

An Empirical Research of Gender Impact on Customer Behaviour towards Mobile Entertainment Services in India

G. N. Satish Kumar

Received: 16 July 2012 / Accepted: 10 December 2012

Abstract Mobile Entertainment is the new era in mobile communication. Mobile Entertainment service is a combination of games, music, videos, chatting and telecommunication which has created a wide market in India. There is a variation between male and female customers towards Mobile Entertainment services. This study is aimed at analyzing gender impact of attitude, subjective norm, perceived behaviour control intention and behaviour towards mobile entertainment services. The Theory of planned Behaviour (TPB) provided a framework. Total 566 male and 376 female mobile users of different age groups participated in the research. The data analysis was conducted in three-stages. First, reliability tests were performed. Upon satisfactory results, confirmatory factor analysis (CFA) is used to analysis convergent, concurrent and discriminant validity of the model. Once the model was validated Structural Equation Model (SEM) Multi-group analysis is used to find the impact of gender behaviour towards Mobile entertainment services. The results of the study confirmed that the model is viable in predicting variation in gender impact on mobile entertainment services. The findings have revealed that attitude, perceived behaviour control and intention has a significant impact on behaviour to use mobile entertainment but subjective norm has no significant impact on behaviour to use mobile entertainment.

Keywords Mobile Entertainment Services • Theory of Planned Behaviour • Structural Equation Model • Attitude • Subjective norm • Perceived Behaviour Control • Intention • Behaviour

Introduction

Mobile Entertainment Forum (MEF) stated that Mobile Entertainment is created as a combination of entertainment and telecommunication. Telecommunication and Entertainment industries have different nature of operations and different objectives to serve its customers. MGAIN (2003) assumes mobile entertainment includes any leisure activity undertaken via a personal technology, which is, or has the potential to be, networked and facilitates transfer of data over geographic distance either on the move or at a variety of discrete locations.

Mobile Entertainment Framework

To understand mobile entertainment, three different segments are suggested, each segment suggests a specific set of theories. Segment 1 consists of intersection between mobile entertainment, wireless telecommunication network and mobile service provider. In other words, mobile entertainment services in segment 1 are receiving from service provider through wireless network connection from service provider. A mobile user connects to the Internet via his WAP-enabled mobile phone, searches for a particular ring tone and downloads it onto his mobile phone. Segment 2 covers mobile entertainment services which utilize wireless telecommunication networks, but do not incur a cost upon usage and do not interact with service providers. For example, user can transfer a song or video through Bluetooth to his friend or one may play multiplayer mobile games with friends via Bluetooth. Segment 3 involves mobile entertainment which does not require wireless connection and transaction of an economic value. For example, one may play preinstalled single player games on mobile phone or Mobile user can hear music which is preloaded in the mobile phone.

G. N. Satish Kumar
Head of Management Department,
Auroras' Management and Research Institute,
Hyderabad, Andhra Pradesh, India,
e-mail: gnsatishkumar@gmail.com

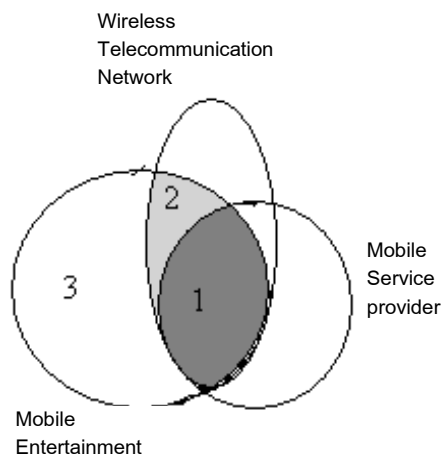


Fig. 1 Mobile Entertainment Framework

Mobile Entertainment Services

Mobile entertainment services has transformed from mono-ring tones in the late nineties to streaming audio and video, multi player games and mobile gambling with high speed networks operating upon advance technological handsets.

According to Portio Research report mobile entertainment services has generated worldwide revenue of \$24 billion by 2008 and is expected to create revenue of \$47.2 billion by the end of 2013. Mobile Entertainment services mostly consist of music, games and video services. Mobile music is considered to take the major role in mobile entertainment with ring tones, ringbacktones, streaming audio, full track downloads and FM radio listening in mobile phone.

