



Role of Interface Design and Experience in Mobile Service Applications Acceptance: an Empirical Study

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Abstract: For progressive development and dissemination of mobile service applications, the most important thing is the satisfaction and consolation of users. The theoretical model proposed in this study is based on revised technology acceptance model that comprises of the distinct features from mobile service, information systems domain. It helps to enlarge our comprehension of the application, implication, utility and usage of mobile service applications. This study adopted the quantitative method. A cross-sectioned quantitative approach using a survey tool was used to collect data. The proposed model was tested on the 171 mobile service users in Hyderabad Region, Pakistan. The structural modeling using with PLS software, data analysis has provided significant support for the extended hypothetical model. The extended model achieved acceptable fit and most of the hypothesis paths were significant. The result, according to the degree of importance, perceived usefulness shared the largest variance 68% followed by mobile service acceptances 64% and perceived ease of use 41%. Interface design and Experience were found to be a more significant factor of perceived ease of use than perceived usefulness.

Keyword: Interface Design, Experience, Mobile Service Acceptance, Information Technology, TAM2, Pakistan

1. INTRODUCTION

In the domain of information and communications technology sectors, the World Wide Web is one of the most characteristic advancements. The World Wide Web has been an easy medium to provide an immense variety of service, not least, the ability to proceed out transactions and improve communications in industry (Clarke 2001). Mobiles service insinuates to any transaction with administrative value that is executed through mobile or wireless network. The mobile service proceeds ahead at greater speed in present world. According to Gartner, world wide mobile phone sales to users totalized 1.6 billion units in 2010, a 31.8% increase from 2009; and the smart phone sales to clients were up 72.1% from 2009 and accounted for 19 % of total mobile phone sales in 2010. According to researchers, worldwide sales of advances mobile phone more than quadrupled from 119.7 million in 2007 to 481.3 million in 2011 and supposed to enhance further to a sales volume of almost one billion devices by 2016 to a sales volume of almost one billion devices. The advantages and profits and progressive impact of using mobile service, efficiency, convenience limited selections, competitive praising, rich information and diversity are well known. As a result, the achievements and advances in mobile service, including adversity, shopping, investing, and other online service (email, information seeking, etc.) have created a diversified and broad field to connect with the mobile service in their daily lives. The number of mobile service users has thus continued to increase. Moreover, not enough clients or user acceptance has long a hurdle to the successful

new information mechanisms the same time mobile technologies and software are rapidly and widely developed for mobile service; it is most necessary and important to have a better understand with consumer's acceptance make use of mobile service. Consumer acceptance is one of the most basic characteristics for successful development and dissemination of mobile service applications. Mobile service has enhanced competition within organization; such that it has become quite difficult for organizations to survive without introducing new amendments into the way they execute. This issue is prominently significant as with the enhanced occupational competition the fame of World Wide Web and mobile devices acceptance and usage. Achieving the loyalty of clients, a significant aim to gain the nature of the competitions in the industry. On the other hand, concerned and nearby benefits or advantages to their creative innovative, invented technologies cannot be fully observed until there systems are not fully realized. The TAM did not describe what specific crucial factors from mobile service information domain and incorporated into model. Understanding the necessities and demands of what confides user's mobile service acceptance can provide amazing management insight into progressing effective policies and plans that will allow enterprises to sustain competitive, due to the distinct characteristics of mobile service believe that it is significant to revise the information systems acceptance theories and develop a new theoretical structure and model that are more appropriate for mobile service an important objective throughout is to develop a model capable of providing

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useful information to mobile service practitioners. It will be useful the practitioners to comprehend insights how to promote it to users. Therefore, we accepted the revised technology acceptance model that includes distinct features for electronic service and information systems domains to increase our understanding of mobile service acceptance and application. This research is to comprise on study research gap by empirically establishing model to explain the factors influences the acceptance and usage of mobile service in Pakistan. Thus, herein we report review on essential factors of mobile service acceptance and usage; developing a research model based on literature review.

