

CONSUMER CHARACTERISTICS, PRODUCT ATTRIBUTES,  
AND CONSUMER BEHAVIOR TOWARD MOBILE PHONES

A MASTER'S PROJECT

BY

PANID KULSIRI

Presented in Partial Fulfillment of the Requirements for the  
Master of Arts Degree in Business English for International Communication  
at Srinakharinwirot University

February 2007

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AN ABSTRACT  
OF  
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February 2007

Panid Kulsiri. (2007). *Consumer Characteristics, Product Attributes, and Consumer Behavior toward Mobile Phones*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Asst. Prof. Penny Diskaparakai.

The objectives of this study were (1) to investigate consumer behavior toward mobile phones, and (2) to examine relationships between consumer characteristics, product attributes, and consumer behavior. Consumer behavior included brand selection, price of mobile phones, types of service payment, service provider, and purpose of purchase. Consumer characteristics included gender, age, and income. Product attributes included quality, features, and design of mobile phones.

The sample was drawn from graduate students enrolled in MBA special programs at Srinakharinwirot University. Questionnaires were used in the survey to collect data. The total number of returned usable questionnaire was 115 for the response rate of 66.09%.

The findings suggested that most of the respondents bought Nokia. The range of the price of most phones was between 6,501 and 13,000 baht. The pre-paid system was more used than the post-paid. DTAC was the mostly used service provider. The purpose of purchase was mostly work oriented.

The results of the study on the statistically significant relationships between variables were inconclusive. The consumer behavior in terms of the price of the phones had relationship with the respondents' gender. The consumer behavior in terms of the types of service payment had relationships with the respondents' income and the quality of mobile phones. The consumer behavior in terms of the purpose of purchase had relationships with the respondents' gender and income. Neither the consumer characteristics nor the product attributes had relationships with other facets of consumer behavior.

ลักษณะผู้บริโภค ลักษณะผลิตภัณฑ์ และพฤติกรรมผู้บริโภคต่อโทรศัพท์เคลื่อนที่

บทคัดย่อ

ของ

พนิต กุลศิริ

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตาม  
หลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ  
กุมภาพันธ์ 2550

พนิต กุลศิริ. (2550). *ลักษณะผู้บริโภค ลักษณะผลิตภัณฑ์ และพฤติกรรมผู้บริโภคต่อโทรศัพท์เคลื่อนที่*. สารนิพนธ์ ศศ. ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์: ผู้ช่วยศาสตราจารย์ เพ็ญณี ดิสกะประกาย

การศึกษารั้ครั้งนี้มีวัตถุประสงค์เพื่อ (1) ศึกษาพฤติกรรมผู้บริโภคต่อโทรศัพท์เคลื่อนที่ และ (2) ศึกษาความสัมพันธ์ระหว่างลักษณะผู้บริโภค ลักษณะผลิตภัณฑ์ และพฤติกรรมผู้บริโภค พฤติกรรมผู้บริโภคหมายถึงการเลือกตราสินค้า ราคาโทรศัพท์เคลื่อนที่ ประเภทการชำระค่าบริการ ผู้ให้บริการโทรศัพท์ และวัตถุประสงค์ในการซื้อโทรศัพท์เคลื่อนที่ ลักษณะผู้บริโภค ได้แก่ เพศ อายุ และรายได้ ลักษณะผลิตภัณฑ์ ได้แก่ คุณภาพ องค์ประกอบ และการออกแบบของโทรศัพท์เคลื่อนที่

กลุ่มตัวอย่างได้แก่นิสิตระดับปริญญาโท หลักสูตรบริหารธุรกิจมหาบัณฑิต ภาคพิเศษ มหาวิทยาลัยศรีนครินทรวิโรฒ งานวิจัยนี้ใช้วิธีสำรวจและใช้แบบสอบถามเพื่อเก็บข้อมูลแบบสอบถามที่ได้รับกลับคืนโดยมีข้อมูลครบถ้วนมีจำนวน 115 ฉบับ คิดเป็นอัตราการตอบร้อยละ 66.09

ผลการศึกษาพบว่าผู้ตอบแบบสอบถามส่วนใหญ่ซื้อโทรศัพท์เคลื่อนที่ตราโนเกีย ช่วงราคาระหว่าง 6,501 ถึง 13,000 บาท ผู้ใช้ระบบชำระค่าบริการล่วงหน้ามีจำนวนมากกว่าผู้ใช้ระบบชำระค่าบริการรายเดือน ผู้ตอบแบบสอบถามส่วนใหญ่ใช้บริการโทรศัพท์เคลื่อนที่ของบริษัท DTAC และซื้อโทรศัพท์เพื่อใช้ในการทำงานมากกว่าเพื่อวัตถุประสงค์อื่น

การทดสอบความสัมพันธ์อย่างมีนัยสำคัญทางสถิติระหว่างตัวแปรไม่อาจสรุปผลได้ชัดเจน การศึกษานี้พบว่าพฤติกรรมผู้บริโภคร้านราคาโทรศัพท์เคลื่อนที่ที่มีความสัมพันธ์กับเพศ พฤติกรรมผู้บริโภคร้านประเภทการชำระค่าบริการมีความสัมพันธ์กับรายได้ของผู้ตอบแบบสอบถามและคุณภาพของโทรศัพท์เคลื่อนที่ พฤติกรรมผู้บริโภคร้านวัตถุประสงค์ในการซื้อโทรศัพท์เคลื่อนที่ที่มีความสัมพันธ์กับเพศและรายได้ของผู้ตอบแบบสอบถาม ทั้งนี้ไม่พบความสัมพันธ์ระหว่างพฤติกรรมผู้บริโภคร้านอื่นกับลักษณะผู้บริโภคและลักษณะผลิตภัณฑ์

The Master's Project Advisor, Chair of Business English for International Communication Program, and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

Project Advisor

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(Assistant Professor Penny Diskaparakai)

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(Dr. Prapaipan Aimchoo )

..... Committee

(MS. Sopin Chantakloi)

This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

..... Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

February ....., 2007

## **ACKNOWLEDGEMENTS**

I wish to express my profound gratitude to Assistant Professor Penny Diskaprakai, my teacher and advisor, for her guidance, comments, and suggestions in pursuance of this research. I also would like to extend my deep gratitude to all members of the committee; Dr. Prapaipan Aimchoo, Mr. Leroy A. Quick, and Ms. Sopin Chantakloi, for their comments and encouragement.

I owe deep appreciation to all instructors participated in the Business English for International Communication Program for their unlimited teaching dedication. Finally, I would like to thank all of my classmates for their friendships and contributions. They made me happy and feel young to participate in classes. Studying with them provided me valuable and memorable experience. Last but not least, sincere thanks must be given in extra to my special friends, Khun Anong Channetr and Khun Chaowalit Khuntawichit. Without them, I would not be able to finish this study at this speed. I love you all.

I dedicate the benefits from this study to my parents who have taught and shown me that knowledge is the only limitless treasure that a person can possess, die with, and contribute to other people.

Panid Kulsiri

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# CHAPTER 1

## INTRODUCTION

### **Statement of the Problem**

Mobile phone services were introduced to Thai consumers in 1986 by two state enterprises, namely, the Telephone Organization of Thailand (TOT) and the Communications Authority of Thailand (CAT). Since 1990, besides CAT and TOT, concessions have been granted to five private companies to operate as mobile phone service providers. These companies are Advanced Info Service Public Company Limited (AIS) Thailand, Total Access Communication (DTAC), True Corporation Public Company Limited, HUTCH, and Thai Mobile. Two payment systems are provided, pre-paid and post paid (Ministry of Information and Communication Technology, 2006). In 2005, there were more than thirty million mobile phone service subscribers, the increase of 11% from the previous year. AIS was the market leader and DTAC was in the second ranking (Bangkok Post, 2005).

The mobile phone industry which is the complementary product of the mobile phone service is growing as well. Many brands of mobile phones are competing in the Thai market, for example, Nokia, Sony Ericsson, Motorola, and etc. New models of mobile phone are introduced regularly to consumers in the wireless market. In 2001, the ratio of mobile phones to one hundred people in Thailand was 3.89: 100. In 2005, the

ratio of mobile phones to one hundred people increased to 47.9:100 (National Statistical Office, 2005).

The growth rate of the mobile phone industry in Thailand is very interesting for a marketing research. A basic marketing concept holds that firms exist to satisfy consumers' needs. These needs can only be satisfied to the extent that marketers understand the people who will use the products they are trying to sell. Knowledge of consumer behavior, thus, can be an important competitive advantage. The understanding of consumer behavior will enable companies to develop an effective marketing strategy. If marketers could anticipate how consumers will react to their products, the uncertainties of product marketing would be reduced.

From this concept, it can be concluded that if marketers know who the consumer is, what the characteristics of the product that can satisfy the consumer's need are, then, marketers can sell their product to the consumer. To challenge the marketing concept, in this study, the researcher, thus, is interested in studying whether consumer behavior is related with the product attributes and the consumer characteristics.

### **Objectives of the Study**

The objective of this study is twofold. First, it is to investigate consumer behavior toward mobile phones. Second, it is to examine relationships between the consumer characteristics, the product attributes and consumer behavior.

