Study the Cell Phone Purchasing Inclinations of the Adolescents

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I. Foreword

I.1. Motivation of the Research
An article on Udn.com reported that according to the reports from United Nations, the popularity rate of cell phones has reached 60% globally, demonstrating that the mobile phone has become the first choice of communication technology for the general public. It shows that there is a huge difference between the modern phone and the past, and the demands of the consumers have changed as well. This research will investigate the third-grade students of Nantou Senior High School to analyze their shopping preference for the cell phones.

I.2. Purpose of the Research
Our aim is to study the cell phone purchasing inclinations of the adolescents. (Take the third-grade students of Nantou Senior High School for example.)

I.3. Method of the Research
First, the questionnaires will be used as an approach of the research. Then, we will use Microsoft Excel to analyze the data, and to compile the data for every objective in accordance to the questions asked. Finally, we will make a full explanation of the result.

II. Literature Review

II.1 How would the cell phone brand and functions affect consumers' behavior?
Francis J. Kelly III & Barry Silverstein (2006) said, "The seller hopes that the information of a brand can influence our point of views and purchasing behaviors." This is a time of quick change. We can’t actually see the value of a brand, but the brand really influences our purchasing.

II.2 How may the cell phone functions affect consumers’ behavior?
王亭勻、林姿妤、鄭夙彣(2010) believed that because of the technology advance, sellers can now make a lot of fashionable products or products with various functions. Whether the consumers are satisfied with cell phones is greatly influenced by how practical and how useful the cell phones are to the consumers.

II.3 The Marketing Strategy of Sony Ericsson

II.3.1 Use the image packing of the product.
Sony Ericsson gives the cell phone's appearance a fashion style and that gives
II.3.2 Meet the consumers' needs.
Consumers have more and more demands for the functions of cell phones, so the cell phone elimination rate is high in the market. However, Sony Ericsson constantly improves their cell phone functions to meet the consumers' needs.

II.3.3 Use the placement marketing.
"Product placement" means payment. Sony Ericsson puts the message on television, film and other media. This enables audiences to accept advertising in the form of not resisting the perception of the product in their mind. 王慧瑜、郭美纹、魏家萱（2009）considered that Sony Ericsson's products often appeared in the idol dramas, movies, newspapers and magazines, which are closely connected with the consumer's life. That greatly increases their business opportunities.

II.3.4 Use the special marketing method.
Sony Ericsson asks all the agents to hold a first three-day event to sell their new cell phone. As a result, both the agents and Sony Ericsson itself can earn money and create a win-win situation.

II.4 Focus on the value rather than the price.
In the past, any cell phone of Sony Ericsson issued had good and stable quality, which was its characteristic. Therefore, its price was high all the time. To consumers, although its price was high, it kept its value for a long period. In 2006, Sony Ericsson determined to enlarge their market share. So since 2006, all their latest issues (Walkman or smart phone, etc…) have had medium and low prices for choices.

III. Data Analysis

III.1 The Basic Data Statistics of Questionnaires.
The 110 third-graded students in Nantou Senior High include 38 students from the Department of Applied Foreign Languages, 37 students from the Department of Social Science, and 35 students from the Department of Natural Science. 110 questionnaires are issued, and 100 copies are recollected. The overall response rate is 90.9%. There are 90 effective questionnaires, and 10 invalid questionnaires. The effective response rate is 81.8%.
Lists of the Basic Data Statistics of Questionnaires:

(1) The Overall Response Rate:

<table>
<thead>
<tr>
<th>Number of Copies Issued</th>
<th>Number of Copies Recollected</th>
<th>Overall Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>110</td>
<td>100</td>
<td>90.9%</td>
</tr>
</tbody>
</table>

(2) The Effective Response Rate:

<table>
<thead>
<tr>
<th>Valid Questionnaires</th>
<th>Invalid Questionnaires</th>
<th>Effective Response rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>90</td>
<td>10</td>
<td>81.8%</td>
</tr>
</tbody>
</table>

III.2 The Usage Rate of Each Brand among the Students.

