

Lecture 13

Acceptance and Success Factors
in Mobile Business

Mobile Business I (WS 2011/12)

Prof. Dr. Kai Rannenber

T-Mobile Chair of Mobile Business & Multilateral Security
Johann Wolfgang Goethe University Frankfurt a. M.



- ***Which factors are important for acceptance and success in M-Business?***

- Building customer trust
- Acceptance of technologies in a market
- Diffusion of M-Business applications and services

- ***... and why it is important to understand these factors?***

- Need for understanding the customers' choices for using/not using M-Business applications and services and
- to tailor such services to their actual needs.

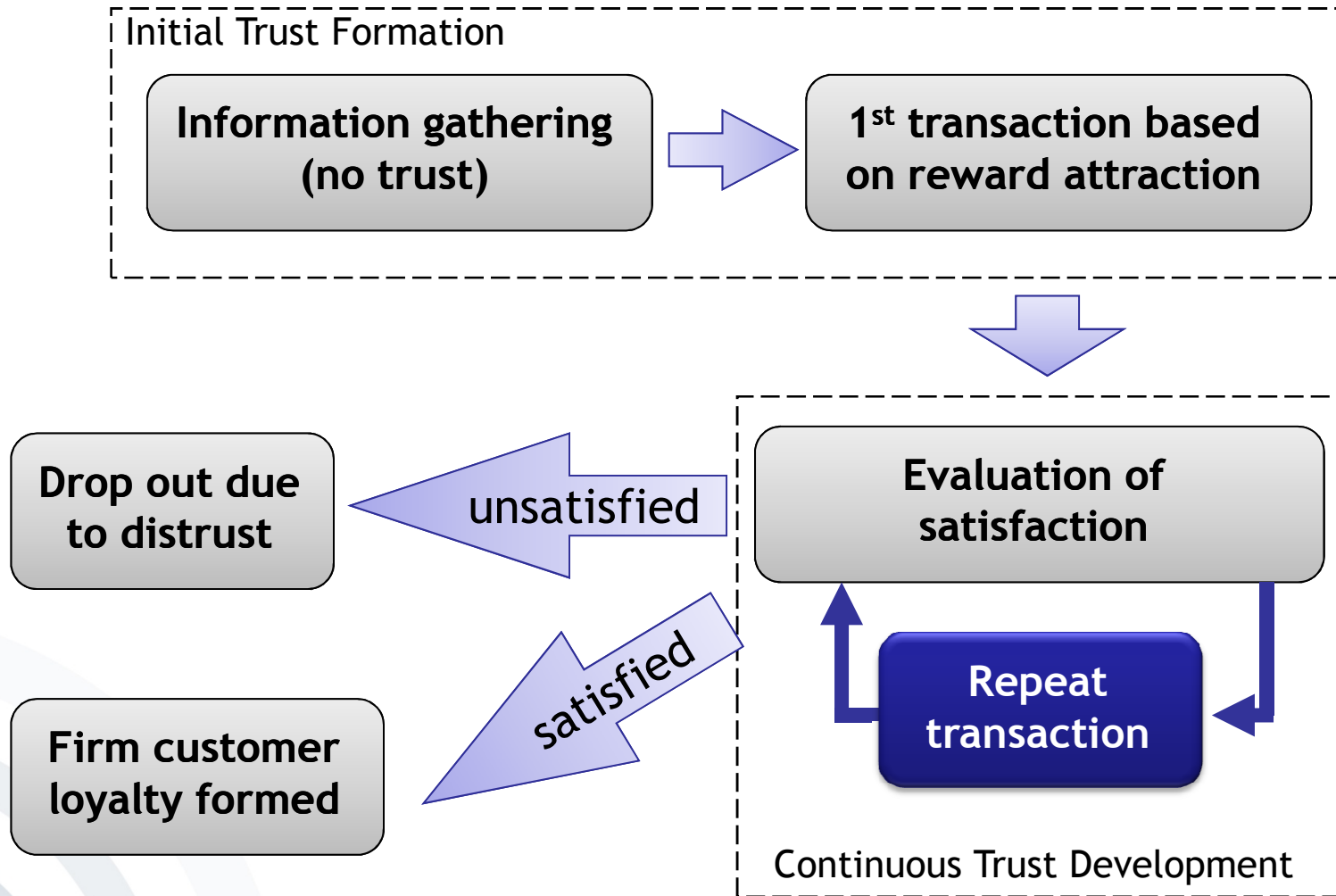


- Mobile applications and services in M-Business can increase the connectedness of their users.
- However, there are several issues related to consumers' acceptance for mobile services and applications, which need to be considered:
 - Willingness to pay for services
 - Network effects
 - Ease of Use
 - Quality of service
 - Product limitations
 - Trust in service provider
 - ...

- User Trust in M-Business
 - Trust Development Life Cycle
 - Framework for Building Trust in M-Business
- Diffusion of Technology
 - Theory of Reasoned Action (TRA)
 - Technology Acceptance Model (TAM)
 - Diffusion of Innovations (DOI)
- Case Study: i-mode vs. WAP

- “A state involving confident positive expectations about another’s motives with respect to oneself in situations entailing risk” [BoHo91].
- The definition highlights three characteristics of trust:
 1. Trust relationships involves two parties: *trustor* & *trustee*.
 2. Trust involves uncertainty and risk.
 3. The trustor has faith in the trustee’s honesty and believes the trustee will not betray him.

Trust Development Life Cycle





- Reliability and security of mobile technology are equally important, since failures in the early stages of the usage of M-Business reduce the customers' trust significantly.
- As mobile technology evolves, the trust focus shifts from technology to the mobile service provider.

