

Czech University of Life Sciences Prague

Faculty of Economics and Management

Department of Economics



Bachelor Thesis

Students Consumer Behavior on Mobile Phone Market

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CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

BACHELOR THESIS ASSIGNMENT

Hoai Thu Tran

Business Administration

Thesis title

Students Consumer Behavior on Mobile Phone Market

Objectives of thesis

The basic objective of the thesis is to analyze consumer behavior when they decide to buy a smart 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.

Methodology

Using quantitative and qualitative research methodology together.

- Survey and questionnaires: Mail survey or an online survey with detailed questionnaires related to the topic of thesis will be conducted and aimed to those who are students at universities in Vietnam. Using popular social networks or free applications on smartphones as Gmail, Yahoo messenger, Skype, Facebook etc. can help conduct surveys easily and effectively.

Used methods:

- Focus group and online interview.
- Data analysis: The data collected from the survey or reliable sources on the internet will be analyzed and recapitulated to give out objective assessment on consumer behavior to a particular product.
- Statistical tests.

The proposed extent of the thesis

40 – 60 pages

Keywords

Consumer Behavior, Vietnam, Mobile Phone, Smart Phone

Recommended information sources

<http://research-methodology.net/a-brief-literature-review-on-consumer-buying-behaviour/>

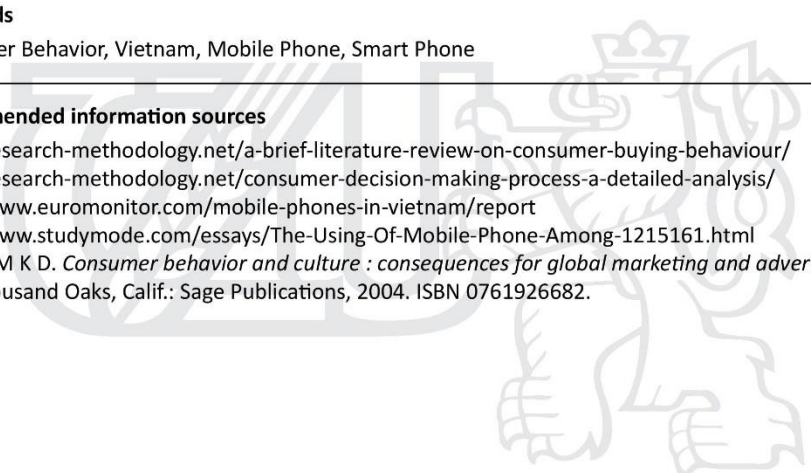
<http://research-methodology.net/consumer-decision-making-process-a-detailed-analysis/>

<http://www.euromonitor.com/mobile-phones-in-vietnam/report>

<http://www.studymode.com/essays/The-Using-Of-Mobile-Phone-Among-1215161.html>

MOOIJ, M K D. *Consumer behavior and culture : consequences for global marketing and advertising.*

Thousand Oaks, Calif.: Sage Publications, 2004. ISBN 0761926682.



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Declaration

I declare that I have worked on my bachelor thesis titled "Students Consumer Behavior on Mobile Phone Market" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 11.03.2016

Acknowledgement

This bachelor thesis has benefited greatly from the support of many people.

First of all, I would like to thank my supervisor Ing. Tomáš Maier, Ph.D. for his advices and supports during my work on this thesis.

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Chování studentských spotřebitelů na mobilním trhu

Souhrn

Chování spotřebitelů na trhu s mobilními telefony ve Vietnamu bylo zkoumáno a analyzováno na bakalářské práci s názvem “Chování studentských spotřebitelů na mobilním trhu”, z názorů studentů v Thang Long univerzitě. Cílem této práce je pochopení konzumního chování vietnamských studentů.

Úvodní část této práce představuje trh a výběry mobilních telefonů ve Vietnamu.

Teoretická část bakalářské práce se zaměřuje na teorii chování, faktory, které ovlivňují chování a rozhodovací proces zákazníků.

Praktická část je zaměřena na metody výzkumu vytvořením online ankety s několika podrobnými otázkami, které se týkají tématu. Získaná data z této ankety budou analyzována aby se zhodnotilo konzumní chování spotřebitelů z pohledu studenta.

Závěrečná část bakalářské práce je závěr a omezení zkoumání o rozhodnutí ke koupi vietnamských studentů na základě internetové ankety, která byla analyzována a vyhodnocována.

Klíčová slova: konzumní chování, mobilní telefon, Vietnam, student, trh s mobilními telefony, průzkum trhu, chytrý telefon, technologie.

Students Consumer Behavior on Mobile Phone Market

Summary

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 objectives are student at Thang Long University. Understanding mobile phone consumption behavior of the student in Viet Nam is very essential.

Introductory part of the thesis introduces the mobile phone market as well as the selection of the suitable ones in Vietnam.

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

Practical part focuses on research methods by creating online questionnaire with some detailed questions related to the topic. The data gathered from the survey questions will be analyzed in order to make assessments of consumer behavior regarding student.

Final part of the bachelor's thesis is a conclusion and a limitation of study about purchasing decision of student in Vietnam based on the online questionnaire had been analyzed and evaluated.

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

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1. Introduction

In the era of science - technology development today, the posts and telecommunication industry receives great attention and investment for development. Because the world of information is increasingly expanding, the demand for information access is increasing. Thus, many scientific inventions are released to meet the demand for information access of people, such as TVs, radios, microcomputer (desktop, laptop), telephone (fixed and mobile). From such factors, mobile phones get the attention of everyone and become the necessary means in daily life of everyone for comfortable and quick communication ability.

Vietnam market has three major mobile networks covering throughout the territory including: Viettel, Mobiphone, and Vinaphone etc. Thanks to these telephone networks, inhabitants can use cell phones to communicate at any place or time very quickly. In case of the convenient networks, mobile phones capture the tastes of the consumers quickly. Besides, many mobile phone manufacturers have launched their products with prestigious brands on the market for instance, Samsung, Sony and Apple... In addition to the major functions of calling and texting, mobile phone becomes a multifunctional device with new function such as music playing, camera, web surfing, games, and thousands of applications. Therefore, customers have more choices when purchasing or comparing the reliability, function, and sounds etc; among the mobile phones of using time.

Moreover, since there are so many matters that arise when making the decision, it causes a series of questions for customers in choosing an appropriate device. For example, why this mobile phone is better than the others; why should they ask for opinions of friends and family members before buying; or how about its price, etc. Thus, the aim of this research is to study on mobile phone's consumer behavior in general and particularly behavior of students as consumers in Viet Nam market.

For students who needs to equip themselves with a mobile phone for convenience in communicating with instructors, friends in study and document exchange or to contact with families and businesses for data. There are so many needs to use the mobile phones, so the students also encounter certain difficulties when buying, consuming, and changing the mobile phones. This paper will figure out the reason and purposes of buying a mobile phone, and factors that affect their selection.

2. Objectives and Methodology

2.1 Objectives

2.1.1 Research objectives

Understand mobile phone consumption behavior among the students in Viet Nam

- Awareness of mobile phones among the students.
- The most influencing factors in selection of a mobile phone.

Through the research findings, it helps businesses make appropriate business or marketing strategies to revenues from mobile phones.

2.1.2 Scope of study

Participants are students in the Faculty of Economics at Thang Long University.

This research study focuses on consumption behavior of students before, during, and after using mobile phones.

2.1.3 Practical meanings

The research results help students to choose a suitable mobile phone which well serves the learning process and in daily life.

On the other hand research results will provide traders with information about the need and level of mobile phone use among students nowadays and to see which brand is the hottest name for the most students. Which design and function of the device is most interested by the students. Then, they could launch a series of new products that satisfy the needs of consumers in general and student customers in particular.

2.2 Methodology

2.2.1 Overview

Using quantitative and qualitative research methodology together.

- Survey and questionnaires: Mail survey or an online survey with detailed questionnaires related to the topic thesis will be conducted and aimed to those

who are students at universities in Vietnam. Using popular social networks or free applications on smartphones as Gmail, Yahoo Messenger, Skype, and Facebook etc. can help conduct surveys easily and effectively.

