

Customers' Satisfaction on Technology Adoption: A Study on the Smartphones Usage

Anima Bag*, Yao-Chin Lin

Abstract— The research studied the Customers' Satisfaction with information technology (IT) of users' acceptance. The main anxiety is the users' understanding of adoption process and use of behavior and it can change human character such as Smartphone. Research question are: 1. what are the key factors that are associated with users' behavioral intention to adopt and use the Smartphone technology in India? 2. What is the impact of attitude towards using smartphone and experience with new technology to rural area in India? The smartphone has become much more sophisticated and it improved consumer behaviors. This study involves extended with one model; which are Davis, [10]; Davis and Venkatesh [11] proposed the technology acceptance model (TAM). TAM model is one of the most extensively used of behavioral models within all information technology systems. This TAM models system usage intention and behavior as a part of perceived usefulness and perceived ease of use.

Index Terms— Technology Adoption, Smartphone, Motivation, TAM, consumer behaviors, behavioral intention and Satisfaction

1 INTRODUCTION

In the world of the smartphone market, the quickest development of technology has driven to face more and more competitive global market. In this study presents the overviews of marketing and customer satisfaction in Tamluck City, in India economic center, using smartphones as a case study. In this investigates factors that influence to adopt a new Information technology explains to the customer attitude toward use a new technology such as smartphone in their daily life. Nowadays, millions of people own have at least one smartphone around the world and the entrance is increasing explanatory rate [17] but still now at rural area (Tamluck) people suffering from telecommunication issue, they cannot use smartphone because do not know how can easily to use that's why they preferred sample cell phone. The importance of mobile phone market change from cell phones to smartphone, most of researcher smartphone is used as a specialized for a particular purpose, such as a smart phone for medical use [39]. As a result, the "Bring your own Device" (BYOD) concept in particular refers to private smartphone use in workplace situations [26].

Customers' acceptance of a new information technology (IT) is argued that to be a key determinant of its success and their lack of acceptance is predicted to be a trouble to its success [14]. This study tries to influence them to use a smartphone and explain how smartphone important in our daily life using TAM model. Customers constantly use their smartphone about communicated with each other, sharing and talking, everywhere and anytime. In addition, a new Information technology is a significant role of customers' needs especially acceptance and intention to use IT can quick change users' behavior such as Smartphone technology. This technological innovation influenced researchers to understand the inner

workings and possible outcomes of the random technological change which begins from the realm of technology and continues till today.

The cell phone technology is no longer just a device to make calls and sending messages. But the new technology, it has been smarter and sophisticated with the multi-functional application and has changed the name become a smartphone. "A smartphone is defined as a mobile device that allows users to make telephone calls, receives emails, downloads files, provides an internet connection and use applications". Smartphone application offers lots of benefits to online business nowadays [9]. The lack of smartphone technology user at Tamluck, in India new and may vary considerably compared to another city (India) in terms of social, economic, cultural, etc. This study focus on few factors that influence to adopt such kind of Information technology using smartphone which are acceptable, understanding and it is usable in their daily life [8]. The Smartphone technology has become a very important factor that needs to be better understood and it brings as based on new Information technology are more sophisticated and advanced which are offered to customers intention to adopt. The mobile phone market offers advanced technological features which are helping us in our daily work life and personal life. However, there has been very little effort to empirically study the factors that influence the adoption and use of the Smartphone technology in India.

Smartphones offer increase connectivity and computing power supporting a range of tasks beyond the basic capabilities of voice calls and short message services [29]. It is important to influence users to adopt smartphone by Information technology. In the 1990s, short message service (SMS) capabilities were introduced with 3G technology. After 3G technology was introduced, but recently produced 4G technologies, which are consumers were able to use their expectation of various new technologies, such as different Apps services, and data devised also high quality cameras in their mobile phone. So, this study try to explain that how different from cell phone smartphone, the cell phone is the just a phone but smartphone have many facilities and also easily user can use.

