



UNIVERSITY OF MALAYA
The Faculty of Business and Accountancy
Master of Business Administration

APPENDIX 1.1

“Factors affecting brand loyalty among Malaysian consumers in their choice of mobile phone brands ”

Dear Sir/Madam,

My name is Bel Lew, and I am a post-graduate student at the University of Malaya. This is a research study questionnaire for my thesis project.

This study is conducted as a partial requirement for the completion of the Master of Business Administration (MBA) degree from the University of Malaya.

The purpose of this study is to explore the factors that determine brand loyalty in the choice of brands for the product category of mobile phone.

I would like to invite you to participate in this survey by filling up the attached questionnaire, which is designed in a straightforward and easy to answer format.

There are no right or wrong answers to these questions – your opinion is valued.

It should only take an estimated 10 - 15 minutes of your valuable time to answer all the questions.

Please be assured that all information will be treated with the strictest confidentiality and only the aggregate data will be presented in published form.

Thank you very much for your valuable assistance in participating in the survey.

Yours sincerely,

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Supervised by,

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Section A: Mobile Phone Usage

In this section, please answer the following questions about yourself. Please mark (✕) in the box. Please do not omit any items, and mark each item only once.

1. Do you use a mobile phone?

☐ Yes (Please continue answering the questionnaire) ☐ No*

** (if you do not use a mobile phone, please discontinue answering the questionnaire).*

2. How many mobile phones do you use currently?

a. Personal: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

b. Business: ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5

3. What is the brand of your personal mobile phone?

☐ Nokia ☐ Samsung ☐ LG
☐ Motorola ☐ Sony Ericsson ☐ Other, (please specify) _____

4. How long have you been using a mobile phone (years: months: weeks)?

☐ Less than 1 year ☐ Between 1 to 2 years
☐ Between 2 to 5 years ☐ More than 5 years

5. Who purchased your personal mobile phone for you?

☐ Father/Mother ☐ My friend
☐ My Boyfriend/Girlfriend ☐ Myself
☐ Other, (please specify)* _____

** (If it is purchased by your company, please discontinue answering this questionnaire).*

6. Which of the following would best describe your attitude towards technology? (You can tick ONLY one option)

- ☐ I find pleasure in mastering the intricacies or complicated parts of the technology on my mobile phone.
- ☐ I am not a technologist but I exploit new capabilities on my mobile phone
- ☐ I wait and see how useful other people find a technology before I consider using it.
- ☐ I am not comfortable with technology and will wait until something has become an established standard before I consider using it.
- ☐ I am not interested in new technology and try to avoid using it.

7. Please list down your three most preferred choices of mobile phone brands if you were to consider buying a new mobile phone now.

- (i) _____
- (ii) _____
- (iii) _____

Section B1: Brand Loyalty Behavior (When buying a mobile phone for personal use)

In this section, please answer the following questions about yourself. Please mark (×) in the box. Please do not omit any items, and mark each item only once.

For each statement, please “X” the box which describes how strong you agree or disagree with each statement.

No	Brand Loyalty (think about the last time that you purchased a mobile phone)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The brand is the first one which I would consider buying among the competing brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The brand is the most preferred brand among the alternatives set of brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I would rather stick to a brand which I usually buy than try something which I am not very sure of.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	If I like a brand, I rarely switch to another brand just to try something different.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I rarely introduce new brands and products to my family/friends/colleagues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I rarely take chances by buying unfamiliar brands even if it means sacrificing variety.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I usually buy the same brands even if they are only average.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I would rather wait for others to try a new brand than try it myself first.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	I would rather stick to well-known brands when buying a mobile phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	The brand must be among my “favourite brands” before I consider buying it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section B2

For each statement, please “X” the box which describes how strong you agree or disagree with each statement.

No	Brand Name	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The brand must be reputable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	It is important for me to know about the background of the mobile phone brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	I must be able to recognise the 'brand' among competing mobile phone brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Some characteristics of the mobile phone brand come to my mind quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I know about the mobile phone brand through the company's advertising (newspaper, magazine, radio, television, internet, in-store, other information sources)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I know about the brand through its attractive logo/symbol,	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	The prestigious brand name attracts me to purchase the mobile phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	The brand name must be able to enhance my self-image.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	The brand name plays a significant role in my decision on which brand of mobile phone to purchase.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	The brand must improve the way I am perceived by others.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	The brand must say something about me as a person.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Using a branded mobile phone signifies social class.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

No	Brand design	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The mobile phone brand must provide a wide variety of designs for me to choose from.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The designs of the mobile phone brand must have great features.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The designs of the mobile phone brand must be suitable for me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	The mobile phone brand must have sufficient/many color choices that I can choose from.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The size of the mobile phone is my concern when purchasing a brand of mobile phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	I prefer to purchase a smaller size compared to a bigger size mobile phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	I prefer to purchase a bigger size compared to a smaller size mobile phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	The design of the mobile phone brand must be trendy and fashionable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	Perceived Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The brand is known to be of good quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The brand is known to be reliable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The brand is known for its good workmanship.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	The brand can be trusted.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The brand is known to be dependable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6	The brand is known to be durable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	The performance of the brand is satisfactory.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	A well-known branded mobile phone is always better in quality than a lesser-known brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	Price	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The brand that I choose is based on price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	The brand must provide good value-for-money.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	The increased price of the mobile phone brand would not hinder my purchase intention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	The price of the mobile phone brand must be reasonable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The price of the mobile phone brand that I choose must be satisfactory.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	The brand is selected regardless of the price of the mobile phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No	Promotion	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	My loyalty towards a mobile phone brand is influenced by promotions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	I am attracted to the brand because it offers (price discounts/ free gifts).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	If the brand offers (price discounts/ free gifts); I feel that I am getting a good buy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	I have a favourite mobile phone brand, but I will buy that brand of mobile phone only if it offers (price discounts/free gifts).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	The advertisements attract me to purchase the brand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section C (Demographics):

In this section please answer the following question about yourself. Please tick (☒) **only one answer** in as required.

