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Tablets Adoption in an Arab Culture: Minding Pleasure over Usefulness

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Abstract

Aim of the Paper: The purpose of this study was to assess the effect of a number of determinants on the behavioral intention to adopt the tablet computers in an Arab culture.

Study Design: This study adopted the survey method, and college students were the informants. It built and tested an extended technology acceptance model (TAM) to examine the influence of perceived enjoyment, attachment motivation, and personal innovativeness on the intention to adopt the tablets.

Sample and Data: A data set was collected from a convenience sample consisting of 438 Kuwait University students. A structural equation modeling technique, LISREL, was applied to test the research hypotheses.

Results: Perceived enjoyment emerges as the strongest determinant of intentions, followed by perceived ease of use, perceived usefulness, attachment motivation, attitude, and personal innovativeness. However, the intervention of attitude amid the investigated beliefs and intentions is below TAM postulations.

Conclusion: The fitted model has a strong explanatory power as it explains 72% of the intentions to adopt the tablets, and young Kuwaitis mind enjoyment over usefulness in forming these intentions. These results should guide the tablets design, production, and marketing efforts targeting Arab users.

Keywords: Tablet adoption intentions, technology Acceptance model (TAM), perceived enjoyment, attachment motivation, personal innovativeness, Kuwait.

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Introduction

Tablet computers are innovative and popular mobile devices nowadays (Yu *et al.*, 2017). Their use represents a growing trend toward ubiquitous information systems (Titcomb, 2017). They are both utilitarian and hedonic systems (Hong *et al.*, 2013, 2017). While they are intertwined into individuals' daily lives, they can redefine how individuals find enjoyment, how they learn, and how they socialize. Knowledge of what stimulates individuals to successfully adopt tablet computers for personal purposes is therefore important to their designers, producers, marketers, and adaptors in different sectors in social arrangements (Li *et al.*, 2015).

Most information technologies (IT) acceptance models and studies appear to agree on the factors influencing individuals' IT adoption decisions (e.g., Venkatesh *et al.*, 2003; Saghafi *et al.*, 2017). Yet, the relative significance of such factors in explaining IT adoption decisions differs depending on the particularity of the investigated technology and other situational factors of significance (Hong *et al.*, 2013). Studies on IT adoption also have mostly focused on understanding IT in the workplace environment in which organizations mainly apply it to advance performance (Yu *et al.*, 2017). Yet, much less research has focused on the acceptance of IT by individuals for personal use, particularly in the Arab world, where the drivers to adopt IT are fairly collectively related (Hofstede, 2009).

Although a number of researchers have studied the motives behind the adoption of mobile services (e.g., Li *et al.*, 2005; Nysveen *et al.*, 2005a; Lu *et al.*, 2009), only few (e.g., Abbas *et al.*, 2019) have focused on the individuals' motives to adopt tablet computers for personal use in the Arab culture.

In a recent study, Abbas *et al.* (2019) have adapted and tested a Theory of Reasoned Action (TRA) based model that explains 37% and 56% of the variance in the attitudes and behavioral intentions of Kuwaitis toward adopting tablet computers, respectively. Although their results are the first empirical evidence that explains the tablet computers adoption phenomenon in Kuwait, fitting another model (e.g., the Technology Acceptance Model (TAM)) to the same data set could produce results that deliver a better understanding of the given phenomenon. TAM (Davis, 1989; Davis *et al.*, 1989) is considered a robust, influential model of IT adoption behavior in information systems (IS) research (Muñoz-Leiva *et al.*, 2017).

This study attempts to provide a better understanding of the adoption phenomenon of tablet computers for personal use in Kuwait and its influencing factors, by adapting and testing a TAM-based model to Abbas *et al.*'s (2019) data set. The results should disclose the profound drives and relations that expressively impact possible attitudes

and intentions toward the adoption of tablet computers (Abbas *et al.*, 2019). This understanding should help the application of effective online services and sustainable economic and social development in Kuwait (e.g., Khalil, 2012; Baturay *et al.*, 2017), and facilitate future comparison studies that seek more coherent conclusions on the attitudes and intentions to adopt tablet computers.

Background

Over the years, IS researchers have adapted multiple theories and models to identify and investigate different motivational and control variables that presumably affect the acceptance and use of diverse IT systems in different contexts (Abbas *et al.*, 2019). Yet, TAM is conceivably the most influential model in IT adoption research (Lin and Kim, 2017; Muñoz-Leiva *et al.*, 2017).

Because TAM incorporates the findings from decades of IS research, it is well-suited for modeling tablet adoption. The TAM postulates that the acceptance and use of IT can be elucidated from a user's internal beliefs, attitude (ATT), and behavioral intention (BI) (Hwang, 2005;Turner *et al.*, 2010). It specifically hypothesizes a causal linkage between perceived usefulness (PU) and perceived ease of use (PEOU) and users' ATT, BI, and actual IT adoption (Davis, *et al.*, 1989). As such, IT adoption is determined by BI, and BI is determined by both PU and ATT toward the investigated system (Eraslan *et al.,* 2019**)**. The PU-BI relation suggests that individuals form intentions to adopt a system as a result of a rational evaluation of the potential influence of that system on their undertakings (Venkatesh and Davis, 2000; Hwang, 2005). BI is the outcome (dependent) variable in the adopted TAM model in this study, since the adoption of tablets can be predicted sensibly well from BI (e.g., Davis *et al.*, 1989; Eraslan *et al.,* 2019; Teo *et al.*, 2019).

