THE EVALUATION OF PERCEIVED VALUE ON MOBILE APPLICATION BY THE UNIVERSITY STUDENT IN MALAYSIA

BY

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ABSTRACT

The mobile application or mobile apps is began to be common use by the smart phone user in Malaysia as the number of smart phone user is increasing. The mobile application is a product under the category of digital goods and it creates multiple function of use on the smart phone. The mobile application development industry has growing rapidly in recent years. Therefore, the developer needs to understand the perceived value of the consumer against the product during the development and selling process. This research looks into the value that perceived by the university student, in order to provide the area that needs to be focus by the mobile application developer during the development and selling process.

Firstly, the research illustrated the background of mobile application industry in Malaysia, clarifies the research problem and research objectives; then based on the previous studies on consumer perceived value, a conceptual framework for this research was developed as the base for the hypotheses development; after that a survey was conducted by focusing on the university student that have experience in purchasing mobile application in Kuala Lumpur, Malaysia.

Furthermore, the regression analysis was conducted based on the data collected from the survey to verify research hypotheses; last but not least, conclusion was made to provide guideline for the mobile application developer to have better understanding on the area that needs to be focus during the development and selling process for mobile application.

Keyword: Consumer Perceived Value, Mobile Application