1. **Gender:** ☐ Male ☐ Female
2. **Age:** ☐ Below 25 yrs ☐ 25-34 yrs ☐ 35-44 yrs ☐ 45 yrs – 54 yrs
☐ 55 yrs & above
3. **Marital Status:** ☐ Single ☐ Married ☐ Divorced ☐ Others
4. **Ethnicity:** ☐ Malay ☐ Chinese ☐ Indian ☐ Other (please specify) _____
5. **Highest Level of Education Achieved:** ☐ STPM/A-Level ☐ Certificate/Diploma
☐ Professional ☐ Undergraduate Degree
☐ Masters ☐ PhD
6. **Income Level (Per month):** ☐ Less than RM 2,000 ☐ RM 2,000 – RM 3,999
☐ RM 4,000 – RM 5,999 ☐ RM 6,000 – RM 7,999
☐ RM 8,000 – RM 9,999 ☐ More than RM 10,000
7. **Occupation:** ☐ Student ☐ Housekeeper ☐ Self-employed/Entrepreneur
☐ Retired ☐ General office/Clerical/Secretarial
☐ Executive/ Senior executive ☐ Manager
☐ Senior Manager & above ☐ Other (please specify) _____
8. **What is the nature of your company's activity/business:**
☐ Manufacturing ☐ Telecommunication ☐ Education
☐ Banking and Finance ☐ Service ☐ Transportation and Logistics
☐ Retail and Distribution ☐ Other (please specify) _____
9. **How many years have you worked with your current employer?**
☐ Less than 2 years ☐ ≥ 2 but < 5 years
☐ ≥ 5 but < 10 years ☐ ≥ 10 years

Thank you very much for completing this questionnaire.

Penduduk mengikut jantina, kumpulan etnik dan umur, Malaysia, 2010
Population by sex, ethnic group and age, Malaysia, 2010

Appendix 3.1

('000)

