

**Abstract**

Telecommunication with Information and Communications Technology (ICT) has become a necessity in social and economic development and is a leading sector to enable and drive growth in other sectors in Cambodia such as education, agriculture, and health. Recently, the mobile telecom service market in Cambodia has demonstrated rapid growth, which is jumping off the fixed-line, with a penetration rate of 75.27% of the total population by the end of 2010. Despite this rapid growth rate, the mobile telecom service market in Cambodia faces a number of key challenges. Furthermore, Cambodia is one of the least developing countries and isn't different from others country that really needs the technology and fast information transferring system to attract both foreign direct investment and official development assistance to building itself economic development of the country. Telecoms industry in Cambodia as service by mobile phone, internet user, television and radio service also including ICT are view that Cambodia have resulted from a number of factors which are including economic liberalization and others. This is s growing consensus that foreign investment is essential to realizing Cambodia's vast potential but what we know Cambodia government is keenly aware that sustaining democratic principle, enhancing security foe life and property. Rebuilding and maintaining infrastructure are necessary to attract foreign investment. In other many projects to build telecom infrastructure result in telecom business growing rapidly in Cambodia during the years. In addition, this project researcher trying to explore the external environment factors that influence the growth of telecommunication business and service in Cambodia markets, it is concerns customer's satisfaction and behavior of those who are using telecommunication service also any way the economic aspect related to the growth of telecommunication business and some suggestion for this service.

The research has been conducted with the reader to know and understanding background of consumer behavior and development of telecommunication industry in Cambodia. The Telecommunications in Cambodia service include telephone, radio, television, and Internet services, which are regulated by the Ministry of Posts Telecommunications and Transport which were restored throughout most of the country in the early 1980s during the People's Republic of Kampuchea regime after Being disrupted under the Khmer Rouge. The missions of Telecommunication Regulator of Cambodia are sensitive to the needs of consumers, operators with service providers and suppliers, and responsive to the policy initiatives of Royal Government to generate growth on ICT and economic benefits, making Cambodia a player playing its key role in the world community of technology.

**Keyword:** Telecommunication Service. Cambodia, Mobile Phone Market, Consumer Behavior

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