



AENSI Journals

Advances in Environmental Biology

ISSN-1995-0756 EISSN-1998-1066

Journal home page: <http://www.aensiweb.com/AEB/>

The Study of Factors Affecting Head Option of Electronic Services by Landline Subscribers Using the Technology Acceptance Model

Hossein Emami and Jalal Al-Din Sadri

Department of Electrical Engineering and Telecommunications, Faculty of Engineering, Islamic Azad University of Shahremajlesi Branch, Isfahan, Iran

ARTICLE INFO

Article history:

Received 15 June 2014

Received in revised form

8 July 2014

Accepted 4 September 2014

Available online 20 September 2014

Keywords:

Adoption of electronic services, fixed telephone subscribers, the technology acceptance model

ABSTRACT

The main purpose of this study was to investigate the factors affecting the adoption of electronic services by landline subscribers are using the technology acceptance model. The study sample included all seven regions of New Telecommunication Company of Tehran Municipality, which has been used at least once in the Telecom Services which the number is 700. The community of farmers and Morgan table in a random sample of 248 was selected as a sample. In terms of research methods, survey research, in terms of the objective, and practical nature, is descriptive and analytical. Data collection questionnaire designed by the researchers' acceptance of e-services by subscribers of landline technology acceptance model ",the reliability and validity were professors and experts in the field of technology acceptance of this questionnaire using Cronbach's alpha was 0.86. Using spss software using descriptive statistics and inferential statistics, data analysis and results showed that the four components of perceived ease of use, perceived usefulness, perceived image adjustment and perceived positive and significant impact on adoption of electronic services by fixed telephone subscribers.

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To Cite This Article: Hossein Emami and Jalal Al-Din Sadri., The Study of Factors Affecting Head Option of Electronic Services by Landline Subscribers Using the Technology Acceptance Model. *Adv. Environ. Biol.*, 8(12), 582-593, 2014

INTRODUCTION

Landline telephone instrument with its unique characteristics and provides the possibility to offer personalized electronic services, electronic services according to place and so on. Unlike many environmental and Broadcasting Services, Electronic Services has a long life and they are not far away from the audience's perspective. Landline tools to support software systems allow rapid changes in the content of e-services are provided; E-service cost compared to radio and television services, environmental services and writing services and taking into account the large number of audience is much lower. The foregoing features such as e-mail services, which has caused enormous potential to create landline. The phone is using the proper channel operations can be performed in a manner to provide a service message based on the user's location and needs at that moment, and to provide a tool that uses the most appropriate services to him. Marketing experts predict that by 2010, revenue from electronic services to reach more than 10 billion dollars, while more than 5 billion of revenue in the United States. So good potential marketing is able to use the electronic tools and services for marketing purposes. In order to investigate the acceptance of e-services, very little research has been done in many studies, too, is limited only to provide electronic services, whereas the services and capabilities of electronic services which can be fixed as mobile application fixed, global Positioning system, etc. can be used. Previous studies regardless of the admission process to study the e-service technology adoption and factors influencing the adoption of e-services have been determined. For example, some investigators factors of knowledge, fun and reputation led to the adoption of e-services are introduced, and the place does not specify the effect of each of these factors in the process adoption of electronic services. Kotler *et al*, in this study may be due to electronic service of process, factors that may be specified.

Problem Statement:

The electronic community company along with other organizations in order to expedite the matter has taken steps to provide information and services electronically via the Internet and 1818 systems. The growing population, crowded cities, banks and long lines, frustration and anger can be seen as reasons to consider moving into the new technology. High cost of traditional banking can be considered as another reason for this. According to research conducted in the United States who use traditional methods of banking services at an average of \$ 103 for this service must pay. However, in this country who benefit from a maximum of \$ 70 will be an

