Do 3G Mobile Phone Users Accept VIETMAP’s RTLBAS?
A Perspective of Ho Chi Minh City, Vietnam

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Abstract

With the development of advanced information and communication technology, the mobile value-added service of cell phone has attracted increasingly the users’ attention. The purpose of Real Time Location Based Advertising Service (RTLBAS) being developed by VIETMAP, a leading mapping company in Vietnam, is basically to use position technology to locate user’s spot and provide services. Upon the user’s position information, the advertising messages can be delivered by using the telecom system. The current research conducts an empirical study for the Ho Chi Minh City, Vietnam to examine the impacts of variables on the acceptance of RLBAS. Based on the survey of 315 samples, the data analysis results indicate that (1) compatibility is the main concern that cell phone users are likely to use RLBAS due to that customers are increasingly function-sensitive and function-compatible as the number of service types increases. (2) 3G cell phone users show that usefulness and ease of use are not the predicative factors to the behavior attitude. However, the perceived usefulness has significant impact on the behavior intention, implying that when users accept usefulness they will directly take action without a complex decision process (e.g., positive attitude). (3) The trialability has a significant impact on both behavior attitude and behavior intention. Because most subjects are not experienced in using RLBAS related services, there seems an attempt to try it before they can actually use to reduce adoption risk, (3) the perceived playfulness is significantly and negatively related to the perceived ease of use, implying that special attention should be placed on the thought of users that more playfulness will lead to less ease of use, although not shows a significant impact on the behavioral attitude. Managerial implications are also addressed.

Keywords: Location based service, Technology acceptance model, Innovation diffusion theory