

**BRAND PREFERENCE AMONG HANDPHONE USERS**

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## ABSTRACT

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Branding comprises one of the most important and fascinating facets of marketing strategy. The modern, two- ways marketing communication flow, provides the dynamic and flexibility that is able to identify information gaps for a particular product that eventually leads to strategy development. The following objectives serve as the basis of analysis in this study of the telecommunication industry:

1. Demographic segmentation
2. Brand ranking
3. Competitor positioning
4. Customer needs

The empirical definition of brand preference in this project is adopted from Professor David A. Aaker and Professor Kevin Keller's brand knowledge concept. The concept indicates that there are two major areas of branding: brand awareness and brand image. Based on these, questionnaire was designed accordingly to collect the relevant data like awareness, pricing acceptance, product attributes, etc.

As the sample was collected with predefined methodology, it has a certain impact on the result findings. One of the analysis revealed that the customer segmentation model has low correlation index. Other findings indicate that consumers are generally having different perception on each competing brand, with preference ranking as the following: Nokia, Samsung, Motorola, Alcatel and Ericsson.

Based on these observations, the thesis concludes its chapters with some business implications derived from the analysis that is able to shed some insights in Malaysia's telecommunications industry.

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## **CHAPTER 1: INTRODUCTION**

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