

The Relationship between Mobile Phone Consumers' Behavior, Life Styles and Customer Satisfaction - A Comparison Study a

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ABSTRACT

The main purpose of this study is to explore the relationship among mobile phone consumers' demographical variables, life styles, consumers' behavior and satisfaction. A comparison across Taiwan Strait is also included. This study uses questionnaire survey method. A convenient sampling approach was used. In Taipei, 359 valid questionnaires were collected. In Shanghai, 316 valid questionnaires were collected. The results of this study were as follows: 1. Consumers in Taipei like mobile phone with low prices along with special discount and limited contract. Consumers in Shanghai like mobile phone in middle to high price range. 2. The consumers in life style group of "rational and fashionable" have higher consumer satisfaction on "whole experience, quality, prices, shape, and functions" than both the consumers in life style group of "amiable and plain". The trend is the same across Taiwan Strait 3. In Taipei, the buyers of low prices mobile phone have higher satisfaction on prices and quality than the buyers of middle prices mobile phone. The buyers of high price mobile phone have higher satisfaction on function and shape than the buyers of middle price mobile phone. In Shanghai, the buyers of low price mobile phone have lower satisfaction on every dimension than the buyers of high price mobile phone. 4. In terms of consumer behavior, the subjects in Taipei consider more in the realistic and economic factors. The subjects in Shanghai prefer ideal and enjoyment.

Keywords : mobile phone , lifestyle , consumer satisfaction

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