

Influencing Factors on user's Intention Of Internet Telephony-A Case of Skype Adopting

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ABSTRACT

Internet Telephony has profitably created a new telecommunication market in re-cent years. However, fewer studies to examine what factors influencing user ' s intention to adoption this service. This study applies the technology acceptance model (TAM) that incorporates innovation diffusion theory (IDT), Theory of Planned Behavior (TPB) as additional belief-related constructs to accurately predict the user ' s intention of IT. The propose model is empirically evaluated using survey data collected from 212 user about their perceptions of IT. Overall, the results reveal that personal innovation , resource facilitating conditions and attitude explain about 71.4% of IT use. Additionally, there was significant difference over innovation diffusion stages. The results provide further insights into IT marketing strategies.

Keywords : VOIP ; TAM ; system quality

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