Kumpulan Umur <i>Age Group</i>	Jumlah <i>Total</i>	Warganegara Malaysia <i>Malaysian Citizens</i>							Bukan Warga- negara Malaysia <i>Non- Malaysian citizens</i>
		Jumlah <i>Total</i>	Bumiputera	Melayu <i>Malay</i>	Bumiputera Lain <i>Other Bumiputera</i>	Cina <i>Chinese</i>	India <i>Indian</i>	Lain-lain <i>Others</i>	
Jumlah/Total									
0-4	3,291.8	3,008.3	2,252.6	1,875.5	377.1	533.3	186.2	36.2	283.5
5-9	3,049.1	2,783.5	2,031.3	1,684.3	347.0	533.1	182.1	37.0	265.6
10-14	2,824.1	2,686.0	1,909.2	1,571.7	337.6	545.2	184.8	46.8	138.1
15-19	2,646.1	2,548.1	1,823.4	1,489.1	334.3	512.2	170.9	41.6	98.0
20-24	2,553.0	2,442.4	1,717.5	1,404.8	312.7	517.5	171.9	35.5	110.6
25-29	2,378.1	2,225.3	1,532.0	1,249.3	282.6	500.2	164.0	29.2	152.7
30-34	2,111.5	1,851.5	1,211.3	980.3	231.0	466.9	151.2	22.0	260.1
35-39	1,925.9	1,660.8	1,046.8	845.9	200.9	452.3	142.4	19.3	265.2
40-44	1,825.2	1,628.9	1,015.1	825.5	189.6	457.6	136.7	19.4	196.4
45-49	1,637.9	1,489.6	906.8	743.3	163.5	440.4	125.9	16.5	148.4
50-54	1,400.1	1,313.1	768.9	642.9	126.0	415.6	114.3	14.3	87.0
55-59	1,130.9	1,080.4	615.0	518.4	96.6	361.9	92.4	11.1	50.4
60-64	785.7	756.7	421.7	352.5	69.1	270.9	57.3	6.8	29.0
65-69	545.6	531.8	289.0	239.5	49.5	201.2	37.2	4.4	13.8
70-74	376.2	366.1	196.6	159.9	36.7	140.9	25.6	3.0	10.1
75-79	221.0	215.5	111.9	89.2	22.7	87.5	14.3	1.8	5.5
80-84	123.2	118.0	60.1	47.8	12.4	48.6	7.5	1.7	5.2
85-89	50.9	48.4	21.2	16.3	4.9	23.6	2.9	0.6	2.5
90-94	21.2	20.1	9.7	7.8	1.9	8.9	1.1	0.3	1.1
95+	11.2	10.5	7.1	5.3	1.8	2.7	0.5	0.2	0.7
Jumlah/Total	28,908.8	26,785.0	17,947.4	14,749.4	3,198.0	6,520.6	1,969.3	347.7	2,123.8
Lelaki/Male									
0-4	1,697.5	1,547.9	1,156.9	967.9	188.9	277.2	94.8	19.0	149.6
5-9	1,572.4	1,432.4	1,043.1	869.1	174.1	277.0	92.8	19.5	140.0
10-14	1,453.9	1,381.5	981.0	808.6	172.4	282.3	94.0	24.2	72.4
15-19	1,362.7	1,312.4	936.8	765.8	171.0	267.4	87.2	21.0	50.3
20-24	1,300.8	1,245.7	873.2	714.2	159.0	266.9	88.0	17.6	55.0
25-29	1,205.8	1,125.8	771.7	629.2	142.5	256.6	83.1	14.4	80.0
30-34	1,068.4	922.5	599.9	485.7	114.1	237.9	74.8	10.1	145.9
35-39	973.4	822.1	514.2	415.6	98.5	229.4	69.8	8.8	151.2
40-44	924.3	808.0	500.6	407.1	93.5	230.9	67.2	9.2	116.3
45-49	831.7	741.3	449.0	367.6	81.3	222.6	61.7	8.0	90.4
50-54	713.9	661.2	385.3	320.6	64.7	212.2	55.8	7.9	52.7
55-59	575.1	544.3	308.3	258.1	50.3	185.1	44.6	6.3	30.7
60-64	399.0	381.2	211.0	175.1	35.9	139.1	27.5	3.6	17.9
65-69	272.6	264.0	142.6	116.8	25.8	101.6	17.4	2.3	8.7
70-74	176.0	170.5	91.2	72.6	18.6	66.8	10.9	1.7	5.5
75-79	97.8	95.1	49.7	38.6	11.1	38.8	5.7	1.0	2.7
80-84	52.5	49.4	27.0	20.6	6.4	17.9	3.3	1.1	3.1
85-89	21.7	20.3	9.7	7.1	2.6	8.8	1.3	0.4	1.4
90-94	8.5	7.9	3.9	3.0	0.9	3.3	0.5	0.2	0.6
95+	4.4	4.0	2.7	1.9	0.8	1.0	0.3	0.1	0.4
Jumlah/Total	14,712.6	13,537.6	9,057.8	7,445.4	1,612.4	3,322.9	980.6	176.3	1,174.9
Perempuan/Female									
0-4	1,594.3	1,460.4	1,095.7	907.6	188.2	256.2	91.3	17.2	133.9
5-9	1,476.7	1,351.1	988.2	815.2	172.9	256.1	89.3	17.6	125.6
10-14	1,370.3	1,304.6	928.3	763.1	165.2	262.9	90.7	22.6	65.7
15-19	1,283.4	1,235.7	886.6	723.3	163.3	244.8	83.7	20.6	47.7
20-24	1,252.3	1,196.7	844.3	690.6	153.7	250.6	84.0	17.8	55.6
25-29	1,172.3	1,099.5	760.2	620.1	140.1	243.6	80.9	14.8	72.8
30-34	1,043.1	928.9	611.4	494.5	116.8	229.1	76.5	12.0	114.2
35-39	952.5	838.6	532.6	430.3	102.3	223.0	72.6	10.4	113.9
40-44	900.9	820.9	514.5	418.4	96.1	226.7	69.5	10.2	80.0
45-49	806.2	748.2	457.8	375.7	82.1	217.8	64.2	8.5	58.0
50-54	686.2	651.9	383.6	322.2	61.3	203.4	58.5	6.4	34.3
55-59	555.8	536.1	306.7	260.4	46.4	176.7	47.8	4.8	19.7
60-64	386.7	375.5	210.7	177.4	33.3	131.7	29.9	3.3	11.2
65-69	273.0	267.8	146.4	122.7	23.7	99.6	19.8	2.1	5.2
70-74	200.2	195.6	105.4	87.3	18.2	74.1	14.7	1.4	4.6
75-79	123.2	120.3	62.2	50.7	11.6	48.6	8.6	0.8	2.9
80-84	70.7	68.6	33.1	27.1	6.0	30.7	4.2	0.5	2.1
85-89	29.1	28.1	11.5	9.2	2.3	14.7	1.6	0.2	1.1
90-94	12.6	12.2	5.8	4.8	1.0	5.6	0.6	0.1	0.5
95+	6.8	6.5	4.4	3.4	1.0	1.7	0.3	0.1	0.3
Jumlah/Total	14,196.2	13,247.3	8,889.6	7,303.9	1,585.6	3,197.7	988.7	171.4	948.9

Nota: 1. Unjuran penduduk berasaskan kepada Banci Penduduk 2000.

2. Jumlah campuran mungkin berbeza kerana pembulatan.

Note: 1. Population projections based on the 2000 Population Census.

2. The Added Total may differ due to rounding.

Penduduk mengikut jantina, kumpulan etnik dan umur, Malaysia, 2020
Population by sex, ethnic group and age, Malaysia, 2020

Appendix 3.2

('000)