- Author: Anima Bag, Department of Information Management, Yuan Ze University, No. 135, Yuan-Tung Road, Zhongli District, Taoyuan City, Taiwan, PH-09740141, E-mail:anima86.bag@gmail.com
- Co-Author: Yao-Chin Lin, Department of Information Management, Yuan Ze University, No. 135, Yuan-Tung Road, Zhongli District, Taoyuan City, Taiwan, PH-0974014191, E-mail: lyaochin@gmail.com
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The benefits and satisfaction of smartphone stimulate its adoption; indeed, by the end of April 2015, there are millions of smartphone users in India but not too many smartphone users at Tamluk city. In this study try to influence people can more attracted and understand by the smartphone technology. They indicate that Indian different culture and society have an influence on how the new IT is accepted, viewed and utilized among users in the Indian market. The development country has different culture and social context which may influence users' adoption and use such kind of technology as a Smartphone. The key factor that influence customer to accept and use of a new IT, this study extends on user acceptance of IT by examining various factors that influence adoption and use of the Smartphone technology in India. The number theoretical models are utilized to explain customers' behavior intention to adopt IT including the various theories of user acceptance, Theory of Reasoned Action (TRA) introduced by Fishbein and Ajzen [15] and the Technology Acceptance Model (TAM) by Davis [10]. TAM and TRA offer theoretical bases for examining the factors that influence acceptance of IT usage [18, 34].

The study mention "Customers' Satisfaction on Technology Adoption: A Study on the Smartphones Usage" the main goal of this study a model of TAM, consumer satisfaction and consumer behavior of the smart technology on a smartphone. In this field of user acceptance of smart technology (here smartphones), Davis' TAM [10] has been an important tool over a decade. Although many models have been proposed to explain and predict the use or acceptance of a new system. Therefore, present research seeks to fill the gap by examining the impact of such models.

Here this research mainly focuses on the TAM approach of [11, 34] has been used extensively in research that looks at the acceptance of new technology. Moreover, this model analyses hypothesis to experiment the way consumers is interested in the smartphone marketing industry.

- The most of the previous research on smartphones has been conducted on the assumption that smartphone is used as a specialized tool for a particular purpose, such as a smartphone for logistics or smartphones for medical use [39].
- The study tries to understand the main reasons that make user adopt smartphone service in terms of behavioral-related aspects, as well as its possible future behaviors.
- Most of the empirical research studies related the adoption of the smartphone technology have applied the technology acceptance model (TAM). However, a number of scholars indicated that TAM is able to explain on Information technology acceptance.
- There is a lack of empirical research that studies and investigates the key factors that influence the ac-

ceptance and use of smartphone technology in a comprehensive approach, particularly in India.

Research Question

1. What are the key factors that are associated with users' behavioral intention to adopt and use the Smartphone technology in India?
2. What is the impact of attitude towards using smartphone and experience with new technology to rural area in India?

2 LITERATURE REVIEW

2.1 Technology Acceptance Model (TAM)

There are several models that can be used for experiments in the different adoption levels of high technology, mobile services among users and non-users of the smartphone. Much research in the last two decades has investigated the acknowledgment and use of Information technology (IT) using the Technology Acceptance model created by Davis [10]. Theory of Reasoned Action (TRA) introduced by Fishbein and Ajzen [15] it explains to customers' intention to influence attitude and subjective norm. TRA suggest that attitude and subjective norm determine behavior intention to perform customers' behavior. The model exploits in this study have been created as a result of evaluating the modified model analyzed by Venkatesh [34] as we noticed in Fig. 4. The middle outcome of the TRA and TAM model is an individual's behavioral intentions (BI), or a tendency to behave in a special way. Davis [10] proposed TAM to address and predict consumer acceptance or rejection of new information technology systems.

TABLE 1
 SUMMARY OF IT THEORETICAL MODELS

Model	Dependent variable	Independent variable	Author
Theory of reasoned Action (TRA)	Behavioral Intention, Actual Behavior	Attitude toward Behavior, Subjective Norm, Beliefs and Evaluations, Normative Beliefs and Motivation	Fishbein and Ajzen [15].
Technology Acceptance Model (TAM)	Attitude towards Using, Actual system Use	Perceived usefulness, Perceived ease of use	Davis [10]

One tool for assessing and predicting user acceptance of emerging IT which has gained popularity in recent years is the TAM [10, 13, 12]. TAM (Fig. 4), which is an adaptation of the Theory of Reasoned Action [15], was designed to understand the causal chain linking external variables to its user acceptance and actual use in a workplace. External variables such as objective system design characteristics, training, user involvement in design, and the nature of the implementation process are theorized to influence behavioral intention to use, and ultimately usage, indirectly via their influence on perceived usefulness and perceived ease of use. Fig. 1 show a model of the Theory of Reasoned Action, which is proposed by Fishbein and Ajzen [15].

