

## 한국에서의 모바일인터넷활용에 관한 연구

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## The Study on the Mobile internet proliferation in Korea

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### ● 요 약 ●

The purpose of this paper is to investigate the diffusion process of mobile internet use in Korea and to explore the determinants driving MIU. A survey was conducted to collect data to empirically assess the research model. In total, 543 usable responses were collected using a questionnaire derived from previous research. Both the structural equation model and partial least squares were used to study the model concerning different user groups. Findings, The results indicate that there are significant differences in the users' perceptions of mobile internet usage during its different innovation diffusion stages. Of the determinants, perceived enjoyment is the most important predictor of mobile internet use. In addition to motivating users by making services more enjoyable, the findings suggest that practitioners should take the differences of adopter groups into account. Making the mobile internet easy to use and compatible with users' lifestyles would promote the use of technology as well.

**키워드:** mobile internet use, users' lifestyles, mobile marketing, information and communication technology

### I. Introduction

As cell phones with mobile internet capability shift from being a luxury to a commodity, the mobile internet is becoming increasingly adopted by ordinary consumers. The mobile internet makes internet connection accessible and ubiquitous, while adding value to consumers' lives in line with the ever more mobile lifestyles of modern society. For business communities the mobile internet not only extends their consumer reach, but also opens up new business potentials in the mobile industry, such as mobile gaming, mobile commerce, and mobile marketing. Currently, the development of the mobile internet is reaching a critical stage in Korea. Consequently, Korea is likely to form the biggest mobile internet market in the world.

### II. Theoretical background

Most of the recent information and communication technology (ICT) adoption studies are built upon the use of technology

acceptance model (TAM) ('Davis, 2014'), or its extensions, such as TAM2 ('Venkatesh and Davis, 2012') and the unified theory of acceptance and use of technology (UTAUT) ('Venkatesh et al., 2013'). TAM postulates that two beliefs (perceived ease of use and perceived usefulness) predict the attitudinal component of intention to use ('Davis, 1989'). Specifically, perceived ease of use refers to the degree to which a user believes that using a particular service would be free of effort, while perceived usefulness is defined as the degree to which an individual perceives that using a particular system would enhance his job performance.

### III. Research methodology

The sample was collected from capital region college in Korea in April 2015. In total, 900 questionnaires were distributed to students in classrooms and libraries, and 710 responses were returned. Of those responses, 167 were discarded because they were only partially completed. The effective response rate of

the survey is therefore 66.9 percent. The sample consists of 180 females and 363 males, with the majority of the respondents being between 18 and 24 years of age (98.5 percent). Research methodology, The research model was first assessed with the entire sample by conducting a structural equation modelling analysis using AMOS 15.0. After that, the sample is divided into five different adopter categories as mentioned before. As the sample sizes of most of the separated adopter categories are relatively small, partial least squares was used to assess the model in light of its ability to deal with a small sample size.

#### IV. Results

The overall goodness of fit was evaluated by using six different fit statistics, including the root mean square error of approximation, the goodness-of-fit index, the adjusted GFI, the normed fit index, Tucker-Lewis index, and the comparative fit index. These model fit indices all satisfy the recommended guidelines, and the results suggest that our research model presents a good fit with the data. The  $\chi^2$ -value is sensitive to sample size. Therefore, it is omitted from our analysis since the sample size in this case is relatively large ( $n=543$ ). The mobile internet, as a sort of killer applications, shows a rapid diffusion rate in four of the five adopters groups from innovator to late majority. The laggards group has also started to use the technology even if the speed is much slower. This indicates that the mobile service industries built upon mobile internet technology will inherently have a wide base of potential customers, particularly amongst the young generation in Korea. In addition, the ANOVA analysis shows that between groups there are significant and important differences in users' perceptions of the technology, which suggests that different user groups might hold varied opinions on mobile internet usage. Therefore, there might be some segment markets that exist for different user groups.

Taking the entire sample into consideration, the results show that making the mobile internet enjoyable, easy to use and compatible with people's lifestyles are the keys that lead to mobile internet usage. Notably, intrinsic motivation is the most important reason for people to use the mobile internet across all the user groups.

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