

## C160077 : MAJOR ECONOMICS

KEY WORD: DIGITAL / ANALOG / MOBILE CELLULAR PHONE / MARKET

PARAMATE SUKSRIVITURACH ; AN ANALOG-BASED PREDICTION ON DIGITAL MOBILE CELLULAR PHONE MARKET -: THE SUPPLIERS' VIEW, THESIS ADVISOR : ASST. PROF. JITTAPATR KRUAVAN Ph.D, 126 pp, ISBN 974-582-930-7

The analog mobile cellular phones, though are widely recognised in Thailand now as an important telecommunication appliance in terms of comfort, time saving, and spaceless connections, are increasingly criticized on the fixed capacity of its transmitted procedure. As such, it is likely that the digital mobile cellular phones (GSM), with better features, would replace the analog ones to some extent in the near future.

This study reveals that prices are a major demand determinant for analog mobile cellular phones of all types except for NMT 470 whereas income and waiting list are more significant. By the end of 1995, it is predicted that the number of analog mobile cellular phone users would exceed the maximum service-capacity of the system by more than 100,000.

The market penetration behavior of digital mobile cellular phones (GSM) is expected to be the same as that of analog AMPS 800 in the past. The impact of GSM market penetration will depend largely on GSM market prices. In any case, the impact on the analog market will be very slight, that is, less than one percent.