## **Research Questions**

The underlying questions addressed in this research are as follows:

1. What are the descriptions of consumer behavior toward mobile phones?
2. Whether consumer behavior toward mobile phones has relationships with the consumer characteristics and the product attributes?

## **Significance of the Study**

This study provides knowledge about consumer behavior toward mobile phones. It also provides an understanding of product attributes and consumer characteristics that affect the behavior of consumers. Furthermore, marketers can use the obtained findings to develop and implement their marketing strategies to effectively reach their markets. Finally, researchers studying in the field of marketing may find this research valuable to the extension of their knowledge.

## **Scope of the Study**

This study attempts to apply marketing perspectives to explain consumer behavior toward mobile phones and its affecting factors, namely, consumer characteristics and product attributes. Samples were drawn from students enrolled in MBA special programs at Srinakharinwirot University in the year 2006. Data were collected between August and September 2006 and were analyzed by statistical methods in terms of frequency, percentage, arithmetic mean, and Chi-square test.

## **Variables of the Study**

To provide useful marketing information in terms of consumer behavior and its affecting factors, the dependent variable of this study is consumer behavior and independent variables are the consumer characteristics and the product attributes.

## **Definition of Terms**

The following terms are used in this research and are defined as follows:

**1. Consumer characteristics** referred to gender, age, and income.

**2. Product attributes** were defined as the attributes of mobile phones in terms of their quality, features, and design. Quality referred to the ability of the mobile phones to perform their functions, the reputation, the warranty, and the safety. Features referred to the elements of the mobile phones. Design referred to the mobile phones' appearances.

**3. Consumer behavior** was defined as the behavior of consumers toward mobile phones in terms of brand selection, price of mobile phone, types of service payment, service provider and purpose of purchase.

## CHAPTER 2

### REVIEW OF THE LITERATURE

This chapter aims to provide an understanding of consumer behavior and the factors affecting the behavior, i.e. consumer characteristics and product attributes, which form the basis of this study. The conceptual framework of this study was rooted in the marketing perspective. The first part of this chapter explains the concept of consumer behavior. The second part explains the association between consumer characteristics and behavior. The third part explains the association between product attributes and consumer behavior. The fourth part presents related previous research. The fifth part presents the conceptual framework of the study.

#### **Consumer Behavior**

Many early theories concerning consumer behavior were based on economic theory on the notion that individuals act rationally to maximize their benefits in the purchase of goods and services (Schiffman and Kanuk, 2004: 19). Consumer behavior encompasses the actions that consumers display in searching for, purchasing, using, evaluating and disposing of products and services (Bovee, Houston, and Thill, 1995; Schiffman and Kanuk, 2004). Buyers can be grouped according to occasions when they get the idea to buy, actually make their purchase, or use the purchased item (Kotler,

2000). In executing a purchase intention, the consumer may form preferences among the brands in the choice set and the payment method (Kotler, 2000).

Consumer behavior is influenced by the consumer's recognition of a product need which is aroused by the firm's marketing efforts, the external sociological influences, the psychological factors (Schiffman and Kanuk, 2004: 20), and the personal characteristics (Kotler 2000: 167).

The firm's marketing efforts include product, promotion, price, channels of distribution. The external sociological influences include family, friends, neighbors, other informal and noncommercial sources, social class, and cultural and sub-cultural memberships. The psychological factors include motivation, perception, learning, personality, and attitudes. Personal characteristics are composed of age, gender, marital status, income, occupation, and education (Schiffman and Kanuk, 2004: 55).

The explanation above indicates that consumer behavior is complicated and can be influenced by many factors. To enable a well understanding of consumer behavior, I will focus only the influence of the firm's marketing efforts and personal characteristics on consumer behavior, leaving rooms for further study to explore other affecting variables. These two factors are selected because they are measurable and accessible.

In terms of the marketing efforts, marketing managers recognize the efficiency of targeting their products to the perceived needs of consumers. If a marketer can determine what consumers perceive their needs to be the ideal attributes of the product category or what consumers perceive their needs to be in relation to the product category. The marketer can then segment the market on the basis of those needs and

vary the product advertising so that consumers in each segment will perceive the product as meeting their own special needs, wants, and interests (Schiffman and Kanuk, 2004: 172).

From this concept, a hypothesis can be formulated as follows:

**Hypothesis 1: If the product attributes are perceived as meeting the consumer needs, wants, and interest, consumer behavior will be influenced.**

With regard to the personal characteristics, many consumers express their inner feelings about products or brands in terms of their association with known personalities. It is natural that consumers use brands to help them in their task of defining themselves. Some products seem to match one or more of an individual's self-images; others seem totally alien (Schiffman and Kanuk, 2004).

From this concept, a hypothesis can be formulated as follows:

**Hypothesis 2: Consumer behavior will be varied in accordance with the consumer characteristics.**

## **Consumer Characteristics and Consumer Behavior**

Consumption is shaped by age, gender, and economic circumstances (Kotler, 2000). To examine the relationship between consumer characteristics and consumer behavior, this research focuses on consumer characteristics in terms of gender, age, and income.

## **Gender**

Gender is quite frequently a distinguishing segmentation variable because it is easily identifiable (Schiffman and Kanuk, 2004: 57). Men and women tend to have different attitudinal and behavioral orientations (Kotler, 2000). All societies tend to assign certain traits to male and others to females. Products and services, in general, are viewed by consumers as having gender (Schiffman and Kanuk, 2004: 138).

For instance, recent research has shown that men and women differ in terms of the way they look at their internet usage. Men tend to click on a website because they are information hungry, whereas women click because they expect communications media to entertain and educate (Smith and Whitlark, 2001).

## **Age**

Product needs and interests often vary with consumers' age (Schiffman and Kanuk, 2004: 55). People buy different goods over a lifetime. Consumers of different age groups obviously have very different needs and wants (Perkins 1993). How old a consumer is generally indicates what products he or she may be interested in purchasing (Lamb, Hair, and McDaniel, 2004: 166).

Solomon (2004) argued that as consumers grow older, their needs and preferences change, often in concert with others who are close to their own age. All things being equal, consumers are more likely to have things in common with others of their own age than with those younger or older. For instance, teens use products to express their identities, to explore the world and their new-found freedoms in it, and also to rebel against the authority of their parents and other socializing agents.

## **Income**

Income has long been an important variable for distinguishing consumers.

Marketers commonly segment markets on the basis of income because they feel that it is a strong indicator of the ability or inability to pay for a product or a specific model of a product (Schiffman and Kanuk, 2004: 59). Income is the customer's total financial gain over a defined period of time, including salary, wages, government assistance, pensions, dividends, interest, and other sources (Bovee, Houston, and Thill, 1995).

The amount of money consumers make obviously affects how they spend it.

Consumer demand for goods and services depends on ability to buy (Schiffman and Kanuk, 2004: 59). A household's income level combined with its accumulated wealth determines its purchasing power. Income provides the means to acquire products. Lower-income consumers sought value in lower-priced products. Income has a major influence on the types and amounts of items purchased (Hawkins, Best, and Coney, 2001).

## **Product Attributes and Consumer Behavior**

A product is anything a consumer acquires or might acquire to meet a perceived need. Consumers have different levels of product knowledge, which they can use to interpret new information and make purchase choices (Lachman, Lachman, and Butterfield, 1979). The product attributes define the benefit that a product will offer. The elements that make up a product include quality, features, and design (Kotler, 2000).

## **Quality**

Quality is the totality of characteristics of a product that bear on its ability to satisfy stated or implied needs. We can say that the seller has delivered quality whenever the seller's product meets or exceeds the customers' expectations (Kotler, 2000). Consumers look for quality and value in products (Solomon, 2004: 305). Consumers across many cultures use brand name, price, warranty, physical and product appearance as signals of product quality (Dawar and Parker, 1994).

Product quality has two dimensions, i.e. performance quality and conformance quality. Performance quality means the ability of a product to perform its functions. Conformance qualities mean freedom from defects and meet the promised specifications (Kotler, 2000). Higher levels of quality result in higher levels of customer satisfaction, which support higher prices (Kotler, 2000).

## **Features**

A product can be offered with varying features. Any product must provide the features that customers need and want (Bovee, Houston, and Thill, 1995: 246). Features are a competitive tool for differentiating the company's product from competitors' products. Features that customers value little in relation to costs should be dropped; those which customers value highly in relation to costs should be added (Kotler, 2000). The most successful products address well-defined customer needs. The many aspects of product features include durability, environment impact, and ease of use (Bovee, Houston, and Thill, 1995: 246).

## **Design**

A way to add customer value is through distinctive product design (Kotler, 2000).

Design is the totality of features that affect how a product looks and functions in terms of customer requirements. Some researchers believe that consumer purchases are reflections and extension of the consumer's own personality (Schiffman and Kanuk, 2004).

To the customer, a well-designed product is one that is pleasant to look at and easy to open, install, use, repair, and dispose of (Kotler and Keller, 2006). Good design can attract attention, improve product performance, cost production costs, and give the product a strong competitive advantage in the target market (Kotler, 2000). The self-concept attachment takes place when the product helps to establish the user's identity (Fournier, 1998).

## **Related Research**

Pimpan Subying (2001) investigated opinion toward communication devices of 582 freshmen in state and private universities in Bangkok. The study found that students used mobile phone for receiving. Most of students used communication devices at night to communicate with friends for personal matters.

