

A Study of Impact on the Customers Psychological Reaction and Continuous Intended Use in Accordance with Lock-in Strategy of the Smart Mobile Devices

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Abstract: The overall research strategy for smart-phone/pads locking effect of the emotional response and the impact on loyalty and continued use affects the test results that the terms and conditions and loyalty programs this app reactions emotional response information services. The smart-phone loyalty programs affect only cognitive effects appear to be small emotional reactions depending on the attitude also the impact was not uniform locking strategy without the other. In addition, as a psychological reaction of cognitive reactions and emotional responses to loyalty even in a positive impact on the continued use also showed that only affects cognitive responses. The smart mobile devices lock-in also continued loyalty and loyalty programs in the use of these terms and loyalty and continued use in accordance with the strategy a positive influence. Which existing smart-phone in use several options contract assumes the implementation of various agreements in the form of by providing each customer loyalty programs can be evaluated as to the actual level that is utilized to support the long-term incentive deals.

Key words: Smart mobile devices, internet of things, cognitive responses, emotional reactions, continue to use intention, social networking services

INTRODUCTION

Recently, Internet, Mobile Web, consumers have been widespread consumption of real value to the consumer, including information obtained through experience, looking for a new experience to enjoy is the desire grows even find your own personality style generic private consumer psychology as the spread preferences of consumers and lifestyle over the Internet of Things (IoT), expectations, values, feelings are more important such as the study of subjective area (Jeong and Jang, 2010).

In this study, we have smart-phones and pads are called smart mobile devices. Revealing the acceptance process even as it reflects the real user rather than consumer services that focus on putting the emphasis on systems in increasing measure the performance of information systems in the field of consumer behavior studies (Verkasalo *et al.*, 2010; Doll *et al.*, 1998; Oh, 2011). But so far advanced Technology Acceptance Model (TAM). In the studies, carried out in terms of the validity

of the existing technology acceptance model every time a new information technology has emerged (Doll *et al.*, 1998) to find out that presents an extended TAM new external variables related to information technology and to verify this direction (Chen, 2009). In particular, studies on the smartphone-related research are also adopting smart-phone rationalism is as mainstream the use of diverse applications now access the user's view of the situation that the lower technical services and features are still lack-in (Chen, 2009).

Knowledge can be formed through a short period of training or education; psychological and emotional factors, attitudes and reactions are generated starting from mindfulness to reflect the experience of history innate attributes (Kang, 2010). If the mobile handheld terminal always carry with In view of the degree of reaction and used in accordance with the psychological attitude becomes important and will be required for this study.

In this study, the purpose of the present study than locking customers in the use of smart-mobile devices (smart-phone) for an extended time strategy proposes a

user's mental attitude and its implications revealed the Influence of continuous use for smart-phone, pads as mobile convergence products have.

MATERIALS AND METHODS

Research strategy based on related work: Acceptance of new media theory and mobile information service factor. A method for the acceptance of new media theory and mobile information service factor will be evaluated through the existing literature. First, we introduce a method called TAM. TAM is to develop the factors affecting the diffusion of innovation diffusion theory presented by Rogers (2010) saw the perceived usefulness and ease of use as a decisive factor in the innovation adoption (Doll *et al.*, 1998; Chen, 2009). The use of specific technologies or systems perceived usefulness is that it would improve the performance of individuals refers to the extent to believe. This Rogers 6 relative advantage that is similar to the concept of the proposed innovation, new technology that uses a person's physical and mental effort is a complexity similar to the theory of innovation diffusion factors proposed by Rogers believes the less.

The person receiving the recognition it will be used more innovative technologies by adopting the new technology products useful to them and as they perceive themselves without a great effort to use such technology more likely to accept innovations will have. TAM focuses on predicting the behavior patterns of users of the acceptance of innovation products based on human rational action theory (Doll *et al.*, 1998). As such information technology acceptance model provides a useful framework for the adoption and use of technological innovations (products) through perceived usefulness and ease of use to help such factors (Oh, 2011).