2. TECHNOLOGY ACCEPTANCE MODEL (TAM)

User of new technology and acceptance of modern technology constantly endure different connections and chance. Real user of a system and adopter of a modern technology constantly face some troubles and problems prior to use it. Service providers also experience major troubles regarding the usage of system, which they always struggling to satisfy with the supplied service. The essential of ratiocination, the user of acceptance of Information technology IT has been well-known since 1980s. To interpret the process behind the impact factors of user acceptance and implementation for mobile service, it is necessary to understand the theory from which it is obtained. There are different theories regarding user acceptance, few of them are as follows: Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980), Theory of Planned Behavior (TPB) (Ajzen, 1985) and Technology Acceptance Model (TAM) (Davis *et al.*, 1989) seems to be the most commonly operated and acquired by the researchers of IT. The TRA and its derivate TAM and TBP follow obey the Attitude-Behavior is a model that recommends that comport in question is fixed via the target concerning of attitude. Therefore, the objective is governed by attitude and ultimately major opinions impact the attitude. However, the main focus of TAM is on the usage of IT/IS. The TAM has been extendedly used purely for the reason of estimating, interpreting and enriching the conception for the purpose of one's acceptance of technology in different fields. It is essential to observe here that the current study refers TAM-based detect as the foundation for the theoretical model progress. In 1989, TAM was originated by Davis is a theoretical base to describe and forecast the information of acceptance technology. TAM is originated from TRA, which was proposed by Davis, and it has been examined and expanded in (F.D. Davis, 1989) which recommends that social behavior is propelled by the stance and purpose to execute. The indispensable notion behind TAM was to expound and assess user acceptance of IS from survey taken after a short time of communication

with system the indigenous TAM. The native TAM comprised of Perceived Usefulness PU, Attitude toward using (ATU), Behavioral Intention (BI), and Actual System Use (AU) (WU, Jen-Her, and Wang, 2005) as it is shown in (Fig. 1). TAM begins by presenting extrinsic components Such as experience and interface design the beginning for pursuing the influence of extrinsic variables on two major intrinsic beliefs, that are Perceived Usefulness (PU), and perceived ease of use (PEOU), during the usage of Perceived ease it devastate extrinsic components and Perceived usefulness. Thus, Technology acceptance model is the major focus of this research study, therefore perceived ease and perceived usefulness of operation performs the major role. These two theories impact on the attitude of user regarding utilizing information systems. Thus, it has impact on behavior aim to operate, which is the main constituent for effective use of system.

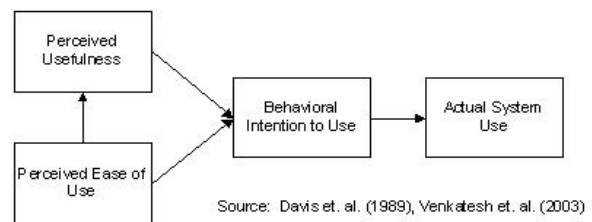


Fig 1 Technology Acceptance Model

2.1 Revised Technology Acceptance Model (Tam2)

Several models have been developed which are an expansion of each other in a series. (TAM Davis *et al.*, 1989) is a model that was developed to foretell the reasons why, at certain times, the users accept the information system (IS) and why, at other times, they do not. It was discovered that the users sometimes were not able to evaluate and conceive the usefulness of a given system. Hence, they tried to come up with a revised version of the model which was believed to be more potential to predict the behaviour of the users regarding the acceptance or otherwise of an information system. The new model claimed to focus on the three main themes pertaining to human behaviour i.e. Behavioural Intention (BI), perceived usefulness (PU) and perceived ease of use (PEOU) (Davis, 1989: 997). The objective of the new model of TAM was to be able to predict the users' behaviour about the new information system whether they were going to accept it or reject it. This was to be done in collaboration with the original TAM version. The researchers discovered the strong correlation among the above said three behavioural constructs. Davis and (Venkatesh 1996) are of the opinion that since the three behavioural elements are closely linked with one another, they can be perceived as necessary features of the core design of the TAM model. The concepts of PU and PEOU were taken from

the revised model TAM (Davis *et al.*, 1989). This study intends to attempt further expansion of the revised model TAM by adding crucial factors i.e. experience (E) and interface design (ID). The addition of these factors will hopefully make the model strong enough to be able to predict the users' attitude towards the use of IS universally.

