

Roles of User Resistance and Social Influence in Continued Use of Smartphone

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Abstract— Resistance is considered to be a primary factor that prevents users from adopting innovative systems. However, few studies have examined the existence of user resistance and its impact on user's behavior in the post-adoption stage and in the voluntary use context. In this study, we propose an integrative model that explains users' continued use of an innovative system (smartphone) by incorporating user resistance and social influence (subjective norm) on the basis of an expectation confirmation model. We conducted an empirical study with 210 smartphone users in Korea using Structural Equation Model (SEM). The results show the significant roles of user resistance and social influence on continuance of smartphone use. This finding contributes to understanding the relationship between user resistance and social influences and how their interactions eventually affect the continued use of innovative systems.

Keyword— User resistance, Expectation confirmation model, Social influence, Continued use, Smartphone

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