Dear Sir/Madam,

This survey is conducted as part of a research project, which shall be submitted in part completion of the Master of Business Administration degree from the University of Malaya.

We are therefore inviting you to participate in this survey by filling up the attached questionnaire. The said questionnaire is constructed in a straightforward manner and easy to answer which should take no more than 15 minutes of your valuable time. Please be advised that all information will be treated with the strictest confidentiality and only the aggregate data will be analyzed.

Please answer all questions in all the sections (Part A to Part D) and send back the completed questionnaire to us by 21 February 2004.

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

Prepared by, Disediakan oleh,
Kwan Wai Sin (kwanwaisin_thesis@yahoo.com)
Yip Phol Chee (pholchee@fastmail.fm)
University of Malaya
Part A  Bahagian A

Please RANK the following equipment in terms of its importance to your daily activities from 1 for "most important" to 8 for "least important";

*Sila SUSUNKAN kepentingan barang-barang berikut terhadap aktiviti-aktiviti harian anda bermula dari 1 untuk "yang paling penting" ke 8 untuk "yang paling tidak penting".*

<table>
<thead>
<tr>
<th>Equipment</th>
<th>Ranking from 1 to 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional phone  <em>Telefon bosa</em></td>
<td></td>
</tr>
<tr>
<td>Mobile telephone  <em>Telefon bimbit</em></td>
<td></td>
</tr>
<tr>
<td>TV set  <em>Set TV</em></td>
<td></td>
</tr>
<tr>
<td>Video games  <em>Permainan video</em></td>
<td></td>
</tr>
<tr>
<td>Computer with Internet access  <em>Komputer dengan talian Interna</em></td>
<td></td>
</tr>
<tr>
<td>Digital camera  <em>Kamera Digital</em></td>
<td></td>
</tr>
<tr>
<td>CD player  <em>Pemain CD</em></td>
<td></td>
</tr>
<tr>
<td>DVD/VCD player  <em>Pemain DVD/VCD</em></td>
<td></td>
</tr>
</tbody>
</table>

Part B  Bahagian B

Please CHECK (●) a number that corresponds to your level of agreement towards the following statements;

*Sila HITAMKAN (●) satu nombor yang bersesuaian dengan tahap persetujuan anda pada kenyataan-kenyataan yang berikut:*

