THE UNIVERSITY OF HONG KONG
PUBLIC OPINION PROGRAMME (POP)

Mobile Phones and Users' Self Perception

COMMISSIONED BY
OGILVY PUBLIC RELATIONS WORLDWIDE

SURVEY REPORT

Compiled by
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SURVEY REPORT

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CONTACT INFORMATION	
Date of Survey	8-20 May 2001
Target Population	Cantonese speakers in Hong Kong aged 18 or above who possess mobile phones
Survey Method	Telephone survey with interviewers
Sampling Method	Telephone numbers were selected randomly from residential telephone directories and mixed with additional numbers generated by the computer
Sample Size	1,535 successful cases
Response Rate	66.4%
Standard Error	Less than 1.3%

PREAMBLE

The Public Opinion Programme (POP) was established in June 1991 at the Social Science Research Centre in the University of Hong Kong to collect and study public opinion on topics which could be of interest and value to academics, policy-makers, the media, and the general public.   In order to strengthen our position as an independent provider of opinion data for the media, POP was transferred to the Journalism and Media Studies Centre (JMSC) in The University of Hong Kong effective from May 1, 2000.

In April 2001, POP was commissioned by Ogilvy Public Relations Worldwide to conduct the present survey, captioned the "Public Perceptions on Issues Related to the Usage of Mobile Phones".   The aims of the survey were to study Hong Kong people's perception of mobile phone usage, their demand for after-sale services, and the matching between mobile phone users' personality and the product they chose.

The questionnaire was designed independently by the research team at The University of Hong Kong after consultation with the client.   Fieldwork, data analysis and interpretation were also carried out independently by the research team.

A total of 1,535 Hong Kong Cantonese-speaking residents aged 18 or above who currently possessed a mobile phone were successfully interviewed by the interviewers of the research team during the period of 8-20 May, 2001.   The effective response rate was 66.4% and the standard error due to sampling was no more than 1.3%.

AREAS OF INVESTIGATIONS

Five particular aspects were examined in this survey, namely:

1. *General Usage*: to study the general public's satisfaction level with respect to their current mobile phone, their frequency of changing mobile phones, as well as the critical factors they used when changing and choosing mobile phones.

2. *Demand for After-sale Services*: to gauge the general public's demand for specific services like enquiry on mobile phone functions, repair and maintenance, and after-sale services in general.

3. *Consumers' Reactions Under Different Social Situations*: to understand the classification of mobile phone users in Hong Kong based on the psychology concept of "self-monitoring". Self-monitoring is related to social behavior and preferences, including preferences for consumer products and advertising appeals which can be elaborated in details as follows:

   "Some people are relatively more capable and willing to regulate their self-presentation in response to social appropriateness called for in different situations. People who are more responsive to situational cues are more likely to behave differently in different situations, depending on the social and interpersonal circumstances. On the other front, people who are less responsive to situational cues are more likely to behave according to their own attitudes, feelings, and traits."

4. *Consumers' Self-perceptions*: to investigate some of the beliefs and attitudes people have towards themselves. Two sets of self-perception – "sophistication" and "excitement" were put to test in the present survey.

5. *Brand/Product Personality*: to find out the associations between the set of human characteristics and a specific brand/product. It has been found in previous research that consumers prefer brands associated with their personality traits that are congruent with their own. Therefore, in line with the sets mentioned previously, "sophistication" and "excitement" were examined in relation with mobile phone.

RESEARCH METHOD

Telephone interview was adopted to collect all data required. To minimize sampling bias, telephone numbers were first drawn randomly from the residential telephone directories as "seed numbers", from which another set of numbers was generated using the "plus/minus one/two" method so as to capture those unlisted ones. Duplicated numbers were then filtered out and the remaining numbers were mixed in random order to compile the final telephone sample.

The target population of this survey was mobile phone users in Hong Kong aged 18 or above who spoke Cantonese. When more than one qualified subject was available in a household, the one who would have his/her birthday next was selected.

EXECUTIVE SUMMARY

☐ The present survey has found that Hong Kong people were generally satisfied with the mobile phone they possessed. Nokia was definitely the most popular brand, followed by Motorola, Ericsson, and Panasonic at a distance. As for network operator, the market leaders were Orange, 1010/One 2 Free/1+1, Smartone/Extra, and then "New World Telephone".

☐ About three-quarters of mobile phone users have changed their phones over the past two years, the average number of change-overs for these users being 2.2, or 1.6 for all mobile phone users, meaning that people would normally change their phone around once every year. The two main reasons for people to change their mobile phone were damage of the old one, and replacement of an outdated style.

☐ "Trendy style" was reportedly the most prominent factor when choosing a new mobile phone, followed by "reasonable price". Most Hong Kong people would simply sell their old mobile phone for money when they changed to a new one.

☐ When left stranded with certain functions of their mobile phone, the majority of respondents would read the user manual on their own. The next two popular solutions were to consult their friends and simply avoid those functions, but they seldom seek advice from their network operator or mobile phone supplier.

☐ In case of phone damage, most of them would visit their network operators while fewer people would go to the mobile phone supplier directly.

☐ Around three-quarters of users were aware of after-market services of mobile phone, and considered them important. The after-market services that consumers needed most were, in descending order, repair services, hotline enquiry services, sale of mobile phones and accessories, and downloading of ring tone/screensaver onto their mobile phone.

☐ To test the matching between mobile phone users' personality and the product they were using, respondents were classified into those who were more responsive to situational cues like social appropriateness and those who were less responsive to situational cues. The classification was made according to

respondents' answers to a set of 18 questions. In this study, there were 309 respondents who could be classified as more responsive and 653 as less responsive.

☐ Respondents who were <u>very</u> responsive to situational cues were likely to change their self-presentation according to the situation and were further classified as "high self-monitors," while those who were <u>very</u> unresponsive to situation cues behaved more likely according to their own attitudes, feelings, and attributes and were further classified as "low self-monitors". There were 321 low self-monitors and 309 high self-monitors.

☐ High self-monitors were more likely to have changed their mobile phones more often, and chose a brand and model which was the most popular. Low self-monitors were less likely to have changed their mobile phones.

☐ To further explore the matching between the consumer and the product, two trait dimensions were used, namely, sophistication and excitement. Sophistication can be characterized as being upper class and charming, while excitement can be characterized as being spirited and exciting.

☐ This study found that the way respondents viewed themselves was related to the way they viewed their mobile phone. Those who thought that they were sophisticated and that sophistication was important to them (the "sophistication schematic respondents") rated their mobiles higher on the sophistication dimension. Similarly, those who thought that they were exciting people and excitement was important to them (the "excitement schematic respondents") rated their mobiles higher on the excitement dimension.

☐ In the survey, half of the respondents were asked to imagine themselves participating in an elegant wedding banquet, a situation that could be characterized as being high on the sophistication dimension. The other half of the respondents were asked to imagine themselves participating in a dinner gathering with some fun friends, a situation that could be characterized as being high on the excitement dimension. All respondents were also asked to imagine that they needed to call someone. They were then asked to estimate how likely they will use their mobile in the situation and, assuming that they had used it, how satisfied they would be with the phone.

☐ It was found that amongst high and low self-monitors, sophistication schematic respondents were *less* likely than sophistication aschematic respondents to use their phone in the sophisticated situation, perhaps because they considered the use of mobile phone in an elegant banquet as a not very sophisticated behavior and therefore were less likely to use their phone. Being more responsive to situational cues, high self-monitors were more willing to use their phone when they perceive their phone to be also sophisticated. On the other hand, usage satisfaction and likelihood was related for low self-monitors in the excitement situation but the two was *not* related for the high self-monitors.

☐ As for the selection of future phones, regardless of which situation they were asked to imagine, low self-monitors as a group was more likely to prefer mobile phones that were higher in sophistication than excitement, reflecting their lower responsiveness to situations, while, after imagining themselves in an excitement situation, high self-monitors were more likely to select a future mobile phone that was higher in the dimension of excitement, thus reflecting their higher responsiveness to the excitement situation. Such findings on consumer psychology should have important implications for mobile phone designers, if not everyone in the consumer trade.

TECHINCAL SUMMARY

(A) General Opinions related to Mobile Phone Usage

Of the 1,535 respondents interviewed, more than half of them (52%) reported that the brand of their most frequently used mobile phone was Nokia, followed at a distance by Motorola (13%) and then Ericsson (8%). With regards to their overall satisfaction with the mobile phone, results showed that, using a scale of 0-100, with 0 representing the least satisfied, 100 the most satisfied and 50 being half-half, the average scores attained by the top three market leaders are 75.3, 73.0 and 68.9 respectively. However, it is worth mentioning that certain brands received even higher satisfaction scores from their users, such as Philips (80.0) and Bosch (78.0), although they were relatively less popular among the Hong Kong population.

As on the network operator they currently used, 28% of them answered "Orange" whereas another 19% chose "1010/One 2 Free/1+1", 18% "Smartone/Extra" and 16% "New World Telephone".

Results also showed that the average number of mobile phones that the respondents had changed over the past two years was 2.2 out of the 1,116 respondents who changed phones, i.e. 1.1 per year, while another 26% of the total sample did not change their mobile phone at all. When asked to report the most prominent reason for changing their last mobile phone, 31% of those respondents who had changed their mobile phone during the past two years said the need was triggered by the damage of the previous one. The second and third most popular reasons were "outdated style" (29%) and "lost" (13%) respectively. By the same token, more than one-third of all respondents (37%) claimed that "trendy style" was the most prominent factor when choosing their current phone whereas "reasonable price" (21%) was reported as the second-placed determinant factor, with answers related to the functions available followed behind.

Nearly 30% of the overall sample would simply sell their mobile phone for money when they changed to a new one. Besides, almost equal proportion of respondents said they would give it to their relatives/friends (24%) or keep it up for future use if needed.

(B) Behavior and Attitudes towards After-market Services of Mobile Phone

Another part of the survey intended to gauge the general public's behavior and expectations towards specific aspects of mobile phone-related services, namely enquiry on functions, repair and maintenance together with after-market services as a whole.

Results revealed that behavior of people in Hong Kong was rather heterogeneous with respect to their preferred action to take when they did not know how to use certain functions of their mobile phone because 41% of them would read the user manual without seeking for anyone's help, whilst another 26% would consult their friends and 19% simply avoid those functions. Other less popular channels, in descending order, were to "seek advice from the network operators (e.g. Hutchison, Sunday), "from the mobile phone suppliers (e.g. Nokia, Ericsson)" and then "from relatives". Of all the available channels, it was found that respondents were most satisfied with the advice provided by their relatives, attaining an average satisfaction score of 82.8 out of 100. They were also quite satisfied with their friend's assistance (75.4) as well as by trying it out themselves (74.1). However, they were relatively less satisfied with the user manual mode (71.4) even though it was the most popular solution.

In cases of mobile phone damage, the picture was different as 43% of the respondents reported that they would seek advice from their network operators while 29% would go to the mobile phone supplier directly. Only 11% said they would visit the mobile phone vendors. Yet, it was interesting to learn that 7% of the respondents would repair the damaged phone on their own. Regarding their satisfaction with the mobile phone repair services they had ever used, the mean rating was more or less the same across all these channels which ranged from 67.7 (mobile phone supplier) to 65.5 (self-repair).

When asked whether they were aware of any after-market services for mobile phones, around three-quarters of respondents (73%) gave positive response in contrast to one-quarter (27%) who said they did not know. As on the importance of the after-market services, an overwhelming percentage (78%) thought it was important, of which 31% chose "Very important" and 47% "Quite important". When further asked what elements they expected to include as regards the after-market services of mobile phone, "repair services" topped the list which accounted for 66% of the respondents, followed at a distance by "hotline enquiry services" (33%) and "sale of mobile phones and accessories" (20%).

(C) General Profile

The Self-monitoring Scale was used to measure respondents' tendency to regulate their self-presentation. Respondents could score from 0 to 18. Respondents could be categorized into those who regulated their self-presentation to a lesser extent (scoring 0 to 8) or greater extent (scoring 9 to 17; there was no respondent who scored 18). Out of the 962 respondents who completed the scale, there were more people who showed a lesser tendency to regulate their self-presentation. Six hundred fifty-three respondents scored below 9 and 309 respondents scored 9 or above (25th percentile is 5.0, 50th percentile 7.0, 75th percentile 9.0).

When asked to evaluate themselves on the dimension of "sophistication", respondents in general rated themselves quite highly (average of 63.8 on a scale of 0 to 100, with "0" representing the least score, "100" the top score, with "50" being half-and-half; SD=17.3, N=1236) and considered it as a fairly important aspect for themselves (average of 64.0 on a scale of 0 to 100, with "0" representing absolutely unimportant, "100" representing absolutely important, with "50" being half-and-half; SD=19.7, N=1295). Similarly, respondents rated themselves quite highly on the dimension of "excitement" (average 63.1, SD=18.2, N=1261) and considered the dimension to be quite important to them (average 65.0, SD=20.4, N=1302).

Respondents rated their mobile phone quite highly on both the sophistication dimension (average 66.5, SD=15.9, N=1356) and excitement dimension (average 62.1, SD=18, N=1299).

(D) Relations Between Consumers Characteristics and Mobile Phone Selection

Comparing respondents whose self-presentation was very responsive to situational cues (the top 25% on the Self-monitoring Scale, the high self-monitors) with those who were the least responsive (the bottom 25%, the low self-monitors), the very responsive respondents were more likely to have changed their mobile phones more often in the last two years. Of those who had changed their phone only once in the last two years, 59% were low self-monitors. The high self-monitors made up 77% of those who had changed 4 phones in the last two years, 70% who changed 5 phones, and 100% who changed 8.

Concerning the most important reason for selecting their newest mobile phone, 67% of the high self-monitors mentioned "the brand and model was the most popular" and 60% of the low self-monitors mentioned "most of their friends and colleagues are using the brand and model."

High and low self-monitors did not differ in their reasons for changing their last mobile phone, how they disposed of old mobile phones, and reactions to lack of knowledge of certain functions of their mobile phones.

(E)   Relations Between Consumers Characteristics, Mobile Phone Selection and Satisfaction Level

High and low self-monitors' satisfaction with their mobile phone did not differ systematically. High self-monitors gave an average satisfaction score of 73 (SD=15.1, N=303) and low self-monitors gave 73.5 (SD=13.9, N=313). Ratings on sophistication and excitement dimensions for mobile phone also did not differ for high and low self-monitors. High self-monitors gave an average phone sophistication score of 66.0 (SD=15.1, N=295) and low self-monitors gave 67.0 (SD=15.8, N=298). High self-monitors gave an average phone excitement score of 61.0 (SD=17.7, N=285) and low self-monitors gave 61.9 (SD=17.5, N=290). All Fs<1.

The way respondents viewed themselves was related to the way they viewed their mobile phone. Relative to respondents who did not think that they were sophisticated and sophistication was unimportant to them (sophistication aschematic respondents, N=383), those who thought that they were sophisticated and sophistication was important to them (sophistication schematic respondents, N=444) rated their mobiles higher on the sophistication dimension. Sophistication aschematic respondents gave their mobile phone an average sophistication score of 59.3 (SD= 16.5, N=383) while sophistication schematic respondents gave an average of 72.1 (SD=13.4, N=444) to their phone (F=151.1, p=.00). Similarly, relative to respondents who thought that they were low on the excitement dimension and excitement was unimportant to them (excitement aschematic respondents, N=436), those who thought that they were exciting people and excitement was important to them (excitement schematic respondents, N=485) rated their mobiles higher on the excitement dimension. Excitement aschematic respondents gave their mobile phone an average excitement score of 56.8 (SD=19.3, N=436) while excitement schematic respondents gave an average of 67.4 (SD=15.7, N=485) to their phone (F=83.9, p=.00).

In general, mobile phone satisfaction was related to how sophisticated respondents perceived their phone to be (r =.51, p=.00, N=1323), and perception of phone sophistication was related to how sophisticated respondents perceived themselves to be (r=.35, p=.00, N=1182) and how important sophistication was to respondents (r=.24, p=.00, N=1228). Similarly, phone satisfaction was related to how exciting respondents perceived their phone to be (r=.37, p=.00, N=1271), and perception of phone excitement was related to how exciting respondents perceived themselves to be (r=.33, p=.00, N=1177) and how important excitement was to respondents (r=.26, p=.00, N=1204).

Given the generally positive connotation of "sophistication," it would be a generally desirable attribute to exhibit across a wide range of situations. Therefore, if one were to behave appropriately across situations, then it would socially "safe" to behave in a sophisticated manner, regardless of how important one may think that sophistication is to oneself. Therefore, one would expect that relative to low self-monitors, high self-monitors, who are more responsive to social appropriateness, would behave and consider themselves as sophisticated even if they may think that sophistication is not very important to them. On the other hand, low self-monitors, who are more likely to behave according to their attitudes and traits, would be more likely to behave and consider themselves sophisticated only when they think that sophistication is important to them. As suggested, the relation between self-rating of sophistication and importance ratings of sophistication for high self-monitors (r=.59, p=.00, N=272) was not as strong as that for low self-monitors (r=.71, p=.00, N=275).

Furthermore, the relation between excitement self-rating and excitement phone-rating was slightly stronger for low self-monitors (r=.43, p=.00, N=276) than that for high self-monitors (r=.35, p=.00, N=271). This result suggests that perhaps low self-monitors may be more inclined to select a phone with perceived attributes that reflects their own dimension of excitement.

(F) Relations Between Consumers' Self-monitoring Tendency, Situation Characteristics and Mobile Phone Usage

In the survey, half of the respondents were asked to imagine themselves participating in an elegant wedding banquet, a situation that could be characterized as being high on the sophistication dimension. The other half of the respondents were asked to imagine themselves participating in a dinner gathering with some fun friends,

a situation that could be characterized as being high on the excitement dimension. All respondents were also asked to imagine that they needed to call someone. They were then asked to estimate how likely they will use their mobile in the situation and, assuming that they had used it, how satisfied they would be with the phone. For high and low self-monitors, there was no obvious difference between usage likelihood in the two situations: 2.9 (SD=1.1, N=137) in the sophisticated situation and 3.2 (SD=.9, N=138) in the excitement situation, on a scale of 1(will absolutely not use) to 4 (will certainly use). When asked to estimate how satisfied they would be if they had used their phone in the imaginary situation, there was no obvious difference between the two situations: 70.9 (SD=17, N=137) in the sophisticated situation and 73.2 (SD=14.2, N=138) in the excitement situation.

In further examination, sophistication schematic high and low self-monitors were *less* likely than their sophistication aschematic counterparts to use their phone in the sophisticated situation (3.0 [SD=1.0, N=56] vs. 2.8 [SD=1.1, N=81]; F=4, p=.05). Perhaps sophistication schematic respondents considered the use of mobile phone in an elegant banquet as a not very sophisticated behavior and therefore were less likely to use their phone.

Being more responsive to situational cues, high self-monitors were a little more willing to use their phone when they perceive their phone to be also sophisticated. For high self-monitors who perceived their phone to be sophisticated, the average usage likelihood rating was 3.3 (SD=.9, N=40), compared to only 2.8 (SD=1.1, N=41) when they perceived their phone not to be sophisticated (F=3.7, p=.06).

As low self-monitors are more likely to behave according to their own attitudes, feelings and attributes, it is reasonable to speculate that if they do not think they would be satisfied with their phone, they would not use it. It was therefore not very surprising that usage likelihood was more closely related to usage satisfaction for low self-monitors than high self-monitors. More specifically, usage satisfaction and likelihood was related for low self-monitors in the excitement situation (r=.24, p=.00, N=161) but the two was *not* related for the high self-monitors (r=.19, p=.21, N=113). In the sophisticated situation, the relation between the two was comparable for the two groups of self-monitors (high self-monitors: r=.17, p=.01, N=152; low self-monitors: r=.23, p=.01, N=152) .