Using methods:

- Focus group and online interview.
- Data analysis: the data collected from survey or reliable sources on the internet will be analysed and recapitulated to give out objective assessment on consumer behaviour to a particular product.

2.2.2 Comprehensive Research

Overall the study used by the student in the Faculty of Economics and Business Administration at Thang Long university. The number of students in the Faculty of Economics is shown on the table 1:

Business Administration	Financial Banking	International Economics	Accounting	Financial Business
70	86	90	95	55

Table 1: The number of student in the Faculty of Economics

(Student self-collected)

2.2.3 Research Methods

2.2.3.1 Data Collection Methods

Primary data: Data originating from a researcher and collected to provide information relevant to a specific research project. (Wayne & Deborah) This is the actual data of student consumer behavior on mobile phones which is collected by direct interview, creating a detailed questionnaires after preliminary process studies (discussion groups) and official-questionnaires (direct interviews) to each student via social networks. Variety samples with sample size by 50, and observation customers (students) when they come to purchase mobile phones devices at some famous stores in Hanoi: Supermarket, Central Viettel, Mobile World etc. ...

(Ackroy & Hughes, 1981, pp. 28-32)

Secondary data: Data collected for some other purpose that is subsequently used in a research project (Wayne & Deborah) : the research projects of previous graduated students

of Faculty of Economics, materials, curriculum research such as: Marketing basis of Philip Kotler..., gathering information sources from public information sources: Internet, radio, TV, magazines.

2.2.3.2 *Research progress*

Steps	Forms	Methods	Technique	Time	Objectives
1	Preliminary studies	Qualitative	Groups Conversation	1 week	Student at Thang Long university
2	Formal studies	Quantitative	Questionnaires	3 week	Student at Thang Long university

Table 2: Research progress

2.2.3.3 *Research Process*

This process was carried out through two steps: Preliminary studies, research formal studies.

Step 1: Preliminary studies is qualitative research, which used in-depth interviews (creating groups conversations via social network) with a sample size $N = 8$ (number of the student of Faculty of Economics in Thang Long university) by questions had been prepared in advance to make easier to understood problems and also the factor effects on behavior of student using mobile phones. Based on information gathered during the interviews we conducted questionnaires design.

- ✓ *Do they understand questions or not?*
- ✓ *Do they have information to answer these questions or not?*
- ✓ *Do they want provide further information to us to complete the questionnaire.*

Step 2: Formal studies is quantitative research was conducted by direct interview individuals by creating detailed questionnaires form via Google Drive to collect primary data for this subject.

2.2.3.4 *Level Measurements*

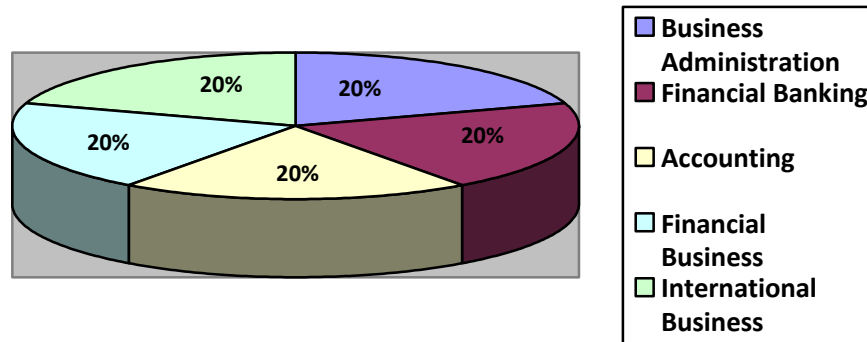
There are two levels of measurement used in the survey. Identified measurement used to collect information of studied subjects. Levelled measurement used to define the importance of selected criteria of choice and decision's purchase of a mobile phone.

2.2.3.5 *Sample.*

The scope of study was selected as the Thang Long University, and the author decided to take 50 students which representing 10% in the overall 396 students of the faculty of economics to can get more precise results. Because the Faculty of Economics has 5 classes, and to make sure that the resources are clearly being collected with the accuracy results, this study divided among 5 classes as the following:

- Business and Administration: 10 students
- Financial Banking: 10 students
- Accounting: 10 students
- Financial Business: 10 students
- International Business: 10 students.

Figure 1: Number of student at university



(Source: Survey conducted at Thang Long University, 2015)

2.2.3.6 Data processing and Analytical methodologies

The survey was sent out via social network such as Facebook, official page of department and collected after they fulfilled, cleaned, processed and started to analyze based on the results from a survey.

3. THEORETICAL BASIS – RESEARCH MODEL

In theoretical part, this paper will present the theories which used as scientific basis for analysis and establishing the research models such as: behavioral theory, factors affecting behavior, the process of purchase decision.

3.1 THEORETICAL BASIS

3.1.1 Concept of consumer behaviour

To understand about consumer behavior, this paper considered with two concepts: Consumer and consumer behavior.

Consumers are people who purchase goods and services to serve the demand of an individual or a group for people for their daily life.

Consumer behavior¹ is a process of groups, individuals or organisations on selecting, using as well as disposing of products and services in order to satisfy the demands of customers. It is a combination of sociology, economics, technical and scientific. It describes decision making processes of individually or in organisations. For example the factors affect to buying behavior or the emotions of individuals, groups and organisations on selecting products and services

Definition: Some definitions of consumer behavior:

*Sociology Perspective*²: People are a social symbiosis in the society. Therefore, the behavior will be influenced by many factors through their sense of worldview.

*Economic Perspective*³: People are rational; they try in a variety ways to achieve the highest satisfaction from physical, emotional and other intangible value from products and services for their own needs.

Research on consumer behavior, in its nature, is a process of answering to the following questions: how do consumers buy products? Which product do they buy? Thus,

¹ Wikipedia: Consumer Behavior: https://en.wikipedia.org/wiki/Consumer_behaviour

² Anupam Kumar: Authors Stream: Sociological Model of consumer behavior: <http://www.authorstream.com/Presentation/anupamkr-677515-sociological-model-of-consumer-behaviour/>

³ The free dictionary: Definition of consumer: <http://www.thefreedictionary.com/consumer>

consumer behavior is influenced in the various measures of different factors: culture, society, and personal circumstances, and psychological factors.

3.1.2 Models of consumer behaviour

Companies and scientists have spent most of time to study the relationship between the Marketing stimulus factors and the response of the consumers. Therefore the research on customer focuses on the main following:

- Who make the market? Customers
- What does the market buy? Objects
- Why does the market buy the objects? Target
- Who are involved in the purchase? Organizations
- How does the market carry out the purchase? Activity
- When does the market carry out the purchase? Order
- Where does the market carry out the purchase? And why? Retail or wholesale?

To understand the consumers, this paper will figure out the consumer behavior in detail:

Marketing environments.

- *The stimulating factors of marketing:*
 - Product
 - Price
 - Distribution
 - Place
 - Promotion
- *Other stimulating factors*
 - Economy
 - Science and Technology

- Politics
- Culture

Human and Process.

- *Human characteristics*
 - Culture
 - Society
 - Personality
 - Psychology
- *Process of making decision*
 - Awareness of the problem
 - Find information
 - Evaluation
 - Decision
 - Buying behavior

Decision.

- *Decision of buyer*
 - Choose product
 - Choose brand
 - Choose trader
 - Decide the time of purchase
 - Decide the quantity of purchase

Interpretation: These characteristics and decision-making process of buyers lead to a certain of making purchase decisions. People must understand what is happening in the consciousness of buyers when external factors influencing in the time of making purchase decision.

- ✓ Characteristics of the buyers, culture, society, personality, psychology, how do they influence to the buyers?
- ✓ How does buyer make the purchase decision?

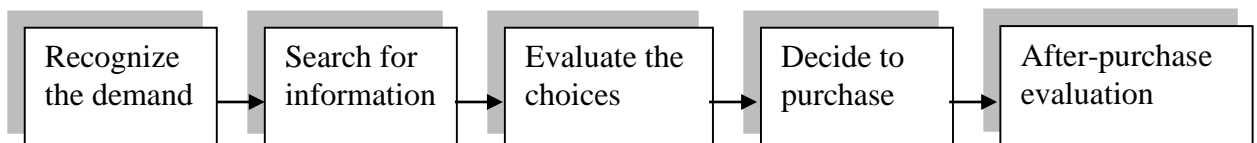
The research based on consumer behavior model will help enterprises realize the different reactions of customers for each product such as: quality, price, advertising programs, promotions, design styles, product delivery method, or selection of agents to meet the demands and tastes of individual customers. From that point, they can decide which effective business strategies to enhance competitiveness market.

