An Empirical Research on Factors Affecting Continued Intention to Use Mobile Internet Services in Korea

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Extended Abstract

The purpose of this study is to find factors that affect the continued intention to use mobile Internet services. Based upon a literature review conducted on the acceptance of mobile information technology, a research model was created; ‘individual perception factors such as usefulness, enjoyment, values and anxiety, and social influence factors such as subjective norms and voluntariness determine the intention to use the mobile Internet services on a continuous basis,’ and verified using an empirical method. The test result has revealed that usefulness and enjoyment in the individual perception category, and subjective norms and voluntariness in the social influence category affect the continued intention to use mobile Internet services.

From the theoretical perspective, this study discovered that social influence, which has not been considered as a major variable in existing studies on mobile Internet acceptance, has some meaningful effect on the behavior in the post-adoption period.

From the perspective of practice, if interactivity and communication services are intensified for a stronger formation of subjective norms, it is also highly likely that continued use intention would be heightened. When it comes to voluntariness, it will strengthen continued use intention either by killer-contents, and other applications which make people willing to use mobile Internet services, or by customized services to help enhance convenience to life and business in addition to services of entertainment characteristics.