



ELSEVIER

Contents lists available at ScienceDirect

Technology in Society

journal homepage: www.elsevier.com/locate/techsoc

Using and buying mobile phones in Jordan: Implications for future research and the Development of New Methodology



Emad A. Abu-Shanab*, Ala'a N. Abu-Baker

Smart-tags Company, Jordan

ARTICLE INFO

Article history:

Received 18 February 2012

Received in revised form 12 November 2012

Accepted 5 March 2014

Keywords:

Mobile phones

Jordan

Use and buy of mobile phones

Grounded theory

Clustering techniques

ABSTRACT

This study investigated two main research questions: 1) What is the degree of mobile phone uses in Jordan? 2) Why do Jordanians buy mobile phones? This study shed light on the social behavior of Jordanians with respect to mobile phone use and purchase. The sample utilized 233 usable responses from diverse classes of people. The results showed that Jordanians used mobile phones mainly for communication, as an alarm or watch, and sending messages. In addition, they indicated that the most significant reasons for buying phones were: the existence of phone camera, the easiness of using them, and because they were practical. Finally, 51 major reasons for buying mobile phones were clustered into 11 main categories. The most popular categories were reasons related to phones features, then reasons related to performance, and finally, reasons related to price. These clusters depicted the social behavior of Jordanians in relation to using and purchasing mobile phones. Conclusions and implications are stated at the end of this paper.

© 2014 Elsevier Ltd. All rights reserved.

1. Introduction

There is a rise in the propagation and use of mobile phones around the world. Using mobile phones may save time and cut down travel cost through the efficiency of transactions [1]. The number of mobile phone users in the world reached five billion by the end of 2010 [2]. Nowadays, about 90% of the world's population is covered by a mobile network, and is likely to reach 100% by 2015. Therefore, it's expected that more than half of the world's population will be using mobile phones by 2015 [3]. This trend in usage implies that Jordanians will continue using mobile phones and they will be replacing other modes of communications. Even now, this mobile channel is replacing traditional types of communication and even face-to-face event-based types.

The growth of mobile phone services in recent years is volcanic, especially in developing countries [4]. Such growth is the result of the on-going development of the service, and the entry of successive generations of such technology into action. Jordanian telecommunication sector is part of a huge global and regional industry that brought into the country new developments and new technology. Such firms, like Orange and Zain, are pushing new features and uses of mobiles into the country for the sake of competition and thus changing the social dynamics of the society.

In spite of having an extensive use of mobile phones across many countries around the world, there is a deficiency in the understanding of its ownership and use patterns by people [5–8]. There is also a gap in methodological approaches which reveal the differences between why customers purchase a technology and how they actually use it. Mobile phones are not always acquired for their advanced features or their new offered technology, that, many people buy advanced mobile phones and don't use their full features and capabilities [9]. So there is a need to

* Corresponding author.

E-mail addresses: abushanab@yu.edu.jo, abushanab.emad@gmail.com (E.A. Abu-Shanab), alaa_mis2008@yahoo.com (A.N. Abu-Baker).

understand the use patterns so that phones imported are tailored to the needs of Jordanians. In addition, the development of techniques to illuminate the patterns of differences between purchase and use would expand scholarly understanding in the area.

Based on this, a mix between grounded theory method and a structured synthesis technique was adopted to explore data instances and conclude to a pattern of behavior with respect to the buying behavior of Jordanian citizens [10]. The method used in this study classified all responses related to phone buying reasons into a short list, and then proposed a set of general category lists.

This paper tries to investigate mobile uses and purchase patterns in Jordan as one of the most advanced developing countries in information and communication technology (ICT). The following section will review the literature related to mobile use and ownership patterns around the world, specifically in Jordan. Then, the research method and data analysis and discussion will be reviewed. Finally, conclusions, limitations and future directions related to the common factors affecting such use and purchase are presented.