(Kotler, 1999, p. 88)

3.1.3 Process of making purchase decision of customers.

The process of making purchase decision is a sequence of stages where the consumer overcomes in making the decision to buy a product or service. The process has 5 stages:

Figure 2: Process of making purchase decision of customers



(Kotler, 1999, p. 98)

Recognize the demand: Purchase decision process occurs when the consumer perceives a need by their own inner feelings with objective emotional impact which is strong enough.

Example: You go to the supermarket, and see a beautiful teddy bear which is suitable with your preference, immediately decide to buy it although we know that the bear is not necessary for you and your initial purpose of visiting the supermarket is not for the bear but to read books or to watch fashion clothes ... In this case, the existing demand of the consumer is controlled by the manufacturer. When subjective emotion meets the objective emotion, the need is identified. And, if the manufacturer identifies inner feelings of the consumer and number of people with such feeling is big enough, it is only a matter of selling price and the location.

Search for information: Information search is to clarify the choices that consumers are provided, including two steps:

Internal search: involves the search in their memory to remind previous experience or knowledge related to finding solutions for the problems. Internal search often serves frequently purchased products.

External search: Necessary when the previous experience or knowledge is not enough to provide information for the consumers.

The external information sources are:

- Personal information: family friends, neighbors, acquaintances
- Public information: advertising, salespeople, dealers, packaging, exhibition.
- Source of information that affects marketers
- Mass media: TV, radio, consumer research and classification organizations

In addition, the combination of internal and external search is often used for consumer products.

Evaluate the choice: Consumers use the collected information to evaluate buying options. It is difficult to know how such evaluation happens, but we know that people will buy products that they believe to satisfy the highest level at the most reasonable price. Sometimes the evaluation is based on careful calculations and logical thought, but sometimes based on the current emotion.

To know how the consumers assess the products, in order to take measures that influence decisions of the customers, direct sales can show the quality and features of products compared to competitors. This is very important when consumers are considering and comparing the products.

Decide to purchase: In the review stage, the consumers have formed the interest for certain brands in their options. Consumers can also form the intention to buy the most preferred brand. But, there are two factors that may intervene between the purchase intention and purchase decision.

The first factor is the attitude of other people. The extent that the attitudes of others undermine the priority of such person and depends on two things:

- The level of protest attitudes of others.

- The consumer's motivation to follow the wishes of others. The stronger the negative attitude of others is, the closer of other people with the consumer, the more likely the purchase intention will be changed.

Purchase Intention is also subject to surprise elements. When the consumer is about to act, these unexpected situations can occur and change his/her mind.

After-sale behavior: Selling is not yet finished. The after-sale satisfaction will affect the next purchase time of the customer. Once the customer is satisfied with the product, then:

- Longer loyalty.
- Buy more.
- Talk about the good side of the product.
- Less concern about the price.

When the customer is not satisfied with the product, they have the following response:

- Direct response to the place where they buy the product ...
- Do not buy the product any more.
- Inform friends and family about bad points of the product...

So, the companies need to provide the after-sale information to their customers. They may use the advertising and direct sales to assure the consumers that their choices are right.

3.1.4 Factors that affect the consumer behavior

The consumer is influenced from a lot worldviews. It may be from family, school, society, workplace, friends, colleagues, travelling, rare purchase opportunity, subjective reasons requiring the action (illness), exclusive products ...

Internal factors:

Culture: Culture refers to a lot of categories. Here we look at the beneficial aspects for marketing and business activities. Cultural categories used for market segmentation or for discovering their needs as follows:

- ❖ Ethnic based culture
- ❖ Region based culture
- ❖ Habitat based culture

In the society there is always class. Although political and law factors prevent the formation of class but it still exists quietly in the society. Social class means a community with relatively large size, which is maintained in social stability, and arranged in a hierarchy or class. These characteristics determined by value, benefits, ethical behavior. Social class is external factor that affect the consumer behavior because of characteristics:

- Those are under or the same class will have the same thinking trend and actions.
- People have the high or low power of action depending on their class.
- Social class is determined on the basis of occupation, income, property, education, and other intangible psychological values.

Social Factors: Social factors also influence on the buying in consumer behavior. The main social factors are: status and role, family, and reference groups.

Status and role: Each person has involved in a lot of groups during his life- families, clubs and organizations. The position of that persons in each group can determine based on role and their status. The role includes activities that a person would have to proceed. Each role of people will affect to behavior of consumers.

Each role are associated with a position. Judges of the Supreme Court has higher status than a consumer manager, and the manager has higher status than an office cleck. People tend to choose these product reflect on the role and their position in society. For example, a General Headquarters or business man are usually use modern mobile phones (Iphone, Vertu, and Samsung), wears luxurious clothes and expensive cars. These marketers should be aware of the ability to express social status of products and brands. However, the status icons change according to the social classes and in all geographic regions as well.

Family: Family are an important reference group which have greatest impact to consumer behavior. A child in a family is often influenced directly by his or her parents in term of religion, politics, economics and a sense of personal ambition, pride and love. Another direct influence to daily shopping behavior is their own family, for instance, spouses and children. It has been researched in many years that Family is an organization that purchase and consume most of goods in society. These marketers are interested in the role and relative influence of husband, wife and children to the acquisition with variety of products and different services. This problem will change a lot for the country and different social classes. Marketers must always study the unique pattern in each specific target market.

Reference groups: Many groups have affect to a person's behavior. Reference group of people including those with direct influence (face to face) or indirectly to the attitudes or behavior of people. The group has direct influence to a group called the members. That is group in which the person involved and have interactions with each other. There are primary groups, such as families friends, neighbors, colleagues, which they have constant communication relationship. The primary group is usually more formal and natural and require little relative communication frequently.

Marketers try to identify the reference group of their target customer. It is strongly influenced by the reference group at least three ways. The reference group facilitate for a personal contact with a new behavior and lifestyles. These group also influence with attitudes and self-concept of everyone, because people usually want to integrate into it. These group create the pressure to comply with the general standards and able to impact to the choice of products and brands in the reality of the person. The closer group, the exchange of information more effective team, and people increasingly appreciate that there are group such as work groups defining how product and brand selection of the person.

(Kotler, 1999, pp. 89-91)

External factors:

Demand and objectives: The consumption motive is feeling which is strong enough to think and act. Understanding consumer objective helps us understand what motivates them to use this product or other product. Currently, there is often confusion between the concepts of the motive needs. It can be said that if the demand is the feeling to be satisfied, then motive is action to satisfy such feeling.

Needs are the emotion which needs to satisfy things that humans require for survival and development. All individuals have needs, some innate, some due to accumulated in the process of learning, working, and living. According Maslow, humans have five levels of needs and they can only move to a higher level of satisfaction after the needs at lower levels have been satisfied. Accordingly, the needs develop from low to high level (Maslow's hierarchy of needs)⁴

❖ Physiological Needs

⁴ **Maslow's hierarchy of needs** is a theory in psychology proposed by Abraham Maslow in his 1943 paper "A Theory of Human Motivation" in *Psychological Review*.

- ❖ Safety Needs
- ❖ Social Needs
- ❖ Esteem
- ❖ Self-actualization

Perception: It is a process in which a person selects, organizes, and interprets information received to create a meaningful picture of the world. Selective perception is important because human perceives what they want selectively and are influenced to the extent that people consider how the risk of such purchase is.

Trust and attitudes:

Trust is the judgment containing a specific meaning that people may have about something. The formation of trust basically comes from knowledge so it influences significantly the buying behavior.

Attitude is good or bad assessment of a person which can be formed on the basis of existing and sustainable knowledge of an object or a certain idea, the feelings caused by them and possible course of action. The buyer will choose the brand with a good attitude when the motive appears.

