

**CULTURAL FACTORS IN A MOBILE PHONE ADOPTION AND  
USAGE MODEL: A CASE OF UUM POSTGRADUATE STUDENTS**

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**CULTURAL FACTORS IN A MOBILE PHONE ADOPTION AND  
USAGE MODEL: A CASE OF UUM POSTGRADUATE STUDENTS**

**A Thesis submitted to the UUM College of Business  
In partial fulfillment of the requirement for the degree  
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**2011**



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## ABSTRACT

Mobile phone is one of the communication devices that can meet requirement where it consists of an integrated system of technology and socially derived components. The technology that provided in mobile phone keep changing by the features and there a lot in the market today. Hence, the upgrading technology will influence user behavior. For that, the objective of this research is to identify on the factors that influence mobile phone adoption and usage and evaluate on significant between human behavior pattern and technology in mobile phone. To be success in this research, quantitative and qualitative approach has been used to explore, observation and cultural analysis. Meanwhile, the results also indicated that variable need for achievement contributes high influence in social factors that influence mobile phone adoption and usage, where it is the components of human nature and culture.

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## CHAPTER ONE

### INTRODUCTION

#### 1.1 INTRODUCTION

In a globalizing world, information technology (IT) has big influence on how to redefine new space, time, and new life style of information age society. IT is said to be reshaping the material basis of society and economies around the world which have become globally interdependent, introducing new forms of relationship between the economy, state and society. Technologies, it is argued, through state intervention, can accelerate the process of technological modernization and rapidly change the direction of economies and societies. Therefore, IT is being seen as a way to achieve competitive advantage by maximizing the function and benefits from it (Abdul Manaf Bohari, 2009).

The technological trends for IT are changing everyday. In fact, IT is changing drastically. In that way, you need to 'have' the newest technology. From a businesses point of view, trends will drive the major changes in information technology used in every functional and department of business. So, more and more companies are relying

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