

Determinants of user acceptance in personal mobile multimedia platform

徐裴筠、林清同

E-mail: 9607807@mail.dyu.edu.tw

ABSTRACT

Lives the entertainment quality promotion along with the people, the accomplishment home multimedia development, also establishes unifies the multimedia video and the high tech motion type communication in every way the state, but in the scholarly research, about personal mobile multimedia related literature still to pay it personally to be lacking. In light of this, the research uses impact factor of personal mobile multimedia by the angle discuss consumer of developer why, and with TAM for base model, joins the cognitive absorption, information system quality, the user characteristic and the fashion, to spread four factors to build up this research model, and recovered 371 valid questionnaires to network user, again with the structural equation modeling be analytical method. Study a result manifestation, the information system quality easily didn't influence with perceived ease of use, besides which, user also can't because of spread and go to influence oneself to personal mobile multimedia behavior will, and user to personal mobile multimedia of perceived ease of use and perceived usefulness also don't have related. And the influence user accept biggest factor with personal mobile multimedia as the perceived ease of use easily. Therefore, the development of system needs dynasty simple operation is lord, humanization of interface and have the function of special features is main to attract consumer of factor.

Keywords : personal mobile multimedia ; technology acceptance model ; cognitive absorption ; information system quality ; user character ; fashion

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