- In order to build an initial trust formation, service providers *must* disseminate information, cultivate interest, etc.
 - **Enhance customer familiarity**, as people tend to trust the familiar, e.g. by general publicity or advertisements.
 - **Build vendor reputation**, as a good reputation suggests certainty and less risk in conducting business.
 - **Deliver high-quality information**, as the information posted on a company has a high impact on the customers' perception.
 - **Elicit third-party recognition and certification**, as the independent nature of third-party certification helps customers to feel more secure in doing business with the M-Business provider.
 - **Provide attractive rewards**, such as free trials or gift cards helping to attract new customers.

- It is important to maintain a trust relationship, as creating trust is time-consuming and trust can easily be destroyed.
- There are several successful methods derived from E-Business that can be adopted by M-Business companies to overcome trust barriers.

- ***Improve site quality:***
 - User-friendly design of web-sites accessed by mobile devices (e.g. giving customers sufficient information for purchases) helps to convey the vendor's competence.
- ***Sharpen business competence:***
 - Refers to the skills, technical knowledge, and expertise in operating M-Business applications.
- ***Maintain company integrity:***
 - Providers need to be congruent with regard to the actions and the promises given to their customers.
- ***Post privacy policy:***
 - Similar to E-Business providers, M-Business providers should post their privacy policy online, so customers are informed about the information being processed
 - ➔ Helps to build transparency.

- ***Strengthen security controls:***
 - In order to have secure M-Business transactions, technologies need to be in place that help to allow Multilateral Security for all involved parties.
- ***Foster a Virtual Community:***
 - By building virtual communities, mobile service providers can replicate the success of web-based online communities and create positive evaluations by their users.
- ***Encourage communication and increase accessibility:***
 - In order to build synergies, the users should be brought into close communication with the M-Business provider, reducing information asymmetries and fostering the provider's credibility and trustworthiness.
- ***Use external auditing to monitor operations:***
 - External auditing helps to maintain the customers' trust by keeping the provider to behave fair and legally.

Mobile Service Providers

Familiarity
Reputation
Information Quality
3rd-Party Recognition
Attractive Rewards

Site Quality
Competence
Integrity
Privacy Policy
Security Controls
Open Communication
Community Building
External Auditing

Mobile Technology

Feasibility

Reliability
Consistency

Initial Trust Formation

Continuous Trust Development



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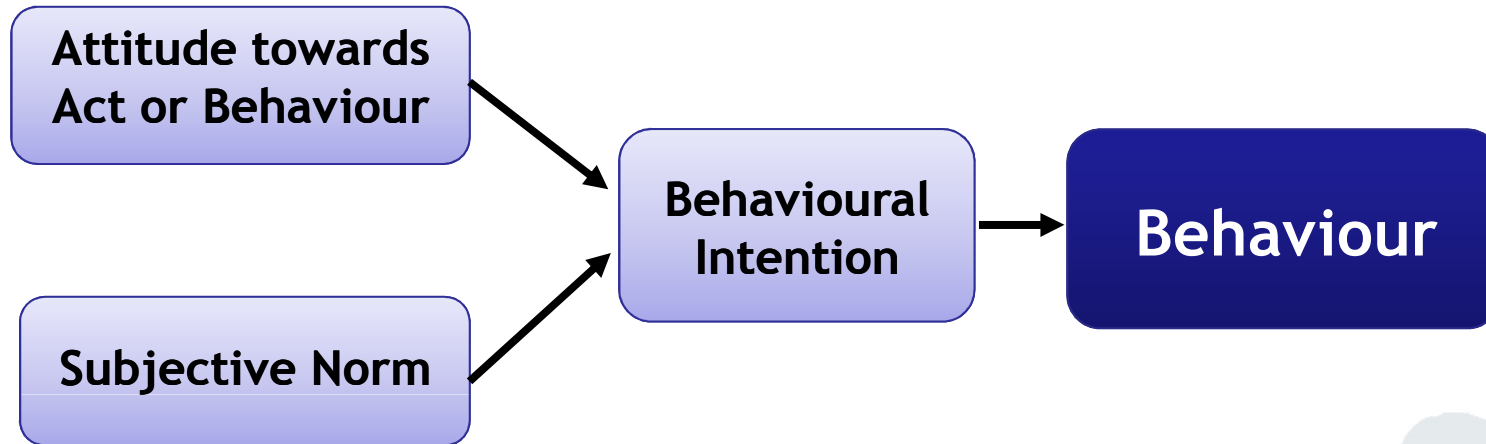
- What makes a product successful compared to another product?
- How does it get accepted in the market?
- There are different models to explain the diffusion of a technology into the market:
 - Theory of Reasoned Action (TRA) [Ajzen1980]
 - Technology Acceptance Model (TAM) [Davis1989]
 - Roger's Diffusion of Innovations (DOI) [Rogers2003]

- The **adoption (process)** is a sequence of stages a potential adopter goes through before accepting a new product or service.
- **Diffusion** is the process by which an innovation is communicated through certain channels over time among the members of a social system. In other words, diffusion refers to the accumulated level of users of an innovation in a market.
- **Innovation (process)** is the adoption of an idea or behaviour (whether a system, policy, program, device, process, product, or service), that is new to the adopting organisation.
- **Adoption** is interpreted as the decision to purchase while **acceptance** refers to the decision to use the product.

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- TRA posits that individual behaviour is driven by behavioural intentions.

