MMS (MULTIMEDIA MESSAGE SERVICE) SERVICE ADOPTION RATES IN ALGERIA

DEBILI ROCHDI

UNIVERSITI UTARA MALAYSIA
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MMS (MULTIMEDIA MESSAGE SERVICE) SERVICE ADOPTION RATES IN ALGERIA

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By

DEBILI ROCHDI

802012

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ABSTRACT

This thesis tries to analyze the factors that affect the intention to adopt Multimedia message service (MMS) among users in Algeria. Innovation diffusion theory was chosen as the basis of framework to better explain customer's acceptance of this new mobile service. MMS provides more multimedia communication with entertainment effects than current text base short message service (SMS). The main purpose of this thesis is to investigate the occurrence of MMS from a user's perspective, to present a definition of this new message service and provide a deeper understanding of the phenomenon. The main objective is to present a theoretical framework regarding MMS usage and to empirically investigate which user related factors to consider, when developing services adapted for mobile message use. Survey was chosen to gather the data. The measures and hypotheses were analyzed using SPSS. Results show that Ease of use, perceived enjoyment and perceived media richness significantly influence passenger's intention towards adopting MMS in Algeria. At last, the implications of the findings are discussed.

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TABLE OF CONTENT

PERMISION TO USE.....I

ABSTRACT.....II

AKNOWLEDGEMENT.....III

TABLE OF CONTENT.....IV

LISTE OF TABLES.....IX

LIST OF FIGURES.....XI

LIST OF ABBREVIATIONS.....XII

CHAPTER ONE

INTRODUCTION

1.1 Introduction..... 1

1.1.1 The importance of mobile technology and services..... 1

1.1.1.1 Importance for providers..... 2

1.1.1.2 Importance for customers..... 2

1.1.1.3 Importance due to increased use of mobile technology..... 3

1.2 Mobile Generations..... 3

1.3 Mobile services..... 4

1.3.1 Mobile Services adoption..... 5

1.4 The Research Question..... 6

1.5 Significance of the Study..... 6

1.6 Scope of the Study..... 7

1.7 Organization of the Thesis..... 7

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction..... 8

2.2 Overview of mobile technology..... 8

2.3 Mobile messaging services..... 10

2.3.1 Short message service..... 10

2.3.2 Email and Internet..... 11

2.3.3 Alert..... 11

2.3.4 Faxing..... 11

2.3.5 Multimedia message service..... 12

2.3.5.1 The Business Challenge of MMS..... 13

2.3.6 Other mobile services..... 14

2.4 Overview of Algeria's communications market..... 15

2.5 Theory on adoption of technology and mobile services..... 17

2.5.1 Theory of Reasoned Action..... 18

2.5.2 Theory of Planned Behavior..... 21

2.5.3 Technology Acceptance Model..... 24

2.5.4 Innovation Diffusion Theory..... 27

2.6 The research Model..... 27

2.7 Characteristics of New Technology..... 36

2.8 Demographic Characteristics..... 36

2.9 Behavioral Characteristics..... 29

CHAPTER THERE

RESEARCH METHODOLOGY

3.1 Introduction..... 40

3.2 Research Purpose..... 40

3.3 Research Approach..... 42

3.4 Sample Selection..... 45

3.4.1 Sampling and population..... 46

3.5 Data Collection..... 47

3.6 Measurement..... 49

3.7 Pilot test..... 49

3.7.1 Validity..... 50

3.7.2 Reliability..... 51

3.8 Hypotheses..... 51

3.9 Summary..... 52

CHAPTER FOUR

DATA ANALYSIS AND RESULTS

4.1 Introduction..... 53

4.2 Demographics and Descriptive Statistics..... 53

4.3 Reliability analysis test..... 57

4.4 Descriptive Statistics..... 58

4.5 Pearson Correlation Analysis..... 60

4.5.1 Correlation between Intention to adoption MMS and Ease of use..... 60

4.5.2 Correlation between MMS Intention to adoption MMS and Usefulness 61

4.5.3 Correlation between Intention to adoption MMS and Perceived Enjoyment..... 61

4.5.4 Correlation between Intention to adoption MMS and Compatibility.... 62

4.5.5 Correlation between Intention to adoption MMS and Perceived Media Richness..... 63

4.6 Results of Regression Test..... 64

4.6.1 Multiple regression analysis..... 64

4.6.2 Regression between Intention to adoption MMS and Ease of use..... 64

4.6.3 Regression between Intention to adoption MMS and Usefulness..... 65

