

Chapter 64

Mobile Services Behavioral Intention: Theoretical Background and Empirical Research

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ABSTRACT

This chapter presents a review of literature concerning behavioral intention theory and research models, focusing on the factors driving consumer adoption intention of mobile services. Based on this theoretical background a conceptual framework that combines perceived ease of use, perceived usefulness, innovativeness, trust, demographic characteristics and relationship drivers in order to examine their influence on the mobile services' adoption intention has been proposed. Furthermore, the proposed framework is empirically tested using data collected from a survey in Greece. The collected data are analyzed through factor analysis, stepwise regression analysis and ANOVAs. According to the results of the study, individuals' innovativeness, their educational level, and the relationship ties between the users and the mobile services are key factors to encourage m-services' adoption. The outcomes provide interesting insights and useful hints to practitioners and researchers.

INTRODUCTION

The transition from the cabled Internet and the electronic services to the wireless Internet and the mobile services is a fact. Thanks to the progress of the wireless communication technologies and devices (smartphones, PDAs, Palmtops, etc.), there is an increasing interest from both the industry and the public sector in exploring their expanding possibilities. The numerous advantages of mobile Internet technologies (i.e. ubiquity, mobility, personalization, Internet access convenience, flexibility, and dissemination of information) increase the level of mobile services, which can be provided for customers' support and satisfaction (Wang & Lin, 2012).

The mobile data services mainly refer to the communication services (e-mails, SMS, MMS, etc.), web information services (weather information, sports, banking information, news, etc.), database services (telephone directories, map guides, etc.), entertainment (ringtones, videos, games, etc.) and commercial transactions through the mobile devices (buying products, making reservations, banking, stock trading, etc.) (Lu et al., 2005). The mobile devices, customers satisfy their m-commerce needs anywhere and anytime (Yu & Buahom, 2013).

A basic research question is whether these services are worth being used by the wide part of the population or not. Nowadays, young adult population have become an essential group of mobile technology related industries, due to their high usage of mobile devices and services and their future strong purchasing or spending power (Kim & Hahn, 2012). Thus, the aim of the research study is to find out users' reaction towards different parameters that would influence the individuals' intention to use the mobile services. So, the question still remains: What are the factors that affect their adoption?

There have been several studies investigating the drivers of mobile service adoption and mobile shopping behavior based on different behavioral intention theories from a variety of perspectives. The objective of this study is to construct an instrument in order to provide an explanation of the determinants of mobile data services acceptance. The study suggests a conceptual framework, based on the Technology Acceptance Model (TAM) that shows how its different constructs influence the individuals' adoption towards the above services. In the current study, we keep the basic variables of TAM -perceived ease of use, perceived usefulness and behavioral intention- and through literature research we contribute with new variables -trust, innovativeness, relationship drivers and demographics- which are expected to have influence on the mobile services adoption intention, tested in Greece. All these constructs in this paper, are defined in a strict mobile context.

The chapter is organized in five sections. Section 2 presents the theoretical background concerning behavioral intention theory and research models, focusing on the factors driving consumer adoption and usage intention of mobile services and mobile shopping. In section 3, there is an explanation of the hypotheses formed based on literature review and the description of the constructs that are included in the proposed framework. It is followed by Section 4, which describes the applied methodology and presents the survey's results. Section 5 presents the analysis and discussion commenting on the survey's outcomes and recommends some ideas for the proposed framework. The final section concludes this chapter by providing the implications and limitations of the study, along with future research directions.

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