⇒ *The actual use of an innovation is determined by the individual's behavioural intention to use it.*



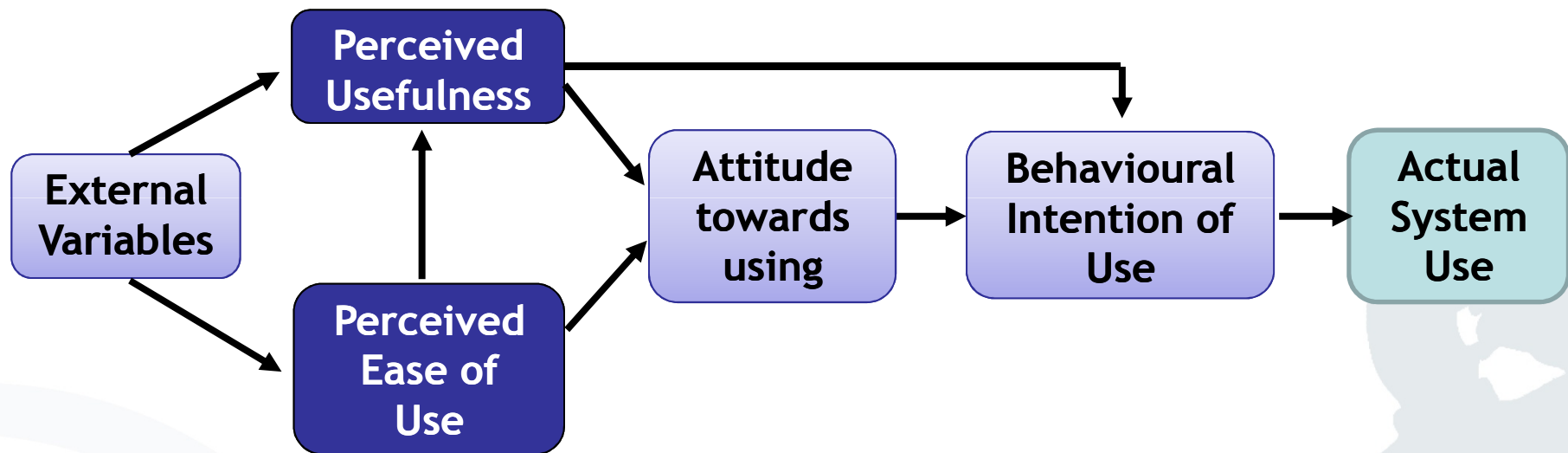
- ***Behavioural intentions*** are a function of an individual's attitude towards the behaviour and the subjective norm surrounding the performance of the behaviour.

- ***Attitude towards the behaviour*** are the individual's positive or negative feelings about performing a behaviour, determined through an assessment of one's beliefs.
- ***Subjective norm*** is defined as an individual's perception of whether people important to the individual think the behaviours should be performed.

- Significant risk of confounding between attitudes and norms since attitudes can often be reframed as norms and vice versa.
- Assumption that when someone forms an intention to act, they will be free to act without limitation, is often unfounded.
- In practice, constraints such as limited ability, time, environmental or organisational limits, and unconscious habits will limit the freedom to act.

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- The Technology Acceptance Model (TAM) by Davis [Davi89] is based on the Theory of Reasoned Action (TRA).
- Tailored towards the acceptance of information technology
- A key purpose of TAM is to provide a basis for tracing the impact of external variables on internal beliefs, attitudes and intentions.
- Two main factors are of prime relevance in explaining system use:
 - "*Perceived ease of use*"
 - "*Perceived usefulness*"



- ***Perceived usefulness:***
 - The degree to which a person believes that using a particular system would enhance his or her job performance
- ***Perceived ease-of-use:***
 - The degree to which a person believes that using a particular system would be free from effort

- Researchers have simplified TAM by removing the attitude construct found in TRA from the current specification (e.g. [VMDD03]).
- Attempts to extend TAM have generally taken one of three approaches:
 1. Introducing factors from related models
 2. Introducing additional or alternative belief factors (risk, emotion, etc.)
 3. Examining antecedents and moderators of perceived usefulness and perceived ease of use

- Both TRA and TAM have strong behavioural elements, assuming that when someone forms an intention to act, they will be free to act without limitation.
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- **Diffusion** is the process by which an innovation is **accepted by a social system, e.g. the market**.
- The **rate of diffusion** is the speed of the new idea spreading from one consumer to the next.
- **Adoption** is similar to diffusion except that it deals with the **psychological processes** an individual goes through, rather than an aggregate market process.
- Diffusion of Innovations theory especially focuses on the following topics:
 - Adopters
 - Key innovation characteristics
 - Stages of adoption

Adopters can be categorised in 5 different groups:

1. Innovators
2. Early adopters
3. Early majority
4. Late majority
5. Laggards

- ***Innovators (2,5%):***

- ***Characteristics:*** Venturesome, educated, multiple info sources, greater propensity to take risk
- ➔ Has the ability to understand and apply complex technical knowledge and can cope with a high level of uncertainty of an innovation.
- ➔ The innovator is a catalyst who brings about the use and adoption of new ideas.

- ***Early adopters (13,5%):***

- ***Characteristics:*** Social leaders, popular, educated
- ➔ Other members of the group look to these individuals for advice and knowledge about the innovation.

- **Early majority (34,0%):**
 - **Characteristics:** Deliberate, many informal social contacts
 - ➔ Tend to adopt the innovation just prior to time the average individual adopts it (link between early adopters and later majority).

