



come from ten shopping mall, thirty samples each. The summary are.

1. 88.4% of our samples believe that the pager market have potential to increase.

2. 60.4% of pager users are businessman which along with the assumption and 78.8 are male.

53.3% of users have the age from 31-40 years old and the average income from 5,000 to 10,000, average education is bachelor degree.

3. We also found out that the most crucial point for the customer to make decision is the coverage area which also along with the assumption. After that the customer concern with the operator phone number. For the media that customers can get information about pager are (1) newspaper (2) radio (3) T.V. and the promotion that has the most effective is discount the monthly fee. Usually, customers want to buy the pager from direct sales more than other channels.

4. For pager recognizability, Phonselink come first with 57% Paclink 32.2% and Hutchision 10.6%.

5. From the above informations, we can purpose to the pager company to improve and use the suitable marketing strategies to their target group.