A Study of the Acceptance about Mobile Message Service

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ABSTRACT

With intense competition of mobile telecommunication industry in Taiwan, the operators introduced mobile value-added services to raise revenue. Mobile message service is the most successful application for mobile value-added services, it includes short message service, e-mail, multimedia message service, and instant message service. Although there were numerous researches of mobile value-added services in Taiwan, only a minority of the investigation into behavior model of one service have been done. Therefore, this study aimed at discussing mobile message service. Based on technology acceptance model (TAM), this study joined theories of innovation diffusion theory, intrinsic motivation, social influence, and cost, to analyze those usage factors. By Internet survey, 275 responses were gathered and 263 responses were valid from the actual users. A full model analysis showed that the influence of perceived usefulness, perceived ease of use, compatibility and playfulness on attitude were significant. The influence of attitude and subjective norms on behavior intention were significant significant, but there was not a significant relationship between behavior intention and perceived usefulness or cost. The study also analyzed behavior models of experience or monthly earnings from different groups, they had obvious difference. Finally, the findings afford some recommendations and directions for future research. And we hope that the marketing suggestion could be applying to mobile telecommunication industry.

Keywords : Technology acceptance model ; Innovation diffusion theory ; Playfulness ; Subjective norms ; Cost

Table of Contents

REFERENCES

1.   93   2.   93
                                                                    3.   92
                                        4.   93   3G
                        5.   92
        6.   93   i-mode
7.   93   8.   93
                                        9.   93
                        —   10.   92
                        11.   93

--- 12. 93
13. 89 SPSS
14. 92
15. 91
16. 93

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