

Willingness to pay for mobile internet in the Czech Republic

Abstract

The main focus of this thesis is to examine consumers' willingness to pay for mobile internet in the Czech Republic. The data for the estimation were collected via a self-developed online questionnaire. Using the logit model, the factors, which significantly influences the WTP, were identified. These include: the ownership of a smartphone, perceived importance of availability of the internet connection, having a monthly mobile tariff and the way of using mobile applications. Additionally, the price, that the consumers' would be willing to pay for their ideal tariff, is examined and it is shown, that the level of education has a significant negative effect on this price.