Nokia launched “Snake” games in mobile phones in year the 1997, since then many games have come into mobile phones. The latest games are supported by Java, BREW, SMS based and browser based games. Mobile games worldwide revenue is expected to be \$9.8 billion by the end of 2013. Mobile video services are expected to reach its maximum popularity by the end of 2013 as advanced technology iPhones and 3G technology have come into existence in India.

According to a telecom research company, an average Indian mobile user spending time on voice call has dropped from 505 minutes in June 2008 to 401 minutes in June 2010, but surprisingly the same user is spending more time on their mobile phones by listening music or playing games or browsing internet on phone.

Despite its rapid modernization, many of India's 750,000 villages remain isolated except for the mobile phone reception that now covers almost the entire country after a decade of rapid expansion by Mobile operators. So

in villages that don't receive any FM radio stations, people have begun calling a number that has a recording of film tunes and listening to it on their headsets. This shows the transmission of mobile entertainment services in India.

To analyze mobile entertainment services acceptance in India the Theory of planned Behaviour (TPB) is suitable as it is suggested to be an effective model in predicting attitude, Intention and behaviour to use mobile entertainment services among consumer (Hsu & Chiu 2004). The TPB is an effective predictive model in fields that lead to a certain degree of behavioral change from individuals. Even though research in technology adoption has used the TPB extensively, the literature contains little regarding its applicability to mobile entertainment services adoption. However, validating the TPB model in the context of mobile users perceived entertainment could help academics and practitioners better understand the social and behavioural antecedents of user's acceptance. The Structure equation modeling is used to test the validity of using the TPB in this context.

John Gray (2004) wrote in his book “Men are from Mars and Women are from Venus” that male and female differ in their behaviour towards communication. These differences may be due to two scientific perspectives they are Biological determinism and Differential socialization. Biological determinism are formed due to difference in the brain and some hormones where as differential socialization are due to attitude, psychological characteristics difference between male and females. This article is also intended to study the differential socialization of Male and Females towards Mobile entertainment services.

Literature Review and Conceptual Framework

The Theory of Reasoned Action (TRA) provides a framework to study attitudes toward behaviors. According to the theory, the most important determinant of a person's behavior is behavior intent. The individual's intention to perform a behavior is a combination of attitude toward performing the behavior and subjective norm. The individual's attitude toward the behavior includes; Behavioral belief, evaluations of behavioral outcome, subjective norm and the motivation to comply.

If a person perceives that the outcome from performing a behavior is positive, he will have a positive attitude towards performing that behavior. If relevant others see performing the behavior as positive and the individual is motivated to meet the expectations of relevant others, then a positive subjective norm is expected. Attitudes and subjective norm are measured on scales like the Likert Scale using phrases or terms such as like/unlike, good/bad, and

agree/disagree. The intent to perform a behavior depends upon the product of the measures of attitude and subjective norm.

TRA works most successfully when applied to behaviors that are under a person's volitional control. If behaviors are not fully under volitional control, even though a person may be highly motivated by her own attitudes and subjective norm, she may not actually perform the behavior due to intervening environmental conditions. The Theory of Planned Behavior (TPB) was developed to predict behaviors in which individuals have incomplete volitional control.

The major difference between TRA and TPB is the addition of a third determinant of behavioral intention, perceived behavioral control. Perceived Behavioral control is determined by two factors; Control Beliefs and Perceived Power. Perceived behavioral control indicates that a person's motivation is influenced by how difficult the behaviors are perceived to be, as well as the perception of how successfully the individual can, or cannot, perform the activity. If a person holds strong control beliefs about the existence of factors that will facilitate a behavior, then the individual will have high perceived control over a behavior. Conversely, the person will have a low perception of control if she holds strong control beliefs that impede the behavior. This perception can reflect past experiences, anticipation of upcoming circumstances, and the attitudes of the influential norms that surround the individual (Mackenzie & Jurs 1993). According to the TPB behavioural intention is a function of three areas: Attitude, Subjective Norms and Perceived Behavioural Control (Ajzen 1991).

