CONSUMER BEHAVIORS TOWARD USAGE OF SMARTPHONE IN MALAYSIA

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Abstract

The purpose of this paper is to present the result of a survey on the attitude and behavior of consumers toward the various types of smartphone usages such as application software, e-mail, Internet browsing, ringtones, and other mobile contents. The data were collected through survey questionnaires filled by 1814 individual users across the major cities in Malaysia. The findings indicated that male and young consumers generally are greater target market. Moreover, the “smartness” of smartphone yet to be fully exploited, most of the usages are limited to core functionalities of mobile phone such as making phone call and SMS. In terms of practical contribution, this study provided the overview of mobile contents market opportunities in Malaysia that enables practitioners such as service providers, application developers, and mobile contents marketers to derive effective marketing strategies, and to serve consumers better. This study also provided exploratory information for the better understanding of the domain, thus enable future research to focus specific problem area.

Keywords: Mobile phone, Consumer behaviours, Market survey, Exploratory study