In the theoretical model, Fishbein and Ajzen [15] suggested that a person's actual behavior could be determined by considering his or her prior intention along with the beliefs that the person would have for the given behavior [10]. They referred to the intention that can a person have prior to an actual behavior as the behavioral intention of that person and defined it as a measure of one's intention to perform a behavior. Fishbein and Ajzen [15] also proposed that behavioral intention could be determined by considering both the attitude that a person has towards the actual behavior, and the subjective ideally combined with the behavior in question.

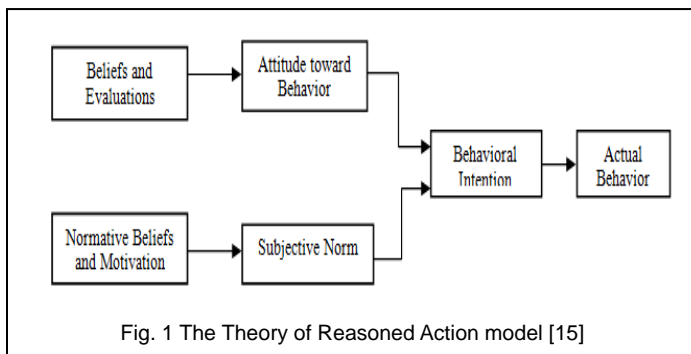


Fig. 1 The Theory of Reasoned Action model [15]

TAM and Diffusion of Innovation (DOI) theories have proven to be a useful and understanding of user acceptance and behavior related to information technologies. TAM was based on the Theory of Reasoned Action suggested by Fishbein and Ajzen [15]. If TAM is to examine the applicability in non-organizational and non-task-oriented circumstances, it is questionable. Only different stage description of adoption does not enough to the growth in wireless and mobile communications worldwide has significantly changed the way individuals communicate, access, and share information [32]. With such growing smartphone technology needs and fast increasing success or failure of system adoption in an organization are constantly revolutionizing the world with technology. Some products' rate of diffusion is faster than others. The Davis [12] approach seemed to hit the mentioned where we are searching for the reasons or factors that make difference between two lines in Fig. 1 By relying on prior work by Fishbein and Ajzen [15], Davis in 1985 refined his model to explore the stimulus and explain more clearly, as shown in Fig. 2.

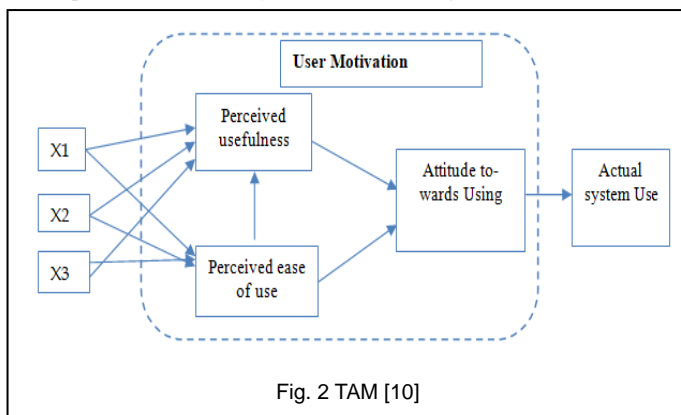


Fig. 2 TAM [10]

This Fig. 2 explains that users depend on technology quality which is usefulness and ease of use. These factors influence at one time use a system. There are few influential factors which are user motivation. The user attitude was deliberated to be influenced by main two major beliefs, perceived usefulness and perceived ease of use. In addition, both are beliefs were hypothesized to be directly influenced by the actual system design feature describe by x_1 , x_2 and x_3 in Fig. 2. In 1996, Venkatesh and Davis [35] produced it in a new way, as it is shown in Fig. 3. Their finding was that perceived usefulness and perceived ease of use was found it has a direct influence on behavioral intention, the user need for an attitude of the model shown in Fig. 3. At the same time, user attitude variable removed any explained indirect influence observed from the system describe to the attitude variable. This study change bought with the original TAM model, which was the consideration of the facts. So that referred to an external variable might be influencing of individual beliefs the actual system.

TAM is one of the most influential models widely used in the studies of the determinant of IT (Information Technology) acceptance. Many previous studies have adopted and expanded this model which was empirically proven to have high validity [7, 10, 1, J19, 21, 31]. TAM theorizes that an individual's technology usage is influenced by behavioral intention, which is determined by two beliefs: perceived usefulness (PU) and perceived ease of use (PEOU) with this technology. Here mention that, Perceived usefulness (PU) is defined as the degree to which a person believes that using a particular technology would enhance his or her productivity, while perceived ease of use (PEOU) is defined as the degree an individual believes that using a particular system would be free of effort [11]. Between these two, perceived ease of use has a direct effect on both perceived usefulness and technology usage [1, 10].