(Kotler, 1999, pp. 94-96)

3.1.5 The effects on the individual nature on consumer behavior

The purchase decisions are also influenced by personal characteristics, the most significant is the age and stage of family life cycle, along with the financial situation, and the attention to the typical products of each group.

Age and stage of life cycle: During the cycle of life, people buy different good and services to serve their own targets in each stage of life time. For example, a baby need baby food and adults eat many kinds of food. Similarly, consumption is shaped by the family life cycle. Marketers often choose a specific group from this traditional life-cycle as their target market. Yet target households are not always family based: There are also single households, gay households, and cohabiter households. Some recent research has identified psychological life-cycle stages. Adults experience certain “passages” or “transformations” as they go through life.

Occupation: It has certain impact on the nature of the goods and services to be purchased.

Example: People in entertainment industry: singers, actresses, and models use luxury expensive brands, travel to famous places by means of modern vehicles such as: Taxi, plane, train while workers are buying labor clothes, work shoes, and boxed foods...

Economic situation: economic situation may include income, savings, and assets, debts, and repayment ability, attitude toward spending and saving. The selection of products is mainly influenced by the economic situation of such person.

Lifestyle: Those who come from the same cultural branch, social class, and occupation may have completely different lifestyle. Lifestyle demonstrates a man in relation to the environment comprehensively. So the marketers will look for relationships between its products and the lifestyle group.

Type of personality and self-notion: Each person has a unique personality which affects the buying behavior of such person. Personality is a set of human psychological characteristics to ensure the response against surrounding environment with a relatively stable sequence. Personality is also a useful variable in the analysis of consumer behavior, because they could classify the types of personality (prudence, emotional, dynamism, autonomy, aggressive, tidy, and facile) and the tight relationship between certain personality style with the choice of products and brands.

(Kotler, 1999, pp. 91-93)

3.2 RESEARCH MODEL

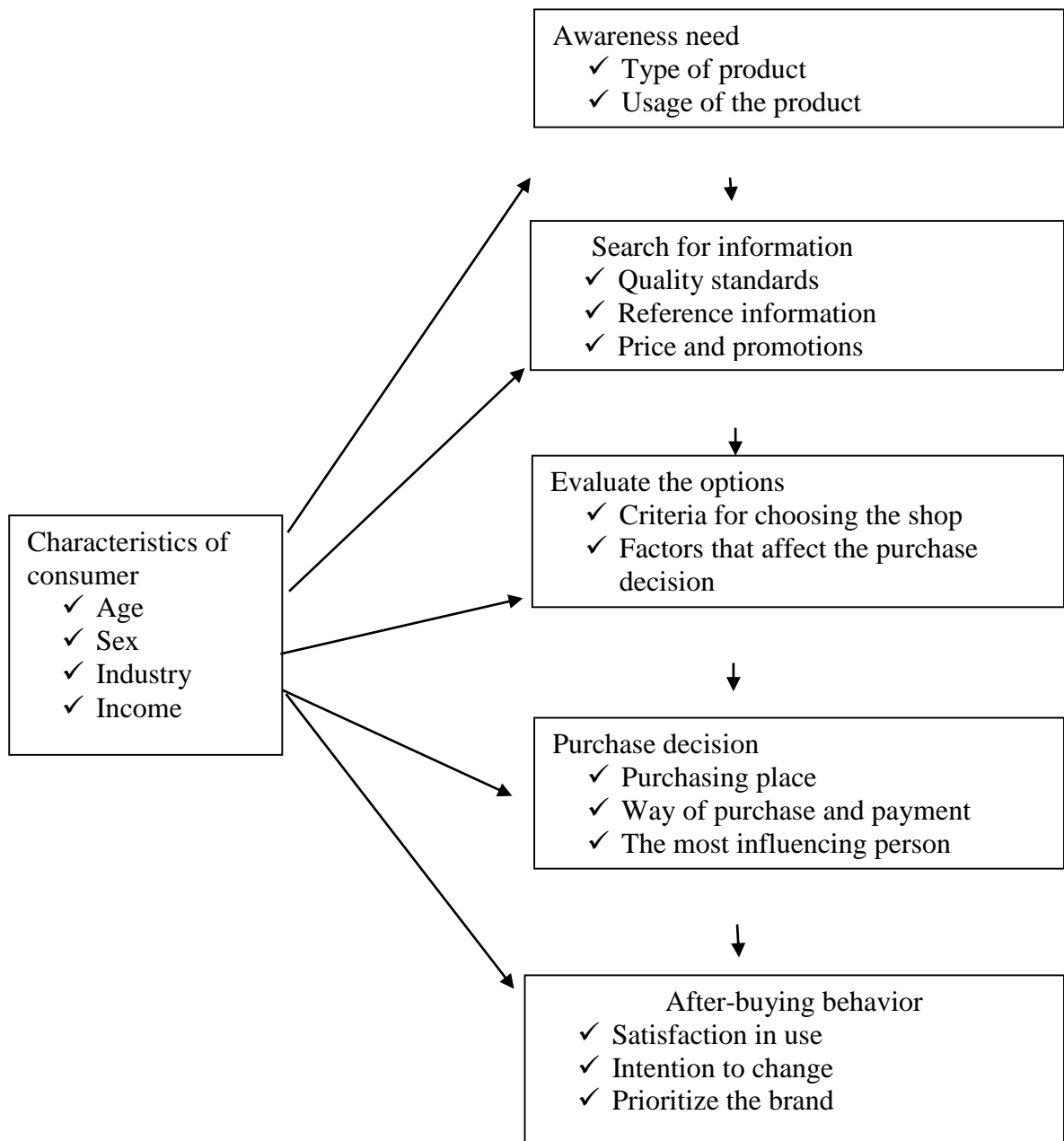


Figure 3: Research model based on Philip Kotler model

(Kotler, 1999, pp. 98-102)

Interpretation: From 5 component theoretical models of buying behavior combining with the impact of demographic variables such as gender, industry, and income, the mobile

phone customer behavior model is concretized as show (Perreau, n.d) above with the variables: Identification of the need which is encrypted via the main purpose and additional purpose of the usage. Search for encrypted information by the following variables: the most reliable source of reference information when buying a mobile phone; compare and evaluate the choice and make purchase decision is encrypted by variables: Purchase place, brand, functions, style, price, and person who influences purchase decision. After-sale behavior is measured by variables: Level of satisfaction, level of use with respect to the features of the mobile phone; buy or change to another one? Or keep loyalty with the previous brand.

4. Research Method

Research method, which will present the theoretical basis of consumer behavior. This part will figure out the research methods by following: An introduction to the overall research, methodology, using sort scale in research and sampling in the official scales.

Theory of questionnaires and surveys

Questionnaires⁵ and surveys are tools which used for collecting standardized data from a group of people (students, customers...). This method will be used for investigation or research and development a social problem to understand the general psychology of the people. The most popular survey is about the product quality and customer service as well. The questionnaire (survey) was the most common instrumental in market research, which used to record all of customer reviews by interview method. The questionnaire is a table of questions that need answers from people is getting interviewed, based on the psychological principles and the principles of human behavior, so the number of questions in the questionnaire depends on the content research.

The questionnaire can ask about habits or preferences, everyone's thinking about social problems. It is a tool for investigators collecting data to can get the best results. The more votes, the more honest answers, the ballot results more accurate investigation. Therefore, investigators have to create a brief and logic questionnaire to interviewee enable to answers with high accuracy.

There are two types of questionnaire: online and offline.

With online questionnaire form, the interviewee can answers question via the form which is created on the internet (Google drive).

With offline form, questionnaire will be printed on paper and individuals answer the questions by hand. However, with project complexity survey or lack of logic in the questionnaire, the percentage of vote answers are incorreceted or improper purposes is quite large. It is also difficult for implementation of the survey.

Ackroyd and Hughes were identified three types of survey (In Data Collection in Context-1981):

Factual surveys: is a method of gathering a descriptive information from a number of individual (referred known as a sample). For example: the government census.

⁵ Wikipedia: Questionnaire: Available at: <https://en.wikipedia.org/wiki/Questionnaire>

Attitude surveys: is a method focused on an opinions and attitudes of individuals. List of questions can be opened-ended questions (Do you think of something) or closed questions (Do you agree/disagree with something?)