There is a difference between Male and Female mobile user's attitude, Intention and behaviour towards mobile usage as stated by Claisse & Rowe (1987) Females use telephone more than Males and their motive is "Intrinsic or Social" and Lohan (1997) described Males as "task-oriented" use of telephone and Females as "person-oriented". Leung & Wei (2000) assumed Males tend to use mobile phone as an instrument to do business while Female tends to make social calls. Doring et al. (2004) stated that teenage girls use mobile more frequently to express their feelings while boys are more interested in technical aspect. Kim & Jin (2000) stated women use text messaging more than men and men use verbal phone communication more than women. Women use cell phone more than men because it is their way of maintaining close, personal relationships and establishing intimacy with others who are far away.

Objectives

The main objective of this empirical research is to study.

1. The Male and Female mobile users' attitude towards mobile entertainment services and its impact on intention to use mobile entertainment services.
2. The Male and Female mobile users' Subjective norms towards mobile entertainment services and its impact on intention to use mobile entertainment services.
3. The Male and Female mobile users' perceived behaviour control towards mobile entertainment services and its impact on intention to use mobile entertainment services.
4. The Male and Female mobile users' Intention towards mobile entertainment services and its impact on behaviour to use mobile entertainment services

The following hypothesis are formulated to study the mobile users' intention and behaviour towards mobile entertainment services based on Theory of Planned Behaviour Model.

- Hypothesis (H1): There is no significant impact of Male and Female mobile users' attitude towards mobile entertainment services on intention to use mobile entertainment services.
- Hypothesis (H2): There is no significant impact of Male and Female mobile users' subjective norm towards mobile entertainment services on intention to use mobile entertainment services.
- Hypothesis (H3): There is no significant impact of Male and Female mobile users' perceived behaviour control towards mobile entertainment services on intention to use mobile entertainment services.
- Hypothesis (H4): There is no significant impact of Mobile users' intention towards mobile entertainment service on their behaviour to use mobile entertainment services.
- Hypothesis (H5): There is no significant difference between Male and Female mobile users attitude towards mobile entertainment services
- Hypothesis (H6): There is no significant difference between Male and Female mobile users subjective norm towards mobile entertainment services
- Hypothesis (H7): There is no significant difference between Male and Female mobile users perceived behaviour control towards mobile entertainment services
- Hypothesis (H8): There is no difference between Male and Female mobile users intention towards mobile

entertainment services.

Research Methodology

Structural equation modeling is used as the main statistical technique and data was collected through questionnaire survey. The questions in the survey are self created. 5 point Likert scale was used (1 strongly disagree, 2 disagree, 3 neither agree or disagree, 4 agree and 5 strongly agree) to measure affects of consumer Attitude, Subjective Norm and Perceived Behaviour Control on Intention and Consumer Behaviour towards Mobile Entertainment services. The research questions consisted of 12 questions. The first 2 questions are related to demographic variables age and gender. The remaining 10 questions are related to investigate mobile user’s attitude, subjective norm, perceived behavioural control, Intention and Behaviour towards mobile entertainment. The questionnaire was pre-tested on 25 respondents to test its consistence and reliability of questions to its research objective.

Sampling

A total of 1000 questionnaire were distributed. All the respondents are mobile phone users for at least one year. Respondents are clearly explained about the objective and purpose of the research before distribution of the questionnaire. A total of 942 questionnaires were analyzed for the research as remaining questionnaires were incomplete. 566 male and 376 female respondents participated in the research.

Table 1 Respondents’ profile

Gender	Frequency	%	Age	Frequency	%
Male	566	60.1	≤20 years	124	13.1
			20-30 years	204	21.7
			31-40 years	259	27.5
			41-50 years	184	19.5
Female	376	39.9	≥ 51 years	171	18.2

Data Analysis

The data analysis was conducted in a three-stage process. First, reliability tests were performed. Upon satisfactory results, confirmatory factor analysis (CFA) with SPSS Statistics 17.0 was used to analysis the convergent, concurrent and discriminant validity of the model. Once the model was validated, SPSS Amos 18.0 was used to test the overall fit of the structural model and to estimate the relationships between the independent variables and the dependent variable so as to accept or reject the hypothesis.

