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Consumer Behavior Towards Introducing 3G

The Case of Bethlehem Governorate

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Thesis Approval

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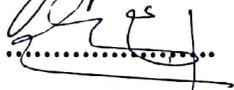
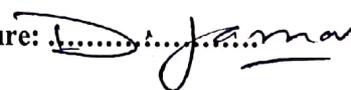
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DEDICATION

This research Thesis is dedicated to our respective parents who have been the source of encouragement. They have given us the motivation and determination to achieve our objectives and ambitions.

To my dear fiancé, my life partner for your continuous and constant believes in my abilities. For standing by my side all stages, especially in the completion of this research.

DECLARATION:

The work contained in this Thesis has not been previously submitted for any academic degree or diploma at any higher education institution. To the best of my knowledge and belief, the thesis contains no materials previously published or written by another person except where reference is made.

Signed: Raneen

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Date: 9/4/2019

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Consumer Behavior towards Introducing 3G “The Case of Bethlehem Governorate”

From Bethlehem District, Palestine

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Abstract

Considering the introduction of the third generation of mobile data service at the beginning of 2018 in the West Bank and the high penetration rates worldwide, this research investigates the factors that influence consumers' behavior towards the introduction of 3G cellular data in Bethlehem Governorate.

The research purpose is about the examination of the factors that influence consumers' usage of 3G cellular data. The research framework was based on the Theory of Planned Behavior (TPB) with the attitude, subjective norms, and perceived behavioral control factors. In addition to the extension of Technology Acceptance Model (TAM) including the perceived usefulness and perceived ease of use factors. The perceived enjoyment factor was added to the model along with the TPB and TAM in order to examine its influence on the behavioral intention to use 3G cellular data.

A simple random sampling strategy was applied where the sample size included four hundred and two ($n = 402$) Palestinian 3G's consumers. Targeted respondents who reside in Bethlehem Governorate include who tried either currently using 3G services throughout a questionnaire that was constructed for this purpose. Questionnaires were distributed to companies and stores' show rooms, hospitals, as

well as universities. The data was analyzed by SPSS and Structural Equation Modeling (SEM).

The results indicate that perceived behavioral control, perceived enjoyment, and subjective norms are the influential factors. Whereas, perceived usefulness, perceived ease of use and attitude are not influencing the behavioral intention to use 3G mobile data services. Based upon the research findings, business implications and marketing recommendations were placed. Recommendations include proposed procedures to the Ministry of Communication and Information Technology regarding consumers' awareness and monitoring local providers. In addition to recommendations related to market segmentation, promotion, positioning, pricing, branding, image, and advertising to local providers to improve their marketing strategies.

Keywords: Theory of Planned Behavior, Technology Acceptance Model, 3G mobile data services, behavioral intention to use, perceived enjoyment.

سلوك المستهلك اتجاه تقديم خدمات الجيل الثالث "حالة تطبيقية: محافظة بيت لحم"

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المخلص

بالنظر الى ادخال الجيل الثالث من خدمات البيانات الخلوية في بداية العام 2018 في الضفة الغربية، ومعدلات الانتشار العالية في جميع انحاء العالم. فإن هذا البحث يدرس العوامل المؤثرة على سلوك المستهلكين اتجاه خدمات تكنولوجيا الجيل الثالث في محافظة بيت لحم.

يهدف هذا البحث الى دراسة العوامل التي تؤثر على استخدام المستهلكين لخدمات الجيل الثالث الخلوية. ولقد استند إطار البحث إلى نظرية السلوك المخطط (TPB) مع عامل السلوك والمعايير الذاتية وعوامل التحكم السلوكية المدركة. بالإضافة إلى تمديد نموذج قبول التكنولوجيا (TAM) الذي يتضمن عامل الفائدة عامل سهولة الاستخدام المدركة. تمت إضافة عامل المتعة المدرك للنموذج إلى جانب TPB و TAM من أجل دراسة التأثير على النية السلوكية لاستخدام بيانات G3 الخلوية.

تم تطبيق الاستراتيجية العشوائية البسيطة لأخذ العينات حيث شمل حجم العينة أربعمائة اثنين من (n = 402) مستهلكين فلسطينيين لخدمات الجيل الثالث. إن المستجيبين الذين يقيمون في محافظة بيت لحم يشملون الذين جربوا او حالياً يستخدمون خدمات الجيل الثالث عبر استبيان تم إنشاؤه لهذا الغرض. وكما تم توزيع الاستبانات في المعارض الخاصة بشركات المزودين و محلات الاتصالات، بالإضافة الى الأشخاص

المتواجدين في قاعات الانتظار بالمستشفيات و الجامعات. و كذلك تم تحليل البيانات بواسطة SPSS و نموذج المعادلات الهيكلية (SEM).

تشير النتائج إلى أن عوامل التحكم السلوكية المدركة، والمتعة المدركة، والمعايير الذاتية هي العوامل المؤثرة. في حين أن الفائدة وسهولة الاستخدام المدركان والسلوك لا تؤثر على النية السلوكية لاستخدام خدمات البيانات الخلوية من الجيل الثالث. استناداً إلى نتائج البحث ، تم وضع مضامين الأعمال و المقترحات. تشمل التوصيات الإجراءات المقترحة لوزارة الاتصالات وتكنولوجيا المعلومات فيما يتعلق بتوعية المستهلكين ومراقبة مقدمي الخدمات المحليين. بالإضافة إلى التوصيات المتعلقة بتجزئة السوق، الترويج ، المكانة الذهنية ، والتسعير ، والعلامات التجارية ، الانطباعات الذهنية ، والإعلان لمقدمي الخدمات المحليين لتحسين استراتيجيات التسويق الخاصة بهم.

LIST OF ABBREVIATION

ABBREVIATION	EXPLANATION
2.5G	The 2.5 generation of mobile communication technology
2G	The second generation of Mobile communication technology
3G	The third generation of Mobile communication technology
4G	The fourth generation of Mobile communication technology
4.5G	The 4.5 generation of Mobile communication technology
5G	The fifth generation of Mobile communication technology
CDMA 2000	A standard in 3G mobile telecommunication network
GPS	Global Positioning System
HSPA+	Evolved high-speed packet access
ICT	Information and communication technology
IT	Information Technology
ITU	Information Telecommunication Union
LTE	Long-term evolution
TAM	Technology acceptance model
TPB	Theory of planned behavior
TRA	Theory of reasoned action
TD-SCDMA	Chinese home-grown standard in 3G mobile telecommunication network
UMTS	Universal mobile telecommunication system
WCDMA	Wide-Band code division multiple Access
WB	West Bank
SIM	Subscriber Identity Module

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Terms Translation

CONSTRUCT	ARABIC TRANSLATION
PERCEIVED USEFULNESS	الفائدة المدركة
PERCEIVED EASE OF USE	سهولة الاستخدام المدركة
ATTITUDE	السلوك
SUBJECTIVE NORMS	المعايير الشخصية
PERCEIVED BEHAVIORAL CONTROL	التحكم السلوكي المدرك
PERCEIVED ENJOYMENT	المتعة المدركة
BEHAVIORAL INTENTION	النية السلوكية للاستخدام

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