

# Market Segmentation and the Intention of Using Third Generation Mobile Value-added Service

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## ABSTRACT

This research of the study is to segment the mobile value-added service market for third generation mobile phone consumers in central region, Taiwan. And analyze the difference between segments. The study explores the consumers' preference about mobile value-added services and the factors of affecting usage on mobile value-added services. According to the objective, the study divides cellular phone consumers into four segments based on the intention of using mobile value-added services. After factor analysis, this study finds out four factors: 「mobile entertainment service」, 「mobile messaging service」, 「mobile stock and information service」, and 「mobile banking and personal service」. Furthermore, the study names those four segments as 「prefer stock and information service group」, 「prefer entertainment and messaging service group」, 「no particular preference group」, and 「prefer banking and personal service group」. In addition, a structural equation modeling was conducted to test the effects of convenience factor and safety factor. The result indicated that the time convenience factor, place convenience factor and safety factor were positively related to the intention of using mobile value-added services. However, usage convenience factor was negatively related to the intention of using mobile value-added services.

Keywords : Mobile Internet ; Market Segmentation ; Intention of Usage ; Structural Equation Modeling

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