LIFESTYLE ON INTENTION THROUGH THE MEDIATION OF PERCEIVED USEFULNESS AND PERCEIVED EASE OF USE

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Abstract

This study aims to identify relevant lifestyle factors that affect consumer adoption of mobile phone (BlackBerry). Furthermore, this study attempts to examine the impact of lifestyle factors on perception and adoption of BlackBerry consumers. Using the technology acceptance model as a theoretical framework, the conceptual model depicts the relationships among lifestyles, perceptions, and intention. Two-step structural equation modeling was used to test the proposed hypotheses. Results of this study show that consumer lifestyle factors (fashion consciousness, Internet involvement, and e-shopping preference) are direct and indirect antecedents of consumers' intention to adopt BlackBerry phone. Findings of this study provide marketers with insights into how knowledge about lifestyle factors can be integrated into marketing and advertising strategies.

Keywords: lifestyle, perceived usefulness, perceived ease of use, intention to adopt

Abstrak

Penelitian ini bertujuan untuk mengidentifikasi faktor-faktor gaya hidup yang mempengaruhi minat mengadopsi telepon selular (BlackBerry). Selain itu, penelitian ini bertujuan untuk menguji pengaruh faktor gaya hidup terhadap persepsi dan minat mengadopsi telepon selular BlackBerry. Studi ini menggunakan model penerimaan teknologi sebagai kerangka teori, model konseptual menggambarkan hubungan antara gaya hidup, persepsi, dan niat. Untuk menguji hipotesis yang diajukan digunakan pemodelan persamaan struktural. Hasil dari penelitian ini menunjukkan bahwa faktor gaya hidup konsumen (kesadaran fashion , keterlibatan internet, dan preferensi e-shopping) adalah anteseden langsung dan tidak langsung dari niat konsumen untuk mengadopsi telepon selular BlackBerry. Temuan penelitian ini memberi pemasar wawasan mengenai bagaimana pengetahuan tentang faktor gaya hidup dapat diintegrasikan ke dalam strategi pemasaran dan periklanan.

Kata kunci: lifestyle, perceived usefulness, perceived ease of use, intention to adopt

1. Introduction

One of the technology's products that is now being developed in Indonesia is Smartphone. Smartphone market in Indonesia has a unique character. The pattern is unpredictable due to dynamic and arguably a little emotional. Consumers in Indonesia are enjoying the products that are familiar with a touch of lifestyle. BlackBerry could be the most appropriate example. The success of BlackBerry in Indonesia was caused by consumers who received it as a support for lifestyle and prestige. Although the optimal function of the BlackBerry for business activities in Indonesia adopted differently, not a technical function but more on lifestyle. According to Ir. Johan Kremer, Head of Alliances South East Asian RIM (Jawa Pos, 2010), "Indeed, at first BB is a gadget to support the business world. Environment in Indonesia is different from Canada, even

the environment of Southeast Asia. In Indonesia is not just support business, but shifted to a life style. "

Indonesia is among the top 10 countries with the highest number of BlackBerry users in the world. In 2008, Canada as the country of origin of the BlackBerry was ranked first, which was followed by the United States and Vietnam ranked two and three. Indonesia is in fourth position in the list, whereas in 2009, there was significant growth. Indonesia which previously only ranked fourth, in 2009, had ranked second in the list. It is proved that the BlackBerry in Indonesia developed rapidly.

BlackBerry or BB, the last year, has become the most popular smart phone which the most sought after by users in this country. BB is not even just the gadget of the highest sales growth, but also became the most popular news for media reader and media portals. BlackBerry becomes the most interested smart phone and is ranked top in Indonesia today. According articlesnatch.com sites:

"BlackBerry could shift the position of Nokia which has always ranked top in Indonesia smart phone market. Compared with the iPhone, BlackBerry model is trendier and keep up to date fashion. Therefore in Indonesia only a few people who ask or even know about the iPhone." (Http://www.articlesnatch.com/Article/BlackBerry-Kuasai-Pasar-Smartphone-Indonesia/1559595# ixzz15wCfGBin).

Many things that make the BlackBerry became very popular and purchased by many people. With push-email is kept online, consumers can check email at any time. And also a QWERTY keyboard that makes a lot of people fall in love that allows customers to SMS and chat. BlackBerry is unusual smart phone. In accordance with the positioning, 'Always on, always connected', RIM intentionally packed this phone with BB data services, developed and managed within the RIM servers. Subsequently offered a variety of interesting applications is BlackBerry Messenger, or better known by the acronym BBM. Consumers can keep online and chatting with friends through the application of BBM. Opening Twitter and Facebook is also not difficult with the help of an application which by default is installed in this device.