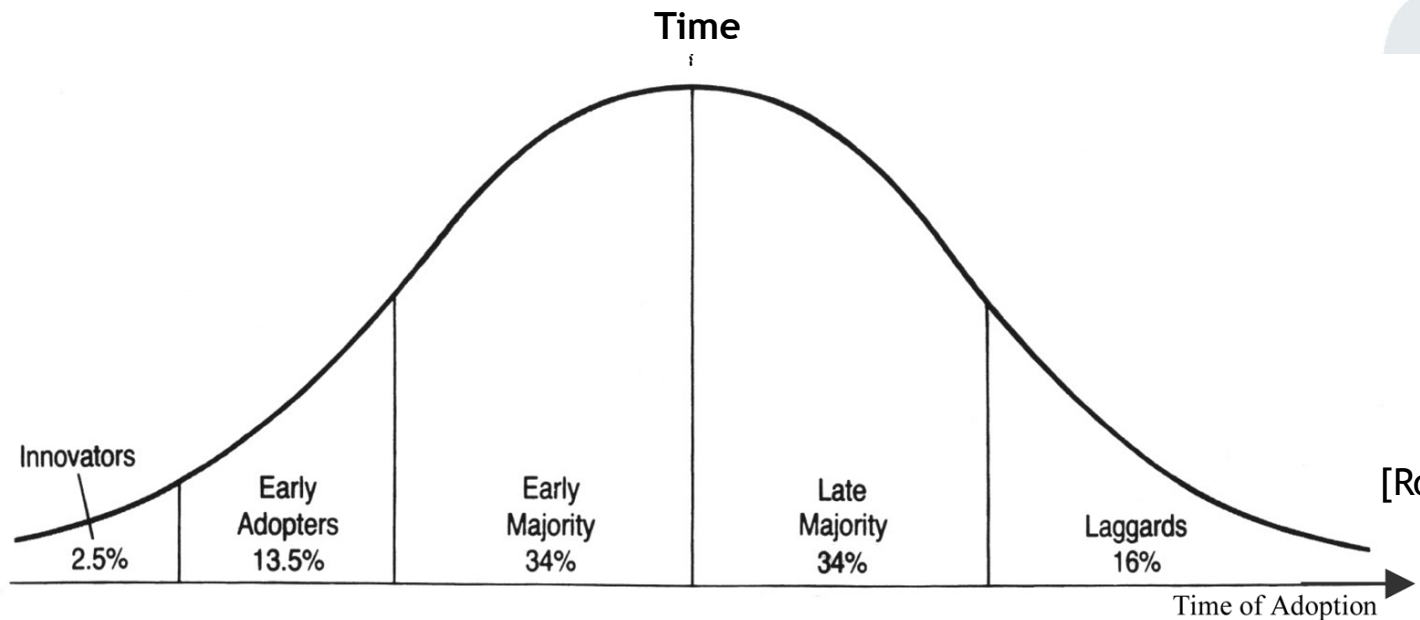
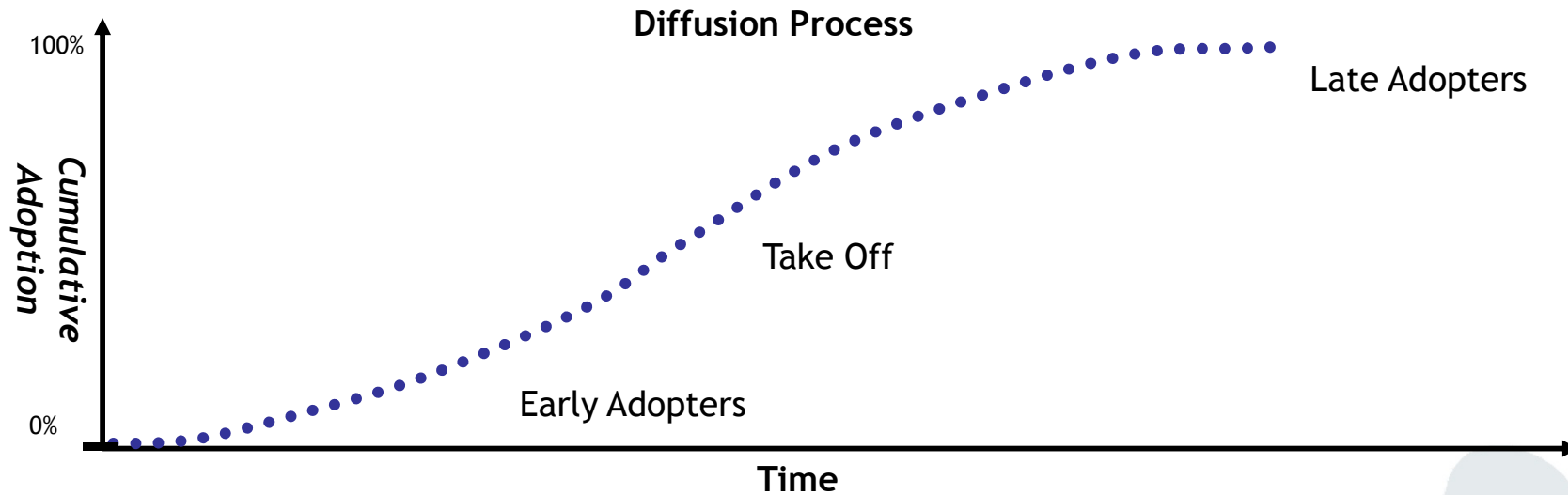
- **Late majority (34,0)%:**
 - **Characteristics:** Sceptical, traditional, lower socio-economic status
 - ➔ Acceptance comes after the average person accepts

- **Laggards (16,0%):**
 - **Characteristics:** Neighbours and friends are main info sources, fear of debt
 - ➔ Laggards are those who are consistent or even adamant in resistance to change.

- Does the categorisation of the adopters made by Rogers apply to the M-Business market?



Diffusion of Innovations Adopter Bell Curve



[Rogers2003]

- **Relative Advantage:**
 - The degree to which the innovation is perceived as being better than the practice it supersedes
- **Compatibility:**
 - The extent to which adopting the innovation is compatible with what people do
- **Complexity:**
 - The degree to which an innovation is perceived as relatively difficult to understand and use
- **Trialability:**
 - The degree to which an innovation may be experimented with on a limited basis before making an adoption (or rejection) decision
- **Observability:**
 - The degree to which the results of an innovation are visible to others

- **Relative Advantage:**
 - Availability/reachability of the subscriber
 - Communicate (almost) anywhere / anytime
 - Personal device(s)
- **Compatibility:**
 - High compatibility in society, as flexibility and reachability get more and more important.
- **Complexity:**
 - Low to medium:
 - Basic functionality (e.g. telephony) can be used by everyone being capable of using a standard, fixed-line telephone.
 - Advanced features (e.g. SMS) need further training to use them.

