Migrant labor''s Consuming behavior of Mobile Phone Pre-paid Card

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ABSTRACT

Ever since the market of Taiwan Telecommunication opens up to public access, the number of mobile phone users is growing rapidly and in the December of 2001 the number has reached 21.63 millions of users, among which there are about 4.28 millions of users (it equals to 20%), who uses prepaid card type. And there are about 300,000 of migrant labors in Taiwan at the present day, almost all of them have mobile phones but since they cannot apply for the monthly paid mobile phone number, they have become the main consumers group of the prepaid card of mobile phone. The study scope and the subjects of this research are the migrant labors such as Thai labors, Philippine labors and Indonesian labors, who are now using the prepaid card of mobile phone in the northern part of Yunlin County where is all of the Middle and Northern parts of Taiwan. Through data collecting, data statistics analysis and the questionnaire about the actual condition of migrant labors consumption, and living formation, we hope to understand the living method of migrant consumers with different nationality and whether there is significant difference in the population statistics variable, and to further analyzing the consumption characteristics of migrant labors with different nationality. Of which the result will be provided as the reference for the marketing channel members of system companies and marketing industries when they are staking out the target in the differentiated market, advancing marketing activities plan and executing product intensification to develop the market. Since the Council of Labor Affairs (CLA) lists the address of employers who employ migrant labors as the confidential documents, we are unable to find the name list of sampling population to execute the complete random sampling. So current study adopts the purposive sampling method, to sample according to the migrant labors percentage in Taiwan with the 346 sets of availability questionnaires. Among which 143 sets of questionnaire for Thai labors (which is 41%), 99 sets of questionnaire for Philippine labors (which is 28%) and 104 sets of questionnaire for Indonesian labors (which is 30%). The ratio is approximated to the population ratio of Thai, Philippine and Indonesian migrant labors in Taiwan. The interview location is at Taipei Railroad Station, at Chung Shan North Road, at Taoyuan Railroad Station, and at the periphery migrant labor stores near Yunlin Industrial Park, where migrant labors always gather by using the overseas students or migrant storekeepers, who are proficient in the local languages as the interviewers. The living formation factor analysis method carries out the living formation scales of twenty questions through Principal Component Analysis to extract the formation element of living formation factor and uses the cluster analysis trying to find the homogeneity of migrant labors. On the data analysis, we use the slice and dice analysis between nationality and the actual condition of consumption, the slice and dice analysis between the brand used and the actual condition of consumption, the slice and dice analysis between the cluster and the actual condition of consumption to analyze and understand its correlations. As the result, we find that in the consumption behavior of the same nationality, the homogeneity is higher than the same brand, and the same brand is higher than the same cluster. From this study, we can know that the homogeneity of migrant labors from each country that they are working in Taiwan is very high, and the effect on each other between companions and living in the unfamiliar living environment of Taiwan will twist their original behavior mode. Further, the current study discovers that: 1. 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 general. They will send messages to each other and will make many-sided comparison before buying the prepaid card. The other consumers of Ideal card are the male Thai labors, and their same characteristics is adroit in careful and meticulous calculation, is 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. They will take notice of the posters and they are also adroit in careful and meticulous calculations, are also more pragmatic, and place importance on the communication quality and rates. The 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 without self confidence and they will believe in the advertisement. On the second place is Indonesian labors, and they are more independent and do not believe in advertisement. The homogeneity of the consumers of Ideal card and IF card are higher, and they usually call local calls. 2. To analyze the consumers and their consuming behaviors according to the cluster differentiation. Cluster 1: This cluster dominates 35%. The consumption characteristics are blindly aspiring after fashionable tide, consuming blindly, do not attach importance to information searching, are not good at careful and meticulous calculations, are not pragmatic and are not independent or do not have self confidence. The Philippine labors, who work in construction industry and as household helpers are

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

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