

**FACTOR AFFECTING TO INTENTION TO BUY  
PRODUCTIVITY MOBILE APPLICATION OF THAI PEOPLE**



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APPLICATION OF THAI PEOPLE**

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**ABSTRACT**

Digital marketing has been continuously developing every year. The growth of the application software market and smart device have given rise to the application economy. One of the most popular app's categories is that of productivity apps, that is to say, applications dedicated to creating and modifying information provided in the form of documents, presentations, worksheets, databases, charts, graphs, etc. The present research is focusing on searching the factor affecting the intention to buy a productivity application of Thai people by using an online survey. The result shows that only three-factor show relation to motivation to buy-Perceived of usefulness, Perceived ease of use, and social influence. In this study make us understand the decision-making factor related to the personality of people who decided to purchase productivity apps.

**KEY WORDS:** Technology acceptance factor/ Productivity Application/ Personality traits/ Thai people

46 pages

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## **CHAPTER I**

### **INTRODUCTION**

Mobile devices such as smartphones and tablets are available in our lives. According to recent market analysis, 78% of the world's population owns a smartphone, more than 50% have tablets and some 10% already own a smartwatch device (Deloitte, 2017). The digital media market has been continuously developing the leap of mobile applications that are designed for national surveys when approximately 185 million apps by 2014, according to media popularity and forecasts. That there will be \$ 38 billion in revenue from the market in 2015 (Bilton, 2011).

For these devices, a wealth of application software (apps) provides answers to users' needs. One of the most popular app's categories is that of productivity apps, that is to say, applications dedicated to creating and modifying information provided in the form of documents, presentations, worksheets, databases, charts, graphs, etc. ( Davis, Z. 2017). This type of application, which increases the productivity of office workers and transforms the way we work, is fast becoming essential in the economy knowledge of today (Burning Glass Technologies, 2015).

Given the relevance of productivity apps, it is essential for all businesses, not just mobile technology developers, to have a firm understanding of the personal characteristics of workers who use productivity apps, since this may influence their productivity at the workplace. It is also important from a theoretical perspective to examine whether productivity apps can be adapted to users' personal characteristics as well as other types of information such as sociodemographic and internet-usage information. Previous work has shown the relevance of personality in relation to technology adoption (Vishwanath, A., 2005), including adoption of social media (Ross, C., Orr, E. S., Sisic, M., Arseneault, J. M., Simmering, M. G., & Orr, R. R., 2009), location-based services ( Chorley, M. J. , Whitaker, R. M. , & Allen, S. M. , 2015) or mobile apps ( Xu, R. , Frey, R. M., Fleisch, E., & Ilic, A., 2016). However, the scientific

literature is scarce when it comes to studies of adoption based on a combination of personality and sociodemographic factor.

Hence, this study aims to analyse how combinations of personality factors and sociodemographic variables influence the purchasing of mobile productivity apps. Our study also provides relevant insights for software developers who wish to target specific segments interested in the use of productivity software on their mobile devices. The mobile revolution has changed our daily experiences, including the way we work. Productivity apps are a vital element in such a revolution. This study contributes to the research on the adoption of productivity apps by identifying the personality traits of individual users and correlating them to the purchasing or not-purchasing of productivity apps.

## **RESEARCH QUESTION**

- To study the characteristic of users including sociodemographic factor, technology acceptance factors and personality factors who intend to buy mobile productivity apps.
- To study the relationship between sociodemographic factor towards technology acceptance of mobile productivity apps.
- To study the relationship between personality factors towards technology acceptance of mobile productivity apps.
- To study the relationship between technology acceptance of mobile productivity apps towards the intention to buy mobile productivity apps.



## **CHAPTER II**

### **LITERATURE REVIEW**

The present work is structured as follows: firstly, the different characteristics of the personality and sociodemographic variables that will be used as antecedents of adoption of mobile productivity applications are defined, with a review of the influence of these factors on the adoption of information systems.

#### **2.1 Personality, sociodemographic variables and Internet usage as antecedents to the adoption and use of technology**

Research on technology adoption began in the late 1970s with work that focused broadly on users' views of technology and their satisfaction. The theories in this stream incorporate some of the central concepts from social and behaviour sciences in order to predict and understand users' adoption of technology, notably the Theory of Planned Behavior (Ajzen, I., 1991), the general theory underlying multiple information-systems specific theories such as the Technology Acceptance Model (Davis, F. D., 1989).

Ever since the mass adoption of the Internet in the early 1990s, researchers have begun to study the influence of sociodemographic and personality variables, arriving at the conclusion that research on the use of the Internet needs more variance than the traditional adoption models ( McElroy, J. C., Hendrickson, A. R., Townsend, A. M., & DeMarie, S. M., 2007) . This study analyses the impact of personality, sociodemographic and Internet use variables on the adoption of productivity applications by workers.

## 2.2 Personality Factor

A vast amount of research work has focused on the relationship between personality factors and technology. Previous work concentrated on technology adoption ( Ross, C. , Orr, E. S., Sasic, M., Arseneault, J. M., Simmering, M. G., & Orr, R. R., 2009), Internet use (Landers, R. N., & Lounsbury, J. W. , 2006) , problems in the use of mobile devices ( Bianchi, A. , & Phillips, J. G. ( 2005) and the adoption of specific types of applications ( Chorley, M. J. , Whitaker, R. M. , & Allen, S. M., 2015).

This section reviews the different characteristics that influence personality factors, the relationship between personality factors and the adoption of new technologies, and the propensity to adopt productivity applications. We aim to determine the current state of the art on the level of adoption of productivity applications according to the personality of individuals.

The Big Five Inventory scale (BFI-10) has been used extensively in scientific literature to measure five personality factors: extraversion, agreeableness, conscientiousness, neuroticism, and openness to experience (Rammstedt, B., & John, O. P., 2007). The extraversion factor implies an energetic focus on both the social and the material world, including features such as being a social, active, assertive and emotionally positive person (John, O. P., Naumann, L. P., & Soto, C. J., 2008).

Focusing on the impact of personality aspects on mobile phone adoption and usage, it should be noted how extroverted people are most likely to possess a smartphone. Extroverts do not replace offline relationships with online ones, although they are prone to using the Internet to maintain them, and are inclined to share information with others ( Amiel, T., & Sargent, S. L., 2004). Extraversion is one of the key characteristics associated with the use of social networking applications (Xu, R., Frey, R. M., Fleisch, E., & Ilic, A., 2016).

