chantrey, D., 2004) Kotler and Armstrong (2010) have described the young generation as being typically "techno-savvy" and a "techno-geek". While baby boomers are characterized as being technophobes that are slow to adopt new technology (Kotler, P. and Armstrong, G., 2010) and when they do, they will struggle to understand how to use it.

According to Joshi (2011), established players in the mobile phone market enhance their sales through efficient pricing and product strategies and in this era of cut-throat competition, understanding the continuously changing needs and preferences of the consumer is a basic necessity for resellers (Jethendra, B.K., 2010) Hence, knowledge of consumer behavior helps them to make a correct decision.. In a competitive retail sector, where empowered consumers with higher expectations have multiple choices, only the fittest and those inquisitive to what their customers really want are likely to survive (Berman, B. and Evans, J.R., 2010).