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(G) Relations Between Consumers Characteristics, Situation Characteristics and Future Phone Selection

What would happen to respondents' future phone selection when they were reminded of certain situational characteristics? After imagining participating in a particular situation, respondents were asked to indicate their preference for certain characteristics in their future mobile phone. Low self-monitors as a group was more likely to prefer mobile phones that were higher in sophistication than excitement, reflecting their lower responsiveness to situations. One the other hand, after imagining participating in a situation high on the dimension of excitement, relative to low self-monitors, high self-monitors were more likely to select a future mobile phone that was higher in the dimension of excitement (F=9.7, p=.00), thus reflecting their higher responsiveness to the excitement situation.

Appendix I

Demographic Profile of the Respondents

Demographic Profiles of Respondents

Gender

	Frequency	Percentage
Male	713	46.4%
Female	822	53.6%
Total	**1,535**	**100.0%**

Age

	Frequency	Percentage
18 - 20	138	10.3%
21 - 29	324	24.3%
30 - 39	408	30.6%
40 - 49	303	22.7%
50 - 59	106	7.9%
60 or above	56	4.2%
Total	**1,335**	**100.0%**

Education Attainment

	Frequency	Percentage
Primary or below	153	10.5%
Secondary	941	64.6%
Tertiary or above	363	24.9%
Total	**1,457**	**100.0%**

Occupation

	Frequency	Percentage
ᵗ Professionals and semi-professionals	295	20.5%
Clerk and service workers	459	31.9%
Production workers	188	13.0%
Students	149	10.3%
Housewives	218	15.1%
Others (unemployed, retired, etc.)	132	9.2%
Total	**1,441**	**100.0%**

Housing

	Frequency	Percentage
Public housing estate	448	31.5%
Housing Authority subsidized sale flats	207	14.5%
Housing Society subsidized sale flats	18	1.3%
Private housing	676	47.5%
Villages: villas/bungalows/modern village houses	22	1.5%
Villages: simples stone structures/traditional village houses	16	1.1%
Private temporary housing	13	0.9%
Staff quarters	20	1.4%
Others	4	0.3%
Total	**1,424**	**100.0%**

Appendix II

Frequency Tables

Frequency Tables

Q2 The brand of your mobile phone is: (If there is more than one, please base on the one you use most frequently)

	Frequency	*Percentage*
Nokia(諾基亞)	784	51.9%
Motorola(摩托羅拉)	189	12.5%
Ericsson(愛立信)	115	7.6%
Panasonic(樂聲)	101	6.7%
Siemens(西門子)	77	5.1%
NEC(日本電子)	36	2.4%
SONY(新力)	33	2.2%
Samsung(三星)	24	1.6%
Philips(飛利浦)	8	0.5%
LG(樂喜金星)	8	0.5%
Mitsubishi(三菱)	8	0.5%
Bosch(博世)	5	0.3%
Alcatel	2	0.1%
Sanyo	2	0.1%
Sagem	1	0.1%
Beffone	1	0.1%
Hitachi	1	0.1%
Don't know/ Forgotten	117	7.7%
Total	**1,512**	**100.0%**

Q3 How satisfied are you with your mobile phone? (If there is more than one, please base on the one you use most frequently) Please use a scale of 0-100 to evaluate, with 0 representing the least, 100 representing the most and 50 being half-half. How would you rate?

	Mean	*Standard Error*	*Base*
Nokia(諾基亞)	75.3	0.49	753
Motorola(摩托羅拉)	72.9	1.11	181
Ericsson(愛立信)	68.9	1.51	111
Panasonic(樂聲)	74.1	1.07	97
Siemens(西門子)	68.3	2.02	74
NEC(日本電子)	66.9	2.86	35
SONY(新力)	74.9	3.27	33
Samsung(三星)	63.5	3.20	23
Philips(飛利浦)	80.0	4.33	8
LG(樂喜金星)	56.3	6.53	8
Mitsubishi(三菱)	63.1	6.74	8
Bosch(博世)	78.0	3.74	5
Alcatel	70.0	0	2
Sanyo	55.0	5.00	2
Sagem	60.0	0	1
Beffone	75.0	0	1
Hitachi	75.0	0	1
Don't know/ Forgotten	68.4	1.62	99
Total	**73.0**	**0.39**	**1,442**

Q4 Which network operator are you using currently? If there is more than one, please base on the one you use most frequently.

	Frequency	*Percentage*
Orange	433	28.3%
Pacific Century CyberWorks, including 1010/One 2Free/1+1	294	19.2%
Smartone/Extra	269	17.6%
New World Telephone	239	15.6%
Sunday	147	9.6%
Peoples	83	5.4%
Others	24	1.6%
Don't know/ Hard to say	40	2.6%
Total	**1,529**	**100.0%**

Q5-Q6 Then, I will ask for your opinion regarding your mobile phone. I want you to think of your mobile phone as a person, that it has its own personality and characteristics. I will read out two descriptive terms, what you need to do is to rate your mobile phone with respect to each term, with 0 representing the least, 100 representing the most and 50 being half-half. Please remember to imagine your mobile phone as a person when you answer the questions.

	Mean	*Standard Error*	*Base*
Sophistication	66.5	0.43	1,356
Excitement	62.1	0.50	1,299

Q7-Q10 Then, I will ask you some questions about your own personality and characteristics. I will read out those two terms again, what you need to do is to rate yourself with respect to each term, with 0 representing the least, 100 representing the most and 50 being half-half. Meanwhile, I will also ask you the importance of that term to you, with 0 representing absolutely not important, 100 representing absolutely important and 50 being half-half.

	Mean	*Standard Error*	*Base*
Sophistication	63.8	0.49	1,236
Importance of sophistication to you	64.0	0.55	1,295
Excitement	63.1	0.51	1,261
Importance of excitement to you	65.0	0.57	1,302

Q11 Now I will ask about your feelings and reactions in your daily life and social gatherings. Please tell me if the sentences I am going to read out can describe you or not. You only need to answer with "Yes" or "No".

		Yes	*No*	*Base*
i.	I find it hard to imitate the behavior of other people	60.2%	39.8%	1,376
ii.	I guess I put on a show to impress or entertain others	32.6%	67.4%	1,385
iii.	At parties and social gatherings, I do not attempt to do or say things that others will like	58.8%	41.2%	1,368
iv.	I can only argue for ideas which I already believe	79.9%	20.1%	1,389
v.	I can make impromptu speeches even on topics about which I have almost no information	30.5%	69.5%	1,382
vi.	I would probably make a good actor	27.9%	72.1%	1,350
vii.	In group of people I am rarely the center of attention	52.2%	47.8%	1,337
viii.	In different situations and with different people, I often act like very different persons	68.1%	31.9%	1,409
ix.	I am not particularly good at making other people like me	50.1%	49.9%	1,336
x.	I'm not always the person I appear to be	30.1%	69.9%	1,361

		Yes	*No*	*Base*
xi.	I would not change my opinions (or the way I do things) in order to please someone or win their favour	63.9%	36.1%	1,395
xii.	I have considered being an entertainer	13.0%	87.0%	1,396
xiii.	I have never been good at games like charades or improvisational acting	58.0%	42.0%	1,360
xiv.	I have trouble changing my behavior to suit different people and different situations	56.7%	43.3%	1,369
xv.	At a party I let others keep the jokes and stories going	70.8%	29.2%	1,412
xvi.	I feel a bit awkward in public and do not show up quite as well as I should	58.8%	41.2%	1,387
xvii.	I can look anyone in the eye and tell a lie with a straight face (if for a right end)	33.6%	66.4%	1,363
xviii.	I may deceive people by being friendly when I really dislike them	62.6%	37.4%	1,373

Q12 Now I will ask you some questions about choosing a mobile phone. How many mobile phones have you changed during the last two years (i.e. within 24 months)?

	Frequency	*Percentage*
1	336	30.1%
2	445	39.9%
3	228	20.4%
4	58	5.2%
5	25	2.2%
6	5	0.4%
7 – 12	16	1.5%
13 – 24	3	0.3%
Total	**1,116**	**100.0%**

Mean: 2.2

Standard error: 0.48

None: 402 respondents

Q13 Then the most prominent reason for changing your last mobile phone was (Do not read out the answers):

	Frequency	*Percentage*
Damaged	328	30.8%
Outdated style	313	29.4%
Lost	138	12.9%
Lacking the functions in need	81	7.6%
Relatively fewer functions	73	6.8%
Brand and model not popular	47	4.4%
Gift/ Provided by company	17	1.6%
Reasonable price	12	1.1%
Most of the colleagues/ friends don't use it	11	1.0%
Others (Please specify)	42	3.9%
None	4	0.4%
Total	**1,066**	**100.0%**

Q14 The most prominent factor for choosing your newest mobile phone is (Do not read out the answers):

	Frequency	*Percentage*
Trendy style	511	36.8%
Reasonable price	290	20.9%
Has the functions in need	200	14.4%
Relatively more functions	188	13.5%
Brand and model are popular	64	4.6%
Gift/ Provided by company	45	3.2%
Most of the colleagues/ friends use it	40	2.9%
Necessity	13	0.9%
Others (Please specify)	38	2.7%
Total	**1,389**	**100.0%**

Q15 How would you handle your old mobile phone when you change to a new one (Do not read out the answers)?

	Frequency	*Percentage*
Sell it	429	29.1%
Give it to relatives/ friends	352	23.8%
Keep it	337	22.8%
Discard it	231	15.7%
Others (Please specify)	12	0.8%
Don't know/ Hard to say/ That depends	115	7.8%
Total	**1,476**	**100.0%**

Q16 If you don't know how to use certain functions of your mobile phone, what would you do (Do not read out the answers)?

	Frequency	*Percentage*
Read the user manual	605	40.9%
Seek advice from friends	380	25.7%
Try to avoid using those functions	287	19.4%
Seek advice from the network operator (e.g. Hutchison, Sunday)	123	8.3%
Seek advice from the mobile phone supplier (e.g. Nokia, Ericsson)	37	2.5%
Try it yourself	20	1.4%
Seek advice from relatives	11	0.7%
Seek advice from the mobile phone vendor (e.g. the vendors in Mongkok Commercial Padium)	9	0.6%
Others (Please specify)	9	0.6%
Total	**1,481**	**100.0%**

Q17 How satisfied are you with the services/ solutions provided by (the answer of Q16)? Please use a scale of 0-100 to rate, with 0 representing not satisfied at all, 100 representing very satisfied and 50 being half-half. Then how would you rate?

	Mean	Standard Error	Base
Read the user manual	71.4	0.65	563
Seek advice from friends	75.4	0.85	341
Try to avoid using those functions	73.7	3.38	21
Seek advice from the network operator (e.g. Hutchison, Sunday)	70.4	1.51	111
Seek advice from the mobile phone supplier (e.g. Nokia, Ericsson)	67.0	2.59	33
Try it yourself	74.1	3.91	17
Seek advice from relatives	82.8	2.78	9
Seek advice from the mobile phone vendor (e.g. the vendors in Mongkok Commercial Padium)	69.4	7.43	9
Others (Please specify)	67.5	2.50	4
Total	**72.5**	**0.47**	**1,108**

Q18 When your mobile phone is damaged, you will:

	Frequency	Percentage
Seek advice from the network operator (e.g. Hutchison, Sunday)	609	42.7%
Seek advice from the mobile phone supplier (e.g. Nokia, Ericsson)	411	28.8%
Seek advice from the mobile phone vendor (e.g. the vendors in Mongkok Commercial Padium)	161	11.3%
Repair it yourself	101	7.1%
Change to a new mobile phone	63	4.4%
Discard it	38	2.7%
Repaired by friends/ relatives	12	0.8%
Others (Please specify)	32	2.2%
Total	**1,427**	**100.0%**

Q19 How satisfied are you with the mobile phone repair services you have ever consumed? Please use a scale of 0-100 to rate, with 0 representing not satisfied at all, 100 representing very satisfied and 50 being half-half. Then how would you rate?

	Mean	*Standard error*	*Base*
Seek advice from the network operator (e.g. Hutchison, Sunday)	67.6	0.97	402
Seek advice from the mobile phone supplier (e.g. Nokia, Ericsson)	67.7	1.07	242
Seek advice from the mobile phone vendor (e.g. the vendors in Mongkok Commercial Padium)	67.1	1.79	107
Repair it yourself	65.5	2.19	69
Change to a new mobile phone	64.0	3.87	19
Discard it	47.8	7.78	9
Repaired by friends/ relatives	65.0	8.66	4
Others (Please specify)	63.3	7.15	6
Total	**67.1**	**0.63**	**858**

Q20 Do you know if there is any after-sale service for mobile phone?

	Frequency	*Percentage*
Yes	1,107	73.0%
No	409	27.0%
Total	**1,516**	**100.0%**

Q21 How important do you think the after-sale service of mobile phone is?

	Frequency	*Percentage*
Very important	477	31.4%
Important	707	46.5%
Not quite important	204	13.4%
Not important at all	16	1.1%
Don't know/ Hard to say	115	7.6%
Total	**1,519**	**100.0%**

Q22 What services do you think should be included in the after-sale service of mobile phone? (Do not read out the answers, multiple response)

	Frequency	*% of Responses Base=2,281*	*% of Respondents Base=1,522*
Mobile phone repair services	1,007	44.1%	66.2%
Hotline inquiry services (hotline)	503	22.1%	33.0%
Sale of mobile phone or accessories	297	13.0%	19.5%
Download ring tone /screensaver	116	5.1%	7.6%
Free/Special price for changing to a new mobile phone	41	1.8%	2.7%
Lending of mobile phone temporarily	11	0.5%	0.7%
Others (Please specify)	14	0.6%	0.9%
Don't know/ Hard to say	292	12.8%	19.2%
Total responses	**2,281**	**100.0%**	

Q23A Now I will ask you a hypothetical question in order to understand how the mobile phone will be used under some real-life situations and thus realizing the market reaction to the mobile phones. Please try to imagine you are in that situation when you answer the question.

Assuming that you were now in a grand wedding banquet. At certain point, you had to contact someone, you knew the network was working well and others didn't mind your using the mobile phone. Under this situation, would you use your mobile phone?

	Frequency	*Percentage*
Absolutely not	96	12.9%
Probably not	106	14.2%
Probably yes	277	37.2%
Certainly yes	220	29.6%
Don't know/ Hard to say	45	6.0%
Total	**744**	**100.0%**

Q24A Assuming that you had used your mobile phone, by your guess, how satisfied would you be with your mobile phone under this situation? (Please use a scale of 0-100 to rate, with 0 representing not satisfied at all, 100 representing very satisfied and 50 being half-half)

Mean	*Standard error*	*Base*
70.8	0.70	615

Q23B Now I will ask you a hypothetical question in order to understand how the mobile phone will be used under some real-life situations and thus realizing the market reaction to the mobile phones. Please try to imagine you are in that situation when you answer the question.

Assuming that you were now in a joyful and lively dinner gathering with your close friends. At certain point, you had to contact someone, you knew the network was working well and others didn't mind your using the mobile phone. Under this situation, would you use your mobile phone?

	Frequency	*Percentage*
Absolutely not	68	8.9%
Probably not	77	10.1%
Probably yes	328	42.9%
Certainly yes	266	34.8%
Don't know/ Hard to say	25	3.3%
Total	**764**	**100.0%**

Q24B Assuming that you had used your mobile phone, by your guess, how satisfied would you be with your mobile phone under this situation? (Please use a scale of 0-100 to rate, with 0 representing not satisfied at all, 100 representing very satisfied and 50 being half-half)

Mean	*Standard error*	*Base*
73.3	0.60	612

Q25 If you have to buy a new mobile phone regardless of the price and the network quality, what factor will you consider to be the most important? (Do not read out the answers)

	Frequency	*Percentage*
Trendy style	627	43.4%
Relatively more functions	269	18.6%
Has the functions in need	237	16.4%
Reasonable price	147	10.2%
Brand and model are popular	69	4.8%
Quality of receiving signals of mobile phone	40	2.8%
Durable	13	0.9%
Most of the colleagues/ friends use it	11	0.8%
Mobile phone accessories	4	0.3%
Others (Please specify)	29	2.0%
Total	**1,446**	**100.0%**

Appendix III

Questionnaire (English)

Questionnaire (English)

Section I : Self Introduction

Good evening, I am an interviewer from the Public Opinion Programme of the University of Hong Kong. We would like to ask for your opinion regarding mobile phones. It would take you a couple of minutes and the information you provide will be kept strictly confidential.

Section II : Selection of Respondent

Is there any member of your family who is 18 or above? If there is more than one, may I speak to the one will have his/her birthday next for the purpose of random sampling? (If none, terminate the interview)

Yes
No (terminate)

Section III : General Questions

1- Firstly, do you have a mobile phone? (If no, terminate the interview)
Yes
No (terminate)

2- (Only ask those who have a mobile phone) The brand of your mobile phone is: (If there is more than one, please base on the one you use most frequently)
Alcatel
B&O
Beffone
Bosch
Ericsson
LG
Mitsubishi
Motorola
NEC
Nokia
Nortel
Panasonic
Philips
Sagem
Samsung

Siemens
SONY
Others   Please specify:_____
Don't know/ Forgotten
Refused to answer

3- How satisfied are you with your mobile phone? (If there is more than one, please base on the one you use most frequently) Please use a scale of 0-100 to evaluate, with 0 representing the least, 100 representing the most and 50 being half-half. How would you rate?
0:100
Don't know/ Hard to say
Refused to answer

4- Which network operator are you using currently? If there is more than one, please base on the one you use most frequently.
Pacific Century CyberWorks, including 1010/One2Free/1+1
Orange
New World Telephone
Smartone/Extra
Peoples
Sunday
Don't know/ Hard to say
Refused to answer

5- Then, I will ask for your opinion regarding your mobile phone. I want you to think of your mobile phone as a person, that it has its own personality and characteristics. I will read out two descriptive terms, what you need to do is to rate your mobile phone with respect to each term, with 0 representing the least, 100 representing the most and 50 being half-half. Please remember to imagine your mobile phone as a person when you answer the questions.
In terms of sophistication, what rating would you give your mobile phone?
0:100
Don't know/ Hard to say
Refused to answer

6-In terms of excitement, what rating would you give your mobile phone?
0:100
Don't know/ Hard to say
Refused to answer

7- Then, I will ask you some questions about your own personality and characteristics. I will read out those two terms again, what you need to do is to rate yourself with respect to each term, with 0 representing the least, 100 representing the most and 50 being half-half. Meanwhile, I will also ask you the importance of that term to you, with 0 representing absolutely not important, 100 representing absolutely important and 50 being half-half. Firstly, in terms of sophistication, what rating would you give yourself?

0:100

Don't know/ Hard to say

Refused to answer

8- Then how important do you think sophistication is to you?

0:100

Don't know/ Hard to say

Refused to answer

9- In terms of excitement, what rating would you give yourself?

0:100

Don't know/ Hard to say

Refused to answer

10- Then how important do you think excitement is to you?

0:100

Don't know/ Hard to say

Refused to answer

11- Now I will ask about your feelings and reactions in your daily life and social gatherings. Please tell me if the sentences I am going to read out can describe you or not. You only need to answer with "Yes" or "No".

    i.   I find it hard to imitate the behavior of other people.

    ii.   I guess I put on a show to impress or entertain others.

    iii.   At parties and social gatherings, I do not attempt to do or say things that others will like.

    iv.   I can only argue for ideas which I already believe.

    v.   I can make impromptu speeches even on topics about which I have almost no information.

    vi.   I would probably make a good actor.

    vii.   In group of people I am rarely the center of attention.

    viii.   In different situations and with different people, I often act like very different persons.

    ix.   I am not particularly good at making other people like me.

    x.   I'm not always the person I appear to be.

    xi.   I would not change my opinions (or the way I do things) in order to please someone or win their favour.

    xii.   I have considered being an entertainer.

    xiii. I have never been good at games like charades or improvisational acting.

    xiv. I have trouble changing my behavior to suit different people and different situations.

    xv.   At a party I let others keep the jokes and stories going.

    xvi. I feel a bit awkward in public and do not show up quite as well as I should.

    xvii. I can look anyone in the eye and tell a lie with a straight face (if for a right end).

    xviii. I may deceive people by being friendly when I really dislike them.