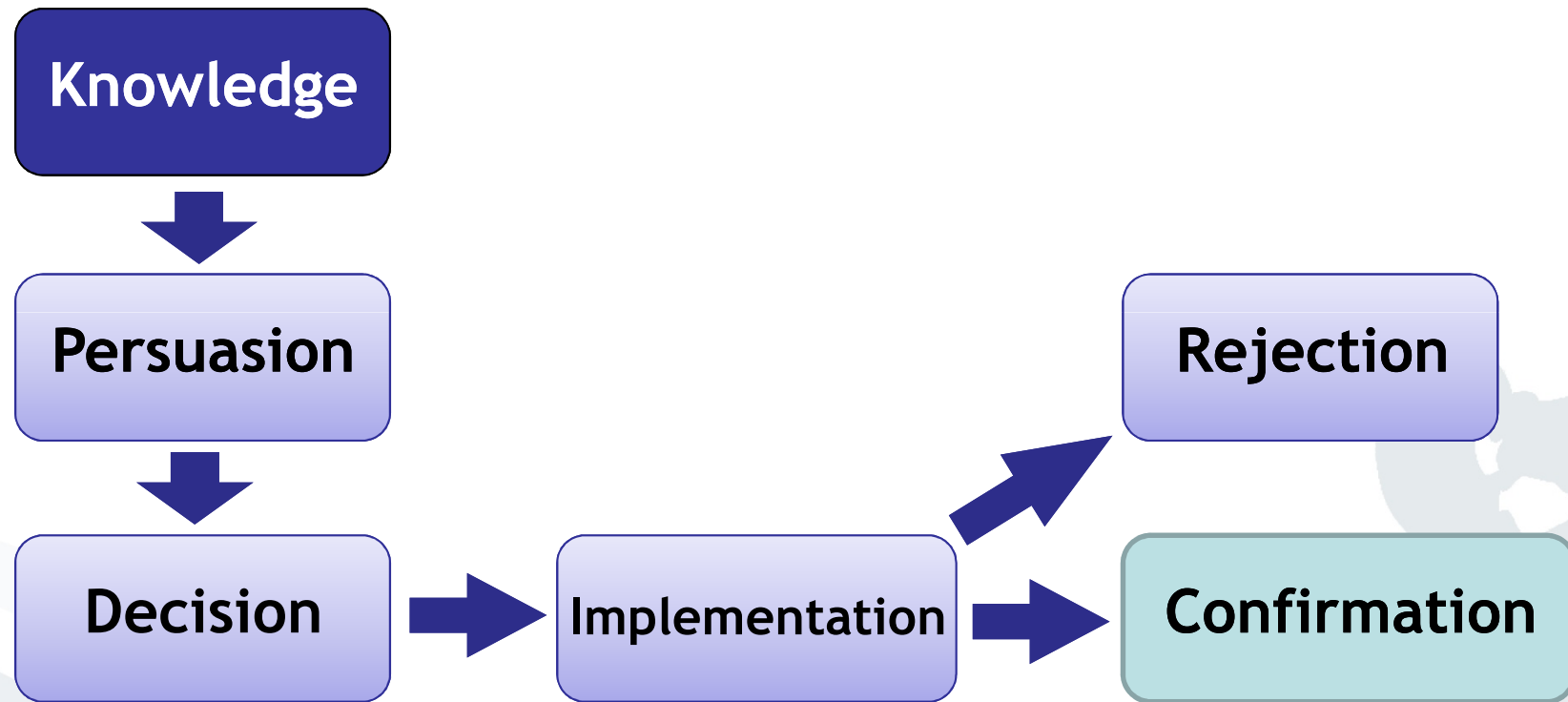
- ***Trialability:***

- High: A potential customer can subscribe to a prepaid contract for testing the technology and later on switch to a “normal” subscription based contract.

