


Chapter 2

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

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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

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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

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