Wanchai Akrasittiporn (2003) studied behavior of 390 students of Kasetsart University toward mobile phone using. Most of the student owned one mobile phone. The favorite brand of mobile phone was Nokia. Product, promotion, and channel distribution affected mobile phone using at high level.

Patchana Suwannasaen (2003) studied factors affecting mobile phone usage of students in Khon Kaen University. Results of the study showed that social forces, convenience of communication, and usage necessity affected the use of mobile phone. Attractiveness and services, basic service and supplementary services, telephone product, and quality of network affected the selection of mobile phone services.

Savane Suksanguan (2004) studied behavior of 275 youths at Siam Square toward using mobile phone. Results of the study showed that respondents mostly used their phone to call their friends. Factors that significantly affected behavior of respondents toward mobile phone using were gender, age, education, allowance, expense payers, family economic status, type of service, and knowledge and understanding of the service.

### **Conceptual Framework of the Study**

In conclusion, from the review of literature, consumer behavior was influenced by many factors. Nevertheless, this study focused only on the firm's marketing efforts and the personal characteristics because they were measurable and accessible. The product attributes consisted of quality, features, and design. The consumer characteristics consisted of gender, age, and income. Two hypotheses were formulated on the influences of the product attributes and the consumer characteristics on consumer behavior.

## **CHAPTER 3**

### **METHODOLOGY**

This chapter presents the research methodology which includes five parts; type of the study, population and sample, research instrument, data collection, and data analysis.

#### **Type of the Study**

The research method of this study was descriptive. Firstly, literature was explored as a secondary data source of knowledge on consumer behavior and factors affecting the behavior. Secondly, two hypotheses were formulated. Thirdly, a cross-sectional study was conducted by using the survey method to obtain primary data. A questionnaire was developed as the instrument for collecting data.

#### **Population and Sample**

The population of this study was consumers who owned a mobile phone. The list of graduate students enrolled in MBA special program at Srinakharinwirot University in the academic year 2005 was used as the sampling frame. MBA students in the special program were targeted because they composed of both women and men from variety of ages, at approximately range of 22 to over 50 years old. They came from

diverse industries and held various work positions. All of them owned mobile phones. Furthermore, they were convenient to be accessed and asked for the cooperation.

The total number of registered MBA students in the special program was 347. These students participated in four areas, namely, MBA in Marketing, MBA in Management, Executive MBA in Marketing, and Executive MBA in Management. The study took a sample of 174 students. This number of respondents was reasonable in terms of time and budget constraints. The convenience sampling method was employed to select students from those who attended class on the day of data collection.

## **Research Instrument**

This research used a questionnaire for collecting data. The questionnaire was initially developed in English and later translated into Thai for collecting data from the sample (see Appendix A and B.).

The questionnaire was divided into three parts:

### **Part 1: Consumer characteristics**

This part contained three questions asking about gender, age, and monthly income of which were used as variables of the study. Dichotomous choices were provided for question 1 and multiple choices were provided for question 2 and question 3.

### **Part 2: Mobile phones quality, features, and design**

Respondents were asked to rate the attributes of their mobile phones in terms of quality, features, and design on a 5-point scale. The value 1 reflected the lowest level of the attribute. The value 5 reflected the highest level of the attribute. The reliability of the

multiple item scale was tested for the internal consistency by utilizing Cronbach's alpha.

The reliability coefficients 0.7 or above were preferable for presenting the internal consistency of the scale (Nunnally, 1967).

Seven items were developed to measure the quality of mobile phones.

Cronbach's alpha for this scale was 0.800. Six items were developed to measure the features of mobile phones. Cronbach's alpha for this scale was 0.807. Nine items were developed to measure the design of mobile phones. Cronbach's alpha for this scale was 0.897.

### **Part 3: Consumer behavior toward mobile phones**

Questions in this part aimed to measure respondents' behavior toward mobile phones in five dimensions, namely, brand selection; price of the mobile phone, types of payment system, name of service provider, and purpose of purchase. Question 1, 2, and 5 were open-ended in order to gain actual information on each respondent. Question 3 and question 4 contained respectively dichotomous and multiple choices.

### **Data Collection**

This study used both primary data and secondary data. The secondary data were collected from related literature. The primary data were collected from MBA students who came to class during weekends using the convenient sampling method. A self-administered questionnaire on the voluntary basis was used for collecting data. Questionnaires were distributed to 174 MBA students after class and every effort was

made to collect the maximum number of response. Of the 174 distributed questionnaires, 115 usable responses were received for a response rate of 66.09%.

## **Data Analysis**

The data gathered from respondents were descriptively analyzed and hypotheses were tested by using SPSS (Statistical Package for Social Science). The statistical methods included frequency, percentage, arithmetic mean, and Chi-square test.

In the process of hypotheses testing, data gathered in the form of multi-item 5 point scale measures were transformed into mean scores. After that, the mean scores were classified into two groups, i.e. the low-value and the high-value. The mean scores below 4 were classified as the low-value group while the higher mean scores were in the high-value group. The hypotheses were tested at the statistical significance level of 0.05. It means that the researcher can define a statistically significant relationship between variables when the level of the significance ( $\alpha$ ) does not exceed 0.05.

## CHAPTER 4

### FINDINGS

This chapter presents the findings of the study. Data gathered from questionnaires were processed. Results of the analysis are presented in three parts.

The first part provides data of consumer characteristics and product attributes that were used for testing hypotheses of their relationships with consumer behavior. A cross tabulation is exploited to illustrate the information of consumer characteristics. Information of product attributes is illustrated in terms of means ( $\bar{X}$ ). To answer the first research question, the second part describes data of consumer behavior toward mobile phones in terms of frequency (F) and percentage (%). The third part reports results of the hypotheses testing which were conducted by Chi-square tests ( $\chi^2$ ). The hypotheses were tested at the 0.05 level of statistical significance (sig.).

#### **Part 1: Consumer Characteristics and Product Attributes**

##### **Consumer Characteristics**

The characteristics of 115 respondents (n=115) included gender, age, and income. Table 1 shows that 44 respondents were male and 71 respondents were female.

Of the 44 male respondents, 50% were between the ages of 26 and 30, 31.8% were between 31 and 35, 11.4% were between 36 and 40, 4.6 % were not over 25 years old, and 2.3% were in the age group of 41 and older.

TABLE 1 CONSUMER CHARACTERISTICS

Gender	Age (Years)	Income (Baht)								Total	
		10,001-20,000		20,001-30,000		30,001-40,000		40,001 or above			
		F	%	F	%	F	%	F	%	F	%
Male	Not over 25	0	0.0	1	2.3	1	2.3	0	0.0	2	4.6
	26-30	4	9.1	11	25	6	13.6	1	2.3	22	50.0
	31-35	1	2.3	1	2.3	5	11.4	7	15.9	14	31.8
	36-40	0	0.0	0	0.0	0	0.0	5	11.4	5	11.4
	41 and above	0	0.0	1	2.3	0	0.0	0	0.0	1	2.3
	Total	5	11.4	14	31.8	12	27.3	13	29.5	44	100
Female	Not over 25	8	11.3	2	2.8	0	0.0	0	0.0	10	14.1
	26-30	16	22.5	11	15.5	7	9.9	2	2.8	36	50.7
	31-35	0	0.0	8	11.3	2	2.8	2	2.8	12	16.9
	36-40	1	1.4	0	0.0	1	1.4	7	9.9	9	12.7
	41 and above	0	0.0	2	2.8	0	0.0	2	2.8	4	5.6
	Total	25	35.2	23	32.4	10	14.1	13	18.3	71	100

The distribution of male respondents into the income groups of 20,001 to 30,000; 30,001 to 40,000; and 40,001 baht or above was slightly different, 31.8%; 27.3%; and 29.5%; respectively. Only 11.4% of male respondents had income between 10,001 and 20,000 baht.

Male respondents whose ages were not over 25 had income between 20,001 and 40,000 baht. Most of the male respondents in the age group of 26 to 30, or 25% of the total, and the only one respondent in the age group of 41 or above had income between 20,001 and 30,000 baht. Most of the male respondents in the age group of 31 to 35 and 36 to 40, or 15.9% and 11.14% of the total, respectively, had income of 40,001 or above.

Of the 71 female respondents, 50.7% were between the ages of 26 and 30, 16.9% were between 31 and 35, 14.1% were not over 25 years old, 12.7% were between 36 and 40 and 5.6% were in the age group of 41 and above.

The number of female respondents in the income groups of 10,001 to 20,000 and 20,001 to 30,000 baht was almost equal, 35.2% and 32.4% of the total, respectively. Other female respondents, 14.1% and 18.3% of the total, were in the income groups of 30,001 to 40,000 and 40,001 baht or above, respectively.

Most of the female respondents in the age groups of not over 25 and 26 to 30, or 11.3% and 22.5% of the total, respectively, had income between 10,001 and 20,000 baht. Most of the female respondents in the age group of 31 to 35, or 11.3% of the total, had income between 20,001 and 30,000 baht. Most of the female respondents in the age group of 36 to 40, or 9.9% of the total, had income 40,001 baht or above. Female respondents in the age group of 41 and above are equally divided into the income groups of “20,001 to 30,000 baht” and “40,001 baht and above”.

