



UNIVERSITY OF MACAU

**The Uses and Perceptions of
Mobile Phone in Macau**

By

Chio Nga I, Fiona

M-A5-5508-8

Supervisor: Dr. Liu Shih Ding

**A thesis submitted in partial fulfillment of the requirements for the degree of
Master of Arts at the University of Macau**

December 2009

TABLE OF CONTENT

Acknowledgement	2
Declaration	3
Abstract	4
1. Introduction	5
2. Literature Review	7
2.1. Mobile Phone Adoption in Other Countries	7
2.2. Mobile Phone Adoption in Macau	14
2.3. Theoretical Framework	15
2.4. Research Questions / Problem	18
3. Methodology and General Framework	20
3.1. Methods	20
3.2. Theoretical Framework Measurement	22
4. Data Analysis & Discussion	30
4.1. Users' Demographic	30
4.2. Use of Mobile Phone among Gender, Age and Socio-economic Status	31
4.3. Gratification-seeking of Using Mobile Phone	185
4.4. Perception of Mobile Influences in People's Lives	194
5. Conclusion	210
Bibliography	215
Appendix	222