Since its inception, researchers have made sound justifications for adding many constructs to the TAM's original constructs to better explain users' ATT, BI, and/or actual adoption of systems in different settings (e.g., Davis, 1989; Venkatesh and Davis, 2000; Hwang, 2005; Rouibah *et al.*, 2011; Shaikh and Karjaluoto, 2015; Kim, *et al.*, 2017; Schnitman and Forgerini, 2017). Our study extends the TAM model and adds attachment motivation (AM), personal innovativeness (PI), and perceived enjoyment (PE) as individual characteristics that may influence one's ATT and BI to adopt a tablet computer (Abbas *et al.*, 2019).

AM is a personal characteristic that defines a person's need and inclination for socializing with others (Bowlby, 1969). The research model of this study adds AM as a potential influencer of ATT and BI toward the adoption of tablets because tablets can be used for work, study, and for hedonic purposes. A number of similar

studies have used AM for the same reason (Li *et al.*, 2005; Rouibah and Abbas, 2010; Rouibah *et al.*, 2011; Hsieh and Hsu, 2014; Wu *et al.*, 2017).

Similarly, PI identifies persons who are prepared to accept systems before others. The individuals who practice more innovation usually adopt IT more frequently than those who practice less innovation (Rogers, 1995). We add PI to our research model because it is a potential influencer of ATT and BI on the adoption of tablets. Only a few researchers (e.g., Jackson *et al.*, 2013; June, 2014; Abbas *et al.*, 2019) have examined the influence of PI on the decisions to adopt IT for personal use compared to those that have examined the influence of PI on IT adoption for productivity and business performance (e.g., Lu *et al.*, 2005; Yi *et al.*, 2006; Hong *et al.*, 2017).

Likewise, PE denotes the degree to which an individual observes an action to be gratifying (Davis *et al.*, 1993; Liu and Li, 2011). PE is an inherent motivator to perform an action merely because performing it is pleasing (Davis *et al.*, 1992, p 1112; Venkatesh and Speier, 2000). Although some studies have concluded that PE does not impact BI compared to other factors such as PU (Liu and Li, 2011), other studies have found PE to be the most influential variable (Van der Heijden, 2003, 2004; Yan and Moon, 2015). Our research model adds PE because it should have an influential impact on the ATT and BI to adopt tablets as hedonic systems.

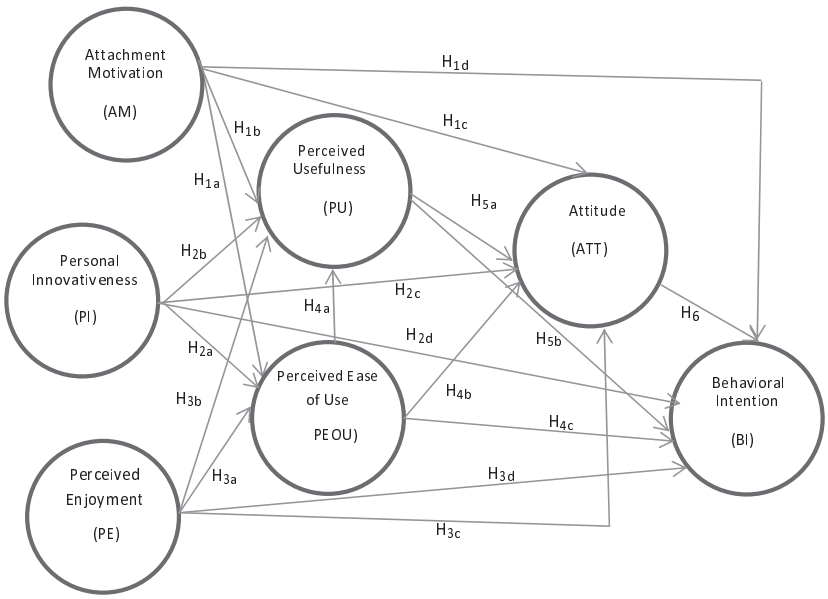

Figure (1): The Research Model

Figure 1 displays the research model. Besides the original TAM constructs, the model includes the three exogenous constructs of AM, PI, and PE. The model postulates that, while ATT directly affects BI, AM, PI, PE, PEOU, and PU affect BI directly and indirectly. These relations are further elucidated in the research hypotheses.

Research Hypotheses

1. **The effect of AM.** Individuals with high AM strive to have earnest and pleasant connections with others. As such, they may form favorable attitudes toward tablets as communication devices, which are considered valuable and easy to use (Li *et al.*, 2005). Some researchers (Li *et al.*, 2005; Rouibah and Abbas, 2010; Rouibah *et al.*, 2011; Hsieh and Hsu, 2014; Abbas *et al.*, 2019) have investigated the AM effect and have found that it influences different IT adoption related variables. The possible effects of AM are tested through the following four hypotheses:

   H_{1a}: AM has a positive effect on PEOU.

