

UNIVERSITI TEKNOLOGI MARA

**THE ADOPTION OF SMARTPHONE IN
OLDER ADULTS**

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ABSTRACT

The use of smartphone has become essential part in all people's life including the older adults. The Malaysian Communications and Multimedia Commission (MCMC) stated the percentage distribution of hand phone users for senior adults which age 50 years above are 14.4%. This shows that there is older adults that using smartphone. The research objectives are to study the factors of adoption of older adults in using smartphone and to identify the type of smartphone usage of older adults in their daily life. Based on the literature review from the previous study, the diffusion of innovations (DoI) was used to examine the factors of smartphone adoption. Thus, this study used DoI to study smartphone adoption factors among older adults and 50 survey questionnaire had been distributed to respondents. Based on the research model from DoI, there are five attributes that used to identify the factors of adoption which are relative advantage, complexity, trialability, observability and compatibility. Based on these attributes, five hypotheses had been developed in order to determine its significance to the adoption of smartphone. The results that had been analyzed shown the relative advantage, trialability and compatibility had significant with the adoption of smartphone among older adults. Meanwhile, the complexity and observability had no significant with the adoption of smartphone among older adults.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter describes about the background of study and the problem statement that gives the idea for this study. Besides that, this chapter also defines the objective of the study and the scope of this study to give a specific findings and a guide to ensure this study is achieved its objectives.

1.2 Research Background

Day to day there are many new technologies and innovations has been developed as the world is growing old. As the technology grow, people also will make a changing in their lifestyle which it shows the technology affects their daily life. Thus, this impact not only affects to younger people but also older people which are 50 years and above. This phenomenon give affects to elderly on how they accept the new technology. According to Norizan et al. (2014), the Department of Statistics Malaysia in 2010 has recorded 7.9% of older people across the country and it is expected to rise to 9.9% by 2020 while this amount also expected to increase to 15% in 2030. However, the number of older adults to adopt the new technology is increasing (Harada, et.al, 2013). Smartphone is one of the innovation that is currently been using in this era where it give huge advantages and convenience to people in the world (Pheeraphuttharangkoon et al., 2014). Nowadays, smartphone has being an essential part of personal and business life across of all boundaries, but the numbers of elderly user is still a very small compared to other groups (Norizan et al., 2014).

Before smartphone, older adults usually used feature phone which does not have many applications. Then after the feature phone, there is multimedia phone which is more attractive in its interface and yet there is some added features in it. After that, the advance mobile phones which is smartphone has come out where it is very pricey than multimedia phone. According to Norizan et al. (2014), most studies assumed that older adults as the target users must have at least little experience in using previous