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AN EMPIRICAL RESEARCH ON MOBILE USERS INTENTION AND BEHAVIOUR TOWARDS MOBILE ENTERTAINMENT SERVICES IN INDIA BASED ON THEORY OF PLANNED BEHAVIOUR MODEL

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ABSTRACT

Mobile Entertainment is combination of entertainments like games, music, videos, chatting and telecommunication which has created a wide market in India. This study is aimed at analyzing Mobile users' intention and behaviour towards mobile entertainment services based on the Theory of Planned Behaviour (TPB) model. Structural Equation Model (SEM) is used as the main statistical procedure for data analysis. The results of the study confirmed that the TPB model is viable in predicting mobile user acceptance of mobile entertainment services. The findings have revealed that attitude towards mobile entertainment has the highest direct impact on consumer Intention and Behaviour towards mobile entertainment services. Perceived Behaviour Control has moderate impact on consumer Intention and Behaviour towards mobile entertainment services and Subjective norm has very less impact on consumer Intention and Behaviour towards mobile entertainment services.

KEYWORDS

Mobile Entertainment Services, Theory of Planned Behaviour, Structural Equation Model, Attitude, Subjective norm, Perceived Behaviour Control, Intention , Behaviour.

INTRODUCTION

Mobile Entertainment Forum (MEF) stated that Mobile Entertainment is created as a combination of entertainment and telecommunication. Telecommunication and Entertainment industries have different nature of operations and different objectives to serve its customers. MGAIN (2003) assumes mobile entertainment includes any leisure activity undertaken via a personal technology, which is, or has the potential to be, networked and facilitates transfer of data over geographic distance either on the move or at a variety of discrete locations.

MOBILE ENTERTAINMENT FRAMEWORK

To understand mobile entertainment, three different segments are suggested, each segment suggests a specific set of theories. Segment 1 consists of intersection between mobile entertainment, telecommunication network and mobile service provider. In other words, mobile entertainment services in segment 1 are receiving from service provider through wireless network connection like live cricket updates, news updates from service provider. A mobile user connects to the Internet via his WAP-enabled mobile phone, searches for a particular ring tone and downloads it onto his mobile phone. Segment 2 covers mobile entertainment services which utilize wireless telecommunication networks, but do not incur a cost upon usage and do not interact with service providers. For example, user can transfer a song or video through Bluetooth to his friend or one may play multiplayer mobile games with friends via Bluetooth. Segment 3 involves mobile entertainment which does not require wireless connection and transaction of an economic value. For example, one may play preinstalled single player games on mobile phone or Mobile user can hear music which is preloaded in the mobile phone.

TRANSMISSION OF MOBILE ENTERTAINMENT

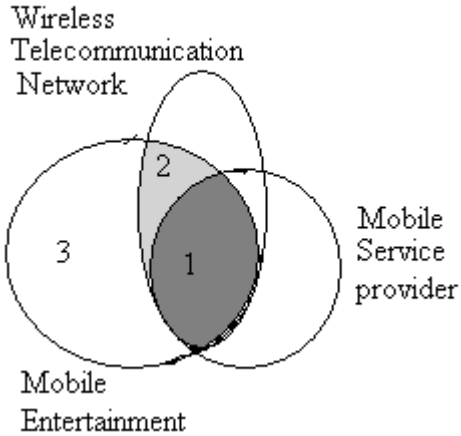
Mobile entertainment services has transformed from mono-ring tones in the late nineties to streaming audio and video, multi player games and mobile gambling with high speed networks operating upon advance technological handsets.

According to Portio Research report mobile entertainment services has generated worldwide revenue of $24 billion by 2008 and is expected to create revenue of $47.2 billion by the end of 2013. Mobile Entertainment services mostly consist of Mobile music, Mobile games and Mobile video services. Mobile music is considered to take the major role in mobile entertainment with ring tones, ringbacktones, streaming audio, full track downloads and FM radio listening in mobile phone.

Nokia launched "Snake" games in mobile phones in year the 1997, since then many games have come into mobile phones. The latest games are supported by Java, BREW, SMS based and browser based games. Mobile games worldwide revenue is expected to be $9.8 billion by the end of 2013. Mobile video services are expected to reach its maximum popularity by the end of 2013 as advanced technology iPhones and 3G technology have come into existence in India.