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neutral</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am more independent than most people.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Saya lebih berdikari berbanding dengan kebanyakan orang.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am always proud to have a close-knit family.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Saya berbangga dengan pertalian erat di antara ahli keluarga saya.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will probably get a job promotion in the near future.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Saya fikir saya akan dapat kenaikan pangkat dalam masa dekat.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I care for well-known brands rather than their quality.</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>Saya lebih menikmahakan jenis terkenal daripada kualiti sesuatu barang.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strongly disagree</td>
<td>Disagree</td>
<td>Tidak berselju</td>
<td>Somewhat disagree</td>
<td>Agak tidak berselju</td>
<td>Neutral</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>------------------</td>
<td>----------</td>
<td>---------------</td>
<td>-----------------</td>
<td>--------------------</td>
<td>--------</td>
</tr>
<tr>
<td>5</td>
<td>I think I have a lot of personal ability. Saya fikir saya seorang yang mempunyai banyak kebolehan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>I prefer to buy foreign brands than local brands. Saya lebih suka membeli Jenama luar negeri daripada Jenama tempatan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>I like parties where there is lots of music and talk. Saya suka pergi ke parti yang ada banyak musik dan sempang-sempang.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>I would rather spend a quiet evening at home than go out to party. Saya lebih suka menghabiskan masa di rumah pada waktu malam daripada pergi parti.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>I am a homebody. Saya adalah seorang yang suka berada di rumah.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>I like to buy new and different things. Saya suka membeli barang yang baru dan berlainan.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>I am interested in the cultures of other countries. Saya bermimpi dengan budaya negara-negara lain.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>I am a traditional and conservative person. Saya adalah seorang yang tradisional dan konservatif.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>I like to visit places that are totally different from my home. Saya suka melawat tempat-tempat yang berlainan dengan rumah saya.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>I am the kind of person who would try anything once. Saya merupakan jenis orang yang akan mencuba apa-apa jua sekali.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Strongly disagree</strong></td>
<td><strong>Disagree</strong></td>
<td><strong>Somewhat disagree</strong></td>
<td><strong>Neutral</strong></td>
<td><strong>Somewhat agree</strong></td>
<td><strong>Agree</strong></td>
<td><strong>Strongly agree</strong></td>
</tr>
<tr>
<td>---</td>
<td>----------------------</td>
<td>-------------</td>
<td>-----------------------</td>
<td>------------</td>
<td>-------------------</td>
<td>----------</td>
<td>-------------------</td>
</tr>
</tbody>
</table>
| 15 | I frequently buy things when I can’t afford them.  
Saya selalu membeli barang yang saya tidak mampu. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
| 16 | I am an impulse buyer.  
Saya adalah seorang pembeli yang membeli secara gerak hati. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
| 17 | I am usually among the first to try new products.  
Saya biasanya orang yang pertama menduga guna barang baru. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
| 18 | I find myself comparing the prices in the grocery stores even for small items.  
Saya selalu mendapatkan diri saya membandingkan harga barang-barang kedai runcit walapun untuk barang kacil. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
| 19 | I listen to the advice of elders.  
Saya mengikuti nasihat orang-orang tua. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
| 20 | I pretty much spend for today and let tomorrow bring what it will be.  
Saya adalah manusia jenis suka berbelanja hari ini dari membiarkan apa yang akan terjadi esok. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
| 21 | I usually watch the advertisements for announcement of sales.  
Saya kerap kali mencari klan berkakan dengan pergambaranjualan. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
| 22 | I can save a lot of money by shopping around for bargains.  
Saya dapat menjimat banyak wang dengan mencari tawaran istimewa semasa membeli-belah. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
| 23 | When I set my mind to achieve something, I usually can achieve it.  
Apabila saya ingin mencapai sesuatu, saya biasanya akan mencapainya. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
| 24 | I am willing to pay higher prices for famous brands.  
Saya bersedia untuk membayar harga yang lebih tinggi bagi mendapatkan barang berjenama terkenal. | 0           | 0                     | 0          | 0                 | 0        | 0                 |
<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Disagree</th>
<th>Somewhat disagree</th>
<th>Neutral</th>
<th>Somewhat agree</th>
<th>Agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Sengat tidak berselju</td>
<td>Tidak berselju</td>
<td>Agak tidak berselju</td>
<td>Neutral</td>
<td>Agak berselju</td>
<td>Berselju</td>
<td>Sengat berselju</td>
</tr>
<tr>
<td>25</td>
<td>I shop a lot for specials.</td>
<td>Saya banyak membeli sembari tawaran istimewa.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>My family is the most important thing to me.</td>
<td>Keluarga saya adalah yang paling penting dalam kehidupan saya.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>I think I have more self-confidence than most people.</td>
<td>Saya rasa saya mempunyai keyakinan diri yang lebih berbanding dengan kebanyakan orang.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Youngsters should have more respect for the elders.</td>
<td>Para remaja patut menghormati orang-orang tua.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Part D: Demographic data
*Bahagian D: Data Demografik*