12- Now I will ask you some questions about choosing a mobile phone. How many mobile phones have you changed during the last two years (i.e. within 24 months)?

1:24 (exact number)

None (skip to Q14)

Refused to answer (skip to Q14)

13-Then the most prominent reason for changing your last mobile phone was (Do not read out the answers):

Outdated style

Lacking the functions in need

Relatively fewer functions

Brand and model not popular

Damaged

Lost

Most of the colleagues/ friends don't use it

Others (Please specify)

Refused to answer

14-The most prominent factor for choosing your newest mobile phone is (Do not read out the answers):

Trendy style

Reasonable price

Has the functions in need

Relatively more functions

Brand and model are popular

Most of the colleagues/ friends use it

Others (Please specify)

Refused to answer

15- How would you handle your old mobile phone when you change to a new one (Do not read ou the answers)?

Sell it

Give it to relatives/ friends

Discard it

Keep it

Don't know/ Hard to say/ That depends

Others (Please specify)

Refused to answer

16-If you don't know how to use certain functions of your mobile phone, what would you do (Do noi read out the answers)?

Seek advice from friends

Read the user manual

Try to avoid using those functions (skip to Q18)

Seek advice from the network operator   (e.g. Hutchison, Sunday)

Seek advice from the mobile phone supplier (e.g. Nokia, Ericsson)

Seek advice from the mobile phone vendor (e.g. the vendors in Mongkok Commercial Padium)

Others (Please specify)

Refused to answer

17- How satisfied are you with the services/ solutions provided by (the answer of Q16)? Please use a scale of 0-100 to rate, with 0 representing not satisfied at all, 100 representing very satisfied and 50 being half-half. Then how would you rate?

0:100

Don't know/ Hard to say

Refused to answer

18- When your mobile phone is damaged, you will:

Repair it yourself

Seek advice from the network operator   (e.g. Hutchison, Sunday)

Seek advice from the mobile phone supplier (e.g. Nokia, Ericsson)

Seek advice from the mobile phone vendor (e.g. the vendors in Mongkok Commercial Padium)

Others (Please specify)

Refused to answer

19- How satisfied are you with the mobile phone repair services you have ever consumed? Please use a scale of 0-100 to rate, with 0 representing not satisfied at all, 100 representing very satisfied and 50 being half-half. Then how would you rate?

0:100

Don't know/ Hard to say

Refused to answer

20- Do you know if there is any after-sale service for mobile phone?

Yes

No

Refused to answer

21- How important do you think the after-sale service of mobile phone is?

Very important

Important

Not quite important

Not important at all

Don't know/ Hard to say

Refused to answer

22- What services do you think should be included in the after-sale service of mobile phone? (Do not read out the answers, multiple response)

Hotline inquiry services (hotline)

Mobile phone repair services

Sale of mobile phone or accessories

Download ring tone /screensaver

Others (Please specify)

Don't know/ Hard to say

Refused to answer

[Q23A/Q24A and Q23B/Q24B each uses a 50% split sample=750+]

23A Now I will ask you a hypothetical question in order to understand how the mobile phone will be used under some real-life situations and thus realizing the market reaction to the mobile phones. Please try to imagine you are in that situation when you answer the question.

Assuming that you were now in a grand wedding banquet. At certain point, you had to contact someone, you knew the network was working well and others didn't mind your using the mobile phone. Under this situation, would you use your mobile phone?

Absolutely not

Probably not

Probably yes

Certainly yes

Don't know/ Hard to say

Refused to answer

24A- Assuming that you had used your mobile phone, by your guess, how satisfied would you be with your mobile phone under this situation? (Please use a scale of 0-100 to rate, with 0 representing not satisfied at all, 100 representing very satisfied and 50 being half-half)

0:100

Don't know/ Hard to say

Refused to answer

23B- Now I will ask you a hypothetical question in order to understand how the mobile phone will be used under some real-life situations and thus realizing the market reaction to the mobile phones. Please try to imagine you are in that situation when you answer the question.

Assuming that you were now in a joyful and lively dinner gathering with your close friends. At certain point, you had to contact someone, you knew the network was working well and others didn't mind your using the mobile phone. Under this situation, would you use your mobile phone?

Absolutely not

Probably not

Probably yes

Certainly yes

Don't know/ Hard to say

Refused to answer

24B- Assuming that you had used your mobile phone, by your guess, how satisfied would you be with your mobile phone under this situation? (Please use a scale of 0-100 to rate, with 0 representing not satisfied at all, 100 representing very satisfied and 50 being half-half)

0:100

Don't know/ Hard to say

Refused to answer

25- If you have to buy a new mobile phone regardless of the price and the network quality, what factor will you consider to be the most important? (Do not read out the answers)

Trendy style

Reasonable price

Has the functions in need

Relatively more functions

Brand and model are popular

Most of the colleagues/ friends use it

Others (Please specify)

Refused to answer

26- Assuming that you had bought a mobile phone based on the factor mentioned above, same as before, I want you to think of the mobile phone as a person, that it has its own personality and characteristics. I will read out those two descriptive terms again. What you need to do is to rate your mobile phone with respect to each term (with 0 representing the least, 100 representing the most and 50 being half-half.) Please remember to imagine the mobile phone as a person when you answer the questions.

In terms of sophistication, what rating would you give the mobile phone you have chosen?

0:100

Don't know/ Hard to say

Refused to answer

27-In terms of excitement, what rating would you give the mobile phone you have chosen?

0:100

Don't know/ Hard to say

Refused to answer

28- Assuming that you bought the mobile phone that you have just chosen, by your guess, how satisfied would you be with it? (Please use a scale of 0-100 to rate, with 0 representing not satisfied at all, 100 representing very satisfied and 50 being half-half.)

0:100

Don't know/ Hard to say

Refused to answer

Section IV : Personal Particulars

29- Gender

Male

Female

30- Age (exact number)

18 to 25

26 to 50

51 to 75

76 to 98

Refused to answer

31-Education Attainment

Primary or below

Secondary

Matriculated

Tertiary, non-degree course

Tertiary, degree course

Postgraduate or above

Refused to answer

32- Occupation

Managers and administrators

Professionals

Associate professionals

Clerks

Service workers and shop sales workers

Skilled agricultural and fishery workers

Craft and related workers

Plant and machine operators and assemblers

Non-skilled workers

Students

Housewives

Unclassified

Others (unemployed, retired, etc.)

Refused to answer

33- The type of ownership of your house is

Self-purchased, or

Rent?

Refused to answer

34- House type

Public housing estate

Housing Authority subsidized sale flats

Housing Society subsidized sale flats

Private housing

Village: villas/ bungalows/ modern village houses

Villages: simple stone structures/ traditional village houses

Public temporary housing

Private temporary housing

Staff quarters

Others

Refused to answer

Mobile Phones and Users' Self Perception – Attachment to the Questionnaire

Note of caution: The self-monitoring scale comprises the following set of 18 questions used to measure respondents' tendency to regulate their self-presentation. Interpretations of scores should take into consideration the original conceptual basis for and developments of the scale. Recommended reference: Snyder, M. & Gangestad, S. (1986). "On the nature of self-monitoring: Matters of assessment, matters of validity." Journal of Personality and Social Psychology, 51, 125-139.

Q : Now I will ask about your feelings and reactions in your daily life and social gatherings. Please tell me if the sentences I am going to read out can describe you or not. You only need to answer with "Yes" or "No".

i. I find it hard to imitate the behavior of other people.

ii. I guess I put on a show to impress or entertain others.

iii. At parties and social gatherings, I do not attempt to do or say things that others will like.

iv. I can only argue for ideas which I already believe.

v. I can make impromptu speeches even on topics about which I have almost no information.

vi. I would probably make a good actor.

vii. In group of people I am rarely the center of attention.

viii. In different situations and with different people, I often act like very different persons.

ix. I am not particularly good at making other people like me.

x. I'm not always the person I appear to be.

xi. I would not change my opinions (or the way I do things) in order to please someone or win their favour.

xii. I have considered being an entertainer.

xiii. I have never been good at games like charades or improvisational acting.

xiv. I have trouble changing my behavior to suit different people and different situations.

xv. At a party I let others keep the jokes and stories going.

xvi. I feel a bit awkward in public and do not show up quite as well as I should.

xvii. I can look anyone in the eye and tell a lie with a straight face (if for a right end).

xviii. I may deceive people by being friendly when I really dislike them.

Appendix IV

Questionnaire (Chinese)

問卷 (中文)

第一部份　　自我介紹

喂，你好，我地係香港大學民意研究計劃打黎既，想訪問你一d對手機既意見，我地只會阻你幾分鐘時間，而你提供既資料係會絕對保密既。

第二部份　　選出被訪者

請問你屋企而家有冇18歲或以上既人係度，因爲我地要隨機抽樣，所以請你叫即將生日果位黎聽電話。【如果戶中冇成年人，訪問告終；多謝合作，收線。】

有

冇(訪問告終)

第三部份　　問卷部份

1-首先，請問您有冇手機?【如果冇，訪問告終；多謝合作，收線。】

有

冇(訪問告終)

2-(只問有手機者) 您手機既牌子是：(如果多於一個，以最常用的手機爲準)

Alcatel

B&O

Beffone

Bosch(博世)

Ericsson(愛立信)

LG(樂喜金星)

Mitsubishi(三菱)

Motorola(摩托羅拉)

NEC(日本電子)

Nokia(諾基亞)

Nortel

Panasonic(樂聲)

Philips(飛利浦)

Sagem

Samsung(三星)

Siemens(西門子)

SONY(新力)

其他 請註明:＿＿＿＿＿＿

不知道/忘記

拒絕回答

3-咁您對您既手機有幾滿意呢? (如果多過一部,請以最常用既為準) 請你用 0-100 分評價,0 分代表最低分,100 分代表最高分,50 分代表為中等。您會俾幾多分呢?

0:100

唔知/難講

拒絕回答

4-請問你用緊邊個台(網絡供應商)?如果多過一個,請你以最常用既為準。

香港電訊, 包括 1010/One2Free/1+1

Orange

新世界電話

數碼通/Extra

萬眾電話

Sunday

唔知/難講

拒絕回答

5-跟住我會問一 d 您對您既手機既睇法。我想您將您既手機人物化,即係將您既手機諗到好似一個人咁,有佢既性格同特徵。我會讀出兩個形容詞,您只需要話俾我聽您既手機係每一個形容詞上得到幾多分,0 分代表最低分,100 分代表最高分,50 分代表為中等。記著係回答問題既時候,盡量試下將您既手機當做人物咁黎聯想。

您認為您既手機有幾高雅呢?

0:100

唔知/難講

拒絕回答

6-您認為您既手機有幾多姿多采呢?

0:100

唔知/難講

拒絕回答

7-跟住我會問一 d 有關您個人性格同特徵既問題。我會讀出剛才果兩個形容詞,您只需要話俾我聽您係每一個形容詞上得到幾多分,0 分代表最低分,100 分代表最高分,50 分代表中等。同時我亦會問你果個形容詞對你幾重要,0 分代表完成唔重要,100 分代表絕對重要,50 分代表中等。首先,您認為您有幾高雅呢?

0:100

唔知/難講

拒絕回答

8-咁您認爲高雅對您有幾重要呢?

0:100

唔知/難講

拒絕回答

9-您認爲您有幾多姿多采呢?

0:100

唔知/難講

拒絕回答

10-咁您認爲多姿多采對您有幾重要?

0:100

唔知/難講

拒絕回答

11-宜家我會問一 d 您係日常生活同社交場合中既一 d 感受同反應,請回答我所讀出既句子可唔可以用黎形容您。您只需要答「可以」或者「不可以」。

    i.   您發覺模仿別人既行爲會有困難。

    ii.   您估您係度做一場戲去吸引或娛樂別人。

    iii.   係社交場合中,您唔會嘗試係言行上討其他人歡喜。

    iv.   您只可以爭辯一 d 您已經確信既見解。

    v.   您即使對幾乎一無所知既題目都能夠作即席演講。

    vi.   您應該可以做一個好既演員。

    vii.   係一群人入面,您極少成爲大家注意既焦點。

    viii.   係不同既場合,面對不同既人,您既行爲舉止都會完全唔同。

    ix.   您唔擅長於令人地喜歡自己。

    x.   您所表現既經常唔係真實既您。

    xi.   您唔會爲左討好人地而改變自己既諗法 (或做事既方法)。

    xii.   您曾經考慮過做娛樂藝人。

    xiii.   您從來都唔擅長玩 "有口難言" 或者 "即席表演" 之類既遊戲。

    xiv.   對您黎講,爲左迎合唔同既場合/對象而改變自己既行爲係一件困難既事。

    xv.   係宴會中,您唔會打斷人地講既笑話或者故事。

    xvi.   係公眾場合中,您會因爲感到唔自在而表現得不如理想。

    xvii.   您可以望住任何人既眼而面不改容地講大話(假設爲了一個好既理由)。

    xviii.   即使您非常唔喜歡某個人,您可能都會裝成友善既樣子。

12-宜家我會問一 d 選擇手電既問題。係過去兩年(即 24 個月內)，您總共轉換左幾多部手機?
有(準確數字）
冇換過 (跳到第 14 題)
拒絕回答 (跳到第 14 題)

13-咁您最近一次換手機既最主要原因係 (不讀答案):
款式落後
缺乏想要的功能
功能較少
牌子及型號不再流行
損壞
遺失
同事/朋友大多不用它
其他 (請註明)
拒絕回答

14-請問您最近一次揀新手機既最主要原因係(不讀答案):
款式新穎
價錢合理
有想要的功能
功能較多
是流行的牌子及型號
同事/朋友大多用它
其他 (請註明)
拒絕回答

15-當你轉換新手機時，你會點樣處理舊果部手機呢(不讀答案) ?
出售
轉送家人/朋友
棄置
收藏
唔知/難講/睇情況
其他 (請註明)
拒絕回答

16-當您需要用手機既時候，而又唔識用其中一d功能，咁您會點做呢(不讀答案)？

向朋友查詢

翻查說明書

盡量避免用有關的功能 ((跳到第 18 題)

向服務供應商查詢 (如和記、Sunday)

向手機供應商查詢 (如諾基亞、愛立信)

向手機零售商查詢 (如先達商場內的商店)

其他(請註明)

拒絕回答

17-咁您對【16題所選既答案】提供既服務/答案有幾滿意呢? 請以 0-100 分作答，0 分代表最低分，100 分代表最高分，50 分為中等。您會俾幾多分呢?

0:100

唔知/難講

拒絕回答

18-當您既手機損壞既時候，您會:

自行修理

向服務供應商查詢 (如和記、Sunday)

向手機供應商查詢 (如諾基亞、愛立信)

向手機零售商查詢 (如先達商場內的商店)

其他(請註明)

拒絕回答

19-就你曾經使用既手機維修服務，您對該服務有幾滿意呢? 請以 0-100 分作答，0 分代表最低分，100 分代表最高分，50 分為中等。您會俾幾多分呢?

0:100

唔知/難講

拒絕回答

20-你知唔知道手機有售後服務呢？

知道

不知道

拒絕回答

21-你覺得手機既售後服務有幾重要呢？

十分重要

重要

不重要

十分不重要

唔知/難講

拒絕回答

22-你覺得手機既售後服務應該包括什麼？(不讀答案，可選多項)

熱線服務查詢 (hotline)

手機維修服務

售賣手機或附件

下載鈴聲/screensaver

其他(請註明)

唔知/難講

拒絕回答

[Q23A/Q24A and Q23B/Q24B each uses a 50% split sample=750+]

23A 宜家我會問一個假設性既問題。目的係希望可以了解到手機係現實生活中某 d 場合會點樣被使用，從而了解手機既市場反應。請盡量將自己代入果個場合中回答問題。

假設您宜家參加緊一個豪華既婚宴，衣香鬢影。其間，你需要同人聯絡，您知道接收唔會有問題，而其他人亦唔介意您用手機。係呢個情景中，您會唔會攞你個手機出黎用呢？

一定不會

多數不會

多數會

一定會

唔知/難講

拒絕回答

24A-假設您真係用左您既手機，您估計係呢個情景中，您對你既手機會有幾滿意? (請以 0-100 分作答，0 分代表最低分，100 分代表最高分，50 分爲中等。)

0:100

唔知/難講

拒絕回答

23B-宜家我會問一個假設性既問題。目的係希望可以了解到手機係現實生活中某 d 場合會點樣被使用,從而了解手機既市場反應。請盡量將自己代入果個場合中回答問題。

假設您係一個開心熱鬧既聚會同一班好玩得既朋友吃緊飯。其間,你需要同人聯絡,您知道接收唔會有問題,而其他人亦唔介意您用手機。係呢個情景中,您會唔會攞你個手機出黎用呢?

一定不會

多數不會

多數會

一定會

唔知/難講

拒絕回答

24B-假設您真係用左您既手機,您估計係呢個情景中,您對你既手機會有幾滿意? (請以 0-100 分作答,0 分代表最低分,100 分代表最高分,50 分為中等。)

0:100

唔知/難講

拒絕回答

25-如果你宜家要買一部新既手機而不需要考慮價錢同網絡既話,您會最主要考慮乜野因素呢? (不讀答案)

款式新穎

價錢合理

有想要的功能

功能較多

流行的牌子及型號

同事/朋友大多用它

其他(請註明)

拒絕回答

26-假設您已經買左上述既一部新手機,同之前一樣,我想您將所揀既手機人物化,即係將佢諗到好似一個人一樣,有佢既性格和特徵。我會讀出頭先果兩個形容詞,您只需要話俾我聽您所揀既手機係每一個形容詞上得到幾多分 (0 分代表最低分,100 分代表最高分,50 分為中等) 。請你記著係回答問題時,盡量嘗試將您所揀既手機當做人物黎聯想。

您認為您所揀既手機有幾高雅呢?

0:100

唔知/難講

拒絕回答

27-您認為您所揀既手機有幾多姿多采呢?

0:100

唔知/難講

拒絕回答

28-假設您真係出左了您頭先所揀既手機,您估計您會對佢有幾滿意呢? (請以 0-100 分作答,0 分代表最低分,100 分代表最高分,50 分為中等。)

0:100

唔知/難講

拒絕回答

第四部份　　個人資料

29-性別

男

女

30-年齡 (準確數字)

18 至 25

26 至 50

51 至 75

76 至 98

唔肯講

31-教育程度

小學以下

中學

預科

專上非學位

專上學位

研究院或以上

拒絕回答

32-職業
經理及行政人員
專業人員
輔助專業人員
文員
服務工作及商店銷售人員
漁農業熟練工人
手工藝及有關人員
機台及機器操作員及裝配員
非技術工人
學生
家庭主婦
不能辨別
其他(包括失業、已退休、及其他非在職者)
拒絕回答

33-請問你住緊既單位係：
自置，定係
租住既呢？
拒絕回答

34-居住房屋
公營租住房屋
房屋委員會補助出售單位
房屋協會補助出售單位
私人住宅單位
村屋：別墅/平房/新型村屋
村屋：簡單磚石蓋搭建築物/傳統村屋
公營臨時房屋
私人臨時房屋
員工宿舍
其他
拒絕回答

流動電話與用戶自我看法的關係 － 問卷附頁

注意事項：自我監控量尺由下列一組十八項目組成，以測試被訪者的自我表現傾向。在闡釋有關數字時必須考慮有關量尺的原意和發展，避免濫用。參考資料：Snyder, M. & Gangestad, S. (1986). "On the nature of self-monitoring: Matters of assessment, matters of validity." Journal of Personality and Social Psychology, 51, 125-139.

