UNIVERSITI TEKNOLOGI MARA

A STUDY ON THE FACTOR THAT INFLUENCE OF SMARTPHONE USAGE TO OLDER ADULTS LIFESTYLE

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ABSTRACT

Smartphone is an innovation with multifunctional capabilities that provides immense benefits and convenience to users. The typical smartphone combines telephone, computer, Internet browser, calendar, alarm clock, music player, video player, camera and video camera into one compact device. Motivated by the significance of smartphones and their extraordinary adoption, the purpose of this study was to investigate the influence factors of smartphone adoption among older adults aged 60 and above. The Technology Acceptance Model (TAM) was adapted to examine the relationship between independent variables of perceived usefulness (PU) and perceived ease of use PEOU towards to the dependent variable which is value of life in term of contribute to communication and health. The online survey questionnaire was distributed through Facebook and Whatsapp and for hard copy printed survey directly distribute to respondents. Multiple linear regression analysis was conducted and the results showed that PEOU and PU were significant determinants of smartphone adoption among older adults in Malaysia. The proposed model explained 59 percent of the variance in intention to adopt smartphone, which is higher than the 40 percent variance found in typical TAM studies. The beta value for perceived Ease of Use (β3 = 0.640, p < 0.05) indicated that PEOU was the most important determinant of smartphone adoption among older adults. The second most important determinant was perceived usefulness (β3 = 0.175, p < 0.05). It had been expected that PU, PEOU, and would have positive impact on Value of life, hence these two hypotheses were supported in this study.

Keywords: Smartphone adoption, Older adults, TAM, PU, PEOU

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TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	i
ABSTRACT	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS	**iv**
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF ABBREVIATIONS	**ix**

CHAPTER ONE: INTRODUCTION

1.1 Introduction	1
1.2 Research Background	1
1.3 Problem Statement	3
1.4 Research Question	4
1.5 Research Objective	4
1.6 Hypotheses to Be Tested	4
1.7 Research Scope	4
1.8 Research Significance	5
1.9 Research Limitation	5
1.10 Research Design	6
1.11 Chapter Organization	6
1.12 Summary	7

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction	8
2.2 Older Adults	8
2.2.1 Issues/Challenges of Older Adults	8
2.3 Quality of Life Towards Older Adults	9
2.4 Studies on Smartphone	10

2.4.1 The Benefit of Smartphone Usage 10
2.4.2 The Benefit Use of Smartphone for Older Adults 12
2.4.3 Challenges Smartphone to Older Adults 13
2.5 Theory and Approach 13
2.5.1 Technology Acceptance Model (TAM) 14
2.5.2 Life Satisfaction Process 15
2.6 Conclusion 15

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction 16
3.2 Research Methodology 16
3.2.1 Phase 1: Planning 17
3.2.2 Phase 2: Data Collection 18
3.2.2.1 Primary Data 18
3.2.2.2 Secondary Data 18
3.2.3 Phase 3: Data Analysis 19
3.2.4 Phase 4: Documentation 19
3.3 Research Model 20
3.3.1 Research Hypotheses 22
3.4 Research Approach 22
3.5 Research Design 23
3.5.1 Population and Sampling 23
3.5.2 Research Instrument 24
3.5.3 Questionnaire Design 24
3.5.3.1 Section C-Influence Factor 25
3.5.3.2 Section D-Value of Life 26
3.5.4 Pilot Study 27
3.6 Conclusion 29

CHAPTER FOUR: RESULTS AND FINDINGS

4.1 Introduction 30
4.2 Quantitative Data Analysis 30
4.2.1 Demographic 30