Determinants of the Users Intention of Social-Local-Mobile Applications

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Abstract : In recent years, with the vigorous growth of hardware and software technologies of smart mobile devices coupling with the rapid increase of social network influence, mobile commerce also presents the commercial operation mode of the future mainstream. For the time being, SoLoMo has become one of the very popular commercial models, its full name and meaning mainly refer to that users can obtain three key service types through smart mobile devices (Mobile) and omnipresent network services, and then link to the social (Social) web site platform to obtain the information exchange, again collocating with position and situational awareness technology to get the service suitable for the location (Local), through anytime, anywhere and any personal use of different mobile devices to provide the service concept of seamless integration style, and more deriving infinite opportunities of the future. The study tries to explore the use intention of users with SoLoMo mobile application formula, proposing research model to integrate TAM, ISSM, IDT and network externality, and with questionnaires to collect data and analyze results to verify the hypothesis, results show that perceived ease-of-use (PEOU), perceived usefulness (PU), and network externality have significant impact on the use intention with SoLoMo mobile application formula, and the information quality, relative advantages and observability have impacts on the perceived usefulness, and further affecting the use intention.