Kumpulan Umur <i>Age Group</i>	Jumlah <i>Total</i>	Warganegara Malaysia <i>Malaysian Citizens</i>							Bukan Warga- negara Malaysia <i>Non- Malaysian citizens</i>
		Jumlah <i>Total</i>	Bumiputera	Melayu <i>Malay</i>	Bumiputera Lain <i>Other Bumiputera</i>	Cina <i>Chinese</i>	India <i>Indian</i>	Lain-lain <i>Others</i>	
Jumlah/Total									
0-4	3,777.2	3,544.7	2,762.7	2,325.3	437.3	541.5	192.0	48.5	232.5
5-9	3,535.2	3,277.8	2,506.9	2,096.3	410.6	540.0	188.9	42.0	257.4
10-14	3,281.3	2,996.2	2,242.4	1,866.7	375.7	532.0	185.3	36.6	285.1
15-19	3,048.3	2,774.5	2,023.4	1,677.4	346.0	531.7	181.1	38.3	273.8
20-24	2,852.8	2,674.3	1,899.8	1,562.8	336.9	543.1	183.4	48.0	178.5
25-29	2,686.9	2,533.0	1,811.7	1,478.2	333.5	509.5	169.3	42.4	154.0
30-34	2,572.1	2,424.9	1,704.5	1,393.4	311.2	514.2	170.1	36.1	147.2
35-39	2,378.8	2,205.9	1,517.6	1,237.2	280.4	496.0	161.7	30.6	172.8
40-44	2,096.7	1,828.8	1,195.5	967.4	228.1	461.9	147.9	23.4	267.9
45-49	1,892.6	1,627.2	1,025.5	828.8	196.7	444.9	137.5	19.3	265.3
50-54	1,765.2	1,572.1	978.9	796.2	182.7	445.1	129.1	19.0	193.2
55-59	1,544.2	1,402.1	850.9	697.1	153.8	420.4	115.1	15.6	142.2
60-64	1,262.1	1,182.0	686.7	572.2	114.5	383.1	99.2	13.0	80.1
65-69	948.2	904.8	506.6	422.6	84.0	314.0	74.6	9.5	43.5
70-74	578.6	555.7	298.0	243.1	55.0	211.6	40.9	5.2	22.9
75-79	327.8	318.5	159.8	126.8	33.1	134.5	21.5	2.8	9.3
80-84	191.9	184.2	83.9	62.7	21.2	84.2	13.3	2.8	7.7
85-89	80.7	77.2	29.9	21.5	8.4	41.2	5.1	1.0	3.5
90-94	33.3	31.7	13.5	10.2	3.4	15.7	1.9	0.5	1.6
95+	17.1	16.0	10.1	6.8	3.2	4.7	0.9	0.3	1.1
Jumlah/Total	34,870.9	32,131.3	22,308.4	18,392.7	3,915.6	7,169.4	2,218.8	434.8	2,739.6
Lelaki/Male									
0-4	1,946.4	1,823.4	1,418.9	1,200.0	218.9	281.4	97.8	25.3	123.0
5-9	1,821.0	1,685.3	1,286.6	1,081.1	205.5	280.5	96.2	22.0	135.7
10-14	1,690.9	1,540.8	1,151.0	962.8	188.2	276.4	94.3	19.2	150.1
15-19	1,569.4	1,426.3	1,038.2	864.7	173.5	276.1	92.2	19.8	143.1
20-24	1,465.7	1,373.1	974.6	802.5	172.1	280.8	93.2	24.6	92.6
25-29	1,383.0	1,301.8	928.8	758.3	170.5	265.6	86.1	21.4	81.3
30-34	1,312.1	1,234.0	864.8	706.7	158.1	264.8	86.7	17.7	78.1
35-39	1,206.9	1,113.8	763.2	621.8	141.4	253.9	81.5	15.2	93.1
40-44	1,059.0	909.1	591.0	478.4	112.6	234.6	72.5	11.0	150.0
45-49	953.2	802.3	502.2	406.0	96.3	224.6	66.4	9.0	150.9
50-54	887.3	773.4	479.5	389.9	89.6	222.8	61.9	9.2	113.9
55-59	772.5	686.5	415.3	339.4	75.9	209.4	54.3	7.5	86.0
60-64	627.3	579.4	335.9	277.5	58.4	190.6	45.8	7.1	47.9
65-69	464.5	438.3	245.6	201.5	44.1	153.8	33.6	5.4	26.2
70-74	278.7	265.0	142.8	113.7	29.1	101.4	18.1	2.7	13.7
75-79	152.1	146.6	74.6	57.2	17.4	61.5	9.1	1.4	5.5
80-84	80.9	75.8	36.6	25.8	10.8	31.9	5.2	2.1	5.1
85-89	34.4	32.1	13.3	8.9	4.4	15.9	2.1	0.8	2.3
90-94	13.4	12.4	5.4	3.8	1.6	6.0	0.8	0.3	1.0
95+	6.8	6.1	3.8	2.3	1.4	1.8	0.4	0.2	0.7
Jumlah/Total	17,725.6	16,225.5	11,271.9	9,302.2	1,969.8	3,633.6	1,098.2	221.8	1,500.1
Perempuan/Female									
0-4	1,830.8	1,721.3	1,343.8	1,125.4	218.4	260.1	94.2	23.2	109.5
5-9	1,714.2	1,592.5	1,220.2	1,015.2	205.1	259.5	92.7	20.0	121.7
10-14	1,590.4	1,455.3	1,091.4	903.9	187.5	255.6	91.0	17.3	135.0
15-19	1,478.9	1,348.2	985.2	812.7	172.5	255.6	88.9	18.5	130.7
20-24	1,387.1	1,301.2	925.2	760.3	164.9	262.3	90.3	23.4	85.9
25-29	1,303.9	1,231.2	882.9	720.0	163.0	244.0	83.3	21.0	72.7
30-34	1,260.1	1,191.0	839.8	686.7	153.1	249.5	83.4	18.4	69.1
35-39	1,171.8	1,092.2	754.5	615.4	139.0	242.1	80.2	15.4	79.7
40-44	1,037.7	919.7	604.6	489.1	115.5	227.3	75.5	12.4	118.0
45-49	939.4	824.9	523.3	422.8	100.4	220.3	71.1	10.3	114.4
50-54	877.9	798.6	499.4	406.3	93.1	222.3	67.1	9.9	79.3
55-59	771.7	715.5	435.7	357.7	77.9	211.0	60.8	8.1	56.2
60-64	634.7	602.6	350.8	294.8	56.0	192.5	53.3	6.0	32.2
65-69	483.7	466.4	261.0	221.1	39.9	160.3	41.0	4.2	17.2
70-74	299.8	290.6	155.2	129.3	25.9	110.2	22.8	2.5	9.2
75-79	175.7	171.9	85.2	69.5	15.7	73.0	12.4	1.3	3.8
80-84	111.0	108.4	47.3	36.9	10.4	52.3	8.0	0.8	2.6
85-89	46.3	45.1	16.6	12.6	4.0	25.2	3.0	0.3	1.2
90-94	19.9	19.3	8.2	6.4	1.8	9.7	1.2	0.1	0.6
95+	10.3	9.8	6.3	4.5	1.8	3.0	0.5	0.1	0.4
Jumlah/Total	17,145.4	15,905.8	11,036.5	9,090.6	1,945.9	3,535.8	1,120.6	213.0	1,239.5

