

A study on mobile users' continuance intention for the smartphone OS

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ABSTRACT

Smartphone sale all over the world grows rapidly in the past two years, but the market of the smartphone operating system share is reshuffled. According to some market researches, the operating system of smartphone has become one important consideration for smartphone users. Therefore, this study was to investigate how cell phone industry continues to attract users to use certain smart phone operating system without losing customers. This study probes into the distribution of smartphone operating systems users, condition of using the system, and factors which affect users' continuous use of the operating system. Therefore, model of IS success model and expectation confirmation theory were extended accordingly by adding two factors: user involvement and subjective norms, smartphone users' continuous use of the operating system were investigated. Sample data were collected by using online questionnaires in the major Internet forums, BBS or blog, results were analyzed further and were made into the model diagram. The research results of this study showed that five factors are critical to users' satisfaction to smartphones: 1. system quality, 2. expectation confirmation, 3. perceived usefulness, 4. perceived ease of use, 5. user involvement. Subjective norm surprisingly does not have significant impact on users' satisfaction to smartphones. The more smartphone users satisfy with operating system, the more possibilities they will continue with the operating system. Through the meaning and discussion of this study, it is hoped that a trend reference can be provided to smartphone industry and developers of smartphone operating system.

Keywords : Smartphone、Continuance、ISM、ECT、Involvement、Subjective Norm

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