Explanatory surveys: is a method of identifying questions or issuing research. For example: research on obesity situation in Vietnam to make a research question: People eat too much rice can cause an obesity or not?

(Ackroy & Hughes, 1981)

Secondary data: Data collected for some other purpose that is subsequently used in a research project (Wayne & Deborah) : the research projects of previous graduated students of Faculty of Economics, materials, curriculum research such as: Marketing basis of Philip Kotler..., gathering information sources from public information sources: Internet, radio, TV, magazines.

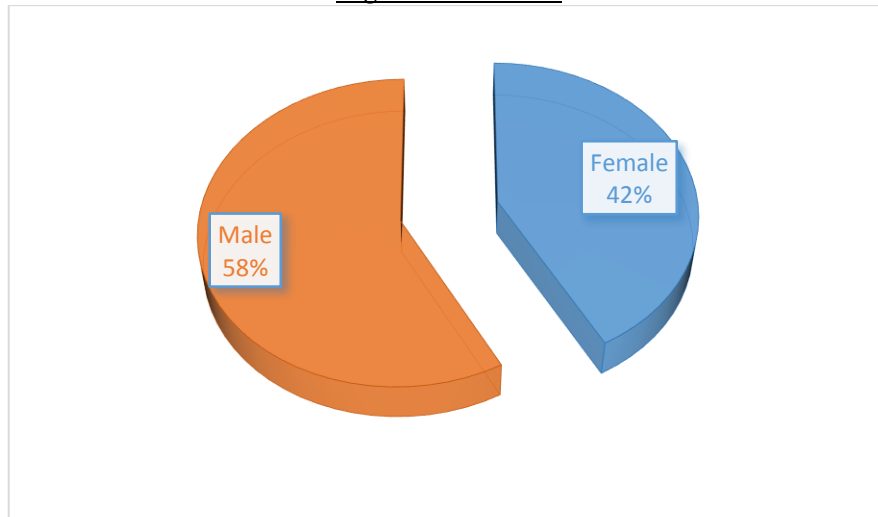
5. Research Findings

This part is the most important of the research. The results of the study will be presented on the basis of theoretical and framework which have been presented in the previous part. The content of this part includes two main sections: Information of sample and mobile phone consuming behavior of student.

5.1 Information of sample

5.1.1 Gender

Figure 4: Gender

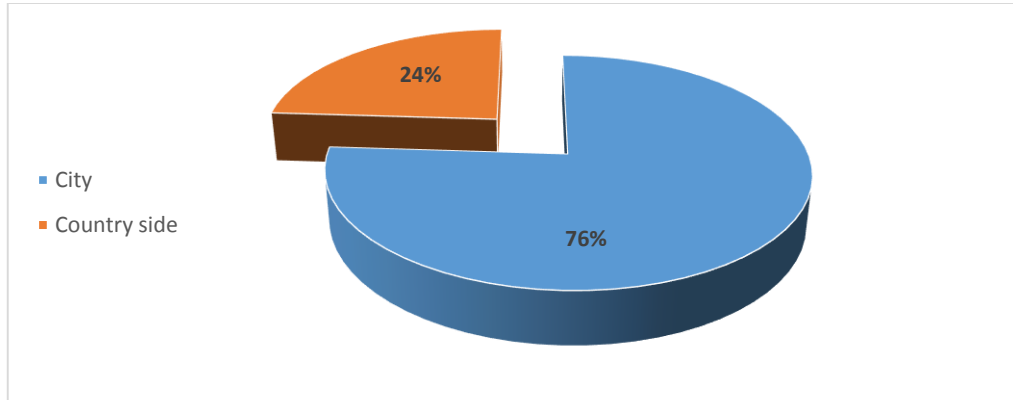


(Source: Survey conducted at Thang Long University, 2015)

After directly sending questionnaires to the student we received 50 sample. In this sample, the percentage of male is higher than female with 6% (Male: 58%, female: 42%). The percentage shows that in this sample, male is consuming mobile phone more than female. Hence, this study result will be concentrated in male's consuming behavior. However, through the process of sending questionnaires, we found that 100% of students have mobile phones. It proves that mobile phone is very popular in every social class and we also see necessity of mobile phone in the daily life.

5.1.2 Hometown

Figure 5: Hometown

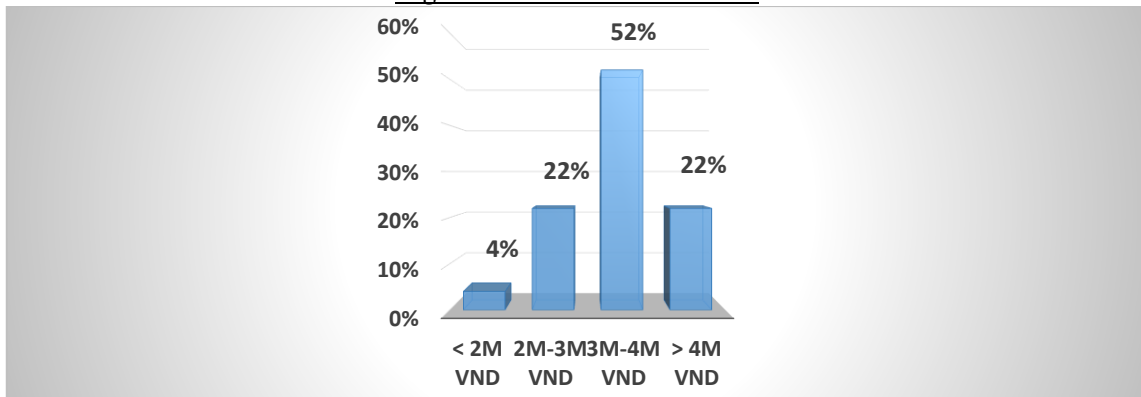


(Source: Survey conducted at Thang Long University, 2015)

In a survey, the percentage of student who living in the city had highest value with 76%, the next position is students in country side with 24%. This indicates that mobile phone market was invaded not only in cities, but also entering in country side and it shows that living standards and income of rural students was significantly approved. Beyond the necessities of life such as physiological needs, they also access to the new demands in the life like entertainment needs, needs to be confirmed, and needs to access to new modern technology to catch up with a modern of life nowadays.

5.1.3 Income Resources

Figure 6: Income Structures



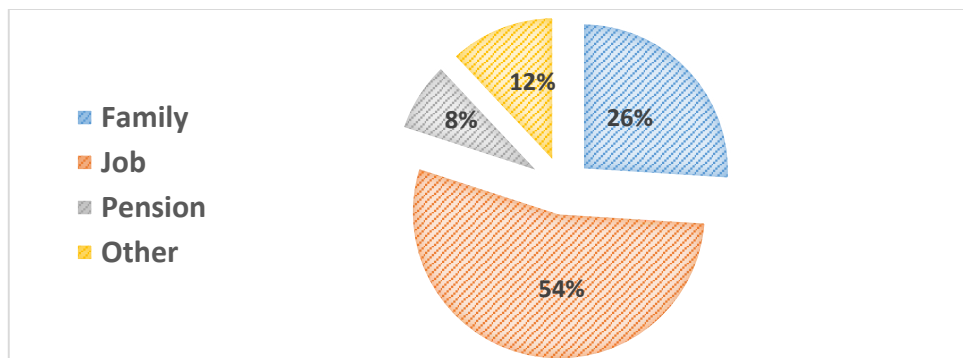
(Source: Survey conducted at Thang Long University, 2015)

Income Structures:

The chart above shows the highly structure of student’s income. The percentage of student whose has income below 2 million a month accounted for 4%; from 2 million to 3 million is 22%, next is the income from 3 million to 4 million per month with 52%. The last one is the percentage of student who has income over 4 million per month with 22%. This result indicates student will be able to buy a mobile phone according to their financial ability.