Q: 宜家我會問一 d 您係日常生活同社交場合中既一 d 感受同反應，請回答我所讀出既句子可唔可以用黎形容您。您只需要答「可以」或者「不可以」。

i. 您發覺模仿別人既行為會有困難。

ii. 您估您係度做一場戲去吸引或娛樂別人。

iii. 係社交場合中，您唔會嘗試係言行上討其他人歡喜。

iv. 您只可以爭辯一 d 您已經確信既見解。

v. 您即使對幾乎一無所知既題目都能夠作即席演講。

vi. 您應該可以做一個好既演員。

vii. 係一群人入面，您極少成為大家注意既焦點。

viii. 係不同既場合，面對不同既人，您既行為舉止都會完全唔同。

ix. 您唔擅長於令人地喜歡自己。

x. 您所表現既經常唔係真實既您。

xi. 您唔會為左討好人地而改變自己既諗法 (或做事既方法)。

xii. 您曾經考慮過做娛樂藝人。

xiii. 您從來都唔擅長玩 "有口難言" 或者 "即席表演" 之類既遊戲。

xiv. 對您黎講，為左迎合唔同既場合/對象而改變自己既行為係一件困難既事。

xv. 係宴會中，您唔會打斷人地講既笑話或者故事。

xvi. 係公眾場合中，您會因為感到唔自在而表現得不如理想。

xvii. 您可以望住任何人既眼而面不改容地講大話(假設為了一個好既理由)。

xviii. 即使您非常唔喜歡某個人，您可能都會裝成友善既樣子。

Appendix V

Press Release
(English and Chinese)

PRESS RELEASE

HKU Releases Latest Survey on Mobile Phone Usage in Hong Kong

- Survey finds that Hong Kong people change their mobile phone once a year
- First academic study on the psychological dimension of mobile phone users in Hong Kong
- 78% of respondents consider after-market services important or very important

Hong Kong, July 26, 2001 – Recent survey findings reveal that Hong Kong mobile phone users on average changed 1.6 mobile phones over the last two years, according to the Public Opinion Programme (POP) at The University of Hong Kong (HKU).

The study, "Mobile Phones and Users' Self Perception", polled a total of 1,535 Hong Kong Cantonese-speaking residents aged 18 or above who currently possess a mobile phone. The survey included three key areas: the pattern of mobile phone usage, relations between consumer characteristics and mobile phone usage, as well as demand for after-market services. It was sponsored by Nokia (Hong Kong) Limited, but designed and conducted independently by the research team of the Public Opinion Programme.

The survey also studied other patterns of mobile phone usage in Hong Kong. Hong Kong people were generally satisfied with the mobile phone they possessed. Results showed that the average score was 73.0 with Nokia scoring the highest (75.3) among the most popular brands on a scale of 0-100. Nokia also stands out as the clear market leader with 52% of the respondents said they used Nokia phones. About three-quarters of mobile phone users have changed their phones over the past two years, the average number of change-overs for these users being 2.2, or 1.6 for all mobile phone users, meaning that people would normally change their phone around once every year. The two main reasons for people to change their mobile phone were damage of the old one (31%) and replacement of an outdated style (29%). Nearly 30% of respondents would simply sell their old mobile phone for money, and an almost equal proportion of them said they would give it to their relatives or friends (24%), or keep it for future use (23%).

On the psychological dimension, the study revealed some important findings for researchers to understand mobile phone preference and usage. The survey findings demonstrate the importance of using a three-dimensional approach to study consumer behaviour which involved the interaction between consumer's characteristics, perception of their mobile phone and situational characteristics. Although some previous research reports only focused on either social or psychological aspects of mobile phone users, this survey has showed that all these factors play a significant role in explaining and predicting mobile phone preference and usage.

In the survey, 73% of respondents were aware of after-market services (for example, enquiry hotline and maintenance services), and considered them important or very important (78%). Contrary to their importance, however, results showed that the behavior of people in Hong Kong was rather heterogeneous. When they did not know how to use certain functions of their mobile phones, 41% of them would read the user manual, while 26% would consult their friends and 19% would avoid those functions altogether, rather than seek advice from network operators and mobile phone suppliers. For maintenance services, the picture was different with the majority of them (72%) seeking advice from authorized service providers.

Dr. Robert T.Y. Chung, Programme Director of the Public Opinion Programme, said, "As the first academic study on the psychological dimension of mobile phone users, this survey provides useful information for the academia and telecommunications industry to study mobile phone usage in Hong Kong. This survey has highlighted some important social and psychological issues for us to follow in future academic studies on the telecommunications industry in Hong Kong."

Respondents were successfully interviewed by the interviewers of the research team through telephone survey during the period of May 8-20, 2001. The effective response rate was 66.4% and the standard error due to sampling was no more than 1.3%. Relevant figures and methodological notes are now available at the HKU POP website (http://hkupop.hku.hk).

About the Public Opinion Programme
The Public Opinion Programme (POP) was established in June 1991 at the Social Sciences Research Centre in the University of Hong Kong to collect and study public opinion on topics which could be of interest and value to academics, policy-makers, the media, and the general public. In order to strengthen our position as independent provider of opinion data for the media, and to take on an educational role on matters relating to opinion research, POP was transferred to the Journalism and Media Studies Centre (JMSC) in the University of Hong Kong effective from May 1, 2000.

Since its establishment, POP has conducted more than 400 surveys, many of which were commissioned or sponsored by outside bodies. For academic surveys, areas mainly covered electoral studies, media development, political issues, social issues and youth studies. A variety of research designs are used for POP surveys, including telephone, postal, door-to-door surveys and group interviews. Regular project collaborators include leading media companies, government bodies and public organizations.

About Nokia

A leader in the cellular industry in many markets in Asia Pacific, Nokia provides innovative, industry-leading and market relevant technology and products to around 20 diverse markets in the region.

Nokia is the world leader in mobile communications. Backed by its experience, innovation, user-friendliness and secure solutions, the company has become the leading supplier of mobile phones and a leading supplier of mobile, fixed and IP networks. By adding mobility to the Internet Nokia creates new opportunities for companies and further enriches the daily lives of people. Nokia is one of the most broadly held companies in the world with listings on six major exchanges.

You may visit the Nokia Asia-Pacific website at http://www.nokia-asia.com or the Nokia Group website at http://www/nokia.com

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新聞稿

香港大學發表有關香港流動電話使用的最新調查結果

- 調查顯示香港市民每年轉換流動電話一次

- 首個有關流動電話用戶心理的學術研究報告

- **78%被訪者認為售後服務「重要」或「非常重要」**

(香港，2001 年 7 月 26 日) ─ 香港大學民意研究計劃 (Public Opinion Programme, POP) 今天發表有關流動電話的最新民意調查結果，顯示香港流動電話用戶在過去兩年平均轉換流動電話的數目達 1.6 次。

此項名為「流動電話與用戶自我看法的關係」的民意調查訪問了 1,535 名流動電話用戶，訪問對象皆為十八歲或以上操粵語的香港市民。調查內容分為三個主要部分，包括流動電話的使用模式；消費者特性、其對流動電話的看法及環境因素的相互關係；以及香港流動電話用戶對售後服務的需求。此項調查由諾基亞(香港)有限公司贊助，香港大學民意調查計劃獨立設計及主理。

是次民意調查分析了香港流動電話的使用模式，顯示香港市民普遍對其擁有的流動電話感到滿意。調查發現用戶對流動電話滿意程度的平均數值為 73.0 分 (0-100)，而在流行品牌中則以諾基亞的分數為最高 (75.3 分)；此外，諾基亞亦是香港最受歡迎的品牌，有 52%被訪者表示他們使用諾基亞流動電話。調查亦顯示七成四流動電話用戶在過去兩年曾經轉換流動電話，平均次數達 2.2 次，全體用戶的平均數則為 1.6 次，即相等於每年轉換一次，主要原因為：電話損壞(31%)及更換過時款式(29%)。接近 30%被訪者表示他們會出售舊有的流動電話，而轉送親友(24%)或保留作日後使用者(23%)則約佔相同比率。

在心理研究方面，是次民意調查亦顯示了重要的結果，並突出了採用一種三維研究方法(three-dimensional approach)的重要性。該方法同時重視消費者特性、其對流動電話的看法、及使用流動電話時的環境因素，以協助研究人員了解用戶選擇及使用流動電話模式。過往有研究報告只著重流動電話用戶的社會或心理因素，但本調查則顯示以上三種因素對闡釋及預測用戶如何選擇及使用流動電話同樣重要。

調查結果亦顯示，73%被訪者知道有流動電話售後服務 (如查詢熱線及維修服務)，更有78%被訪者認為售後服務「重要」或「非常重要」。雖然市民普遍認同售後服務重要性，但調查亦發現香港市民的行為非常參差。當被訪者不懂得使用某些流動電話的功能時，41%被訪者會查閱用戶使用手冊，26%會向朋友查詢，19%會避免使用有關功能，而不會向網絡服務供應商及流動電話製造商查詢；但當需要維修服務時，大部分被訪者(72%)則會向認可的服務供應商查詢。

香港大學民意調查計劃主任鍾庭耀博士表示：「作為首個有關流動電話用戶心理的學術研究，這項調查為學術界及流動通訊業界提供了多項有用的數據，協助他們研究香港流動電話的使用模式。此外，調查亦提出了有關社會及心理研究的重要問題，為日後有關香港流動通訊業的研究鋪路。

是次民意調查的調查日期為 2001 年 5 月 8 至 20 日，並以隨機抽樣電話訪問形式進行。訪問回應率為 66.4%，標準誤差則少於 1.3%。有關是次民意調查的數據及調查方法已於香港大學民意研究計劃網站《港大民意網站》(http://hkupop.hku.hk) 公布。

###

關於香港大學民意研究計劃

香港大學民意研究計劃，成立於一九九一年六月，初時隸屬於香港大學社會科學研究中心，二零零零年五月正式轉往香港大學新聞及傳媒研究中心。民意研究計劃的使命在於為學術界、新聞界、政界及社會人士提供有用的民意數據，服務社會。民意研究計劃轉往新聞及傳媒研究中心，是為了鞏固研究計劃面向傳媒提供獨立民意數據的地位，並同時肩負民意研究教育工作的責任。

自成立至今，民意研究計劃已成功進行了 400 多項調查，當中包括多項由外間機構贊助或委託進行的調查。民意研究計劃涉及的範疇包括選舉研究、傳媒發展、青少年發展、及一般政治與民生議題。民意研究計劃會因應不同調查的目的和需要而採用合適的調查方法，包括電話訪問、郵寄問卷、住戶面訪和小組討論等。民意研究計劃的合作伙伴包括本港各大傳媒機構、政府部門和公營機構。

關於諾基亞
作為亞太區多個流動通訊市場的領導者，諾基亞為亞太區二十多個市場提供多種創新、尖端科技的產品，傲視同儕。

諾基亞是全球流動通訊業的領導者。憑藉其豐富經驗、創新科技、簡便易用及安全可靠的解決方案，諾基亞已成為全球最大的流動電話供應商，並同時在流動、固定及 IP 網絡上領導同儕。透過增加互聯網的流動性，諾基亞不但為企業締造全新的商業契機，亦使用戶的日常生活更豐富多姿。諾基亞是全球規模最大的企業之一，並於六個主要股票市場上市。

如欲取得其他資料，請瀏覽諾基亞集團網頁 http://www.nokia.com 或諾基亞亞太區網頁 http://www.nokia-asia.com。

— 完 —

如欲查詢進一步資料，請聯絡：

鍾庭耀　　　　　　　　　　　　洪慧儀
香港大學民意研究計劃　　　　　諾基亞(香港)有限公司
電話：852-2859 2988　　　　　　電話：852-2597 0100
tychung@hku.hk　　　　　　　　 emily.hung@nokia.com

Appendix VI

Powerpoint Presentation

香港大學民意研究計劃

The University of Hong Kong
Public Opinion Programme

NOKIA

Mobile Phones and
Users' Self Perception

Outline of Presentation

- Background of this study - Dr R Chung

- Pattern of mobile phone usage in Hong Kong - Dr R Chung

- Relations between consumer characteristics and mobile phone usage - Dr I Lau

- Demand for after-market services - Dr R Chung

Background of This Study

- First academic study on the psychological dimension of mobile phone users in Hong Kong

- Sponsored by a leading mobile phone supplier

- Independently designed by the HKU Team

- Findings open for public consumption

Contact Information

Date of Survey : 8 to 20 May 2001

Target Population : Hong Kong residents aged 18 or above who speak Cantonese

Survey Method : Telephone survey with interviewers

Sample Size : 1,535 successful cases

Response Rate : 66.4%

Standard Error : Less than 1.3%

Pattern of Mobile Phone Usage in Hong Kong

Presented by Dr Robert Chung

Brand of Mobile Phone Used Most Frequently
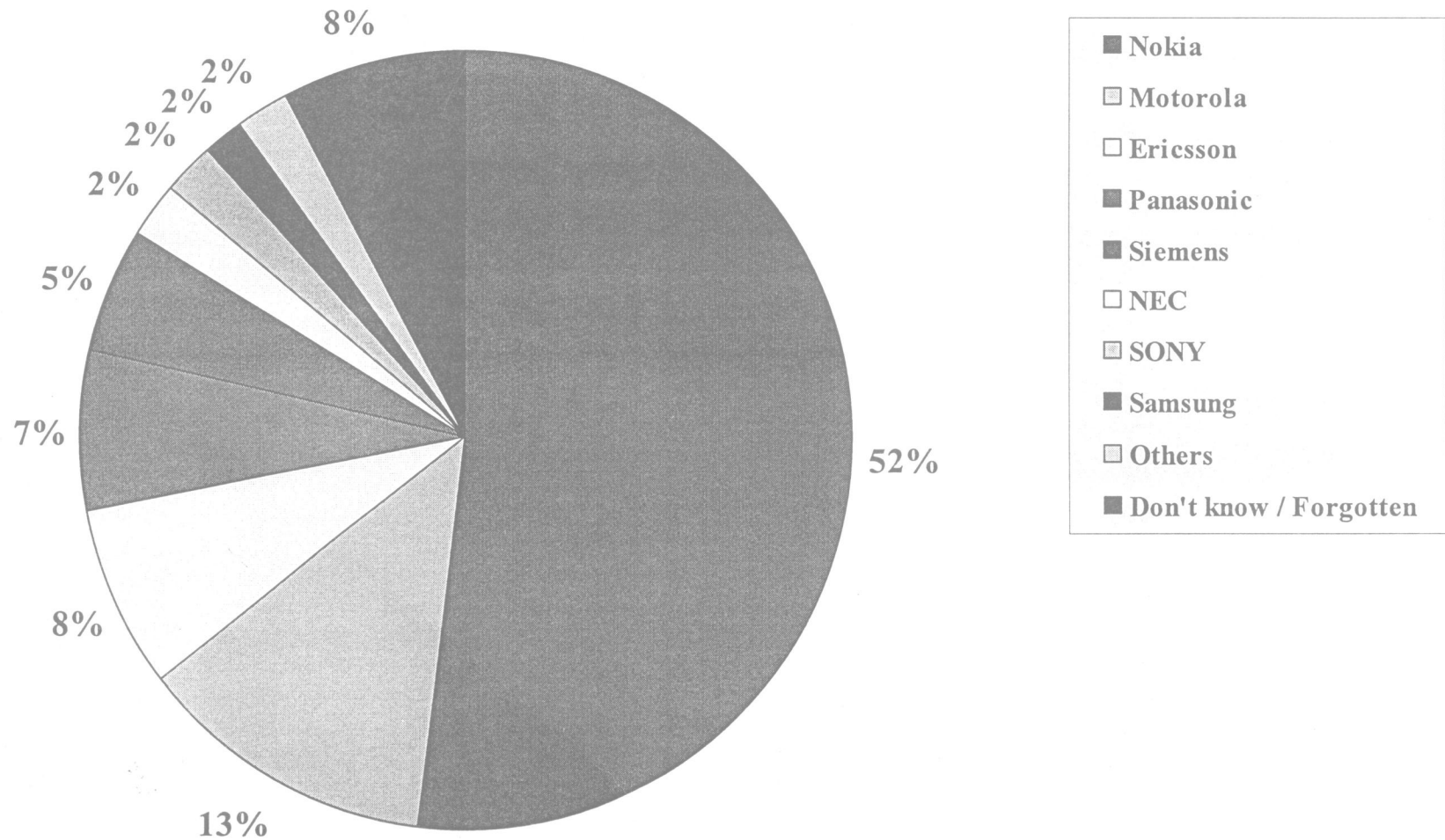
Pie chart values: 8%, 2%, 2%, 2%, 2%, 5%, 7%, 8%, 13%, 52%

Legend:
- Nokia
- Motorola
- Ericsson
- Panasonic
- Siemens
- NEC
- SONY
- Samsung
- Others
- Don't know / Forgotten

Satisfaction with the Mobile Phone Used Most Frequently

Average : 73.0
Std error : 0.39

75.3	74.9	74.1	72.9	68.9	68.3	66.9	63.5
Nokia (N=753)	SONY (N=33)	Panasonic (N=97)	Motorola (N=181)	Ericsson (N=111)	Siemens (N=74)	NEC (N=35)	Samsung (N=23)

