


Chapter 8

Measuring Satisfaction and Purchase Intention of Smartphones for Learning Purposes Towards Emotional Aspects of Students: TAM and SOR Approaches

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DOI: 10.4018/979-8-3373-2424-1.ch008

ABSTRACT

This study investigates students' satisfaction and purchase intent concerning smartphones' ease of use and usefulness for learning, emphasizing emotional aspects, employing both the Technology Acceptance Model (TAM) and Stimulus-Organism-Response (SOR). Through a quantitative approach, an online survey gathered data from students experienced in smartphone learning, yielding 612 responses. Python and NRCLex facilitated data processing, while Amos 26 conducted structural equation modeling to test hypotheses derived from S-O-R and TAM. Results demonstrated the positive influence of smartphone ease of use and usefulness on learners' emotional aspects, subsequently enhancing satisfaction and purchase intentions. Additionally, smartphone ease of use and usefulness directly affected purchase intent, which, in turn, influenced satisfaction positively. NRCLex analysis of respondents' reviews revealed predominantly positive perceptions of smartphones.

1. INTRODUCTION

Smartphones are among the most widely used and fascinating technological devices that have profoundly impacted consumer psychological behavior and transformed communication (Alsayed et al., 2020). Smartphones have become indispensable tools for many individuals in their daily lives because to its improved features and applications, which include internet connectivity, mobility, and accessibility (Tangmunkongvorakul et al., 2019). In 2022, global smartphone shipments reached 1.21 billion units. Android, developed by Google, remains the leading smartphone operating system worldwide. In 2017, over 80 percent of smartphones shipped were running on Android, and in 2023, this percentage increased to 87.4 percent (Statista, 2023). Smartphones play a pivotal role in advancing a sustainable future, as evidenced by several studies. Bonke et al. (2018) highlight that smartphone apps can significantly enhance sustainable agricultural practices by providing decision support tools for crop protection, with many farmers willing to invest in such technologies. Li et al. (2022) demonstrates how smartphone-based digital extension services, such as WeChat applications, facilitate the adoption of precision farming techniques, promoting sustainable agricultural practices in China. Junge (2023) explores the potential for sustainable design and circular business models within the smartphone industry, emphasizing the need for innovative approaches to value creation throughout a smartphone's lifecycle. Lastly, Sharmin et al. (2021) reveal how smartphone-based social media can boost sustainable destination marketing by enhancing consumer engagement and satisfaction. Together, these studies illustrate

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