Income Resources:

Figure 7: Income Resources



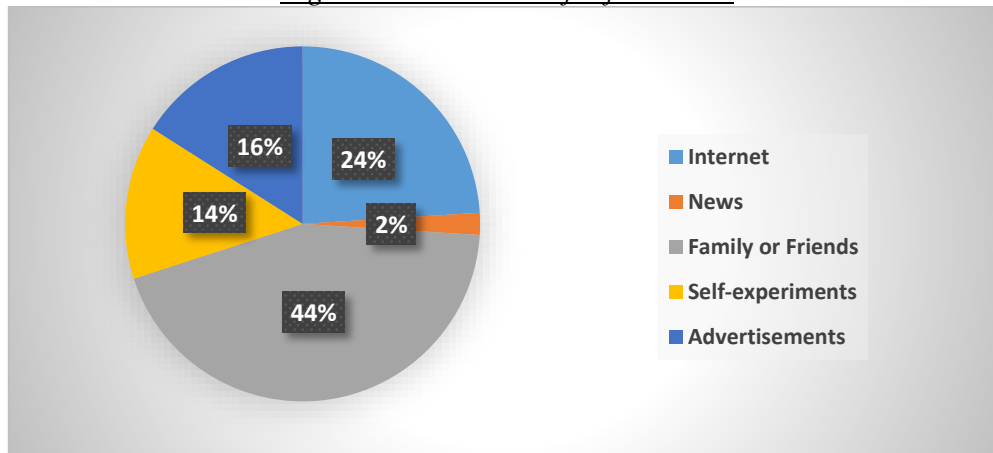
(Source: Survey conducted at Thang Long University, 2015)

Almost students in Viet Nam have had 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 student’s income is provided by family accounted for 26%, pension accounted for 8% and other answers accounted for 12% (scholarship they received from university).

5.2 Mobile phone consumer behaviour

5.2.1 Understanding cognitive demands

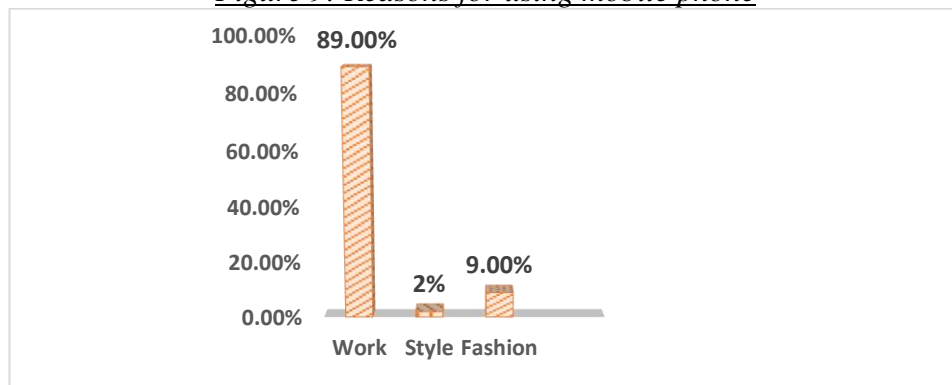
Figure 8: Resources of information



(Source: Survey conducted at Thang Long University, 2015)

Students decided on buying mobile phones based on various information sources. Each student has their own way of seeking information depending on their point of view. Through study, 44% of students believe in advice from family or friends and sellers. It means that it is a popular information resource and easy to access. In addition, this information is also very trustworthy because family and friends who are using can give them many useful information about the price, quality, durability and other functions of mobile phones. Sellers will also introduce exactly the phone's function as well as its community. It indicates that in the short time, mobile companies should train the seller's skill. They must have deep knowledge about the function and the utility of mobile phones. Besides, they must know how to service their customer with a good attitude, to make an impression to the customer in the purchase process and after the purchase. Internet is the second highest source, accounting for 24% of information. It is obvious that the modern Internet era has been extremely advanced and well-developed. The students are very interested in accessing the Internet to search information sources for life as well as to learn progress. The next one is the source of information from advertisements with 16%. Information source ranked fourth that students are interested in is the experience of themselves, which accounted for 14%.

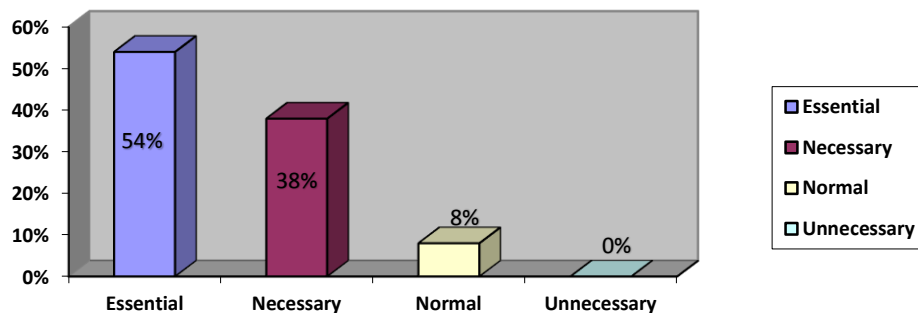
Figure 9: Reasons for using mobile phone



(Source: Survey conducted at Thang Long University, 2015)

It can be seen from the figure 9 above, most of student use mobile phones to satisfy the demands of work and communication: which value accounted for 89%. It proves that students use mobile phone with its proper purpose and bring many benefits to their life. 9% of the student said that they use mobile phone to express themselves style and 2% for passion and chasing fashion in the mobile world. This indicates that students use the phone for the right purpose.

Figure 10: Importance of mobile phone

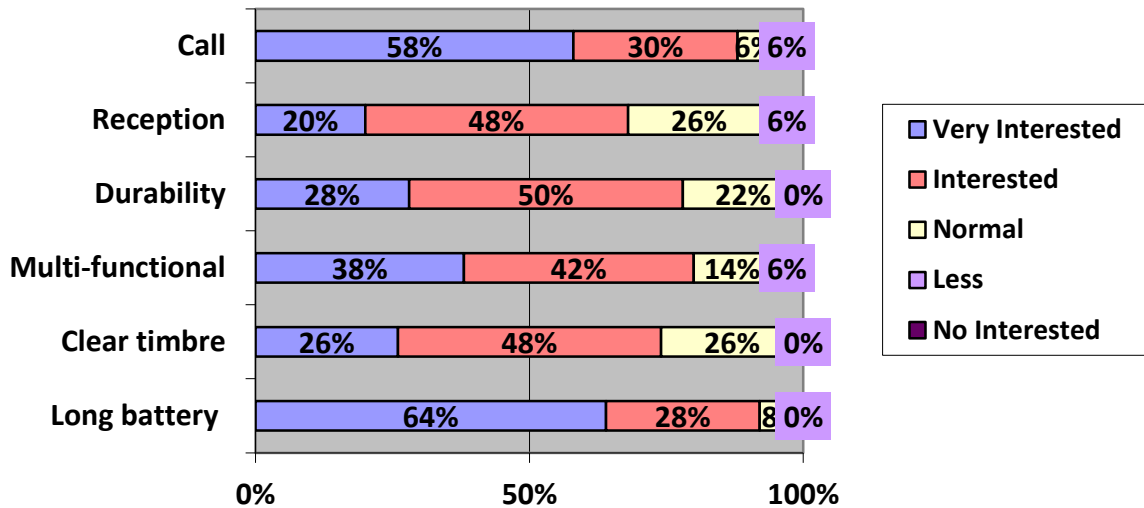


(Source: Survey conducted at Thang Long University, 2015)

Most of students (54%) said that the mobile phone is essential for them. 38% of student supposed that mobile phone is necessary. This indicates that students have noticed the importance of the mobile phone in daily life as keep in touch with friends, family or in case of emergency situations, they can contacts immediately. Just 8% of students thoughts that mobile phone is normal for them and none of them is without mobile phone (0%).