According to a telecom research company, an average Indian mobile user spending time on voice call has dropped from 505 minutes in June 2008 to 401 minutes in June 2010, but surprisingly the same user is spending more time on their mobile phones by listening music or playing games or browsing internet on phone.

Figure 1: Mobile Entertainment Framework



Despite its rapid modernization, many of India's 750,000 villages remain isolated except for the mobile phone reception that now covers almost the entire country after a decade of rapid expansion by Mobile operators. So in villages that don't receive any FM radio stations, people have begun calling a number that has a recording of film tunes and listening to it on their headsets. This shows the transmission of mobile entertainment services in India.

To analyze mobile entertainment services acceptance in India the Theory of planned Behaviour (TPB) is suitable as it is suggested to be an effective model in predicting technology adoption among consumer (Hsu and Chiu 2004). The TPB is an effective predictive model in fields that lead to a certain degree of behavioral change from individuals. Even though research in technology adoption has used the TPB extensively, the literature contains little regarding its applicability to mobile entertainment services adoption. However, validating the TPB model in the context of mobile users perceived entertainment could help

academics and practitioners better understand the social and behavioural antecedents of user's acceptance. The Structure equation modeling is used to test the validity of using the TPB in this context.

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

The Theory of Reasoned Action (TRA) provides a framework to study attitudes toward behaviors. According to the theory, the most important determinant of a person's behavior is behavior intent. The individual's intention to perform a behavior is a combination of attitude toward performing the behavior and subjective norm. The individual's attitude toward the behavior includes; Behavioral belief, evaluations of behavioral outcome, subjective norm and the motivation to comply.

If a person perceives that the outcome from performing a behavior is positive, he will have a positive attitude towards performing that behavior. If relevant others see performing the behavior as positive and the individual is motivated to meet the exceptions of relevant others, then a positive subjective norm is expected. Attitudes and subjective norm are measured on scales like the Likert Scale using phrases or terms such as like/unlike, good/bad, and agree/disagree. The intent to perform a behavior depends upon the product of the measures of attitude and subjective norm.

TRA works most successfully when applied to behaviors that are under a person's volitional control. If behaviors are not fully under volitional control, even though a person may be highly motivated by her own attitudes and subjective norm, she may not actually perform the behavior due to intervening environmental conditions. The Theory of Planned Behavior (TPB) was developed to predict behaviors in which individuals have incomplete volitional control.

The major difference between TRA and TPB is the addition of a third determinant of behavioral intention, perceived behavioral control. Perceived Behavioral control is determined by two factors; Control Beliefs and Perceived Power. Perceived behavioral control indicates that a person's motivation is influenced by how difficult the behaviors are perceived to be, as well as the perception of how successfully the individual can, or cannot, perform the activity. If a person holds strong control beliefs about the existence of factors that will facilitate a behavior, then the individual will have high perceived control over a behavior. Conversely, the person will have a low perception of control if she holds strong control beliefs that impede the behavior. This perception can reflect past experiences, anticipation of upcoming circumstances, and the attitudes of the influential norms that surround the individual Mackenzie & Jurs, 1993). According to the TPB behavioural intention is a function of three areas: Attitude, Subjective Norms and Perceived Behavioural Control (Ajzen 1991).

OBJECTIVES

The main objectives of this empirical research is to study

1. The mobile users' attitude towards mobile entertainment services and its impact on their intention and behaviour to use mobile entertainment services.
2. The mobile users' Subjective norms towards mobile entertainment services and its impact on their intention and behaviour to use mobile entertainment services.
3. The mobile users' perceived behaviour control towards mobile entertainment services and its impact on their intention and behaviour to use mobile entertainment services.

The following hypothesis are formulated to study the mobile users' intention and behaviour towards mobile entertainment services

Hypothesis (H1): Mobile users' attitude towards mobile entertainment services has a direct positive impact on their intention to use mobile entertainment services.

Hypothesis (H2): Mobile users' subjective norm towards mobile entertainment services has a direct positive impact on their intention to use mobile entertainment services.

Hypothesis (H3): Mobile users' perceived behaviour control towards mobile entertainment services has a direct positive impact on their intention to use mobile entertainment services.

Hypothesis (H4): Mobile users' attitude towards mobile entertainment services has a direct positive impact on their behaviour to use mobile entertainment services.

Hypothesis (H5): Mobile users' subjective norm towards mobile entertainment services has a direct positive impact on their behaviour to use mobile entertainment services.