However, acceptance of new technologies is not intended to be determined by the availability and ease of recognition for technical innovation, system innovation, quality and the same technical characteristics of the technology itself, the user perception of value innovations (products), perception of the user supported service, education and training, is influenced by various factors such as whether the use of others (Kwon and Chae, 2012).

Lock-in strategy: Many companies are utilizing the various strategies in order to attract more customers early after new product launches. One of the strategies typically use a lot of technology is in its locking strategy. Lock-in as follows: looking at the specific method for

locking a market perspective. First, the strategies being used are the easiest first lock-in by contract. This is a way to prevent customers from switching to other products, such as trade agreement that sets out the duties and compensation of an exclusive relationship and its breach of a certain period of time.

This method is a very institutional, legal costs and can act as a coercive conversion contract is terminated hold the downside is that it can increase rather than decrease, depending on the transition probabilities but that is one of the most widely used strategy in the initial stable customer base side (Kang, 2010).

Secondly, the lock-in tactics is a way to increase the dependence on its customers by inducing a large initial investment. In this case, the company can raise admission and complementary services, after-sales revenue over the subsequent massive sales of such upgrades.

But this tactic also switching costs over time due to aging (Kwon and Chae, 2012) such as durable goods is that the shortcomings of the initial investment reduced. In particular, technological progress is rapid industrial obsolescence and subsequent depreciation can be quickly made. In order to minimize these effects by actively promoting the cross-selling of complementary prevent the whole system should also make it difficult to switch to aging due to the engagement of multiple products.

The same process is locking the customer's point of view to exert the highly effective when proceeding in the following three steps (Suh and Park, 2011). The first stage is that the investment is actively made to ensure the customer is the first step. In particular, the market should expand its customer base to mobilize all the various means if entered a growth phase where the customer base should be considering forming strategic mobilization event or events that can overwhelm a variety of competitive products including alternative (Rosaline *et al.*, 2016) (Social Media in India updated 2016 Mar 23; cited 2016 Aug 10, 2016).

Psychological reactions and attitudes of customers: Attitude towards the psychological reactions of consumers, how the behavior of consumers as to whether he recognized the customer sentiment is expressed by the novelty, surprise, sympathy, etc. that humans have internally. Large number of employees in the service receiving space, the higher the consumer willing may perceive as active in the service receiving space, when the arousal level is further increased influences the emotional reaction of the consumer. An important factor in consumer behavior resulting nuclear family emotional attitude to the changes in society about was that higher

education levels and changes in income that the higher the quality of life you want to enjoy a relaxing consumption itself is changing. Also feeling the emotions of consumers as internal feelings of consumers before a purchase as an important part when the former decision to purchase a product and that the role of purchasing behavior based on purchase decisions.

Also were called to action more important in brand assets to meet customer expectations with emotion and enterprise customers were satisfied that the top priority should work takes a behavioral attitude.

Taken as a whole when the psychological reactions of customers as a consumer perspective, consumers are psychological attitude is formed on any subject as an individual act of will and belief in the future which means the subjective psychological state of the individual (Rosaline *et al.*, 2016; Surulivel *et al.*, 2016) has the property according to the reaction. Therefore, the psychological reactions and factors affecting the attitude of consumers as well as cognitive and emotional factors and co-factors when these factors are affecting the mutual coupling has a substantial component of customer loyalty and long-term sustainable use of attitude formation such as in that it affects reaction customer behavior study to be measured and also to reflect the factors to elucidate the relationship according to these properties.

Study on the sustainable use of information technology:

Information systems in the field of research related to the continued use is expected to the study of factors affecting the degree of user satisfaction. And continued use for online banking based on the theory of continued disagreement with the use of a couple of TAM has developed a model to explain whether and late acceptance can be said to have been started in earnest after by conducting research to demonstrate empirically.