2. Literature review

2.1. Mobile phones use research in the world

The mobile phone is considered an important communication tool. It has become very important in recent years with the spread of wireless communication networks. Mobile phones can be considered as an emerging tool in e-commerce for browsing and payment purposes. Mobile payment is closely related to trust in the technology and showed a significant relationship with the intention to use such service [11]. Research papers indicated that mobile phones use and adoption are positively correlated to the following factors: income, revenue from mobile phones, mobile network coverage, and digitalization of mobile phones [4]. Such result is in alignment with the economic needs of developing countries, especially Jordan, where low income and the cost of new services are factors that limit the use of mobile phones.

Many studies have been conducted to investigate the use of mobile phones. Belwal and Belwal analyzed mobile phone services use among 179 university level students in Oman. In their research, they used survey and focused discussions [12]. Results showed that students have uncomfortable feelings without their mobiles that they are switching on their mobile phones all the time because they are fanatic of being always available. Moreover, group discussion demonstrated that the most common uses of mobile phones are: making calls, sending short messages (SMSs), watching videos, listening to music, exchanging media using Bluetooth technology, using the phone as a calculator, camera, and dictionary. It was found that students prefer prepaid subscriptions and they rely on their parents to pay their bills. Also, their monthly average money spending on mobile services was reported to be 10 Omani Rials (25 USD). They make less than 10 phone calls, and send more than 10 short messages. Finally, Nokia was the most popular brand used in Oman, even though students have a tendency to change their mobile devices to

more modern models influenced by the desire to own phones that contain new and modern features. The similarity between the Omani and Jordanian societies implies that dependent consumers will have similar behaviors and similar uses of phones.

Zulkefly and Baharudin surveyed a sample of 386 students from Putra University in Malaysia to investigate the extent of using mobile phone [13]. The study determined personal and family factors related to the mobile phone use. Students' spending rate on mobile services was 18.7 USD and time spent was 6 h daily. Sending SMSs was the most used service. Depending on age and sex, voice calls were the most commonly used among older students and females preferred using SMSs. On the other hand, younger students and males preferred MMS & GPRS mobile services. Moreover, students descending from high income families spend more time and money on their mobile phone use.

Another study at Yazd University in Iran was conducted using a sample of 309 students selected from medical sciences colleges [8]. The results of the distributed questionnaire showed that students' average chatting was (28.3–50.5) minutes daily. They also send (18.8–37) SMSs per day. In addition, they listen to music on their mobile phones at a rate of (51.9–81.5) minutes each day. Depending on their location, the percentage of mobile phones use has the following distribution: at home (87.2%), street (79.6%), classroom (37.6%), during driving (18.6%) and in the library (17.8%) [8]. Use patterns distilled from surveys and measured by percentages are one type of indicators that reflects the degree of technology use within societies. Such studies are important to better understand the society's development and economic transformation.

In Hungary, a study utilized 1301 fourth grade school students discussing their mobile phone ownership and use who are distributed in three Hungarian cities [14]. The study found that (76%) owned a mobile phone, (24%) used a mobile phone daily for voice calls, (33%) used mobile phones for voice calls several times a week, (5%) sent text messages daily. Moreover (24%) students sent text messages several times a week [14]. Differences in use patterns, reported in the previous mentioned studies, may result from social and cultural characteristics of the society itself.

2.2. Mobile propagation and ownership in Jordan

Similar to all countries of the world, Jordan has witnessed a huge rate of propagation and use of mobile phones. Despite its small population and humble economic conditions, (86.6%) of Jordanians own mobile phones [15]. According to official reports issued by the Telecommunications Regulatory Commission in 2010, the number of cellular phone subscribers in Jordan reached (6.25) million subscribers, and a penetration rate of 103% [16]. Jordanians are using mobile phones as a way to keep in touch with their families, friends, colleagues and business associates. Jordanian cellular market was ranked first in the intensely competitive index of the 19 Arab countries discussed by a study conducted in 2010 [17].

Department of Statistics survey conducted in Jordan asserted that cell phone service surpassed all the services

Download English Version:

<https://daneshyari.com/en/article/6851688>

Download Persian Version:

<https://daneshyari.com/article/6851688>

[Daneshyari.com](https://daneshyari.com)