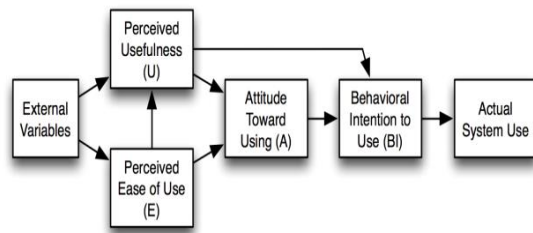
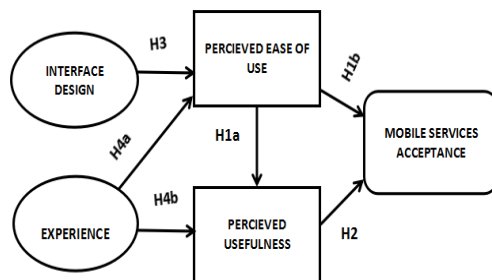


Fig 2: Revised Technology Acceptance Model

3. MODEL AND PROPOSED HYPOTHESES

This study is designed to comprehend the usage and acceptance of mobile service applications. The study is based on the grounded theory of TAM. The study includes important factors like PU and PEOU derived from the revised TAM model along with interface design and experience which have already been defined in the literature review section. The design is shown as under:

3.1 Dependent Variable



The TAM model is believed to be able to predict

Fig 3 Mobile Services Acceptance

The usage and acceptance of an application with the help of ease of use and usefulness of the given application. This earlier model depends on only two factors to perform its function i.e. PU and PEOU and in turn PEOU (Davis 1989) depends upon six factors in order to evaluate the use of any application in terms of perceived usefulness and perceived ease of use. Both PU and PEOU make the performance quicker, effective, understandable and exact.

3.2 Hypotheses Drawn from the Revised Tam Model

The model hypothesizes that user acceptance of mobile service is jointly determined by PU and PEOU.

In the light of the recommendations of other researchers' (Venkatesh and Davis, 2000) where in external factors were suggested to be incorporated in the model to assess their effects on core beliefs of revised TAM, the proposed model integrates the antecedents of PEOU and PU based on earlier research studies that have extended the revised TAM. External variables being incorporated in the model include interface design and experience of two external factors, Experience are considered to have a direct influence on both PEOU and PU while interface design is proposed to have direct effect on PEOU. The model developed in the study also proposes that PU and PEOU mediate the effects on usage of mobile service acceptance and usage. Constructs and their putative hypothesized relationships are presented in (Table 1).

Table 1 Definitions, Code Name, and their Hypothesized Relationships

Construct	Code Name	Definitions	Hypothesized Relationships
Perceived Usefulness	PU	Refers the degree to which a person believes that using a particular system would enhance his/her job performance.	PU → MSA
Perceived Ease Of Use	PEOU	Refers to the degree to which a person believes that using a particular system would be free of efforts. PEOU	PEOU → MSA PEOU → PU
Interface Design	ID	The degree to which the interface is easy to use and easy to learn. The Ability of interface to learn Every user task correctly.	ID → PEOU
Experience	E	For application encompasses the visual appearance, interactive behavior, and assistive capabilities of software.	E → PEOU E → PU

Perceived Ease Of Use (Peou)

It is the view of everyone that PU is helpful for he/she who may search that the network is difficult to adopt (Davis, 1989). PEOU has been focused in the field of information technologies, for instance (Chang, 2004), 3G (Liao *et al.*, 2007), online shopping (Guriting and Ndubisi, 2006), wireless internet (Lu *et al.*, 2003), internet service (Cho *et al.*, 2007) and mobile service (Wang and Barnes, 2007; Mallat *et al.*, 2006). Rogers (1995), supports the system PU has stopped the innovation it is borrowed Davis (1989), PEOU relates to the level to which an individual believes that the usage of mobile service will be free of physical and mental struggles for instance, the person who is using mobile service and its features in order to find data. Therefore, the usage of mobile service will be easy to access.

