

Appendix

Official survey table.

Hello everybody!

My name is Tran Hoai Thu, I am the third year student of business and administration at the Czech University of Life Sciences in Prague.

At the end of these studies it is mandatory to write a bachelor thesis which is the last exam before having officially finished the studies

The topic of my thesis is: “Consumer Behavior – An analysis of student consumer behavior on mobile phone market in Viet Nam.

For that purpose I have a few question prepared and would be very happy if you support me answering these questions in order to complete my survey and thesis resulting on them...

Question 1: Do you have a mobile phone?

1. Yes 2. No

Question 2: Which Mobile phone do you currently use?

1. Nokia 2. Samsung 3. Iphone
4. HTC 5. Other.

Question 3: Which of the following activities do you do on your mobile phone?

1. Play games
2. General Internet use
3. Listening music
4. Take a photos, videos, records

Question 4: Do you think mobile phone is necessary for students?

1. Essential 2. Necessary
3. Normal 4. Unnecessary

Question 5: Your purpose of purchasing a mobile phone?

1. for work, to contact with friends
2. Show your style
3. Chasing fashion

Question 6: Rank from 1-5 how satisfied are you with your current mobile phone. (5 being the most satisfactory and 1 being the least)?

1. 5 2. 4 5. 1
3. 3 4. 2

Question 7: Will you change your mobile phone in recent?

1. Yes
2. May be
3. I don't know

Question 8: Which criteria do you decide to purchase a new mobile phone? (Possible to choose multiple answers)

1. Price 2. Brand 3. Quality
4. Model 5. Promotion 6. Different answers

Question 9: Where did you get information that make you decide to buy a new mobile phone?

1. Internet
2. News
3. Family, friends and seller
4. Self-experiments
5. Advertisements

Question 10: Which place do you prefer to buy a mobile phone?

1. Supermarket
2. Stores
3. Different answers

Question 11: What color do you prefer your mobile phone?

1. Black 2. White 3. Grey 4. Different answers

Question 12: Which of these following factors deciding the quality of a mobile phone

(Please check 1 of these answers)

1. Very interested 2. Interested 3. Normal
4. Little interested 5. No interested

Long battery life	1	2	3	4	5
Clear Timbre	1	2	3	4	5
Multifunctional (Bluetooth, memory cards, photos, records, music etc.)	1	2	3	4	5
Durability	1	2	3	4	5

Good reception	1	2	3	4	5
Good quality of call	1	2	3	4	5

Question 13: How much are you willing to pay for a new mobile phone?

1. below 2 million VND
2. from 2 to 5 million VND
3. from 5 to 7 million VND
4. Over 7 million VND

Please let us know some personal information:

1. Gender:
 1. Female
 2. Male

2. Where do you live? :
 1. Countryside
 2. City

3. How much is your income?
 1. below 2 million VND
 2. 2 million to 3 million VND
 3. 3 million to 4 million VND
 4. above 4 million VND

4. What are the main sources of income?
 1. Family
 2. Part-time jobs
 3. Pension
 4. Different answers