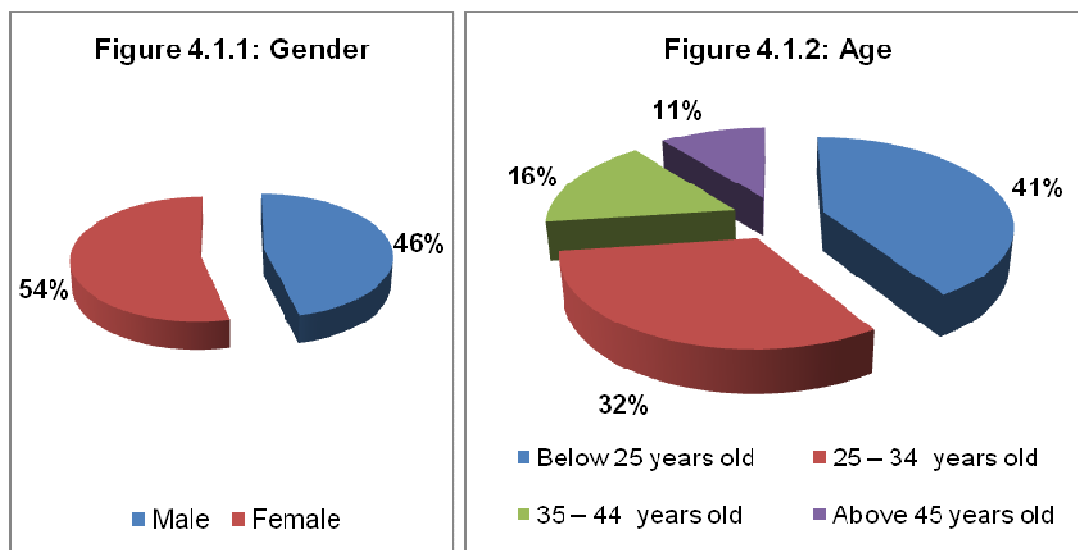
Nota: 1. Unjuran penduduk berasaskan kepada Banci Penduduk 2000.
2. Jumlah campuran mungkin berbeza kerana pembulatan.

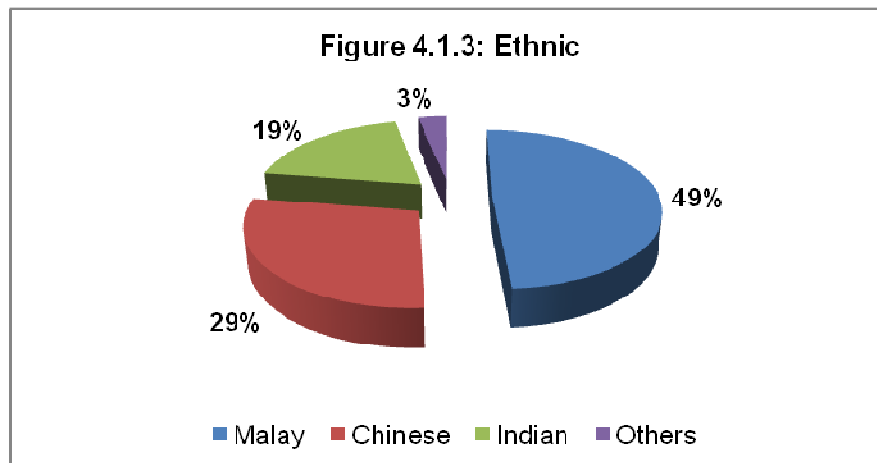
Note: 1. Population projections based on the 2000 Population Census.
2. The Added Total may differ due to rounding.

Graphical Presentation of the Respondents' Profile

The 214 respondents comprised of 99 (46.3%) male and 115 (53.7%) female (Figure 4.1.1). Out of the total respondents, 88 (41.1%) aged below 25 years old, followed by 68 (31.8%) aged between 25 to 34 years, 35 (16.4%) aged between 35 to 44 years and 23 (10.7%) aged 45 years and above (Figure 4.1.2).

Among the 214 respondents, Malays accounted for 105 (49.1%), followed by Chinese at 61 (28.5%), Indians at 41 (19.2%) and other races at 7 (3.3%) as shown in Figure 4.1.3.





The 214 respondents comprised of 74 (34.6%) students, 39 (18.2%) others, 28 (13.1%) senior executives, 26 (12.1%) managers, 18 (8.4%) self-employed persons or entrepreneurs, 14 (6.5%) in the field of general officer or clerical or secretarial, 10 (4.7%) senior managers and above, 4 (1.9%) retirees, and 1 (0.5%) housekeeper (Figure 4.1.4). In terms of their income level, 89 (41.6%) earned less than RM2,000, 58 (27.1%) earned between RM2,000 to RM3,999, 34 (15.9%) earned between RM4,000 to RM5,999, 15 (7.0%) earned between RM6,000 to RM7,999, 9 (4%) earned between RM8,000 to RM9,999, and 9 (4.2%) earned more than RM10,000 (Figure 4.1.5).

