

UNIVERSITI TEKNOLOGI MARA

**INVESTIGATING THE INFLUENCING FACTORS ON
ELDERLY'S TECHNOLOGY ACCEPTANCE AND USE ON
SMARTPHONE USING EXTENDED UTAUT MODEL**

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ABSTRACT

Smartphone technology develops at tremendous speeds and its impact our daily life. Studies found that older people are less likely to use technology compare to younger people due to many factors. Meantime, elderly population in Malaysia as projected by Department of Statistic Malaysia predicted to growth 12% of total population by 2030. Baby-boomers are selected in this study due to their age range that very soon will populate elderly population in Malaysia. Purposes of this study were to identify the influencing factors on baby-boomer's technology acceptance on smartphone and to investigate smartphone features used by them using Extended UTAUT Model by Perceived Value. Data were collected randomly based on convenient sampling through a questionnaire survey. Scope of study was baby-boomers who had educated background and basic computer literacy. Questionnaire items were developed based on previous research. 32 respondents aged 50 to 69 years old were administrated in this study. Statistical Package for Social Science (SPSS) was used for data analysis. Pearson's Product-Moment Correlation was used to analyze correlation between constructs. Generally, baby-boomers had a positive attitude towards using smartphone. Effort Expectancy, Facilitating Condition, Social Influence and Perceived Value were found to have direct impact to Behavioral Intention to Use. Performance Expectancy also found to have direct impact to Perceived Value. Implications and further recommendation of this study are discussed.

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TABLE OF CONTENTS

Chapter 1 - Introduction

1.1	Introduction.....	1
1.2	Research Background	2
1.2.1	History of Smartphone	2
1.2.2	User Acceptance Theory and Model.....	4
1.2.3	Growth of Elderly Population	5
1.2.4	Baby-boomers	8
1.3	Problem Statement	9
1.4	Purpose of Research.....	10
1.5	Research Question.....	10
1.6	Research Objective	10
1.7	Research Scope	11
1.8	Research Significant	11
1.9	Overview of the Thesis	12

Chapter 2 - Literature Review

2.1	Introduction.....	13
2.2	Penetration of Smartphone Ownership	13
2.3	Baby boomers and Elderly in Malaysia	14
2.4	Theoretical Foundation	17
2.4.1	Technology Acceptance Model (TAM).....	17
2.4.2	Unified Theory of Acceptance and Use of Technology (UTAUT)	18
2.4.3	Extended UTAUT Model by Perceived Value	20
2.4.4	Comparison of TAM, UTAUT and Extended UTAUT Model.....	22
2.5	Research Model and Analysis.....	23
2.5.1	Extended UTAUT Model by Perceived Value	23
2.6	Summary	24

Chapter 3 - Research Methodology

3.1	Introduction.....	25
3.2	Research Design.....	25
3.2.1	Phase 1 – Research Initiation	26
3.2.2	Phase 2 – Literature Review	26
3.2.2.1	Research Model.....	27

CHAPTER 1

INTRODUCTION

1.1 Introduction

Technology acceptance has been studied from variety of fields, from information system, sociology to human computer interaction (HCI). Technology acceptance model give a direction of technology acceptance from external variable, from engagement to belief, intention, adoption and finally to actual usage.

The smartphone market rapidly evolves globally, the usage fairly even from daily use to education and business sector. In recent years, a number of users tend to replace their traditional mobile phones, PDAs and Palms with smartphones. These devices have become a pervasive part of everyday life.

Growth rate of elderly is consistently increases worldwide. It has become a major concern globally. As we are approaching ageing community in near future, it is important to see elderly population as a medium to large number of consumer, especially for smartphone consumer. And yet, technology acceptance by the elderly smartphone user in Malaysia has received less attention. No extensive study currently exists to predict factors influencing *their* technology adoption.

This study investigated elderly technology acceptance and use on smartphone in Malaysia. This study utilized Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003) with extended perceived value as user technology acceptance model.