We found that 48 out of the 100 students use Sony Ericsson. We wondered why Sony Ericsson is so attractive to young people. So we arrange the conclusions out of Wu Feng University's essay and Business Next Monthly's report. Sony Ericsson has two main products: First is the music cell phone. Second is the camera cell phone. We found that the music cell phone inherits SONY Walkman, and accidentally establishes Sony Ericsson's position in the youngsters' mind.
III.3 The Demands that the Students Select Sony Ericsson.

We found that the students would take the price into the first consideration. Then, they would think about the appearance. The brand is the third, and the function is the last one. Therefore, we think that Sony Ericsson can provide a number of cell phones in a variety of prices for consumers to choose from.

III.3.1. The Analysis of Cell Phones’ Prices.

We found that most of the students who use Sony Ericsson would choose the cell phones between NT$3000 and NT$6000. We made a comparison with the prices from the Chunghwa Telecom Co. Ltd. and Sogi, the professional cell phone introduction website.
<table>
<thead>
<tr>
<th>Brand / price</th>
<th>Under NT.3000</th>
<th>Between NT.3000 and NT.6000</th>
<th>Between NT.6000 and NT.10000</th>
<th>More Than NT.10000</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung</td>
<td>9</td>
<td>2</td>
<td>0</td>
<td>2</td>
<td>13</td>
</tr>
<tr>
<td>Nokia</td>
<td>7</td>
<td>3</td>
<td>0</td>
<td>3</td>
<td>13</td>
</tr>
<tr>
<td>HTC</td>
<td>0</td>
<td>0</td>
<td>3</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td><strong>Sony Ericsson</strong></td>
<td><strong>2</strong></td>
<td><strong>3</strong></td>
<td><strong>2</strong></td>
<td><strong>1</strong></td>
<td><strong>8</strong></td>
</tr>
<tr>
<td>Motorola</td>
<td>2</td>
<td>3</td>
<td>0</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>LG</td>
<td>3</td>
<td>1</td>
<td>0</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

Table 1, the List of Prices (Chunghwa Telecom Ltd, 2011. Nov.)

<table>
<thead>
<tr>
<th>Brand / price</th>
<th>Under NT.3000</th>
<th>Between NT.3000 and NT.6000</th>
<th>Between NT.6000 and NT.10000</th>
<th>More Than NT.10000</th>
<th>All</th>
</tr>
</thead>
<tbody>
<tr>
<td>Samsung</td>
<td>22</td>
<td>21</td>
<td>3</td>
<td>11</td>
<td>57</td>
</tr>
<tr>
<td>Nokia</td>
<td>14</td>
<td>19</td>
<td>9</td>
<td>6</td>
<td>48</td>
</tr>
<tr>
<td>LG</td>
<td>15</td>
<td>17</td>
<td>7</td>
<td>3</td>
<td>42</td>
</tr>
<tr>
<td><strong>Sony Ericsson</strong></td>
<td><strong>3</strong></td>
<td><strong>11</strong></td>
<td><strong>15</strong></td>
<td><strong>4</strong></td>
<td><strong>33</strong></td>
</tr>
<tr>
<td>Motorola</td>
<td>1</td>
<td>7</td>
<td>11</td>
<td>5</td>
<td>24</td>
</tr>
<tr>
<td>HTC</td>
<td>0</td>
<td>0</td>
<td>7</td>
<td>18</td>
<td>24</td>
</tr>
</tbody>
</table>

Table 2, the List of Prices (Sogi, 2011. Nov. 5th)

From Table 1 and Table 2, we found that the cell phones between NT$3000 and NT$6000 are not the top sellers. Interestingly, they are the top sellers in the Chunghwa Telecom Ltd., though there are only 3. However, in the Sogi, Sony Ericsson's sale is worse than the other brands. But if we enlarge the range of price (the cell phone in the NT$3000 and NT$10000), Sony Ericsson's sales performance was significantly better than the other brands. So if the price survey portion expansion to (the cell phone in the NT$3000 and NT$10000) the rate would rise to 66%. Therefore, we found that the students can afford to buy most of the cell phones Sony Ericsson produced.
III.3.2. The Analysis of Cell Phones’ Shapes.