Reliability Tests

The reliability of 10 items in the questionnaire is tested with Cronbachs’ alpha (Cronbach, 1951). Cronbach alpha reliability coefficient is 0.731 which is exceeding the suggested level of 0.70. It suggests that the questionnaire is having reliability and can be used for further analysis.

Confirmatory Factor Analysis

The Kaiser-Meyer-Oklin (KMO) and Bartlett’s Test is used to test suitability of data for factor analysis. KMO value is 0.71 exceeding the recommended value of 0.60 while Bartlett’s Test of sphericity reached statistical significance (Chi-square 347.609, degree of freedom (df) 45 and Sig 0.00) which signifies the data is good for conducting factor analysis.

The 10 items were subjected to principal component analysis (PCA) with varimax rotation to test the suitability of data for factor analysis. The PCA revealed the presence of 5 components with Eigen values the exceeding 1, explaining 16.467, 15.791, 14.781, 13.399 and 11.241 total percentage of variance is 71.679. Generally, the factor is the natural affinity of an item for a group. The higher loading indicates the stronger affiliation of an item to a specific factor. These components correspond to five constructs in the TPB structural model - Attitude, Subjective Norm, Perceived Behavioural Control, Intention and Mobile users’ behaviour towards Mobile Entertainment services. All factors loading of each item are above 0.50. The results of the principal component analysis can be viewed in Table 2.

Structure Equation Model

SPSS Amos 18 software is used to perform confirmatory factor analysis using Structural Equation Model (SEM). Total number of variables in the model is 27, number of observed variables 10, number of unobserved variables 17. The data has no missing values. The model is over-identified, a preferable situation for SEM. According to the univariate and multivariate normality tests the data is not normally distributed. After the data was normalized, the Maximum likelihood (ML) estimation method is used. ML attempts to maximize the likelihood that obtained values of the criterion variable will be correctly predicted.

Table 2 Descriptive statistics and factor extraction of the items in the questionnaire

Item No.	Component	Factor Loads	Mean	S.D.	Eigen Value	% variance
Attitude						
A1	I like to have fun with my mobile phone	0.675	3.50	1.083	1.647	16.467
A2	Using mobile phone is not good for health. In my opinion we must stop using mobile phone at least for entertainment purpose.	0.738	2.53	1.230		
Subjective Norm						
S1	Many people are of the opinion, not to capture their photos or videos from mobile phone without their permission	0.841	4.13	1.042	1.579	15.791
S2	My friend suggested me to avoid hearing mobile phone music through ear phones as it may damage the ear drum	0.840	3.98	0.962		
Perceived behavioural control						
P1	I can't stop hearing music from mobile phone as I am very much attached to it.	0.791	2.51	1.245	1.478	14.781
P2	I can't stop messaging to friends through mobile phone as I feel missing them if I don't SMS	0.825	3.21	1.395		
Intention						
I1	I believe with so many features of entertainment like games, music, videos, camera, internet access in mobile phone, it can rule the world of entertainment.	0.774	3.95	1.053	1.340	13.399
I2	It is very easy to capture pictures or video from cell phone and sharing with friends	0.813	4.26	0.634		
Mobile users' Behaviour						
B1	I generally subscribe for music, latest dialer tunes, cricket news etc from my cell phone service provider	0.816	3.04	1.295	1.124	11.241
B2	Recently, I have purchase mobile phone with latest technology for more features of audio and video clarity	0.794	3.33	1.430		
Total percentage of variance					71.679	

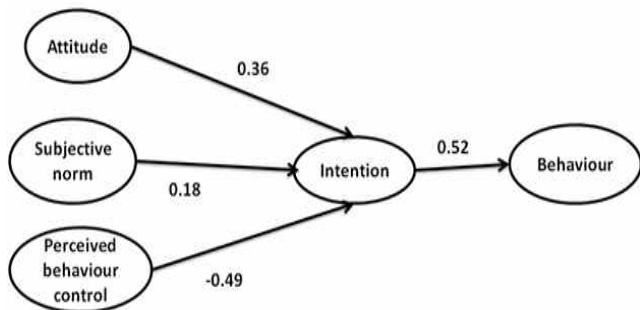


Fig. 2 AMOS Structure Equation Model - The path diagram with standard parameters estimate of Male mobile users

