

USERS' CONTINUANCE INTENTION TOWARDS SMART DEVICES

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ABSTRACT

We investigate factors of continuance intention (CI) towards smart devices. People started to view smart devices as information systems since they can provide internet connectivity. Smart watches, tablets, and smart home appliances such as smart TVs are becoming increasingly popular. Smart devices have a lot of novel characteristics that outperform traditional watches, home appliances, and TVs. They can also help customers take advantages of a very short period, such as queueing time and coffee time, to connect to the internet and complete their daily tasks like paying a bill, shopping a pair of shoes, or booking a hotel room. However, smart devices providers are still trying hard to win market shares. Characteristics of smart devices that can lead to continued intention to use smart devices are hard to identify. Managers are struggling to maintain customers. Experience gained by successful companies is that the permeation of smart devices is derived from great features of the devices.

Our goal is to test the features of smart devices on the CI of smartphones. We will construct a comprehensive model to help vendors understand the impact of features of smart devices on retaining customers. The research contributes to the literature by presenting that superior characteristics of the devices can help boost CI via confirmation. For vendors, the study implies that building into the devices relevant features can uplift the chance of permanent success of continued usage intention of smart devices.