According to recent data InMobi, a mobile advertising agency (mobile ad network), the largest in Asia, Africa, and Indonesia, at present, Indonesia is the country's fastest growing consumer markets in the world market for mobile devices or mobile phones. In Indonesia the BlackBerry has larger market share than iPhone. It is characterized by high demand ads through InMobi advertising networks in Indonesia. In InMobi network ads requests for BlackBerry devices, reported it skyrocketed 842 percent, while the iPhone grew only 205 percent. From these data, may be strongly indicated that the BlackBerry device has won the fierce competition of smart phones in Indonesia, at least in the period January 2009 to June 2009. Another advantage of consumers obtained using the BlackBerry is the BlackBerry cooperation with the three largest operators in Indonesia, Telkomsel, XL and Indosat. It is very indulgent consumers to be able to use the Internet facilities in accordance with the desirability of consumers to chat, open an email, see Facebook, and monitor the work; with cheap rate for the user.

BlackBerry users are quite a lot and have increased from time to time. This can be seen from the demand for the BlackBerry service on operators of BlackBerry service providers. For example Telkomsel BlackBerry service users increased by an average of 140 per cent every month. BlackBerry experienced the growth of customers from some operators around 100 thousand to 500 thousand during the third quarter in 2011. PT Axiata Tbk which initially had 1.3 million customers, had grown by 100 thousand to 1.4 million customers which are Blackberry customers. The range of Telkomsel customers is 2.5 million. This amount is the result of growth approximately 20% from May to August 2011. Not only that, Indosat also obtained an increase in the BlackBerry customers up to 100 thousand customers in the 2nd quarter of 2011.

Based on Lee's study (2009) concluded that lifestyle factors have a positive influence on the interest to adopt technology products. Study can be concluded that the characteristics of

demographic, socioeconomic, and personal have been investigated in previous studies as predictors of adoption of technology products. This study sought to determine the impact of lifestyle to the intention to adopt mobile phone BlackBerry through the mediation of perceived usefulness and perceived ease of use.

2. Literature Review
2.1. Consumers Lifestyles

The lifestyle describes patterns of a person's life. There are people who enjoy looking for entertainment with his friends, there are solitary, some are traveling with family, shopping, performing a dynamic activity, and some are having and excess leisure time and money for social activities. Lifestyle can be determined by past experience and present events.

According to Kotler and Keller (2012: 179), "A lifestyle is a person's pattern living in the world as expressed in activities, interests, and opinions. Lifestyle portrays the whole person interacting with his or her environment." Meanwhile, according to Mowen and Minor (2002: 282), the lifestyle is to show how people live, how to spend the money, and how to allocate time.. Lifestyles reflect the whole person that interacts with the environment.

Lifestyle approaches tend to classify consumers based on the variables AIO (Activity, Interest, and Opinion). Wells and Tigert (1971) in Lee et al. (2009) states that, "AIO statements have been used to identify consumer lifestyles, which include activities, interests, and opinions". This report is used to identify consumer lifestyles that include activities, interests, and opinions. Thus can be explained that the lifestyle associated with how a person utilizing the resources she or he has to reflect herself / himself on the basis of values, orientations, interests, opinions related to social status. In previous studies Lee et al. (2009) identified four lifestyle factors, including fashion consciousness, leisure orientation, Internet involvement, and e-shopping preferences in the context of consumption of consumer technology products.

2.2. Fashion Consciousness

Nam et al. (2007) in Lee et al. (2009) states that "Fashion consciousness refers to the level of involvement with styles or fashion." People who have a sense of high fashion styles tend to be stylish, and keep up to date the fashion. Wan, Youn and Fang (2001) states that "Fashion consciousness is an important construct to define those avid consumers who are sensitive to the images and their physical attractiveness". Previous studies Sproles and Kendall (1986) in Lee et al. (2009) identify the awareness of fashion as an important dimension of lifestyle that influence decision making in product consumption. In addition, awareness of fashion appeared to influence attitudes toward technology and technology products consumption. Thus, fashion consciousness consumers are likely to be early adopters of trendy technology products.

2.3. Internet Involvement

Internet is very popular especially among young people. It is easy to use even for those with relatively minimal stock of knowledge; it can be a cheap media to socialize, to find educational information and up to date vacancies. Meanwhile, it can be used to build a business with unlimited market for the environment businessperson. Mowen and Minor (2002: 336) states that the phenomenal growth of the Internet in recent years raised a new subculture of web users. In demographic terms, this society is mostly male and highly educated. Among web users, "internet friendly" reduces the sense of family members, coworkers, and friends usually as a source of information and product recommendations. Porter and Donthu (2006) in Lee et al. (2009) also states that "Heavy internet users are found to be younger, highly educated, and higher income persons." From the two statements above can be explained that indeed the average of Internet user is young people who have higher education, and better income.

