



A STUDY ON THE PURCHASING  
BEHAVIOR AMONG UiTM SABAH, KOTA KINABALU  
CAMPUS STUDENT ON HANDPHONE

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## TABLE OF CONTENTS

<b>LETTER OF TRANSMITTAL</b>	<b>i</b>
<b>ACKNOWLEDGEMENT</b>	<b>ii</b>
<b>TABLE OF CONTENTS</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>iv</b>
<b>LIST OF FIGURES</b>	<b>v</b>
<b>LIST OF ABBREVIATIONS</b>	<b>vi</b>
<b>CHAPTER 1: INTRODUCTION</b>	<b>12</b>
<b>1.1 Introduction</b>	<b>1</b>
<b>1.2 Problem Definition</b>	<b>2</b>
<b>1.3 Objectives</b>	<b>3</b>
<b>1.4 Limitations</b>	<b>4</b>
<b>1.5 Definition of Terms</b>	<b>5</b>
<b>CHAPTER 2: LITERATURE REVIEW</b>	<b>6</b>
<b>CHAPTER 3: RESEARCH DESIGN</b>	<b>19</b>
<b>3.1 Data Collection</b>	<b>20</b>
<b>3.1.1 Primary Data</b>	<b>7</b>
<b>3.1.2 Secondary Data</b>	<b>7</b>
<b>3.2 Questionnaire Development and Pre-testing</b>	<b>8</b>
<b>3.3 Sampling Techniques</b>	<b>8</b>
<b>CHAPTER 4: FINDINGS AND ANALYSIS</b>	<b>9</b>
<b>CHAPTER 5: CONCLUSION AND RECOMMENDATION</b>	<b>23</b>
<b>5.1 Conclusion</b>	<b>28</b>
<b>5.2 Recommendation</b>	<b>28</b>
<b>BIBLIOGRAPHY</b>	<b>26</b>
<b>APPENDICES</b>	

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
1.0 Gender of Respondent	9
2.0 Race of Respondent	10
3.0 Program of Respondent	11
4.0 Part of Respondent	12
5.0 Respondents' Place of Origin	14
6.0 Number of Handphone(s) That Respondent Have	16
7.0 Brand of Handphone That Respondent Use	17
8.0 Price of Handphone Affordable To Respondent	18
9.0 Color of Handphone Preferred By Respondent	19
10.0 Feature of Handphone Preferred By Respondent	20
11.0 Handphone Accessories That Handphone Outlets Should Provide	21
12.0 Frequency of Changing Handphone Among Respondent	22
13.0 Service That Respondent Would Subscribe If The Handphone Outlets Provide Them	23
14.0 Problem Encountered By Respondent While Purchasing The Product	24
15.0 Respondent Suggestion to Solve or Improve The Problem Regarding The Product	26

# CHAPTER 1: INTRODUCTION

## 1.1 Introduction

A mobile phone is an electronic communication device. Most current mobile phones connect to a cellular network of base stations (cell sites), which is in turn interconnected to the public switched telephone network (PSTN). Prior mobile phones operating without a cellular network (the so called 0G generation), such as Mobile Telephone Service, date back to 1946. Until the mid to late 1980s, most mobile phones were sufficiently large that they were permanently installed in vehicles as car phones. In addition to the standard voice function of a telephone, a mobile phone can support many additional services such as SMS for text messaging, packet switching for access to the Internet, and MMS for sending and receiving photos and video.

The world's largest mobile phone manufacturers include Alcatel, Audiovox, BenQ-Siemens, Dopod, Fujitsu, Kyocera, LG, Motorola, NEC, Nokia, Panasonic (Matsushita Electric), Pantech Curitel, Philips, Sagem, Samsung, Sanyo, Sharp, SK Teletel, Sony Ericsson and Toshiba.

The world's largest mobile phone operators include Orange SA and Vodafone.