The Third Generation Mobile Service and Consumer Behavior in Decision-Making Model: Qualitative Research in Construction-Oriented Theory

Yi-Sheng Wang¹  Yi-Cheng Wang²
¹Department of Marketing and Logistics Management, Far East University
²Department of Biotechnology, HungKuang University
E-mail: winsome5@ms39.hinet.net

Abstract
This study which started from the 3G (the third generation) mobile service and consumer behavior combined consumers’ value with the social context situation. This research applied the Grounded Theory in interviewing with the consumers of the 3G mobile service and understood the significant meanings about open coding, axial coding and selective coding. The major contribution of this study was to understand the whole decision-making of the 3G mobile service and consumer behavior through the demand context, the expectation context and the learning context paths as the core.

Keyword: the third generation 3G mobile service, consumer behavior, decision-making

1. Introduction
According to Institute for Information Industry (2008), the definition of mobile service was to convey data, information or service through mobile phones such as text message, e-mail, multimedia message system, download of picture and ring tone, weather report, stock trading and so on.

So Young and Yoonseoung (2008) indicated that the 3G (the third generation) mobile service owner of Asia-Pacific Telecom has entered the 3G multi-service markets from Global Systems. Marcelo and Michele (2008) showed that Universal Mobile Telecommunication System (UMTS) had provided the more advanced broadband than General Packet Radio System by using Code-Division Multiple Access. Moreover, UMTS was widely applied in taking pictures, recording, receiving Multimedia Message Service and System, e-mail, ring tone, Jave (Game), Personal Information Management, Global Positioning System and smart phones with multimedia service. From the study carried out by Jin-Li and Yu-Hsueh (2008), consumers were willing to pay more on the additional services of entertainment, news, finance, road report and so on.

The 3G mobile service and consumer behavior was based on consumers. After business owners understood the need and use of consumers for 3G mobile service, they would develop suitable and valuable goods for consumers. So Young and Yoonseong (2008) demonstrated that the 3G mobile service consisted of 4 elements, including (1) the basic element: speech quality and the base station; (2) the drive element: functions, prices and appearance of mobile phones; (3) the price element: promotions or low-price strategies; (4) the health care element: digital and spontaneous networking.

Researching on mobile service and consumer behavior is getting more and more important. The 3G mobile service had a deep effect on our daily life, including both micro and macro view levels. It was not only a tool of communication, but also a phenomenon of consumer behavior. In the beginning, mobile phones were luxury goods, but with the advanced technique and deduction of product cost, mobile phones were more popular in our life. Moreover, the 3G multimedia mobile service, such as virtual reality, color monitor, polyphonic ring tones and users’ subjective preference would influence consumers behaviors.

Marcelo and Michele (2008) demonstrated that mobile service brought significant value of consumer behavior. The studies focusing on the 3G mobile service and consumer behavior were limited and lack of the macro 3G mobile service and consumer behavior framework. Hence, the purposes of the paper were to: (1) comprehend the relationship between the 3G mobile service and consumer behavior through the Grounded Theory; (2) construct the whole-theory model by analyzing consumer behavior.

2. Literature Review
2.1. The 3G Mobile Service
In Republic of Korea, most of mobile telecommunication companies provided promotion to attract and satisfy their consumers (Jin-Li and Yu-Hsueh, 2008). For improving speech quality, almost telecommunication companies spent a lot of money in building base stations and advance network systems. Audio quality was not a competitive issue in mobile phones. Therefore, telecommunication companies started providing all kinds of promotions and additional hi-tech services in accordance with the 3G market segmentations (Wei, 2008).

Consumer’s age, gender, occupation and lifestyle