Previous research conducted by Lee et al. (2009) states that prior experience or knowledge with a product class increases the likelihood of adopting new products within the related class. Given that the use of the Internet requires a user's technological skills, prior experience with the Internet is likely to reflect the user's tendency to technology products. Thus, a person's level of Internet involvement affects technology products consumption.

2.4. E-shopping Preference

The explosion of the Internet is also changing the way people shop. People tend to do e-shopping to take advantage of the many websites that exist, such as, Amazon, E-bay, Facebook, Air Asia, BCA, and so on. Ernst & Young (2000) in Wu (2003) states, "79 percent of non buyers planed to purchase via the internet, resulting in increasing online sales". In principle, the internet can be used to facilitate purchase transactions among all kinds of actors: among consumers, among businesses, between businesses and consumers". According to Citrin (2000) in Lee at al. (2009), "E-shoppers tend to be innovators; they enjoy adopting new shopping channels, and they have greater internet and e-channel experiences. Also, they appear to be opinion leaders in technology products.

2.5. Perceived Usefulness

Technology Acceptance Model (TAM) is one model that is built to analyze and understand the factors that influence the acceptance of the use of computer technology was first introduced by Fred Davis in 1989. TAM is the result of the development of the Theory of Reasoned Action (TRA), which first developed by Fishbein and Ajzen in 1980. It has been frequently used to examine variables that influence consumer's usage intention and behavior in the technology context. TAM aims to describe and estimate the acceptance of a user of information technology. TAM provides a theoretical basis to determine the factors that influence the acceptance of a technology within an organization. One factor that can influence it is the user's perception of the usefulness and ease of use of information technology as a reasonable action in the context of technology users. So the reason a person in seeing the benefits and ease of use of information systems make human action such as a benchmark in the acceptance of a technology.

The definition of perceived usefulness (PU) according to Davis (1989: 320) is "The degree of which a person believes that using a particular system would enhance his or her job performance." Based on the literature about the usefulness of information technology proposed by Davis, this study suggested that an increase in usefulness positively associated with attitudes toward technology products which in this research using the Blackberry mobile phone as the object. Usefulness refers to the perception of consumers who use Blackberry mobile phone as a useful medium to communicate, using the internet, as well as online shopping. These perceptions affect consumer attitudes toward their intention to use mobile internet. According to Tan and Teo (2000) in Ramayah and Lo (2007), "Perceived usefulness is an important factor in determining the adaptation of innovations."

2.6. Perceived Ease of Use

According to Davis (1989: 320) the definition of perceived ease of use is "the degree of which a person believes that using a particular system would be free of effort." This belief determines a user's attitude toward the use of a system then determines the behavior intention and lead to use the system significantly. The most important thing for users is the amount of effort that he spends expended in using a system. Ease of use is a concept that has gained attention in user satisfaction. For example, the more people view the Internet as something that is easy to use, the more people who see the Internet as something useful.

According to Monsuwe, Dellaert, and Ruyter (2004), "Ease of use is how easy the internet as a shopping medium is to use. There is perception that internet shopping need less effort." And

from the research Lee et al. (2009) explains that this belief determines a user's attitude toward the use of a system then determines the intention behavior and lead to use the system significantly. A system of technologies tends to be perceived as useful when the user believes that the system is easy to use. In the TAM, perceived usefulness and perceived ease of use are theorized to be influenced by various external variables such us user characteristics, system characteristics, cognitive style, and situational constrains. On the premise that consumer lifestyles are important determinants in consumer's adoption and usage of consumer technology products, this study proposes consumer lifestyle factors as external variables in the research model.

2.7. Fashion Consciousness on Perceived Usefulness and Intention to Adopt

According to Hirunyawipada and Paswan (2006) in Lee et al. (2009), "In the current market, a consumer technology products act as a social and cultural catalyst to create new trends." New trends in the fashion world are often influenced by the emergence of high-tech products. For example, a BlackBerry and I-pod is considered as a "must have items" among the fashion lovers. It is clear that a possession of such a consumer technology product reflect a person's fashion sense, personality, and creativity. Thus, consumers who have a sense of fashion tend to believe that technology products are useful for adapting them to show off the latest fashion styles.

Ibrahim (1997: 164) states that consumers who have a lifestyle fashion lovers tend to buy and use a product with great attention to its meaning. Consumers here want to buy anything for the sake of fashion and always follow the trend that keeps changing. Wan et al. (2001) stated, "Consumers with high interest in fashion tend to exhibit more favorable attitudes toward technology such as internet and computer usage. They adopt more household electronics and information technologies."