Satisfaction with the Mobile Phone Used Most Frequently

Average : 74.2
Std error : 0.79

	Nokia (N=753)	SONY (N=33)	Panasonic (N=97)	Motorola (N=181)	Ericsson (N=111)	Siemens (N=74)	NEC (N=35)	Samsung (N=23)
Value	75.3	74.9	74.1	72.9	68.9	68.3	66.9	63.5
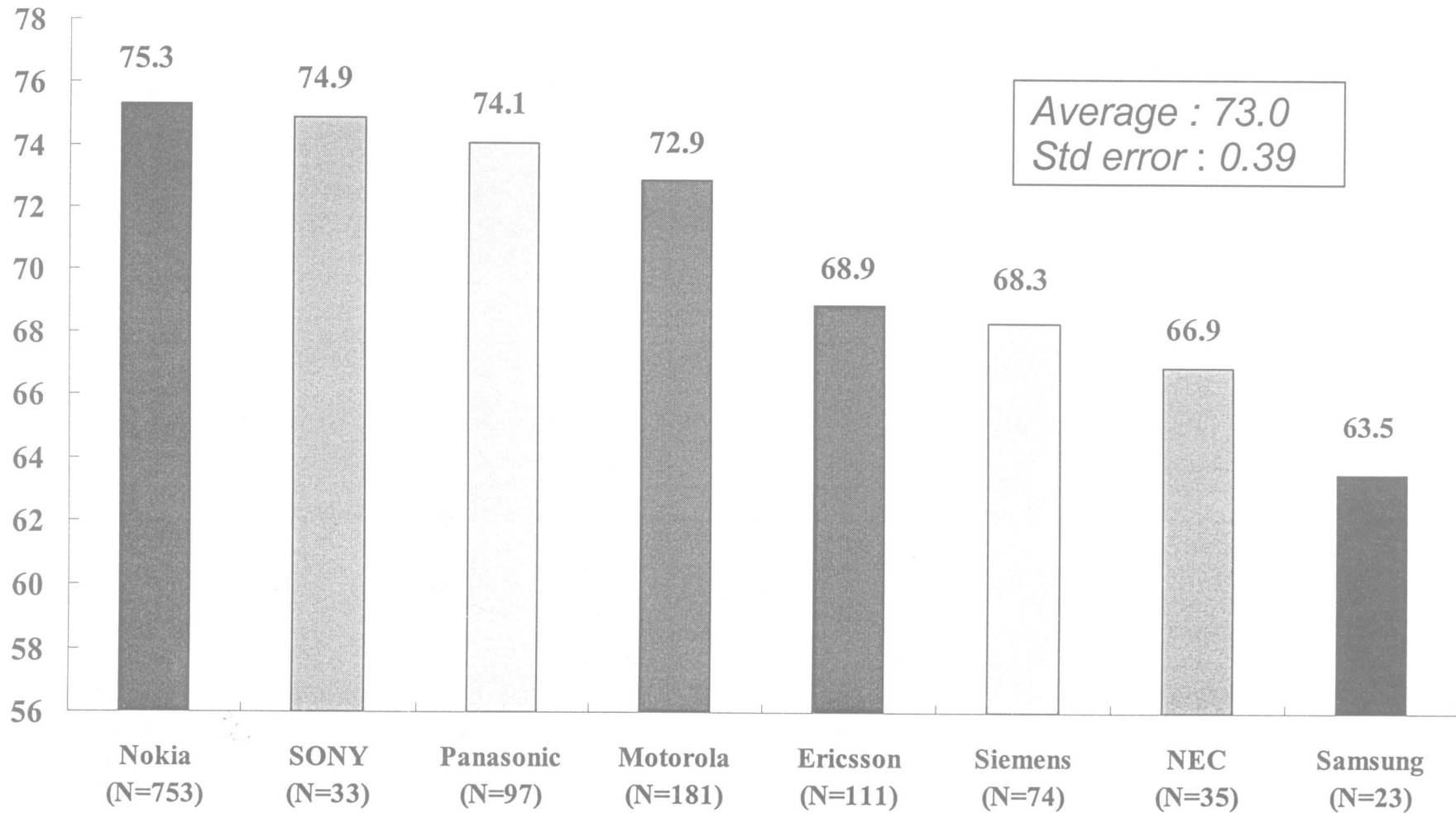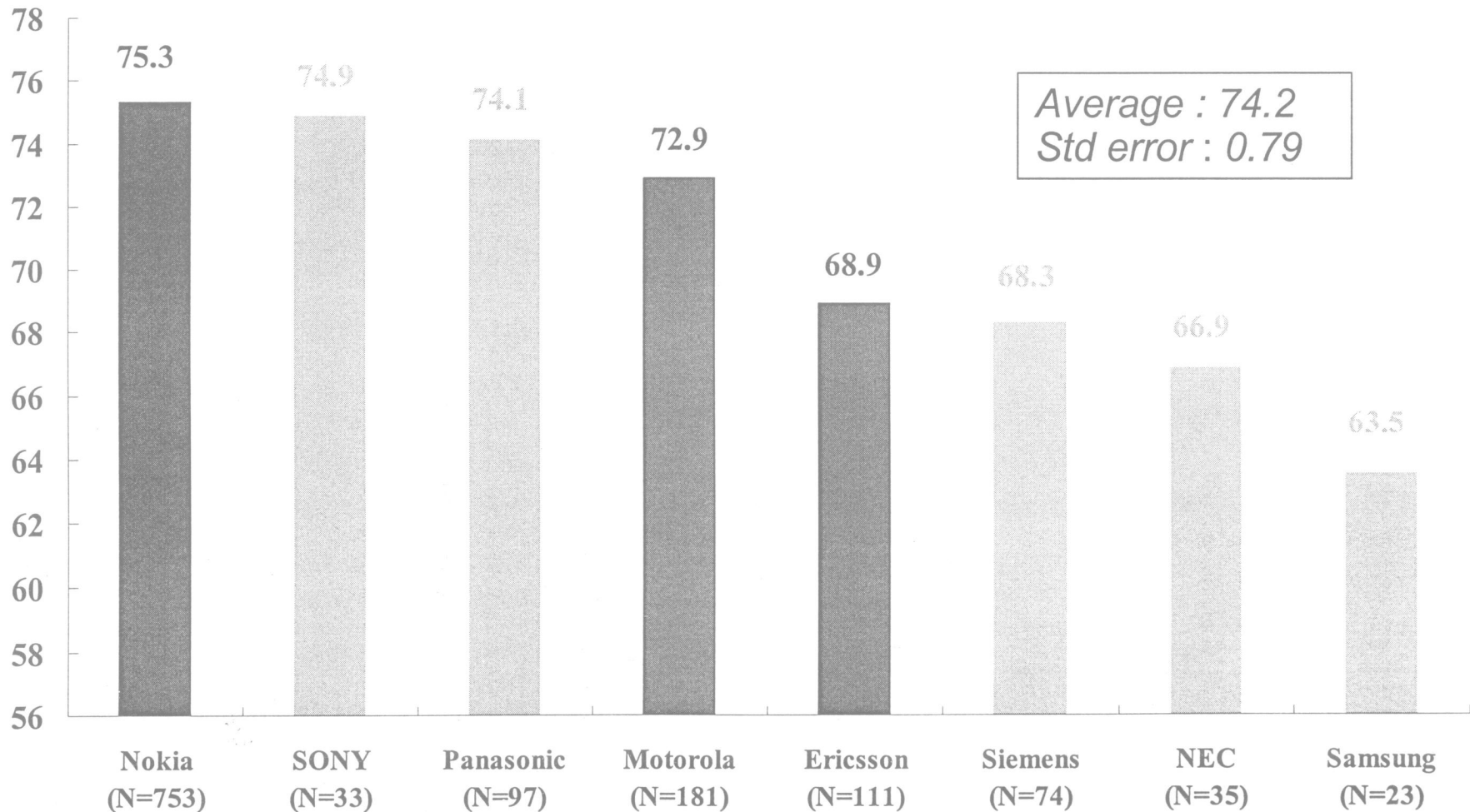
No. of Mobile Phones Changed Over the Last 2 Years

Average : 2.2
Std error : 0.48

45%
40%
35%
30%
25%
20%
15%
10%
5%
0%

30%   40%   20%   5%   2%   <1%   2%   <1%

1   2   3   4   5   6   7 - 12   13 - 24

No. of Mobile Phones Changed
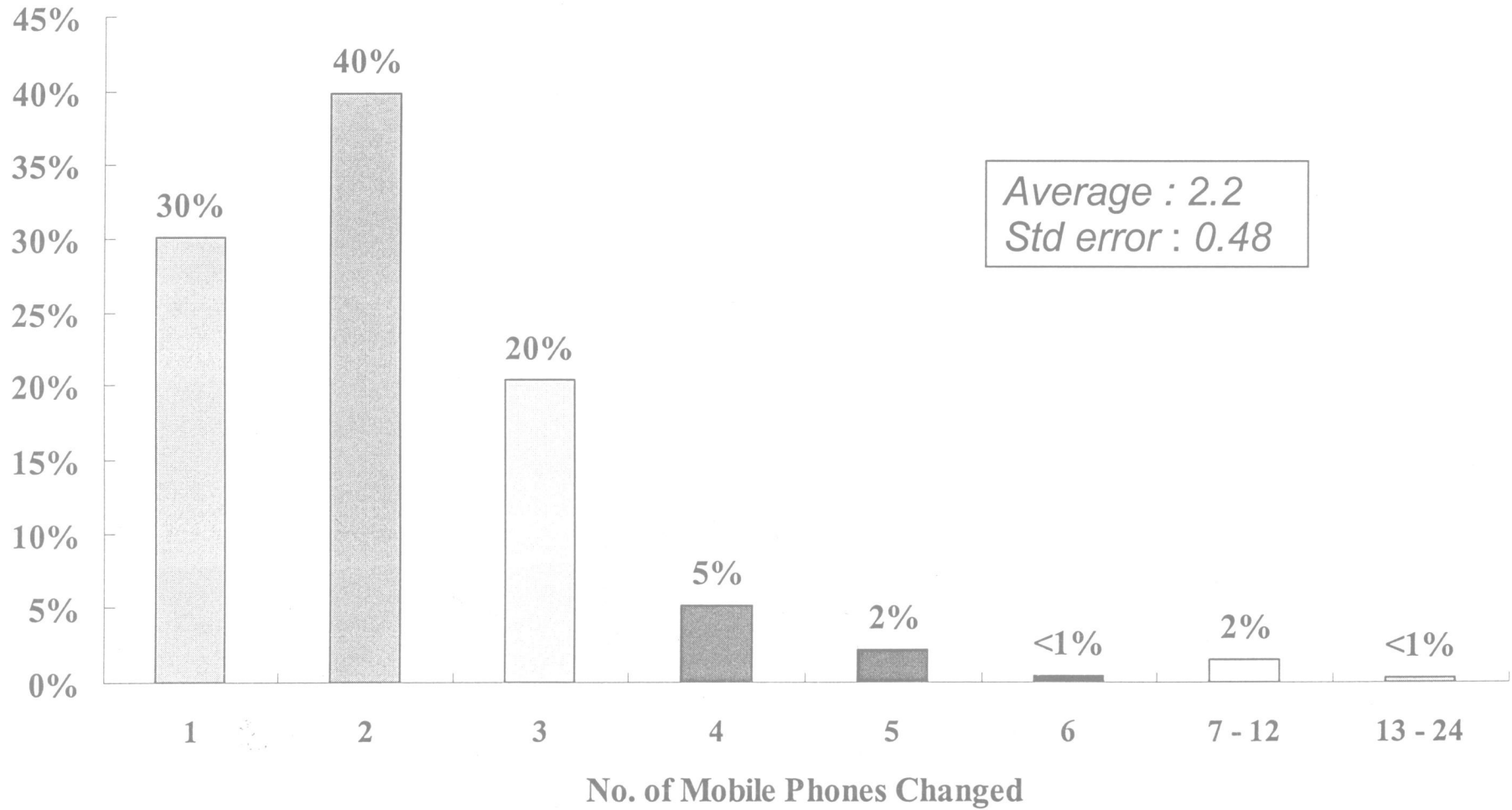
The Most Prominent Reason for Changing the Last Mobile Phone

- Damaged
- Outdated
- Lost
- Lacking the functions in need
- Relatively fewer functions
- Brand and model not popular
- Gift/ provided by company
- Reasonable price
- Most of the colleagues / friends don't use it
- Others
- None
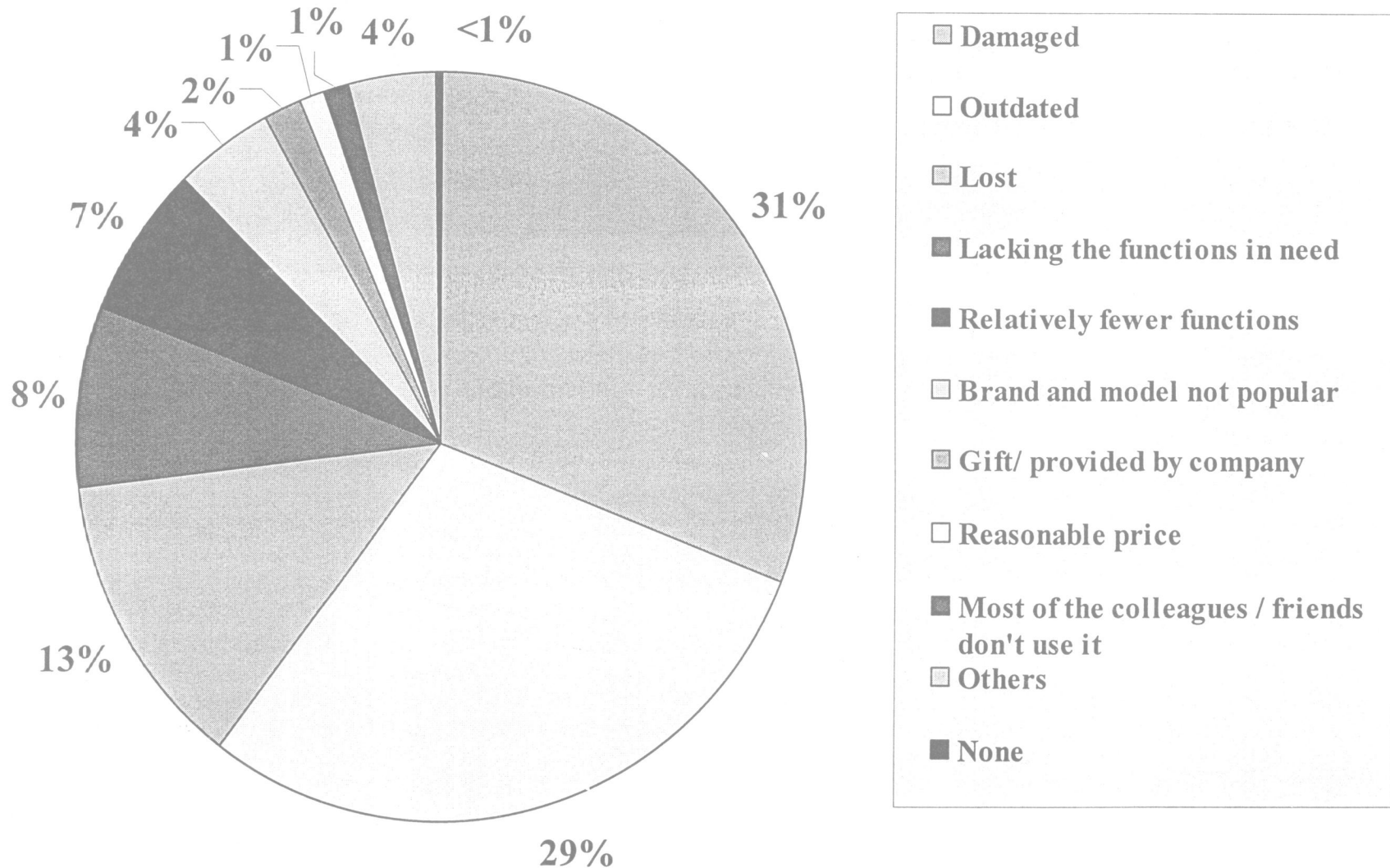
The Most Prominent Factor for Choosing the Latest Mobile Phone

Legend:
- ☐ Trendy style
- ☐ Reasonable price
- ▨ Has the functions in need
- ■ Relatively more functions
- ☐ Brand and model are popular
- ▨ Gift / Provided by company
- ■ Most of the colleagues/ friends use it
- ▨ Necessity
- ☐ Others

Pie chart values: 37%, 21%, 14%, 14%, 5%, 3%, 3%, <1%, 3%
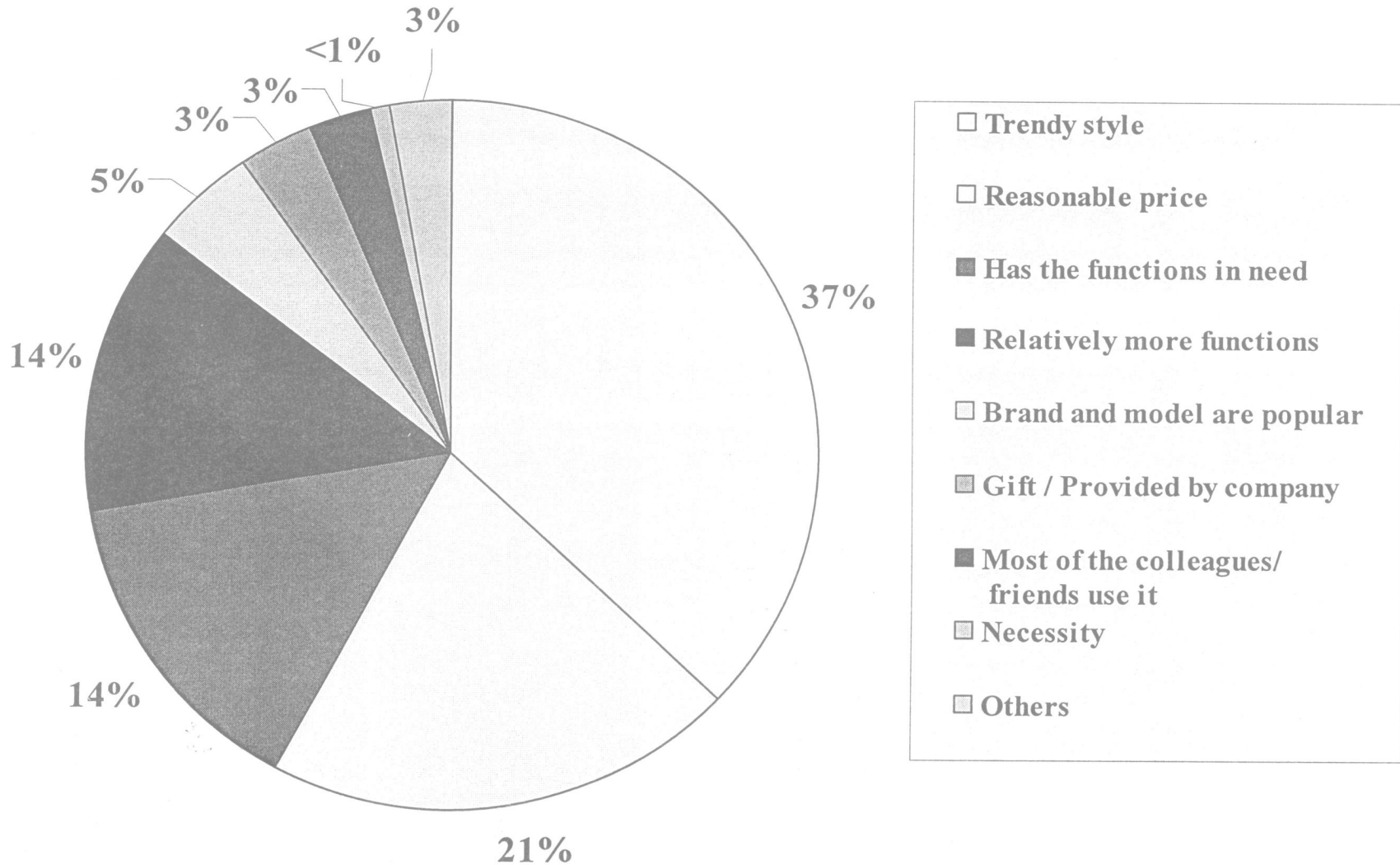
Relations between Consumer Characteristics and Mobile Phone Usage

Presented by Dr Ivy Lau

Interaction between Consumer's Characteristics, Perception of their Mobile Phone, and Situational Characteristics

Foci:

- Consumer Characteristics

- Mobile Phone Characteristics

- Situational Characteristics

Consumer characteristics

Self concept

- Am I a sophisticated (high-class, charming) person? Is sophistication important to me?

- Am I an exciting (spirited, exciting) person? Is being exciting important to me?

Self monitoring

--observe and control behavior and self-presentation

- Control of expressive behavior (e.g., I would probably make a good actor.)

- Propensity to perform in social situation and attract attention to oneself (e.g., In a group of people I am rarely the center of attention.)

- Displaying what others expect one to display in social situations (e.g., I may deceive people by being friendly when I really dislike them.)

-- Does expressive behavior agree with internal attributes or situational cues?

Product characteristics

- Sophisticated

- Exciting

Situation characteristics

- Sophisticated

- Exciting

Product characteristics

- Sophisticated

  66.5 (15.8)

- Exciting

  62.1 (18.0)

Consumer characteristics

<u>Self concept</u>

- Am I a sophisticated person?

  63.8 (17.3)

- Is sophistication important to me?

  64.0 (19.7)

- Am I an exciting person?

  63.1 (18.2)

- Is being exciting important to me?

