

TITLE : A STUDY OF CONSUMER ATTITUDE TOWARD
CELLULAR MOBILE TELEPHONE IN THE BANGKOK
METROPOLITAN AREA.

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ABSTRACT

THE OBJECTIVE OF THIS RESEARCH WAS TO STUDY
ATTITUDES AND BEHAVIORS AS WELL AS FACTORS HAVING
INFLUENCE ON THE DECISION TO BUY OR TO HAVE A CELLULAR
MOBILE TELEPHONE.

THIS STUDY SUBJECTED DATA FROM A SURVEY OF
OPINION INVOLVING 200 CASES OF CONSUMERS IN GENERAL IN
BANGKOK TO ANALYSIS TO DETERMINE THE PERCENTAGES OF
CONSUMERS OF THE FAMILY CATEGORY AND THE BUSINESS
ESTABLISHMENT CATEGORY BASED ON ATTITUDES, AS WELL AS
ANALYSIS TO DETERMINE THE NORM AND THE STANDARD DEVIATION
IN ORDER TO DETERMINE THE FACTORS WHICH CONSUMERS TAKE
INTO CONSIDERATION IN MAKING THE DECISION TO BUY A
CELLULAR MOBILE TELEPHONE.

AS THE RESULT OF ATTITUDES AND BEHAVIORS AS WELL
AS FACTORS LEADING THE CONSUMERS TO USE CELLULAR MOBILE
TELEPHONES, IT WAS FOUND THAT THE MAJORITY OF THE

CONSUMERS WERE INDIVIDUALS WHOSE OCCUPATIONS WERE AS BUSINESSMEN AND PRIVATE CONCERN OPERATORS.

CELLULAR MOBILE TELEPHONES OF THE NOKIA BRAND, 900-MEGAHERTZ SYSTEM, OF THE TELEPHONE ORGANIZATION WERE THE MOST PREFERRED IN THE DECISION TO BUY OR TO HAVE A CELLULAR MOBILE TELEPHONE. THE MAJORITY OF THE CONSUMERS TOOK INTO CONSIDERATION THE OBJECTIVE OF DAILY-LIFE USE DUE TO THE NEED TO MAKE BUSINESS OR PERSONAL CONTACT MORE THAN ANY OTHER REASON.

THE EXISTENCE OF OTHER TELEPHONE SERVICES, E.G. FONEPOINT, PACKLINK, ETC., HAD NO EFFECT ON THE DECISION TO BUY OR TO HAVE A CELLULAR MOBILE TELEPHONE.

THE FACTORS HAVING THE GREATEST INFLUENCE ON THE CONSUMER'S DECISION WERE THE PRICE, THE QUALITY, THE PROPERTIES AND THE ACCESSORIES OF CELLULAR MOBILE TELEPHONES OF EACH BRAND.

CURRENTLY, THE MAJORITY OF THE CONSUMERS WERE OF THE ATTITUDE TO CELLULAR MOBILE TELEPHONES THAT THE BRAND OF MOTOROLA. 900-MEGAHERTZ NMT SYSTEM, OF THE TELEPHONE ORGANIZATION WAS THE BEST FOR USE IN BANGKOK.

THE MARKETING MEANS BY WHICH TO IMPROVE THE EFFICIENCY OF CELLULAR MOBILE TELEPHONES. TO MEET CONSUMERS' NEED IN TO IMPROVE ALL OF THE PRODUCT, THE PRICE, THE PLACE AND PROMOTION.