Understanding Users' Intention to Use Mobile Services from the Perspective of Lifestyle

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INTRODUCTION

Advanced ICT enables new opportunities to create mobile services to meet users' needs. While many developers and companies engage in developing new mobile services, a new mobile service itself does not guarantee market success. Despite the rapid global diffusion of mobile devices, some mobile services have experienced much slower uptake from consumers (Gao, Krogstie, & Siau, 2014). Prevalence of mobile services depends not only on technology advancement, but also on user adoption.

Taobao is one of the world's largest e-commence website similar to eBay and Amazon that is operated in China by Alibaba Group. According to Taobao's statistics, only 6.87% of all Taobao transactions were made on a mobile device in 2012. However, the percentage of all Taobao transactions on mobile devices reached 45.8% with a total turnover of 24.3 billion RMB (i.e., 4 billion USD) on 11th November (double 11 shopping festival in China) in 2014. The way young consumers engage and make purchases on mobile devices is changing dramatically. According to our observation in some big cities in China, although most citizens are capable of using mobile services, adoption of mobile services matters most for seniors, far more so than for younger people. It is believed that some non-technical factors influenced users' attitude on the adoption of mobile services. Therefore, this study intends to explore mobile services adoption from the perspective of lifestyle.

As lifestyle might have a fundamental effect on how users perceive mobile services, the appropriateness of a mobile service for a lifestyle segment may not be appropriate for other lifestyle segments. Decisions to use mobile services can be seen as innovation behavior, which vary according to the perception of individual adopters. The diffusion of innovations model (Rogers, 1995) segments a market based on the timing of adoption behavior. Users in different segments have various responses to a new mobile service. For example, (Moore, 1999) found that pioneer adopters tended to respond to the intrinsic value of new technology, while those who follow seek extrinsic benefits, such as usefulness through its use.

To our best knowledge, despite the potential importance of lifestyle, little research has been performed on the effect of various lifestyles on mobile services adoption. This study aims to study the importance of lifestyle to users' intention to use mobile services. The remainder of this paper is organized as follows. In Section 2, we present the background of this research. Section 3 discusses the importance of lifestyle to users' intention to use mobile services. Section 4 concludes this research and points out some directions for future research.

BACKGROUND

This Section presents the background of this research.

Mobile Services

Mobile commerce involves mobile services, mobile technologies, and business models (Gao, Krogstie, & Siau, 2011). With the evolution of mobile technologies and the development of new innovative business models, we are seeing a growth in the availability of mobile services in people's everyday life (Satyanarayanan, 2011). Mobile services are the services provided by the service providers in order to enhance the user's mobile experience. Mobile services provide a new way for services providers to serve their users through a variety of mobile devices over a wireless network.

Many scholars have attempted to develop classifications for various mobile services. They classified mobile services from different perspectives. We summarize these classifications as follows.

- The first classification is based on the context of mobile services. For example, Schilit et al. (1994) divided mobile services into three categories: the services under computing context (where you are); the services under user context (who are you with) and the service under physical context (what resources are nearby). Krogstie et al. (2002) differentiated between the spatio-temporal, environment, personal, task, social and information context. Sigg, Haseloff, and David (2010) differentiated between identity, location, time, activity, constitutions and environment when discussing aspects of context.
- The second classification classifies mobile services based on how the mobile services relate to work place and time. For example, Zhao et al. (2012) categorized mobile services into the following categories: notifications, location tracking, navigation, and real-time mobile job scheduling. Kristoffersen and Ljungberg (2000) distinguished between *travelling*, *visiting* and *wandering*. *Travelling* is movement between different locations in a vehicle. *Visiting* is a prolonged period spent in one location before moving back to the original location or on to another one. *Wandering* is moving about — usually on foot — in the local area. To this, Esbjörnsson (2001) added *mobile work* proper, which is kinds of work where an essential aspect of the work process itself is mobility.
- The third classification is based on the relationship of transaction types. It illustrates the relationship of business entities involved in mobile transaction activities, such as business to business (B2B), business to customer (B2C), etc.
- The fourth classification categorizes mobile services according to their main function. For example, Zarmpou et al. (2011) divided mobile services into entertainment service, communications service, transactions service, and information service. Yuan and Zheng (2009) categorize mobile services into four categories to address the need of mobile workers: mobile communications services (including general mobile voice communications and SMS); mobile information search services (including looking for information via a wireless connection to the Internet or company's systems); mobile transaction and processing services (including capturing transaction data, real-time transaction processing, such as orders, payment processing, inventory management), and mobile office services (such as word processing, spreadsheets, presentation software, etc.).

Based on an in-depth interview with mobile services researcher in China, (Gao, Krogstie, Chen, & Zhou, 2014) summarized types of mobile services as shown in Table 1.

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