  65.0 (20.4)

Distribution of Scores on the Self-monitoring Scale

Average : 7.0
Std error : 0.10
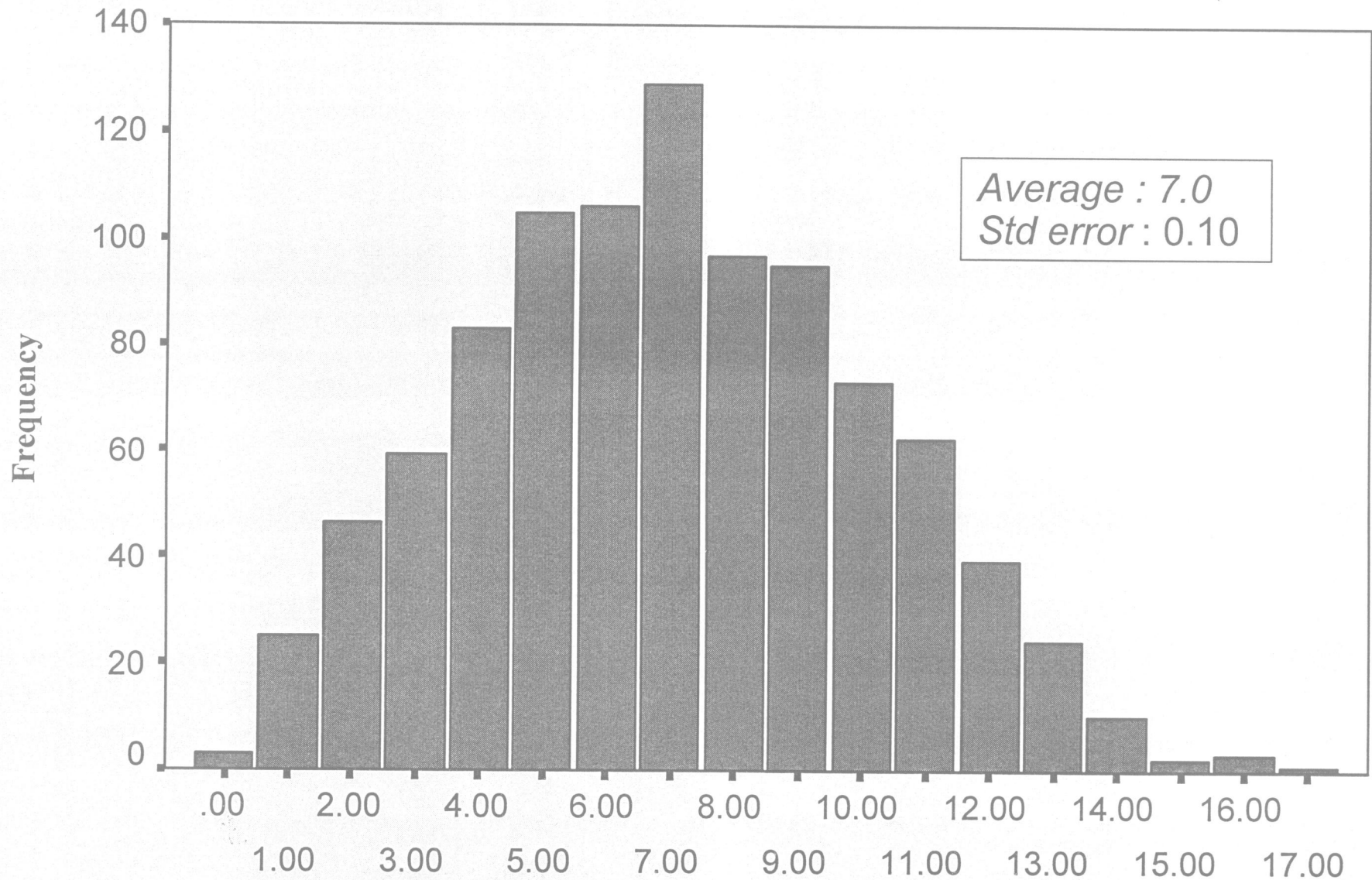
Mobile phone satisfaction
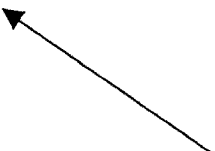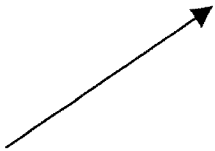
Phone sophistication

Phone excitement

I am sophisticated.

Being sophisticated is important.

I am exciting.

Being exciting is important.

Self-monitoring scores are related to:

- Age – younger people tend to score higher

- Gender – males tend to score higher

- Number of mobile phone changed in the past 2 years – people who scored higher tend to have changed more phones

Relation between Self-Concept and Self-Monitoring

- Relation between self-rating of sophistication and importance ratings   of sophistication is higher for low self-monitors than for high self-monitors

- Relation between self-rating of excitement and importance ratings of excitement is higher for low self-monitors than for high self-monitors

Self-monitoring

- High self-monitors: scored top 25%

- Low self-monitors: scored bottom 25%

Self-concept schematicity

- Sophistication/ Excitement schematics: giving above average sophistication/ excitement score and considered sophistication as having above average importance

- Sophistication/ Excitement aschematics: both self score and importance score below average

Phone schematicity

- Sophistication/ Excitement schematic: giving above average sophistication/ excitement score to their mobile phone

- Sophistication/ Excitement aschematic: giving below average sophistication/ excitement score to their mobile phone

Self-concept is related to perception of mobile phone:

- Sophistication schematics perceived their phone as more sophisticated than aschematics:

  72.1 vs. 59.3

- Excitement schematics perceived their phone as more exciting than aschematics:

  67.4 vs. 56.8

Self-monitoring is related to mobile phone selection:

- High self-monitors were more likely to select their mobile phone because the "brand and model was the most popular".

Personal Characteristics, Phone Characteristics, & Situational Characteristics

- Sophistication schematics were **less** likely than aschematics to use their mobile phone in a sophisticated situation.

- In a sophisticated situation, high self-monitors were more likely than low self-monitors to use their mobile phone if they perceived their mobile phone to be sophisticated.

- In an exciting situation, usage likelihood was related to usage satisfaction for low self-monitors but not for high self-monitors.

- After being made aware of the excitement dimension of a situation, high self-monitors looked for a future mobile phone that was more exciting than sophisticated.

A comprehensive understanding of mobile phone preference and usage requires a **three-dimensional approach** that includes an understanding of the **consumer**, the **mobile phone**, and **situational factors**.

Demand for After-market Services

Presented by Dr Robert Chung

Handling of the Old Mobile Phone

Legend:
- Sell it
- Give it to relatives/ friends
- Keep it
- Discard it
- Others
- Don't know / Hard to say/ That depends

29%
24%
23%
16%
<1%
8%
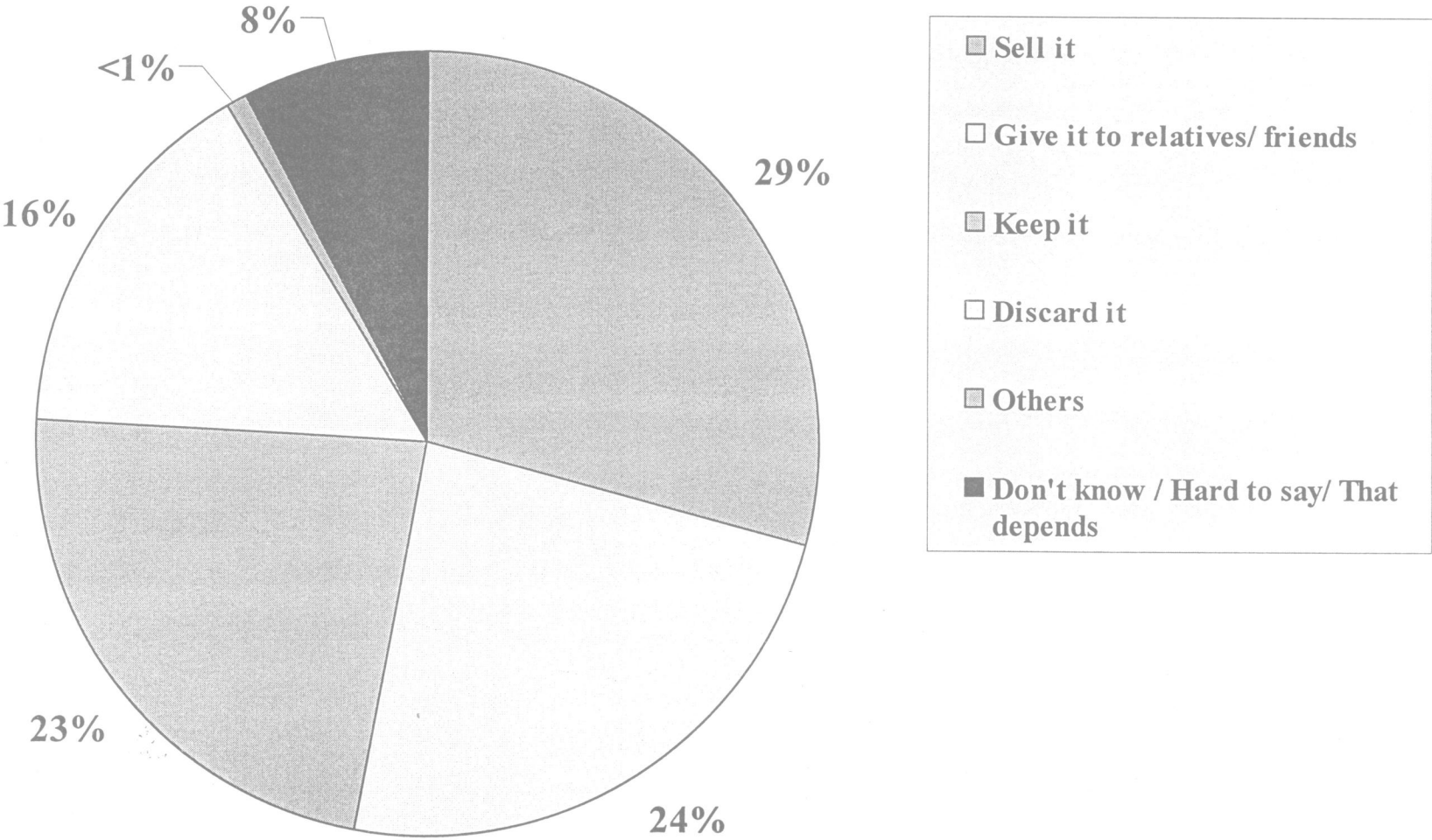
Ways to Tackle the Problem of Not Knowing How to Use Certain Functions of the Mobile Phone
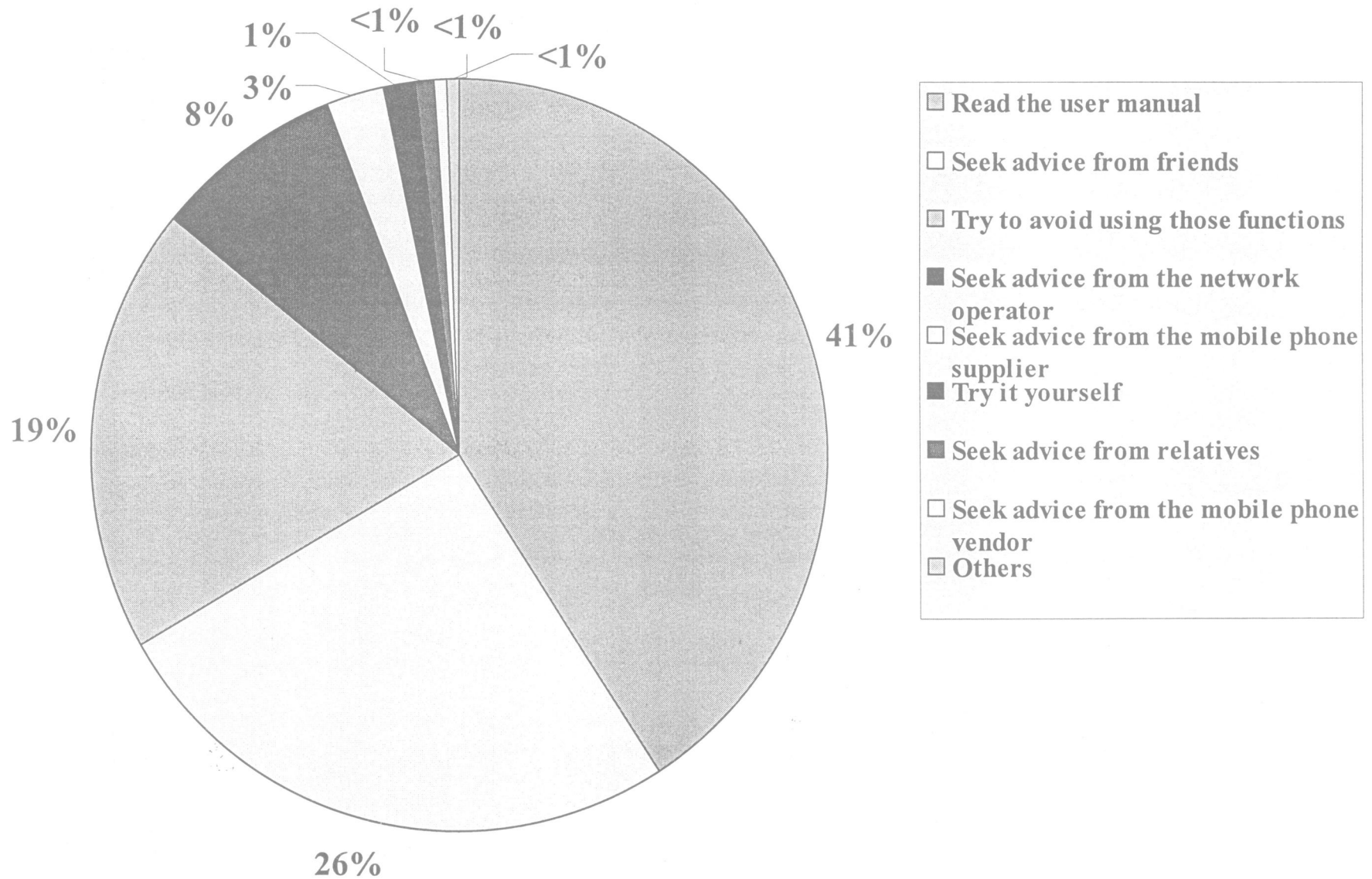
Legend:
- ☐ Read the user manual
- ☐ Seek advice from friends
- ☐ Try to avoid using those functions
- ■ Seek advice from the network operator
- ☐ Seek advice from the mobile phone supplier
- ■ Try it yourself
- ■ Seek advice from relatives
- ☐ Seek advice from the mobile phone vendor
- ☐ Others

Percentages shown: 41%, 26%, 19%, 8%, 3%, 1%, <1%, <1%, <1%

Evaluation of Services/Solutions Provided by Different Channels

Average : 72.5
Std error : 0.47
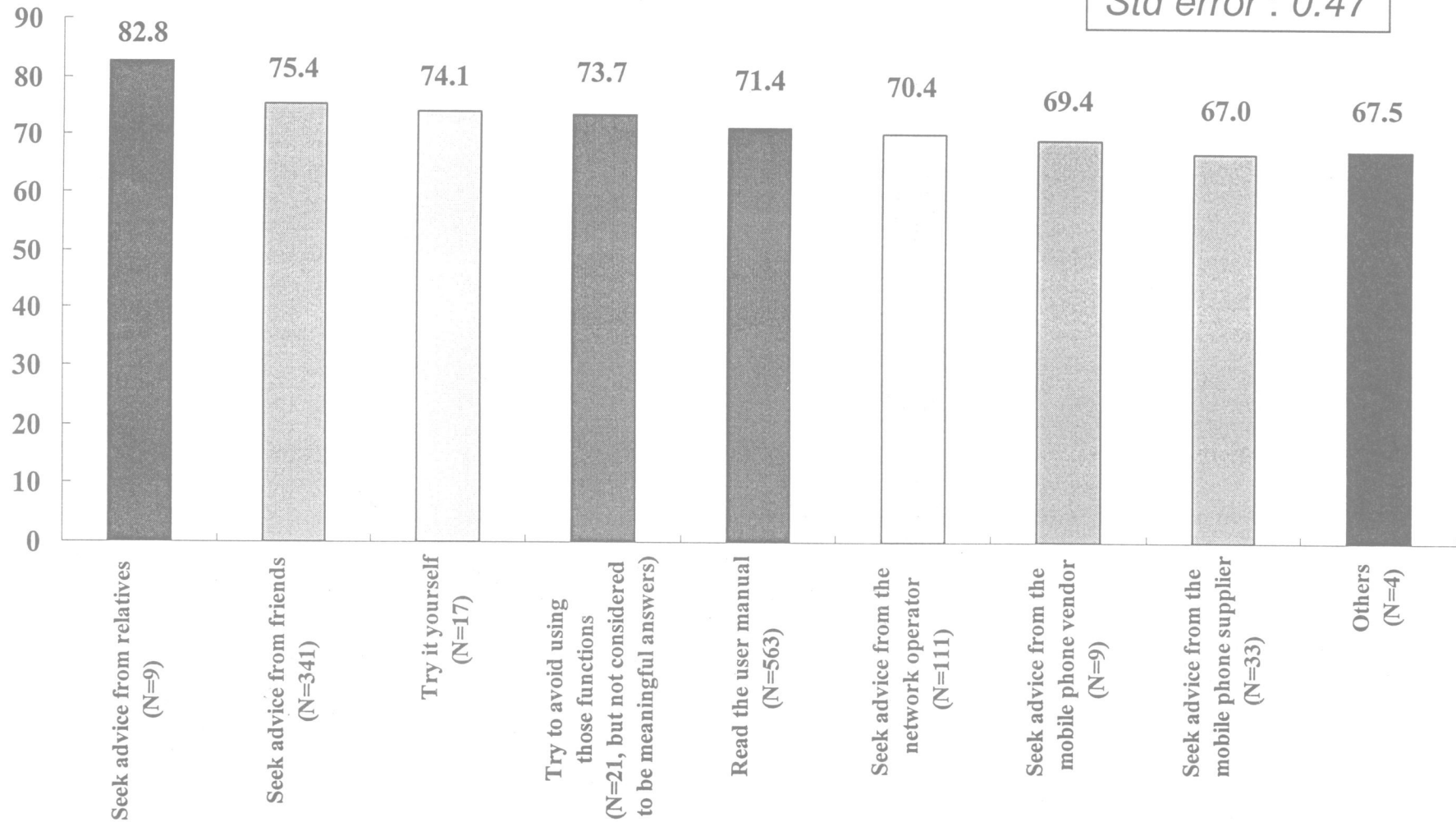
Evaluation of Services/Solutions Provided by Different Channels

