

APPENDIX III
SURVEY QUESTIONNAIRE



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

MOBILE PHONE USER BEHAVIOUR QUESTIONNAIRE

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.

KAJISELIDIK KELAKUAN PENGGUNA TELEFON BIMBIT

Kepada Encik/Cik,

Penyelidikan ini dikendalikan sebagai sebahagian dari tesis yang mana akan dikemukakan bagi pengajian Sarjana Pentadbiran Perniagaan (MBA) di Universiti Malaya.

Anda dijemput untuk menyertai kaji selidik ini dengan mengisi soalan kaji selidik yang dilampirkan. Soalan kaji selidik ini mudah dan dijangka dapat diselesaikan dalam masa 15 minit. Semua maklumat akan digunakan untuk kajian statistik dan diperakukan sebagai suliit. Maklumat peribadi anda adalah suliit kerana anda tidak perlu menulis nama anda dalam soalan kaji selidik ini.

Sila jawab semua soalan dalam semua bahagian (Bahagian A ke Bahagian D) dan hantar balik kepada kami dengan kaji selidik yang telah dilengkapi sebelum 21hb Februari 2004.

Terima kasih atas bantuan anda untuk menjayakan kaji selidik ini.

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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":

Ranking from 1 to 8
Susunan dari 1 hingga 8

- Traditional phone *Telefon biasa*
- Mobile telephone *Telefon bimbit*
- TV set *Set TV*
- Video games *Permainan video*
- Computer with Internet access *Komputer dengan talian Internet*
- Digital camera *Kamera Digital*
- CD player *Pemain CD*
- DVD/VCD player *Pemain DVD/VCD*

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:

		Strongly disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Somewhat disagree Agak tidak bersetuju	Neutral Neutral	Somewhat agree Agak bersetuju	Agree Bersetuju	Strongly agree Sangat bersetuju
1	I am more independent than most people. <i>Saya lebih berdikari berbanding dengan kebanyakan orang.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	I am always proud to have a close-knit family. <i>Saya berbangga dengan pertalian erat di antara ahli keluarga saya.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	I will probably get a job promotion in the near future. <i>Saya fikir saya akan dapat kenaikan pangkat dalam masa terdekat.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	I care for well-known brands rather than their quality. <i>Saya lebih menitikberatkan jenama terkenal daripada kualiti sesuatu barang.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		Strongly disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Somewhat disagree Agak tidak bersetuju	Neutral Neutral	Somewhat agree Agak bersetuju	Agree Bersetuju	Strongly agree Sangat bersetuju
5	I think I have a lot of personal ability. <i>Saya fikir saya seorang yang mempunyai banyak kebolehan.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6	I prefer to buy foreign brands than local brands. <i>Saya lebih suka membeli jenama luar negeri daripada jenama tempatan.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7	I like parties where there is lots of music and talk. <i>Saya suka pergi ke parti yang ada banyak muzik dan sembang-sembang.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8	I would rather spend a quiet evening at home than go out to party. <i>Saya lebih suka menghabiskan masa di rumah pada waktu malam daripada pergi parti.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9	I am a homebody. <i>Saya adalah seorang yang suka berada di rumah.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10	I like to buy new and different things. <i>Saya suka membeli barangan yang baru dan berlainan.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11	I am interested in the cultures of other countries. <i>Saya berminat dengan budaya negara-negara lain.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12	I am a traditional and conservative person. <i>Saya adalah seorang yang tradisional dan konservatif.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13	I like to visit places that are totally different from my home. <i>Saya suka melawat tempat-tempat yang berlainan dengan rumah saya.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	I am the kind of person who would try anything once. <i>Saya merupakan jenis orang yang akan mencuba apa-apa jua sekali.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		Strongly disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Somewhat disagree Agak tidak bersetuju	Neutral Neutral	Somewhat agree Agak bersetuju	Agree Bersetuju	Strongly agree Sangat bersetuju
15	I frequently buy things when I can't afford them. <i>Saya selalu membeli barangan yang saya tidak mampu.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	I am an impulse buyer. <i>Saya adalah seorang pembeli yang membeli secara gerak hati.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	I am usually among the first to try new products. <i>Saya biasanya orang yang pertama mencuba guna barangan baru.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18	I find myself comparing the prices in the grocery stores even for small items. <i>Saya selalu mendapati diri saya membandingkan harga barang-barang kedai runcit walaupun untuk barangan kecil.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
19	I listen to the advice of elders. <i>Saya mengikut nasihat orang-orang tua.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
20	I pretty much spend for today and let tomorrow bring what it will be. <i>Saya adalah manusia jenis suka berbelanja hari ini dan membiarkan apa yang akan terjadi esok.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
21	I usually watch the advertisements for announcement of sales. <i>Saya kerap kali mencari iklan berkaitan dengan pengumuman jualan.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
22	I can save a lot of money by shopping around for bargains. <i>Saya dapat menjimat banyak wang dengan mencari tawaran istimewa semasa membeli-belah.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
23	When I set my mind to achieve something, I usually can achieve it. <i>Apabila saya ingin mencapai sesuatu, saya biasanya akan mencapainya.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
24	I am willing to pay higher prices for famous brands. <i>Saya bersedia untuk membayar harga yang lebih tinggi bagi mendapatkan barangan berjenama terkenal.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		Strongly disagree Sangat tidak bersetuju	Disagree Tidak bersetuju	Somewhat disagree Agak tidak bersetuju	Neutral Neutral	Somewhat agree Agak bersetuju	Agree Bersetuju	Strongly agree Sangat bersetuju
25	I shop a lot for specials. <i>Saya banyak membeli semasa tawaran istimewa.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
26	My family is the most important thing to me. <i>Keluarga saya adalah yang paling penting dalam kehidupan saya.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
27	I think I have more self-confidence than most people. <i>Saya rasa saya mempunyai keyakinan diri yang lebih berbanding dengan kebanyakan orang.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
28	Youngsters should have more respect for the elders. <i>Para remaja patut menghormati orang-orang tua.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part D : Demographic data
Bahagian D : Data Demografik

