

**THE RELATIONSHIPS BETWEEN CONSUMER BEHAVIOR AND
MOBILE SERVICES PROVIDER AMONG PUBLIC UNIVERSITY
STUDENTS**

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ABSTRACT

The purpose of this report is to determine which of mobile services provider choose by each type of users and correlated between consumer behavior and preferable of mobile services among Public University Students. There are 4 research questions; the types of mobile phone user's students are, most preferable mobile services provider, reason of choosing those services and do demographic factors also affect the preferable of mobile services. The scope of this research only limited to the students of Faculty of Office System Management and Technology at Pahang branch, and only involved two courses which are OM114 and OM 221. The numbers of population of this research are 595 and the sample sizes are 60 students involved 27 male and 33 female students. The sampling technique used is stratified technique. The questions were given to representatives directly, waited until they finished answering the questions and collected it back. The findings of this research are most of OM students are hedonic type of users. Maxis are the most preferable mobile services provider company among OM students. The result supports the literature that suggested that Hotlink is the number one services in Malaysia that currently has 8 million customers around Malaysia. The findings found that the reason why users choose those mobile services providers are because family influence and other factors. Among the other factors that stated as the reasons by students are economize plan, good services and necessity. The findings also found there are no correlation between demographic factors and preferable of mobile services. The results also support the hypothesis that suggested that there are correlation between consumer behavior and the preferable of mobile services. It is recommended to mobile services companies to come out with more services and plan which is will attract the university students which are mostly hedonic type of users.

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