

# Warwick MBA Project and Dissertation of Michael Hänni

## Consumer Acceptance of New Technology Possibilities in Mobile Messaging Apps (MMA).

This master thesis aims to create a MMA navigator for professionals, with global comparisons/explications re MMA success, value propositions (MM, MC, LBS) and segmentation.

1. Chapters of Lit. Review	<b>Human &amp; Smartphone</b> (facts about mobile / technology Adoption)	<b>MMA competitive landscape</b> (emphasis on global perspective and comparison of MMA & features, drivers & limitations)	<b>Youth Excursus</b> (why are MMA very popular among youth)	<b>Mobile Marketing (MM) in MMA</b>	<b>Mobile Commerce (MC) in MMA</b>	<b>Location-based Services (LBS) in MMA</b>
				LBS		
				Privacy, Trust, Security		
2. Hypotheses	H1: The activities and preferences in MMA will significantly differ by <b>age groups</b> . H2: The activities and preferences in MMA will significantly differ by <b>cultural backgrounds / regions</b> . H3: The activities and preferences in MMA will significantly differ by <b>MMA communication types</b> . H4: The activities and preferences in MMA regarding MC and MM will significantly differ between mobile experts and mobile consumers.					
3. Research Question	To identify users' core activities and preferences regarding existing and new value propositions in MMA.					
4. Research Methodology	<b>Global Online Survey (quantitative methode)</b> Measuring user activities in MMA Measuring user preferences in MMA, especially regarding MM, MC and LBS  <b>Personal interviews/focus group with MMA users</b> <b>Personal interviews with MMA executives</b>			<b>5. Analysis to help making decisions</b> (Approximative) preference ranking re value propositions and segmentation in MMA. Result of user activities and preferences in MMA stratified by: <ul style="list-style-type: none"> <li>- gender</li> <li>- age</li> <li>- cultural background / region (esp Europe vs. Asia)</li> <li>- MMA communication type</li> <li>- mobile expertise</li> </ul>		