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Master's thesis
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| Author(s) | Tiina Ora | Student number | |
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| Supervisor(s) | D. Sc. Leila Hurmerinta-Peltomäki and M. Sc. Petteri Ojala | | |

Abstract

The bundle sale of a 3G mobile phone and mobile subscription was allowed to start in Finland in April 2006, however only temporarily until March 2009. The aim of the experimental law allowing 3G bundling was to accelerate the use of 3G network, the development of new mobile service, and modernize the Finnish pool of mobile phones to the more sophisticated mobile phones. The purpose of this study was to clarify how Finnish mobile phone users have adopted bundled 3G mobile phones. This main research problem was divided into four sub-questions: What is the bundle sale of 3G mobile phone and mobile subscription as an innovation?, Who have adopted 3G bundles?, How have the characteristics of 3G bundles affected adoption?, and What is the innovation adoption process like and in which stages of the process for adopting marketing and technology innovations of 3G bundling earlier and later adopters are?.

The used research method is combined mail and web-based survey. Respondents were informed about the survey in the Internet by personally directed cover letter. The questionnaire itself was executed utilizing web-based Webropol program.

3G bundling is regarded as an incremental innovation including marketing and technological innovations. Marketing innovation is the new way to purchase mobile phone and mobile subscription as a package, the marketing innovation is to be adopted first. The marketing innovation brings along technology innovation with 3G mobile phone, 3G network and new mobile services. The full adoption of 3G bundles is when also the technological innovation is adopted. 3G bundles are being adopted by consumers who are younger, less educated, annual incomes are from lower end, and have more positive attitude toward change and greater ability to cope with risk and uncertainty. Owners of 3G bundles consider mass media as an important information source, are more enthusiastic and curious about new things, and they are more often regarded as opinion leaders. Among the owners of 3G bundles bundling is considered as a better way to purchase mobile phone and subscription. Regular handset holders find bundles as complex and difficult to understand its advantages and benefits. Innovation adoption process is similar to the purchase decision process with the stages of awareness and problem recognition, information search, evaluation, purchase decision and post-purchase behavior. The process has ended in the stage of awareness and problem recognition for those who are having regular handsets; advertising might not have encouraged them to search for more information. Among 3G bundle owners, 3G bundles are purchased but the parts in technological innovation are not adopted. The actual utilization of 3G services is minor mainly because they are not regarded as necessary and now used with other tools.

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| Key words | Bundle sale, mobile phones, innovations, adoption |
| Further information | |