- ***Observability:***

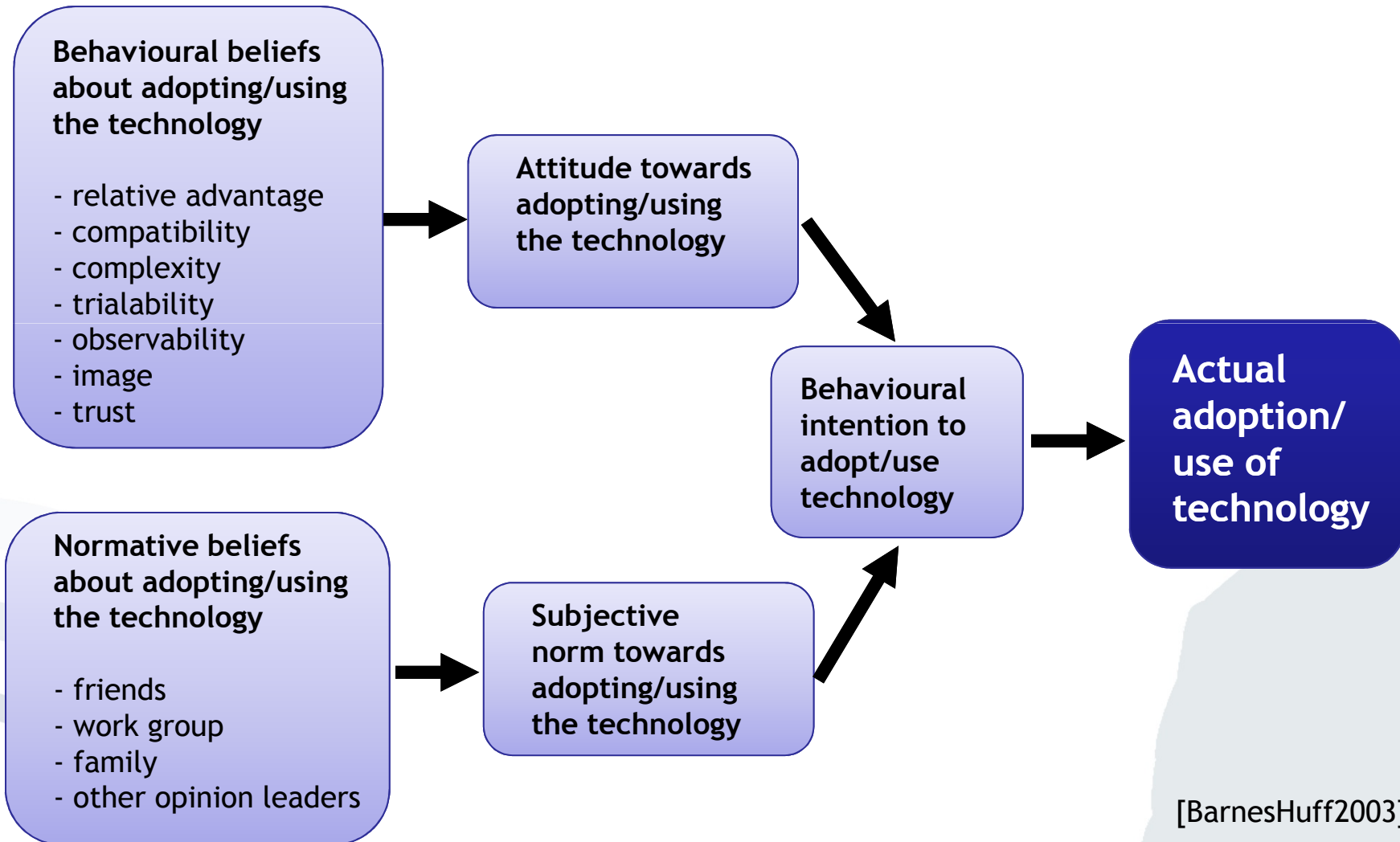
- Reachability of the customers anytime and anywhere.
- More and more people are using mobile phones and services.
- People using mobile phones can easily be observed by non-users.
- The concept and benefit of mobile telephony is easily observable by non-users.

- The adoption of an innovation includes the following stages:
 - 1. Knowledge:** Learning about the existence and function of the innovation
 - 2. Persuasion:** Becoming convinced of the value of the innovation
 - 3. Decision:** Committing to the adoption of the innovation
 - 4. Implementation:** Putting it to use
 - 5. Confirmation:** The ultimate acceptance (or rejection) of the innovation



According to [Rogers2003]

General Model of Technology Acceptance based on TRA and DOI

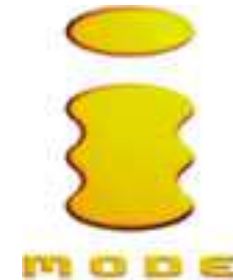


[BarnesHuff2003]

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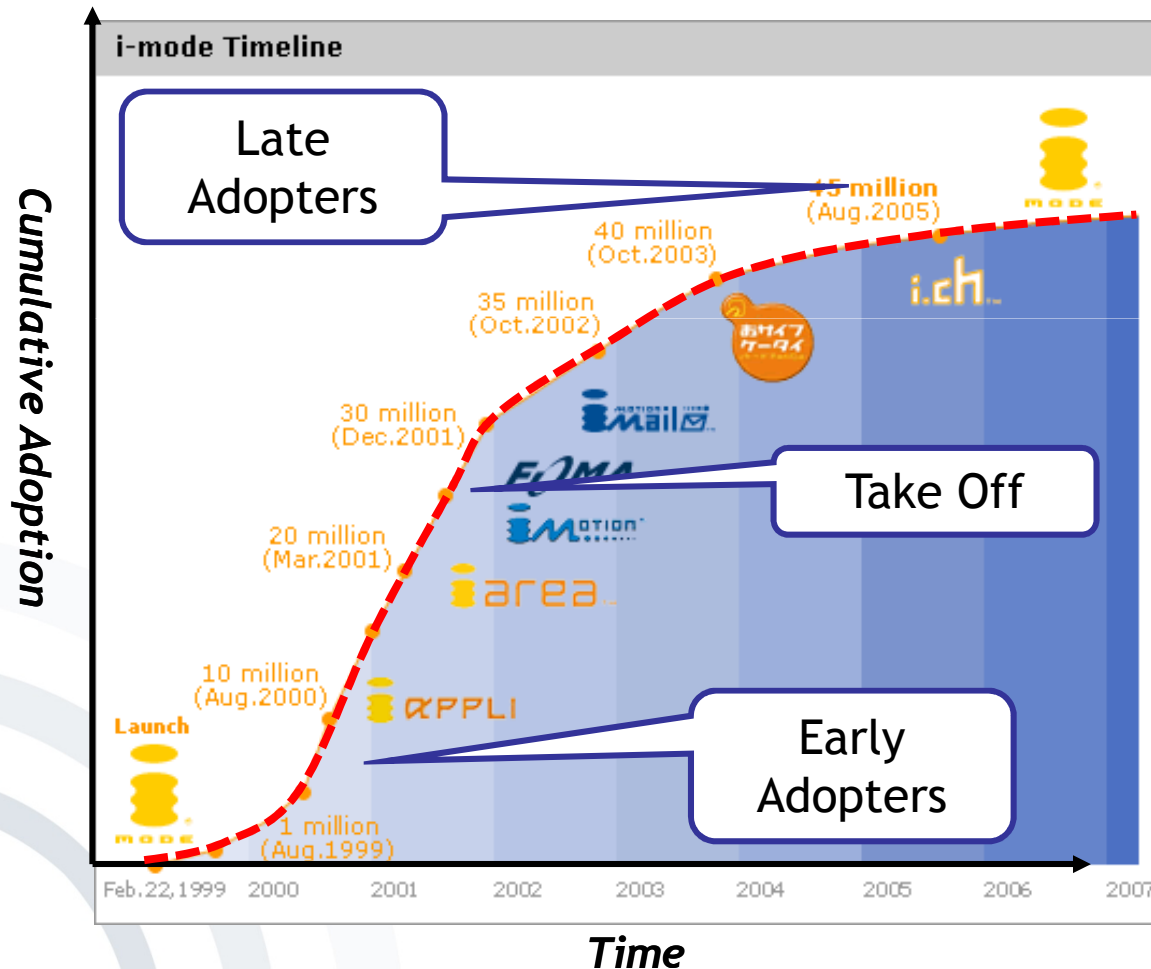
- Currently, the separate technologies of (stationary) Internet and mobile telephony converge more and more, allowing new business models to emerge.
- However, by comparing the (more or less successful) adoption of (similar) technologies, one can observe major differences in the customers' adoption behaviour.
- Examples:
 - i-mode (in Japan and Germany)
 - WAP (in Germany)