H1a: PEOU has shown positive effect on mobile service acceptance.

H1b: PEOU has shown positive effect on perceived usefulness.

Perceived Usefulness (PU)

PU is elucidated on the criteria of one's performance in the job ((Davis, 1989). The study of PU has been discussed many times studies (Lin and Wang, 2005; Luarn and Lin, 2005; Guriting and Ndubisi, 2006). For example, Wong and Hiew (2005) emphasized that the service of mobile service is used in rare case that is comprised of ubiquity, personalization, time, area and network. Therefore, PU is elaborated on one's belief on his/her performance in daily exercises. It does not only show the characteristics of mobile service, but also helps mobile service in order to achieve one's task for example, effect and result. As a result, the research is processed further as

H2: perceived usefulness has brought good impact on mobile service acceptance.

Interface Design (ID)

Powerful interface design for cellular apparatus eases the mobile users. The user interface style combines a user's communication and user interface devices (Kling and Elliott, 1994). Many fresh researchers are also conducted on it however interface design consists of three parts. The screen design system stands for visual presentation that influences a user's performance (Lindgaard, 1994). It has replaced many retrieval mechanisms. It also facilitates the user to search information easily. Second; terminology refers to the language of a system (Lindgaard, 1994). The popularity of mobile service applications also depends on its usage of terminology and the user's interaction with it. Lastly; navigation is the easiness of browsing (Lindgaard, 1994). Its smoothest the information searching. Therefore, we propose that interface design will positively affect perceived ease of use of the mobile service acceptance.

H3: Interface design will significantly impact on perceived ease of use.

EXPERIENCE

Experience related to the level of knowledge that an individual has of new type of systems (Venkatesh and Davis, 2000). Moreover, the concerned works suggest that one's growing experience of a mobile service applications leads to skill development mobile service applications and straight technological contact. It can also motivate others, emotionally and professionally (Agrawal and Prasad, 1997; Agrawal and Prasad, 1999). Although these experiences may not be connected with mobile service applications directly, they can help users to learn how to use new system more easily therefore,

we propose that more mobile service applications experience will lead to high level of perceived ease of use of the mobile service applications.

H4a: Experience will significantly impact on perceived ease of use.

H4b: Experience will significantly impact on perceived usefulness.

4. RESEARCH METHODOLOGY

The model was developed after thorough investigation of literature, hypothesized model was proposed. Cross sectional questionnaire survey was used to collect the data for present study. The survey is considered most appropriate approach for the purpose of studies like technology acceptance and information systems. The questionnaire used in the present study designed to comprise seven-point Likert type scale, starting from (1) denoting strongly disagree to (7) strongly agree. The Study for the assessment of the psychometric properties of the measurement items was conducted. A total of 300 questionnaires were distributed and 183 were returned back, which comprised 61% response rate of the original sample. All returned questionnaires were screened for full and correct completion. Therefore, remaining 171 questionnaires, which represented the 57% of the original samples, were selected and included in the study for further analysis. The method of analysis included PLS and structural equation modeling (SEM) analysis. The SEM analysis was performed using PLS software version 22.0 which included confirmatory factor analysis and hypotheses testing while exploratory factor analysis and descriptive analysis were performed using SPSS software version 22.0. SEM analysis was conducted by a two-stage approach as recommended by (Anderson and Gerbing, 1988). In the first stage measurement model was used to assess the reliability and validity of latent constructs, while in the second stage, hypotheses regarding additional factors/determinants were tested. SEM model fit was performed using coefficient parameter estimates and goodness-of-fit indices (Byrne, 2001; Hair *et al.*, 2006).

