

Studies, Love and Mobile Phones...



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Increasingly the youth market, and the student segment in particular, is emerging as a dynamic force in the consumer markets of Indochina. In this edition of Indochina Research's I-TRAK™ we begin examining students' interests and consumption profiles in the region.

I-TRAK™ Research Design: Random selection of 452 male & female university and vocational school students aged 16-22 undertaking various field of study in key urban centres of the 3 countries – HCMC (Vietnam), Phnom Penh (Cambodia) & Vientiane (Laos). Conducted in February 2007.

Topics of Student's Interest		
Cambodia	Vietnam	Laos
Study 96.7	Mobile phone 78.0	Study 77.3
Seeking job 58.6	Love 76.0	Love 74.7
Entertainment 50.7	Vehicle 68.7	Mobile phone 54.0
Mobile phone 48.0	Internet/computer 68.0	Entertainment 50.0
Love 47.4	Study 67.3	Dress fashion 45.3
Sport 36.2	Dress fashion 66.7	Traveling 42.0
Traveling 34.9	Entertainment 58.0	Seeking job 30.7
Dress fashion 21.7	Seeking job 50.7	Sport 30.7
Internet/computer 11.8	Hair fashion 50.7	Vehicle 24.7
Vehicle 9.9	Traveling 44.0	Modern media 21.3
Hair fashion 5.9	Sport 40.7	Internet/computer 20.7
Modern media 3.9	Modern media 31.3	Hair fashion 13.3

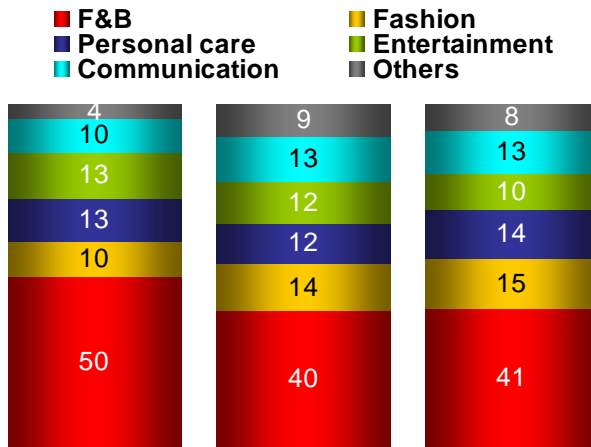
Common Interests...

- Chatting about studying, love and mobile phones are the main topics of conversation among students but this does vary across the region.
- Talking about motorbikes and computers/internet shows the more upwardly mobile nature of Vietnamese students.

Personal Spending...

Interestingly, average monthly personal expenditure by students is over US\$50 in all 3 major cities. Students in Vietnam spent the most (US\$61) while those in Laos (US\$54) and Cambodia US\$51 spent considerably less each month.

40-50% of students monthly spending is for personal food & beverage while for all other categories (fashion, personal care, entertainment and communication etc..) spending is limited to 10-13% and with little difference between the cities.



Cambodia Vietnam Laos
Laos students seek a "happy life"...

Communication tools...

Students in Vietnam and Laos seem to be more connected with 3 in 4 saying that they have a mobile phone, while only 50% in Cambodia do. Nokia is the brand of preference in all locations with Samsung (Vietnam) and I-Mobile (Laos) being its closest competitors.

Internet use by students in Vietnam is double the level in Cambodia and Laos.

Reflecting a cultural norm – 4 in 5 students in Laos stated that they drank beer or other spirits and 45% drank at least once a week. In contrast, 62% of Vietnamese and only half of Cambodian students ever drink beer or spirits and only on an occasional basis often linked to a specific event or activity.



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