

Abstract

With the mounting popularity of non-voice mobile services in Thailand, there is critical importance of non-voice services to mobile service providers, handset vendors, and other third parties. In addition, the number of non-voice services provides excellent opportunities for higher profit margins than voice telephony. Therefore, the objectives of this research are to compare the different characteristics between non-voice mobile services users and non-users in terms of demographics, motivation, and attitudes.

The target population in this study is mobile phone users, both male and female, aged at least 15 years old, who live, work, or study in Bangkok. The researcher collected data at four areas in Bangkok: CP Tower, Siam Square, Emporium Department Store and Central Lardprao Shopping Mall with 400 sets of questionnaires. Non-parametric statistics (Chi-square Tests and Mann-Whitney U Tests) were used to compare the difference between non-voice mobile services users and non-users in terms of demographic, motivational and attitudinal characteristics.

According to the results of this study, it can be concluded that there are significant differences in demographic characteristics between non-voice mobile services users and non-users in terms of gender, age, education level, and occupation. The results also show that there is no difference in demographic characteristics between non-voice mobile services users and non-users in terms of income.

For motivational characteristics, there are significant differences in motivational characteristics between non-voice mobile services users and non-users in terms of need for information, need for entertainment, and innovativeness. The results also show that there is no difference in motivational characteristics between non-voice mobile services users and non-users in terms of importance of convenience and price consciousness. In

terms of attitudinal characteristics, there are significant differences in attitudinal characteristics between non-voice mobile services users and non-users toward advertisements on mobile phone and non-voice mobile services.

Based on the findings, the researcher recommends that to increase the non-voice usage rate of both non-voice mobile services users and non-users, non-voice mobile services providers should provide non-voice information such as information about news, weather reports, fashion, oil price, traffic report, stock quotes, and etc. Non-voice mobile services providers should also provide non-voice entertainment such as movie clips, inter-active games, shopping guides, etc. In addition, they should provide new mobile technology to support the needs and wants of non-voice users because non-voice users are willing to try new things. Non-voice mobile services providers may provide non-voice advertisements to non-voice users such as advertisements about fashions, jobs, concerts, etc., because non-voice mobile services users usually pay attention and search for benefits on advertisement, and they do not think mobile advertisements annoy them.