From the statistics, we found that the design is an important factor when the students select Sony Ericsson. Sony Ericsson produces a lot of bar phones which are simple and light. The users think that those phones make them more fashionable.

III.3.3. The Analysis of Cell Phones’ Functions

As for functions, we found that the students who choose Sony Ericsson think the music function is the most important. The camera / video function is not so important as the music function. A few students pay attention to the communication function. Among the other functions, the students consider that the game function is essential, too.
IV. Conclusion

IV.1. In this research, we found that more than 50% of the third-grade students of Nantou Senior High School use Sony Ericsson cell phones. About 21% use Nokia ones, 8% use Samsung ones, 4% use LG ones, 3% use Motorola ones, and about 16% use the other brands.

IV.2. We discovered that most of the students using Sony Ericsson take the price into the first consideration. The price between NT$3000 and NT$6000 is the most popular. Their second consideration is the brand.

IV.3. We also discovered that most of the students like to use bar phones, and they usually use cell phones to take pictures and listen to the music.

IV.4 We think that the reasons for the success of Sony Ericsson marketing tactics are as follows:

(1) Sony Ericsson's products have strong functions, good-looking, etc., and teenagers desire them.
(2) Teenagers are sensitive to the fads, and Sony Ericsson can catch up with them.
(3) By means of the network resources and mass media, teenagers are more and more easily exposed to the product information.
(4) Sony Ericsson cell phones are popular with the students because of its good image.

V. References

Francis J. Kelly III & Barry Silverstein. 尖子品牌—發掘五十個成功品牌的——背後秘訣。台北市：麥格羅·希爾。 (2006)。

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童儀展。索尼愛立信重回手機前三大。數位時代月刊。（2006）

手機王。2011 年 11 月 05 日，取自 http://www.sogi.com.tw/


VI. Appendixes

* 手機調查問卷：
你好，我們是應用外語科的學生，目前正在製作「專題製作」，需設計一份問卷以作調查之用，此份問卷主要是研究消費者對於手機習慣、挑選習慣等等，而該問卷僅供研究之用不會留下任何資料，請安心填寫！您所提供的寶貴意見，對我們的研究將會有很大的助益，再次感謝您填寫這份問卷！
1. 性別 □ 男生 □ 女生
2. 手機品牌： □ Nokia □ Sony Ericsson □ LG □ Motorola □ Samsung □ HTC □ IPhone □ 其他 ____________________
   手機型號 ______________________________________
3. 請問您購買手機時會考慮什麼（非複選）
   □ 外型（請跳至第五題） □ 品牌（請跳至第六題）
   □ 價格（請跳至第六題） □ 功能（請跳至第六題）
4. 請問您選擇該手機是因何種關係（非複選）
   □ 直立 □ 貝殼 □ 滑蓋 □ 觸控 □ 其他（例：顏色，外型設計）
5. 對手機的功能要求（可複選）
   □ 多媒體功能（照相，錄影） □ 音樂播放功能
   □ 通訊功能（簡訊，電話） □ 其他 ____________________
6. 請問您對目前所使用的手機滿意度為？ □ 滿意 □ 普通 □ 不滿意
7. 平均一天使用手機時數？
   □ 不到 1 小時 □ 1-3 小時 □ 4-7 小時 □ 7 小時以上
8. 請問您認爲使用手機最大的動機？
   □ 通訊方便 □ 娛樂生活 □ 追求流行 □ 其他 ______
9. 通常都用手機來做什麼？
   □ 打電話 □ 傳簡訊 □ 玩遊戲 □ 其他 ______
10. 請問你一支手機平均使用幾年？
    □ 一年以下 □ 一~二年 □ 兩~三年 □ 三年以上
11. 對手機價格方面大約多少較合理
    □ 三千以下 □ 三至六千 □ 六千至一萬 □ 一萬以上