

Chapter 2

Technology Usage Attitude and Internet of Behavior: A Study of Chinese Social Media Apps in Kerala

Vishnu Achutha Menon

 <https://orcid.org/0000-0003-4028-3685>

Institute for Educational and Developmental Studies, Noida, India

Sandeep Kumar

Barkatullah Vishwavidyalaya, India

Anil Shivani

Government Hamidia Arts and Commerce Degree College, Bhopal, India

ABSTRACT

The usage of Chinese apps has surged in Kerala, driven by affordable smartphones, aggressive marketing, and popular social media and e-commerce platforms. Apps like TikTok, WeChat, and UC Browser have gained substantial user bases due to their user-friendly interfaces, innovative features, and localized content. Kerala's high literacy rate, widespread internet penetration, and tech-savvy population have contributed to the rapid acceptance and usage of these apps. This study investigates the influence of the Internet of Behavior (IoB) on technology readiness (optimism, innovativeness, discomfort, and insecurity) and technology usage attitudes (anxiety, negativity, and multitasking performance) among users of Chinese social media apps in Kerala. Using a quantitative research design and data collected from 510 participants, the study employs correlation and regression analyses to examine

DOI: 10.4018/979-8-3373-5297-8.ch002

these relationships.

INTRODUCTION

In recent years, there has been a significant increase in the usage of Chinese apps across India, including in the state of Kerala. This surge can be attributed to various factors, such as the affordability of Chinese smartphones, aggressive marketing strategies by Chinese tech companies, and the growing popularity of social media and e-commerce platforms. Apps like TikTok, WeChat, and UC Browser, among others, have gained substantial user bases due to their user-friendly interfaces, innovative features, and localized content that caters to the diverse Indian audience. In Kerala, the adoption of Chinese apps has been particularly noteworthy. The state's high literacy rate, widespread internet penetration, and tech-savvy population have contributed to the rapid acceptance and usage of these apps. The social and cultural fabric of Kerala, characterized by a strong diaspora community and a penchant for embracing new technologies, has further fueled this trend. As a result, Chinese apps have become an integral part of the daily digital interactions of many Keralites, influencing communication, entertainment, shopping, and more. The objective of this study is to investigate the influence of the internet of behaviour of Chinese social media apps on the audience's technology readiness (optimism, innovativeness, discomfort, and insecurity) and technology usage attitudes (anxiety, negativity, and multitasking performance) in Kerala.

REVIEW OF LITERATURE

The dimensions of technology readiness—innovativeness, optimism, discomfort, and insecurity—exert profound and lasting impacts on both the adoption and usage stages of Internet acceptance. These effects vary according to the perceived risk associated with the technology (Lam et al., 2008). Positive technology readiness, characterized by optimism and innovation, has a weak influence on perceived usefulness and perceived ease of use but does not directly impact the intention to use the technology. Negative technology readiness, marked by discomfort and insecurity, does not significantly affect perceived usefulness, perceived ease of use, or intention to use. However, perceived ease of use positively influences perceived usefulness, and both factors significantly affect the intention to use the technology. This indicates that individuals with a positive technology readiness are not directly driven by their

20 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/technology-usage-attitude-and-internet-of-behavior/383992

Related Content

Impact of the Coronavirus (COVID-19) Pandemic on the Mental Health Among the Adult Population: Regarding Their Lifestyle and Social Relationship Changes

Nita Beluli Luma (2025). *Development of Self-Awareness and Wellbeing: Global Learning Challenges in a Shifting Society* (pp. 411-436).

www.irma-international.org/chapter/impact-of-the-coronavirus-covid-19-pandemic-on-the-mental-health-among-the-adult-population/382675

Impacts of Culture and Cultural Differences on Conflict Prevention and Peacebuilding in Multicultural Societies

Victor Ikechukwu Ogharanduku and Adekunle Theophilus Tinuoye (2020). *Handbook of Research on the Impact of Culture in Conflict Prevention and Peacebuilding* (pp. 177-198).

www.irma-international.org/chapter/impacts-of-culture-and-cultural-differences-on-conflict-prevention-and-peacebuilding-in-multicultural-societies/252520

Mobile Learning and Indigenous Education in Canada: A Synthesis of New Ways of Learning

Siomonn Pulla (2020). *Indigenous Studies: Breakthroughs in Research and Practice* (pp. 175-199).

www.irma-international.org/chapter/mobile-learning-and-indigenous-education-in-canada/239757

Transformational Leadership Behaviors as Predictors of Teachers' Self-Efficacy and Job Performance

Sereyath Em, No Sinath, Socheat Suon, Virak Voan Ratha, Sam Ean Lay, Chanthoern Nyand Mardy Serey (2026). *Cultural and Political Impacts on Educational Leadership in ASEAN* (pp. 353-380).

www.irma-international.org/chapter/transformational-leadership-behaviors-as-predictors-of-teachers-self-efficacy-and-job-performance/407799

Mobile Gaming Strategic Communication and Fear of Missing Out (FoMO) in Fan Culture: A Case Study of Final Fantasy Brave Exvius

Mildred F. Perreault and Gregory P. Perreault (2020). *Multidisciplinary Perspectives on Media Fandom* (pp. 253-269).

www.irma-international.org/chapter/mobile-gaming-strategic-communication-and-fear-of-missing-out-fomo-in-fan-culture/253725