Corresponding Author: Jalal Al-Din Sadri, Department of Electrical Engineering and Telecommunications, Faculty of Engineering, Islamic Azad University of Shahremajlesi Branch, Isfahan, Iran

average year. One reason for the lack of a bank is in need of a place in the technology. According to statistics, the use of fixed telephone penetration rate higher than any other technology that the incidence cerate in developed countries but also in developing countries is in progress. To day made numerous trips to the city, utilizing the services of the device is one of the concerns of the people and authorities. With increasing advances in the world of electronic outcomes and impact tools and electronic equipment to accelerate everyday tasks and saving time and money is added to the importance of these devices and their applications and given the increasing number of subscribers of fixed telecommunication centers to get references and call billing and in order to expedite the matter Informatics, Telecommunication Company of Tehran has taken steps to provide the Services to the electrical system via the Internet and 1818 system. For a description of the adoption of information systems carried out in this study, variables of perceived usefulness, perceived compatibility, perceived ease of use, perceived image, confidence, subjective norms, as the independent variables on adoption services Telecom will be reviewed. Therefore, in this study we are going to have to answer the question: What are the factors affecting the adoption of electronic services by landline subscriber?

Scale factors influencing the adoption of electronic services by landline subscribers

In this study, the factors affecting electronic services are according to the admissions process that is measured by a questionnaire. The questionnaire included 24 including a description of the subjects to be considered with regard to the scale of 1 - completely disagree, 2 - disagree, 3 - neither agree / nor disagree, 4 - agree, 5 - strongly agree to identify and include the dimensions of Perceived Ease of Use, perceived usefulness, perceived image is perceived and adaptations.

Table 3.1: Factors affecting e-service fixed by consumers.

Mail services landline due to factors affecting technology acceptance process	Questions
Perceived Ease of Use	Questions 1 to 9
Perceived Usefulness	Questions 10 to 15
Perceived image	Questions 16 to 20
Perceived compatibility	Questions 21 to 24

The population of the study area all subscribers and 7-fold Telecommunication Company of Tehran, at least 700 people have used the services of Telecom form, from this population, a sample of 248 subjects were selected to have much to say about the adoption of electronic services. Data were collected using a questionnaire of 24 questions using spss software in two sections was analyzed using descriptive and inferential.

Description of data:

1) Age:

Age distribution of subscriber

age range	Frequency	Percent
Less than 30years	66	26.6
40-30years	81	32.7
50-40years	60	24.2
Top50	41	16.5
Total	248	100

The figures above show that New Telecommunication Company of Tehran age of seven persons which have been divided in to four categories of subscribers are the most frequent respectively between 30 to40 years old (32.7%). While only 16.5 percent of those aged 50 and older is 24.2% of the age group between 40-50 years and 26.6 percent of subscribers as well as age less than 30 years is estimated.

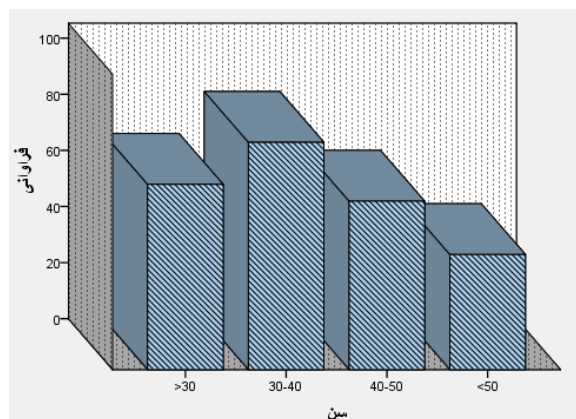


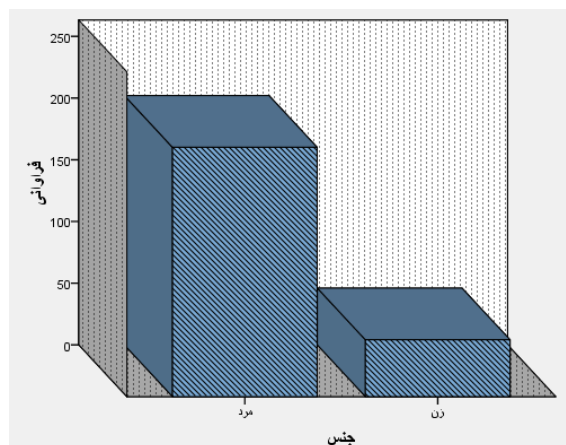
Fig. 4-1: Column Chart aged Subscribers.

2) Sex:

Table 4-2: Distribution of respondents by sex.

