What are the Individual’s Real Cares to Switch Personal Cloud Services?

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I. Introduction

In recent years, the development of cloud computing has a rapid growth. According to Gartner's prediction, the continuous increasing trend of cloud computing market would last, at least, until 2014. The global market revenues of cloud computing will exceed $150 billion in 2014 and will exceed $180 billion in 2015. While businesses have been deploying cloud technology for some time, it's only recently that personal cloud computing have emerged. Personal cloud

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computing, as an emerging field of cloud services, has attracted enormous attention from both practitioners and academics.

Even there are lots of empirical studies in the field of cloud computing (Ratten, 2012; Gupta et al., 2013; Lian et al., 2014), but few of them gives an insight to the adoption or switching behavior of cloud computing in the individual level. Whether the factors, found as important drivers to impact on the adoption or switching behavior of cloud computing in the enterprise level, still play the important role in the individual level is still questionable. Therefore, it’s meaningful for us to conduct a study to provide a more comprehensive understanding on the switching behavior of cloud computing in the individual level.

II. Literature Review

2.1. Cloud Computing

In computer networking, cloud computing is computing that involves a large number of computers connected through a communication network such as the Internet, similar to utility computing (Mariana et al. 2012). In science, cloud computing is a synonym for distributed computing over a network, and means the ability to run a program or application on many connected computers at the same time (Wikipedia). In application level, network-based services, which appear to be provided by real hardware and are, in fact, served up by virtual hardware simulated by software running on one or more real machines, are often called cloud computing (Wikipedia). Such virtual servers do not physically exist and can therefore be moved around and scaled up or down on the fly without affecting the end user, somewhat like a cloud becoming larger or smaller without being a physical object. In common usage, Rayport & Heyward (2009) define cloud computing as a new way to deploy computing technology to give users the ability to access, work on, share, and store information via the Internet. Marketers have further popularized the phrase "in the cloud" to refer to software, platforms and infrastructure that are sold "as a service" (i.e. remotely through the Internet). Typically, the seller has actual energy-consuming servers which host products and services from a remote location, so end-users don't have to; they can simply log on to the network without installing anything. The major models of cloud computing services are known as software as a service (SaaS), platform as a service (PaaS), and infrastructure as a service (IaaS). Ambrose & Chiravuri (2010) define that SaaS refers to the paradigm where software and other solutions are delivered to the end-users as a service using the Internet rather than as a product that can be installed on the user’s computer. These cloud services may be offered in a public, private or hybrid network. Google, Amazon, Oracle, Salesforce, Zoho and Microsoft are some well-known cloud vendors. Cloud services