   H_{1b}: AM has a positive effect on PU.

   H_{1c}: AM has a positive effect on ATT.

   H_{1d}: AM has a positive effect on BI.

2. **The effect of PI**. According to Rogers (1985), the adoption rate of a new system hinges on five innovation features. These features include relative advantage, compatibility, complexity, observability, and trialability. While the relative advantage feature is analogous to PU, the complexity feature is analogous to PEOU (Davis, 1989). In addition, PI characterizes the risk-taking behavior of an individual and serves as a key precursor to IT adoption (Rogers, 1995; Agarwal and Prasad, 1998; Lee *et al.*, 2007; Abbas *et al.*, 2019). As such, highly innovative individuals could foresee that tablets are useful and convenient. Several researchers have examined the effect of PI on the BI to adopt different IT systems (e.g., Lu *et al.* 2005; Yi *et al.*, 2006; Rouibah and Abbas 2010; Shaikh and Karjaluoto, 2015; Jeong *et al.*, 2017; Abbas *et al.*, 2019). The conceivable effects of PI are tested through the next four hypotheses:

   H_{2a}: PI has a positive effect on PEOU.

   H_{2b}: PI has a positive effect on PU.

H_{2c}: PI has a positive effect on ATT.

H_{2d}: has a positive effect on BI.

3. **The effect of PE**: Individuals who enjoy the hedonic features of the tablet may also find them easy to use and beneficial. They, therefore, might develop favorable positive attitudes and intentions to adopt these tablets. Many studies have found PE to positively influence IT adoption (e.g., Van der Heijden, 2003, 2004; Li *et al*., 2005; Nysveen *et al*., 2005a,b; Sun and Zhang, 2006; Ansarian *et al*., 2017; Abbas *et al*., 2019), PEOU (e.g., Agarwal and Karahanna, 2000; Venkatesh and Speier, 2000; Yi and Hwang, 2003; Sun and Zhang, 2006), and PU (e.g., Agarwal and Karahanna, 2000; Yi and Hwang, 2003; Hwang, 2005). The possible effect of PE are tested through the following four hypotheses:

   H_{3a}: PE has a positive effect on PEOU.

   H_{3b}: PE has a positive effect on PU.

   H_{3c}: PE has a positive effect on ATT.

   H_{3d}: PE has a positive effect on BI.

4. **The effect of PEOU**. TAM postulates that PEOU affects PU and ATT. It also postulates a direct PEOU-ATT link, which captures the intrinsically motivating aspect of PEOU. Improved PEOU contributes to improved performance and, therefore, affects PU (e.g., Davis *et al*., 1989; Kim and Woo, 2016; Teo, 2016; Lin and Kim, 2017). The findings of many investigations (e.g., Van der Heijden, 2003, 2004; El-Gayar and Moran, 2007; Kim and Woo, 2016; Teo, 2016; Teo *et al*., 2019) support a positive effect of PEOU on ATT and BI in different contexts. As such**,** the possible effects of PEOU are tested through the following three hypotheses:

   H_{4a}: PEOU has a positive effect on PU.

   H_{4b}: PEOU has a positive effect on ATT.

   H_{4c}: PEOU has a positive effect on BI.

5. **The effect of PU**. The use of tablets is innovative and could influence an individual's work, study, or life (Liu and Li, 2011). In agreement with the findings of many investigations (e.g., El-Gayar and Moran, 2007; Lin *et al*., 2011; Liu and Li, 2011; Teo *et al*., 2019; Eraslan *et al.,* 2019), the PU of tablets influences ATT and BI. The possible effects of PU are tested through the following two hypotheses:

H_{5a}: PU has a positive effect on ATT.

H_{5b}: PU has a positive effect on BI.

6. **The effect of ATT**. In accordance with the postulation of the social psychology theories as well as the TAM, ATT affects BI. Holding a positive ATT toward a system is an important condition for a successful adoption of that system (e.g., Davis, 1989; Davis *et al.*, 1989; Abbas *et al.*, 2019). In addition, when an individual fails to grasp the benefits of a system, he/she would have a negative ATT toward that system and would, in turn, fail to adopt it (Davis, 1993). As such, the possible effect of ATT on the BI to adopt tablets is tested through the following hypothesis:

   H_6: ATT has a positive effect on BI.

Methodology

Measurement

This investigation adapts items that prior studies have developed and validated. As reported in Abbas *et al.* (2019), AM was measured by 6 items from Li *et al.*, (2005), and Ma and Yuen (2011), and Ma and Chan (2014). PI was measured by 5 items from Agarwal and Prasad (1998) and Rouibah and Abbas (2010). PE was measured by 6 items from Davis *et al.* (1989) and Rouibah and Abbas (2010). ATT was measured by 5 items from Hsu and Lu (2004). BI was measured by 6 items from Agarwal and Karahanna (2000). Last, PEOU and PU were both measured using 6 items from Davis *et al.* (1989).

The data collection Instrument

As reported in Abbas *et al.* (2019), the final form of the instrument includes two parts. The first part is designed to gather the demographic characteristics of informants. The second part is designed to capture the respondents' perceptions of the research constructs, namely AM, PI, PE, PEOU, PU, ATT, and BI, on a five-point Likert scale (whereas 1 = strongly disagree, 5 = strongly agree).

