

An empirical analysis on the persistent usage intention of chinese personal cloud service

Abstract

With the rapid development of information technology, the ways of usage have changed drastically. The ways and efficiency of traditional service application to data processing already could not satisfy the requirements of modern users. Nowadays, users have already understood the importance of data. Therefore, the processing and saving of big data have become the main research of the Internet service company. In China, with the rise and explosion of 115 Cloud leads to other technology companies have began to join the battle of cloud services market. Although currently Chinese cloud services are still mainly dominated by cloud storage service, the series of service contents based on cloud storage service have been affirmed by users, and users willing to try these new ways of services. Thus, how to let users to keep using cloud services has become a topic that worth for exploring and researching. The academia often uses the TAM model with statistical analysis to analyze and check the attitude of users in using the system. However, the basic TAM model obviously already could not satisfy the increasing scale of system. Therefore, the appropriate expansion and adjustment to the TAM model (i. e. TAM2 or TAM3) are very necessary. This study has used the status of Chinese internet users and the related researches in other areas in order to expand and improve the TAM model by adding the brand influence, hardware environment and external environments to fulfill the purpose of this study. Based on the research model, the questionnaires were developed and online survey was conducted targeting the cloud services users of four Chinese main cities. Data were obtained from 210 respondents were used for analysis to validate the research model. The analysis results show that the external factors which are service contents, and brand influence have a positive influence to perceived usefulness and perceived ease of use. However, the external factor hardware environment only has a positive influence to the factor of perceived ease of use. Furthermore, the perceived security factor that is influenced by brand influence has a positive influence persistent intention to use. Persistent intention

to use also was influenced by the perceived usefulness and persistent intention to use was influenced by the perceived ease of use. Finally, this research analyzed external variables' attributes using other perspective and tried to explain the attributes. It presents Chinese cloud service users are more interested in fundamental cloud services than extended services. In private cloud services, both of increased user size and cooperation among companies are important in the study. This study presents useful opinions for the purpose of strengthening attitude for private cloud service users can use this service persistently. Overall, it can be summarized by considering the all three external factors could make Chinese users keep using the personal cloud services. In addition, the results of this study can provide strong references to technology companies including cloud service provider, internet service provider, and smart phone service provider which are main clients are Chinese users.