However, extraversion is negatively associated with the use of computer games (Chittaranjan, G., Blom, J., & Gatica- Perez, D., 2013) and mobile game applications ( Xu, R., Frey, R. M., Fleisch, E., & Ilic, A., 2016). In relation to education, extraversion is associated with the professional study of economics, law, political science and medicine (Vedel, A., 2016). As for extraversion and its relation to productivity apps, it is worth referring to the study by Lane, W., & Manner, C., (2012), who also tried to understand the personality characteristics associated with the use of

smartphone applications. They concluded that extroverted individuals gave greater importance to gaming applications while giving less importance to those apps corresponding to productivity (Lane, W., & Manner, C., 2012) point to a positive relationship between this personality factor and the use of Office applications and calendars. Thus, the studies relating to extraversion and productivity apps show contradictory results.

On the other hand, the agreeableness factor presents a community vision, showing characteristics such as altruism, confidence, and modesty (John, O. P., Naumann, L. P., & Soto, C. J., 2008). Different studies agree that the tolerance and permissiveness which characterizes agreeable people makes them more likely to accept new technologies quickly and spend more time on the Internet (Devaraj, S., Easley, R. F., & Crant, J. M., 2008). The agreeableness factor is not a significant predictor of excellent work performance (Barrick, M. R., & Mount, M. K., 1991) and shows little relationship to law, business and economic studies (Vedel, A., 2016). Lastly, although agreeable people use mobile phones extensively to make calls (Lane, W., & Manner, C., 2012), the agreeableness factor has been found to be negatively correlated with the use of Office and Calendar applications, as well as video / audio / music, mail and SMS services on the Internet (Chittaranjan, G., Blom, J., & Gatica-Perez, D., 2013). The conscientiousness factor is characterized by the control of impulses, facilitating the accomplishment of tasks and the achievement of objectives. Conscientious people think before acting, follow norms and rules, as well as planning, organizing and prioritizing tasks (John, O. P., Naumann, L. P., & Soto, C. J., 2008). The practicality that characterizes conscientious people would make them less interested in entertainment applications, such as music and video ( Chittaranjan, G., Blom, J., & Gatica- Perez, D., 2013) or social networks.

Although it would be reasonable to expect people with these characteristics to be attracted to the use of productivity apps, there are no conclusive results that support such beliefs (Xu, R., Frey, R. M., Fleisch, E., & Ilic, A., 2016). The conscientiousness factor is essential for all kinds of jobs (Barrick, M. R., & Mount, M. K., 1991), although it shows a low relation to branches of study such as the arts and humanities (Vedel, A., 2016). People with characteristics of the neuroticism category counterpoise emotional stability with negative emotionality, expressed by anxious feelings, nervousness,

sadness and tension ( John, O. P., Naumann, L. P., & Soto, C. J. (2008). The lack of confidence characteristic of this group of people prompts them to consider new technologies and services as threatening and stressful, resulting in less Internet use (Devaraj, S., Easley, R. F., & Crant, J. M. (2008).

Additionally, this factor is negatively related to the perception of utility and behavior control, which reduces the intention to incorporate new technologies into daily life (Uffen, J., Kaemmerer, N., & Breitner, M. H., 2013). However, there are also studies that support the view that this personality factor pushes individuals to turn to new technologies to face their problems, either by looking to increase sociability via social networks (Ryan, T., & Xenos, S., 2011) or by modulating their bad feelings through online shopping (Tuten, T. L., & Bosnjak, M., 2001). In relation to studies, these individuals tend to study the arts, humanities, and psychology ( Vedel, A., 2016). As for the preferences of applications of neurotic people, the associated literature is not conclusive. According to Lane, W., & Manner, C. (2012), neurotics give greater importance to travel applications, while productivity and utility applications are the least important to them. However, Chittaranjan, G., Blom, J., & Gatica-erez, D. (2013). Indicate that emotional stability is negatively correlated with the use of Office and Calendar applications. These results show that both emotional stability and its opposite, neurotic personality, would have a negative relationship with the adoption of useful applications.

Finally, openness corresponds to an original, deep person with a curious mind (John, O. P., Naumann, L. P., & Soto, C. J. (2008). People with this characteristic are more likely to adopt new technologies. In the work environment, openness to experience is shown as a predictor of learning (Barrick, M. R., & Mount, M. K. (1991), and stands out for its relation to humanities, the arts, psychology and political science (Vedel, A., 2016). In relation to the adoption of productivity apps, according to Chittaranjan, G., Blom, J., & Gatica-Perez, D., 2013), this factor is negatively correlated with Office, Calendar and SMS applications.

### **2.3 Sociodemographic variables and Internet usage**

Along with the personality characteristics of users of Android and IOS applications, this study focuses on sociodemographic variables. The analysis includes the variables of gender, age, and level of studies for workers who are Android and IOS users. In addition, to contextualize the degree of relationship of the users with new technologies, the analysis also includes the variable of Internet usage.

Sociodemographic variables have been taken into account to study the adoption of technologies. Some previous studies have focused on the technological impact of technology on users according to their profile (Pedersen, P. E., & Ling, R., 2003), while others have focused on relating users' characteristics to the operation of mobile terminals and their satisfaction with them (Balakrishnan, V., & Yeow, P. H. (2007).

In relation to age, Walsh, S. P., White, K. M., & McD Young, R. (2010) point out that young users are more likely to adopt mobile devices, while Plaza, I., Martín, L., Martín, S., & Medrano, C. (2011) point out that older people use phones to communicate with their relatives, as aids to memory and daily life, enjoyment, self-realization and as tools to feel safe. According to the gender variable, Castells, M., Fernandez-Ardevol, M., Qiu, J. L., & Sey, A., (2004) indicate that female users give higher value to their mobile terminal as a fashionable object, and as a critical channel for maintaining personal relationships; in contrast, male users give more value to their mobile terminal as an instrument for achieving their goals.

In the adoption of mobile phones, the experience and aptitude of individuals towards new technologies have proven to be relevant since users who are more technologically advanced and technologically oriented can influence the perception of ease of use (Van Biljon, J., & Kotzé, P., 2007). As a result, level of Internet use understood as the number of online services used can reflect the capacity and technological orientation of individuals, as well as their capacity to deal with new technologies such as productivity apps.

Concerning the adoption of specific applications, Chittaranjan, G., Blom, J., & Gatica- Perez, D. (2013) indicate that men are more likely to use Office applications, in addition to games and YouTube. Veríssimo, J. M. C. (2016) shows through the fsQCA analysis that age can explain the non-use of mobile banking applications. Thus,

the characteristic of being younger than 35 years old is present in different models describing the non-use of the app (Veríssimo, J. M. C., 2016)

From the literature review and analysis, the following proposition emerged: the adoption or non-adoption of productivity apps can be explained as a combination of personality factors and sociodemographic variables. According to the previous antecedents, Figure 1 presents the study's model.