Gender	Frequency	Percent
Woman	46	18.5
Man	202	81.5
Total	248	81.5

Based on the above table, 81.5 percent of the sample group of subscribers is male, the number of subscribers has declined to 18.5% female.

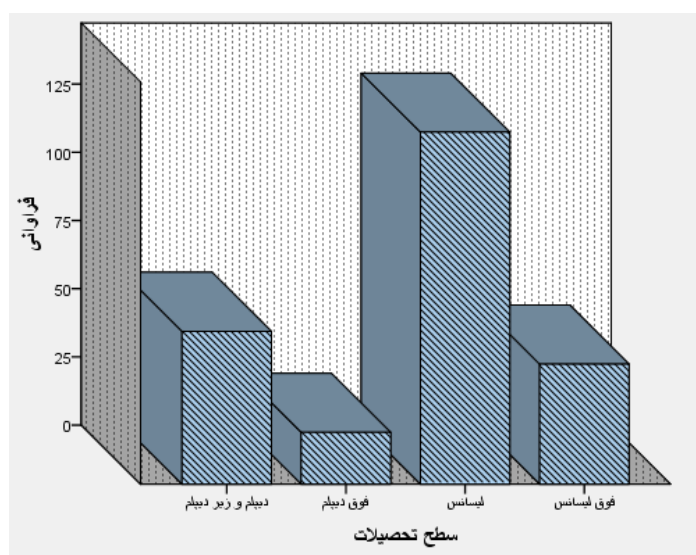
**Fig. 4-2:** Column Chart subscribers based on sex.

3) Level of Education:

Table 4-3: Frequency distribution of consumer education.

Level of Education	Frequency	Percent
Diploma and Diploma under	56	22.6
Diploma	19	7.7
Bachelor	129	52.0
MA	44	17.7
100	248	100

As the above table shows that the highest frequency is related to subscribers who have a bachelor's degree (52 percent), education degree is just 7.7 percent. The number of subscribers has a diploma or diploma below 22.6 percent. 17.7% of the participants are well-educated graduate.

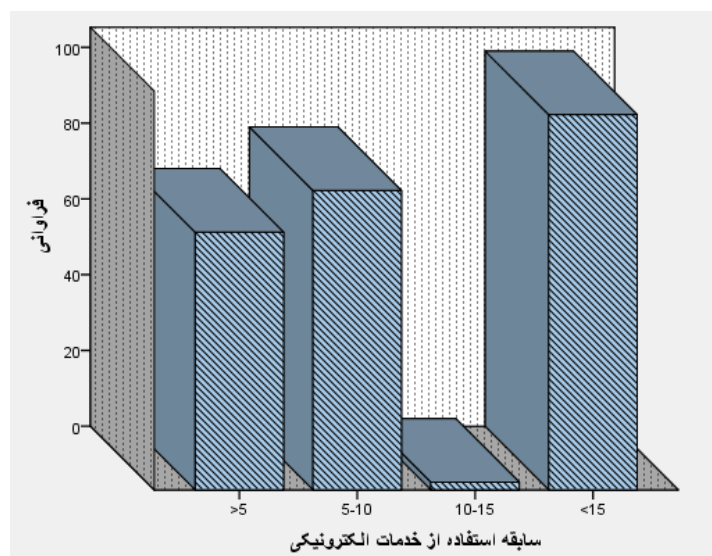
**Fig. 4-3:** Column Chart subjects based on education level.

4) Use Experience:

Table 4-4: Frequency of use of electronic services subscribers.

Experience	Frequency	Percent
Less than 5 Years	68	27.4
5-10 years	79	31.9
10-15 years	2	0.8
Over 15 years	99	39.9
100	248	100

Information above table indicates that the highest frequency of their use of electronic services to subscribers who are over 15 years old (39.9 percent). Only 0.8% of the participants have stated that the history of their use between 10-15 years. 31.9% of participants 5-10 years of work experience also are reported. The number of participants with a history is less than 5 years to 27.4 percent.

**Fig. 4-4:** Column Chart Customer Experience.*Analysis of results:*

The nature of the variables with normal distribution hypothesis will be tested by one-sample t-test model. First hypothesis: Perceived Ease of Use has a positive effect on the adoption of electronic services by landline subscribers.

