An Extended TAM for Subscribers' Adoption of Mobile Data Services Provided by Wireless Communication Systems

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Abstract. Wireless communication systems are one kind of EIS (Enterprise Information Systems) for mobile carriers. One of the major applications of wireless communication systems is to provide mobile data services to subscribers. Why do subscribers use mobile data services? The answer is crucial to the improvement of wireless communication systems. This study applies TAM (Technology Acceptance Model) and mobile subscriber experience factors to predict subscriber's acceptance of mobile data services. The proposed model was empirically evaluated using survey data collected from 802 mobile subscribers. The results reveal that subscribers' perceived ease-of-use and innovation experience are the main reasons to influence their intention of using mobile data services, subscribers' perceived usefulness and brand experience are the key factors to change their attitude toward using mobile data services. Overall, considered direct and indirect effects, subscribers' voice experience and innovation experience are the most important factors influencing their intention of using mobile data services. The implication and the future work of this study are discussed.

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