## **2.4 Social Influence**

Social influence is an umbrella concept encompassing the work of many theorists such as Paul Lazarsfeld famous for social communication theory and E.M. Rogers known for the diffusion of innovation theory. Hypotheses are useful for structuring thought and knowledge about consumer behaviour such as how innovation is communicated through channels over time to members of a social network. Researchers have found that certain people, opinion leaders whether online or offline, are more central and influential than others in a group. The Two-Step Flow Model illustrates that ability and access are crucial to gaining strong influence.

Social influence has many branches with issues such as compliance and reactance introduced in the first chapter. It is an umbrella concept encompassing various theories such as social communication. Leading theorists include Paul Lazarsfeld famous for social communication theory and E.M. Rogers who advanced social communication theory and added diffusion of innovation theory. Much of their research is about how humans make decisions and what affects these decisions, whether voting decisions or purchasing decisions. Based on this research, theories of human behaviour can be formed.

Social influence is related to the way other people affect one's beliefs, feelings and behaviour (Mason et al., 2007). It is likely that the individual will adopt the particular thought, attitude, feeling and behaviour as well (Mei et al., 2012). Schiffman et al. (2009) stated that the influences of social class, culture, and subculture, although less tangible, are important input factors that are internalized and affect how consumers evaluate and adopt products. The intention to buy a brand

is based on a consumer's attitude towards the brand as well as the influence of social norms and other people's expectations (Jamil and Wong, 2010). Friends and family members are seen as social influences perceived to be important to consumers in promoting and encouraging greater dependence on smartphones (Auter, 2007). Consumers may be susceptible to social influence by observation, perception or anticipation of decisions made by others in relation to smartphones (Suki and Suki, 2007).

## **2.5 Perceive ease of use**

The user may accept that a given innovation (such as a mobile map) is helpful, but while using the mobile, the user may find out that the innovation may be difficult to use. For instance, the object on the mobile screen may be difficult to see. Ease of use is the user's impression of the measure of requirement needed to use a technology or the degree to which a user accepts that utilizing a specific innovation will be effortless and smooth.

Perceived ease of use, in contrast, refers to "the degree to which a person believes that using a particular system would be free of effort." This follows from the definition of "ease": "freedom from difficulty or great effort." The effort is a finite resource that a person may allocate to the various activities for which he or she is responsible (Radner and Rothschild, 1975).

## **2.6 Perceived usefulness**

Perceived usefulness (PU), in the opinion of an individual, can be explained as the level to which the performance of his or her job is enhanced by utilizing a specific technology (Rauniar et al., 2014). Perceived usefulness, explained in the context of an organization, is the betterment in the output which may lead to monetary and non-monetary benefits (Rauniar et al., 2014). PU indicates or pinpoints those variables which affect the actual use and intention to continue using technology

(Awa et al., 2014). According to TAM, PU is believed as a key determinant of technology followed by PEOU (Igbaria and Iivari, 1995). Both PEOU and PU influence the attitude of an individual towards the intention to utilize a technology and in this case, M-banking (Rauniar et al., 2014).

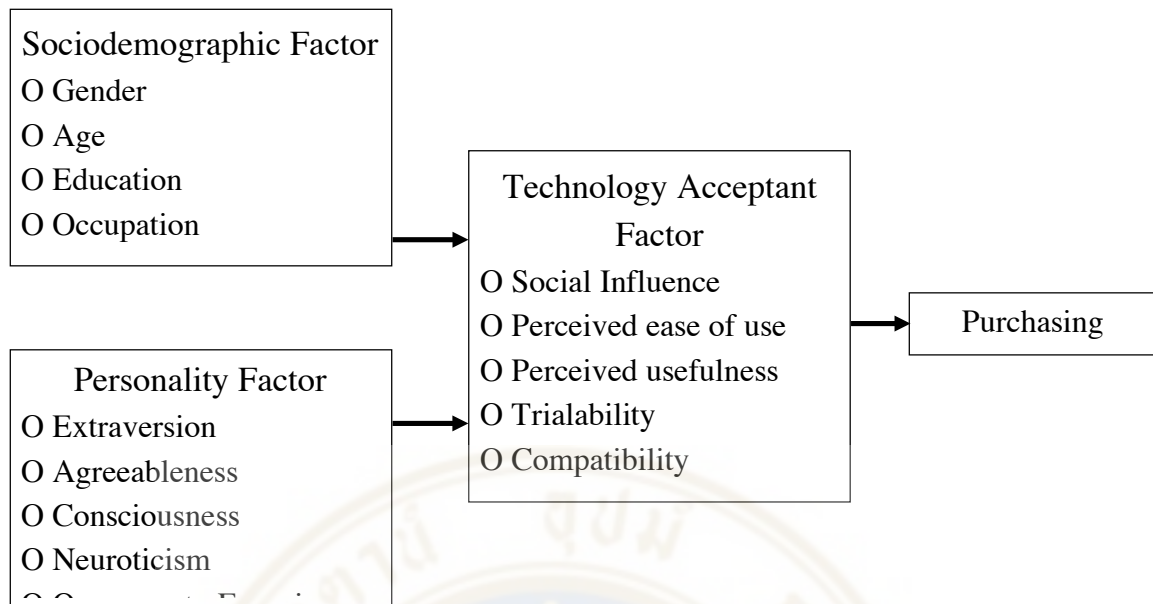
## **2.7 Compatibility**

The innovation must also be compatible, and Roger defines compatibility as “the degree to which an innovation is perceived as being consistent with the existing values, past experience, and needs of potential adopters”. A deficient of compatibility in technology with individual needs may negatively affect individual technology use (McKenzie, 2001; Sherry, 1997). Thus the innovation that is more compatible with a person’s lifestyle is more easily to be adopted into an individual’s life (Anthony, 2012).

## **2.8 Trialability**

Trialability refers to “the degree to which an innovation may be experimented with on a daily basis” (Rogers, 2003). Before full adoption, potential users must test an innovation to determine whether it fits their own criteria (Zolkepli & Kamarulzaman, 2015). Trialability entails users to try an innovation that is void of full commitment and costs (Nguyen, Carrieri-Kohlman, Rankin, Slaughter, & Stulbarg, 2004). Trying an innovation offers users an opportunity to validate expectations and form ideas on how it can fulfill personal needs. Diffusion research often finds that trialability is positively associated with adoption (Rogers, 2003).





