

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Economics**



**Bachelor Thesis  
Summary**

**Students Consumer Behavior on Mobile Phone Market**

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## **1. Introduction**

In the age of technology today, mobile phone is very important in the business activities. Consumer behavior on mobile phone market in Vietnam has been studied and analyzed for the bachelor's thesis entitled "Students consumer behavior on mobile phone market" with the main objective is student in Vietnam. Understanding mobile phone consumption behavior of the student in Vietnam is very essential.

## **2. Keywords**

Consumer Behavior, Mobile Phone, Vietnam, Student, Mobile Phone Market, Market Research, Smartphone, Technology.

## **3. Objectives of Thesis**

The basic objective of the thesis is to analyze consumer behavior when they decide to buy a mobile phone through identifying and analyzing factors that have influenced mainly to the decision of purchasing a smart phone of selected group that focus on students in Vietnam. The analysis and outcome of the thesis are believable to help cellphone producers in Vietnam market to understand more about their clients and to set up feasible business strategies for increasing business output.

## **4. Methodology**

Theoretical part of the bachelor thesis mostly presents about behavior theory, factors that affects behavior and the decision-making process of customers.

The practical part focuses on the research methods by using quantitative and qualitative research methodology together. By creating an online questionnaire (via social networks) with detailed questions related to the topic of thesis will be conducted and aimed to those who are student at Thang Long University in Vietnam. The data collected from the questionnaire which is filled in by students on the internet will be analyzed and recapitulated to give out objective assessment on consumer behavior to a particular product.

## **5. Main Findings**

The responses of students at Thang Long University to "the consumer behavior on mobile phone market" questionnaire reveal that:

*Information of sample:* The questionnaire result indicated that 100% of students had mobile phones. It means that mobile phone is very popular in any social class as well as is very essential in the student life.

Through the survey, student who are living in the city accounted for 76%, is higher than in country side with 24% and the financial condition usually fluctuates from 3 million to 4

million Dong, which accounted for 52%. Almost students in Viet Nam have had a part-time jobs to be more self-sufficient and independent on their family. That is why part-time jobs accounted of highest proportion with 54% of the 50 sample studied. The other income's students come from their family with 26% and 12% is scholarship they received from university).

*Mobile phone consumer behavior:* Through the study of student consumer behavior on mobile phone market in Vietnam, the main results are shown as the following:

Understanding cognitive demand: The study result indicated that most of students realized the importance of mobile phone in their life. Student uses mobile phone for many different purposes, but almost students use mobile phone to serve works as well as to contact with their friends (89%). Besides, they did make lots of researches before purchasing a mobile phone. In which, the most reliable resources of information are from family, friends, and sellers (44%).

Evaluating plans: When students decided to buy a new mobile phone, they would mostly care about the quality (90%) and the useful on selecting products. Black and white are two basis colors that selected by students (33% and 35% respectively). Student also concerned with long battery life and the good at call quality, which respectively accounted for 64% and 58%.

Decision-making: The student tends to choose of buying a new mobile phone at store with 68% and they can accept to buy them at price from 5-7 million Dong to over 7 million Dong because of high operation as well as the variety applications. It can be seen from the survey that student using the Internet as the main activity, which accounted for 52%. Iphone (Apple) and Samsung are the favorite brands of student when selecting to buy mobile phone.

Post-purchase behavior: Mobile phone markets have launched the beautiful models, diversity designs as well as an important functions have been upgraded leads to change behavior consumer on purchasing phones. The results showed that there was a remarkable amount of student felt "normal" with their current mobile phone (34%), it means that they might be change a new phone in next time. Students who not satisfied with their mobile phone accounted for 10% because of broken or out of order.

## 6. Conclusion and the limitation of the study

*In conclusion:* From the result of study, it could be said that student behavior in purchasing and using a mobile phone was mostly and highly influenced by the technological status of device. The results of this study also help the businesses to understand the consuming behavior of students and have more appropriate marketing strategies to increase the consumption of mobile phones.

*The limitation of the study:* The study of consumer behavior on purchasing a mobile phone of students in Viet Nam is a long process and requires a lot of analysis. Meanwhile, these mainly methodology of this study is to approach direct interviews by created a survey form online with some questionnaires table and sent them to students who studying in Thang Long University via Internet (Facebook, department page, created group chat...) without combination with other methods to better understand all of issues on student's consumer behavior. In a reality, people can choose a mobile phone based on many criteria, however, this study just focused on basic criteria which widely has known already.

## 7. References

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