4.6.4 Regression between Intention to adoption MMS and Perceived Enjoyment..... 66

4.6.5 Regression between Intention to adoption MMS and Compatibility..... 66

4.6.6 Regression between Intention to adoption MMS and Perceived Media Richness..... 67

4.7 Summary..... 68

CHAPTER FIVE

CONCLUSIONS AND IMPLICATIONS

5	Conclusion and implications.....	70
5.1	Conclusion.....	70
5.2	Discussion and Recommendations.....	70
5.3	Implications for practice.....	72
5.4	Limitations and Future research.....	73
6	Reference.....	75
7	Appendix.....	80

LISTE OF TABLES

Table 2.1: Mobile subscribers and penetration rate – 1995; 1997; 1999 – 2009 16

Table 2.2: Mobile operators, subscribers and annual change – March 2009 17

Table 3.1: Summary 47

Table.3.2: Advantages and disadvantages of personal interviews 48

Table 4.1: respondent categories 54

Table 4.2: Sample demographics 54

Table 4.3: Respondents by their occupation 55

Table 4.4: Amount of SMS sent per day by the respondents 56

Table 4.5: Respondents speaking time by mobile 57

Table 4.6: results of reliability test 58

Table 4.7: Descriptive Statistics 59

Table4.8: Correlations between Intention to adoption MMS and Ease of use 60

Table4.9: Correlations between Intention to adoption MMS and Usefulness 61

Table4.10: Correlations between Intention to adoption MMS and Perceived Enjoyment 62

Table4.11: Correlations between Intention to adoption MMS and Compatibility 62

Table4.12: Correlations between Intention to adoption MMS and Perceived Media Richness 63

Table 4.13: Regression between Intention to adoption MMS and Ease of use 64

Table 4.14: Regression between Intention to adoption MMS and Usefulness 65

Table 4.15: Regression between Intention to adoption MMS and Perceived Enjoyment 66

Table 4.16: Regression between Intention to adoption MMS and Compatibility 67

Table 4.17: Regression between Intention to adoption MMS and Perceived Media Richness 68

LISTE OF FIGURES

Figure 1.1: Organization of the Thesis 7

Figure2.1: MMS Market Evolution 13

Figure 2.2: MMS Revenue Growth (in millions of dollars) 14

Figure 2.3: Theoretical model on user acceptance of information technology 18

Figure 2.4: Theory of reasoned action 21

Figure 2.5: Theory of planned behavior 23

Figure 2.6: Technology acceptance model 25

Figure 2.7: Drivers of adoption of innovations 27

Figure 2.8: Research Framework Study of MMS adoption rates in Algeria 35

Figure 2.9: Diffusion process 37

LIST OF ABBREVIATIONS

(MMS): Multimedia Messaging Service

(SMS): Short Message Service

(GSM): Global System for Mobile Communications

(GPRS): General packet radio service

(ITU): International Telecommunication Union

(IT): Information Technology

(IS): Information System

(ATM): Automatic Trailer Machine

(TPB): Theory of Planned Behavior

(ICT): Information and Communication Technology

(TAM): Technology Acceptance Model

(TRA): Theory of Reasoned Action

(PBC): Perceived Behavioral Control

(BI): Behavioral Intention

(EOU): Ease of Use

(USE): Usefulness

(COM): Compatibility

(PMR): Perceived Media richness

(PENJOY): Perceived enjoyment

CHAPTER ONE

INTRODUCTION

1.1 Introduction

Mobile phones have become an integral part of our lives. Nowadays, they come integrated with multimedia devices such as a camera, speaker, radio, and microphone. While primarily facilitating teleconversations, they also offer additional services such as text communication, games, audio/video playing, radio, image/video capture and transmission, alarm, calculator, and calendar. More recently, the sending and receiving of MMS (multimedia messaging service) messages, which have substantially higher.

1.1.1 The importance of mobile technology and services

The mobile phone has become an integral part of many people's everyday life all over the world. Until recently, it has been mostly used for phone calls and messaging, but this is now changing. Services, in particular, challenge established ways of using phones. The study of how and why consumers adopt (new) technology and mobile services and specially messaging services may be relevant and important for both providers and

The contents of the thesis is for internal user only

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