**Figure 2.1** conceptual framework

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Population and sample

The population is consumers using mobile phones 'mobile phones. For the sample group, due to the unknown number of mobile phone users Therefore using non-probability sampling methods by using the formula to calculate from determining the confidence level at 95% as follows;

Sample size calculation formula

$$n = \frac{p(p - 1)Z^2}{e^2}$$

by n represents the size of the sample

e represents the proportion of tolerances that can be allowed

Z represents the confidence level determined by the researcher. Z is equal to 1.96 at the confidence level of 95% (level 0.05).

p represents the probability level of the population

$$n = \frac{(0.5)(1 - 0.5)(1.96)^2}{(0.05)^2}$$

$$n = 385$$

When the sample size of the sample was 385 people, the study group has reserved the number of samples. In order to prevent further errors in data collection, a total of 15 people, totalling a total of 400 people. The study was conducted by sampling using convenience. To meet the expected sample of 400 people.

## **3.2 Data collection**

This study gathers data directly from the user's mobile phone and from online queries. This study only collects data from mobile app users to test their continued use intent by screening non-users in the question. Those who have never used a mobile app are sent to the survey thank you page.

Collecting data directly from individual personal phones via mobile apps helps to solve the bias problems caused by using self-filled surveys. Previous work shows significant differences between self-response of research participants and their actual behavior, especially in the number and duration of mobile education. Others have shown that due to the large number of applications that users may install, users may find it difficult to identify all installed applications and applications (Xu, R., Frey, R. M., Fleisch, E., & Ilic, A., 2016).

Sociodemographic variables (studies, age, and sex) and personality (extraversion, agreeableness, responsibility, neuroticism and openness to experience) were collected through an online questionnaire.

In order to provide tools with validity and reliability, the researcher has tested the accuracy and reliability. The details are as follows

### **3.2.1 Validity Testing**

The researcher studied the relevant concepts and theories to be used as a framework for creating questionnaires.

After that, the researcher applied the questionnaire that was compiled to 3 experts, who considered the content validity, appropriateness of the language used. The researcher requested suggestions for improvement and selected only the questions that were accurate and then tested before collecting the actual data in order to find the reliability of the questionnaire.

### **3.2.2 Reliability test**

The researcher applied the modified questionnaire to test the confidence by using the experiment (Pre-Test) with the population of 30 sets to determine whether the question in each question of the questionnaire can be interpreted exactly as the person

want to study by finding the coefficient alpha (Alpha - Coefficient) of the Cronbach which has the following formula (Cronbach, L.J., 1951).

By  $\alpha$  = coefficient of reliability  
 K = number of items  
 $S_i^2$  = variance of points  
 $S_t^2$  = variance of scores in each item

$$Alpha = \frac{K}{K - 1} \left( 1 - \frac{\sum S_i^2}{S_t^2} \right)$$

Interpreting that the calculated confidence value should be between 0 and 1 only, ie, if any measurement tool or query is effective The respondents will be able to answer the constant answers. The scores from each test result will be constant. The confidence value will continue to decrease until approaching 0 (zero) and if the confidence value is 0 then it indicates that the test is not accurate. Therefore, a good test should have at least 0.70 confidence (Cronbach, L.J., 1951).

### 3.3 Data analysis

This research will use questionnaire to collect the quantitative data from the target group. Using the SPSS program to analyse the data. The information will be positivism based on deductive approach which focus on testing hypothesis and existing theory.

Using the Descriptive Statistics to explain the information from random sampling by presenting through table of frequency, percentage, mean, standard deviation, pie chart and bar chart. Moreover, using the Inferential Statistics to study the information from random sampling by using SPSS program for Hypothesis Testing.

1. Factor Analysis: to group variables that have same relationship in same factors in order to interpret variables in the same way

2. Analyze the regression: to study the relationship between personality factors towards technology acceptance of productivity mobile apps and the relationship between technology acceptance of productivity mobile apps towards intention to buy productivity mobile apps.
3. Analyze independent samples T-test and One-way ANOVA: to test whether the relationship between sociodemographic factor towards technology acceptance of productivity mobile apps.



## CHAPTER IV

### RESULTS

This research conduct 400 samples. The results are focus on people that buying the application in the past 6 months. This demographic show that young user are more accepting of innovation, and are likely to become the most active app user and influencer to buy the application (FIND., 2014).

#### 4.1 Gender

This study found that the majority of respondents were female (62.0%), while male respondents occupied only 35.8%.

**Table 4.1: Demographic profile (Gender)**

Gender	Frequency	Percent
Male	143	35.8
Female	248	62.0
Other	9	2.3
Total	400	100.0

#### 4.2 Age group

In this study, most of consumers were aged between 21 to 25 years old as 196 out of 400 persons. However, it was found at least 11.0% who aged at over 30 years old.

**Table 4.2: Demographic profile (Age group)**

Age group	Frequency	Percent
under 20 years old	87	21.8
21-25 years old	196	49.0
26-30 years old	73	18.3
Over 30 years old	44	11.0
Total	400	100.0

### 4.3 Education

This study found that most respondents have Bachelor degree education level (84.5%), while those who have secondary education level were as much as

**Table 4.3: Demographic profile (Education)**

Education level	Frequency	Percent
Secondary School	11	2.8
Vocation Education	6	1.5
Bachelor Degree	338	84.5
Master or Doctoral Degree	45	11.3
Total	400	100.0

### 4.4 Occupation

The occupation of respondent was occupied by Private Company staff (35.5%) and student (35.0%). Meanwhile, the rest were works as Government Officer (4.8%), Business Owner (8.3%) and Freelance (8.3%).

**Table 4.4: Demographic profile (Occupation)**

Occupation	Frequency	Percent
Student	142	35.5
Government Officer	19	4.8
State Enterprise Officer	31	7.8
Private Company Officer	142	35.5
Business Owner	33	8.3
Freelancer	33	8.3
Total	400	100.0

## 4.5 Personality factors

The personal factors consists of extraversion, Agreeableness, Conscientiousness, Neuroticism and openness of experience. Each of personal factors was accessed by using several questions.

### 4.5.1 Extraversion

This study found that the average of extraversion score as high as 3.38 out of 5.

