

# **A STUDY ON THE FACTORS THAT ARE CONSIDERED BY CONSUMERS IN THE PURCHASE OF HAND PHONES IN MALAYSIA – ERICSSON VS NOKIA**

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## **ABSTRACT**

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The title of this study is ‘A Study on the Factors That Are Considered by Consumers in the Purchase of Hand Phones in Malaysia – Ericsson Vs Nokia’. In chapter 1, the researcher emphasizes on the background of the mobiles telecommunication company between on the background of the mobiles telecommunication company between Ericsson and Nokia in order to know these 2 companies growth in Malaysia. The researches objectives are carried out in this chapter in order to identify the particular areas that researcher need to study for.

In chapter 2, the researcher would write down those important notes from reference books, which is relevant to the title of the study. From the literature review, the researcher knows the methods that are likely to use in conducting the researcher knows the methods that are likely to use in conducting the research. In Chapter 3, the researcher will mention the method that would be used in doing the analysis.

The analysis of findings would be carried out after the research is done. The researcher will use diagrams and Chi-square tests to analyze the information collected. Then, the researcher will present the results of analysis and discuss how the results compare with the finding of the research.

Finally, the conclusions and recommendations are put in chapter 5 and chapter 6. In conclusions, the researcher would give the overall comments about the factors that affect consumers in the purchase of hand phones. Meanwhile, in chapter 6, the researcher would recommend that Ericson and Nokia have to depend on the factors that affect consumers in purchasing hand phones to market their products successfully.