## **Product Attributes**

### **Quality**

Table 2 shows the frequency and the percentages of respondents when they were asked to view the attributes of their mobile phones in terms of their quality.

Most of the respondents perceived that their mobile phones had the attributes of “work properly as advertised”, “work efficiently”, “work as good as other brands”, “have a reputation for quality”, “offer an appropriate period of warranty”, and “safe to use” at the

high level, 46.1%, 47.8%, 48.7%, 46.1%, 40.0%, and 41.7% of the total 115

respondents, respectively. Of the total respondents, 44.3% perceived that their mobile

phones had the attribute of “work better than expectation” at the moderate level.

TABLE 2 PRODUCT ATTRIBUTES: QUALITY

Attributes of Quality	Level of Attributes										$\bar{x}$
	Lowest		Low		Moderate		High		Highest		
	F	%	F	%	F	%	F	%	F	%	
It works properly as advertised.	3	2.6	4	3.5	35	30.4	53	46.1	20	17.4	3.72
It works efficiently.	0	0.0	2	1.7	30	26.1	55	47.8	28	24.3	3.95
It works as good as other brands.	2	1.7	2	1.7	29	25.2	56	48.7	26	22.6	3.89
It works better than expectation.	1	.9	8	7.0	51	44.3	36	31.3	19	16.5	3.56
Its brand has a reputation for quality.	0	0.0	1	0.9	26	22.6	53	46.1	35	30.4	4.06
It offers an appropriate period of warranty.	2	1.7	8	7.0	38	33.0	46	40.0	21	18.3	3.66
It is safe to use.	1	0.9	8	7.0	33	28.7	48	41.7	25	21.7	3.77

Respondents rated the attribute of “have a reputation for quality” higher than other attributes, followed by “work efficiently”, “work as good as other brands”, “safe to use”, “work properly as advertised”, “offer an appropriate period of warranty”, and “work better than expectation” at the mean scores of 4.06, 3.95, 3.89, 3.77, 3.72, 3.66, and 3.56, respectively.

### Features

Table 3 shows the frequency and percentages of respondents when they were asked to view the attributes of their mobile phones in terms of features.

TABLE 3 PRODUCT ATTRIBUTES: FEATURES

Attributes: Features	Level of Attributes										$\bar{x}$
	Lowest		Low		Moderate		High		Highest		
	F	%	F	%	F	%	F	%	F	%	
It has all needed functions.	0	0.0	4	3.5	24	20.9	55	47.8	32	27.8	4.00
It has more components than expectation.	2	1.7	12	10.4	38	33.0	45	39.1	18	15.7	3.57
It has all functions suitable for its price.	0	0.0	8	7.0	34	29.6	49	42.6	24	20.9	3.77
Its functions are easy to be used.	0	0.0	8	7.0	26	22.6	52	45.2	29	25.2	3.89
Its components are durable.	0	0.0	10	8.7	34	29.6	45	39.1	26	22.6	3.76
It is compatible with other communication devices.	3	2.6	18	15.7	29	25.2	42	36.5	23	20.0	3.56

Most of the respondents replied that their mobile phone had all the attributes of features at high level, i.e. “have all needed functions”, “have more components than expectation”, “have all functions suitable for its price”, “easy to use”, “durable components”, and “compatibility with other communication devices”, 47.8%, 39.1%, 42.6%, 45.2%, 39.1%, and 36.5%, respectively.

In average, respondents perceived that their mobile phones contained the attributes of “have all needed functions” higher than other features, followed by “easy to use”, “have all functions suitable for its price”, “durable components”, “have more components than expectation”, and “compatibility with other communication devices” at the mean scores of 4.00, 3.89, 3.77, 3.76, 3.57, and 3.56, respectively.

## Design

Table 4 reveals that most of the respondents perceived their mobile phone as containing the attributes of design at high level, i.e. “appearance reflects personality”, “convenient size to carry”, “convenient size to hold”, “design in right taste”, “attractive design”, “nice color”, “suitable-to-use keyboard”, “suitable-to-use screen”, and “physical appearance reflects price”, at the percentages of 51.3, 40.0, 47.8, 45.2, 40.9, 40.0, 44.3, 51.3, and 47.8, respectively, of the total respondents.

TABLE 4 PRODUCT ATTRIBUTES: DESIGN

Attributes: Design	Level of Attributes										$\bar{x}$
	Lowest		Low		Moderate		High		Highest		
	F	%	F	%	F	%	F	%	F	%	
Its appearance reflects your personality.	0	0.0	6	5.2	26	22.6	59	51.3	24	20.9	3.88
Its size makes it convenient for you to carry.	2	1.7	7	6.1	33	28.7	46	40.0	27	23.5	3.77
Its size makes it convenient for you to hold.	2	1.7	5	4.3	28	24.3	55	47.8	25	21.7	3.83
Its design is of your taste.	0	0.0	8	7.0	27	23.5	52	45.2	28	24.3	3.87
Its design is attractive.	2	1.7	12	10.4	35	30.4	47	40.9	19	16.5	3.60
It has nice color.	4	3.5	17	14.8	33	28.7	46	40.0	15	13.0	3.44
Its keyboard is suitable to use.	1	0.9	16	13.9	29	25.2	51	44.3	18	15.7	3.60
Its screen is suitable to use.	0	0.0	6	5.2	23	20.0	59	51.3	27	23.5	3.93
Its physical appearance reflects its price.	0	0.0	6	5.2	28	24.3	55	47.8	26	22.6	3.88

The mean scores indicate that respondents rated the attribute of “suitable-to-use screen” higher than other attributes, or the mean score of 3.93. Other attributes, i.e.

“appearance reflects personality”, “physical appearance reflects price”, “design in right taste”, “convenient size to hold”, “convenient size to carry”, “suitable-to-use keyboard”, “attractive design”, and “nice color” were rated at the mean scores of 3.88, 3.88, 3.87, 3.83, 3.77, 3.60, 3.60, and 3.44, respectively.

## **Part 2: Consumer Behavior toward Mobile Phones**

This research studied five dimensions of consumer behavior toward mobile phones, i.e. brand selection, price selection, payment system, service provider, and purpose of purchase. This part describes the behavior of consumers toward mobile phones. The research question and the results of the study are as follows:

### **Research Question 1: What are the descriptions of consumer behavior toward mobile phones?**

Table 5 provides the answer to research question 1. The study reveals that 61.7% of respondents purchased Nokia. Most of the respondents or 36.5% bought their mobile phones at the price between 6,501 and 13,000 baht. The second major group or 33.0% of the total respondents bought their mobile phones at the price between 13,001 and 19,500 baht.

TABLE 5 CONSUMER BEHAVIOR TOWARD MOBILE PHONES

	Behavior	F	%
Brand selection	Nokia	71	61.7
	Samsung	12	10.4
	Sony	11	9.6
	Motorola	3	2.6
	Other	18	15.7
Price of mobile phone	Not over 6,500 Baht	23	20.0
	6,501-13,000 Baht	42	36.5
	13,001-19,500 Baht	38	33.0
	19,501-26,000 Baht	7	6.1
	26,001 and above	5	4.4
Payment System	Pre-paid	30	26.1
	Post-paid	85	73.9
Service provider	AIS	44	38.3
	DTAC	50	43.5
	TRUE Move	15	13.0
	HUTCH	6	5.2
Purpose of purchase	To contact family	21	18.3
	To contact friend	21	18.3
	Work related	57	49.6
	Other	16	13.8

Respondents chose the post-paid payment system more than the pre-paid at the ratio of 73.9 to 26.1. They subscribed to service providers which include DTAC, AIS, True Move, and Hutch at the percentages of 43.5, 38.5, 13.0, and 5.2, respectively.

Of the total respondents, 49.6% purchased their phones for the reason of work related, 18.3 % wanted to contact their families, another 18.3% wanted to contact their friends, and 13.8% had other intentions to buy, e.g. for emergency cases, etc.

### **Part 3: Hypotheses Testing**

This part presents the findings for the research question 2.

**Research question 2: Whether consumer behavior toward mobile phones has relationship with consumer characteristics and product attributes?**

Consumer characteristics include gender, age, and income. Product attributes include quality, features, and design. Hypotheses of the relationships between these two characteristics and all five dimensions of consumer behavior toward mobile phones were tested by the method of chi-square tests. Some data were combined to make them large enough to enable the chi-square tests. Likewise, 5-rating-scale Items were classified into two groups: the high-level and the low-level. The hypotheses are stated as follows:

**Hypothesis 1: If the product attributes are perceived as meeting the consumer needs, wants, and interest, consumer behavior will be influenced.**

**Hypothesis 2: Consumer behavior will be varied in accordance with consumer characteristics.**

The tests are presented as the followings.

#### **Gender and Consumer Behavior**

Table 6 shows results of the test on the relationship between gender and consumer behavior.

In terms of the brand selection, two brand choices were used in the analysis, namely, Nokia and others. Results of the study show that 63.6% of the male respondents and 60.6% of the female respondents purchased Nokia. The tested significance level

of .742 indicates that the gender had no statistically significant relationship with the brand selection at the 0.05 level. It means that the selection of brands was not depended on the gender.