5.2.2 Evaluating plans

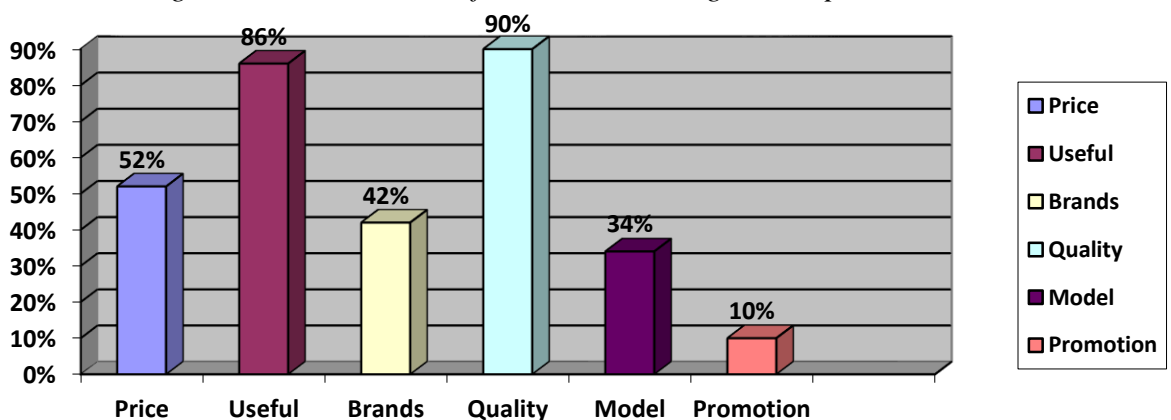
Figure 11: Mobile phone Attributes



(Source: Survey conducted at Thang Long University, 2015)

For the properties of quality of the mobile phone, such as long battery life, clear timbre, multifunction, good reception and call heard clearly. The figure 10 indicates student are very interested in long battery life (64%), good call (58%), multi-functional (38%), durability (28%) and clear timbre (26%). Most of these factors are influenced in purchasing mobile phone of students. In my opinion, enterprises should pay attention to these elements in order to improve quality to satisfy the customer’s demands of the world in general and students in particular.

Figure 12: Consumer Preference in selecting mobile phones

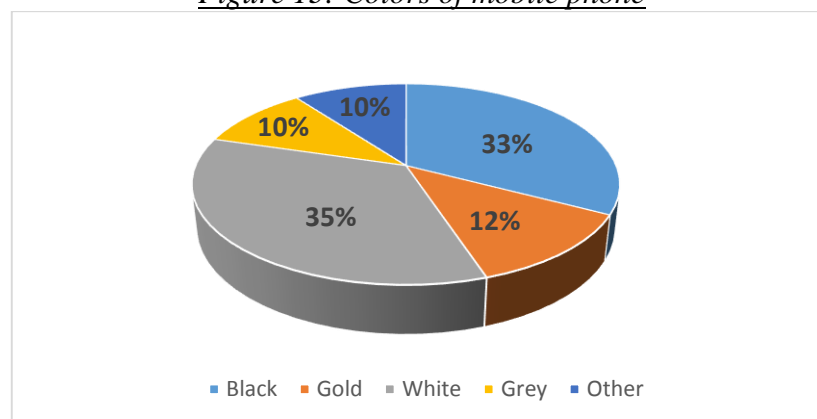


(Source: Survey conducted at Thang Long University, 2015)

This question had been set up as multiple answer questions because all of these criteria are important on purchasing mobile phone of student. Brands are intangible products. To build a reputable brand in the market and make it become well known is extremely difficult and takes a lot of effort. Student usually choose to buy phones based on famous brands accounted for 42% because of feeling secure during the use. Besides, the quality issue is also a criteria that most of student (90%) consider because owning a mobile phone with good quality will increase the time of using in a specific time. Almost student have phone these days. Not only send text messenger, call but they can also play games, read and reply emails as well as edit documents on the mobile phone. Today, the mobile phone has become part and parcel of many in daily life. That is why the useful criteria has the second highest percentage with 86%. The price issue is also a problem that student concern with (52%). For those students who depend on their family, they have to decide to buy a mobile phone with reasonable price. Next, factor of model or design of the products make up 18% the attention of the student. The design and model mobile phones are changing day by day to meet the demand of a competitive market. So that, if we do not update about the newest style, we easily become out of date. Promotion criteria just accounted for 10%.

The result of this question indicates: Not only students have known how to select of products suitable for their money but also meet the demand of themselves.

Figure 13: Colors of mobile phone



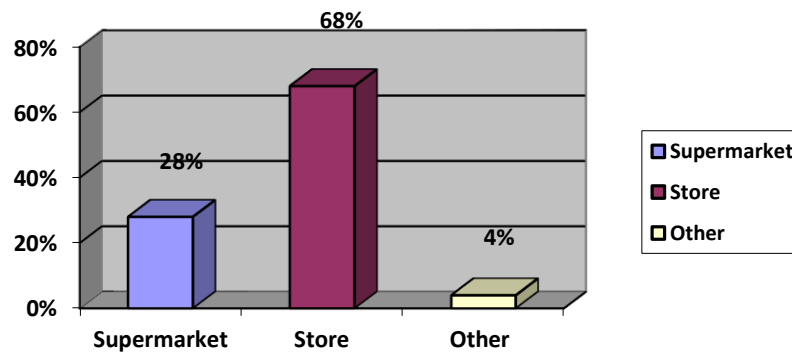
(Source: Survey conducted at Thang Long University, 2015)

Color is one of the external factor which catches the most customers' eyes. Because demand tastes of customer for this element is very high, the manufacturers launched a series of new products with the combination of colors and designs in a variety ways to

mobile phone market. Through survey, almost of students chose black colour (33%) and white colour (35%) because they think that black and white are two basic colour, easier to mix with clothes, accessories, and make the user becomes more elegant. Grey and gold colour respectively accounted for 12% and 10%. Lastly, the other colours (blue, red, green...) accounted for 10%.

5.2.3 Decision Making

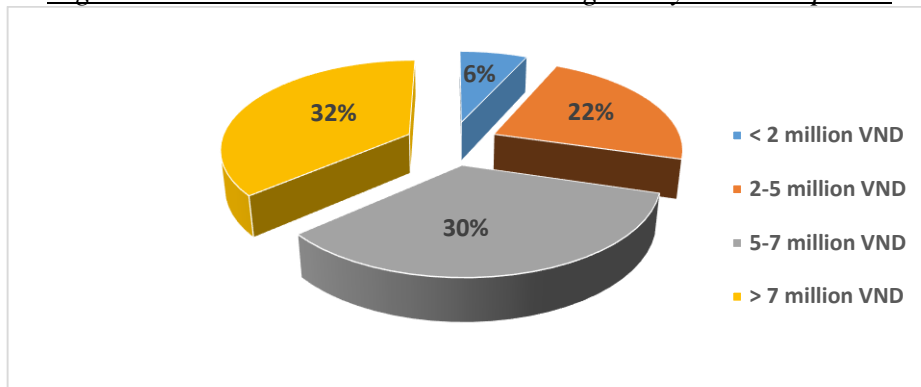
Figure 14: Place to buy a mobile phone



(Source: Survey conducted at Thang Long University, 2015)

When made the decision to buy and evaluate the plans, the next step is to phase out where to buy and the reasonable to buy. Mobile phone market are very diverse and complex because there are so many places selling it. From the figure 14, students often choose buying mobile phone in the store (68%). Because the stores are open in everywhere, from urban to rural areas, and it focuses on mobile phone device and electronic components, so students can easily to find products that they are looking for. Supermarket is the second highest value, accounted for 28%. Although products which sold in the supermarket is usually have promotion like buy one get free memory card...but normally have the higher price than others as well as difficult to change or maintenance procedures. The last is “Other” with 4%. Might be these student choose buying phone in secondhand-store or buying from their friends when they do not have enough money.