**Table 4.5: Mean, Standard Deviation for extraversion of personality factor**

Statements	Mean	Standard Deviation
I see myself as someone who is talkative	3.49	1.104
I see myself as someone who is reserved	2.85	0.824



I see myself as someone who is full of energy	3.82	0.947
I see myself as someone who generates a lot of enthusiasm	3.66	0.942
I see myself as someone who tends to be quiet	3.23	1.153
I see myself as someone who has an assertive personality	3.71	0.862
I see myself as someone who is sometimes shy, inhibited	2.68	0.959
I see myself as someone who is outgoing, sociable	3.60	1.003
Total average	3.38	0.50

#### 4.5.2 Agreeableness

The average score of agreeableness was 3.58 out of 5.

**Table 4.6: Mean, Standard Deviation for agreeableness of personality factor**

Statements	Mean	Standard Deviation
I see myself as someone who tends to find fault with others	3.22	1.247
I see myself as someone who is helpful and unselfish with others	3.96	0.860
I see myself as someone who starts quarrels with others	3.65	1.260
I see myself as someone who has a forgiving nature	3.71	0.930
I see myself as someone who is generally trusting	3.77	0.741
I see myself as someone who can be cold and aloof	3.51	1.119

I see myself as someone who is considerate and kind to almost everyone	3.92	0.833
I see myself as someone who is sometimes rude to others	3.13	1.205
I see myself as someone who likes to cooperate with others	3.39	1.056
Total average	3.58	0.54

### 4.5.3 Conscientiousness

The average score of Conscientiousness was 3.42 out of 5.

**Table 4.7: Mean, Standard Deviation for conscientiousness of personality factor**

Statements	Mean	Standard Deviation
I see myself as someone who does a thorough job	3.47	0.852
I see myself as someone who can be somewhat careless	2.72	1.005
I see myself as someone who is a reliable worker	4.02	0.790
I see myself as someone who tends to be disorganized	3.13	1.109
I see myself as someone who tends to be lazy	2.91	1.148
I see myself as someone who perseveres until the task is finished	3.66	0.872
I see myself as someone who does things efficiently	3.82	0.748
I see myself as someone who makes plans and follows through with them	3.78	0.852
I see myself as someone who is easily distracted	3.26	1.055

Total average	3.42	0.47
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#### 4.5.4 Neuroticism

This study found that the average score of Neuroticism was 2.80 out of 5.

**Table 4.8: Mean, Standard Deviation for neuroticism of personality factor**

Statements	Mean	Standard Deviation
I see myself as someone who is depressed, blue	2.44	1.13
I see myself as someone who is relaxed, handles stress well	2.39	0.83
I see myself as someone who can be tense	3.39	1.13
I see myself as someone who worries a lot	3.20	1.23
I see myself as someone who is emotionally stable, not easily upset	2.59	1.00
I see myself as someone who can be moody	3.07	1.21
I see myself as someone who remains calm in tense situations	2.48	0.95
I see myself as someone who gets nervous easily	2.81	1.09
Total average	2.80	0.65

#### 4.5.5 Openness to Experience

This study found that the average score of Neuroticism was 2.80 out of 5.

**Table 4.9: Mean, Standard Deviation for openness to experience of personality factor**

Statements	Mean	Standard Deviation
I see myself as someone who is original, comes up with new ideas	3.57	0.75
I see myself as someone who is curious about many different things	3.71	0.85
I see myself as someone who is ingenious, a deep thinker	3.58	0.85
I see myself as someone who has an active imagination	3.86	0.83
I see myself as someone who is inventive	3.81	0.82
I see myself as someone who values artistic, aesthetic experiences	3.75	0.91
I see myself as someone who prefers work that is routine	3.01	1.01
I see myself as someone who likes to reflect, play with ideas	3.81	0.80
I see myself as someone who has few artistic interests	3.57	1.12
I see myself as someone who is sophisticated in art, music, or literature	3.29	1.10
Total average	3.60	0.43

#### 4.6 Technology Acceptance Factor

From the factor analysis, we can separate attribute into 3 group. The first is perceived of usefulness, second is ease of use, and the last is social influence. To test the relationship between personality, intention to buy, and technology acceptance, researcher is compared the factor by using regression.

**Table 4.10: Mean, Standard Deviation of technology acceptance factor**

<b>Technology Acceptant Factor</b>	<b>Mean</b>	<b>Std. Deviation</b>
Social influence	3.02	0.674
Perceived ease of use	3.08	0.516
Perceived usefulness	3.15	0.512

The technology acceptance factors consists of three dimensions, namely Social influence, Perceived ease of use and Perceived usefulness with the average score as 3.02, 3.08 and 3.15, respectively.

#### **4.6.1 The relationship between Personal Factors and Social Influence**

**Table 4.11: Regression analysis between personality factor and social influence**

	<b>Unstandardized Coefficients</b>		<b>t</b>	<b>Sig.</b>
	<b>B</b>	<b>Std. Error</b>		
Extraversion	-0.009	0.079	-0.115	0.908
Agreeableness	0.043	0.084	0.510	0.610
Conscientiousness	0.083	0.093	0.891	0.373
Neuroticism	0.041	0.063	0.640	0.522
Openness	-0.167	0.084	-1.985	0.048
(Constant)	3.102	0.511	6.073	0.000
$r = 0.115$	$r\text{-square} = 0.013$			

The coefficient of determination (r-square) was 0.013 which was very low. Furthermore, the multiple linear regression resulted that none of the personal factors affected to the social influence dimension at significant level 0.01.

#### 4.6.2 The relationship between Personal Factors and Perceived ease of use

The result of the multiple linear regression showed that Agreeableness and the Openness were affected significantly toward perceived of ease of use at significant level 0.01. Regarding to the coefficient of determination as 0.147, it means that the personal factors contribute 14.7% toward the variability of perceived of ease of use, the 85.3% influenced by another factors that did not included in this study.

**Table 4.12: Regression analysis between personality factor and perceived ease of use**

	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
Extraversion	-0.058	0.056	-1.038	0.300
Agreeableness	0.354	0.060	5.929	0.000
Conscientiousness	-0.085	0.066	-1.273	0.204
Neuroticism	0.002	0.045	0.049	0.961
Openness	0.250	0.060	4.189	0.000
(Constant)	1.393	0.363	3.833	0.000
	r = 0.383	r- square = 0.147		

#### 4.6.3 The relationship between Personal Factors and Perceived Usefulness

The multiple linear regression resulted that Agreeableness (p-value = .034), Openness to experience (p-value 0.002) affected to the Perceived usefulness dimension at significant level 0.05 and 0.01 respectively. While the coefficient determination (0.057) contribute only 5.7% toward Perceived Usefulness.