Figure 4.1.4: Occupation

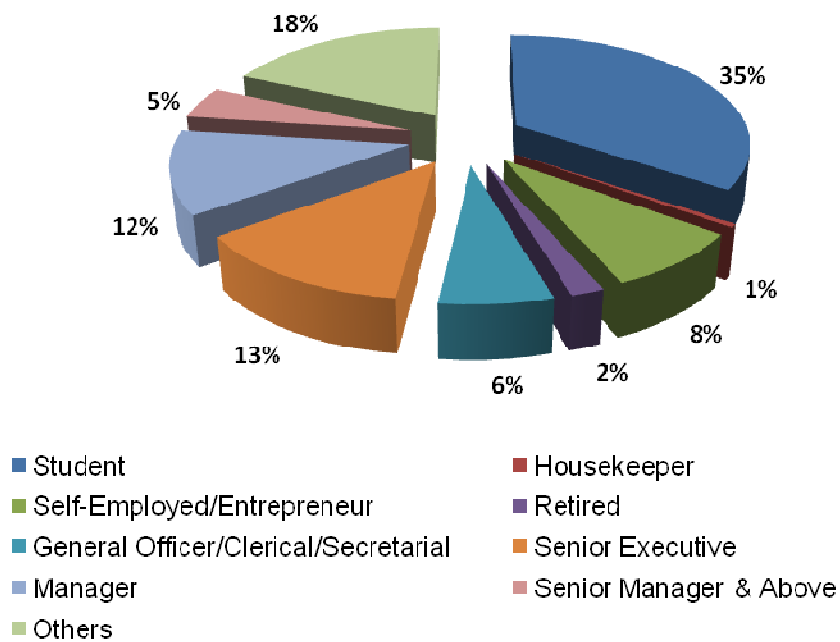
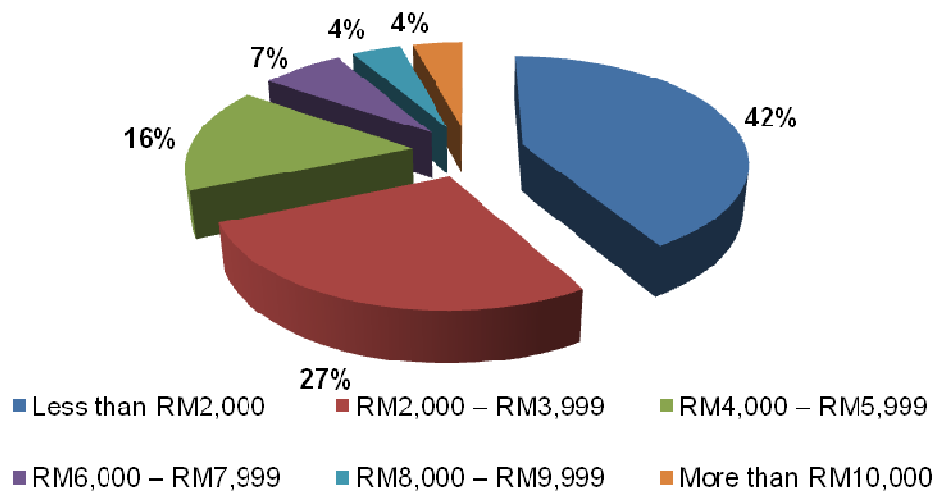
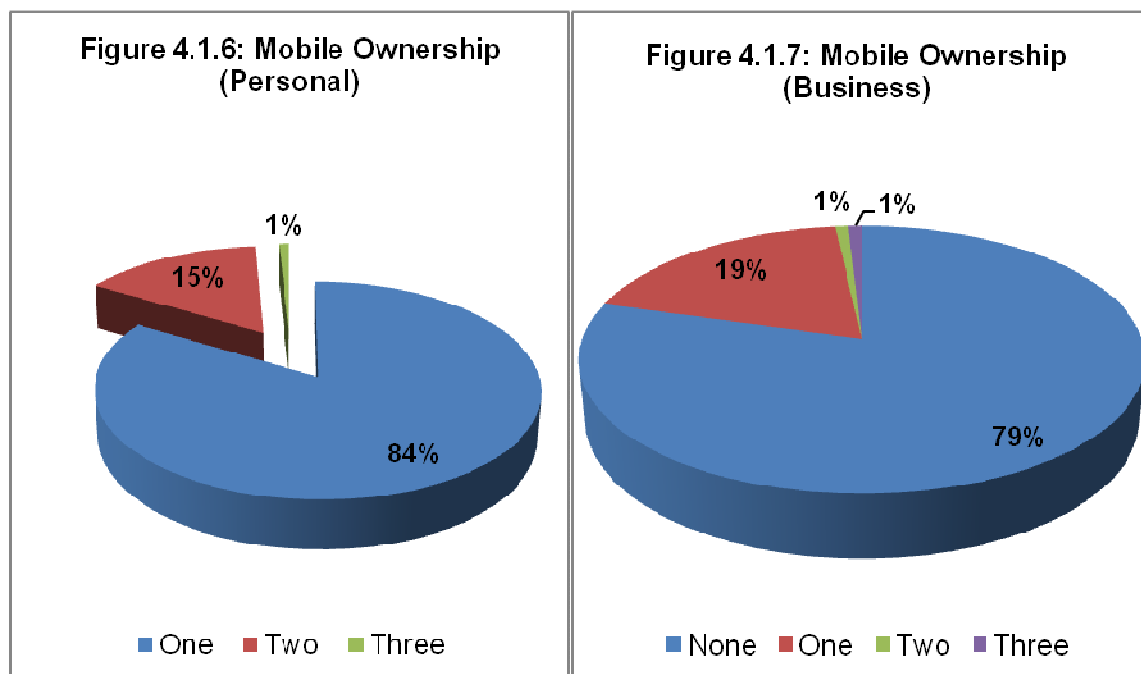


