The Philippine labors, who work in construction industry and as household helpers are attached importance to information searching, are not good at careful and meticulous calculations, are not pragmatic and are not. This cluster dominates 35%. The consumption characteristics are blindly aspiring after fashionable tide, consuming blindly, do not believe in advertisement. On the second place is Indonesian labors, and they are more pragmatic and do not believe in advertisement. The consumers of IF card: the Philippine labors or Indonesian females whose ages are around twenties, and they work in electronics industries or as household helpers. They are easy to be influenced by friends.

The characteristics of consumer cluster of each brand can be described as follows: The consumers of Ideal card: the household helpers or female workers in the industries who are under 30 years olds, some of them are graduated from universities and most of them are coming from Philippines. There is one thirds of female whose pocket money on hand is more than migrant labors in Taiwan. The other consumers of OK card: Place importance on the price and promotion activities. Most of them are male Thai labors who are around thirties. Their personality is not very independent or do not have self confidence and they will believe in the advertisement. On the second place is Indonesian labors, and they are more pragmatic and do not believe in advertisement. The consumers of IF card: the Philippine labors or Indonesian females whose ages are around twenties, and they work in electronics industries or as household helpers. They are easy to be influenced by friends.
trending to be partial of cluster 1. The secondary factor of motivation/using purpose is to communicate with friends who are working in Taiwan. Estimating and considering the above mentioned factors: the price that is cheap is of the first importance and it is averagely bought from convenient stores, the stores that are near churches or buy it from friends in the factory. The off-net calls ratio are about 3 ~ 4 times at most. Cluster 2: dominates 28%, they place importance on information searching, participate in social activities, have more self confidence and more independent, attach importance to fashionable trends and are not conservative. 41.3% of them are household helpers, and Indonesian labors can be categorized into this cluster. Their consideration factors are communication quality and cheap rates as the priority, and they always buy it from convenient stores and the stores that are near churches. Cluster 3: dominates 37%, they are stubborn and pragmatic, independent, have their own individual opinions and is not influenced by the fashionable trends or stimulation from outside world. Thai labors trend to be in the third cluster and most of them are working in the construction industry, which dominates 38.3%. In general, cluster 1 and cluster 3 are the consumer group with very extreme differences, while for the marketing staffs, cluster 2 is the cutest consumer group, which has the advantages of cluster 1 and cluster 3 at the same time and also values the fashionable trends. They will also accept the information of advertisement messages or participate in the promotion activities.

Keywords: Mobile Phone Prepaid Card; Migrant labor; Consuming behavior; Life-Style