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

Table 4-11: Summary of t tests to evaluate mean Perceived Ease of Use.

Interval estimation for the difference between the mean according to 95%		lower limit	Significance level	Degrees of freedom	T seen	Standard deviation	Average
Top limit	Lower limit						
26.55	25.96	248	0.00	247	174.87	2.36	29.25

The results above show that the significant level of 0.05 less (0.00), the effect of perceived ease of use of electronic acceptance by Customer Services Telecommunication Company of Tehran Municipality of 7 is moderate. Since the mean value of 29.25 and 174.84 t is equal to the observed value of the test (3) is greater, so we can conclude that this variable has a significant positive impact on the adoption of electronic services.

Second hypothesis: Perceived usefulness has a positive effect on the adoption of electronic services by landline subscribers.

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

Table 4-12: Summary of t-test to evaluate the mean perceived.

Interval estimation for the difference between the mean according to 95%		lower limit	Significance level	Test value=3			
				Degrees of freedom	T seen	Standard deviation	Average
Top limit	Lower limit						
16.72	16.17	248	0.00	247	118.13	2.19	19.44

The results above show that the significant level of 0.05less (0.00), rate of perceived impact of the adoption of electronic services by subscribers of 7 persons Telecommunication Company of Tehran is not moderate. Since the mean value of 19.44 and 118.13 tisequal to the observed value of the test (3) is greater, so we can conclude that this variable has a significant positive impact on the adoption of electronic services.

Third hypothesis: the image perceived by the subscribers of landline has a positive effect on adoption of electronic services.

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

Table 4-13: Summary of t tests to evaluate mean perceived image.

Interval estimation for the difference between the mean according to 95%		lower limit	Significance level	Test value=3			
				Degrees of freedom	T seen	Standard deviation	Average
Top limit	Lower limit						
12.35	11.63	248	0.00	247	66.24	2.85	14.99

The results above show that the significant level of 0.05less (0.00), the effect on the perceived acceptance of electronic services by subscribers of 7 persons Telecommunication Company of Tehran is not moderate. Since the mean value of 14.99 and 66.24 tisequal to the observed value of the test(3) is greater, so we can conclude that this variable has a significant positive impact on the adoption of electronic services.

Fourth hypothesis: Adjustment perceived positive effect on adoption of electronic services by fixed telephone subscribers.

$$H_0 : \mu \leq 3$$

$$H_1 : \mu > 3$$

Table 4-14: Summary of t-test to check the consistency of the mean perceived.

Interval estimation for the difference between the mean according to 95%		lower limit	Significance level	Test value=3			
				Degrees of freedom	T seen	Standard deviation	Average
Top limit	Lower limit						
10.21	9.71	248	0.00	247	78.66	1.99	12.96

The results above show that the significant level of 0.05less (0.00), rate of perceived consistency in the adoption of electronic services by subscribers of 7 persons Telecommunication Company of Tehran is not moderate. Since the mean value of 12.96 and 78.66 tisequal to the observed value of the test(3) is greater, so we can conclude that this variable has a significant positive impact on the adoption of electronic services.

Main Question: What are the factors affecting the adoption of electronic services by landline subscriber? Above hypothesis is was answer educing the Friedman test whose results are summarized in the following table:

Table 4-15: Summary of the Friedman test to assess the priority of factors affecting adoption of electronic services by fixed telephone subscribers (n = 248).

Variables	Average Rating	χ^2	Degrees of freedom	Significant level
Perceived Ease of Use	4.00	654.69	3	0.000
Perceived	2.90			
Perceived image	1.86			
Perceived compatibility	1.25			

As the above table shows, the significance level tests with 0.01, so it can be concluded with 99% confidence that the effectiveness of each of the components of the "acceptance of e-services" is not the same as the "Ease of use perceived" with the highest impact and "perceived compatibility" has the least effect.

