

**CONSUMER BEHAVIOUR OF MOBILE PHONE USERS :A
DEMOGRAPHIC AND PSYCHOGRAPHIC STUDY**

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ABSTRACT

Mobile communications have influence deeply not only economic activities of business, households and government but also various areas of people's daily life (Saljoughi, 2002). The demographic and everyday life of the behaviors and lifestyle of the mobile consumer are therefore important in the technological innovation and market development of the mobile phone market.

This study examines usage pattern of the Malaysia mobile phone consumer behaviour in an urban setting. Four hundred twenty six mobile phone users were surveyed about their pattern of usage, demographics and lifestyle characteristics. The result of this study confirmed that user's usage pattern was significantly associated with their gender, age, occupation, income and self-confidence level. Specifically, usage of mobile phone was found to increased as income and age increased. It was also found that respondents who were businessman and professionals had distinctly higher usage as compare to the non-working or lower income group of clerks, production staff, students and retiree. In addition, usage by gender was marginally differentiated. Interestingly, it was also found that the usage of mobile phone could be associated with the level of confidence to a person.

Reflecting on this study, the paper then considers the marketing implications and how this whole research might be further developed in the future.

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