Figure 4.1.5: Income Level



For mobile phone ownership, out of the 214 respondents, 179 (83.6%) owned one personal mobile phone, 33 (15.4%) owned two personal mobile phones while 2 (0.9%) owned three personal mobile phones (Figure 4.1.6). Also, out of the 214 respondents, 170 (79.4%) did not own any business mobile phone, while 40 (18.7%) owned one business mobile phone, 2 (0.9%) owned two business mobile phones and 2 (0.9%) owned three business mobile phones (Figure 4.1.7).



In terms of the mobile phone brands used by the 214 respondents, majority or 118 (55.1%) used Nokia, followed by 18 (24.8%) for Sony Ericsson, 19 (8.9%) for other brands, 16 (7.5%) for Samsung, 7 (3.3%) for Motorola and 1 (0.5%) for LG (Figure 4.1.8). The majority of respondents i.e. 142 (66.4%) had used their mobile phone for more than 5 years, 41 (19.2%) between 2 to 5 years, 21 (9.8%) between 1 to 2 years, and 10 (4.7%) less than 1 year (Figure 4.1.9).

Figure 4.1.8: Personal Mobile Phone by Brands

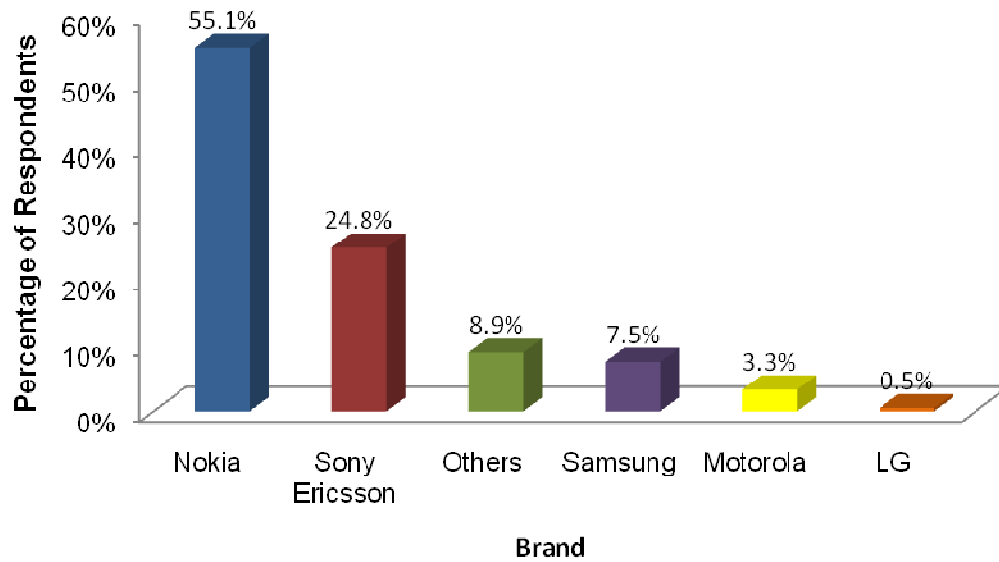
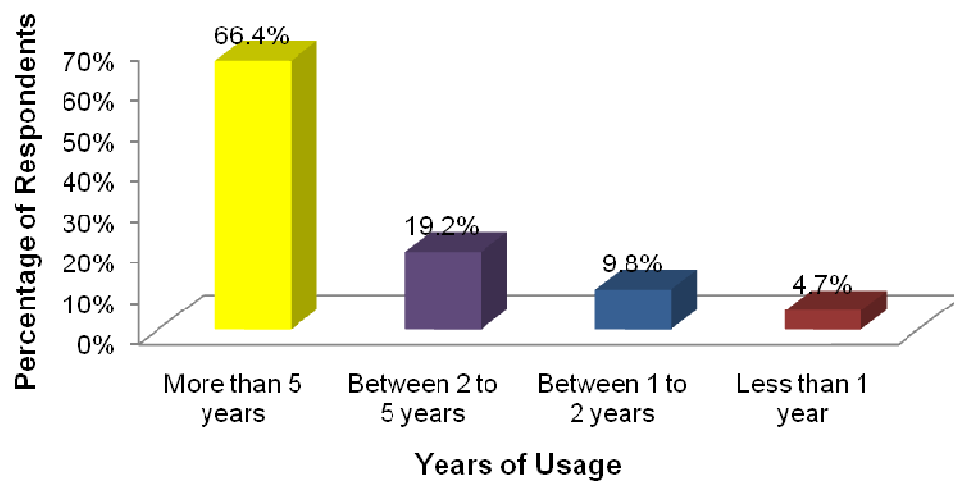
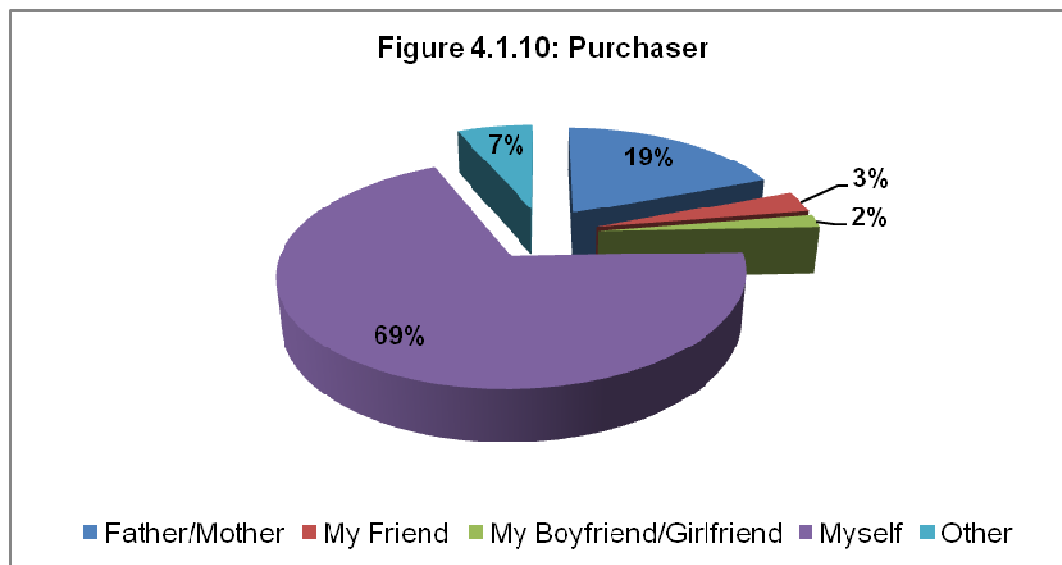