Accordingly, it can affect any of the important factors influencing adoption of e-services by subscribers of 7 persons Telecommunication Company of Tehran was established the following order of priority:

1. Perceived Ease of Use
2. Perceived Usefulness
3. Perceived image
4. Perceived compatibility

Top results well below the radar are reflected in the chart:

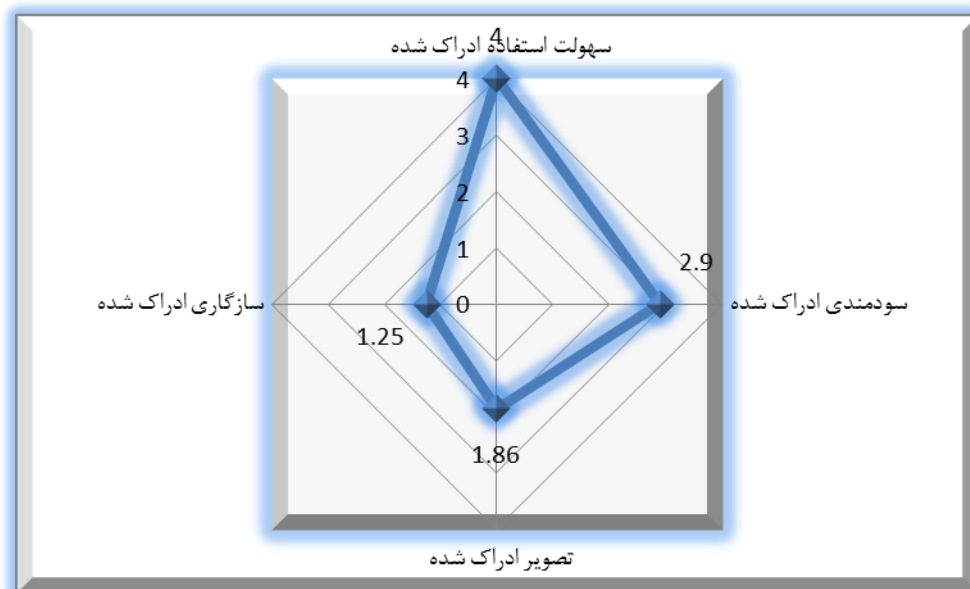


Fig. 4-14: Radar chart of the average rank for each factor affecting adoption of electronic services by landline subscribers.

Conclusions:

- Adoption of electronic services, like any other new phenomena that need to change, is one of the most controversial issues in modern societies.
- E-services are not unique to developing countries and even in developed countries also discussed these problems and studies have been done. Several models have been used in connection with this matter. One of these models is more valid than the other models TAM Davis.
- According to research in line with this model, several factors can affect the adoption of e-services by users. Some of these factors are more important in different studies, depending on the particular circumstances of each of them, are prioritized and used. In this study, some factors affecting the acceptance of new technologies in most previous studies, it has been pointed out, have been studied.
- The adoption of e-services, a necessary condition for effectiveness in this age of communication. However, these technologies also partially rejected in developed countries have not been welcomed by the public. Since most new technologies have been developed in developed countries, it is expected that social and cultural gaps

exist in less developed countries. Cultural and social impact of this gap can cause the loss of an understanding and acceptance of information technology.

- Adoption of technologies by users with a wide range of research in relation to accounting information systems. Several of these studies as factors influencing users' decisions to adopt technologies have been introduced. These factors in different studies have been reviewed and approved.
- Establishment of electronic systems and their application requires the availability of the required infrastructure. Access to the Internet and its infrastructure is an important factor in the adoption of electronic services. So that contact with a lack of infrastructure for electronic face a major obstacle for on-line interaction and electronic services availability of infrastructure can be noted in the quality of the information system including data quality, response time and system availability.
- Ease of use and perceived usefulness, perceived in almost all research done in the field of technology acceptance model has been studied. According to Davis, these two factors are determined directly by external variables. Perceived ease of use seems to have a positive impact on trust; because a person can expect to gain an understanding of the results can lead to the adoption of innovative technologies.
- Security of information infrastructure and virtual environments has always been considered one of the basic requirements in the use of e-services has been emphasized, create a level of security appropriate to the needs and invest enough to be feasible in almost all circumstances. It is desirable to be provided only by individuals, organizations, private enterprises and government agencies trust and confidence of partners will play its expected role as effective network of interactive and synergistic.

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