

An Empirical Analysis on Factors Influencing to Adopt Mobile Games in India: A Study Conducted on Smart Phone Users

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ABSTRACT

The reason for this examination is to inspect the variables influencing people to receive mobile games in India. The people examined are the cell phone clients in India. This examination was a cross-sectional investigation. The essential information had been dispersed to 360 target respondents among the 4 metro cities in India. After the evacuation of aggregate 68 inadequate cases, there were 292 valuable cases at last, which giving the aggregate react rate of 81.11%. The information investigation method is Multiple Regression Analysis which was utilized to test the information gathered.

The discoveries of this investigation prescribed that ease of use, usefulness and social influence are all decidedly and fundamentally related with the cell phone clients' purchase intention to embrace mobile games in India. In any case, enjoyment was found to have positive relationship with cell phone clients' adoption; however it does not critical in clarifying the cell phone clients' buying intention to receive mobile games. Besides, social influence is the most grounded determinant of clients' adoption to receive mobile game in India among other factors.

By and by, the discoveries were restricted as this investigation is just engaged in India. In light of the discoveries, mobile game engineers ought to design progressively valuable highlights amusements and manufacture client faithfulness to enhance the reception of mobile games.

Keywords: *Mobile Game, Usefulness, Social Influence, Ease of Use, Enjoyment, Adoption*

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INTRODUCTION

Mobile game advertises development in great force and wide prospects. It additionally has the enormous potential to increment. Scarcely any enterprises on the planet are very as centered around investigation as portable gaming. Each in-diversion activity, each downloads, small scale buy and social offer is investigated. Far-fetched the conventional PC amusement, Mobile Amusement permits the client playing anyplace, whenever and notwithstanding strolling and playing. For whatever length of time that the equipment structure and system quality grow to a great degree quick, there is no much oblige to stop the portable amusement turn into the command control in the visual diversion showcase.

Versatile gaming's incomes are presently ruled by a small number of distributing organizations that fill their containers with "classification" recreations and after that observe shopper response, as ravenous falcons looking down at worms in a container. The adaptation models, the diversions themselves, the showcasing, are altogether changed concurring to the customer's minutest responses. So as to make due in this exceptionally aggressive market condition, the key factor will be comprehended what will influence the client's buy aim. Since many research papers call attention to the most critical things could impact the client settling on the purchasing choice is buy expectation. At last, under this foundation, this theory will concentrate on which components could impact the buy goal when clients purchase the mobile game.

Mobile game considered as one of the portable stimulations that is vital to the versatile clients. Versatile stimulations are, for example, mobile games, portable motion picture, and versatile music. (Kim et al., 2009). These days, mobile games industry is developing as IT and web creates. The availability to be in better places is the primary normal for mobile games, and furthermore the basic factor in impact portable client's expectation to play (Liang and Yeh, 2008). Essentially, mobile games are computer game played on PDAs, mobile phone, or amusement gadget (Ha, Yoon, and Choi, 2007). Mobile games are considered as the biggest portable application fields. As indicated by a few markets investigate firms, the Asian portable gaming market is relied upon to increment as the majority of the cell phones in the market can get to recreations application (Penttinen, Rossi, and Tuunainen, 2010).

In the ongoing pattern, the multifaceted nature of the amusements has expanded as 4G administrations have spread. Thus, wireless give a progressively available, versatile, compact, and advantageous than other

amusement stages for individuals to play portable diversions. They give no interference to client to appreciate recreations and the openness has pulled in numerous to play mobile games. In addition, the advancements of 4G arrange and handheld innovations causes the versatile amusements turn into the most beneficial administrations as of late (Liu and Li, 2010). The significant advantage of versatile innovation is it ready to give clients the data that are new and valuable in whenever and anyplace. Therefore, mobile games are relied upon to ride the influx of prevalence of the pattern. One can expect that boosting client pleasure in these amusements will be of basic enthusiasm to firms creating them (Browne and Anand, 2012).

LITERATURE REVIEW

Igbaria and Iivari (1995) have built up that ease of use is an essential factor that impacts client acknowledgment and use conduct of data innovations, which incorporate the versatile gaming. In this examination, a computer based study was directed for aggregate of 450 respondents about the self-adequacy influence the computer utilization. Subsequently, self-viability has been demonstrated to have an immediate and aberrant relationship to the computer use through ease of use.