Sampling and data collection

College students are the informants in this investigation, because they are technically skilled (Schepers and Wetzels, 2007) and are suitable proxies for the older individuals in a society (Yoo and Donthu, 2001). The data collection procedure, detailed in Abbas *et al.* (2019), produced a sample of 438 usable responses.

Sample profile

The average age of the informants in the sample is 21 years. In addition, nearly 78% of the informants were female, a percentage that echoes somewhat the typical female representation of 67% of the student population at Kuwait University. However, only 9% (n = 40) of the students were married; and 94% (n = 413) were Kuwaitis. The respondent distribution across colleges was as follows: College of Business Administration (67%, n = 293), College of Arts (6%, n = 25), College of Social Sciences (4%, n = 19), College of Sciences (3%, n = 12), other colleges (e.g., Engineering and Petroleum, Education, medicine) (6%, n = 26), and unknown (14%, n = 61).

Data Analysis

Data reduction and statistics

Factor analysis was performed to analyze the variability among the research constructs and produce a smaller number of factors for further analysis. We then removed redundancy between correlated variables to avoid the presence of multicollinearity and to reveal patterns between the correlated variables. Table (1) summarizes the results of the factor analysis. The factor loadings are greater than 85%, a result that confirms a robust correlation between each factor and its indicators. The explained variances are considerably greater than the 50% threshold. In addition, all reliability coefficients are greater than the 70% threshold (Hair *et al.*, 2010).

Table 1
The Factor Analysis Results(1)

Constructs	Factor Loadings	Explained Variance	Reliability Coefficient (α)
Attachment Motivation (AM)		79.85%	87.4%
AM3: Tablets keep me in contact with others.	0.903		
AM4: Tablets keep me informed about others.	0.893		
AM6: Tablets keep me in touch with my schoolmates.	0.885		
Personal Innovativeness (PI)		81.85%	88.9%
PI2: It is crucial to be among the first to acquire new devices.	0.903		
PI3: I'm commonly the first among my peers to explore new systems.	0.911		

Table 1 (Cont.)
The Factor Analysis Results(1)

Constructs	Factor Loadings	Explained Variance	Reliability Coefficient (α)
PI5: In general, I have more IT products than my peers.	0.900		
Perceived Enjoyment (PE)		87.26%	92.6%
PE3: I trust using the tablet is gratifying.	0.912		
PE4: I have joy when using the tablet.	0.945		
PE5: Using the tablet is pleasant.	0.946		
Perceived Usefulness (PU)		85.33%	94.3%
PU2: Using the tablet would enhance my academic performance.	0.918		
PU3: Using the tablet would improve my academic standing.	0.930		
PU4: Using the tablet would increase my learning efficiency.	0.934		
PU5: Using the tablet would ease my learning.	0.913		
Perceived Ease of Use (PEOU)		80.56%	91.8%
PEOU3: It is easy to use the tablet.	0.909		
PEOU4: It is simple to interact with the tablet.	0.922		
PEOU5: It is easy to become skillful in using the tablet.	0.856		
PEOU6: I will find the tablet easy to use.	0.901		
Attitude (ATT)		88.49%	93.4%
ATT3: I believe using the tablet in learning is a good idea.	.928		
ATT4: I believe using the tablet in education is a sound idea.	.946		
ATT5: I believe using the tablet will advance my scholastic and practical experience.	.948		
Behavioural Intention (BI)		83.05%	95.9%
BI1: I expect to keep using the tablet in the future.	0.912		
BI2: Most probably I will continue to use the tablet.	0.927		
BI3: I am planning to remain using the tablet in the future.	0.936		
BI4: I plan to continue using the tablet as long as it is available.	0.903		
B15: I will keep using the tablet in the future as long as it is handy.	0.893		
BI6: I will continue using the tablet after graduation.	0.895		
Overall		80.79%	95.1%%

(1) Some items describing AM, PI, PE, ATT, and BI are also reported in Abbas *et al.* (2019).

To prepare the data set for subsequent analyses, each factor is stated as linear combinations of its loaded items. Table (2) exhibits the results for the constructs as well as whether the respondents express neutral perceptions. The respondents hold high AM, moderate PI, high PE, positive PU, high PEOU, strong BI, and favorable ATT (all averages > 3, and the P-values are statistically significant).

Table 2
The Research Constructs Statistics

Constructs	Mean	Std. Error	P-value
AM	3.50	0.049	*.000
PI	3.09	0.048	*.055
PE	4.07	0.041	*.000
PU	3.42	0.051	*.000
PEOU	4.19	0.038	*.000
BI	4.05	0.044	*.000
ATT	3.88	.0479	*.000

* Significant at $\alpha \leqslant 0.05$.

Fitting a model to the data set

LISREL, a structural equation modeling (SEM) procedure, was applied to fit a model to the data set and test the research hypotheses. The calculated goodness of fit indexes suggest that the predicted model is sufficiently fitted. Specifically, the root mean square error (RMSE) (0.038) is lower than the recommended (0.05 or less), the goodness of fit (GIF) index (0.87) is higher than the recommended index (0.85 or higher), and the adjusted goodness of fit (AGIF) index (0.83) is higher than the recommended (0.80 or more). In addition, the $\frac{x^a}{d.f=3.82}$ (recommended 4 or less). Therefore, the indices are acceptable measures of the goodness of fit (Hair *et al.*, 2010).