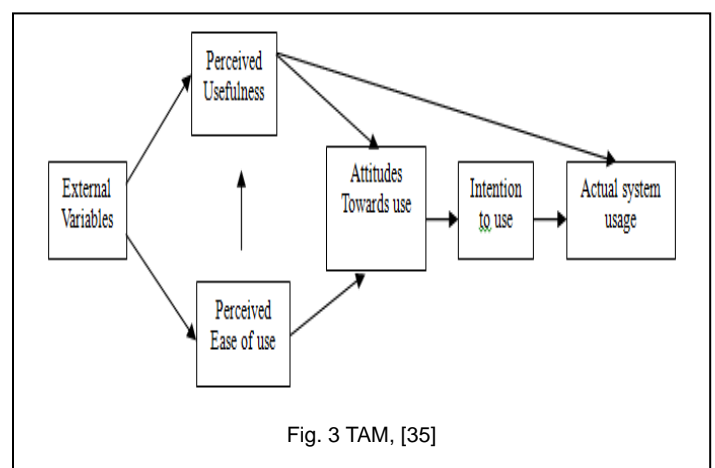


Fig. 3 TAM, [35]

Davis [10] has also found that there is a relationship between users' beliefs about a technology's usefulness and the attitude and the intention to use the technology. However, perceived usefulness exhibits stronger and more consistent relationship with usage than did other variables reported in the literature.

Thus, there might be a possibility of a direct relationship between beliefs and intentions. Subsequent research by Venkatesh and Davis [35] refined the TAM suggests that the mediating effect of attitude could be excluded as empirical evidence found that the attitude element did not fully mediate the effect of perceived usefulness on intention to use. The model is below in Fig. 4 and represents a revised version of TAM made by Venkatesh [34].

However, some researchers claim that TAM may have attracted more easy and quick research, such that less attention has been given to the real problem of technology acceptance [24]. Yang and Yoo [38] suggested that attitude may have important effects on system use and therefore need to be reconsidered in the TAM model. Bagozzi [4] highlighted the poor theoretical relationship that was formulated among the different constructs formulated in TAM. On the other hand, Keil et al. [20] explained usefulness is a more important factor than ease of use in determining system use. Chau, [7] findings indicate that ease of use has a larger influence than perceived usefulness. Lucas and Spitler [25] strongly opposed to TAM, say that field setting, organizational variables such as social norms and the nature of the job are more important in predicting use of the technology that are user's perceptions of the technology. Today research on technology acceptance is still ongoing and thus an understanding of the assumptions, strengths, and limitations of the technology acceptance model are essential for anyone willing to study user acceptance of the technology. Although TAM is a very clear and simple explaining adoption process, what makes the difference in exceptional, innovative products faster adoption than others is not clear. At least we need an approach, which can explain how innovation dominates the pace of adoption processor makes fast diffusion by the new invention.

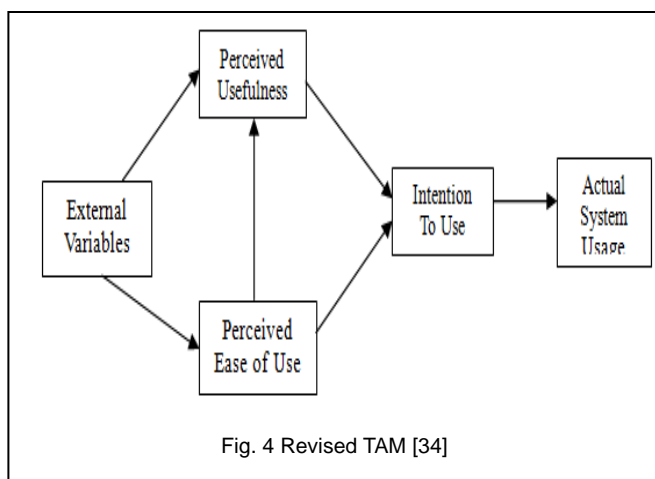


Fig. 4 Revised TAM [34]

