

# Using the DTPB to Explore the User Intention of Mobile Added Value Service

曾淑瓊、晁瑞明

E-mail: 9707167@mail.dyu.edu.tw

## ABSTRACT

Recently, with the development of information technology and the rapid rise of the 3rd Generation of mobile communication broadband transportation, or the other communication technology such as WiFi, WiMax, the market of telecommunications has shifted from single voice service to mobile added value service. There are so many kinds of mobile added value service in today, but the utility rate of consumer is not as respected and accepted. This research uses Decomposed Theory of Planned Behavior to construct the user intention model of mobile added valued service. 257 mobile phone users as targets were surveyed by questionnaires and the collected data is approached to examine the influential factors by using structural equation model as the analysis method. The result of this study indicated that the behavior intention is positively affected by attitude, subjective norm and perceived behavioral control. Among them, the greatest influence degree is attitude, the secondary is perceived behavioral control, the lastly is subjective norm. Attitude is positively affected by perceived usefulness, perceived ease of use and compatibility. Subjective norm is positively affected by interpersonal influence and external influence. Perceived behavioral control is positively affected by self-efficacy and facilitating conditions. This result might be taken as reference for domestic telecommunication dealers to make their market strategy.

Keywords : mobile added value service (MVS), decomposed theory of planned behavior (DTPB), structural equation model (SEM)

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