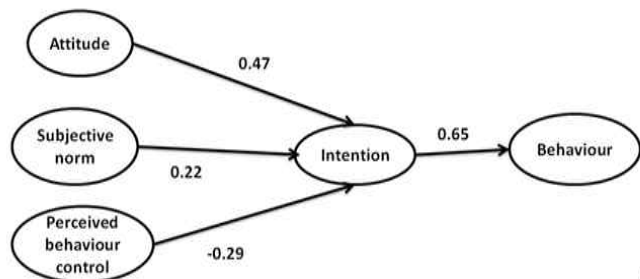


Fig. 3 AMOS Structure Equation Model - The path diagram with standard parameters estimate of Female mobile users

Model Fit

Based on structure equation model using SPSS AMOS 18, it is found that chi-square (CMIN) = 68.459, degree of freedom (DF) = 29 and probability level = 0.100 which is evidence against the null hypothesis is not significant at the 0.05 level. CMIN/DF is called as the minimum discrepancy which is 2.36 Wheaton et al. (1977) suggested that if the minimum discrepancy is less than 5 the model is reasonable fit.

Goodness of Fit Index (GFI) is 0.956 and Adjusted Goodness of Fit Index (AGFI) is 0.917 Normed Fit Index (NFI) is .904 and Comparative Fit Index (CFI) is 0.912 as this entire index are greater than 0.9 the model is fit (Garson 2006) and accepted. Root Mean Square Error of Approximation (RMSEA) is 0.042 based on various studies conducted by Bentler and Bonett (1980) it was suggested that if the Index value is greater than 0.9 and if RMSEA value is less than 0.05 it indicates model is fit and accepted.

Findings

Statistical Significance of parameter Estimations

SPSS Amos Graphics has specified path-diagram in figure2 and figure3 which specifies the relationship between the observed and unobserved variable. The portion of the model that specifies how the unobserved variables are related to each other is called Structural model. In the present structural equation model Intention and Behaviour are the dependent variables and Attitude, Subjective Norm and Perceived behaviour control are independent variables. The

regression weight estimates the relative importance between the variables. The estimate with largest value represents the most important dimension in terms of its impact on the dependent variable. The findings of the regression estimates weight are summarized in the following table. Regression estimation has a Critical Ratio (C.R) which represents the parameter estimate divided by its standard error, as such; it operates as a z-statistic in testing that the estimate is statistically different from zero. Based on a probability level 0.05, then, the test statistic need to be greater than ± 1.96 the null hypothesis is rejected and it is assumed that there is an impact of one factor on the other factor.

Table 3 Regression Estimates of Male and Female mobile users

Hypothesis	Regression Estimate of Male users	C.R	Regression Estimate of Female users	C.R
H1: Attitude has no significant impact on Intention	0.36	2.06	0.47	3.10
H2: Subjective norm has no significant impact on Intention	0.18	1.70	0.22	0.09
H3: Perceived behaviour control has no significant impact on Intention	-0.49	-3.27	-0.29	-1.98
H4: Intention has no Significant impact on Behaviour	0.52	4.18	0.65	1.96

Hypothesis (H1): There is no significant impact of Male and Female mobile users’ attitude towards mobile entertainment services on intention to use mobile entertainment services is rejected as C.R values for Males mobile users is 2.06 and Female Mobile users is 3.10 which is greater than 1.96.

Hypothesis (H2): There is no significant impact of Male and Female mobile users’ subjective norm towards mobile entertainment services on intention to use mobile entertainment services is accepted as C.R values for male is 1.709 and female is 0.091 which is less than 1.96

Hypothesis (H3): There is no significant impact of Male and Female mobile users’ perceived behaviour control towards mobile entertainment services on intention to use mobile entertainment services is rejected as C.R values for

male is -3.278 and female is -1.989 which is greater than ± 1.96 .