2.2 Research model

This study present related to truth foundation, it suggests that smartphone influences beliefs and usage of smartphones device. The research model (Fig. 5) includes a behavioral a

model of the smartphone device. It put in the right place the emergence of pervert beliefs as a possible result of addiction which eventually leads to increased levels of intention to use and actual usage of smartphones. Moreover, we also put in the right place that perceived Technology Quality and Entertainment positively, perceived ease of use and safety levels positively effect of perceived usefulness. The purpose of our research focuses on TAM model [11] depend on the external variables. Smartphones can be compromised by targeting familiar weakness leading to data loss [23]. These quality concerns are of particular importance for the success of mobile commerce [37] as well as in the context of bring-your-own-device (BYOD) and marketing information [26, 28]. The model extends previous literature by examining factors which influence user acceptance of IT adoption. Smartphone addicts, however, may disregard or overlook smartphone risks [5]. We assume that smartphone may lead to the false belief of increased security, neutralizing concerns about weakness and related risks [6]. Accordingly, Fig. 8 shows the research work of this study. Our study, research hypotheses based on Research model.

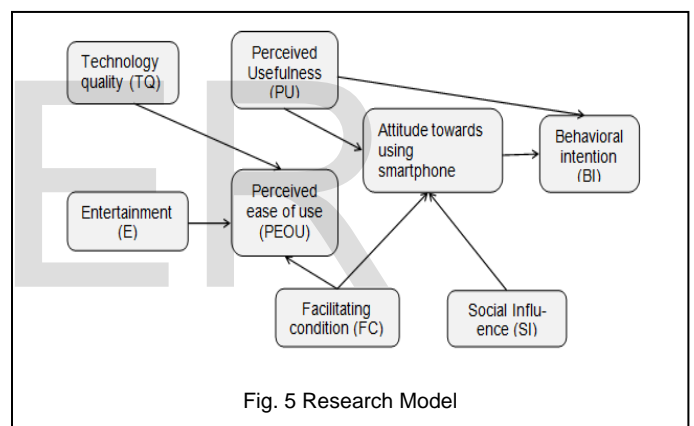


Fig. 5 Research Model

3 Process of Research

The first step was to review different literatures from experts that have provided significant contribution to this topic. There are two data collected method which are primary data collection and secondary data collection method. The primary data collection methods are an interview, case study, questionnaire method, and others. Therefore, the secondary data collected for specific studies or research. In this study used the questionnaire method for primary data collection. The questionnaire was created through Google docs and distributed using social media site such as Facebook, skype, Gmail and WhatsApp where the link was sent to respondents to fill the questionnaire. A questionnaire was released among respondent containing a five point Likert scale, multiple choosing section and open questions (one for 'strongly disagree' to five 'strongly agree'). The web-based survey questions were designed carefully in order to control the quality of the survey, confusing respondent, avoiding any kind of misunderstanding

or biases among respondents. The questionnaire followed a well-structured format and was divided into three parts: 1) Consumer personal information; 2) Consumer's usage Behavior Related and 3) Analysis of variables.

The questionnaires were correctly analyzed and checked before it submits. The statistical community of this study consists of the customers in Tamluck city, India. The sample, 300 questionnaires were distributed among the customers and 200 valid questionnaires responses were collected. According to this questionnaire answer, the anonymity was considered to guarantee a high level of liberty by respondent. Their respondents were used for analysis.

3.1 Hypotheses Development

Accordingly, Fig.5 shows the research work of this study. Our study, research hypotheses based on Research model.

H1: Technology quality has a positive relationship with perceived ease of use smartphone satisfaction.

H2: Entertainment will be a positive relationship with perceived usefulness of a smartphone.

H3: Entertainment has a positive relationship with perceived ease of using of smartphone.

H4: Perceived usefulness has a positive relationship with behavioral intention to using of smartphone.

H5: Perceived usefulness has a positive relationship with the attitude towards using of smartphone.

H6: Perceived ease of use has a positive relationship with the attitude towards using of smartphone.

H7: Social influence has a positive relationship with the Attitude towards using a smartphone.

H8: Facilitation condition has a positive relationship with the Attitude towards using a smartphone.

H9: Attitude towards using a smartphone has a positive relationship with the behavior intention to using of smartphone.

Technology quality (TQ)

The TAM model provides that the original use of a technology user's can concentrate his or her behavioral intention and their attitude towards to use, which are in turn of impacted by a technology's perceived ease of use and perceived usefulness. The technology, quality of the internet service is an important element for all Internet based applications. We found how the Internet allows users to take their tasks proficiently as well as it provide security that all process and online application system made by a smartphone device. The following hypotheses were analyzed:

H1: Technology quality has a positive relationship with perceived ease of use smartphone satisfaction.

