Influence of interface features on adoption of mobile phone applications

T.W.P.T. Wasalasooriya and H.K.G.M.N. Karunarathna

Department of *Accountancy and Finance, Faculty of Management Studies,*
Rajarata university of Sri Lanka, Mihintale, Sri Lanka.
Corresponding author: wasalasooriyapt@gmail.com

Abstract

The mobile phone has become an essential equipment of life style of people in now a days. This device has created a new landscape for behavioral researches, combined with information and communication technology. The way of communicating with devices is strictly bounded to the interface of device. This study examines the impact of mobile interface features on adoption of mobile application among smart phone users. Mobile interface is to relate phone functions and operations to elements of interaction that are performed well. Mobile applications are an information system software artifact that is specifically developed for mobile operating system installed on handheld devices. Mobile interface features are considered as the independent variable in this study, namely context, connectivity, screen size, display resolution and process capability and power. Dependent variable of this study is adoption of mobile application of mobile phone. Furthermore, above five mobile features are separately considered to find the impact of adoption for mobile application. This research considers as co relational research, under human computer interaction. Online questionnaire method was used to collect data and the sample of the study consists of 50 undergraduates who are studying at Business Information unit in Rajarata University of Sri Lanka. According to the reliability analysis all the values of Cronbach's Alpha are above 0.7. Descriptive statistics, correlation analysis and regression analysis were used in data analysis. The results indicate that there is a positive relationship between mobile interface features and adoption for mobile application. The results further reveal that display resolution and process capability and power are significant in mobile feature adoption. Low impact factors are context, connectivity and screen size, the lowest among them is screen size. The findings of this study can be applied to design mobile phones to enhance mobile phone application.

Keywords: Interface features, mobile phone interfaces