

Universiti Teknologi MARA

User Awareness and Acceptance of
Multimedia Messaging Service
in Klang Valley

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ABSTRACT

Over the years the telecommunication industry has been fore front in using sophisticated and effective solutions towards vital mobile phone users, when and where the user need it. By designing the ease of use, attractive and innovative telecommunication, telcos have successfully encouraged users to have new types of messaging service. This survey study is conducted to investigate the user awareness and acceptance of multimedia messaging service which is offered by major telcos in Malaysia. A questionnaire is developed and distributed randomly to the people in Klang Valley. 550 questionnaires are distributed but only 521 questionnaires are received. Statistical analysis is carried out on data collected from 521 completed questionnaires. Result of the analysis shows that 89.3% (465) of the data population are aware of MMS. Most of them get to know it from televisions and radios commercials. Eventhough most of the respondents are aware of MMS, but there are only 29.7 % (138) of respondents who subscribe to this service. The factor that influence them toward the use of MMS are perceived ease of use, perceived usefulness, perceived playfulness and perceived expressiveness. Beside that, the main factor that influences them to use MMS is 'just for fun'. The others are for business, study, work and personal purpose. The reason why those who are aware but do not use this service is that they find MMS is quite expensive and the service is not provided on their phone. However, there are 87.2% (285) of respondent who does not subscribe to MMS, but would be interested to use MMS in the future. This is because MMS is still new but versatile messaging service. It can be concluded that the awareness level of MMS is high among the people but the acceptance level of the service is somehow low.