

A study of cellphone user's attitude and intention toward mobile games : The Moderating Role of Optimum Stimulatio

許家瑞、吳為聖

E-mail: 345505@mail.dyu.edu.tw

ABSTRACT

Many marketing researches indicated that mobile games are frequently used by cellular phone users. What factors and motivations make those users want to play mobile games? What are the differences between the factors motivating the mobile game players with high and low stimulation levels? This study explores the factors influencing cellular phone users' intention toward mobile games, and how different optimal stimulation levels (OSL) impact on their intentions to use mobile games. According to theory of reasoned action, flow theory, and mobile device's characteristics, a research model was hypothesized. A total of 567 effective samples were collected through the web-based survey. The results of the instrument's validity and reliability testing indicated that both reached the suggested threshold. A structural equation modeling approach was used to test the research model. Those results showed that the purposed model had an acceptable goodness of fit and all hypotheses were sustained. That is, the cellular phone users' attitude positively influence the intention to use mobile games. The users' flow experience also positively influence attitude and intention to use mobile games. Perceived convenience, perceived ease-of-use, and social influence have positive impacts on attitude and intention to use mobile games respectively, too. The OSL has a moderating effect on user's perceived ease-of-use and social influence toward intention to use mobile games. This study establishes an intention model for analyzing user's motivators toward mobile games. These Findings can provide references for mobile game developers.

Keywords : Theory of reasoned action、 Mobile game、 Perceived convenience、 Perceived ease of use、 Social influence、 Flow experience、 Optimal stimulation level

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