Hypothesis (H6): Mobile users' perceived behaviour control towards mobile entertainment services has a direct positive impact on their behaviour to use mobile entertainment services.

Hypothesis (H7): Mobile users' intention towards mobile entertainment service has a direct positive impact on their behaviour to use mobile entertainment services.

RESEARCH METHODOLOGY

Structural equation modeling is used as the main statistical technique and data was collected through questionnaire survey. The questions in the survey are self created. 5 point Likert scale was used (1 strongly disagree, 2 disagree, 3 nether agree or disagree, 4 agree and 5 strongly agree) to measure affects of consumer Attitude, Subjective Norm and Perceived Behaviour Control on Intention and Consumer Behaviour towards Mobile Entertainment. The research questions consisted of 12 questions. The first 2 questions are related to demographic variables age and gender. The remaining 10 questions are related to investigate mobile user's attitude, subjective norm, perceived behavioural control, Intention and Behaviour towards mobile entertainment. The questionnaire was pre-tested on 25 respondents to test its consistence and reliability of questions to its research objective.

SAMPLING

A total of 1000 questionnaire forms were distributed. All the respondents are mobile phone users for at least one year and selected based on convenience sampling method. Respondents are clearly explained about the objective and purpose of the research article before distribution of the questionnaire. A total of 942 questionnaires were analyzed for the research as remaining questionnaires were incomplete. Majority respondents are males (66%).

TABLE1: RESPONDENTS' PROFILE

Variable		Frequency	%	Variable		Frequency	%
Gender	Male	623	66.13	Age	≤ 20 years	124	13.2
	Female	319	33.87		20 – 40 years	647	68.6
					≥ 40 years	171	18.2

DATA ANALYSIS

The data analysis was conducted in a three-stage process. First, reliability tests were performed. Upon satisfactory results, confirmatory factor analysis (CFA) with SPSS Statistics 17.0 was used to analysis the convergent, concurrent and discriminant validity of the model. Once the model was validated, SPSS Amos 18.0 was used to test the overall fit of the structural model and to estimate the relationships between the independent variables and the dependent variable so as to accept or reject the hypothesis.

RELIABILITY TESTS

The reliability of 10 items in the questionnaire is tested with Cronbachs' alpha (Cronbach, 1951). Cronbach alpha reliability coefficient is 0.731 which is exceeding the suggested level of 0.70. It suggests that the questionnaire is having reliability and can be used for further analysis.

CONFIRMATORY FACTOR ANALYSIS

The Kaiser-Meyer-Oklin (KMO) and Bartlett's Test is used to test suitability of data for factor analysis. KMO value is 0.71 exceeding the recommended value of 0.60 while Bartlett's Test of sphericity reached statistical significance (Chi-square 347.609, df 45 and Sig 0.00) which signifies the data is good for conducting factor analysis.The 10 items were subjected to principal component analysis (PCA) with varimax rotation to test the suitability of data for factor analysis. The PCA revealed the presence of 5 components with Eigen values the exceeding 1, explaining 16.467, 15.791, 14.781, 13.399 and 11.241 total percentage of variance is 71.679. These components correspond to five constructs in the TPB structural model - Attitude, Subjective Norm, Perceived Behavioural Control, Intention and Mobile users' behaviour towards Mobile Entertainment services. All factors loading of each item are above 0.50. The results of the principal component analysis can be viewed in table 2.

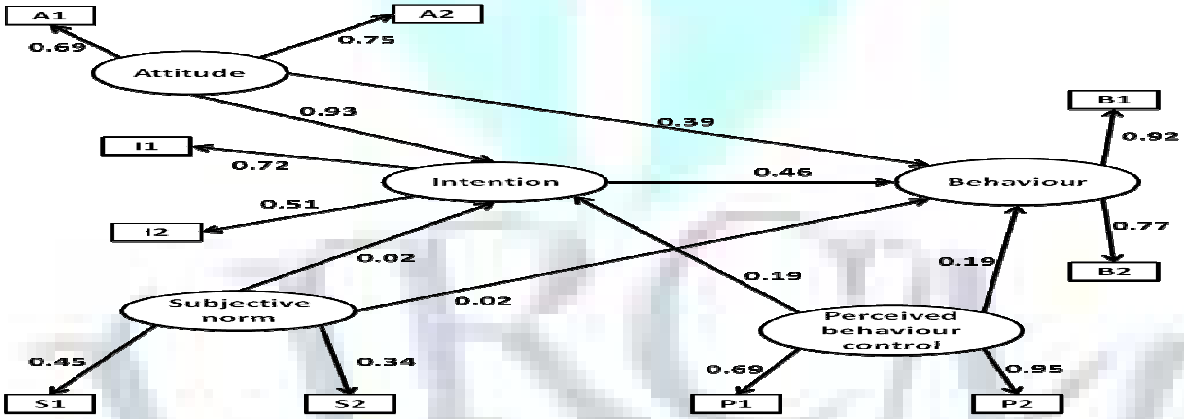
TABLE 2: DESCRIPTIVE STATISTICS FOR THE QUESTIONS IN THE SURVEY AND FACTORS ANALYSIS