Table (3) presents the composite reliability and variance extracted for all variables as well as the coefficients for the determination (R^2) of the endogenous variables. Composite reliability is a more suitable substitute measure of consistency than Cronbach's α (Hair et al., 2010) All composite reliability values in Table (3) are greater than 89% and, therefore, they exceed the recommended 70% threshold (Hair *et al.*, 2010). Moreover, all the values of the average variance extracted, another measure of internal reliability (Hair *et al.*, 2010), are above 94%. Lastly, the coefficients for the determination R^2 of the endogenous variables PU, PEOU, ATT, and BI are 46%, 46%, 60%, and 72%, respectively.

These percentages (explanations) are relatively high and considered acceptable, especially they are produced from perceptual data.

Table 3
Composite Reliability, Average Explained Variance, and Coefficients of Determination for Constructs

Constructs	Average Variance Explained (AVE)	Construct Reliability (CR)	The Coefficient of Determination (R^2)
AM	94.98%	98.27%	--------
PI	95.16%	98.33%	--------
PE	95.64%	98.50%	--------
PU	96.65%	98.83%	46%
PEOU	96.42%	99.08%	46%
ATT	97.79%	99.25%	60%
BI	97.16%	99.52%	72%

Table (4) exhibits the results of testing the discriminant validity between the constructs. The discriminant validity ($DV_{A,B}$) value between construct A and construct B indicates the existence or non-existence of the discriminant validity between the two constructs (John and Benet-Martinez; 2000). A $DV_{A.B} \geqslant 85\%$ is an indication of the lack of discriminant validity between the constructs. Evidently, there is no lack of discriminant validity, since all $DV_{A,\ B}$ values are below 75%.

Table 4
Discriminant Validity between Constructs

	PEOU	PU	ATT	BI	AM	PI
PEOU	1					
PU	36.4%	1				
ATT	52.2%	71.7%	1			
BI	74.5%	59.5%	66.4%	1		
AM	28.4%	64.9%	50.6%	50.6%	1	
PI	42.6%	33.5%	24.3%	40.4%	20.3%	1
PE	65.8%	47.6%	53.6%	71.8%	50.9%	36.6%

Testing the hypotheses

We applied path analysis to test the research hypotheses. It analyzes the direct, indirect, and the total effect of all possible paths from the exogenous to the

endogenous variables. While the total effects between the variables (constructs) are presented in Table (5), the direct and indirect effects are presented in Appendix A.

Table 5
Total Effects for Paths

The Constructs	Path Coefficient (PCO)	Standard Error	t-value	P-value	The Significance	The Hypothesis
AM → PEOU	-0.07	0.05	-1.44	0.075	NS	H_{1a}
AM → PU	0.53	0.05	10.55	0.000*	S	H_{1b}
AM → ATT	0.30	0.05	6.01	0.000*	S	H_{1c}
AM → BI	0.19	0.04	4.52	0.000*	S	H_{1d}
PI → PEOU	0.21	0.04	5.02	0.000*	S	H_{2a}
PI → PU	0.17	0.04	3.93	0.000*	S	H_{2b}
PI → ATT	0.05	0.05	1.00	0.159	NS	H_{2c}
PI → BI	0.16	0.04	4.17	0.000*	S	H_{2d}
PE → PEOU	0.61	0.05	11.54	0.000*	S	H_{3a}
PE → PU	0.14	0.05	2.96	0.002*	S	H_{3b}
PE → ATT	0.36	0.05	6.92	0.000*	S	H_{3c}
PE → BI	0.56	0.05	11.82	0.000*	S	H_{3d}
PEOU → PU	0.08	0.05	1.5	0.067	NS	H_{4a}
PEOU → ATT	0.34	0.06	6.15	0.000*	S	H_{4b}
PEOU → BI	0.48	0.04	10.96	0.000*	S	H_{4c}
PU → ATT	0.59	0.05	12.05	0.000*	S	H_{5a}
PU → BI	0.24	0.04	5.80	0.000*	S	H_{5b}
ATT → BI	0.17	0.05	3.78	0.000*	S	H_6

* The effect is significant at $\alpha \leqslant 0.05$.

AM has no effect on PEOU, but it has positive effects on PU (PCO = 0.53, P = 0.00), ATT (PCO = 0.30, P = 0.00), and BI (PCO = 0.19, P = 0.00). Similarly, PI has no effect on ATT, but it has positive effects on PEOU (PCO = 0.21, P = 0.00), PU (PCO = 0.17, P = 0.00), and BI (PCO = 0.16, P = 0.00). In addition, PE has positive effects on PEOU (PCO = 0.61, P = 0.00), PU (PCO = 0.14, P = 0.002), ATT (PCO = 0.36, P = 0.00) and on BI (PCO = 0.56, P = 0.00). Although PEOU has no effect on PU, it has effects on ATT (PCO = 0.34, P = 0.00) and BI (PCO = 0.48, P = 0.00). Lastly, PU has positive effects on ATT (PCO = 0.59, P = 0.00) and BI (PCO = 0.24, P = 0.00), and ATT has a positive effect on BI (PCO = 0.17,

P = 0.00). As such, the results in Table (5) *support* the acceptance of all hypotheses except *H1a*, *H2c*, and *H4a*.