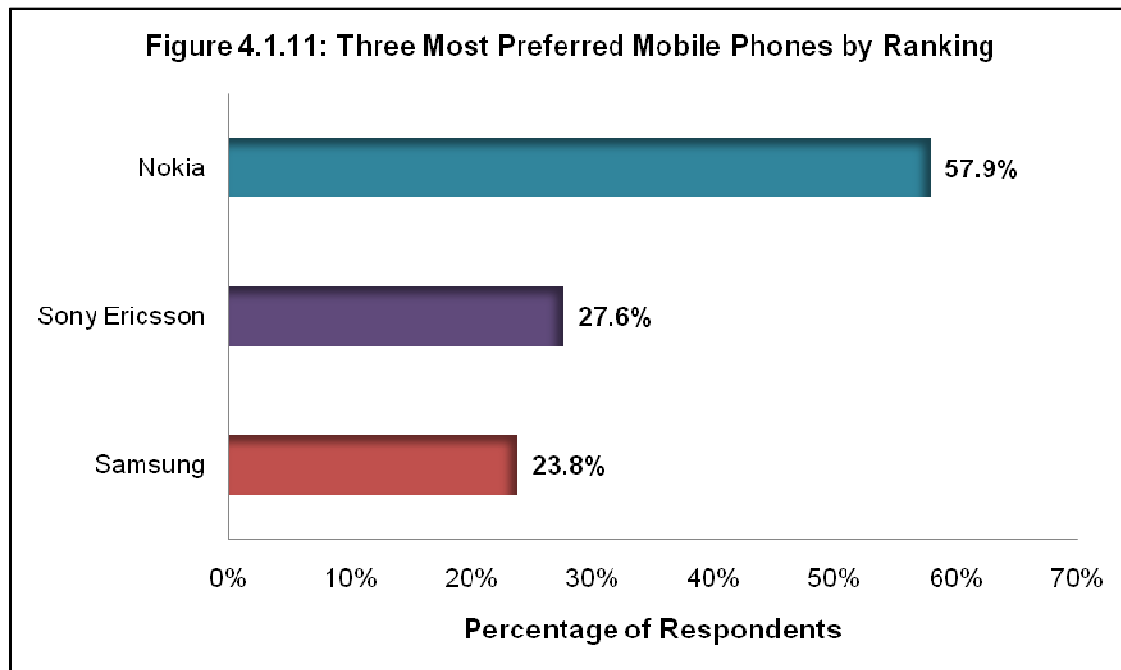
Figure 4.1.9: Mobile Phone Usage



The survey also found that among the 214 respondents, 148 (69.2%) purchased their own mobile phones, while 41 (19.2%) had their mobile phones purchased by father/mother, 14 (6.5%) by others, 7 (3.3%) by friends and 4 (1.9%) by boyfriend/girlfriend (Figure 4.1.10).



As for the most preferred mobile phone brands, as shown in Figure 4.1.11, majority or 57.9% of the respondents cited Nokia as the first choice, followed by Sony Ericsson (26.7%) and Samsung (23.8%).



In terms of their attitudes towards technology, as shown in Table 4.1.1, 36.9% of the 214 respondents mentioned that “I am not a technologist but I exploit new capabilities on my mobile phone”, followed by 30.8% who said that “I find pleasure in mastering the intricacies or complicated parts of the technology on my mobile phone”, 23.8% who said that “I wait and see how useful other people find a technology before I consider using it”, 6.5% who said that “I am not comfortable with technology and will wait until something has become an established standard before I consider using it” and lastly 1.9% mentioned that “I am not interested in new technology and try to avoid using it”.

Table 4.1.1: Attitudes towards Technology

Attitudes towards Technology	Number of Respondents	
	Frequency	Percentage
I am not a technologist but I exploit new capabilities on my mobile phone.	79	36.9%
I find pleasure in mastering the intricacies or complicated parts of the technology on my mobile phone.	66	30.8%
I wait and see how useful other people find a technology before I consider using it.	51	23.8%
I am not comfortable with technology and will wait until something has become an established standard before I consider using it.	14	6.5%
I am not interested in new technology and try to avoid using it.	4	1.9%
Total	214	100%

Source: All figures above are from the analysis of survey data using SPSS Version 13.