<table>
<thead>
<tr>
<th></th>
<th>Male</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>29 Gender</td>
<td>Lelaki</td>
<td>Perempuan</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Below 20</th>
<th>20 - 29</th>
<th>30 - 39</th>
<th>40 - 49</th>
<th>50 - 59</th>
<th>60 and above</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Age</td>
<td>Di bawah 20</td>
<td>20 - 29</td>
<td>30 - 39</td>
<td>40 - 49</td>
<td>50 - 59</td>
<td>60 dan ke atas</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Malay</th>
<th>Chinese</th>
<th>Indian</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>31 Race</td>
<td>Melayu</td>
<td>Cina</td>
<td>India</td>
<td>Lain-lain</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Single Adult</th>
<th>Married, without children</th>
<th>Married, with children</th>
<th>Widow/Widower/Divorcee</th>
<th>Janda/Duda/Sudah bercerai</th>
</tr>
</thead>
<tbody>
<tr>
<td>32 Marital status</td>
<td>Bijang</td>
<td>Berkahwin tanpa anak</td>
<td>Berkahwin dengan anak</td>
<td>Widow/Widower/Divorcee</td>
<td>Janda/Duda/Sudah bercerai</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Primary school or less</th>
<th>PMR/SRP/LCE</th>
<th>SPM/SPVM/MCE</th>
<th>STPM/HSC</th>
<th>College Diploma</th>
<th>Diploma Kolej</th>
<th>Professional Qualification/University Degree</th>
</tr>
</thead>
<tbody>
<tr>
<td>33 Highest education level</td>
<td>Sekolah rendah atau kurang</td>
<td>PMR/SRP/LCE</td>
<td>SPM/SPVM/MCE</td>
<td>STPM/HSC</td>
<td>College Diploma</td>
<td>Diploma Kolej</td>
<td>Kelayakan Profesional/Universiti</td>
</tr>
</tbody>
</table>
34 Occupation
Pekerjaan
- Clerical/production staff
- Kerani/pekerja kilang
- Sales personnel
- Koksiangan jualan
- Supervisor/Executive
- Penyelai/Exekutif
- Administration executive/teacher
- Eksekutif pentadbirani/guru
- Managerial/professional/lecturer
- Pengurus/profesional/pensyarah
- Self-employed
- Bekerja sendiri
- Retired
- Bersara
- Not working
- Tidak Bekerja
- Student
- Pelajar
- Others
- Lain-lain

35 Gross monthly personal income
Pendapatan kesar peribadi selubung
- Less than RM1,000
  - Kurang daripada RM1,000
- RM1,000 to RM1,999
- RM2,000 to RM3,999
- RM4,000 to RM5,999
- RM6,000 to RM7,999
- RM8,000 to RM9,999
- RM10,000 and above
  - RM10,000 dan ke atas

36 Number of handphones that you personally carry
Bilangan telefon bimbit yang anda bawa
- One
- Satu
- Two
- Dua
- Three
- Tiga

37 Type of service
Jenis perkhidmatan
- Prepaid
- Post-paid

38 Average mobile telephone bills
PER MONTH
Per susut telefon bimbit SEBULAN
- Personal
  - (RM) Peribadi
- Business related
  - (RM) Berkaitan dengan perniagaan/pekerjaan

THANK YOU FOR YOUR PARTICIPATION.
APPENDIX II

ACTIVITIES, INTERESTS AND OPINIONS STATEMENTS
PRICH CONSCIOUS
I shop a lot for "specials".
I find myself checking the prices in the
grocery store even for small items.
I usually watch the advertisements for
announcements of sales.
A person can save a lot of money by
shopping around for bargains.

FASHION CONSCIOUS
I usually have one or more outfits that
are of the very latest style.
When I must choose between the two
I usually dress for fashion, not for
comfort.
An important part of my life and ac-
tivities is dressing smartly.
I often try the latest hairdo styles when
they change.

CHILD ORIENTED
When my children are ill in bed I
drop most everything else in order to
see to their comfort.
My children are the most important
thing in my life.
I try to arrange my home for my chil-
dren's convenience.
I take a lot of time and effort to teach
my children good habits.

COMPLICATED HOUSEKEEPER
I don't like to see children's toys lying
about.
I usually keep my house very neat and
clean.
I am uncomfortable when my house is
not completely clean.
Our days seem to follow a definite
routine such as eating meals at a regu-
lar time, etc.

DISLIKES HOUSEKEEPING
I must admit I really don't like house-
hold chores.
I find cleaning my house an unpleasant
 task.
I enjoy most forms of housework. (Re-
verse scored)
My idea of housekeeping is "once over
lightly".

SEWER
I like to sew and frequently do.
I often make my own or my children's
clothes.
You can save a lot of money by mak-
ing your own clothes.
I would like to know how to sew like
an expert.

HOME BODIES
I would rather spend a quiet evening
at home than go out to a party.
I like parties where there is lots of
music and talk. (Reverse scored)
I would rather go to a sporting event
than a dance.
I am a homebody.

COMMUNITY MINDED
I am an active member of more than
one service organization.
I do volunteer work for a hospital or
service organization on a fairly regu-
lar basis.
I like to work on community projects.
I have personally worked in a political
campaign or for a candidate or an
issue.

