

**ESTIMATION OF CONSUMER SURPLUS IN MOBILE SERVICES:
CASE STUDY ON TELECOMMUNICATION MARKET IN THAILAND**

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ABSTRACT

The objective of this paper is to measure the benefits that consumer gain from their consumption of mobile services by estimating the change in consumer surplus (CS). The study considers the mobile telecommunication markets during 2003 – 2012 in Thailand. Detail of measurement principles, literature review, data used for calculation, and calculation results are discussed in this paper.

KEYWORDS: *Consumer Surplus, Mobile Services, Calculation, Thailand*

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