Overall Consumption Value in the Third-Generation Mobile Services

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Abstract

This study began with a micro view of the mobile services phenomenon, leading to a macro view of social context. To decompose the customer value in the mobile services, using a three-stage coding process through grounded hermeneutics. The contribution of this study is to reveal a theoretically-saturated of a conceptual framework, and to discover the six theoretical propositions.

Keywords: Third-Generation; Mobile Services

1. INTRODUCTION

According to the definition, “mobile services” are the services of delivering data to mobile phones via wireless transmission, such as SMS, e-mail, multimedia message system, ringtone downloads, news, weather forecasts and stock quotes, etc (Jin-Li and Yu-Hsieh, 2008; June et al., 2008).

Göker and Myrhaug(2008) found that mobile services can deliver very important customer value creation as described in value-based adoption of mobile internet: an empirical investigation. But there a significant breach of insufficiently and limitation when discussing the micro-view of subjective self-consciousness meanings of the customer value in mobile services from the macro view of customer value and social context (Göker and Myrhaug, 2008; Määller, 2006). Therefore the purposes of this research are: (1) through grounded hermeneutics, thoroughly decomposing the meaning of self-subjectivity of the customer value in third-generation mobile services. (2) Constructing a conceptual framework in the third-generation mobile services.

2. LITERATURE REVIEW

2.1. Study on third-generation mobile services

Mobile services became an indispensable technology devices for personal consumption and recreation, even technology jewelry (Dunnewijk and Hultén, 2007). They are not just a part of many people’s exterior decoration for their functions (PDA, digital camera, MP3, internet, etc.) and appearances can be combined to market different mobile services to different market segments. Furthermore, the use of mobile services also reflexes the differences between social categories or economic groups (Paolo et al., 2008). The use of mobile services also reflexes the differences between generations (teenagers and youngsters are the main users) (Göker and Myrhaug, 2008), classes or income levels (conspicuous consumption for upper-class customers and low subscription rate for lower-class customers) (Lee and Jun, 2007), and the differences between genders (special design, production, marketing, and mobile services advertisement delivery for female customers, to form female stereotyped impression) and sex appeal (Marcelo and Michele, 2008). Mobile services are not products of this company or that company, but also socialized products (Jin-Li and Yu-Hsieh, 2008). There are socioeconomic bases for the spread and use of mobile services. New behavior model can also be built with the constraints of social actions and social structure. The contents of value-added mobile services, such as color screens or dual screens of multi-media mobile phones, polyphonic ringtones, external or internal digital cameras, SMS messages, pictures, and other downloads via mobile services, have encouraged the rend of mobile capitalism commoditization by helping customers get rid of black-and-white screens and monotone ringtones.

3. RESEARCH DESIGN

Research objects are selected from Chunghwa Telecom Co., Ltd. (CHT), the telecom company with the largest market share in Taiwan. Theoretical sampling was performed and the mobile service customers were categorized into three groups by their customer values. The first group of respondents includes five people in total: the CHT counter supervisor (F01), the CHT mobile phone product