Hypothesis (H4): There is no significant impact of Mobile users’ intention towards mobile entertainment service on their behaviour to use mobile entertainment services is rejected as C.R value for males is 4.18 and female is 1.963 which is greater than 1.96

To know whether there is any significant difference between Male and Female mobile user attitude, Subjective norm and Perceived behaviour control towards their intention on mobile entertainment services we have use SPSS Amos Multiple group Analysis and Pair wise parameter comparison between males and female mobile users

Table 4 The Critical ratio values of pair wise parameter comparison between male and female

Hypothesis	Critical ratio
H5: There is no significant difference between Male and Female mobile users attitude towards mobile entertainment services	-1.99
H6: There is no significant difference between Male and Female mobile users subjective norm towards mobile entertainment services	0.39
H7: There is no significant difference between Male and Female mobile users perceived behaviour control towards mobile entertainment services	2.18
H8: There is no difference between Male and Female mobile users intention towards mobile entertainment services	-1.98

There is a significant difference between Male and Female mobile users, if the Critical ratio value for the pair of parameter between Male and Female mobile users is greater than ± 1.96 .

Hypothesis (H5): There is no significant difference between

Male and Female mobile users’ attitude towards mobile entertainment services is rejected as C.R value is -1.99 which is greater than ± 1.96 so there is a significant difference between Male and Female user’s attitude on intention to use mobile entertainment services.

Hypothesis (H6): There is no significant difference between Male and Female mobile users subjective norm towards mobile entertainment services is accepted as C.R value is 0.39 which is less than ± 1.96 so there is no significant difference between male users and female users subjective norm on intention to use mobile entertainment services.

Hypothesis (H7): There is no significant difference between Male and Female mobile users perceived behaviour control towards mobile entertainment services is rejected as C.R value is 2.18 which is greater than 1.96 so there is a significant difference between male and female users perceived behaviour on intention to use mobile entertainment services.

Hypothesis (H8): There is no difference between Male and Female mobile users' intention towards mobile entertainment services is rejected as C.R value is -1.98 which is greater than ± 1.96 so there is a significant difference between male and female users intention to use mobile entertainment services.

Discussion

Both Male and Female mobile users' attitude towards Mobile Entertainment service has a significant impact on Intention to use Mobile Entertainment services as stated by Leung & Wei(2000) enjoyment and entertainment go beyond its usage and is perceived as instrumental of service primarily designed for entertainment. As Indians are spending most of their time with mobile phones and they find it is very important device in daily life, apart from talking they have perceived many other benefit from mobile phone like hearing music, playing games, SMS chatting, capturing videos or pictures etc which made this attitude strong for good intention to use mobile phone for entertainment and Behaviour to adopt it. There is a significant difference between Male and Female attitude on intention to use mobile entertainment services. Male mobile users' attitude is "task-oriented" and Female mobile users' attitude is "Person-oriented" approach.

The influence of subjective norms will be less for mobile phone technologies and services because "People generally agree about their use" Webster & Trevino (1995). Male and Female mobile users' Subjective norm towards Mobile Entertainment service has no significant impact on intention to use mobile entertainment service because mobile users never felt that using mobile phone for entertainment purpose is wrong and mostly young people are using mobile phone for entertainment purpose and they have not taking society into consideration. Mobile users are feeling mobile is very convenient to use. Entertainment from mobile phone is at a less cost and there is no significant differ-

ence between Male user's and Female user's subjective norm on intention to use mobile entertainment services.

Male and Female mobile users' Perceived Behaviour Control towards mobile entertainment services have a significant impact on Intention to use mobile entertainment services, As mobile manufactures and mobile service providers are providing many features of entertainment in mobile. User has not found any reason to control their behaviour to use mobile phone for entertainment purpose. So, perceived behaviour control has effect on Intention to use mobile entertainment service. As stated in the research of Kim & Jin (2000), Sullivan (2004), Fehrs et al. (1999) and Kinney, Smith, & Donzella (2001) Males are ambitious, successful, rational, non-emotional and powerfulness where as females are attractive, deferential, unaggressive, emotional, nurturing and concerned with people and relationship towards others in their communication. So, there is a significant difference between male and female users Perceived behaviour control on intention to use mobile entertainment services

Both male and female mobile users Intention have significant impact on behaviour to use mobile entertainment and there is a significant difference between male and female users intention on behaviour to use mobile entertainment services provided by the mobile service providers.