Discussion

The results of this study point out that PE has the most effect on the BI to adopt tablets, next come PEOU, PU, AM, ATT, and PI. Clearly, young Kuwaitis mind pleasure over usefulness in developing intentions to accept the tablets. PE also has an indirect effect on BI through its influence on PEOU, PU, and ATT. When an individual expects high enjoyment from a tablet, he/she will perceive it to be easy to use and useful, form a favorable ATT toward that tablet, and develop a positive BI to adopt it. Our results substantiate the conclusions of a number of previous studies that advocate PE as a central factor influencing ATT and BI toward the acceptance of hedonic systems such as tablets (e.g., Van der Heijden, 2004; Li *et al.*, 2005; Nysveen *et al.*, 2005a, b; Sun and Zhang, 2006; Park *et al.*, 2012; Hong *et al.*, 2013, 2017; Balabanoff, 2014; Ansarian *et al.*, 2017; Abbas *et al.* 2019).

PEOU has the second highest effect on BI to adopt the tablets. Although the PEOU's effect on BI is both direct and indirect, the direct effect is much stronger. The indirect PEOU's effect on BI is manifested only through ATT; and the result of an insignificant PEOU-PU link is inconsistent with the TAM's hypothesized PEOP-PU link (Davis, 1989; Davis *et al.*, 1989; El-Gayar and Moran, 2007). Nevertheless, the tablets are visually attractive and easy to use (Tractinsky *et al.*, 2000, Van der Heijden, 2004). Subsequently, young Kuwaitis believe that using the tablets is free from any mental effort, and these beliefs strengthen their BI to adopt them (Davis *et al.*, 1989; Tractinsky *et al.*, 2000; Van der Heijden, 2003, 2004).

Moreover, PU in this study has emerged as the third most influential factor on BI, a result that supports the claim that PU plays a less central role than PEOU in the prediction of BI to adopt hedonic systems (e.g., Tractinsky *et al.*, 2000; Van der Heijden, 2003, 2004). In addition, PU indirectly affects BI via its strong direct effect on ATT. As such, young Kuwaitis intend to adopt the tablet computer because of its perceived benefits and the positive ATT they have toward that system.

AM comes fourth as it has both direct and indirect (through PU and ATT) positive effects on BI. AM appears to inspire young Kuwaitis to believe that the adoption of the tablets would gratify their socialization needs (Abbas *et al.*, 2019), which in turn creates positive PU and ATT toward tablets. These perceived benefits and favorable attitudes should, in turn, foster BI to adopt the tablets. As

such, this supports the findings of a number of similar earlier researches (e.g., Li *et al.*, 2005; Kim *et al.*, 2016; Wu *et al.*, 2017; Abbas *et al.*, 2019).

Surprisingly, however, ATT has emerged fifth in influencing BI. Although this result agrees with the findings of several tablet adoption investigations (e.g., Park *et al.*, 2012; Balabanoff, 2014; Ansarian *et al.*, 2017), ATT appears to mediate between beliefs and intentions far less than the TAM postulates (Davis *et al.*, 1989). For young Kuwaitis, ATT does little to help explain the causal relationships between beliefs (ATT) and the BI. In addition, PI has the least effect on BI, although it has both direct and indirect effects (through PU and PEOU). Young Kuwaitis, who are more innovative, are more motivated to adopt the tablets than their counterparts who are less innovative. This result agrees with the findings of several former IT adoption studies (e.g., Agarwal and Prasad, 1998; Son and Han, 2011; Jeong *et al.*, 2017; Abbas *et al.,* 2019).

Overall, our extended TAM model explains 60% and 72% of the variance in the young Kuwaitis' ATT and BI toward the adoption of tablets, respectively. However, the TRA-based model in our earlier analogous study (Abbas *et al.*, 2019) explains only 37% and 56% of the variance in the young Kuwaitis' ATT and BI toward the adoption of tablets, respectively. Subsequently, TAM, as an explicit IT adoption model, is superior to TRA in explaining and predicting the ATT and BI toward the adoption of tablets by young individuals in an Arab culture. Although BI can judiciously predict tablet adoption, the individuals' future behaviors to adopt tablets remain only provisional (Abbas *et al.*, 2019).

Implications

The findings of this study generate a number of implications for researchers and practitioners. For the IT adoption researchers, our results add to the mounting global body of knowledge on the adoption of hedonic systems for personal needs and its individual and contextual determinants (Abbas *et al.*, 2019). In particular, this study offers significant empirical results on the utility of TAM compared to the general behavioral models (e.g., TRA) in elucidating young Kuwaitis' BI to adopt tablets. However, and contrary to TAM postulations, our results ratify that ATT plays a lesser role in explaining and predicting BI to adopt tablets than hypothesized. Interested IT adoption researchers should therefore verify the value of incorporating an ATT-BI link to TAM models intended to elucidate and predict the adoption behavior of the tablets.