CREDIT USER
I buy many things with a credit card
or a charge card.
I like to pay cash for everything I buy.
(Reverse scored)
It is good to have charge accounts.
To buy anything, other than a house
or a car, on credit is unwise. (Reverse
scored)

SPORTS SPECTATOR
I like to watch or listen to baseball or
football games.
I usually read the sports page in the
daily paper.
I thoroughly enjoy conversations about
sports.
I would rather go to a sporting event
than a dance.

COOK
I love to cook.
I am a good cook.
I love to bake and frequently do.
I am interested in spices and season-
ings.

SELF-CONFIDENT
I think I have more self-confidence
than most people.
I am more independent than most
people.
I think I have a lot of personal ability.
I like to be considered a leader.

SELF-DESIGNATED OPINION
LEADER
My friends or neighbors often come
to me for advice.
I sometimes influence what my friends
buy.
People come to me more often than I
go to them for information about
brands.

INFORMATION SEEKER
I often seek out the advice of my
friends regarding which brand to buy.
I spend a lot of time talking with my
friends about products and brands.
My neighbors or friends usually give
me good advice on what brands to buy
in the grocery store.

NEW BRAND TRTRER
When I see a new brand on the shelf I
often buy it just to see what it's like.
I often try new brands before my
friends and neighbors do.
I like to try new and different things.

SATISFIED WITH FINANCES
Our family income is high enough to
satisfy nearly all our important desires.
No matter how fast our income goes
up we never seem to get ahead. (Re-
verse scored)
I wish we had a lot more money. (Re-
verse scored)

CANNED FOOD USER
I depend on canned food for at least
one meal a day.
I couldn't get along without canned
foods.
Things just don't taste right if they
come out of a can. (Reverse scored)

DIETER
During the warm weather I drink low
sugar soft drinks several times a
week.
I buy more low calorie foods than the
average housewife.
I have used Metrecal or other diet
foods at least one meal a day.

FINANCIAL OPTIMIST
I will probably have more money to
spend next year than I have now.
Five years from now the family in-
come will probably be a lot higher
than it is now.

WRAPPER
Food should never be left in the re-
frigerator uncovered.
Leftovers should be wrapped before
being put into the refrigerator.

WIDE HORIZONS
I'd like to spend a year in London or
Paris.
I would like to take a trip around the
world.

ARTS ENTHUSIAST
I enjoy going through an art gallery.
I enjoy going to concerts.
I like ballet.
APPENDIX I

MOBILE PHONE SUBSCRIPTION STATISTICS
<table>
<thead>
<tr>
<th>Year</th>
<th>Quarter</th>
<th>Mobile Phones</th>
<th>As % of all telephones</th>
<th>Short message services (SMS) (RM million)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>RM ('000)</td>
<td>Growth rate (%)</td>
<td>Penetration rate (%)</td>
</tr>
<tr>
<td>1998</td>
<td></td>
<td>2,150</td>
<td>-12.1</td>
<td>9.7</td>
</tr>
<tr>
<td>1999</td>
<td></td>
<td>2,717</td>
<td>26.4</td>
<td>12.0</td>
</tr>
<tr>
<td>2000</td>
<td></td>
<td>5,122</td>
<td>88.5</td>
<td>21.8</td>
</tr>
<tr>
<td>2001</td>
<td></td>
<td>7,385</td>
<td>44.2</td>
<td>30.8</td>
</tr>
<tr>
<td>2002</td>
<td></td>
<td>9,053</td>
<td>22.6</td>
<td>36.9</td>
</tr>
<tr>
<td>2003</td>
<td></td>
<td>11,124</td>
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<td>43.9</td>
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<td>2003</td>
<td>Q1</td>
<td>9,543</td>
<td>5.4</td>
<td>38.3</td>
</tr>
<tr>
<td></td>
<td>Q2</td>
<td>9,931</td>
<td>4.1</td>
<td>39.6</td>
</tr>
<tr>
<td></td>
<td>Q3</td>
<td>10,344</td>
<td>4.2</td>
<td>41.1</td>
</tr>
<tr>
<td></td>
<td>Q4</td>
<td>11,124</td>
<td>7.5</td>
<td>43.9</td>
</tr>
</tbody>
</table>