- Established in February 1999 by NTT DoCoMo in Japan as a service for mobile Internet access.
- Proprietary standard, based on package-based data transmission.
- Requires special i-mode devices
- Advantage: "Always-online"-functionality without continuous charging.





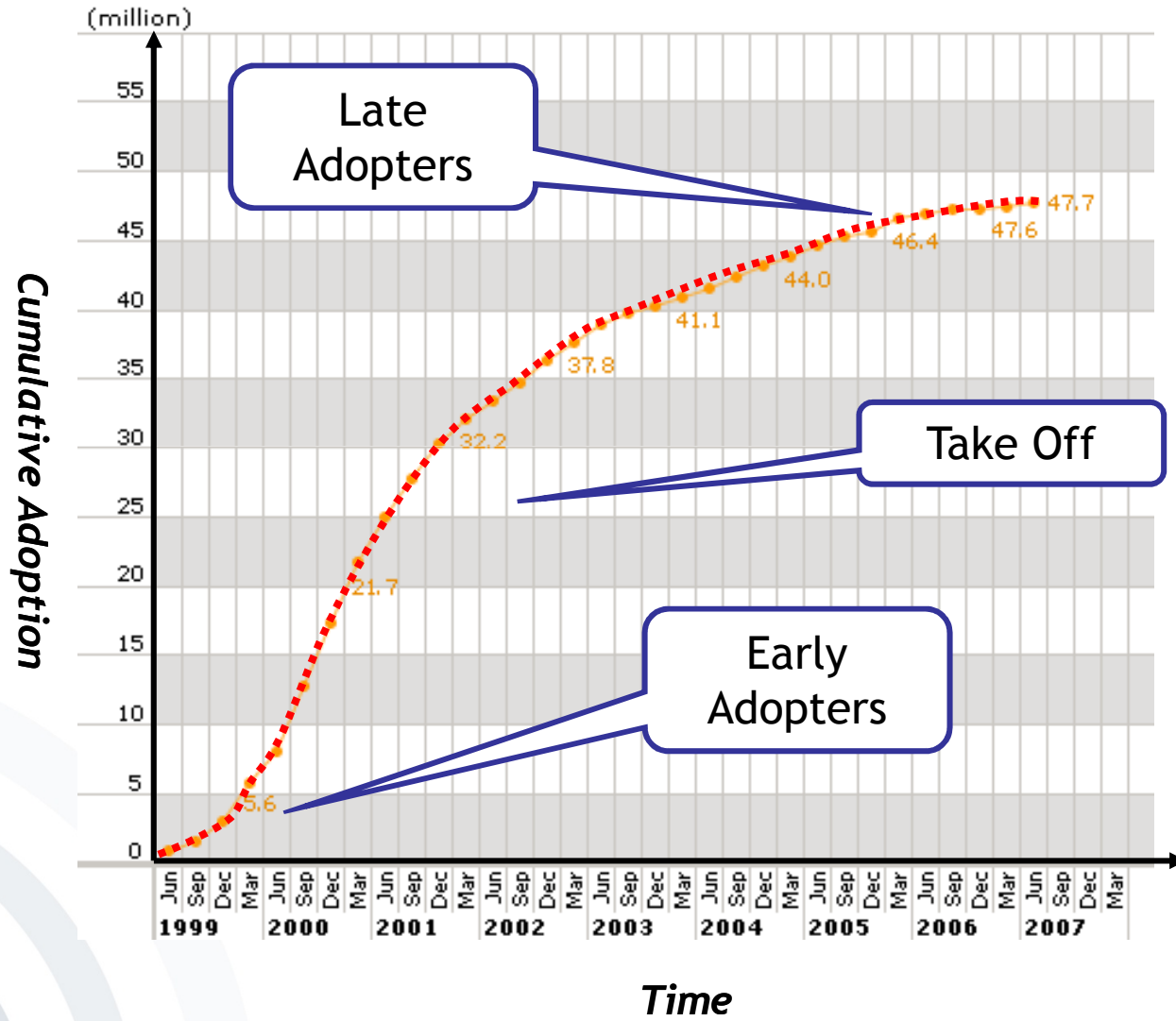
- In 1997, Ericsson, Motorola, Nokia and Unwired Planet founded the WAP-Forum.
- The WAP-Forum is a non-profit organization with the objective to build up an open standard (protocol) for wireless data-communication.
- More than 300 members worldwide (manufacturers, software industry, computer and telecommunication companies & network-operators)
- Protocol family, developed by the WAP-Forum to provide internet contents on mobile devices
- Universal use, independent from used network technology (GSM, UMTS, etc.)