For practitioners, tablet developers should focus on the aspects that stimulate possible users to adopt and use IT systems in Kuwait and in other Arab countries. Individuals can place different values on the use of tablets based on their discrete purposes. Augmenting the hedonic benefits of tablets is therefore essential to boost adoption (Abbas *et al.,* 2019). Since PE is a robust BI determinant, tablet builders should continue refining their systems by integrating innovative characteristics and functionalities to increase users' pleasure and help assimilate tablets into their personal lives (Abbas *et al*., 2019).

Furthermore, PEOU emerges as a more significant predictor of BI to adopt tablets than PU. Tablet designers, therefore, should not overlook PEOU. Intrinsic or self-control aspects are imperative to the PEOU and BI. Thus, adding better user interfaces, which increase PEOU and PU of tablets, is therefore crucial. Tablet designers might need to evaluate different PU-PEOU trade-off strategies in tablet designs to boost the prospects of their marketability and acceptance (Abbas *et al*., 2019).

Lastly, the empirical evidence of this study could help avoid the failure of future initiatives aimed to diffuse IT in Kuwait and similar countries. Three years ago, the Kuwaiti government launched an initiative to integrate tablets into the educational processes of the pre-college public schools in Kuwait. However, after spending approximately 90 million dollars, the Ministry of Education decided to stop the initiative at the end of the 2017/2018 academic year, since only 5% of the students actively used the tablets to augment their learning experience (AL-Qabas, March 19, 2018, p. 7). An important reason for this unsuccessful initiative is that the information on whether or not the students and educators were motivated and ready to effectively adopt tablets in education was not available to the decision-makers. Hence, decision-makers might find the IT adoption predictors identified in this study useful when preparing and executing future adoption plans for tablets (or similar devices) in contexts such as education or health.

Conclusions

Understanding what inspires people to adopt tablets for personal use is central to both administrators' and IT designers' exertions to develop and diffuse these systems (Abbas *et al*., 2019). An extended TAM model was fitted to a data set to investigate a number of factors that might sway young Kuwaitis' BI to adopt tablets. The findings confirm that PE is the strongest determining factor of BI, followed by PEOU, PU, AM, ATT, and PI. The consequent TAM model explains

relatively high percentages of ATT and BI to adopt tablets (60% and72%, respectively). Compared to TRA (Abbas *et al.*, 2019), TAM is a superior model to explain and predict the incorporation of tablets into the communal lives of Kuwaitis.

Our findings confirm that young Kuwaitis mind pleasure over usefulness in forming the intentions to adopt hedonic systems such as tablets. In addition, TAM postulates that the impact of external factors on BI should be indirectly manifested through ATT (Davis *et al.*, 1989). By contrast, it has been found that the exogenous factors of PE, AM, and PI have direct effects on BI to adopt tablets. In addition, ATT intervenes between beliefs and BI far less than postulated by TAM. While waiting for further verification in future investigations, these results can help guide tablet improvement efforts and adoption decisions.

Limitations and future research

Our results should be cautiously construed in light of its limitations. A first limitation is that these results are generated from a cross-sectional data set, which was collected from college students at a single point in time. Hence, making across-the-board generalizations from their conclusions is problematic. Future comprehensive, longitudinal investigations of the adoption of tablets in Kuwait and other similar countries should help us better understand the adoption of tablets for personal use and its determining factors (Abbas *et al.*, 2019).

A second limitation is that BI is the dependent variable in our study. Nevertheless, informants are generally inclined to overrating their willingness to implement socially desired behaviors and underrating their willingness to perform the socially unwanted behavior. It is therefore likely that the students in this study over-reported their adoption intentions, which could confound the relations between the investigated variables. Future studies should attempt to reduce the social desirability of informants by using appeals to be candid, promises of privacy, and evident secrecy (Nancarrow *et al.*, 2001).

A third limitation is that this study derives its value from identifying a number of important predictors of BI to adopt tablets in an Arab context. Nevertheless, BI might not necessarily be followed by an actual adoption behavior, nor is it necessarily plausible that such behavior, if performed, would be effective (Ouellette and Wood, 1998). As such, further future studies may design and examine models that treat the actual adoption behavior of tablets as the outcome variable and verify the TAM's hypothesized intention-behavior link (Abbas *et al.*, 2019).

Generalizability is the last limitation of this study, since its results represent the views of college students in one country. The results might differ from the views of younger middle and high school students and older groups (Lamb *et al*., 2010). PEOU might be less of an issue in this sample than it would be in other groups, since the respondents could be more technologically adept than their counterparts in the society. Hence, further studies should be conducted on other groups and the results should be compared to verify the generalizability of our results. In addition, researchers should examine the factors behind the government's botched initiative to integrate tablets before embarking on similar future initiatives.