4.1 Measures

Measurement items used in this study were operationalized using validated items from prior research in acceptance and usage of mobile service acceptance. Six items of PU and six items of PEOU are adopted from study of (Venkateh *et al.*, 2000). Four items of interface design and experience are adapted from study of (Venkateh and Bala, 2008). and finally five items of MSA adapted from the study of (Venkateh *et al.*, 2008.) Measurement items validity and reliability were tested using Cronbach's alpha. All items were measured on seven-point Likert scale anchored by strongly disagree to strongly agree. The first step, one

dimensional measurement model reliability and performance testing to evaluate the potential use of the PLS are to construct. Hence, the structural model in a latent method, the next major stage of construction in order to test the hypothesized relationship is tested as (Hair *et al.*, 2006).

4.2 Analysis And results Step-One: Assessment of Measurement Model

The reliability of the model (Cronbach's alpha and composite reliability) and validity (convergent and discriminate) were evaluated when evaluating the PLS model. (Chin, 1998) states that an external measurement model or model uses factor analysis to evaluate the extent to which the observed variables are loaded into the underlying structure. The criteria for the measurement model fitting are presented in (Table 2) Overall overview of results). Indicator reliability absolute standardized outside load. Shows the variance described by observable variables to the latent structure (Churchill, 1979).

Table 2: Overall overview of result.

	SQRT OF AVE(0.5)	EXP	ID	MSA	PEOU	P U
PEOU	0.875	0.5177	0.5833	0.6911	1	
PU	0.856	0.5805	0.5436	0.7986	0.8249	1
MSA	0.889	0.5957	0.5789	1		
ID	0.865	0.5703	1			
EXP	0.793	1				

The desired value is greater than 0.7 ($\cong \sqrt{0.5}$) (Henseler *et al.*, 2008) and value of 0.4 is acceptable (Churchill, 1979). It shows that the correlation coefficient between creation and measurement manifest (i.e., factoring loading) is higher than the minimum criterion of 0.4. Factor coefficients ranged from 0.9121 to 0.7301 and were in accordance with the requirements of the perceptual reliability test (Henseler *et al.*, 2009). Cronbach's alpha is higher than the required value of 0.6 (Cronbach's, 1951) and compound reliability is higher than the recommended 0.7 (Nunnally and Bernstein, 1994). The composite reliability is higher than the recommended 0.7 value (Werts *et al.*, 1974), and the composite reliability is less than 0.6 (Werts *et al.*, 1974).

4.3 Measurement Of Validity (Convergent Validity)

The minimum AVE value is (E) 0.6287 and the maximum is (MSA) 0.7905. The results is that the AVE extracted for each construct is higher than the desired value of 0.5 (50%) (Fornell and Larcker, 1981) and shows that each construct has an interpretation of the average measurement item difference more than half. Discriminate validity item levels are two conceptually similar concepts that differ from each other. Each indicator > cross-loading requirements, and cross-load < 0.4 (Hair *et al.*, 2006). Discriminate validity of item-

level (Chin, 1998) load factor of the cross-load test has been recommended. (Table 3) outer/factor loading with cross-loading). The minimum standards that ensure the highest standards of 0.7305 (PU) and (PEOU) 0.9065 in the item measure construct each row and column of the cross-loadings was more than that. It is recommended by all the infected cross loading the hair (2006) was less than the value of 0.4.