Worldwide about 45 million users (2/2006)

Adoption of i-mode is characterised by an S-shaped curve!

i-mode User Base Development



- Number of users in Germany at the beginning of 2003, according to e-plus:
 - Planned: 750.000
 - Achieved: 125.000

[eplus03]

Mobile Internet Services Penetration in Germany

- Number of users:

▪ 	500.000
▪ 	4.500.000
▪ 	5.500.000

[Handelsblatt 2/2004]

- E-plus shut down i-mode on 1st of April 2008

[Golem2008]

- ***Relative advantage:***
 - WAP provides an access channel to many special Internet pages
 - using the Wireless Markup Language (WML)
 - bringing information to mobile devices.
 - However, only a limited amount of content is available.

- ***Compatibility:***
 - High compatibility to previous user experiences, as WAP is based on mobile telephone handsets
 - ➔ familiarity
 - However, the displayed WAP pages are only of limited quality:
 - user interfaces lack quality,
 - connection-speeds are low

based on [HungKuChang2003]

- **Complexity:**
 - Medium complexity, as WAP is intuitive to use – depending on the browser software used.
- **Trialability:**
 - Low initial costs, as WAP is based on a pay-per-use schema
 - Therefore it offers a high level of trialability.
- **Observability:**
 - The observability can be enhanced through non-customers watching customers using WAP.
 - However, due to limited content and high prices, not many customers use WAP.

▪ ***Relative advantage:***

- i-mode provides a direct Internet access channel to many individuals for whom the Internet was inaccessible previously, as
 - fixed-line Internet was not widely available
 - people were not much at home anyway.

▪ ***Compatibility:***

- High compatibility to previous user experiences, as i-mode is based on mobile telephone handsets
 - ⇒ familiarity
- Also i-mode is highly compatible with the Japanese cultural values
 - ⇒ Enthusiasm for electronic devices

based on [HungKuChang2003]

- **Complexity:**
 - Low complexity, as i-mode has an intuitive and easy to use interface, command set, and navigation
 - i-mode uses an Internet browser, which is a scaled-back version of traditional desktop browsers, allowing its user to easily use this innovation.
- **Trialability:**
 - Low initial costs, as i-mode is based on a per-use tariff-scheme
 - Therefore it offers a high level of trialability.
 - Subscribers can easily share their devices for trials.
- **Observability:**
 - i-mode is highly interactive, and interactions can also be seen on the Internet.
 - Also the observability can be enhanced through others, witnessing people using i-mode.

- **Market situation:**
 - NTT DoCoMo is the market leader with a 60% market share in mobile communications.
 - Furthermore, NTT DoCoMo stock majority is owned by the Japanese government.
 - Low penetration of stationary internet connections.
- **Vertical integration:**
 - NTT DoCoMo has a strong position in the mobile value chain, being vertically integrated into chip, handset, and infrastructure research and development.
- **Network investment:**
 - NTT DoCoMo has invested proactively into 3G infrastructure (especially packet radio overlay systems) one year ahead of their competitors.
- **Self-reinforcing service:**
 - There is a “connection” between voice and data services, as customers tend to use more voice services when they use the i-mode data service (change in consumer behaviour).

Japan (ca. 2000):

- Low penetration of stationary internet connections
- 77.000 content-providers
- Commuting
- Service-Level
- Low penetration of SMS - iMode offering cheap messaging
- “i“-button/ colour-displays
- Willingness to pay for services
- Private subscriber communities for special topics

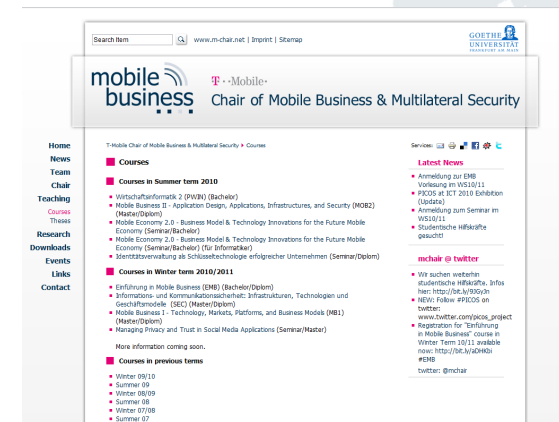
Germany (ca. 2000):

- Primarily voice + SMS usage
- Only about 160 content providers
- Scepticism towards WAP/i-mode
- SMS is the “weapon of choice” for mobile messaging.

- Usage of the term “mobile Internet” for marketing WAP confused customers and nourished wrong expectations towards this technology. Compared with those expectations WAP had:
 - High costs for the content
 - Complex billing system
 - Low speed
 - Low usability
 - ...
- When WAP was rolled out, only a limited amount of devices with WAP-capabilities was available.
- Internet-based providers offering mobile content for free also lowered the demand for WAP services

- It is unlikely that i-mode's success in Japan can be transferred to other markets, due to the unique market situation in Japan.
- But key lessons learned from i-mode's success story in Japan include:
 - Importance of a **trusted**, branded, useful, easy-to-use, holistic package of services
 - The value of investment and leveraging of technological infrastructure such as networks and handsets

- Further Information on our Website: www.m-chair.net
www.m-chair.net/wps/wse/home/rannenberg/courses/



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