

# Editorial Preface

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This issue includes four papers, which all include empirical studies on consumer behavior with regard to mobile applications.

The first paper in this issue is “Understanding the Adoption of Voice-Activated Personal Assistants” by Abide Coskun-Setirek and Dr. Sona Mardikyan from Bogazici University. The paper develops a technology acceptance model (TAM) in order to identify key factors with an impact on the adoption of voice-activated personal assistants (VAPA). According to the study, job relevance, output quality and perceived ease of use have positive direct effects on perceived usefulness of VAPAs. Perceived usefulness and perceived ease of use have a positive direct effect on behavioral intention, and the behavioral intention has a positive significant effect on actual usage of VAPAs. Furthermore, it is indicated that also output quality has an influence on perceived ease of use. On the other hand, there is no significant relation between subjective norms and perceived usefulness and behavioral intention of VAPAs.

The second paper “A Hedonic Analysis of Consumer Demand for Mobile Value-Added Services: A Structural Equation Modelling Approach” is written by Dr. Ming-Hsiung Hsiao and Ms. Liang-Chun Chen from Shu-Te University. The objective of this paper is to apply a hedonic pricing model to estimate the implicit prices consumers are willing to pay for the mobile services by structural equation modeling (SEM) technique in which the demand for mobile devices and for the access to mobile Internet are considered simultaneously. It is found that there are three groups of attributes which determine the price of a mobile phone handset: 1) Hardware specifications: screen size and ROM size; 2) Contract with telecom carriers: contract with voice and 3G Internet, contract with voice only, or no contract; and 3) Handset appearance: color and HTC. The hedonic price for the ROM size is estimated to be USD 8.54/G and consumers are willing to pay NTD USD 58.00 for an additional inch in screen size. The value of SMS service is estimated to be USD 0.101 per day.

The third paper “How Consumer Attitudes Improve Repurchase Intention” is written by Dr. Donald Amoroso from Auburn University Montgomery and Dr. Pajaree Ackaradejruangsri from Ritsumeikan Asia Pacific University. This paper deals with the repurchase intention of mobile wallet applications in Thailand. While some constructs and relationships such as perceived ease of use, perceived usefulness, and consumer attitudes have been studied already, there is a gap with regard to research on the impact of personal innovativeness, loyalty, and satisfaction. The research model presented in this paper is a first step towards predictive modeling of repurchase by Thai consumers. New constructs, such as personal innovativeness, loyalty, and satisfaction seem to be important for understanding repurchase intention.

The fourth paper “User-based Perspective on Cost as a Limiting Factor to Conference Call Technology Use in Higher Education: The University of Cape Coast Experience” is written by Francis Xavier Kofi Akotoye, University of Cape Coast. The paper studies the use of conference calls in higher education among students at Cape Coast University in Ghana, and it is shown cost is a limiting factor for the use of this service.

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