



**UNIVERSITI TEKNOLOGI MARA**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
(MARKETING)  
PART 03**

**TOPIC:  
THE STUDENTS' PURCHASING BEHAVIOR ON MOBILE PHONE  
SERVICE PROVIDER**



**MKT 536**

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## EXECUTIVE SUMMARY

This research entitled "A STUDY OF PURCHASING BEHAVIOR OF UiTM SABAH STUDENTS ON MOBILE PHONE SERVICE PROVIDER".

The research is focus on increasing the awareness and informs people so that I able to achieve the objective of this research.

This research contains Introduction as the first chapter, Chapter 2 is Research Methodology, Chapter 3 is Finding and Analysis, Chapter 4 is Finding Of Respondent's Data, Chapter 5 is Conclusion and Recommendation, the last pages are Bibliography and Appendices. The main focus of this research is on Finding of Respondents data and Analysis which analyze the problem situated. With this finding, it will find the effective way to face the competitive product or service in the market and attempt to seek the solution of the problem.

I do hope that this research will able to support the selling or purchasing of mobile phone service not only among students in UiTM Kota Kinabalu Sabah but also in mass market.

## CHAPTER 1

### PROBLEM DEFINITION

The review on the mobile phone service provider indicated that each company such as Maxis Communication Berhad and TM Berhad are seeking ways to gain competitive advantage due to a very intensive competition. However, there are some dissatisfaction arise which caused many users to use not only one mobile phone service but two or more others. This indicate that something wrong with the quality service provide by the mobile telecommunication. For example, service provide by DiGi Company.

Although it is the cheapest product package in Malaysia, actually it does not cover the whole area. So do Celcom, it tries to improve the quality of service almost everyday, but they do not know that the quality improvement caused disturbance of line to the users. It is important for mobile phone service in Malaysia to evaluate its market niche to ensure that the companies maintain its quality service to many places if becoming the preferred company to all people.