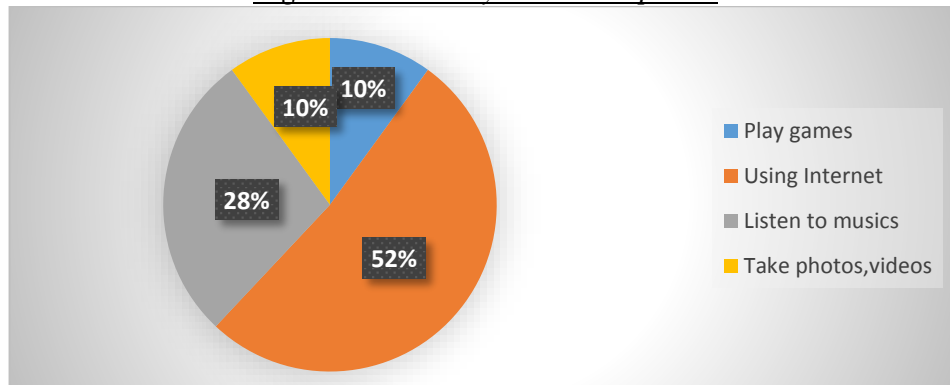
Figure 15: Price levels that student willing to buy a mobile phone



(Source: Survey conducted at Thang Long University, 2015)

As the analysis in the previous part about income factor, the majority of students accepted the price of mobile phone at 5-7 million VND (30%) and over 7 million VND (32%) because at this price they can access to many entertainment by diversity applications such as play games, make a short films or movies, using Internet, simple photoshop pictures etc. This price was excepted by almost of students and suitable for them. The price level from 2 to 5 million VND accounted for 22%. Lastly, the price levels below 2 million VND accounted for 6%. For those people who accepted this price might be had lower income than others or do not receive money from their family or simply that they just selected for the purpose of calling, messaging and not interested in other function.

Figure 16: Activity on mobile phone

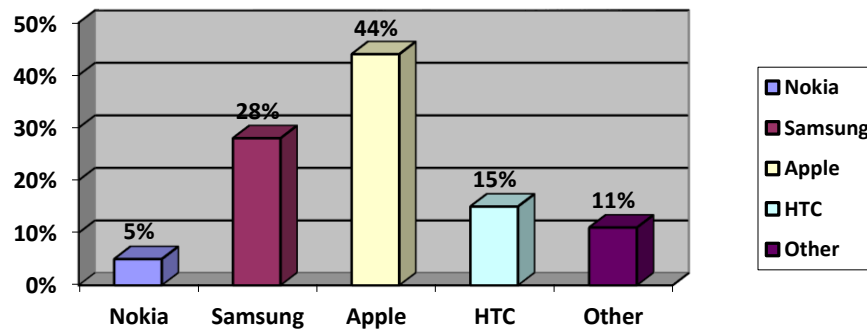


(Source: Survey conducted at Thang Long University, 2015)

Through the survey, most of students selected using the Internet as main activity with 52% because on the Internet, they can find everything to update newest news in the world as well as to entertain for themselves. Most of new device in the mobile phones market now has access to Internet by one-touch. To connect to the Internet, their phone must be supported internet access or data transmission, such as Wi-Fi, 3G, and 4G. The second highest value is

“Listen to music” activity, which accounted for 28%. Playing games and taking a photos, videos has the same value with 10%. The result indicates that student tends to buy a mobile phone with variety applications to entertain and to satisfy themselves for above features.

Figure 17: Brand of mobile phone

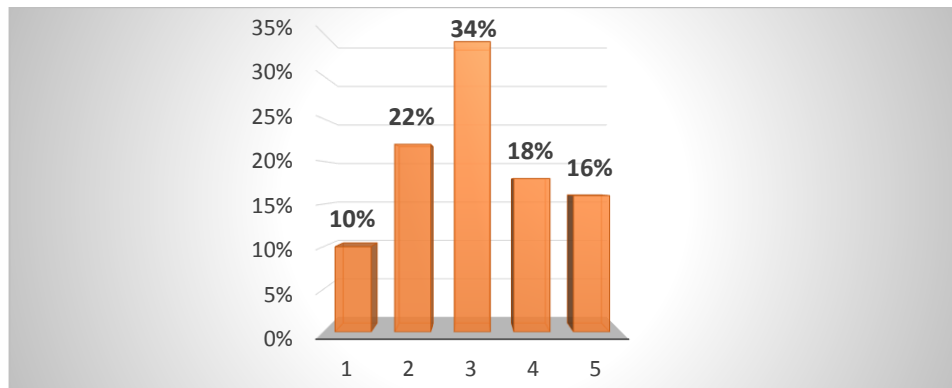


(Source: Survey conducted at Thang Long University, 2015)

Apple is the 25 most valuable brands worldwide in 2015 and Iphone is one of the most advanced products of them with multi-touch screen, virtual keyboard, send and receive emails, navigation, browse the web. That is why we have 44% of student decided to use Iphone products. Next, Samsung has the second highest value which accounted for 28% of students’ consumers. Samsung is the biggest manufacturers of Android operation in the world. By using Samsung mobile phone, they can download many applications without pay any fees. “HTC” brand has the value with 15%. The lowest value is belong to Nokia, which has the biggest strength is long battery life and high durability.

5.2.4 Post-purchase behavior

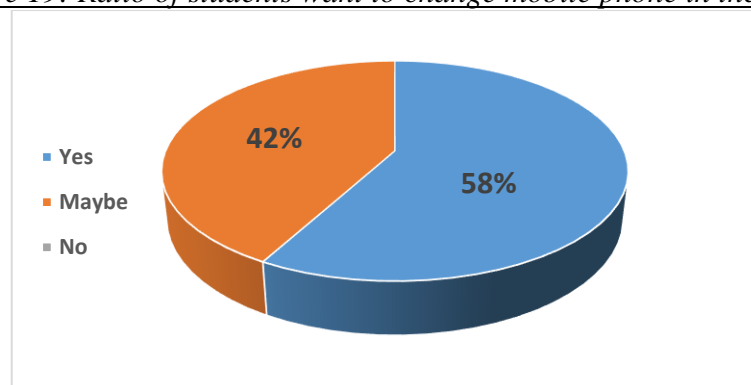
Figure 18: Satisfaction of using mobile phone



(Source: Survey conducted at Thang Long University, 2015)

The question was built with the rank from 1 to 5 to ask the student that how they satisfied with their current mobile phone (5 being the most satisfactory and 1 being the least). As the results from survey, students are not satisfied with their phone just accounted for 10%. The reason for it might be during their use, mobile phones are broken, defective or even out of order. On the other hand, the students said that they are very satisfied with their current mobile phone accounted for 16%. This result shows us these students feeling happy and believe in the process of selecting mobile phones as well as know how to purchase a mobile phone with a good quality. 34% of students selected “Normal” level to their current mobile phone. That means they might be changed a new phone in the near future.

Figure 19: Ratio of students want to change mobile phone in the future



(Source: Survey conducted at Thang Long University, 2015)

The ratio of student who want to change their mobile phone has the highest value with 58%. Because the society is developing, news has been updating day by day, the modern

technology, newest designs and styles has been changing to satisfy the demands of consumers. Besides, the replacement of mobile phone is necessity because operation, applications, styles will be updated in the future as well as quality and new modern features of mobile phone. The students who selected “May be” account for 42%. That means they do not know when they will buy a new mobile phone and have a no idea at the moment. None of them will not change mobile phone in the next time.

6. Conclusion and the limitation of the study

6.1 Conclusion

This paper has explained the concept and model of consumer behaviors as well as process of making decision. Especially, a survey was conducted with 50 participants (students of university) in order to figure out how they buy a mobile and which factors influence them when making decisions. 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%). In term of device's functions, such as long battery life, clear timbre, durability, multi-functional, quality of voice and signal, the top priority are long battery life and the good at call quality, which respectively accounted for 64% and 58%. When students decided to buy a new mobile phone, they would care mostly about the quality (90%) and the useful (86%) on selecting products. Besides, students tend to choose buying at stores (accounted for 68%, followed by supermarket (28%) and others 4% of second-hand store or electric Centre).

On the other hand, half of participants (52%) cared about the price when buying a mobile phone. However, this paper also found out that most of student are willing to buy a mobile phone at price from 5 to 7 million VND and over 7 million VND (30% and 32% respectively) which are much higher than their income per month. It could be explained by the needs of student for high-tech devices with faster operation system, variety applications and functions but higher price (90% chose quality and 86% chose useful as concerning criteria when buying mobile phone). Moreover, Moreover, 52% of survey participant chose the Internet is essential function of a mobile phone they need. It also explains for the preference why student chose brand with better internet browser such as Iphone (Apple brand) 44% and Samsung mobile phone has the second highest value of 28% 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.

From these viewpoints, 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.

6.2 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 detailed questions and sent them to students who studying in Thing Long University via social networks (Facebook, department page, group chat...) and 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.

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8. 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
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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