

# Consumers' Behavior for Using Smart phone Apps

趙瑤

Business Administration

Management

yc@chu.edu.tw

## Abstract

### Purpose:

The purpose of this research is to study smart phone users' behavior intention and use behavior of selected applications. This study finds out what drives the behavior intention and use behavior of smart phone mobile applications.

### Design/methodology/approach:

The author measured actual usage behavior of mobile applications in an empirical study of 342 Taiwanese smart phone users. An online survey was used for collecting data to test the UTAUT model and explaining behavior intention to use behavior.

The PLS structural equation modelling (Fornell and Cha, 1994) was applied to test the relationships among the constructs. PLS allows for the measurement model and the structural model to be examined simultaneously (Gefen et al., 2000). PLS is appropriate for this study for two reasons. First, PLS employs a component-based approach and can handle both reflective and formative constructs (Gefen et al., 2000). Second, PLS has a minimal restriction on the sample size and residual distributions (Chin et al., 2003). We specifically employed the SmartPLS (Ringle et al., 2005), which allows the simultaneous testing of hypotheses whilst enabling single- and multi-item measurement and the use of both reflective and formative scales (Fornell and Bookstein, 1982). A PLS model is usually analysed and interpreted in two stages (Hulland, 1999). In the first stage, the measurement model is tested by performing validity and reliability analysis on each of the measurements of the model. In the second stage, the structural model is tested by estimating the paths between the constructs in the model, determining their significance and the predictive ability of the model. This sequence is followed to ensure

that reliable and valid measurements of the constructs are determined before conclusions about the nature of the construct relationships are drawn (Hulland, 1999).

#### Findings:

Performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value and habit are positive effect on behavior intention. Behavior intention, facilitating conditions and habit are positive effect on use behavior.

Keyword : Adoption of mobile applications, Smart phone, Unified theory of acceptance and use of technology (UTAUT), Mobile internet, Consumer behavior