

**MMS (MULTIMEDIA MESSAGE SERVICE) SERVICE ADOPTION  
RATES IN ALGERIA**

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**UNIVERSITI UTARA MALAYSIA  
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**MMS (MULTIMEDIA MESSAGE SERVICE) SERVICE ADOPTION  
RATES IN ALGERIA**

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Fulfillment of the Requirement for the Degree Master  
Science of Management  
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## ABSTRACT

This thesis tries to analyze the factors that affect the intention to adopt Multimedia message service (MMS) among users in Algeria. Innovation diffusion theory was chosen as the basis of framework to better explain customer's acceptance of this new mobile service. MMS provides more multimedia communication with entertainment effects than current text base short message service (SMS). The main purpose of this thesis is to investigate the occurrence of MMS from a user's perspective, to present a definition of this new message service and provide a deeper understanding of the phenomenon. The main objective is to present a theoretical framework regarding MMS usage and to empirically investigate which user related factors to consider, when developing services adapted for mobile message use. Survey was chosen to gather the data. The measures and hypotheses were analyzed using SPSS. Results show that Ease of use, perceived enjoyment and perceived media richness significantly influence passenger's intention towards adopting MMS in Algeria. At last, the implications of the findings are discussed.

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## LIST OF ABBREVIATIONS

- (MMS):** Multimedia Messaging Service
- (SMS):** Short Message Service
- (GSM ):** Global System for Mobile Communications
- (GPRS):** General packet radio service
- (ITU):** International Telecommunication Union
- (IT):** Information Technology
- (IS):** Information System
- (ATM):** Automatic Trailer Machine
- (TPB):** Theory of Planned Behavior
- (ICT):** Information and Communication Technology
- (TAM):** Technology Acceptance Model
- (TRA):** Theory of Reasoned Action
- (PBC):** Perceived Behavioral Control
- (BI):** Behavioral Intention
- (EOU):** Ease of Use
- (USE):** Usefulness
- (COM):** Compatibility
- (PMR):** Perceived Media richness
- (PENJOY):** Perceived enjoyment

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 Introduction**

Mobile phones have become an integral part of our lives. Nowadays, they come integrated with multimedia devices such as a camera, speaker, radio, and microphone. While primarily facilitating teleconversations, they also offer additional services such as text communication, games, audio/video playing, radio, image/video capture and transmission, alarm, calculator, and calendar. More recently, the sending and receiving of MMS (multimedia messaging service) messages, which have substantially higher.

##### **1.1.1 The importance of mobile technology and services**

The mobile phone has become an integral part of many people's everyday life all over the world. Until recently, it has been mostly used for phone calls and messaging, but this is now changing. Services, in particular, challenge established ways of using phones. The study of how and why consumers adopt (new) technology and mobile services and specially messaging services may be relevant and important for both providers and

The contents of  
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internal user  
only



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