Item No	Component	Mean	S.D	Factor Loads	Eigen Value	% variance
	Attitude					
A1	I like to have fun with my mobile phone	3.50	1.083	0.675	1.647	16.467
A2	Using mobile phone is not good for health. In my opinion we must stop using mobile phone at least for entertainment purpose.	2.53	1.230	0.738		
	Subjective Norm					
S1	Many people are of the opinion, not to capture their photos or videos from mobile phone without their permission	4.13	1.042	0.841	1.579	15.791
S2	My friend suggested me to avoid hearing mobile phone music through ear phones as it may damage the ear drum	3.98	0.962	0.840		
	Perceived behavioural control					
P1	I can't stop hearing music from mobile phone as I am very much attached to it.	2.51	1.245	0.791	1.478	14.781
P2	I can't stop messaging to friends through mobile phone as I feel missing them if I don't SMS	3.21	1.395	0.825		
	Intention					
I1	I believe with so many features of entertainment like games, music, videos, camera, internet access in mobile phone, it can rule the world of entertainment.	3.95	1.053	0.774	1.340	13.399
I2	It is very easy to capture pictures or video from cell phone and sharing with friends	4.26	0.634	0.813		
	Mobile users' Behaviour					
B1	I generally subscribe for music, latest dialer tunes, cricket news etc from my cell phone service provider	3.04	1.295	0.816	1.124	11.241
B2	Recently, I have purchase mobile phone with latest technology for more features of audio and video clarity	3.33	1.430	0.794		
	Total % of variance	71.679				

STRUCTURE EQUATION MODEL

SPSS Amos 18 software is used to perform confirmatory factor analysis using Structural Equation Model (SEM). Total number of variables in the model is 27, number of observed variables 10, number of unobserved variables 17. The data has no missing values. The model is over-identified, a preferable situation for SEM. According to the univariate and multivariate normality tests the data is not normally distributed. After the data was normalized, the Maximum likelihood (ML) estimation method is used. ML attempts to maximize the likelihood that obtained values of the criterion variable will be correctly predicted.

FIGURE 1: AMOS STRUCTURE EQUATION MODEL BASED ON THEORY OF PLANNED BEHAVIOUR



MODEL FIT

Based on Structure Equation Model using SPSS Amos 18 it is found that Chi-square(CMIN) = 68.459, degree of freedom(DF) = 29 and probability level = 0.100 which is evidence against the null hypothesis is not significant at the 0.05 level. CMIN/DF is called as the minimum discrepancy which is 2.36 Wheaton et al (1977) suggested that if the minimum discrepancy is less than 5 the model is reasonable fit.

Goodness of Fit Index (GFI) is 0.956 and Adjusted Goodness of Fit Index (AGFI) is 0.917 Normed Fit Index (NFI) is .904 and Comparative Fit Index (CFI) is 0.912 as this entire index are greater than 0.9 the model is fit (Garson 2006) and accepted. Root Mean Square Error of Approximation (RMSEA) is 0.042 based on various studies conducted by Bentler and Bonett (1980) it was suggested that if the Index value is greater than 0.9 and if RMSEA value is less than 0.05 it indicates model is fit and accepted.

FINDINGS

SPSS Amos Graphics has specified path-diagram in figure1 specifies the relationship between the observed and unobserved variable. The portion of the model that specifies how the unobserved variables are related to each other is called Structural model. In this present structural equation model Intention and Behaviour are the dependent variables and Attitude, Subjective Norm and Perceived behaviour control are independent variables. The regression weight estimates the relative importance between the variables. The estimate with largest value represents the most important dimension in terms of its impact on the dependent variable. The findings of the regression estimates weight are summarized in the following table. The hypothesis is accepted if the P value is less than 0.05.