**Table 4.13: Regression analysis between personality factor and perceived usefulness**

	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
Extraversion	0.114	0.058	1.953	0.052
Agreeableness	0.132	0.062	2.124	0.034
Conscientiousness	0.129	0.069	1.858	0.064
Neuroticism	-0.036	0.062	-0.582	0.561
Openness	0.149	0.047	3.168	0.002
(Constant)	1.566	0.379	4.132	0.000
r = 0.238		r- square = 0.057		

#### 4.6.4 The relationship between Personal Factors toward Technology Acceptance Factors

Regarding the analysis of the average score of Technology Acceptance Factors, the multiple linear regression resulted that only the Agreeableness (p-value = .001), affected to the Technology Acceptance Factors at significant level 0.01. While the coefficient determination (0.053) contribute only 5.3% toward Perceived Usefulness.

**Table 4.14: Regression analysis between personality factor toward technology acceptance factor**

	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
Extraversion	0.047	0.144	0.324	0.746
Agreeableness	0.530	0.154	3.430	0.001
Conscientiousness	0.127	0.172	0.742	0.459

Neuroticism	0.192	0.116	1.647	0.100
Openness	0.047	0.154	0.307	0.759
(Constant)	6.060	0.939	6.456	0.000
$r = 0.229$	$r\text{-square} = 0.053$			

#### 4.7 The influence of Technology acceptance toward Intention to Buy

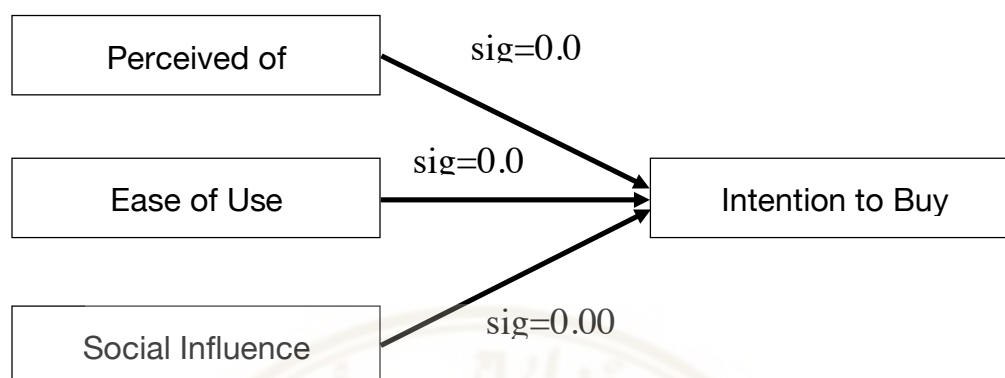
**Table 4.15: Regression analysis of technology acceptance toward intention to buy**

	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
Social influence	0.219	0.028	1.685	0.002
Ease of use	0.311	0.038	8.126	0.000
Usefulness	0.113	0.039	2.884	0.004
(Constant)	1.773	0.136	13.049	0.000
$r = 0.483$	$r\text{-square} = 0.233$			

The multiple linear regression resulted that Ease of use (p-value = .0001), Usefulness (p-value 0.004), and Social influence (p-value 0.002) affected to the Intention to Buy at significant level 0.01. Furthermore, the coefficient determination



(0.233) contributed 23.3% toward Intention to Buy, while the rest of contribution was influenced by others factors.



**Figure 4.2: The relationship between technology acceptance toward ITB**

#### **4.8 The relationship between gender and technological acceptance factors**

**Table 4.16: T-test analysis between gender and technology acceptance factors**

	t	df	Sig. (2-tailed)	Mean Difference	Std.
Social influence	-0.047	330	0.963	-0.003	0.069
Easy to use	-5.805	389	0.000	-0.299	0.051
Usefulness	-2.756	389	0.006	-0.145	0.053

The student t-test yielded that there were different significantly perceive of Easy to use and Usefulness at significant level 0.01 between male and female. While the social influence did not have any difference between male and female.

#### 4.9 The relationship between age and Technology Acceptance Factors

**Table 4.17: ANOVA analysis between age and technology acceptance factors**

		Sum of Squares	df	F	Sig.
Usefulness	Between Groups	5.165	3	6.858	0.000
	Within Groups	99.412	396		
	Total	104.577	399		
Ease of use	Between Groups	2.426	3	3.084	0.027
	Within Groups	103.851	396		
	Total	106.278	399		
Social influence	Between Groups	21.096	3	17.358	0.000
	Within Groups	160.428	396		
	Total	181.524	399		

By using the analysis of variance (ANOVA), this study found that there were significant different of Usefulness, Social influence and Ease of use at

significant level of 0.01 and 0.05, respectively among the age group. In other words, the age group associated with the Technology Acceptance Factors.

#### 4.10 The relationship between education and Technology Acceptance Factors

**Table 4.18: ANOVA analysis between education and technology acceptance factors**

		Sum of Squares	df	F	Sig.
Usefulness	Between Groups	4.885	3	6.468	0.000
	Within Groups	99.692	396		
	Total	104.577	399		
Ease of use	Between Groups	4.821	3	6.273	0.000
	Within Groups	101.456	396		
	Total	106.278	399		
Social influence	Between Groups	7.495	3	5.685	0.001
	Within Groups	174.030	396		
	Total	181.524	399		

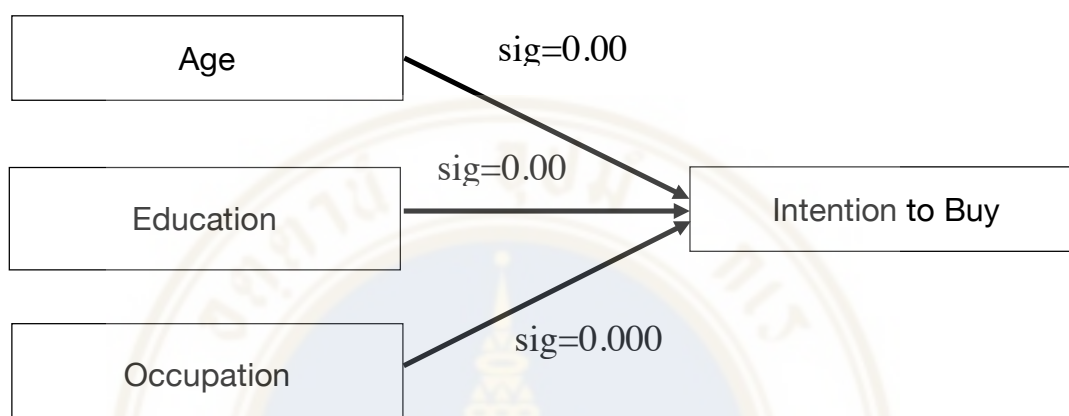
The analysis of variance (ANOVA) resulted that there were significant different of Usefulness, Social Influence and Ease of Use at significant level of 0.01 among the education level. It means that the education level has significant relationship with the Technology Acceptance Factors.