TABLE 6 RELATIONSHIPS BETWEEN GENDER AND CONSUMER BEHAVIOR

Consumer behavior		Male		Female		$\chi^2$	Sig.
		F	%	F	%		
Brand Selection	Nokia	28	63.6	43	60.6	0.109	.742
	Others	16	36.4	28	39.4		
	Total	44	100	71	100		
Phone prices (Baht)	Not over 6,500	14	31.8	9	12.7	7.569	.023
	6,501-13,000	11	25.0	31	43.7		
	13,001 or more	19	43.2	31	43.7		
	Total	44	100	71	100		
Payment system	Pre-paid	8	18.2	22	31.0	2.310	.129
	Post-paid	36	81.8	49	69.0		
	Total	44	100	71	100		
Service provider	AIS	18	40.9	26	36.6	3.029	.387
	DTAC	16	36.4	34	47.9		
	True Move	6	13.6	9	12.7		
	Hutch	4	9.1	2	2.8		
	Total	44	100	71	100		
Purpose of purchase	To contact family	2	4.5	19	26.8	15.023	.002
	To contact friends	7	15.9	14	19.7		
	Work contact	31	70.5	26	36.6		
	Others	4	9.1	12	16.9		
	Total	44	100	71	100		

In terms of the purchased phone prices, 43.2% of the male respondents and 43.7% of the female respondents purchased mobile phones at the prices between 13,001 baht or more. The tested significance level of .023 indicates that gender had

statistically significant relationship with the purchased phone prices at the 0.05 level. It means that the selection of mobile phone prices was depended on the gender.

In terms of the payment system selection, 81.8% of the male respondents and 69% of the female respondents used the post-paid payment system. The tested significance level of .129 indicates that gender had no statistically significant relationship with the payment system selection at the 0.05 level. It means that respondents did not select the payment system on the basis of their genders.

In terms of the service provider selection, 40.9% of the male respondents chose AIS, while 47.9% of the female respondents chose DTAC. The tested significance level of .387 indicates that gender had no statistically significant relationship with the service provider selection at the 0.05 level. It means that respondents did not select the service provider on the basis of their genders.

In terms of the purpose of purchase, 70.5% of the male respondents bought mobile phones for work related purpose. Meanwhile, 36.6% of the female respondents bought mobile phones for work related purpose, followed by 26.8% bought mobile phones for contacting their families. The tested significance level of .002 indicates that the gender had statistically significant relationship with the purpose of purchase at the 0.05 level. It means that the purposes to purchase mobile phones were depended on the gender.

## Age and Consumer Behavior

Table 7 presents results of hypotheses testing on relationships between age and five dimensions of consumer behavior.

TABLE 7 RELATIONSHIPS BETWEEN AGE AND CONSUMER BEHAVIOR

Consumer Behavior	Age (Years)								$\chi^2$	Sig.
	Not over 25		26-30		31-35		36 and older			
	F	%	F	%	F	%	F	%		
Brand selection									0.601	.896
Nokia	7	58.3	36	62.1	15	57.7	13	68.4		
Others	5	41.7	22	37.9	11	42.3	6	31.6		
Total	12	100	58	100	26	100	19	100		
Phone prices (Baht)									7.004	.320
Not over 6,500	1	8.3	12	20.7	6	23.1	4	21.1		
6,501-13,000	5	41.7	19	32.8	7	26.9	11	57.9		
13,001 or higher	6	50.0	27	46.6	13	50.0	4	21.1		
Total	12	100	58	100	26	100	19	100		
Payment system									3.025	.388
Pre-paid	3	25.0	19	32.8	5	19.2	3	15.8		
Post-paid	9	75.0	39	67.2	21	80.8	16	84.2		
Total	12	100	58	100	26	100	19	100		
Service provider									14.792	.097
AIS	2	16.7	19	32.8	14	53.8	9	47.4		
DTAC	6	50.0	26	44.8	8	30.8	10	52.6		
True Move	4	33.3	8	13.8	3	11.5	0	0.0		
Hutch	0	0.0	5	8.6	1	3.8	0	0.0		
Total	12	100	58	100	26	100	19	100		
Purpose of purchase									18.89	.030
To contact family	0	0.0	10	17.2	5	19.2	6	31.6		
To contact friends	6	50.0	11	19.0	4	15.4	0	0.0		
Work contact	3	25.0	28	48.3	14	53.8	12	63.2		
Others	3	25.0	9	15.5	3	11.5	1	5.3		
Total	12	100	58	100	26	100	19	100		

In terms of the brand selection, most of the respondents in every age group purchased Nokia. The tested significance level of .896 indicates that age had no statistically significant relationship with brand selection at the 0.05 level. It means that the selection of brands was not depended on the age.

In terms of the phone price selection, 50% of the respondents in the age group of not over 25 years old and 31 to 35 years old, and 46.6% of respondents in the age group of 26 to 30 years old purchased mobile phones at the price of higher than 13,000 baht. Respondents in the age group of 36 and older purchased mobile phones at the price between 6,501 and 13,000 baht. The tested significance level of .320 indicates that the age had no statistically significant relationship with the phone price selection at the 0.05 level. It means that the selection of mobile phone prices was not depended on the age.

In terms of the payment system selection, most of the respondents in every age group used the post-paid payment system. The tested significance level of .388 indicates that the age had no statistically significant relationship with the payment system selection at the 0.05 level. It means that the selection of payment system was not depended on the age.

In terms of the service provider selection, 50%, 44.8%, and 52.6% of the respondents in the age groups of not over 25, 26 to 30, and 36 and older, respectively, chose DTAC, while 53.8% of the respondents in the age group of 31 to 35 chose AIS. The tested significance level of .097 indicates that the age had no statistically significant

relationship with the service provider selection at the 0.05 level. It means that the selection of the service provider was not depended on the age.

In terms of the purpose of purchase, 50% of the respondents in the age group of not over 25 bought mobile phones for contacting their friends, while, 48.3%, 53.8%, and 63.2% of the respondents in the age groups of 26 to 30, 31 to 35, and 36 and older bought mobile phones for work related purpose. The tested significance level of .03 indicates that the age had statistically significant relationship with the purpose of purchase at the 0.05 level. It means that the purposes to purchase mobile phones were depended on the age.

### **Income and Consumer Behavior**

Table 8 presents results of the hypotheses testing on relationships between income and five dimensions of consumer behavior.

In terms of the brand selection, most of the respondents in every income group purchased Nokia. The tested significance level of .747 indicates that the income had no statistically significant relationship with the brand selection at the 0.05 level. It means that the selection of brands was not depended on the income.

In terms of the phone price selection, 43.3%, 43.2%, and 50.0% of the respondents in the income groups of 10,001 to 20,000; 20,001 to 30,000; and 40,001 baht or above, respectively, purchased mobile phones at the price between 13,001 baht and higher. Most of the respondents in the income group of 30,001 and 40,000 baht purchased mobile phones at the price between 6,501 baht or higher. The tested significance level of .943 indicates that the income had no statistically significant

relationship with the phone price selection at the 0.05 level. It means that the selection of different prices was not depended on the income.

TABLE 8 RELATIONSHIPS BETWEEN INCOME AND CONSUMER BEHAVIOR

Consumer Behavior	Income (Baht)								$\chi^2$	Sig.
	10,001-20,000		20,001-30,000		30,001-40,000		40,001 and above			
	F	%	F	%	F	%	F	%		
Brand selection									1.227	.747
Nokia	19	63.3	25	67.6	12	54.5	15	57.7		
Others	11	36.7	12	32.4	10	45.5	11	42.3		
Total	30	100	37	100	22	100	26	100		
Phone prices (Baht)									1.730	.943
Not over 6,500	5	16.7	8	21.6	6	27.3	4	15.4		
6,501-13,000	12	40.0	13	35.1	8	36.4	9	34.6		
13,001 or higher	13	43.3	16	43.2	8	36.4	13	50.0		
Total	30	100	37	100	22	100	25	100		
Payment System									21.662	.000
Pre-paid	16	53.3	11	29.7	1	4.5	2	7.7		
Post-paid	14	46.7	26	70.3	21	95.5	24	92.3		
Total	30	100	37	100	22	100	26	100		
Service provider									11.962	.215
AIS	9	30.0	12	32.4	11	50.0	12	46.2		
DTAC	17	56.7	15	40.5	8	36.4	10	38.5		
True Move	4	13.3	5	13.5	2	9.1	4	15.4		
Hutch	0	0.0	5	13.5	1	4.5	0	0.0		
Total	30	100	37	100	22	100	25	100		
Purpose of purchase									22.335	.008
To contact family	4	13.3	9	24.3	1	4.5	7	26.9		
To contact friends	9	30.0	9	24.3	2	9.1	1	3.8		
Work contact	9	30.0	16	43.2	16	72.7	16	61.5		
Others	8	26.7	3	8.1	3	13.6	2	7.7		
Total	30	100	37	100	22	100	26	100		

In terms of the payment system selection, 70.3%, 95.5%, and 92.3% of the respondents in the income groups of 20,001 to 30,000; 30,001 to 40,000; and 40,001 or above; respectively, used the post-paid payment system while 53.3% of the respondents in the income group of 10,001 to 20,000 used the pre-paid system. The tested significance level of .000 indicates that the income had statistically significant relationship with the payment system selection at the 0.05 level. It means that the selection of the payment system was depended on the income.