Conclusion and Suggestions

This empirical research used Theory of Planned Behaviour frame work to predict gender impact on consumers' behaviour towards mobile entertainment service. It is predicted that both male and females users attitude and perceived behaviour control has a significant impact on intention towards mobile entertainment where as subjective norms has no significant impact on intention towards mobile entertainment services and there is a significant difference between Male and Female Mobile users attitude, perceived behaviour control and Intention on behaviour towards mobile entertainment services. In all these cases Female mobile users has more impact compared to Male mobile users.

Despite of huge growth in mobile subscribers and mobile entertainment services in India, very few researchers has investigated the factors influencing gender towards mobile entertainment services, specially the case of factors creating the differences between Male and Female towards mobile entertainment services. The finding in this study can help practitioners and academicians to understand and focus on the underlying factors that influence gender towards the use of mobile entertainment services.

References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. Kuhl, J. & Beckmann, J. (Eds.) Springer series in social psychology. Berlin, Springer.
- Claisse, G. & Rowe, F. (1987). The Telephone in Question: Questions on Communication. *Communication Re-search*, 19, 485-503.
- Doring, N., Hellwig, K., and Klimsa, P. (2005). Mobile communication among German youth. K. Nyiri (Ed.) A sense of place: The global and the local in mobile communication: 209-217.
- Fehr, B., Baldwin, M., Collins, L., Patterson, S., & Benedict, R. (1999). Anger in close relationship: An interpersonal script analysis. *Personality and Social Psychology Bulletin*, 25, 299-312.
- Fishbein, M. & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research, Addison-Wesley, Reading, MA.
- Hsu, M. H. & Chiu, C. M. (2004). Predicting electronic service continuance with a decomposed theory of planned behaviour. *Behaviour and Information Technology*, 23(5), 359-373.
- Kinney, T. A., Smith, B. A., & Donzella, B. (2001). The influence of sex, gender, self-discrepancies, and self-awareness on anger and verbal aggressiveness among U.S. college students. *Journal of Social Psychology*, 141, 245-276.
- Kim, J. & Jin, B. (2005). In a different voice (and text): Gender differences in communication motives and uses of mobile phone. *Conference Papers-International Communication Association*, 1-20.
- K. Moore & J. Rutter (2004). Understanding Consumers' Understanding of Mobile Entertainment. in Proceedings of Mobile Entertainment: User-centred Perspectives, Manchester, England: MGAIN.
- Leung, L. & Wei, R. (2000). More than just Talk on the Move: Uses and Gratifications of the Cellular Phone. *Journalism and Mass Communication Quarterly*, 77(2).
- Lohan, E. M. (1997). Men, Masculinity and the Domestic Telephone. A Theoretical Framework for studying Gender and Technology. URL <http://www.dcu.ie/communications/iegis/Marial2.htm>, retrieved on April 27, 2010.
- MGAIN (2003). Mobile Entertainment in Europe: Current State of the Art. European Commission User-friendly Information Society.
- Mobile Entertainment. http://en.wikipedia.org/wiki/Mobile_entertainment" data accessed: 12. 12. 2010.
- Sullivan, P. & Feltz, D. L. (2003). The preliminary development of the Scale for Effective Communication in Team Sports (SECTS). *Journal of Applied Social Psychology*, 33(8), 1693-1715.
- Truong, Y. (2009). An Evaluation of the Theory of Planned Behaviour in Consumer Acceptance of Online Video and Television Services. *The Electronic Journal Information Systems Evaluation*, 12(2), 177-186.
- Venkatesh, V. & Brown, S. A. (2001). A longitudinal investigation of personal computers in homes: Adoption determinants and emerging challenges. *MIS Quarterly*, 25(1), 71-102.
- Venkatesh, V. & Davis, F. (2000a), "A theoretical extension of the technology acceptance model: Four longitudinal field studies", *Management Science*, vol. 46, no. 2, pp. 186-204.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478.
- Wiener S. N. (2003). Terminology of Mobile Entertainment: An Introduction. Mobile Entertainment Forum.
- Webster J. and Trevino L. K. (1995). Rational and social theories as complementary explanations of communication media choices: Two policy-capturing studies. *Academy of Management Journal*, 38, 1544-1572.
- Wong, C. C. & Hiew, P. L. (2005). Mobile Entertainment: Review and Redefine. Paper published in IEEE 4th International Conference on Mobile Business, July 11-13, Sydney, Australia.