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Appendix A
Path Analysis

The Constructs	Path Coefficient (PCO)	Standard Error	t-value	P-value	The Significance
Direct Effects					
AM → PEOU	-0.07	0.05	-1.44	0.075	NS
AM → PU	0.54	0.05	10.62	0.000*	S
AM → ATT	0.01	0.05	0.24	0.405	NS
AM → BI	0.09	0.04	2.27	0.012*	S
PI → PEOU	0.21	0.04	3.40	0.000*	S
PI → PU	0.15	0.04	0.52	0.302	NS
PI → ATT	-0.12	0.04	-3.01	0.999	NS
PI → BI	0.04	0.03	1.25	0.106	NS
PE → PEOU	0.61	0.05	11.54	0.000*	S
PE → PU	0.09	0.06	1.59	0.056	NS
PE → ATT	0.10	0.05	1.98	0.024*	S
PE → BI	0.23	0.04	5.30	0.000*	S
PEOU → PU	0.08	0.05	1.50	0.067	NS
PEOU → ATT	0.29	0.05	6.25	0.000*	S
PEOU → BI	0.41	0.04	9.48	0.000*	S
PU → ATT	0.59	0.05	12.05	0.000*	S
PU → BI	0.13	0.05	2.74	0.003*	S
ATT → BI	0.17	0.05	3.78	0.000*	S
Indirect Effects					
AM → PU	-0.01	0.01	-1.00	0.159	NS
AM → ATT	0.29	0.04	7.03	0.000*	S
AM → BI	0.10	0.03	2.91	0.002*	S
PI → BU	0.02	0.01	1.45	0.074	NS
PI → ATT	0.16	0.03	5.10	0.000*	S
PI → BI	0.12	0.03	4.50	0.000*	S
PE → PU	0.05	0.03	1.48	0.059	MS
PE → ATT	0.26	0.04	5.97	0.000*	S
PE → BI	0.33	0.04	8.80	0.000*	S
PEOU → ATT	0.05	0.03	1.50	0.067	NS
PEOU → BI	0.07	0.02	3.51	0.000*	S
PU → BI	0.10	0.03	3.61	0.000*	S

الملخص

تبني الحواسب اللوحية في البيئة العربية: تفضيل المتعة على المنفعة

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هدف الدراسة: هدفت هذه الدراسة إلى تقييم تأثير عدد من المحددات على النوايا السلوكية لتبني أجهزة الحواسب اللوحية في البيئة العربية.

منهجية الدراسة: اعتمدت هذه الدراسة أسلوب التقصي لاستطلاع آراء الطلاب الجامعيين بخصوص مشكلة الدراسة. وتم تصميم واختبار أنموذج بناءً على أنموذج قبول التكنولوجيا (TAM) لبحث تأثير ثلاثة عوامل شخصية: الرغبة في التمتع (Perceived Enjoyment)، ودافع الارتباط الاجتماعي (Attachment Motivation)، والإبداع الشخصي (Personal Innovativeness) – على النوايا السلوكية لتبني الحواسب اللوحية.

البيانات وعينة الدراسة: تم جمع بيانات الدراسة من 438 طالباً وطالبة من جامعة الكويت، ثم طُبق أسلوب نمذجة المعادلة الهيكلية التحليلي (LISREL) لاختبار فروض الدراسة.

نتائج الدراسة: أظهر التحليل أن متغير الرغبة في التمتع هو أقوى محدد للنوايا السلوكية لتبني الحواسب اللوحية، يليه سهولة الاستخدام (Ease of use)، والمنفعة (Usefulness)، ودافع الارتباط الاجتماعي، والتوجه السلوكي (Attitude)، والإبداع الشخصي. ومن الملاحظ أن تأثير متغير التوجه السلوكي على النوايا السلوكية أقل مما يفترضه أنموذج قبول التكنولوجيا (TAM).

الخاتمة: يتمتع أنموذج الدراسة المستخدم بقدرة تفسيرية عالية حيث يقوم بتفسير 72% من التباين في النوايا السلوكية لتبني الحواسب اللوحية، كما يبدو أن الشباب الكويتي يفضل المتعة على المنفعة عند صياغة نواياهم السلوكية لتبني الحواسب اللوحية. لذا، ينبغي أن توجه هذه النتائج جهود تصميم وإنتاج وتسويق الحواسب اللوحية التي تستهدف المستخدمين العرب.

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مجلة العلوم الاجتماعية

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تعنى بنشر الأبحاث والدراسات في تخصصات السياسة والاجتماع والخدمة الاجتماعية
وعلم النفس والأنثروبولوجيا والجغرافيا وعلوم المكتبات والمعلومات والأعلام

تفتح أبوابها أمام

- أوسع مشاركة للباحثين العرب في مجال العلوم الاجتماعية لنشر البحوث الأصيلة والاسهام في معالجة قضايا مجتمعهم
- ترحب بالدراسات المقارنة وتشجع على التكامل بين مختلف تخصصات العلوم الاجتماعية
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الكويت والدول العربية		الدول الأجنبية	
أفراد	٣ دنانير سنوياً في الكويت ٤ دنانير في الدول العربية	أفراد	١٥ دولاراً
مؤسسات	١٥ ديناراً في السنة ٢٥ ديناراً لمدة سنتين	مؤسسات	٦٠ دولاراً في السنة ١١٠ دولارات لسنتين

تدفع اشتراكات الأفراد مقدماً نقداً أو بشيك باسم جامعة الكويت أو بتحويل مصرفي لحساب جامعة الكويت رقم ٠٤٢١٠٢٦٠٨ لدى البنك المركزي في الكويت.

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