In terms of the service provider selection, 56.7% and 40.5% of the respondents in the income groups of 10,001 to 20,000 and 20,001 to 30,000 baht, respectively, chose DTAC, while 50.0% and 46.2% of the respondents in the income groups of 30,001 to 40,000 and 40,001 baht or above chose AIS. The tested significance level of .215 indicates that the income had no statistically significant relationship with the service provider selection at the 0.05 level. It means that the selection of the service provider was not depended on the income.

In terms of the purpose of purchase, 43.2%, 72.7%, and 61.5% of the respondents in the income groups of 20,001 to 30,000; 30,001 to 40,000; and 40,001 baht or above bought mobile phones for work related purpose, while respondents of the income group of 10,001-20,000 baht were equally divided between "to contact friends" and "work related". The tested significance level of .008 indicates that the income had statistically significant relationship with the purpose of purchase at the 0.05 level. It means that the purposes to purchase mobile phones were depended on the income.

## Quality and Consumer Behavior

Table 9 presents results of hypotheses testing on relationships between the quality of mobile phones and five dimensions of consumer behavior.

TABLE 9 RELATIONSHIPS BETWEEN QUALITY AND CONSUMER BEHAVIOR

Consumer Behavior	Quality				$\chi^2$	Sig.	
	Low		High				
	F	%	F	%			
<b>Brand selection</b>						6.546	.011
Nokia	38	52.8	33	76.7			
Others	34	47.2	10	23.3			
Total	72	100	43	100			
<b>Phone prices (Baht)</b>						.980	.613
Not over 6,500	16	22.2	7	16.3			
6,501-13,000	27	37.5	15	34.9			
13,001 or higher	29	40.3	21	48.8			
Total	72	100	43	100			
<b>Payment system</b>						4.406	.036
Pre-paid	14	19.4	16	37.2			
Post-paid	58	80.6	27	62.8			
Total	72	100	43	100			
<b>Service provider</b>						6.526	.089
AIS	32	44.4	12	27.9			
DTAC	25	34.7	25	58.1			
True Move	10	13.9	5	11.6			
Hutch	5	6.9	1	2.3			
Total	72	100	43	100			
<b>Purpose of purchase</b>						1.929	.587
To contact family	11	15.3	10	23.3			
To contact friends	15	20.8	6	14.0			
Work contact	35	48.6	22	51.2			
Others	11	15.3	5	11.6			
Total	72	100	43	100			

In terms of the brand selection, 52.8% and 76.7% of respondents who viewed that their mobile phones possessed the attributes of quality at the low and the high levels, respectively, purchased Nokia. The tested significance level of .011 indicates that the quality of mobile phones had statistically significant relationship with the brand selection at the 0.05 level. It means that the selection of brands was depended on the quality of the phone.

In terms of the phone price selection, 40.3% and 48.8% of the respondents who perceived that their mobile phones possessed the attributes of quality at the low and the high levels, respectively, purchased mobile phones at the price between 13,001 baht and higher. The tested significance level of .613 indicates that the quality of mobile phones had no statistically significant relationship with the phone price selection at the 0.05 level. It means that the selection of different prices was not depended on the quality of mobile phones.

In terms of the payment system selection, 80.6% and 62.8% of the respondents who perceived that their mobile phones possessed the attributes of quality at the low and the high levels, respectively, selected the post-paid payment system. The tested significance level of .036 indicates that the quality of mobile phones had statistically significant relationship with the payment system selection at the 0.05 level. It means that the selection of the payment system was depended on the quality of mobile phones.

In terms of the service provider selection, 44.4% of the respondents who viewed that their mobile phones possessed the attributes of quality at the low level chose AIS, while 58.1% of the respondents who viewed that their mobile phones possessed the

attributes of quality at the high level chose DTAC. The tested significance level of .089 indicates that the quality of mobile phones had no statistically significant relationship with the service provider selection at the 0.05 level. It means that the selection of service provider was not depended on the quality of mobile phones.

In terms of the purpose of purchase, 48.6% and 51.2% of the respondents who perceived that their mobile phones possessed the attributes of quality at the low and the high levels, respectively, bought mobile phones for work related purpose. The tested significance level of .587 indicates that the quality had no statistically significant relationship with the purpose of purchase at the 0.05 level. It means that purposes to purchase mobile phones were not depended on the quality of mobile phones.

### **Features and Consumer Behavior**

Table 10 presents results of hypotheses testing on relationships between the features of mobile phones and five dimensions of consumer behavior.

In terms of the brand selection, 55.7% and 71.1% of the respondents who perceived that their mobile phones possessed the attributes of features at the low and the high level, respectively, purchased Nokia. The tested significance level of .097 indicates that the features of mobile phones had no statistically significant relationship with the brand selection at the 0.05 level. It means that the selection of brands was not depended on the features of mobile phones.

TABLE 10 RELATIONSHIPS BETWEEN FEATURES AND CONSUMER BEHAVIOR

Consumer Behavior	Features				$\chi^2$	Sig.
	Low		High			
	F	%	F	%		
Brand selection					2.749	.097
Nokia	39	55.7	32	71.1		
Others	31	44.3	13	28.9		
Total	70	100	45	100		
Phone prices (Baht)					3.943	.139
Not over 6,500	18	25.7	5	11.1		
6,501-13,000	25	35.7	17	37.8		
13,001 or higher	27	38.6	23	51.1		
Total	70	100	45	100		
Payment System					3.437	.064
Pre-paid	14	20.0	16	35.6		
Post-paid	56	80.0	29	64.4		
Total	70	100	45	100		
Service provider					5.453	.141
AIS	31	44.3	13	28.9		
DTAC	25	35.7	25	55.6		
True Move	9	12.9	6	13.3		
Hutch	5	7.1	1	2.2		
Total	70	100	45	100		
Purpose of purchase					.779	.854
To contact family	12	17.1	9	20.0		
To contact friends	12	17.1	9	20.0		
Work contact	37	52.9	20	44.4		
Others	9	12.9	7	15.6		
Total	70	100	45	100		

In terms of the phone price selection, most of the respondents who viewed that their mobile phones possessed the attributes of features both at the low and the high levels purchased mobile phones at the price of higher than 13,000 baht. The tested

significance level of .139 indicates that the features of mobile phones had no statistically significant relationship with the phone price selection at the 0.05 level. It means that the selection of different prices was not depended on the features of mobile phones.

In terms of the payment system selection, most of the respondents selected the post-paid payment system. The tested significance level of .064 indicates that the features of mobile phones had no statistically significant relationship with the payment system selection at the 0.05 level. It means that the selection of the payment system was not depended on the features of mobile phones.

In terms of the service provider selection, 44.3% of the respondents who perceived that their mobile phones possessed the attributes of features at the low level chose AIS. On the contrary, 55.6% of the respondents who viewed that their mobile phones possessed the attributes of features at the high level chose DTAC. The tested significance level of .141 indicates that the features of mobile phones had no statistically significant relationship with the service provider selection at the 0.05 level. It means that the selection of service provider was not depended on the features of mobile phones.

In terms of the purpose of purchase, 52.9% and 44.4% of the respondents who perceived that their mobile phones possessed attributes of features at the low and the high levels, respectively, bought mobile phones for the work related purpose. The tested significance level of .854 indicates that the features had no statistically significant relationship with the purpose of purchase at the 0.05 level. It means that the purposes to purchase mobile phones were not depended on the features of mobile phones.

## Design and Consumer Behavior

Table 11 presents results of hypotheses testing on relationships between the design of mobile phones and five dimensions of consumer behavior.

TABLE 11 RELATIONSHIPS BETWEEN DESIGN AND CONSUMER BEHAVIOR

Consumer Behavior	Design				$\chi^2$	Sig.
	Low		High			
	F	%	F	%		
Brand selection					.158	.691
Nokia	43	63.2	28	59.6		
Others	25	36.8	19	40.4		
Total	68	100	47	100.0		
Phone prices (Baht)					4.625	.099
Not over 6,500	15	22.1	8	17.0		
6,501-13,000	29	42.6	13	27.7		
13,001 or higher	24	35.3	26	55.3		
Total	68	100	47	100		
Payment System					1.400	.237
Pre-paid	15	22.1	15	31.9		
Post-paid	53	77.9	32	68.1		
Total	68	100	47	100		
Service provider					5.762	.124
AIS	30	44.1	14	29.8		
DTAC	27	39.7	23	48.9		
True Move	6	8.8	9	19.1		
Hutch	5	7.4	1	2.1		
Total	68	100	47	100		
Purpose of purchase					1.635	.351
To contact family	11	16.2	10	21.3		
To contact friends	11	16.2	10	21.3		
Work contact	37	54.4	20	42.6		
Others	9	13.2	7	14.9		
Total	68	100	47	100		

In terms of the brand selection, 63.2% and 59.6% of respondents who viewed that their mobile phones possessed the attributes of design at the low and the high levels, respectively, purchased Nokia. The tested significance level of .691 indicates that the design of mobile phones had no statistically significant relationship with the brand selection at the 0.05 level. It means that the selection of brands was not depended on the design of mobile phones.

