

APPENDIX I

Malaysia Cellular Phone Subscribers

Year ((C100))	Cellular Phones	Growth rate (%)	Penetration rate(%)	As % of all telephones % digital	Short message Services (SMS)(million)	
					33.0	98.1
1998	2150	(12.6)	9.7	74.5	33.0	
1999	2717	26.4	12.0	83.7	98.1	
2000	5122	88.5	21.8	91.8	52.5	
2001	7385	44.2	30.9	95.6	61.1	
2002	9053	22.6	36.9	97.9	66.0	
2003	11124	22.9	43.9	99.0	70.9	6,163.5

Source: Facts & Figures of Cellular Phone Subscribers

APPENDIX II

APPENDIX 1

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.

PARENT 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.

HOMEBODY

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 III

APPENDIX III



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 not 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 kajiselidik ini dengan mengisi soalan kajiselidik yang dilampirkan. Soalan kajiselidik ini mudah dan dijangka dapat diselesaikan dalam masa 15 minit. Semua maklumat akan digunakan untuk kajian statistik dan diperakukan sebagai sulit. Maklumat peribadi anda adalah sulit kerana anda tidak perlu menulis nama anda dalam soalan kajiselidik ini.

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

Terima kasih atas bantuan anda untuk menjayakan kajiselidik ini.

Prepared by, Disediakan oleh,
Kwan Wai Sin (kwanwaisin_thesis@yahoo.com)

Part A Bahagian A

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	Somewhat disagree Agak tidak bersetuju	Disagree Tidak bersetuju	Neutral Neutral	Agree Bersetuju	Somewhat agree Agak 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"/>
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"/>

		Strongly disagree <i>Sangat tidak bersetuju</i>	Somewhat disagree <i>Agak tidak bersetuju</i>	Disagree <i>Tidak bersetuju</i>	Neutral <i>Neutral</i>	Agree <i>Bersetuju</i>	Somewhat agree <i>Agak bersetuju</i>	Strongly agree <i>Sangat bersetuju</i>
10	I like to buy new and different things. <i>Saya suka membeli barang 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 juga sekali.</i>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	I frequently buy things when I can't afford them. <i>Saya selalu membeli barang 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 barang 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 barang 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 barang 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 <i>Sangat tidak bersetuju</i>	Somewhat disagree <i>Agak tidak bersetuju</i>	Disagree <i>Tidak bersetuju</i>	Neutral <i>Neutral</i>	Agree <i>Bersetuju</i>	Somewhat agree <i>Agak bersetuju</i>	Strongly agree <i>Sangat bersetuju</i>
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 B : Demographic data

Bahagian B : Data Demografik

50 Gender
Jantina

<input type="radio"/>
<input type="radio"/>

Male
Lelaki
Female
Perempuan

51 Age
Umur

<input type="radio"/>

Below 20
Di bawah 20
20 - 29
30 - 39
40 - 49
50 - 59
60 and above
60 dan ke atas

52 Race
Bangsa

<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>

Malay *Melayu*
Chinese *Cina*
Indian *India*
Others *Lain-lain*

53 Marital status
Taraf perkahwinan

<input type="radio"/>
<input type="radio"/>
<input type="radio"/>
<input type="radio"/>

Single Adult
Bujang
Married, without children
Berkahwin tanpa anak
Married, with children
Berkahwin dengan anak
Widow/Widower/Divorcee
Janda/Duda/Sudah bercerai

54 Highest
education level

*Tahap pendidikan
tertinggi*

<input type="radio"/>

Primary school or less
Sekolah rendah atau kurang
PMR/SPR/LCE
SPM/SPVM/MCE
STPM/HSC
College Diploma
Diploma Kolej
Professional Qualification/University Degree
Kelayakan Profesional/Universiti

55 Occupation <i>Pekerjaan</i>	<input type="radio"/> <input type="radio"/>	Clerical/production staff <i>Kerani/pekerja kilang</i> Sales personnel <i>Kakitangan jualan</i> Supervisor/Executive <i>Penyelia/ Executif</i> Administration executive/teacher <i>Eksekutif pentadbiran/guru</i> Managerial/profesional/lecturer <i>Pengurus/profesional/pensyarah</i> Self-employed <i>Bekerja sendiri</i> Retired <i>Bersara</i> Not working <i>Tidak Bekerja</i> Student <i>Pelajar</i> Others <i>Lain-lain</i>
56 Gross monthly personal income <i>Pendapatan kasar peribadi sebulan</i>	<input type="radio"/> <input type="radio"/>	Less than RM1,000 <i>Kurang daripada RM1,000</i> 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 <i>RM10,000 dan ke atas</i>
57 Number of handphones that you personally carry <i>Bilangan telefon bimbit yang anda bawa</i>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	One <i>Satu</i> Two <i>Dua</i> Three <i>Tiga</i>
58 Type of service <i>Jenis perkhidmatan</i>	<input type="radio"/> <input type="radio"/>	Prepaid Post-paid
59 Average mobile telephone bills PER MONTH <i>Purata bill telefon bimbit SEBULAN</i>	<hr style="width: 100px; margin-bottom: 5px;"/> (RM) <input style="width: 100px; height: 15px; border: 1px solid black;" type="text"/>	Personal <i>Peribadi</i> Business related <i>Berkaitan dengan perniagaan/pekerjaan</i>

THANK YOU FOR YOUR PARTICIPATION.