Table 3: Outer/Factor Loading With Cross-Loading

ITEMS	EXP	ID	MSA	PEOU	PU
PEOU 1	0.4983	0.479	0.6322	0.8933	0.787
PEOU 2	0.508	0.557	0.6207	0.9001	0.732
PEOU 3	0.3786	0.43	0.5026	0.8048	0.623
PEOU 4	0.3876	0.511	0.5933	0.8641	0.709
PEOU 5	0.4782	0.564	0.659	0.9065	0.746
PU 1	0.4466	0.45	0.6971	0.6105	0.81
PU 2	0.5599	0.546	0.6932	0.6793	0.839
PU 3	0.442	0.416	0.6963	0.6754	0.869
PU 4	0.5029	0.436	0.651	0.7255	0.855
PU 5	0.473	0.431	0.6537	0.7305	0.858
PU 6	0.5503	0.51	0.7101	0.8022	0.9
MSA 1	0.5255	0.564	0.9025	0.6264	0.711
MSA 2	0.5416	0.487	0.8796	0.6284	0.704
MSA 3	0.5871	0.485	0.8984	0.5944	0.721
MSA 4	0.5113	0.521	0.8823	0.5884	0.692
MSA 5	0.4827	0.517	0.8825	0.6338	0.722
ID 1	0.4402	0.816	0.4772	0.4251	0.492
ID 2	0.4944	0.8594	0.4503	0.5066	0.436
ID 3	0.4874	0.9081	0.4927	0.535	0.452
ID 4	0.5455	0.8757	0.5802	0.5406	0.508
EXP 1	0.7912	0.44	0.4744	0.4083	0.464
EXP 2	0.7788	0.378	0.4713	0.3603	0.433
EXP 3	0.7463	0.418	0.4122	0.3771	0.407
EXP 4	0.8517	0.551	0.5246	0.4813	0.526

Note: No Cross-loading between measurement items is observed which satisfies the condition of discriminant validity at items level (Chin, 1998)

Step-Two: Structural Model Results

The next step is to estimate the causal relationship and the covariance between the external, hypotheses. Structural models allow evaluating the internal pattern or path pattern defined by a set of structural equations representing (Table 4). Structural and path significant of theoretical model) theoretical models (Chin, 1998). The major criterion used to evaluate the structural model in this study is the determinant coefficient (R^2) for the internal variables of the path coefficient β (Chin, 1998). R^2 of latent internal variable depending on) is the measurement coefficient, which is a measure of the variance of the variables from the external (independent variables) (Hair *et al.*, 2006).

Table 4: Structural and path significant of theoretical model

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)		
EXP -> PU	0.1926	0.1944	0.0632	0.0632	3.0487	0.0026661**	0.1926(3.0487)* *
EXP -> PEOU	0.2336	0.2345	0.0728	0.0728	3.2075	0.0016002**	0.2336(3.2075)* *
ID -> PEOU	0.2918	0.2915	0.1217	0.1217	2.3982	0.0175587*	0.2918(2.3982)*
PEOU -> MSA	0.1012	0.0974	0.1105	0.1105	0.9166	0.3606507 Not Sig.	0.1012(0.9166)N ot Sig.
PEOU -> PU	0.8246	0.8258	0.0394	0.0394	20.9337	6.299E-49***	0.8246(20.9337) ***
PU -> MSA	0.7151	0.7192	0.0936	0.0936	7.6369	1.538E-12***	0.7151(7.6369)* **

Table 5: Inter-construct correlation and AVE

HYPOTHESIS	PATH-RELATIONS	PATH	TSTATISTICS(O/STERR)	SUPPORTED/NOT- T-SUPPORTED
H1b	PEOU -> MSA	0.2012	(2.166)Sig.	Supported
H1a	PEOU -> PU	0.8246	(20.9337)***	Supported
H2	PU -> MSA	0.7151	(7.6369)***	Supported
H3	ID -> PEOU	0.2918	(2.3982)*	Supported
H4a	EXP -> PEOU	0.2336	(3.2075)**	Supported
H4b	EXP -> PEOU	0.2336	(3.2075)**	Supported
Note: The Nomo logical validity: All the hypothetical relationships moderating effects are positively significant at minimum acceptance level (i.e. $p < 0.05$). The highly significant path ($p < 0.001$) is between PU and PEOU ($\beta = 0.82$ or 82% and $t = 20.9337$ ***) while least significant ($p < 0.005$) is between E and PEOU ($\beta = 0.23$ or 23% and $t = 3.2075$ **				