Besides, Venkatesh and Davis (2000) expressed that ease of use had appeared by learning and utilizing to portray a person's perspective of how simple a development is. This examination demonstrated a hypothetical model was led to decide computer self-adequacy about usability of new framework. Thus, aggregate of 246 representatives were inquired. The model is unequivocally bolstered by utilizing three research estimations.

From the past research, Pederson and Nysveen (2003) found that people that see the model to be anything but difficult to utilize will grow better frames of mind towards the application. The creators deduced in their exploration that the 459 trail clients of portable stopping administrations with the persuasive impact of self-expressiveness by utilizing TAM display. The outcome demonstrates that versatile leaving administrations have been intended for the practical needs of the leaving vehicle driver.

Wessels and Drennan (2010) direct an exploration to test the vital inspirations that affected a person's goal to embrace cell phone managing an account. Additionally, an electronic review was led in the examination. Altogether, 314 respondents give usable react. Subsequently, they had presumed that usefulness expedites a positive relationship purchase intention to embrace mobile banking.

Likewise, Kim, Ma, and Park (2009) deduced in their diary that the usefulness is sure association with purchase behavior. The goal of their exploration was to discover US purchasers' frame of mind toward versatile innovation was influenced by what factors. Besides, respondents were looked over eight scholastic courses among the two huge colleges in United State. Consequently, 341 respondents were given usable reactions and the Structure Equation Model was connected to make sense of the information assembled.

In addition, Kim and Garrison (2009) do an investigation to look at the issues that prompted clients' goal to utilize versatile remote innovation. The information was assembled from a medium-sized Korean organization which involving 862 people through online overview technique. From the outcomes, they demonstrated that usefulness is emphatically identified with adoption.

Kim, Kim and Kil (2009) complete an examination to examine what influence client's goal to embrace portable diversion benefit. Next, an aggregate of 269 polls overviews were utilized investigation and information had been gathered from the undergrad, graduate understudies and furthermore working individuals from various position and callings. They found that social influence has positive association with adoption.

Moreover, Yang (2010) inspects the determinants of US purchaser's goal to receive versatile shopping administrations. At that point, an example of 400 versatile administrations clients had been gathered by means of online overview. From the outcome, he demonstrated that social influence is decidedly identified with purchase behavior to embrace portable shopping administrations.

Moreover, Hong, Thong, Moon and Tam (2008) decide the elements that impact clients to receive portable information administrations. At that point, an example of 811 clients of portable information administrations had been gathered through online study. They found that social influence is emphatically identified with purchase intention.

Liang and Yeh (2011) do an exploration to inspect whether a client's aim to receive mobile games will be affected by the relevant components. Additionally, to explore which relevant factor will impact more. Information had been gathered through the online overview on a prominent site in Taiwan. 410 volunteers were utilized to do the study, yet 20 cases were invalid. Along these lines, 390 information were utilized to direct. They demonstrated that enjoyment isn't decidedly identified with adoption.

Enjoyment alludes to the degree where a movement is acknowledged to appreciate any advantageous execution affect that may can possibly be foreseen ought to be isolated far from this property (Liu and Li, 2010). Iqbal and Qureshi (2012) complete an examination to widen the keen of understudy's m-learning selection. An aggregate of 300 review questions were spread to the understudies of sanctioned colleges which working in twin urban areas of Rawalpindi and Islamabad in Pakistan. In this examination, enjoyment has no critical effect on adoption.

As indicated by Selamat, Jaffar and Ong (2009) who learned about the elements influencing the acknowledgment of IT over the saving money industry in Malaysia, an aggregate of 200 surveys were haphazardly appropriated to the investors set inside Klang Valley in Malaysia. Accordingly, enjoyment has affected on purchase decision. From the literature review the researcher has retrieved the following hypotheses

H1: Ease of use impacts the smart phone clients' purchase intention to adopt mobile games.

H2: Usefulness impacts the smart phone clients' purchase intention to adopt mobile games.

H3: Social influence impacts the smart phone clients' purchase intention to adopt mobile games.

H4: Enjoyment impacts the smart phone clients' purchase intention to adopt mobile games.

RESEARCH OBJECTIVE

To examine the variables that impact client's aim to embrace mobile games in India.