Entertainment (E)

Entertainment is a consumer's activity of intention on behavioral usage as well as they are able to use their smartphone at any time and any place in this highly technological market place. According to study explain, consumers are able to check their e-mails, check Facebook message, communicate with web sites, and use online chat on their smartphone devices

instead of paying for broadband internet on computers. We measured how smartphone provide as well as that brings entertainment and then the user can take relax at any time any place. We analyzed 2 and 3 hypotheses:

H2: Entertainment will be a positive relationship with perceived usefulness of a smartphone.

H3: Entertainment has a positive relationship with perceived ease of using of smartphone.

Perceived usefulness (PU)

In TAM, behavioral intention is influenced by both perceived usefulness and attitude. Perceived usefulness is the level to which personal believes that by using a smartphone will increase customer performance. Customers' attitudes are significant of customer behavior in accepting innovation and new technologies like those are played by a smartphone. It founded that the relationship between attitude towards using and behavior intention was positive significant. Attitude towards using the system was significant by perceived usefulness and ease of use, but the usefulness is stronger in its relationship with attitude to use [13].

H4: Perceived usefulness has a positive relationship with behavioral intention to using of smartphone.

Our study explains that the range of a smartphone use for making a call is influenced by the potency of behavioral intention to use the smartphone. Depending on experience which users believe that a smartphone would be improved in their work performance and the step by step use, customer believes that it would be free of effort. Moreover, perceived ease of use has made an impression an influence on perceived usefulness and both are positively affected by external variables. Consequently, our study concluded to analyze following hypothesis: H5: Perceived usefulness has a positive relationship with the attitude towards using of smartphone.

Perceived ease of use (PEU)

Technology Acceptance Model explains that perceived usefulness and perceived ease of use fundamental determinants of user acceptance. The outlook of the website, ease of use and customer oriented attract a positive customer responds, but difficulties with an investigation and linkers can stop online customers [27]. The perceived ease of use thinks to be one of the important to use Internet, customers' interest, which is that related to user apprehension about the required to learn to use Internet customer interest in new technology services provided by smartphone provider. Consequently, we summarize the application of TAM as follows:

H6: Perceived ease of use has a positive relationship with the attitude towards using of smartphone.

Social Influence (SI)

Davis [10] technology acceptance model need to research to investigate the impact of social influence on customers' attitude toward using Smartphone. The social influence is defined as a person perceives which are important of others persons believe he or she should use a new information system.

The key factors study that influences the adoption of the Smartphone among the rural area of Tamluk city in India that have positive effects on behavioral usage intentions to accept and use the Smartphone [30]. In fact, some researchers have found the direct relationship between the influence and the perceived usefulness [33]. According to our study explains that the range of a smartphone use for making a call and all kind of features. The role of culture factors to influence behavioral usage intentions to use Smartphone to be important for users to encouraging a greater dependency on a social relationship with intention to use the smartphone [3]. Also, in our study focused on personal instincts, people's opinions, influence or preferences are significant factors for acquiring smartphones. We have come up with the following hypothesis:

H7: Social influence has a positive relationship with the Attitude towards using a smartphone.

Facilitating Condition (FC)

To support as an individual believes of the system defined facilitating of use of new technology. The Smartphone technology have many facilitating conditions can connecting internet service, web service, usage information, financial resource, and more factors facilitate better use of technology [36]. The facilitating condition has a significant influence on the users' intention use of Smartphone for medical services. Moreover, facilitating condition is an important factor that has a significant influence on users' intention to adopt and use of the Smartphone [26]. Therefore, the following hypotheses were analyzed:

H8: Facilitation condition has a positive relationship with the Attitude towards using a smartphone Attitude towards using a smartphone

Attitude towards using a smartphone (ATUS)

Davis et al. [13] study explains that perceived usefulness has an influence on the behavioral Intention to use, which is a determinant of customer acceptance of the technology. It founded that perceived usefulness are affected by the customer behavior intention towards usage of technology [2].

H9: Attitude towards using a smartphone has a positive relationship with the behavior intention to using of smartphone.

4 Data Analysis and Result discussion

4.1 Data Analysis

Data collected from respondents was analyzed to develop respondent characteristics. This research managed to collect 200 returned questionnaires from 300 distributed. The responses were from 100 females and 100 males, with 70% in the range of 17 to 24 years of age, and 30% being 25 to 29 years old. 60% have a bachelor degree and 40% of them others education. The respondents 25% income group earned \$700-\$2,000 per month and Twenty eight percent of them received a monthly income between are \$2,000 - \$3,000, and 50 of people monthly income between are \$30-\$700 and 44 of people monthly income are above \$3,000.