Table 6: Structural and path significant of theoretical model

Variables	AVE	Composite Reliability	R Square	Cronbachs Alpha	Communality	Redundancy	GoF
PEOU	0.7648	0.942	0.4116	0.923	0.765	0.1429	
PU	0.7321	0.9425	0.6804	0.927	0.732	0.4974	
MSA	0.7905	0.9497	0.641	0.934	0.791	0.1025	
ID	0.749	0.9226		0.888	0.749		
EXP	0.6287	0.8711		0.803	0.629		
			0.5777		0.733	0.2476	0.650724

The required value is 0.67, 0.33, 0.19 are substantial, moderate and weak respectively (Chin, 1998). PU has the highest variance ($R^2=0.6804$ or 68%) followed by MSA (i.e. $R^2=0.641$ or 64%) and PEOU (such as, $R^2=0.4116$ or 41%). The criterion of the chin form (1998) is considered moderately moderate (Table 5): Inter-construct correlation and AVE)The effect of R^2 is expected to be higher in PU compared to other variables, but since independent variables are less important than expected. These results suggestion that most variants describe variation. The largest in the PU, which contributes to variation described. Acceptance of mobile service and finally, lesser format. But satisfactory was explained by the creation of a PEOU.

Path Estimation (B)

B coefficient it measures the correlation coefficient between internal and external variables (Taba and Fidell, 2007). Values are evaluated by using the t-test. The required value is Value $t=20.9337^{***}$) $p<0.01$, $t=1.96$ $p<0.05$, and $t=1.64$ $p<0.10$ (Hair *et al.*, 2006), and $t=2.326$ $p<0.01$ (Keil *et al.*, 2001). An approximate path called an orthogonal correlation (hypothesis) was performed to investigate the significance of the relationship in the inner model path (e.g., Chin, 1998). In other words, the relationship between the paths presented in the frame is checked even if the regression coefficient β . The significance of the regression coefficient β depends on the t-value derived from the PL bootstrap process (Table 6) Structural and path significant of theoretical model). Which represent the six hypotheses, all are significant.

Given that only E, ID and PEOU and PU were significant positive, between PEOU and PU ($\beta = 0.82$ or 82% and $t=20.9337$). These finding suggest that the use of mobile service is influenced by individual respondents. Hence hypothesis H1a, H1b, H2, H3, H4a and H4b are all supported. The current model of GoF was 0.63 (63%), mention in (Table 5) Over all overview of results) which was moderately acceptable (Chin, 1998). The fitness (GoF) is the standard of global for calculated by the average communality and the geometric mean of the mean R^2 . The formula is
$$\text{is} = \sqrt{R^2 * \text{average communality}}$$
 The desired value is closer to 1 (Tenenhaus *et al.*, 2005).

5. LIMITATIONS

Despite many strengths and important findings of the current study, which are useful and encouraging, there are certain limitations of the present study, which most of the studies based on the surveys suffer. Cross-sectional data was collected however, in the future to investigate the factors that will affect individuals' perceptions towards the continuous use of mobile

service acceptance and usage, longitudinal data will be needed. Since the findings of present study were obtained from a single study focused on a specific IS such as Mobile service acceptance and usage, and the user group of Designers and developer it is therefore suggested rather recommended to extend the research in broader perspective by including more user groups to validate the universal usage covering other technologies in future.

6. CONCLUSION

Research regarding the factors affecting the user acceptance of mobile service acceptance and usage has attained remarkable advancement in IT, thus, it acts as a driving force for bringing rapid technological change in the organizations sector. The current study focused to bring a revised model on this core research problem, by developing and testing a structural model of mobile service acceptance and use. The model proposed in the current study was thus based on revised technology acceptance and analysis of constructs related to mobile service acceptance and use and is research fields. The model developed in the present study was tested (300) users from Hyderabad Region, Pakistan. The current study explored the user opinions such as PU and PEOU along with additional external factors including interface design, experience, towards acceptance of mobile service through a revised TAM, a theoretical model for analyzing acceptance of IS at individual user level to determine their perceptions regarding the acceptance of mobile service acceptance and use.

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