Average : 72.9
Std error : 0.73
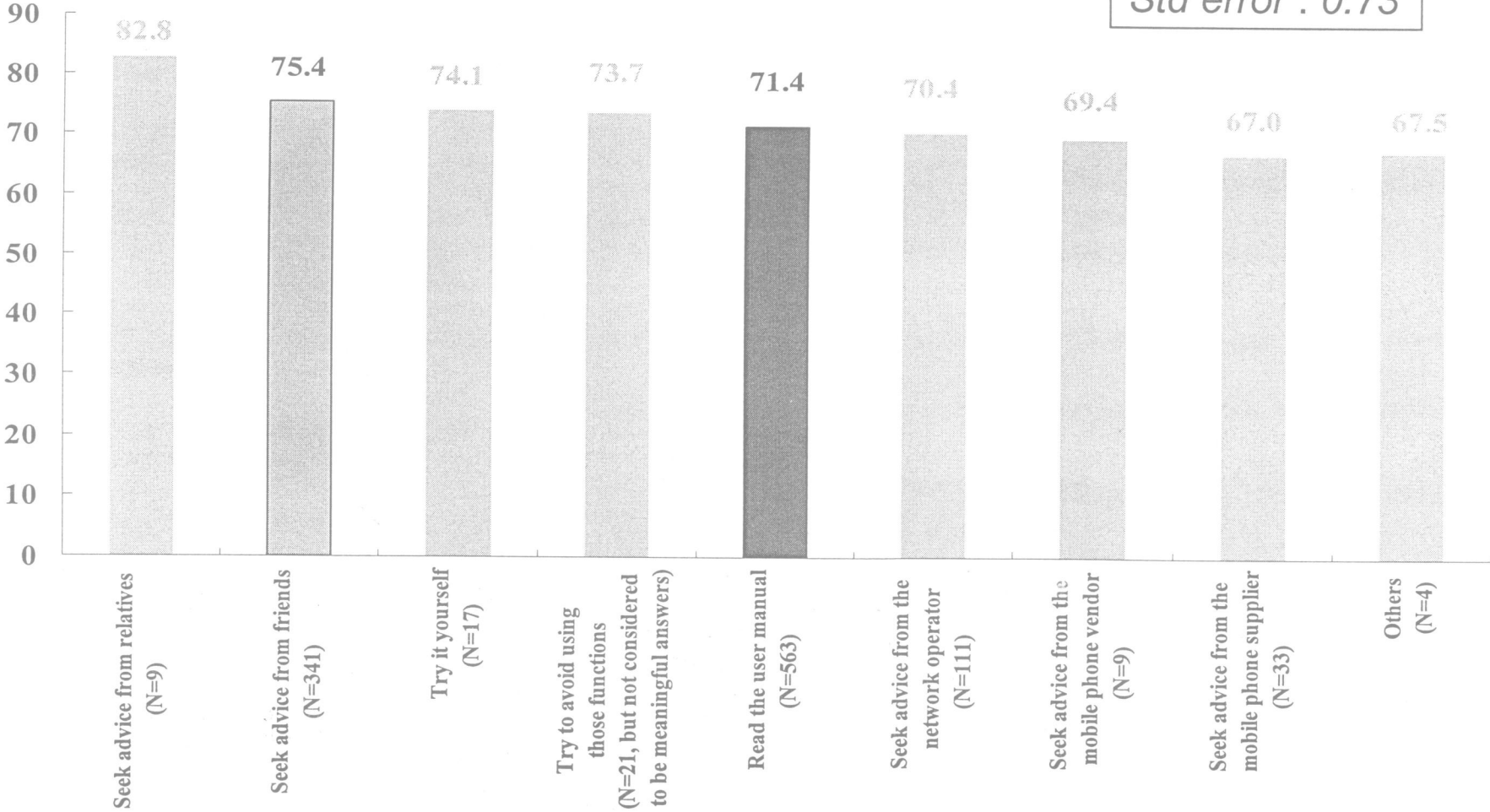
Handling of the Damaged Mobile Phone

Legend:
- Seek advice from the network operator
- Seek advice from the mobile phone supplier
- Seek advice from the mobile phone vendor
- Repair it yourself
- Change to a new mobile phone
- Discard it
- Repaired by friends/ relatives
- Others

43%
29%
11%
7%
4%
3%
<1%
2%

Evaluation of Repair Service Ever Used

Average : 67.1
Std error : 0.63

Category	Value
Seek advice from the mobile phone supplier (N=242)	67.7
Seek advice from the network operator (N=402)	67.6
Seek advice from the mobile phone vendor (N=107)	67.1
Repair it yourself (N=69)	65.5
Repaired by friends/relatives (N=4)	65.0
Change to a new mobile phone (N=19)	64.0
Discard it (N=9)	47.8
Others (N=6)	63.3

Evaluation of Repair Service Ever Used

Average : 67.6
Std error : 1.15

Category	Value
Seek advice from the mobile phone supplier (N=242)	67.7
Seek advice from the network operator (N=402)	67.6
Seek advice from the mobile phone vendor (N=107)	67.1
Repair it yourself (N=69)	65.5
Repaired by friends/relatives (N=4)	65.0
Change to a new mobile phone (N=19)	64.0
Discard it (N=9)	47.8
Others (N=6)	63.3

General Awareness of After-Market Services
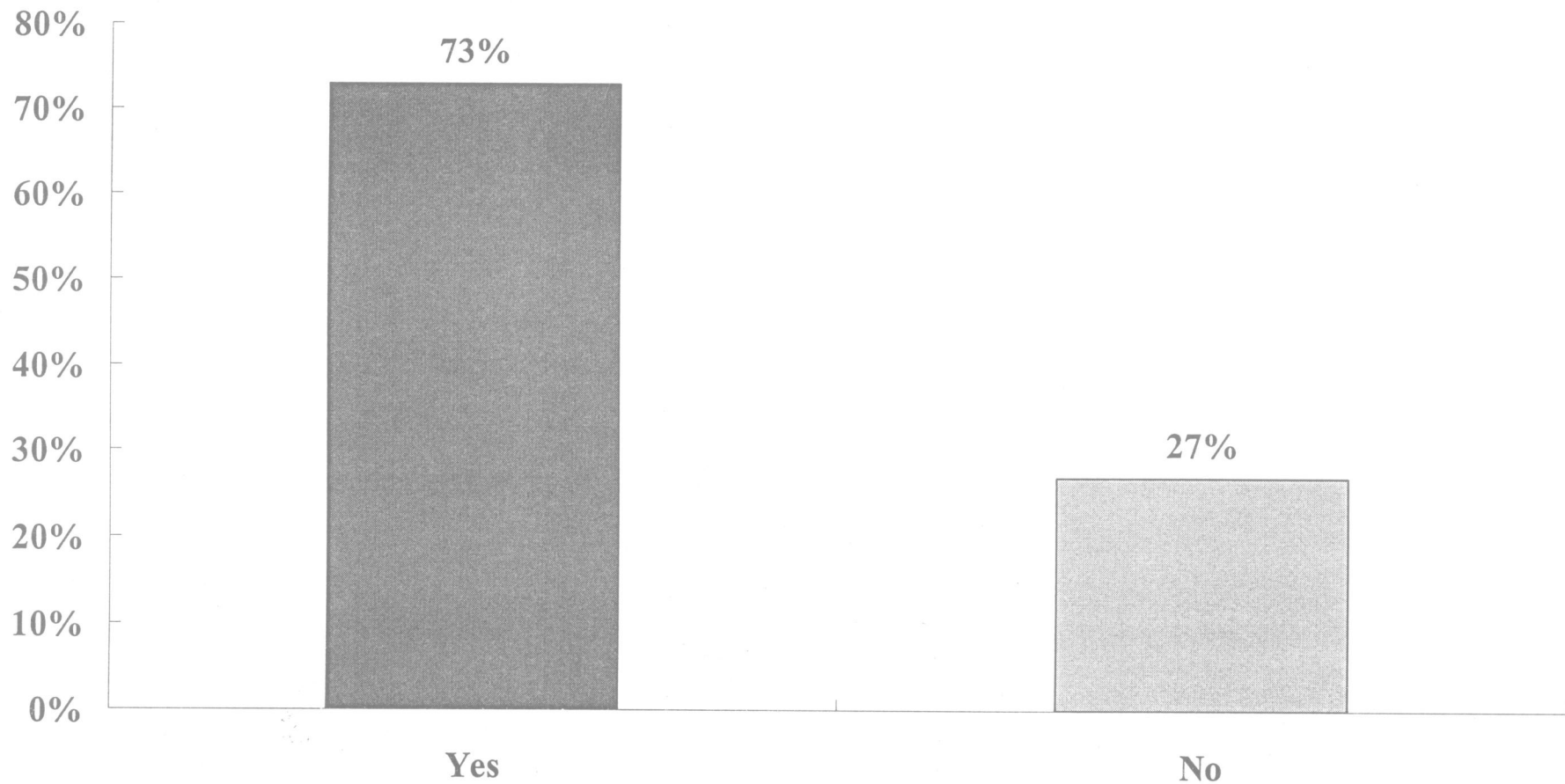
Perceived Importance of After-Market Services
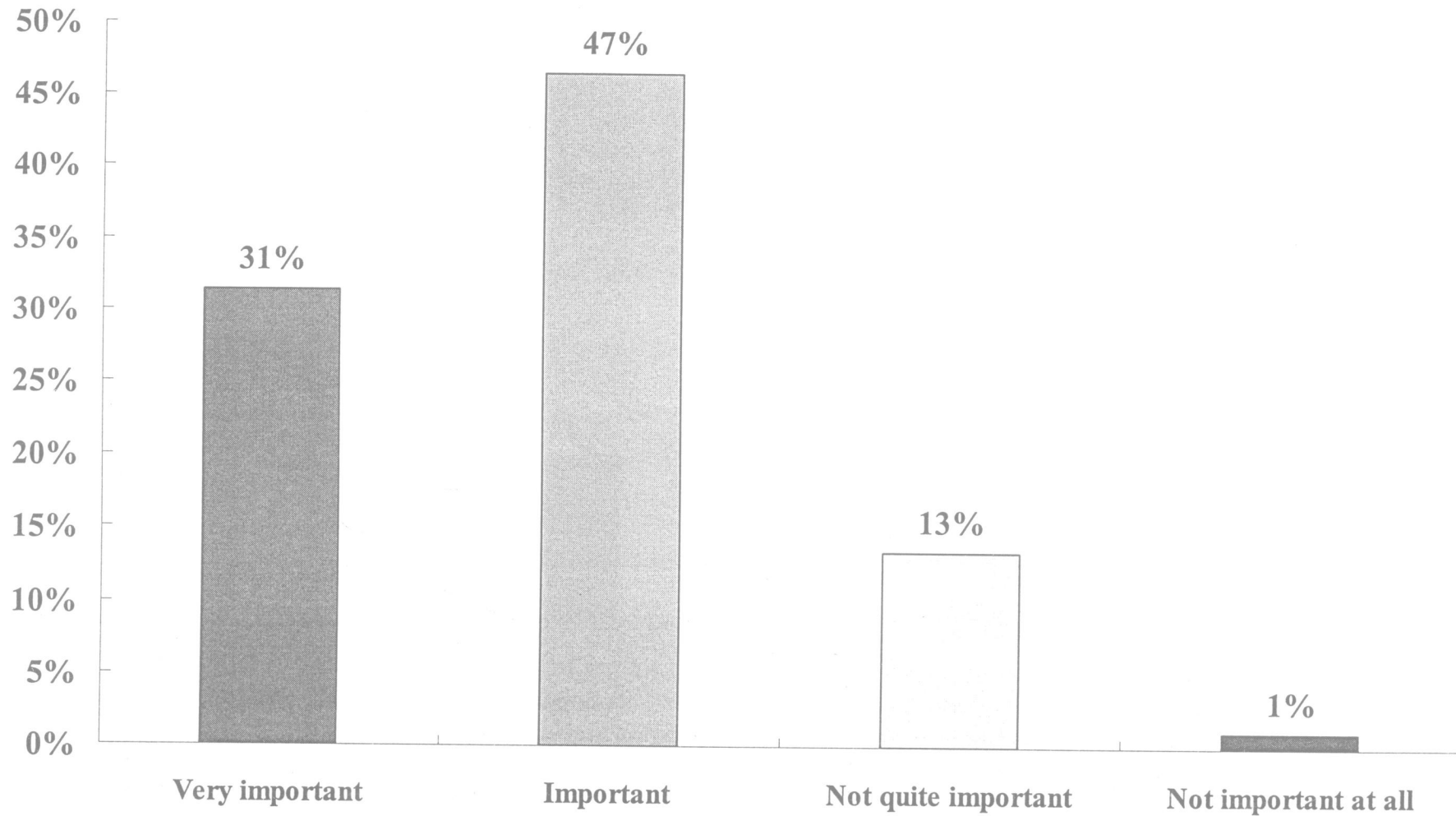
Desired Aspects of After-Market Services
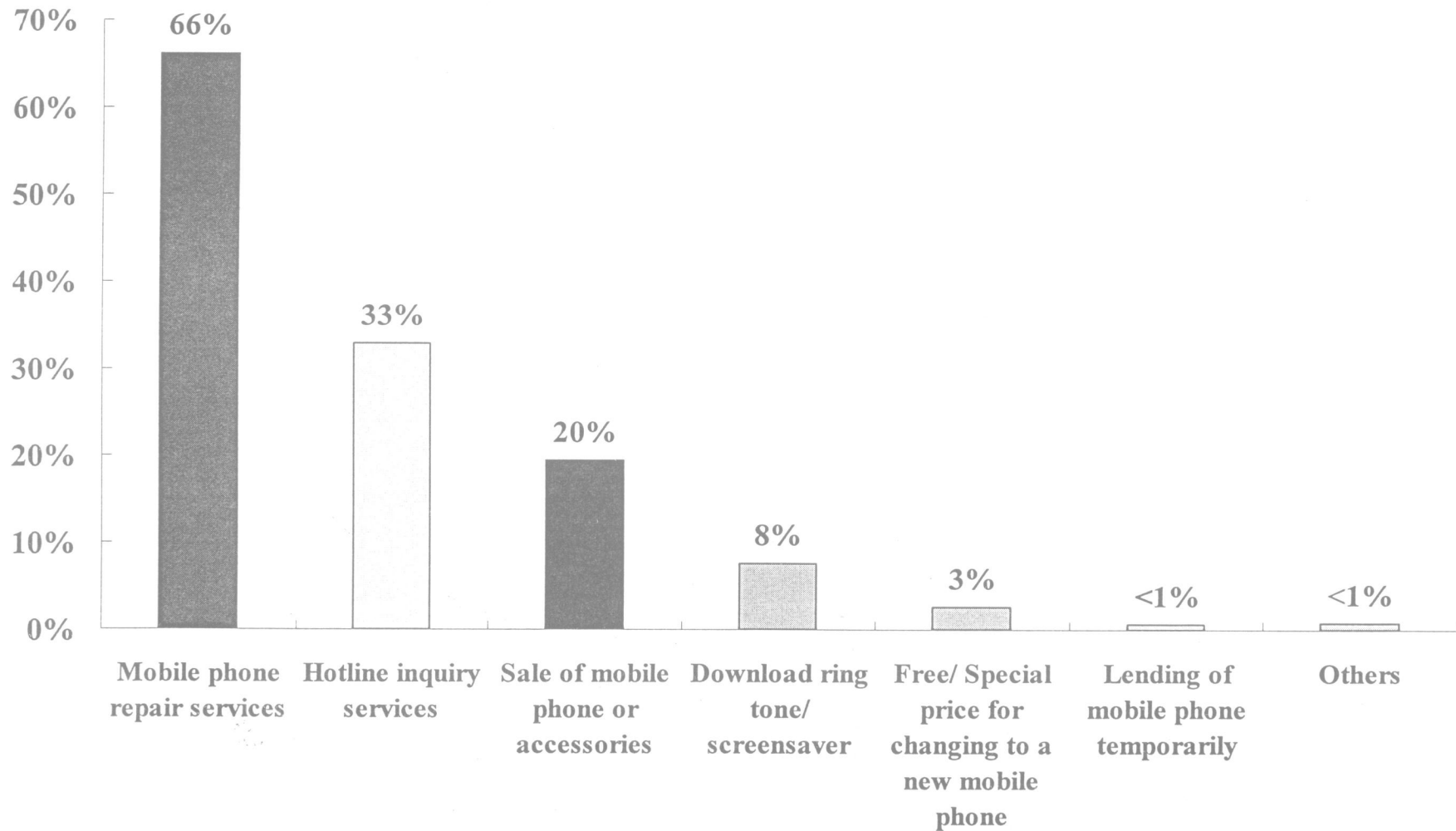
END OF PRESENTATION

Findings also available soon at
http://hkupop.hku.hk

Appendix VII

Newspaper Clippings

港人換手機一年起碼一部

【本報特訊】現時超過八成的香港人擁有流動電話，領先於其他亞太地區。一項調查顯示，被訪市民每年平均換一次手機，當中男性和年輕人因願意隨社會轉變、每年換手機的次數，更多於一次。調查又發現，市民換手機，會以款式為首要考慮。

香港大學民意調查計劃，發表首個有關流動電話用戶心理的學術研究報告，訪問了一千五百三十五名流動電話用戶。調查發現，諾基亞的流動電話最受香港人歡迎，超過一半的被訪者使用諾基亞的流動電話，其次為摩托羅拉和愛立信。而香港市民普遍對其擁有的流動電話感到滿意，當中以諾基亞分數最高，有七十五點三分（滿分為一百）。

流動電話的款式日新月異，調查發現有七成四流動電話用戶在過去兩年，曾經轉換流動電話，平均每年換一次手提電話。有三成被訪者表示，換電話是因為電話損壞，另外，三成則是因為電話款式過時，其他原因是遺失電話、原有手機缺少所需功能等。其中以男性和年輕被訪者，換電話的次數較多。

男人年輕人換機更多

香港大學心理學系助理講師劉綺文表示，因男性和年紀輕的人，自我監控性較強，即較願意隨社會環境改變自己表現；而越我行我素的人，則較少換手機。接近三成被訪者表示，他們會出售舊有的流動電話，其餘則表示，會把舊有的手提電話轉送親友或保留日後使用。

調查又發現，有百分之三十七的被訪者在選購手機時，會以款式為首要考慮因素，其次是價錢和功能。香港大學民意調查計劃主任鍾庭耀建議，手提電話供應商可設計更多可換殼的手機，以迎合香港人愛跟隨潮流和愛新款式的心態，此舉亦可避免市民丟棄未損壞的手機，符合環保原則。

時下很多年輕人會緊貼潮流，更換手提電話。（葉漢華攝）

選手機首要考慮因素		市民常用手機牌子	
潮流款色	37%	諾基亞	52%
價錢合理	21%	摩托羅拉	13%
有所需要的功能	14%	愛立信	8%
較其他牌子多功能	14%	樂聲	7%
牌子和型號受歡迎	5%	西門子	5%
送贈品	3%	NEC	2%
多朋友或同事使用	3%	新力	2%
需要	1%	三星	2%

年換一手機 港人貪新忘舊

調查發現本港市民經常轉換手提電話。(記者黃仲民攝)

受訪者對各品牌手提電話滿意度評分

分數

品牌	分數
諾基亞	75.3
新力	74.9
樂聲	74.1
摩托羅拉	72.9
愛立信	68.9
西門子	68.3
日本電氣	66.9
三菱	63.5

米平均分為73分
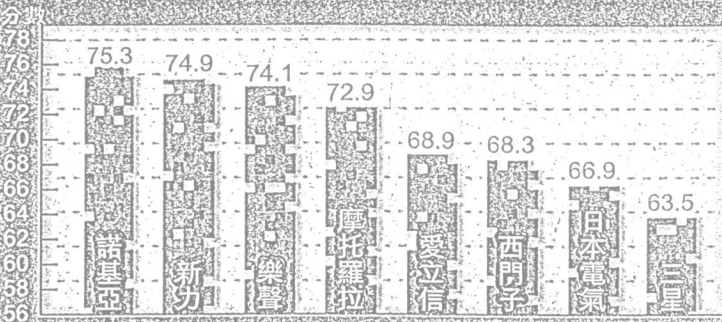
資料來源：港大民意研究計畫

【本報訊】就近日數間流動電話營話計畫的投訴較多，他指這些並非新道及流動服務牌照費，電訊管理局昨增成本，但營辦商卻選擇在此時將部去信告誡營辦商，指若誤導消費者會分攤本轉嫁給消費者。運用權力對付。本港一項調查則發他又指雖然無證據指新收費違反現，約有八、九成港人擁有手提電電訊法例及牌照條件，但任何形式加話，近四分三受訪者過去兩年曾換手費是受到規管的。電訊局告誡營辦機，平均一年換一部，反映港人對手商，合約的字體不可過小，也不應在機貪新忘舊。宣傳時未披露價格全額，若之後要求電訊局發言人表示，接獲消費者消費者支付其他雜費，則可能構成誤就加費作出的投訴，其中以低用量通一導，而電訊管理局去年在誤導性和欺騙行為上獲賦予新權力，如營辦商不守法，電訊管理局局長會毫不猶豫運用這些權力對付營辦商。該局又指會按相同原則研究智能卡收費。