In this model, the conventional expectations and post to remove the pre-release expectations in the notion of inconsistency pointed out problems in the theory of 'expectation' was conducted focusing on the post-expectations. In addition, the perceived usefulness has been used frequently in the information systems field as a concept for the post-expectancy by modifying the dependent variable, the concept of repurchase intention also developed a model of sustainable use.

They were added to the output expectations and internet self-efficacy in models with social cognitive theory. Through these related studies, we are expected to expand the study on the mismatch theory of existing research and social recognition based on this theory has studied a model to explain the extent of continued use. If you want to reduce the associated increase customer

loyalty and customer 5% bounce rate of 5%, according to empirical studies have therefore the sector 25 to bring a profit of 85% the same height as the end customer savings of 2% cost reduction is 10% bounce rate it has been reported to be effective.

The costs incurred to acquire new customers in the competitive realities are being intensified between companies and is five times more common than to keep an existing customer. As shown in previous studies to examine smart mobile devices early expansion causal model based on the acceptance by the TAM process and most studies to verify it in the least, a study on the initial acceptance and constitute the main, action after acceptance study on the relatively small. Latest smart-mobile devices over the stage to accept the product repurchase, repeat purchases, so you can see it is happening continuously acceptance and diffusion behavior at step after acceptance is very important. In particular, products such as smart phone and rapid diffusion behavior after the acceptance and smooth communication with the advantage of ease of use and real-time delivery can move contributed to the spreading use of Social Network Services (SNS) is an essential requirement (Jeon, 2015; Suh and Park, 2011; Rosaline *et al.*, 2016; Surulivel *et al.*, 2016).

In this study, we employ a lot of people use it if the current smart-mobile operating system (IOS and Android, etc.) of the factors on the degree of continued use of smart-phone to bring a change in the mobile digital convergence smart-mobile devices that is to spread and vary depending on the function you must be verified.

RESULTS AND DISCUSSION

Framework of analysis (research model): This study is an extended technology acceptance model for the current smart-mobile operating system use of product information. Locking characteristics based on the Technology Acceptance Model and the psychological reactions and continuous use and to explore.

These models went through a lot of changes and modifications, based on previous studies since first published in 1995, there are now a variety of models. In this study by combining the extended TAM on the basis of the expected mismatch theory's user lock-in accordance with the smart-mobile device product information is reported as leading to the degree of psychological response variable and continuous use, technology, informational interview, operational gender, institutional lock-in strategy as a company to perform gender perspective in strategy was constructed to affect the degree of use of the customer's psychological

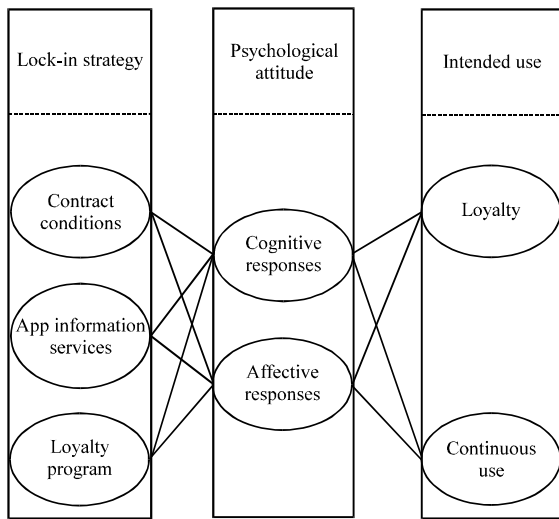


Fig. 1: Framework of analysis (research model)

reaction and continued use. As follows is shown in Fig. 1, shows the conceptual research model of this study.

Framework of analysis (research model): Locking of smart-phone users is influenced by the information factors, user factors, legal and institutional factors in the social aspects of the product service.

First information means that the characteristic factors are evaluated for product quality, quality information and quality of service. Factors other users is shown in accordance with individual characteristics of the end-user to use the new technologies and new services availability and familiarity with the individual use of the device.