- 29 Gender :
Jantina
- Male
Lelaki
 Female
Perempuan
- 30 Age :
Umur
- Below 20
Di bawah 20
 20 - 29
 30 - 39
 40 - 49
 50 - 59
 60 and above
60 dan ke atas
- 31 Race :
Bangsa
- Malay *Melayu*
 Chinese *Cina*
 Indian *India*
 Others *Lain-lain*
- 32 Marital status :
Taraf perkahwinan
- Single Adult
Bujang
 Married, without children
Berkahwin tanpa anak
 Married, with children
Berkahwin dengan anak
 Widow/Widower/Divorcee
Janda/Duda/Sudah bercerai
- 33 Highest education level :
Tahap pendidikan
- Primary school or less
Sekolah rendah atau kurang
 PMR/SRP/LCE
 SPM/SPVM/MCE
 STPM/HSC
 College Diploma
Diploma Kolej
 Professional Qualification/University Degree
Kelayakan Profesional/Universiti

34 Occupation
Pekerjaan

Clerical/production staff
Kerani/pekerja kilang
Sales personnel
Kakitangan jualan
Supervisor/Executive
Penyelia/ Eksekutif
Administration executive/teacher
Eksekutif pentadbiran/guru
Managerial/profesional/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 kasar
peribadi sebulan

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
Purata bill telefon
bimbit SEBULAN

_____ (RM) Personal
Peribadi
_____ (RM) Business related
Berkaitan dengan perniagaan/pekerjaan

THANK YOU FOR YOUR PARTICIPATION.

APPENDIX II

ACTIVITIES, INTERESTS AND OPINIONS STATEMENTS

PRICE 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 activities 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 children's convenience.
 I take a lot of time and effort to teach my children good habits.

COMPULSIVE 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 regular time, etc.

DISLIKES HOUSEKEEPING

I must admit I really don't like household chores.
 I find cleaning my house an unpleasant task.
 I enjoy most forms of housework. (Reverse 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 making your own clothes.
 I would like to know how to sew like an expert.

HOMEBOODY

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 regular 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 seasonings.

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 TRYER

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. (Reverse scored)
 I wish we had a lot more money. (Reverse 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 calorie 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 income will probably be a lot higher than it is now.

WRAPPER

Food should never be left in the refrigerator 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

Mobile Phone Subscription Statistics

Year	Quarter	Mobile Phones				As % of all telephones	Short message services (SMS) (RM million)
		RM ('000)	Growth rate (%)	Penetration rate (%)	% digital		
1998		2,150	-12.1	9.7	74.5	33.0	
1999		2,717	26.4	12.0	83.7	38.1	
2000		5,122	88.5	21.8	91.8	52.5	
2001		7,385	44.2	30.8	95.6	61.1	
2002		9,053	22.6	36.9	97.9	66.0	
2003		11,124	22.9	43.9	99.0	70.9	6,163.5
2003	Q1	9,543	5.4	38.3	98.3	67.2	1,433.0
	Q2	9,931	4.1	39.6	98.5	68.2	1,437.8
	Q3	10,344	4.2	41.1	98.7	69.2	1,635.0
	Q4	11,124	7.5	43.9	99.0	70.9	1,657.7

Source : Malaysia Communications & Multimedia Commission (www.mcmc.gov.my, accessed on 20 April 2004)