

e - c o m p a n i o n

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Electronic Companion—"Model of Migration and Use of Platforms:
Role of Hierarchy, Current Generation, and Complementarities in
Consumer Settings" by Xin Xu, Viswanath Venkatesh, Kar Yan Tam,
and Se-Joon Hong, *Management Science*, DOI 10.1287/mnsc.1090.1033.

Appendix 1. Scales

Migration Intention

1. I intend to use the 3G MDS in the future.
2. Will you use 3G MDS after the introduction in Hong Kong?
A semantic differential scale from "Definitely not", "Definitely will"
3. When do you expect to begin using 3G MDS after the introduction?
A scale from "Within 1 month" to "Wait and see"

Usefulness

1. Using 3G MDS will increase my chances of achieving things that are important to me.
2. Using 3G MDS will help me accomplish things more quickly.
3. Using 3G MDS will increase my productivity.

Ease of Use

1. Learning how to use 3G MDS will be easy for me.
2. My interaction with 3G MDS will be clear and understandable.
3. It is easy for me to become skillful at using 3G MDS.

Enjoyment

1. 3G will have many services that will be enjoyable.
2. I will enjoy using 3G services.
3. 3G will offer services that are fun.
4. I will be able to use 3G MDS to have fun.

Compatibility

1. Using 3G MDS will be compatible with my life style.
2. Using 3G MDS will be completely compatible with my current situation.
3. I think that using 3G MDS fits well with the way I like to live.
4. Using 3G MDS fits into my life style.

Monetary Value

1. 3G MDS are reasonably priced.
2. 3G MDS offer a good value for the money.
3. At the current price, 3G MDS provide a good value.

Superiority of Services

1. Compared with current mobile services, 3G MDS will bring more diversified services.
2. Compared with current mobile services, 3G MDS will be of higher quality.
3. Compared with current mobile services, MDS based on 3G will be superior.

Friends and Family Influence

1. People who are important to me think that I should use 3G MDS.
2. People who influence my behavior think that I should use 3G MDS.
3. People whose opinions that I value prefer that I use 3G MDS.

Image

1. People who use 3G MDS will have more prestige than those who do not.
2. People who use 3G MDS will have a high profile.
3. Using 3G MDS will be a status symbol.

Media Influence

1. Media and advertising consistently recommend using 3G MDS.
2. News articles, reviews, promotion and advertising suggest using 3G MDS to be a good idea.
3. Media is full of reports, articles and advertisements suggesting 3G MDS would be worth using.

Complementarities – Hardware and Software Platform

1. There will be a large variety of software platforms available for use with 3G phone devices.
2. I expect the 3G software platform to run very smoothly using 3G phones.
3. I believe the 3G software platforms will run very efficiently on 3G phones.
4. I believe the 3G software platforms will run very effectively using 3G phones.

Complementarities – Software Platform and Applications

1. There will be a large variety of applications available for use with 3G software platforms.
2. I expect 3G applications to run very smoothly using 3G software platforms.
3. I believe 3G applications will run very efficiently using 3G software platforms.
4. I believe 3G applications will run very effectively using 3G software platforms.

Complementarities – Applications and Services

1. There will be a large variety of services available for use with 3G applications.
2. I expect 3G services to run very smoothly using 3G applications.
3. I believe 3G services will run very efficiently using 3G applications.
4. I believe 3G services will run very effectively using 3G applications.

Risk Aversion

1. I would rather be safe than sorry.
2. I want to be sure before I purchase anything.
3. I avoid risky things.

Personal Innovativeness with IT

1. If I heard about a new IT, I would look for ways to experiment with it.
2. Among my peers, I am usually the first to try out new information technologies.
3. I like to experiment with new information technologies.

Service Operator Performance

1. I find my current service provider to be high quality.
2. I find my current service provider to be reliable.
3. My current service operators provide superior services.

Perceived Radicalness of Platform (manipulation check)

1. 3G is a minor improvement over current mobile technologies. (reverse-coded)
2. 3G is based on revolutionary change in mobile technologies.
3. 3G is a breakthrough innovation compared with current mobile technologies.
4. 3G leads to applications that are difficult to be substituted with current mobile technologies. (removed)

Follow up Data: Migration—Questions for Categorization of Current Technology Generation and Use of 3G Services

1. Phone model purchased in the six months since the introduction of 3G in Hong Kong. The phone model was used to classify migration to the 3G service platform.
2. Please choose your usage frequency for each of the following mobile data services (frequency from never to many times a day):
 - a) SMS;

- b) MMS;
- c) Ringtone and logo download;
- d) Java games;
- e) GPRS mobile Internet;
- f) Mobile e-mail.

Notes: Other questions asked about the model of the phone and the generation of mobile services being used. Similar questions were asked in the follow-up survey using a list of 3G services and the extent of use of the new services.

Appendix 2. Demographic Characteristics Breakdown

		1 st Wave (%)	2 nd Wave (%)
Gender	Men	48.0	46.5
	Women	52.0	53.5
Age	<20	14.2	14.5
	20-29	52.3	52.0
	30-39	25.8	26.4
	40-49	6.6	6.0
	50-59	1.0	1.1
	60-	0.1	0.0
Education	Middle or high school	38.5	39.1
	Some college and Bachelor's degree	35.0	35.2
	Master's degree	6.3	6.0
	Doctoral degree	0.2	0.0
	Other	10.0	9.7
Annual Income in HKD	0~50K	53.7	52.9
	50~100K	9.0	9.1
	100~150K	11.4	11.5
	150~200K	8.3	9.0
	200~250K	6.6	7.0
	250K~	11.0	10.5