This thesis focuses on adopting the behaviour of young consumers towards mobile phones and ICT technologies. The study is based on comparison between three survey samples. Three datasets from the survey samples are: an online survey of male university engineer students, male and female university students from all disciplines and a previous dataset by Autio and Wilska (2001). All the three datasets were individually analysed using CATPCA (Categorical Principal Component Analysis). Previous data were re-examined with a categorical approach, which suggested that young male consumers are relatively homogenous group. Although previous studies suggested that there would be clearly divided consumer groups. However, the new data on male student sample and male and female sample suggested that young consumers are a conservative mobile phone user group. Majority of the respondents only spend a modest amount on monthly mobile expenses and most of them have not bought applications for the smart phones they use.

The study was based on the hypothesis that young consumers, particularly university going students would be interested in using new technology and would spend quite much for mobile phones; they would be confident about their technical skills and would spend on new software and mobile applications. The result opposed the hypothesis and showed that the young consumers are conservative towards new technologies. In addition, the comparison among three groups showed that young people are efficient and economic mobile phone users.

Keywords: Mobile phones, Mobile services, Young consumers, Categorical Principal Components Analysis (CATPCA), ICT technologies.