#### 4.11 The relationship between occupation and Technology Acceptance Factors

**Table 4.19: ANOVA analysis between occupation and technology acceptance factors**

		Sum of Squares	df	F	Sig.
Usefulness	Between Groups	9.162	5	7.567	0.000
	Within Groups	95.415	394		
	Total	104.577	399		
Ease of use	Between Groups	7.195	5	5.723	0.000
	Within Groups	99.082	394		
	Total	106.278	399		
Social influence	Between Groups	11.239	5	5.201	0.000
	Within Groups	170.285	394		
	Total	181.524	399		

The analysis of variance (ANOVA) resulted that there were significant different of Usefulness, Social Influence and Ease of Use at significant level of 0.01 among the type of occupation. It means that the type of education has significant relationship with the Technology Acceptance Factors.



**Figure 4.3: Relationship of demographic and intention to buy**

## **CHAPTER V**

### **CONCLUSION**

Research that focused on understanding the factor that affects the intention to buy a productivity application of Thais. There is some limitation in this research; Firstly the research mainly studies the perception of Thai people with an online survey so it might not represent the whole Thai people. Moreover, there is specific of time to conduct and interpret the result so it might not generalize in general, however, the result has consisted with theory and other studies to enhance the confidence in finding the result.

This research examines the relationship between demographic, personality traits, and technology acceptant factor with adoption intention. The result shows that Thai people are focusing on three factors which are perceived of usefulness, perceived ease of use, and social influence to purchase the application (Perceived of usefulness, Perceived ease of use, and Social influence).

The application should be promoted by the blogger or influencer, using the media to build awareness to the customer because social influence has a significant level in purchasing application. According to the previous study of Jane E. Klobas Laurel A., people are concern about the word of mount or recommendation of the application before they decide to buy the product. Not only social can make people decide to buy the application.

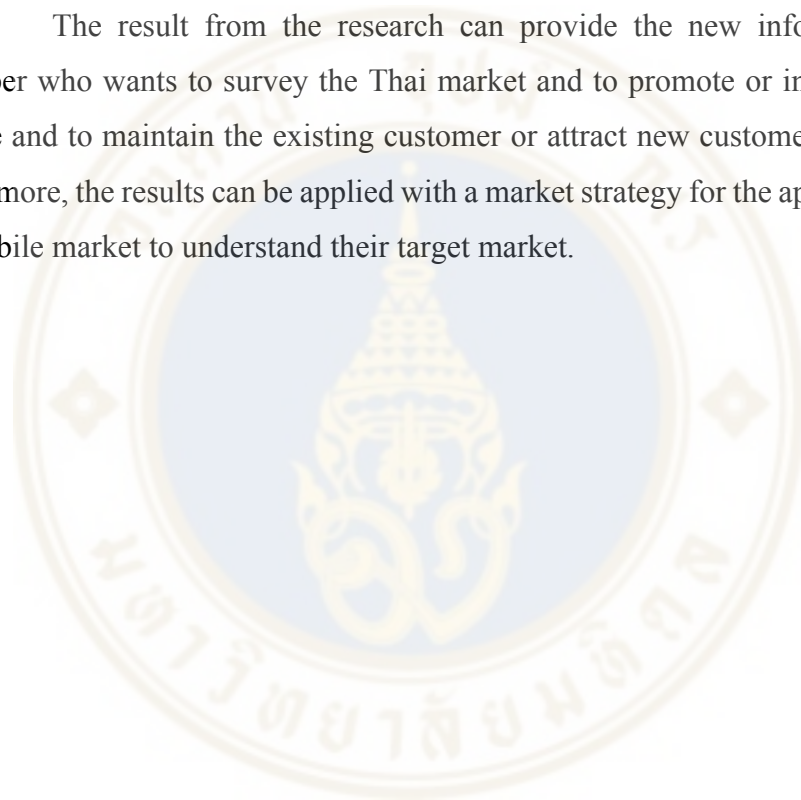
According to Hsi-Peng Lu Philip Yu-Jen Su (2009) said that perceived of usefulness has relation to the intention to buy because purchasing online application is an intangible product that customer cannot touch. So it is essential for the consumer to know the benefit of application before purchasing productivity application. The better way to know the benefit of the application was searching for the recommendation of the product.

Furthermore, perceived ease of use should be a concern when purchasing application because it was positive significantly level and support the research.

According to Roger (1995), if the technology is easy to use, more people are likely to adopt its use.

The study reveals that openness and agreeable personality are important personality traits to decide between buying productivity application. Agreeable people are natural forgiveness so they might easily accept the new technology and spending more time to learn. And Thais people are openness to experience which willing to consider alternative methods of using productivity application. Also, they are willing to try new things and find a different experience.

The result from the research can provide the new information for the developer who wants to survey the Thai market and to promote or increase their sale revenue and to maintain the existing customer or attract new customer to use the app. Furthermore, the results can be applied with a market strategy for the application market and mobile market to understand their target market.



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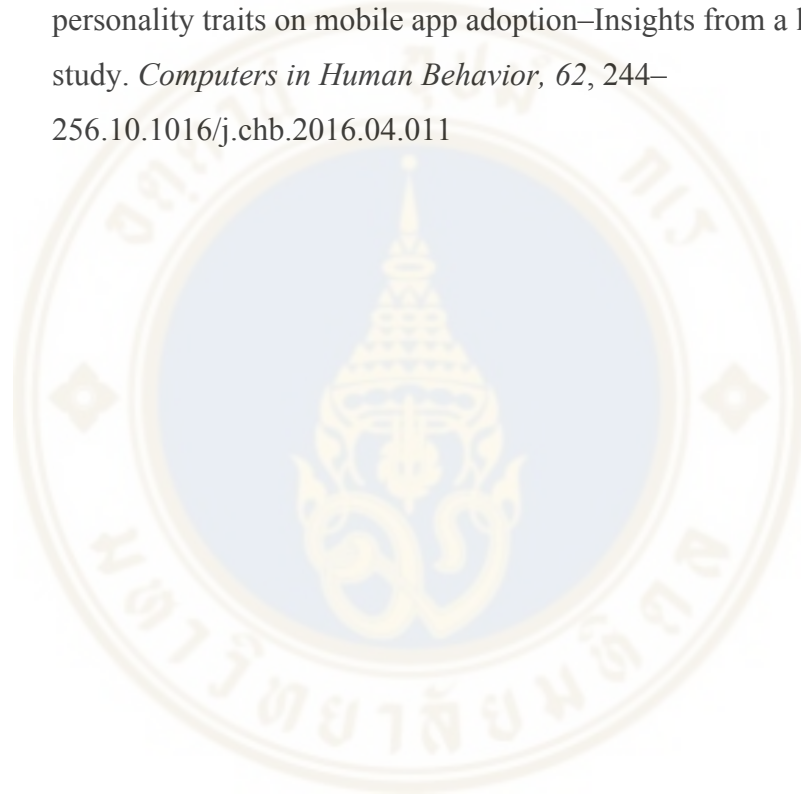


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## Appendix A Questionnaire

### Introduction

I am a master degree student from the College of Management Mahidol University who would like to study Factor Affecting to Intention to Buy Productivity Application of Thai People. This questionnaire will take not more than 15 minutes to complete.

