

Abstract

The study on “Factors Enhancing Occupational Choice of Buying, Selling and Exchanging Second-hand Mobile Phones at Mah Bunkrong Department Store and Ramkamhaeng University, Bangna Campus Areas” is a survey study. It aims at exploring the process and steps of buying, selling and exchanging second-hand mobile phones as well as factors influencing the choice of this occupation. The sampling group consists of 33 individuals at Mabunkrong Department Store area and 30 at Ramkamhaeng University, Bangna Campus area. The instrument for data collection is questionnaire. Statistics used for the analysis are Percentage, Arithmetic Mean, and Standard Deviation.

The study finds that the majority of the sampling group are males aged between 20-30 years old, single, bachelor’s degree graduates, having domicile in central region, mostly in Bangkok and its vicinity. Most of them live in rented house, earn 5,000-10,000 baht per month and do not have any dependent. They are largely persuaded by friends to enter this occupation, and having taken this career for 1-2 years.

The sampling group mention that key factors leading to the success of this occupation are financial capital, location, salesmanship, and human relations. Principal factors for choosing this occupation are respectively freedom of work, the ability to experiment and to manage fully, the interest in salesmanship and modern technology, sufficient income to live on, flexibility of days and times of work, and social prestige resulting from their own successful business.

Recommendations from the study include that the entrepreneur should not set too high prices for second-hand mobile phones. They must be careful inspecting each mobile phone before buying, honest to the customer, friendly, smily, polite, and continually develop their personality to impress the customers. Police officers should seriously and regularly inspect the trade certificate to observe the law and guarantee equal justice among the entrepreneurs. As for the customers, they should carefully consider the price, the condition of the phone and its accessories, the complication of

the usage, the necessity for them to buy, and the service given by the sellers in order to get the second-hand mobile phone with quality and fully serve their own needs.