TABLE 2
RELIABILITY OF MEASURING INSTRUMENT

Variables	No. of Items	Cronbach's Alpha (α)	Remarks
Technology quality	4	0.736	>5
Entertainment	4	0.711	>5
Perceive ease of use	5	0.820	>5
Perceive usefulness	5	0.808	>5
Social influence	4	0.806	>5
Facilitation	3	0.540	>5
Attitude toward using Smartphone	4	0.707	>5
Behavioral intention	5	0.720	>5

Table 2 indicates Cronbach's alpha score of each variable found in the questionnaire. A reliability score or alpha that is more than satisfactory and recommended value 0.5 by Gonzalez-Gordon et al.[16] and Kotler et al. [22] Therefore, all collected data of this research is reliable and valid as all the variables have achieved above 0.5 of Cronbach's alpha score. This shows that all the 34 items were consistent and authentic to evaluate the opinion of consumer towards purchase intention.

The questionnaire was designed to measure the opinion of smartphone consumers that relate to facilitation and customer intention to use in Tamluck City. The results of hypotheses testing are summarized below:

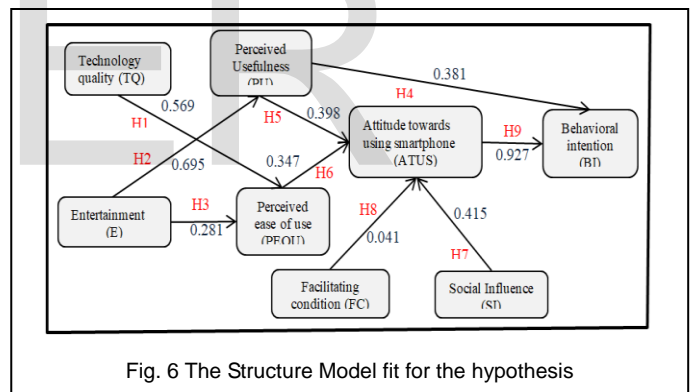


Fig. 6 The Structure Model fit for the hypothesis

According to Table 3, the external variable Facilitating condition applied to Perceived ease of use represents in the TAM model to smartphone adoption a substantial and significant increase in the model predictability. In conclusion, our model integrates all latent variable of the TAM original model; they are all significant and the TAM model could easily be applied to analyze the adoption of on smartphone technology market [13]. We noticed that Facilitating condition to Attitude towards usage was not significantly positive.

TABLE 3
HYPOTHESES TESTING RESULT

Hypothesis	Model variables	Estimated	S.E	t-value	P	Results
H1	PEOU←TQ	0.569	0.067	8.638	0.000	Supported
H2	PU←E	0.695	0.077	9.177	0.000	Supported
H3	PEOU←E	0.281	0.0331	2.4637	0.000	Supported
H4	PU←BI	0.381	0.085	5.387	0.000	Supported
H5	PU←ATTUS	0.398	0.110	4.380	0.000	Supported
H6	PEOU←ATTUS	0.347	0.058	7.130	0.000	Supported
H7	SI←ATTUS	0.415	0.0495	4.0398	0.000	Supported
H8	FC←ATTUS	0.041	0.0174	2.3636	0.0181	Not Supported
H9	ATTUS←BI	0.927	0.785	14.282	0.000	Supported

Since Technology quality increase Perceived ease of use ($\beta=0.569$) and ($p<0.05$), hypothesis 1 is supported. It shows that ease of use a technology such as smartphone increase to customers behavior. Perceived ease of use increases Attitude towards using smartphone ($\beta=0.371$) and ($p<0.001$), supports our Hypothesis 2. Hypothesis 3 is supported, since Entertainment has a strong and positive effect on Perceived ease of use ($\beta=0.281$) and ($p<0.001$). Perceived Usefulness has a direct effect on Behavioral intention (0.381) and support hypotheses 4. The results also show that Perceived Usefulness is a source of Attitude towards using smartphone ($\beta=0.398$), and ($p<0.001$), supporting Hypothesis 5. Perceived ease of use increases Attitude towards using smartphone ($\beta=0.347$) and ($p<0.001$), also supported Hypotheses 6. The results show that Social Influence is a strong factor to increase Attitude towards using smartphone ($\beta =0.415$) and ($p<0.001$), supporting Hypothesis 7. According to the results of the study, the variable has insignificant relationship with ($\beta=0.041$), and significance value ($p > 0.001$) that means intention to use smartphone only 4%, so result of hypothesis 8 is rejected. The regression analysis express that Attitude towards using smartphone has positive relationship Behavioral intention with ($\beta=0.927$) and ($p<0.05$) so present result validate the hypothesis that means 92% contribute Attitude towards using smartphone to Behavioral intention, so result hypotheses 9 is accepted.