A mobile productivity app is a software program that allows smartphone, tablet, and wearable device users to perform essential day-to-day tasks, it easier for users to view and edit files on their devices such as documents, presentations, worksheets, databases, charts, graphs, to-do list, and scanner.

### Screening Question

1. Do you buy a productivity in the past 6 month?

\_\_\_\_\_ Yes \_\_\_\_\_ No (Thank you)

2. What productivity app that you use before?

_____ Note	_____ Document
_____ Voice memo	_____ Scanner
_____ Camera	_____ Calendar
_____ Calculator	_____ Planner
_____ Worksheet	_____ Other .....
_____ Presentation	

3. How often do you use productivity application per day?

_____ 1-2 time per day	_____ 5-6 time per day
_____ 3-4 time per day	_____ more than 6 time per day

### Specific Questions

Please specify the level of your agreement on the following statement:

(Assessment scale: 1=Strongly Disagree, 2=Disagree, 3=Agree, 4=Strongly Agree)

Statement	Strongly Disagree (1)	Disagree (2)	Agree (3)	Strongly Agree (4)
<u>Social Influence</u>				
4. Finding some information before purchasing the app is not necessary.				
5. My friend always persuades me to buy the same apps as theirs.				
6. Family members influence my decision to buy a productivity app.				
7. It is the current trend to use a productivity app.				
8. I usually read the recommendation about the app before deciding to purchase.				
9. Mass media (T.V, radio, newspaper) will influence my decision to buy a productivity app.				
<u>Trialability</u>				
10. Being able to try out the productivity app was essential in my decision to use it				
11. Being able to try out the productivity app was necessary for my decision whether or not to buy it.				
12. I am permitted to use the app on a trial basis long enough to see what it can do.				

13. I do not need a trial to be convinced which apps are the best for me.				
14. It did not take me much time to try the apps before I finally accepted to use.				
<u>Compatibility</u>				
15. I do not need to buy the productivity app to do my work.				
16. Using the app that I bought is compatible with all aspect of my work.				
17. I think that using a productivity app that I purchased fits well with the way I like to work.				
18. The productivity app that I bought is more suitable to my working style.				
19. Using a productivity app that I bought is completely compatible with my current situation.				
<u>Perceived ease of use</u>				
20. It easy to use the apps, that I bought, compare with a free app.				
21. Using the app, that I purchased, request minimum effort.				



22. The application that I bought was smoothly integrated with other apps.				
22. I find it difficult to use the productivity app that I purchased.				
23. I used this app because of its helpful guidance.				
24. I often become confused when I use the productivity app that I bought.				
<u>Perceived usefulness</u>				
25. The productivity app that I bought enhances my effectiveness in my work.				
26. Using the app, that I purchased, enable me to accomplish tasks more quickly.				
27. I found using the apps that I bought useful in my work.				
28. Using the app, that I purchased, makes it difficult to finish my task.				
29 Using a productivity app that I purchased made my work has a better experience than I would have otherwise.				
<u>Intention to buy</u>				

32. I find the app that I purchased to be worthwhile.				
33. I intend to continue purchasing a productivity app.				
34. I will strongly recommend others to a productivity app that I bought.				
35. If there is a new interesting app, I will be switching to try it.				

#### Personality Question

Please specify the level of each statement to indicate the extent to which you agree or disagree with that statement. (Assessment scale: 1=Strongly Disagree, 2=Disagree, 3=Neither Agree/Disagree, 4= Agree, and 5=Strongly Agree)

I see Myself as Someone Who...	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
36. Is talkative					
37. Tends to find fault with others					
38. Does a thorough job					
39. Is depressed, blue					
40. Is original, comes up with new ideas					
41. Is reserved					

42. Is helpful and unselfish with others					
43. Can be somewhat careless					
44. Is relaxed, handles stress well					
45. Is curious about many different things					
46. Is full of energy					
47. Starts quarrels with others					
48. Is a reliable worker					
49. Can be tense					
50. Is ingenious, a deep thinker					
51. Generates a lot of enthusiasm					
52. Has a forgiving nature					
53. Tends to be disorganised					
54. Worries a lot					
55. Has an active imagination					
56. Tends to be quiet					
57. Is generally trusting					
58. Tends to be lazy					
59. Is emotionally stable, not easily upset					
60. Is inventive					

61. Has an assertive personality					
62. Can be cold and aloof					
63. Perseveres until the task is finished					
64. Can be moody					
65. Values artistic, aesthetic experiences					
66. Is sometimes shy, inhibited					
67. Is considerate and kind to almost everyone					
68. Does things efficiently					
69. Remains calm in tense situations					
70. Prefers work that is routine					
71. Is outgoing, sociable					
72. Is sometimes rude to others					
73. Makes plans and follows through with them					
74. Gets nervous easily					
75. Likes to reflect, play with ideas					
76. Has few artistic interests					
77. Likes to cooperate with others					
78. Is easily distracted					

79. Is sophisticated in art, music, or literature					
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### Sociodemographic Questions

80. Please indicate your gender

Male                       Female                       Other.....

81. What is the most mobile device you using with productivity applications?

PC                                       Tablet  
 Smart Phone                       Others .....

82. What platform do you use?

Android                                       Window  
 IOS     Others.....

83. What is your age range?

under 20 years old                       21-25 years old  
 26-30 years old                       Over 30 years old

84. What is your highest level of educational qualification?

Primary school                       Secondary school  
 Vocational education                       Bachelor degree  
 Master or Doctoral degree                       Other.....

85. What is your occupation?

Student                                       State Enterprise Officer  
 Government Officer                       Private Company Officer  
 Business Owner                       Other please specify .....

Freelancer

**Thank you for your kind cooperation.**