RESEARCH METHODOLOGY

An investigation arrangement gives the structure to be used as a guide in social event and dismembering data. For this examination the researcher has used Descriptive Research and the kind of research arrangement is Cross-sectional. Cross-Sectional arrangement is a one-shot research learns at a given reason for time, and contains a model (cross-territory) of the quantity of occupants in premium. Basic data has been accumulated for this explicit examination through a pre-attempted overview, which is direct, clear and involving close completed request. The survey has been scattered among the distinctive wireless customers of metro urban

territories of India, which are Kolkata, Delhi, Chennai and Mumbai. The precedent has been accumulated with the help of Stratified Random Sampling from various metro urban networks of India. The scientist has assembled the total of 360 responses from advanced mobile phone clients and out of those only 292 fittingly filled and complete responses have been come back to the investigator. The researcher has used 5 point Likert scale in study. In the survey, respondents are requested to appear, on five-point Likert scale, reaching out from “extraordinarily basic” to “exceedingly inconsequential”, a declaration elucidating the dimension of their obvious criticalness of a factor. For by and large data examination the researcher has used SPSS 21 with Multiple Regression Analysis.

ANALYSIS & DATA INTERPRETATION

So as to be sure about the exploration instrument and in addition the information gathered, legitimacy is checked. For this investigation, confront legitimacy, content legitimacy, discriminant and concurrent legitimacy were checked for affirmation of the instrument. In face legitimacy analysts decide if their instrument is sufficiently substantial to gauge what is expected to quantify and this is finished by fully trusting the legitimacy of the instrument. So as to approve the instrument, academicians, experts and potential respondents were demonstrated the survey to completely audit and break down the substance. Content that was unfit and may have caused issues later on was erased or changed. In substance legitimacy the substance of the survey was altogether checked and coordinated with the hypothetical system. Three inquiries were erased subsequent to breaking down the substance to ensure that the instrument is substantial. In this way, here both face and substance legitimacy has been checked.

The build legitimacy contains united and discriminant legitimacy. Here between the different factors of the elements is having the solid co-connection coefficient and the majority of the co-connection coefficients esteems are in higher reaches. In this way, here it demonstrates that the joined legitimacy exists. In spite of the fact that there are high co-connection coefficients between the factors of a specific factor, there are extremely frail relationship additionally exists between the one factor's

variable to another factor’s variable. Here it likewise demonstrates that the discriminant legitimacy exists.

Table 1: Reliability Statistics

| Cronbach’s Alpha | N of Items |
|------------------|------------|
| .879 | 5 |

Cronbach’s alpha test is the unwavering quality test to ensure the estimation is free from shamefulness in order to get dependable results. The strength and also consistency of estimating factors can be estimated by the Cronbach’s Alpha test. (Choy and Ng, 2011). Nunnally (1978) suggested that the dimension of acknowledgment of Cronbach’s alpha will be 0.70, thusly numbers that surpass 0.70 will be considering as high dependability. The Cronbach’s Alpha value is well above the desired value which is 0.70 and hence the data is reliable and valid to conduct the further analysis.

There are five factors which have been extracted from the literature review and these are Ease of use, adoption of mobile games, Usefulness, Social influence and Enjoyment. Ease of use, Usefulness, Social influence and Enjoyment are the independent variables and adoption of mobile games is dependent variable to conduct the multiple regression analysis.

Table 2: Model Summary^b

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .777 ^a | .603 | .597 | .763 | .603 | 93.955 | 4 | 247 | .000 | 1.960 |

a. Predictors: (Constant), Ease of use, Usefulness, Social influence, Enjoyment

b. Dependent Variable: Adoption of mobile games

Table 3: Coefficients^a

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Collinearity Statistics | |
|------------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
| | B | Std. Error | Beta | | | Tolerance | VIF |
| (Constant) | .280 | .185 | | 1.513 | .131 | | |
| Ease of Use | .316 | .051 | .318 | 5.232 | .000 | .618 | 1.617 |
| Enjoyment | .087 | .064 | .089 | 1.352 | .128 | .374 | 1.676 |
| Usefulness | .211 | .063 | .225 | 3.371 | .001 | .362 | 1.764 |
| Social Influence | .320 | .057 | .301 | 5.570 | .000 | .549 | 1.822 |

a. Dependent Variable: Adoption of mobile games

Table 2 elucidates that, to test the distinctive backslide, at first, the authority have found 0.777 is the Correlation coefficient (R) for Model 1, it underlines a proportion of association between's the free factors and ward variable (purchase desire). The R square regard clears up the 0.603 or 60.3% which is extremely commendable for the examination. The Durbin-Watson is overwhelmingly elucidating that there is no auto-relationship anyway the regard is well below 2. Table 3 laid out that, multi-collinearity has been checked through Variance Inflation Factor (VIF) which ought to be under 3 for value run. Here all VIF regards are in satisfactory range in and it presumes that the elements are free from multi-collinearity.