In terms of the phone price selection, the price of mobile phones of 42.6% of the respondents who perceived that their mobile phones possessed the attributes of design at the low level was between 6,501 and 13,000 baht. Meanwhile, the price of mobile phones of 55.3% of the respondents who perceived that their mobile phones possessed the attributes of design at the high level was more than 13,000 baht. The tested significance level of .099 indicates that the features of mobile phones had no statistically significant relationship with the phone price selection at the 0.05 level. It means that the selection of different prices was not depended on the features of mobile phones.

In terms of the payment system selection, most of the respondents selected the post-paid payment system. The tested significance level of .237 indicates that the design of mobile phones had no statistically significant relationship with the payment system selection at the 0.05 level. It means that the selection of the payment system was not depended on the design of mobile phones.

In terms of the service provider selection, 44.1% of the respondents who viewed that their mobile phones possessed the attributes of design at the low level chose AIS. On the contrary, 48.9% of the respondents who viewed that their mobile phones

possessed the attributes of design at the high level chose DTAC. The tested significance level of .124 indicates that the design of mobile phones had no statistically significant relationship with the service provider selection at the 0.05 level. It means that the selection of service provider was not depended on the design of mobile phones.

In terms of the purpose of purchase, 54.4% and 42.6% of the respondents who perceived that their mobile phones possessed the attributes of design at the low and the high levels, respectively, bought mobile phones for the work related purpose. The tested significance level of .351 indicates that the design had no statistically significant relationship with the purpose of purchase at the 0.05 level. It means that the purposes to purchase mobile phones were not depended on the design of mobile phones.

This chapter presents the results of the study. Conclusions, discussions, and suggestions arising from the study are stated in the next chapter.

## CHAPTER 5

### CONCLUSIONS AND DISCUSSION

This chapter begins with the conclusions and follows by the discussion of the findings illustrated in the previous chapter. Next, the limitations of the study are presented. Finally, suggestions for the further study are addressed.

#### Conclusions

The data from 115 MBA students were tabulated, analyzed and hypothetically tested to answer two research questions:

1. What are the descriptions of consumer behavior toward mobile phones?
2. Whether consumer behavior toward mobile phones has relationship with consumer characteristics and product attributes?

To answer the first question, it can be concluded that most of the respondents purchased Nokia more than other brands. The prices of the mobile phones that most of the respondents spent were between 6,501 and 13,000 baht. They used the post-paid payment system more than pre-paid. DTAC was the mostly used service provider. The purpose of the purchase was mostly on the matter of work related.

To answer the second question, two hypotheses were tested. The first hypothesis was on the relationship between consumer characteristics and consumer behavior. The test was on three dimensions of the characteristics, namely, gender, age, and income. The second hypothesis was on the relationship between product attributes and consumer

behavior. The test was on three facets of the product attributes which include quality, features, and design. The conclusions of the results are as follows:

### **Consumer Characteristics: Gender**

The data show that the respondents were composed of 44 male and 71 female. The findings of the relationship between the gender and consumer behavior show that most of the respondents in both genders bought Nokia more than other brands. The prices of the purchased mobile phones were 13,001 baht or more. They preferred the post-paid payment system to the pre-paid. Most of the male respondents used the service of AIS while most of the females used DTAC. Both male and female respondents mostly purchased the mobile phones to use in their works.

The hypotheses tests found that the gender had statistically significant relationship only with the phone prices and the purposes of the purchase.

### **Consumer Characteristics: Age**

Respondents were divided into five age groups, i.e. "not over 25", "26 to 30", "31 to 35", "36 to 40", and "41 and above". Most of the respondents were in the age group of 26 to 30 years old.

Results of the study on the relationship between the age and consumer behavior can be concluded that most of the respondents in every age group bought Nokia more than other brands and used the post-paid payment system. Most of the respondents in the age group of 36 and older spent 6,501 to 13,000 baht for their mobile phones while the other groups spent more than 13,000 baht.

Most of the respondents in the age group of 31 to 35 used the service of AIS while the other groups used DTAC. Respondents in the age group of “not over 25” bought mobile phones for contacting friends while the other age groups bought ones for work related purpose.

The hypotheses tests found that the age had statistically significant relationship only with the purposes of the purchase.

### **Consumer Characteristics: Income**

The lowest range of the income started from 10,001 to 20,000 baht and the highest range of the income was more than 40,000 baht. Most of the respondents had income between 20,001 and 30,000 baht.

Results of the study show that Nokia was the mostly bought brand among the respondents in every income group. The prices of their mobile phones were more than 13,000 baht. Respondents in the income group of “10,001 to 20,000 baht” used the pre-paid more than the post-paid payment system. On the contrary, most of the respondents in the other income groups preferred the post-paid payment system.

Most of the respondents in the income groups of 10,001 to 30,000 baht used DTAC service while most of the respondents who had higher income used AIS. Two purposes of purchasing mobile phones were equally found among most of the respondents in the income group of 10,001 to 20,000, namely, to contact friends and for work related matters. Most of the respondents in the other income groups purchased mobile phones mainly for the work related purposes.

The hypotheses tests found that income had statistically significant relationship with the payment systems and the purposes of the purchase.

### **Product Attributes: Quality**

Respondents were divided into two groups in accordance with their perceived level of the quality of their mobile phones, i.e. the high and the low. The analysis of the relationship between the quality and consumer behavior reveals that most of the respondents in both groups bought Nokia. They spent more than 13,000 baht on their phones. They used the post-paid payment system.

Most of the respondents who perceived that their phones had low quality used the service of AIS, while most of the respondents who perceived their phones as having high quality used the service of DTAC. Most of the respondents in both groups bought the mobile phones to use in their work.

The hypotheses tests found that the quality of mobile phones had statistically significant relationship with the brand selection and the payment systems.

### **Product Attributes: Features**

Respondents were also divided into two groups in accordance with their perceived level of the features attributes of their mobile phones, i.e. the high and the low. The findings of the relationship between the features of mobile phones and consumer behavior show that most of the respondents in both groups bought Nokia. They spent more than 13,000 baht on their phones and used the post-paid payment system.

Most of the respondents who viewed that their phones had low attributes of features used the service of AIS, while most of the respondents who perceived their phones as having high attributes of features used the service of DTAC. Most of the respondents in both groups bought the mobile phones to use in their works.

The hypotheses tests found that the features of mobile phones had no statistically significant relationship with all dimensions of consumer behavior.

### **Product Attributes: Design**

Respondents were divided into two groups in accordance with their perceived level of the design attributes of their mobile phones, i.e. the high and the low. The analysis of the relationship between the design and consumer behavior reveals that most of the respondents in both groups bought Nokia and used the post-paid payment system. Most of the respondents in the low group spent 6,501 to 13,000 baht for the phones, and used the service of AIS. Most of the respondents in the high group spent more than 13,000 baht and used the service of DTAC. Most of the respondents in both groups bought the mobile phones to use in their work.

The hypotheses tests found that the design of the mobile phones had no statistically significant relationship with all dimensions of consumer behavior.

### **Discussion**

The findings of this study show that gender, age, and income had statistically significant relationship with consumer behavior in terms of the purposes of the purchase.

In elaboration, the study found that the second purpose of the purchase of the mobile phones of male and female respondents was different although their primary purpose was to use the mobile phones in their works. Men wanted to contact their friends whereas women wanted to contact their families. Furthermore, it was found that respondents in the age group of "not over 25" would purchase the phones to call their friends whereas respondents in the older age groups would buy the mobile phones to use in their works. Savanee (2004), in her recent research, also reveals that youths at Siam Square mostly used their phones to call their friends.

In addition, the findings on income and the purpose of the purchase reveal that respondents had different second purpose of the purchase. The respondents in the low-level income group tended to use the phones to call their friends, while the respondents in the high-level income group tended to possess a phone for emergency cases and to contact their families.

The study also found statistically significant relationship between gender and consumer behavior in terms of the phone price selection. Women tended to buy their mobile phones at high price but men are almost equally distributed in all price groups.

The findings reveal that income had statistically significant relationship with consumer behavior in terms of the payment system. Respondents in the lowest level income group tended to use the pre-paid payment system, while respondents in the higher-level income groups tended to use the post-paid payment system.

These results confirm the marketing perspective that consumers are influenced by their personal characteristics. Therefore, marketers should design the marketing programs that match the characteristics of their target market.

Results of the study also reveal statistically significant relationship between the attributes of the product in terms of the quality and consumer behavior in terms of the brand selection. This result confirms the marketing concept that consumers look for the quality in products. A product that aligns well with customer expectations is relatively easy to promote. From the survey, it is notable to mention that Nokia had larger market share than other brands of mobile phones. The ratio of Nokia's users versus other brands' users was 61.7% to 38.3. From recent research, Wanchai (2003) also found that Nokia was the most favorite brand for students at Kasetsart University.

The results of the study also indicate that the quality of the product had relationship with consumer behavior in terms of the payment system. It was found that the respondents who perceived that their mobile phones had low level of quality highly tended to use the post-paid payment system, while the respondents who perceived that their mobile phones had high level of quality moderately tended to use the post-paid payment system. This result affirms the marketing perspective that consumers had different needs.

## **Limitations of the study**

The limitations of this study are as follows:

1. This study focused on consumer behavior only in the aspects of purchasing and using. Other facets of the behavior such as the searching for, evaluating, and disposing the mobile phones were not explored. The rationale was based on the different nature of the behavior which needed different conceptual frameworks.

