

ABSTRACT

This report presents the analysis and guide M-commerce customer's purchasing behavior. M-commerce customer's thought and opinions will solve the current problems and show us how to lead M-commerce service market. The objective of this project is to boost the interest of customer while carrying mobile phone and the trend of customer behavior in the future. The study of this report begins with a brief history of mobile phone and current mobile phone system around the world as well as in Thailand.

Finally, the major outcome of this project is providing marketing & operation Department to understand current situations and problem. It will help to understand customer's purchasing behavior and develop new marketing system for customers. It will provide better services to the customers as well as management.