Finally, the social characteristics factors are affected by other’s opinions, information and action that increases when the effect of social influence and social characteristics of individual perception of the influence of social interaction. Such services are typically locking in a racist affect the customer’s mental attitude is so satisfying to appear for the personal use of application services.

Thus one is less recognizable anxiety for service than others is the hypothesis was set because trust is formed will have a degree conforming to the theoretical basis of the following long-term continuous use:

- H₁: smart-phone locking strategy is to have a positive effect on cognitive responses
- H_{1.1}: smart-phone purchase agreement will have a positive effect on cognitive responses
- H_{1.2}: smart-phone app information service will have a positive effect on cognitive responses
- H_{1.3}: smart-phone loyalty program will have a positive effect on cognitive responses

- H_{1.4}: smart-phone agreement will have a positive effect on emotional reactions
- H_{1.5}: smart-phone app information service will have a positive effect on emotional responses
- H_{1.6}: smart-phone loyalty program will have a positive effect on emotional responses
- H₂: psychological reaction will have a positive effect on the loyalty and also continuously used
- H_{2.1}: emotional response will have a positive effect on loyalty
- H_{2.2}: cognitive reaction will have a positive effect on road of continuous use
- H₃: mental attitude will have a mediating effect on the relationship between the Lock-in strategy and continued use
- H_{3.1}: mental attitude will have a mediating effect on the terms and loyalty
- H_{3.2}: mental attitude will have a mediating effect on the app information services and loyalty.
- H_{3.3}: mental attitude will have a mediating effect on loyalty programs and loyalty
- H_{3.4}: mental attitude will have a mediating effect on the terms and conditions and continuous use
- H_{3.5}: mental attitude will have a mediating effect on the continued use information services and apps
- H_{3.6}: mental attitude will have a mediating effect on loyalty programs with continued use

Subject to investigation and method (tools): For the analysis of the data collected, estimate, assess, and present models to show hypothesized relationship among variables for this study were used two statistical package of SPSS 21.0 (Statistical Package for the Social Sciences Version 21.0) and Amos 21.0 Program for PC.

Data analysis was performed with a first frequency analysis to determine the reliability of the sample characteristics were analyzed using factor analysis and Cronbach’s ‘α’ coefficients for validity and reliability for measuring tools. In addition to the correlation analysis is performed to determine the relationship between the variables included in the analysis. And using Amos 21.0 Program to analyze the previously presented research model was applied to structural equation modeling analysis. Investigation period of the survey is from September 17th (Saturday), 2016 to October 16th (Sunday), 2016 were up over the course of 30 days. Response of the data was done through self-how to fill the respondents directly. It is found that in Seoul, smart mobile devices (smart-phone, pad) users surveyed are from the 20’s to the 50’s after each arrangement of each age group for a total of 300 features collected through questionnaire were distributed as seen in Table 1 and 2

Table 1: Configuration and research sample of the population

Investigation objects	Sex (Male: 150, Female: 150)
Investigation period	From September 17th (Saturday), 2016 to October 16th (Sunday), 2016: 30 days
Sampling method	Convenience sampling methods
Empirical method	Questionnaire: 300 copies

Table 2: General characteristics of each entity

Entity classification	Frequency	Percent (%)
Sex		
Male	150	50.0
Female	150	50.0
Age		
20's	166	55.3
30's	58	19.3
40's	52	17.3
Over 50's		
24	8.0	
Highest level		
Less high school	65	21.7
Less college education	180	60.0
Less university education	45	15.0
Less graduate school education	10	3.3

CONCLUSION

The results obtained through this study is generally characteristic of the subjects is shown in the Table 2 male gender analysis 150 people (50.0%), 150 people showed up to the girls (50.0%), 166 people 20 years of age (55.3%), 30 58 (19.3%), 40 52 patients (17.3%) was more than 50 in 24 patients (8.0%).

In addition, the final high school education or less 65 people (21.7%), more than 180 people graduated from colleges (60.0%), 45 employees or less graduation (15.0%) appeared to graduate at least 10 people (3.3%). Table 2 shows the general characteristics of each entity.

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