From the coefficient table the expert has found that Social influence is having most dumbfounding un-standardized B estimation of .316 and furthermore t regard is also high. So it is the most supported factor on aim to adopt. After that the second most critical will be Ease of use with the B estimation of .248 and after that Usefulness is the third most supported factor. The factor named Enjoyment is moreover having insignificant impact on purchaser's purchase desire.

Ease of Use, Enjoyment and Usefulness are affecting smart phone clients to adopt the mobile games. It has been moreover found that all the three factors are exceptionally huge on 1% criticalness level.

In this way, here the multiple regression model can be communicated as,

$$\text{Adoption of Mobile Games} = 0.280 + (.316) X1 + (.087) X2 + (.211) X3 + (.320) X4$$

[Ease of Use = X1, Enjoyment = X2, Usefulness = X3, Social Influence = X4]

Table 4: Result of Hypotheses

| Hypotheses | Result |
|---|--------|
| H1: Ease of use impacts the smart phone clients’ purchase intention to adopt mobile games. | Accept |
| H2: Usefulness impacts the smart phone clients’ purchase intention to adopt mobile games. | Accept |
| H3: Social influence impacts the smart phone clients’ purchase intention to adopt mobile games. | Accept |
| H4: Enjoyment impacts the smart phone clients’ purchase intention to adopt mobile games. | Reject |

FINDINGS

Ease of use was ended up being one of the huge in clarifying the buying intention. Plus, there is a positive connection among ease of use and buying intention. As per the results in, it is set up that ease of use was found to have critical impact in influencing the buying intention of mobile games clients to embrace mobile games in this investigation. A noteworthy estimation of $p < 0.01$ is accomplished.

This outcome bolsters and is reliable with some past looks into identifying with decide PC self-viability about convenience of new framework (Venkatesh and Davis, 2000), which prescribed that ease of use has positive effect and noteworthy impact with buying intention. Henceforth, when the mobile groups are anything but difficult to learn or play, it will expand the versatile clients buying intentions to receive the mobile groups.

Usefulness was demonstrated as one of the vital forecasters in clarifying buying intention and the outcome demonstrates a positive and huge relationship among of them ($p\text{-value} < 0.01$). Henceforth, the speculation in this examination was upheld. Subsequently, there was a positive relationship among usefulness and adoption. The outcomes demonstrate that versatile client would possibly embrace mobile groups in the event that they discover it is helpful. Henceforth, when mobile groups bring versatile clients increasingly commonsense advantages, the selection rate of mobile groups will increment. Because of this reason, this

investigation can help and bolster the mobile groups designers propelled the diversions applications that are premium and hard to score so that can pull in increasingly versatile gamers and keep up the prominence of the portable gaming organization's work.

Social influence demonstrates a positive and noteworthy association with buying intention in this examination. Likewise, a noteworthy estimation of $p < 0.0001$ is come to and in this way the speculation in this examination was bolstered. This approves the past explores on portable stimulation benefit (Kim, Kim and Kil, 2009) additionally expressed as social influence is decidedly related and has huge association with buying intention.

The relationship has been turned out to be certain among enjoyment and adoption in this exploration. Be that as it may, enjoyment was irrelevant in clarifying the buying intention. This outcome is distinctive to earlier investigation (Liu and Li, 2010), which expressed that enjoyment has critical impact on adoption. Enjoyment is found to have no huge effect on adoption of smart phone clients in appropriation of mobile games in this investigation. This is maybe because of the way that smart phone client did not centers on fun. In addition, the mobile game clients are simpler to get exhausted in specific amusements applications, they didn't feel glad while receiving versatile recreations (Tiffany, 2013). Consequently, enjoyment has no critical powerful for versatile client adoption to receive mobile games.

MANAGERIAL IMPLICATION

This exploration is critical to mobile game designers as it gives point by point and helpful data to help with creating mobile games; it enables them to improve understanding on mobile game clients so they may grow better mobile games to satisfy clients' needs. In this examination, it included four factors that influence people in receiving mobile games. It is imperative for mobile game engineers in structuring mobile games by considering ease of use. Engineers ought not to structure mobile games excessively troublesome as people may discover hard to work it and thus influence the offers of the designers.

Usefulness is one of the factors for people in embracing mobile games. Amusement designers ought to think about it when creating mobile games. Designers may actualize progressively helpful highlights. For instance, they may plan increasingly instructive diversions which

may help in teaching youngsters. This may pull guardians' consideration towards the games.

