



Chapter XI

**Factors Influencing the
Adoption of Mobile
Gaming Services**

Mirella Kleijnen^{1,2} and Ko de Ruyter
Maastricht University, The Netherlands

Martin G. M. Wetzels
Technical University, Eindhoven, The Netherlands

ABSTRACT

The current chapter focuses the adoption process of mobile gaming. After providing a brief introduction to the topic of m-commerce and m-services, several relevant adoption factors are highlighted. These factors have been researched empirically, via a conjoint study conducted in the Netherlands. The results illustrated a hierarchical importance of the factors identified, whereby perceived risk, complexity, and compatibility were identified as the three main regarded as the factors that are mainly influencing the adoption of mobile gaming applications. Based on these findings, we have provided several managerial implications.

INTRODUCTION

According to recent forecasts, the mobile services industry in Europe will be worth over 76 billion Euro by 2005 (Durlacher, 2001). Experts claim that wireless technology will usher in the next wave of electronic commerce—‘mobile commerce’ (m-commerce). The m-commerce industry provides unlimited opportuni-

ties for business growth, and forward-thinking companies are already integrating mobile commerce into their businesses to establish a vital competitive edge (<http://www.mobileinfo.com>). In order to accomplish this integration of the wireless Web in a successful way, consumers' acceptance of mobile commerce as a delivery channel is essential. Therefore, it seems critical to examine which factors influence customer adoption and diffusion of this new way of providing services.

Although there are numerous studies in the field of adoption and diffusion of marketing-enabling technology (Plouffe, Vandenbosch, & Hulland, 2001; Daghfous, Petrof, & Pons, 1999; Rogers, 1995; Holak & Lehman, 1990; Labay & Kinnear, 1981), previous work has mainly focused on the adoption of products and technology (Verhoef & Langerak, 2001; Au & Enderwick, 2000; Eastlick & Lotz, 1999; Davis, 1989). In contrast, the perspective on services and service-enabling technologies is considerably less pronounced. Despite the fact that several trend studies have been conducted regarding the potential of wireless technology and 3G services (Durlacher, 2001; UMTS Forum, 2001), there exists a need for more substantive, theory-based research, creating a more in-depth understanding of consumer behavior with regard to m-commerce. The current study aims to define critical factors in the adoption of mobile services and determine consumers' preferential structure with regard to this technology.

Our contribution to this encyclopedic book on m-commerce is structured as follows. First, we briefly introduce the field of m-commerce and m-services to set the scene. Subsequently, based on a literature review of adoption and diffusion theory, several success factors enhancing mobile services adoption are identified. Moreover, mobile entertainment services, such as playing games via hand-held devices, are used as a setting for our research. Consequently, we report on an empirical study that was completed among 99 consumers in The Netherlands. By using a conjoint measurement design, we are able to obtain a detailed insight into consumer preference structures regarding mobile gaming services. Interpretation of the analysis yields a hierarchy of importance concerning m-services adoption factors. Finally, the chapter concludes with a discussion of the results and theoretical as well as managerial implications of our study.

MOBILE COMMERCE

Frequently, m-commerce is viewed as the next frontier in the electronic market place. E-commerce adoption and diffusion has led to widespread acceptance of electronic transactions (May, 2001). It is argued that "m-commerce allows users to access the Internet without needing to find a place to plug in" (<http://whatis.techtarget.com>). As a result, it is "the effective delivery of electronic commerce into the consumer's hand, anywhere, using wireless technology" (<http://>

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