TABLE 3: REGRESSION ESTIMATES

Hypothesis	Factor	Impact	Factor	Estimate	P.Value
1	Intention	<---	Attitude	0.930	0.000
2	Intention	<---	Subjective norm	0.015	0.062
3	Intention	<---	Perceived behaviour control	0.194	0.001
4	Behaviour	<---	Attitude	0.394	0.000
5	Behaviour	<---	Subjective norm	0.020	0.056
6	Behaviour	<---	Perceived behaviour control	0.186	0.000
7	Behaviour	<---	Intention	0.463	0.001

Hypothesis (H1): Mobile users' attitude towards mobile entertainment services has a direct high positive impact on their intention to use mobile entertainment services with regression estimate of 0.930 the hypothesis is accepted.
Hypothesis (H2): Mobile users' subjective norm towards mobile entertainment services has very low impact on their intention to use mobile entertainment services with regression estimate of 0.015 the hypothesis is not accepted.
Hypothesis (H3): Mobile users' perceived behaviour control towards mobile entertainment services has a less positive impact on their intention to use mobile entertainment services with regression estimate of 0.194 the hypothesis is accepted.
Hypothesis (H4): Mobile users' attitude towards mobile entertainment services has a direct positive impact on their behaviour to use mobile entertainment services with regression estimate weight 0.394 the hypothesis is accepted.
Hypothesis (H5): Mobile users' subjective norm towards mobile entertainment services has very low impact on their behaviour to use mobile entertainment services the regression weight is 0.020 the hypothesis is not accepted.
Hypothesis (H6): Mobile users' perceived behaviour control towards mobile entertainment services has a low positive impact on their behaviour to use mobile entertainment services the regression estimate weight is 0.186 the hypothesis is accepted.
Hypothesis (H7): Mobile users' intention towards mobile entertainment service has a direct positive impact on their behaviour to use mobile entertainment services with regression estimate weight of 0.463 the hypothesis is accepted.

DISCUSSION

The attitude towards Mobile Entertainment service has a positive and very strong impact on Intention to use Mobile Entertainment services and strong impact on Behaviour to use Mobile Entertainment services. Indians are spending most of their time with mobile phones and they find it is very important device in daily life, apart from talking they have perceived many other benefit from mobile phone like hearing music, playing games, SMS chatting, capturing videos or pictures etc which made this attitude strong for good intention to use mobile phone for entertainment and Behaviour to adopt it.
Subjective norm towards Mobile Entertainment service is having positive but very less impact on intention use mobile entertainment service and behaviour to use mobile entertainment services because mobile users never felt that using mobile phone for entertainment purpose is wrong and mostly young people are using mobile phone for entertainment purpose they have not taken society into consideration. Mobile users are feeling mobile is very convenient to use, Entertainment from mobile phone is at a less cost.
Perceived Behaviour Control towards mobile entertainment services has positive but moderate effect on Intention and Behaviour to use Mobile Entertainment services, because as many people are using it very frequently for entertainment and Mobile device & Mobile service providers are giving many features mobile phone. User has not found any reason to control their behaviour to use mobile phone for entertainment purpose. So, perceived behaviour control has less effect on both Intention and Behaviour to use mobile entertainment service.

CONCLUSION AND SUGGESTIONS

This empirical research used Theory of Planned Behaviour to predict mobile users' attitude, Subjective norms and perceived behaviour towards intention and behaviour to use mobile entertainment service has predicted that attitude has a strong impact on intention and behaviour to use mobile entertainment where as Perceived behaviour control has less impact on intention and behaviour to use mobile entertainment services and Subjective norms towards mobile entertainment service has no impact on intention and behaviour to use mobile entertainment services.
Despite of huge growth in mobile subscribers and mobile entertainment services in India, little research has investigated the factors influencing the use of these services and the findings of this study contribute to a better understanding of the antecedents of mobile entertainment services. In particular, the finding can help practitioners understand and focus on the factors that contribute most strongly towards the use of mobile entertainment services. The results showed a greater influence of attitude on intention and behaviour to use mobile entertainment services. The result of this study suggests that practitioners and academics should focus their efforts on this particular factor.

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