2. Although the researcher recognized the influence of other consumer characteristics, this study investigated consumer behavior and its relationship with consumer characteristics only in terms of gender, age, and income. The sample of this study was drawn from MBA students who had some common characteristics such as occupational and educational background. Therefore, the results of the study do not yield a thorough understanding about the influences of other characteristics than gender, age, and income.

3. This study investigated consumer behavior and its relationship only with the product attributes. Other tools that marketers use in order to persuade consumers to buy products such as price, distribution channels, and promotion were not investigated.

## **Suggestions for further study**

Based on the results of the study, some suggestions for further study are as follows:

1. Further research should include consumers from other sampling frames to gain more information about consumer characteristics and obtain broader understanding about consumer behavior.

2. Other marketing tools such as price, place, and promotion should be investigated to further the understanding of this study. The knowledge gained will enable marketers to develop a comprehensive strategic marketing plan.

3. Other aspects of consumer behavior should be further examined to extend the body of knowledge of the marketing field as well as to provide better understanding for marketers about the reaction of their customers.

4. Other facets of product attributes should be studied to confirm the influence of the marketing offerings on consumer behavior.

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## BIBLIOGRAPHY

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## **APPENDIX A**

## QUESTIONNAIRE

This questionnaire is designed to explore information concerning consumer behavior toward mobile phones. There are altogether 3 parts; consumer characteristics, consumer behavior toward mobile phones, and mobile phones quality, features, and design. The researcher would feel very much obliged for your cooperation and contribution in answering the following questions and giving your comments. Please be assured that your information will be confidentially kept and be used only for this study.

### **Part 1: Consumer Characteristics**

1. Gender  male  female
2. Age ..... years old.
  - Not over 25 years old  26-30 years old
  - 31-35 years old  36-40 years old
  - 41 years old and over
3. Monthly income ..... baht.
  - Not over 10,000 Baht  10,001-20,000 Baht
  - 20,001-30,000 Baht  30,001-40,000 Baht
  - 40,001 Baht and over

## **Part 2: Mobile Phones Quality, Features, and Design**

Please tick (√) in the blank area of each question under the number that indicates your view toward the level of attributes of your current mobile phone. The number 1 reflects the lowest level of attribute and 5 reflects the highest level of attribute.

Product Attributes		Level of Attributes				
		1	2	3	4	5
<b>QUALITY</b>						
1.	It works properly as advertised.					
2.	It works efficiently.					
3.	It works as good as other brands.					
4.	It works better than your expectation.					
5.	Its brand has a reputation for quality.					
6.	It offers an appropriate period of warranty.					
7.	It is safe to use.					
<b>FEATURES</b>						
1.	It has all functions that you need.					
2.	It has more components than your expectation.					
3.	It has all functions suitable for its price.					
4.	Its functions are easy to be used.					
5.	Its components are durable.					
6.	It is compatible with other communication devices.					
<b>DESIGN</b>						
1.	Its appearance reflects your personality.					
2.	Its size makes it convenient for you to carry.					
3.	Its size makes it convenient for you to hold.					
4.	Its design is of your taste.					
5.	Its design is attractive.					
6.	It has nice color.					
7.	Its keyboard is suitable to use.					
8.	Its screen is suitable to use.					
9.	Its physical appearance reflects its price.					

**Part 3: Consumer's Behavior toward Mobile Phones**

1. What is the brand of your mobile phone? .....
2. How much do you pay for your mobile phone? .....Baht.
3. Which type of payment is your mobile phone service?  
 Pre-paid                       Post paid
4. Which mobile phone service provider do you use?  
 AIS                                       DTAC  
 TRUE Move                       HUTCH  
 Thai Mobile
5. What is your purpose of buying this mobile phone?  
.....

**COMMENTS AND SUGGESTIONS**

.....  
.....  
.....  
.....

**Thank you very much for your cooperation.**

## **APPENDIX B**

## แบบสอบถาม

แบบสอบถามนี้จัดทำขึ้นเพื่อสำรวจข้อมูลพฤติกรรมผู้บริโภคเกี่ยวกับโทรศัพท์เคลื่อนที่แบบสอบถามนี้มี 3 ส่วน ได้แก่ ลักษณะผู้บริโภค ลักษณะของโทรศัพท์เคลื่อนที่ด้านคุณภาพ ด้านองค์ประกอบและด้านการออกแบบ และพฤติกรรมผู้บริโภคเกี่ยวกับโทรศัพท์เคลื่อนที่

ผู้วิจัยขอขอบพระคุณในความร่วมมือของท่านที่ได้สละเวลาตอบคำถามและให้คำแนะนำ ข้อมูลของท่านจะเก็บไว้ไม่นำไปเผยแพร่แก่ผู้อื่นและจะใช้สำหรับงานวิจัยนี้เท่านั้น

### ส่วนที่ 1: ลักษณะผู้บริโภค

1. เพศ  ชาย  หญิง
2. อายุ ..... ปี
  - ไม่เกิน 25 ปี  26-30 ปี
  - 31-35 ปี  36-40 ปี
  - 41 ปีขึ้นไป
3. รายได้ต่อเดือน ..... บาท
  - ไม่เกิน 10,000 บาท  10,001-20,000 บาท
  - 20,001-30,000 บาท  30,001-40,000 บาท
  - 40,001 บาทขึ้นไป

## ส่วนที่ 2: คุณภาพ องค์ประกอบ และ การออกแบบของโทรศัพท์เคลื่อนที่

กรุณาตอบคำถามโดยใส่เครื่องหมาย ✓ ในช่องว่างใต้หมายเลขที่ตรงกับความคิดของท่านมากที่สุดเกี่ยวกับลักษณะของโทรศัพท์เคลื่อนที่ของท่าน หมายเลข 1 แสดงถึงการมีลักษณะนั้นน้อยที่สุด หมายเลข 5 แสดงว่ามีลักษณะนั้นมากที่สุด

	ลักษณะของผลิตภัณฑ์	ระดับของลักษณะ				
		1	2	3	4	5
<b>คุณภาพ</b>						
1.	ใช้งานได้ตามโฆษณา					
2.	ใช้งานได้อย่างมีประสิทธิภาพ					
3.	ใช้งานได้ดีเท่าโทรศัพท์ของยี่ห้ออื่น					
4.	ใช้งานได้ดีกว่าที่คาดหวังไว้					
5.	ตราสินค้าเป็นที่ยอมรับในด้านคุณภาพ					
6.	ให้การรับประกันตัวสินค้าในระยะเวลาที่เหมาะสม					
7.	มีความปลอดภัยในการใช้งาน					
<b>องค์ประกอบ</b>						
1.	มีองค์ประกอบการใช้งานครบถ้วนตามต้องการ					
2.	มีองค์ประกอบการใช้งานมากกว่าที่คาดหวังไว้					
3.	มีองค์ประกอบการใช้งานครบตามที่ควรมีสำหรับราคานี้					
4.	ส่วนประกอบต่าง ๆ ใช้งานง่าย					
5.	ส่วนประกอบต่าง ๆ มีความคงทน					
6.	สามารถใช้กับเครื่องมือสื่อสารอื่นได้					
<b>การออกแบบ</b>						
1.	รูปลักษณ์ของโทรศัพท์แสดงบุคลิกภาพของผู้ใช้					
2.	ขนาดเหมาะสมสะดวกในการพกพา					
3.	ขนาดเหมาะสมสะดวกในการถือใช้งาน					
4.	ออกแบบลักษณะภายนอกได้ตรงกับรสนิยมของท่าน					
5.	ออกแบบตัวเครื่องได้น่าดึงดูดใจ					
6.	ตัวเครื่องโทรศัพท์มีสีสวย					
7.	แป้นพิมพ์มีขนาดเหมาะสมในการใช้งาน					
8.	หน้าจอมีขนาดเหมาะสมในการใช้งาน					
9.	รูปลักษณ์ภายนอกของตัวเครื่องเหมาะสมกับราคา					

### ส่วนที่ 3: พฤติกรรมผู้บริโภคเกี่ยวกับโทรศัพท์เคลื่อนที่

1. ท่านใช้โทรศัพท์เคลื่อนที่ี่ห้ออะไร .....
2. โทรศัพท์เคลื่อนที่ของท่านราคาเท่าใด ..... บาท
3. ท่านชำระค่าบริการโทรศัพท์เคลื่อนที่อย่างไร  
 บัตรเติมเงิน                       ชำระรายเดือน
4. ท่านใช้บริการโทรศัพท์เคลื่อนที่ระบบใด  
 AIS                                       DTAC  
 TRUE Move                       HUTCH  
 Thai Mobile
5. ท่านซื้อโทรศัพท์เคลื่อนที่เพราะเหตุใด  
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**ข้อเสนอแนะ**

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**ขอบคุณที่ให้ความร่วมมือ**

**VITAE**

## VITAE

**Name:** Miss Panid Kulsiri  
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### Educational Background

1976	Bachelor of Arts (English), Silpakorn University
1985	Master of Arts (Development Communication), Chulalongkorn University
1986	Graduate Diploma (English Translation), Chulalongkorn University
1992	Master of Business Administration (International Business), University of Thai Chamber of Commerce
1999	Doctor of Business Administration (International Business), Chulalongkorn University
2007	Master of Arts (Business English for International Communication), Department of Western Languages, Srinakharinwirot University