Mobile game designers ought to create higher and better quality amusements for people in averting awful notorieties. Once there are poor notorieties about the amusements, people will in general spread the news to other people and influence the offers of the engineers. Hence, engineers ought to think about social impact when planning mobile games.

In our examination, enjoyment is turned out to be inconsequential in clarifying the adoption of people in the appropriation of portable amusements. Anyway there is a positive connection among enjoyment and buying intention. Hence mobile games designers ought to consider enjoyment while concocting mobile games. This is supposing that they ready to make euphoric, fun and creative mobile games, people will have the aim to buy and download and they would not actually get exhausted to the recreations.

This data enables mobile game engineers to comprehend these variables in clarifying how they will influence people to receive MGs. In the event that mobile game engineers ready to satisfy these four factors at least, they can make better mobile games. In this way, client fulfillments might be satisfied as well. Time and cost will be spared as this exploration gives nitty gritty data to amusement engineers. They don't have to do overviews on clients any longer as our examination gives enough data to them. Mobile game engineers will not have to spend pointless cash on doing the comparative research.

CONCLUSION

Mobile games clients these days effectively get exhausted with a specific diversion application. Furthermore, the quantities of diversion application designers continue expanding, in this way mobile games clients would have a great deal of inclinations in amusement applications and they can without much of a stretch move to another amusement application. It is vital for the mobile games designers to comprehend shoppers' conduct in embracing the mobile games. This examination demonstrates that the relationship between the three factors Ease of Use, Enjoyment, Usefulness and Buying Intention of cell phone clients to receive mobile games are essentially and decidedly related. In any case, Enjoyment has not noteworthy association with adoption. Besides, the social influence is observed to be the most grounded determinant of adoption of clients

to receive mobile games in India among others factors. Subsequently, this investigation is profited the future mobile games designers. Other than that, future specialists should likewise put more consideration in doing such research in creating nations, for example, India so as to give progressively valuable knowledge from research point of view.

LIMITATIONS & FUTURE SCOPES

An in general of 360 respondents take part in this overview, anyway just 292 sets can be utilized, while others were fragmented. When the researcher lead the poll overview by means of on the web, it is incomprehensible that every one of the respondents will enable the researcher to top off the review whatever they had guarantee to enable the analyst to top it off. Other than that, it is conceivable that a few respondents may experience issues in understanding the survey and this will mirror their actual assessments. In this way, researcher may enter in the inadequate and erroneous information into our exploration. Rather than dispersing poll by means of on the web, scientists can think about the immediate correspondence with respondents, for example, talk with strategy when gathering the reacts from target respondents. This enables analyst to have further comprehension about their goal to receive the information from users. Accordingly, misconception can be maintain a strategic distance from and the information will be greater unwavering quality and precise.

Besides, the poll that researcher dispersed did not give an input area. In this way, a few respondents probably won't have a reasonable comprehension on the inquiries researcher asked and unfit to give their conclusion with respect to the inquiry asked. In this way, this have impact the aftereffect of this examination because of vulnerability of what the inquiry. A criticism section ought to be included the poll to guarantee that the respondents can leave their remarks on the survey things. This may causes researcher to find the issues, which will be valuable amid the exchange of research discoveries.

Additionally, researcher has excluded the negative inquiry when planning the polls. Such inquiry can be befuddling the respondents. By the by, it can helps in finding whether the respondents top off the polls truly or basically ticking the alternatives gave in the surveys. Henceforth, a few negative inquiries are proposed to be included the survey. This can guarantees that the respondents are concentrating when the top off the survey. Hence, the outcomes are progressively solid.

Another restriction is time requirement. As the polls were disseminated to the objective respondents all through each territory of India, this may set aside some opportunity to gather back the information and limit the result of this examination. Subsequently, longitudinal methodology is recommended for future research. In this manner, future specialist will be sufficient time to assemble more data on the buying intention of target respondents.

The significant confinement of this exploration is this examination was led just among the 4 metro cities in India. Subsequently, if future specialists need to lead the comparable investigation in various nations, it is conceivable that the outcomes given will be marginally extraordinary. Thus, they should endeavors to embed directing element into their exploration systems.

Despite the fact that few confinements were examined with respect to the present research, criticalness of the investigation would not be influenced. Be that as it may, this exploration would presumably go about as key stage of increasingly definite exchange for future investigation.

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