最滿意諾基亞

另外，香港大學民意研究計畫於今年五月以電話訪問了一千五百三十五名十八歲以上流動電話用戶，發現五成二受訪者用諾基亞手機，其次是摩托羅拉（13%）及愛立信（8%）。受訪者最滿意諾基亞手機（見表），其次是新力、樂聲。研究計畫主任鍾庭耀指出，調查是由諾基亞資助，但調查由港大獨立進行，今日會將調查結果上網公開提供市民參閱，網址為 http://hkupop.hku.hk。

調查發現七成四受訪者過去兩年曾換電話，平均次數為二點二次，原因是電話損壞（31%）及款式過時（29%）等；三成被訪者指會出售舊手機，但四成人指會把舊機掉去或收藏，選新手機則以潮流為主，其次是價錢合理。調查又發現在社交場合較介意別人對自己表現的看法的用戶，較有機會換手機，當中以年輕人較多。

7成人 年換手機一次或以上

29%貪新棄舊 學者料3G出籠換機更密

【本報記者蕭慧敏報道】香港的手提電話，早前被稱冠亞洲區，已成為生活的必需品，各手機製造商亦不斷推出功能先進的產品，吸引新用戶使用，對年輕一代來說，手機已成為時尚之物。

據香港大學民意調查計劃最新的手機調查報告顯示，香港流動電話用戶，過去兩年平均更換手機的次數達1.6次，而一年換兩次者更多達四成。

根據調查結果顯示，30%被訪者稱在過去兩年內曾更換一部手機（見圖），在這期間內聲稱更換兩部手機的，佔整體被訪者的40%，是被訪者中的大多數，多達20%被訪者指出在這期間內曾更換了三部手機。

37%用新機 因有型及時興

至於被問及更換手機的主要原因是，31%被訪者指因為電話損壞、29%被訪者指是電話款式變舊、13%被訪者則因為遺失手機，所以不得不重新購買一部（見圖）。

使用最新款型號手機的最主要原因是「有型及時興」，佔被訪者37%，其次為售價合理（21%），再其次為手機具備所需的功能（14%）。

與此時，調查亦嘗試了解手機用戶怎樣處理舊手機，最多被訪者（29%）指會將舊手機賣掉、24%指會送給親友、23%指會把它存起來，亦有16%被訪者選擇把它棄掉。

約3成被訪者 賣掉舊機

負責項調查的民意調查中心主任鍾庭耀博士指出，很難說香港人的「換機率」是否過密，因為以往沒有這類的調查，難以作出比較，但他相信，隨著3G（第三代流動通訊系統）及更多手機能接上聯網，更多人會考慮更換手機。

香港學民意調查計劃所作的這項調查，是在5月8日至20日期間以隨機抽樣形式，用電話訪問了1,535名年齡在18歲或以上的人，其中822名為女性，713名為男性。
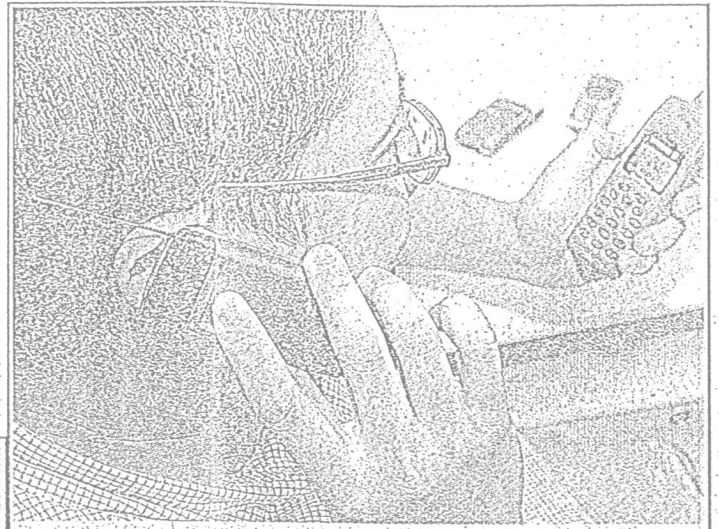
王先生一年換三次手提電話，一來是「貪新鮮」，二來是追求日新月異的新功能。　（陳永康攝）

港大民意調查中心主任鍾庭耀（左）表示，由於以往沒有同類調查，所以很難說港人的換手機率是否過密。（梁偉榮攝）

近兩年曾更換手機頻率

次數	佔受訪者百分比
1	30%
2	40%
3	20%
4	5%
5	2%
6	少於1%
7-12	2%
13-24	少於1%

資料來源：香港大專民意研究計劃

圖1 更換手機最主要原因

- 壞掉（31%）
- 品牌及款式不流行（4%）
- 功能過少（7%）
- 缺少所需功能（8%）
- 其他（8%）
- 遺失（13%）
- 舊款（29%）

圖2 怎樣處理舊手機

- 賣（29%）
- 其（8%）
- 棄（16%）
- 存（23%）
- 交親友（24%）

手機加費投訴增 電管局「出聲」

避免誤導

電訊管理局昨日致函所有流動電話營辦商，告誡他們任何增加收費方式均受規管，並提醒他們必須履行在《電訊條例》、牌照條件和合同法中的責任，不能以誤導手法，藉此增加客戶收費。

每月多收10元地鐵隧道牌照費

電訊局發言人表示，該局接獲加費的投訴，其中以低用量通話計劃的投訴較多，涉及加幅為每月額外徵收8至10元的地鐵、隧道和流動服務牌照費。

電訊局告誡營辦商，雖然未有證據顯示這種加費形式違反法例，但經營商必須履行電訊條例，以及合約內的規定，包括合約上的字體不應過小，不應在宣傳電訊產品或服務時，未有披露價格的全額。

如在銷售時聲稱某項服務是以若干價格提供，但實際上消費者須支付其他雜費，才可獲得服務，則可能已構成誤導的營商手法。

電訊局表示，營辦商加費前須給予客戶至少30天的通知。發言人又說，營辦商並須在宣傳資料中，提供清晰和其透明度的資料，令客戶能容易及清楚明白所提供的流動電話服務的條款和條件。

另外，電訊局亦會以相同原則，研究營辦商最近提出的智能卡收費。

本報記者 黃偉超
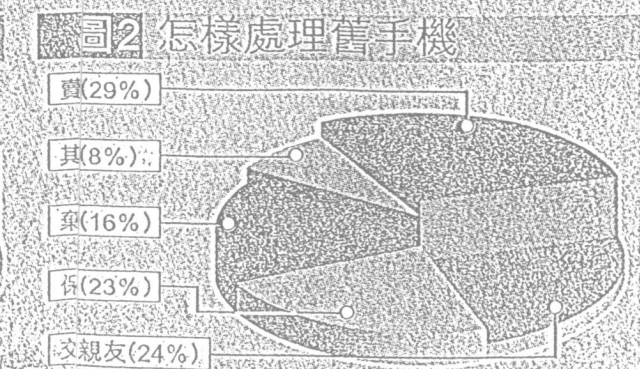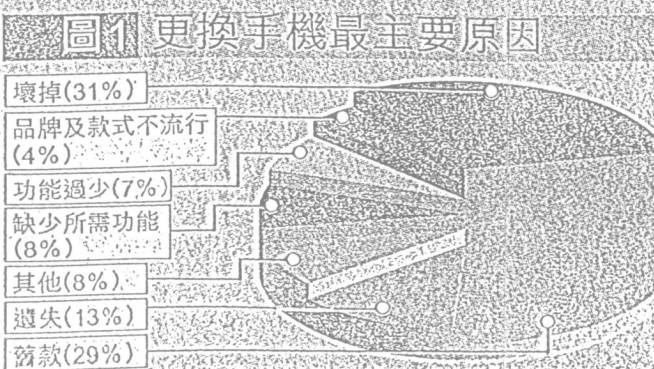
情迷新機外形功能 年換3部

特稿　欲罷不能

「每逢有新機種推出市場，我就被新穎的款式及外形吸引住，毫不考慮就會購買，因為我覺得每部電話的功能不同，所以當新機到手時，發掘新功能就成了一天的工作。」王先生是一名不折不扣的手機迷，一年花在更換手提電話的款項約1萬元。

他一年更換三部手機，每部電話用三至四個月就會賣掉，主要到旺角二手市場店舖換取現金，然後即馬上買新款機種。但王先生表示，現時購買手機主要以實用為主，因怕機身外形太吸引而被人偷去，故挑選一些款式普通而接收清晰的電話為首選。

青年貪「有型」 自行改裝手機

除了換新款機種外，時下年輕人都會把手機改裝，例如更換外殼、聆聲和顯示燈等，這樣就可以較低的價錢把電話變成另一款式。

「現時我的電話響起時，顯示燈會呈現黃色，而且會不停閃動，我覺得好有型，行出街都會有人望，我班朋友個個都改裝了電話，價錢便宜，撬機加換殼不用100元，比起換一個新電話划算。」19歲的安仔是一名鐘錶鑲學徒，每月工資只有5,000多元，他買不起新款手機，以改裝舊機滿足自己新鮮感。

本報記者 關天燕

究竟邊個品牌的手機最多人用，是 M 記、E 記還是 N 記？在剛過去的七月底，香港大學民意研究計劃發表了有關流動電話的最新民意調查，結果 Nokia 成為本港最多人用的手機品牌，而 Motorola 及 ERICSSON 則分佔第二、三位。另外，香港用家平均隔幾耐就會換電話？之後又會點處理部手機？睇完以下呢個調查結果就知得一清二楚！
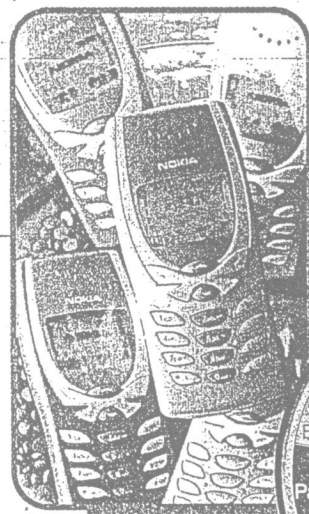
記者：招佩珊

最新港大民調

最多人用 Nokia
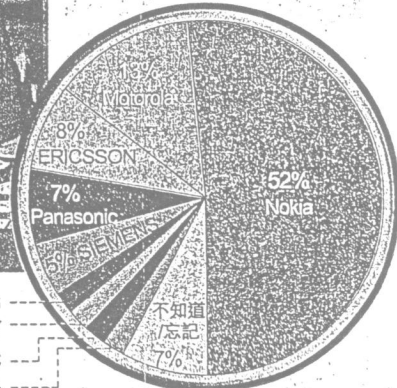
52%人用 Nokia 手機

呢次民意調查合共訪問了 1,535 名手機用家，當中有過半數用的是 Nokia 手機，成為香港最受歡迎的品牌。至於 Motorola 及 ERICSSON 則分佔第二、三位。至於受訪者對自己部手機的滿意程度，若用 0-100 來界分，平均有 73 分。流行品牌中 Nokia 分數最高（75.3 分），若計埋其他較少人用的品牌如 Philips、Alcatel、Bosch 及 Sagem 等，滿意程度獲最高分的是 Philips（80 分）。

平均 1 年換 1 機

每年至少都有四、五十部新機推出市面，而在選擇多多的情況下，又會否增加用家的換機意欲？今次港大的調查就發現，原來本港有七成四手機用家在過去兩年曾經換電話，平均次數達 2.2 次，而全體用家的平均次數則是 1.6 次，即相等於每年換機 1 次。而在七成四會更換手機的用家中，兩年內換機次數達 4 次或以上的佔 10%，原來香港都有班換機換得頻繁的用家。

至於換機原因，大多數是因為損壞（31%）或者款式落後（29%），其他原因則包括遺失、功能少或欠缺所需功能、牌子及型號不再流行、公司提供、獲贈及價錢合理等。

■ 原來香港人耐唔耐都會換新機。

品牌佔有率

- 52% Nokia
- 8% Motorola
- 7% ERICSSON
- 7% Panasonic
- SIEMENS
- 2% SAMSUNG
- 2% SONY
- 2% NEC
- 2% 其他牌子
- 不知道／忘記

買機皆因款夠新

由外形至功能，新機的選擇可謂多不勝數，而香港用家買新機的最主要因素又是甚麼？款式夠新「型仔」（37%）成為揀新機的主要因素，其次是因為價錢合理（21%）及有想要的功能（14%），而其他買新機的原因就有功能較多（14%）、是流行的牌子及型號（5%）及同事和朋友大多用它（3%）。買了新機後，通常用家都會將舊機賣掉（29%）、轉送家人/朋友（24%）、收藏（23%）或棄置（16%）。

■ 約有四成用家會以款式新穎作為買新機的主要考慮因素。

靠手冊自學手機功能

當遇到某些手機功能不懂得用時，你會選擇 A.問朋友，B.問手機商或網絡商，C.避免用有關功能，D.睇使用手冊。原來有四成被訪者會選擇自行睇手冊，約有三成會問朋友，而有接近兩成會避免用有關功能。

■ 約七成人覺得手機維修是售後服務應該包括的項目，反而較少人認為下載鈴聲/Screen Saver、換新機優惠或暫租手機包括在售後服務內。

港大民調為流動通訊業鋪路

呢個名為「流動電話與用戶自我看法的關係」的民意調查，是由香港大學民意研究計劃所進行，調查時間是今年五月期間，以隨機抽樣電話訪問形式合共訪問了 1,535 名手機用家，訪問回應率達 66.4%。

負責該項調查的香港大學民意調查計劃主任鍾庭耀博士表示，這作為首個有關流動電話用戶心理的學術研究，這項調查為商界及流動通訊界提供了多項有用的數據，協助他們研究香港流動電話的使用模式。此外，調查亦提出了有關社會及心理研究的重要問題，為日後有關香港流動通訊業的研究鋪路。

報明

港人平均年換一手機選購條件首重款式

[明報]

【明報專訊】有調查顯示，港人平均每年更換手提電話一次，主要因電話損壞，但揀選手機的條件首重款式，耐用程度反而不是主要考慮因素。負責調查的港大*民意研究計劃*主任鍾庭耀表示，手機損壞可能是港人更換電話的最佳藉口，反映他們只著重款式。

香港大學*民意研究計劃*於五月初至中旬，向一千五百多名十八歲以上市民，進行一項名為‘流動電話與用戶自我看法的關係’調查，以了解消費者的特性及流動電話使用模式。

調查顯示，市民平均每年轉換手機一次，超過三成受訪者表示，主要是因為電話損壞；其次則是款式過時及不慎遺失，分別為百分之二十九及十三。受訪者雖然因手機損壞而更換，但是他們選購手機首要著重款式，佔三成七。愈兩成受訪者則以價錢為考慮因素，手機功能則為一成四。

或以損壞為藉口換手機

調查同時反映，百分之七十三受訪者表示滿意自己的手機。港大*民意研究計劃*主任鍾庭耀指出，調查反映受訪者大多並不介意手提電話是否耐用，最重視的只是手機款式，手機損壞更可能是他們更換電話的最佳藉口。

既然港人更換手機次數頻密，那麼舊有手機又會怎樣處置？近三成受訪者表示會轉售；二成四則會贈送予親友。將手機保留則有二成三、超過一成半表示會棄掉。鍾庭耀估計，表示將手機保留的受訪者最終也會將它棄掉。因此，近四成受訪者只會浪費舊有電話。他建議市民將舊手機轉售，以合乎環保原則。

四成受訪者浪費舊機

此外，調查顯示，諾基亞是港人最常使用的電話品牌，佔逾五成；其次分別是摩托羅拉及愛立信。

存入文件夾

轉嫁消費者接投訴多宗電管局警告收手機隧道費

[蘋果日報]

【本報訊】電訊管理局針對流動電話營辦商近日向客戶增收每月八至十元的隧道費，昨日致函所有流動電話營辦商，告誡他們以任何方式增加收費都會受到監管。

合約字體不應過小

電訊管理局接獲消費者就加費作出的投訴，其中以低用量通話計劃的投訴較多，電管局發言人強調，雖然該局沒有任何證據，證明這種以加費形式收取的新費用，違反任何電訊法例及牌照條例，但該局必須提醒營辦商必須履行在《電訊條例》、牌照條件和合同法中的責任。

至於向營辦商作出告誡的範圍，包括合約上的字體不應過小，也不應在宣傳電訊產品或服務時，未有披露價格全額。如在銷售時聲稱某項服務是以若干價格提供，而實際上消費者須支付其他雜費才會獲得提供服務的話，則可能構成誤導的營商手法。

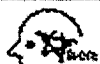本報昨晚曾聯絡多間流動電話營辦商回應事件，惟大部分未能聯絡上，其中新世界傳動網發言人則稱，對事件不予置評。

七成四人每年換機

此外，香港大學民意研究計劃在今年五月中旬，進行一項有關市民使用流動電話的調查。結果顯示，一千五百多位受訪流動電話用戶中，七成四人在過去兩年曾經轉換電話，整體平均次數為一點六次，相等於每年轉換電話一次，主因乃電話損壞及更換過時款式。

存入文件夾

Mobile phone firms warned over fee rises   *SHIRLEY LAU*

[南華早報網上版]

Ofta has warned *mobile phone* operators against misleading customers over a new $10 monthly charge relating to MTR, tunnel and *mobile* service licence fees.

The Office of the Telecommunications Authority said yesterday it had written to all *mobile phone* companies warning that it would keep an eye on them regarding imposing the new fee.

"While Ofta has not found any evidence the new charge is in breach of any telecommunications law, we have written to all operators cautioning them that how they pass on the tariff will be subject to regulatory scrutiny," a spokesman said.

"We understand these costs to the operators are not new. It is just that operators appear to have chosen this time to pass on some of the costs of doing business to their customers."

The warning came two weeks after the Consumer Council said it would meet Ofta to discuss the charge following a number of complaints about the $10 tariff. The fee incorporates the annual licence fee charged by Ofta and rentals that *mobile-phone* companies pay the MTR and tunnel operators to lease space for antenna installation.

Sunday Communications customers were the first to be charged in March. Orange introduced the fee on July 12. SmarTone is due to impose the extra cost on Monday.

Meanwhile, a survey found that 75 per cent of 1,535 *mobile phone* users had changed their phones at least once a year, with 15 per cent simply discarding used instruments. The University of Hong Kong poll also found 115 respondents had a changeover rate of between four and 10 times.

Thirty per cent had bought new phones to replace damaged ones and 29 per cent said their frequent changeover was to acquire a more up-to-date model.

Pollster Robert Chung Ting-yiu said the findings highlighted a technology waste problem in the hi-tech era.

"While many people replace their phones with a more stylish and trendy one, many less developed places are in need of the discarded resources. The situation deserves criticism as far as environmental protection is concerned," Dr Chung said.

Man Chi-sum, of lobby group Green Power, said about four million used cell *phone* batteries were generated yearly in Hong Kong, with the discarded heavy metal putting the environment at risk.

"It takes a very long period to degrade the batteries, and the cancer-causing elements such as cadmium they contain may pollute underground water sources," he said.

The survey also found people who considered themselves elite tended to avoid using *mobile* phones at high-powered social functions. "It implies talking on the *mobile phone* is not always sophisticated social behaviour," said pollster Ivy Lam.

There are more than five million *mobile phone* users in Hong Kong.