APPENDIX I
## Malaysia Cellular Phone Subscribers

<table>
<thead>
<tr>
<th>Year</th>
<th>Cellular Phones (Total)</th>
<th>Growth Rate (%)</th>
<th>Penetration Rate (%)</th>
<th>% Digital</th>
<th>As % of all Telephones</th>
<th>Short Message Services (SMS) million</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>2150</td>
<td>(12.6)</td>
<td>9.7</td>
<td>74.5</td>
<td>33.0</td>
<td></td>
</tr>
<tr>
<td>1999</td>
<td>2717</td>
<td>26.4</td>
<td>12.0</td>
<td>83.7</td>
<td>98.1</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>5122</td>
<td>88.5</td>
<td>21.8</td>
<td>91.8</td>
<td>52.5</td>
<td></td>
</tr>
<tr>
<td>2001</td>
<td>7385</td>
<td>44.2</td>
<td>30.9</td>
<td>95.6</td>
<td>61.1</td>
<td></td>
</tr>
<tr>
<td>2002</td>
<td>9053</td>
<td>22.6</td>
<td>36.9</td>
<td>97.9</td>
<td>66.0</td>
<td></td>
</tr>
<tr>
<td>2003</td>
<td>11124</td>
<td>22.9</td>
<td>43.9</td>
<td>99.0</td>
<td>70.9</td>
<td>6,163.5</td>
</tr>
</tbody>
</table>

Source: Facts & Figures of Cellular Phone Subscribers
APPENDIX II
APPENDIX 1

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-DENOMINATED 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

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 digunakan bagi pengajian Sarjana Pentadbiran Perusahaan (MBA) di Universiti Malaya.


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 Wal Sin (kwanwalsin_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:*

<table>
<thead>
<tr>
<th></th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Disagree Tidak</th>
<th>Neutral</th>
<th>Agree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>I am more independent than most people. Saya lebih berdikari berbanding dengan kebanyakan orang.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>2</td>
<td>I am always proud to have a close-knit family. Saya berbangga dengan pertalian erat di antara ahli keluarga saya.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>3</td>
<td>I will probably get a job promotion in the near future. Saya fikir saya akan dapat kenaikan pangkat dalam masa terdekat.</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>4</td>
<td>I care for well-known brands rather than their quality. Saya lebih menitikberatkan jenama terkenal daripada kualiti sesuatu barang.</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 muzik dan sambang-sambang.</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></td>
<td></td>
<td>Strongly disagree</td>
<td>Somewhat disagree</td>
<td>Disagree</td>
<td>Neutral</td>
<td>Agree</td>
<td>Somewhat agree</td>
</tr>
<tr>
<td>---</td>
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<td>------------------</td>
<td>------------------</td>
<td>---------</td>
<td>---------</td>
<td>-------</td>
<td>----------------</td>
</tr>
</tbody>
</table>
| 10 | I like to buy new and different things.  
Saya suka membeli barang yang baru dan berlainan. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 11 | I am interested in the cultures of other countries.  
Saya berminat dengan budaya negara-negara lain. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 12 | I am a traditional and conservative person.  
Saya adalah seorang yang tradisional dan konservatif. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 13 | I like to visit places that are totally different from my home.  
Saya suka melawat tempat-tempat yang berlainan dengan rumah saya. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 14 | I am the kind of person who would try anything once.  
Saya merupakan jenis orang yang akan mencuba apa-apa jua sekali. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 15 | I frequently buy things when I can’t afford them.  
Saya selalu membeli barang yang saya tidak mampu. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 16 | I am an impulse buyer.  
Saya adalah seorang pembeli yang membeli secara gerak hati. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 17 | I am usually among the first to try new products.  
Saya biasanya orang yang pertama mencuba guna barang baru. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 18 | I find myself comparing the prices in the grocery stores even for small items.  
Saya selalu mendapat diri saya membandingkan harga barang-barang kedai runcit walaupun untuk barang kecil. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
| 19 | I listen to the advice of elders.  
Saya mengikut nasihat orang-orang tua. | ○ | ○ | ○ | ○ | ○ | ○ | ○ |
<table>
<thead>
<tr>
<th>Question</th>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Agree</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 I pretty much spend for today and let tomorrow bring what it will be.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Saya adalah manusia jenis suka berbelanja hari ini dan membiarkan apa yang akan terjadi esok.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21 I usually watch the advertisements for announcement of sales.</td>
<td>O</td>
<td>0</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Saya kerap kali mencari iklan berkaitan dengan pengumuman jualan.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22 I can save a lot of money by shopping around for bargains.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Saya dapat menjimat banyak wang dengan mencari tawaran istimewa semasa membeli-belah.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23 When I set my mind to achieve something, I usually can achieve it.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Apabila saya ingin mencapai sesuatu, saya biasanya akan mencapainya.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24 I am willing to pay higher prices for famous brands.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Saya bersedia untuk membayar harga yang lebih tinggi bagi mendapatkan barang berjenama terkenal.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25 I shop a lot for specials.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Saya banyak membeli semasa tawaran istimewa.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26 My family is the most important thing to me.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Keluarga saya adalah yang paling penting dalam kehidupan saya.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27 I think I have more self-confidence than most people.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Saya rasa saya mempunyai keyakinan diri yang lebih berkembang dengan kebanyakan orang.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28 Youngsters should have more respect for the elders.</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
<td>O</td>
</tr>
<tr>
<td>(Para remaja patut menghormati orang-orang tua.)</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

*Mobile phone user behaviour questionnaire*
Part B: Demographic data
Bahagian B: Data Demografik

50 Gender
Janitina

51 Age
Umur

52 Race
Bangsa

53 Marital status
Taraf perkahwinan

54 Highest education level
Tahap pendidikan tertinggi

Male
Lelaki
Female
Perempuan

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

Malay Melaku
Chinese Cina
Indian India
Others Lain-lain

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

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
55 Occupation
     Pekerjaan

     • Clerical/production staff
     • Keranipekerja kilang
     • Sales personnel
     • Kakitangan jualan
     • Supervisor/Executive
     • Penyelia/Ezekutif
     • Administration executive/teacher
     • Esekutif pentadbiran/guru
     • Managerial/profesional/lecturer
     • Pengurus/profesional/penayarah
     • Self-employed
     • Bekerja sendiri
     • Retired
     • Bersara
     • Not working
     • Tidak Bekerja
     • Student
     • Pelajar
     • Others
     • Lain-lain

56 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

57 Number of handphones that you personally carry
     Bilangan telefon
     bimbit yang anda bawa

     • One
     • Satu
     • Two
     • Dua
     • Three
     • Tiga

58 Type of service
     Jenis perkhidmatan

     • Prepaid
     • Post-paid

59 Average mobile telephone bills
     PER MONTH
     Purata bill telefon
     bimbit SEBULAN

     • Personal
     • Peribadi
     • Business related
     • Berkaitan dengan perniagaan/pekerjaan

THANK YOU FOR YOUR PARTICIPATION.