TABLE 4
REGRESSION RESULTS

Hypothesis	Model variables	Estimated	S.E	t-value	P	Results
H1	PEOU←TQ	0.569	0.067	8.638	0.000	Supported
H2	PU←E	0.695	0.077	9.177	0.000	Supported
H3	PEOU←E	0.281	0.0331	2.4637	0.000	Supported
H4	PU←BI	0.381	0.085	5.387	0.000	Supported
H5	PU←ATTUS	0.398	0.110	4.380	0.000	Supported
H6	PEOU←ATTUS	0.347	0.058	7.130	0.000	Supported
H7	SI←ATTUS	0.415	0.0495	4.0398	0.000	Supported
H8	FC←ATTUS	0.041	0.0174	2.3636	0.0181	Not Supported
H9	ATTUS←BI	0.927	0.785	14.282	0.000	Supported

Table 4 the statistical information confirms that H8 are not significant given the used for our structural model. H1, H2 and H9 were found to be significant with a $p<0.05$ and finally H3, H4, H5, H6, and H7 significantly positive with a $p<0.001$.

The result describe that consumers want to use smartphone their life as a useful tool in their personal expediency and pleasure. Therefore, consumers believe that smartphones are relevant to their life. There are higher possibilities that their beliefs about the usefulness of mobile computing devices will be positive. The mobile phone providers should pay more attention on establishing easier ways of smartphone acquisition to consumers. The results suggest that when mobile phone providers provide feasible ways of product acquisition to consumers, they are more likely to perceive smartphone as useful and more likely to accept them. Our result also indicate that more educated people are more likely to use smartphones, that means key role educated people in affecting the adoption of smartphone.

5 Conclusions

The finding of the study contributes towards a better understanding of the determinants of user acceptance. The study was conducted in India and the findings are specific area to the Indian market.

Results indicate the importance of perceived usefulness, perceived ease of use, social influence, Entertainment for user acceptance intention to adopt and use smartphone. In addition, the findings show effectiveness of TAM to predict user acceptance of IT. The existing research related to the adoption and use of smartphones and the theoretical model that have been utilized in previous related research. Therefore it is recommended to add more factors can be providing to encourage and increase users' intention to adopt and use smartphone. Perceived entertainment found to be one of the factors that could increase users' intention to adopt and use smartphones therefore it is recommended to make smartphone more entertainment for more users. The result implies that customer very satisfied on their smartphone devised. This study relies the impacts of customer individual have a tendency to perceive smartphone adoption as a use their daily life and pleasure.

This result of this study make significant contribution faced of all areas information accept smartphone user. Firstly, it developed new relationships adopting a new smartphone technology of consumers. We findings in the study expose the effects of new technology on behavior and attitude. Secondly, the research literature supported by other researchers who analyze the impact of smartphone technology adoption based on behavior and user satisfaction can be generalized to the country wide usage and adoption of smartphone in world. Finally, our results indicate a good use of explanatory power of the TAM model and provide substantial capabilities to be used for further studies. There for our study focused on customers' needs and stratification on smartphone use in country wide. But due to time distance and limited sources the re-

researcher could not be made country wide. We identify new technology product, which are smartphone there are many type of innovative technology device in the technology market.

Future researches contribute to this study, such as new technology will provide variety of responds. Thus, future studies could investigate the different model with data from different markets. This study can be investigating of smartphone acceptance model in this area become easier for all their smartphone customers to use in their new technological smartphone. The next step in this research is to design a face to face survey instrument and that will be administered to users of smartphone in India to test the developed hypotheses that have been created and explore the key factors that have relationship with users' adoption and use of smartphone. Moreover, research studies should take into user experience, expectations and satisfaction to smartphone devices, in order to understand user acceptance behavior towards to use a smartphone.

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Yao-Chin Lin received his Ph.D. degree in business administration from National Cheng Chi University, Taiwan. His expert fields include business process reengineering, business process management, inter-organizational information design, and information technology application. He is an associate professor of the Department of Information Management, Yuan Ze University now.



Anima bag is currently studying a Ph.D. at the Department of Information Management, Yuan Ze University, Taiwan. Her research focuses on the topic of smartphone technology, small and medium-sized (and micro) enterprises, grassroots innovations and diffusion.