The above explanation is reinforced by the survey conducted by Retrevo, one of the online shopping sites (www.okezone.com, Thursday, December 2, 2010). One of the questions in the survey was, "Are you aware and concerned with the world of fashion? Answered 'yes' by more than 90 percent of iPhone users. While only 75 percent of BlackBerry users who answered that they 'fashion conscious'. Previous studies Sproles and Kendall (1986) in Lee et al. (2009) identify the fashion consciousness as an important dimension of lifestyle that influence decision making in product consumption. Additionally Wan et al. (2001) states that fashion consciousness appears to influence attitudes toward technology and consumer technology products. Lee et al. (2009:157) explained that the level of a person's fashion consciousness has a positive influence on intention to adopt consumer technology products. The higher a people level of fashion consciousness, the higher the intention to adopt technology products. Based on the theory that has been described then the hypotheses can be formulated as follows:

H_{1a}: The level of a person's fashion consciousness will have a positive impact on perceived usefulness of consumer technology products.

H_{1b}: The level of a person's fashion consciousness will have a positive impact on intention to adopt consumer technology products.

2.8. Internet Involvement on Perceived Usefulness and Perceived Ease

The use of Internet technology has a significant impact on every aspect of our lives. The Internet has provided an easy and effective way to deliver information and services to millions of users who are connected to a wired network. It has become an important part of everyday life for consumers and business firms, especially in developed countries. People who are often involved with the internet will be able to feel its usefulness, such as the use of email, e-shopping, and so on.

According to Chu and Lee (2007) "Those who actually purchase online appear to have been using the Internet for a longer time, to be more frequent web users and to spend more time on the Internet". Lee et al. (2009) explained that the advent of the internet has produced wired lifestyle, reflecting that individuals generally believe that their productivity has been enhanced by Internet technology and information. A person with this style tend to use the Internet for a long time, get a large number of e-mail messages and online entertainment, and spend more time searching for information via the internet.

In previous studies Cheong and Park (2005) said, "Perceived of use and perceived ease of usefulness is an important predictor of the attitude toward the internet banking system. As people get more experiences about the system and learn necessary skills, they are likely to develop more favorable perception of its ease of use". And from the research Lee et al. (2009) explains that heavy Internet users tend to adopt technology products, allowing them to view technology products easy to use. Similarly, heavy Internet users tend to see technology products as useful one, and believe that the Internet improved the way and overcome the things that troubled. Based on the theory that has been described then the hypotheses can be formulated as follows:

H_{2a}: The level of a person's Internet involvement will have a positive impact on perceived usefulness of consumer technology products.

H_{2b}: The level of a person's Internet involvement will have a positive impact on perceived ease of using consumer technology products.

2.9. E-Shopping Preference on Perceived Usefulness and Perceived Ease

People who like online shopping are likely often get in touch with the Internet. They are the ones who always follow the fashion trends and the latest goods through cyberspace. Not just shopping, but also simply look up and know the fashion, books, gadgets, and other items on the internet. Citrin (2000) in Lee et al. (2009) said, "A person who prefers e-shopping to in-store shopping appears to be an innovator and uses the internet as a shopping channel more frequently than others."

Previous research Lee et al. (2009) stated that the more compatible a new product is with a person's lifestyle, the more likely it is to be adopted. Given that persons who prefer shopping online are innovators and opinion leaders in the consumer technology market, their lifestyle are likely to be compatible with technology products, such as the way technology products make life easier, more convenient, and more productive. Furthermore, compatibility increases extrinsic motivation to adopt technology services.

And from the research Ramayah and Ignatius (2007) which stated, "Perceived of usefulness were found to influence the intention of potential Internet shoppers. In addition to delivering the benefits, the consumers will consider the convenience of doing online shopping. They will avoid websites that seem complicated and difficult to operate. Perceived ease of use can be obtained by viewing a user friendly website, which is easier for consumers to conduct online transactions.

In previous studies Ramayah and Ignatius (2007) states: "One of the factors that contribute towards the unfriendliness of some websites of Internet retailers is long download times. Additionally, poorly designed forms might cause potential e-shoppers to lose focus of their carts and purchases. In other words, these barriers reduce the perception on the ease of use of Internet shopping, therein, allowing Internet user's to develop a negative attitude."

Lee et al. (2009: 158) stated that given that perceived usefulness and ease of use are extrinsic motivational factors in the Technology Acceptance Model, it is assumed that an e-sopping-preference lifestyle may be compatible with consumer technology products and affect extrinsic motivations. That is, persons with greater levels of e-shopping preference are more

likely to perceive consumer technology products as useful and easy to use. Based on the theory that has been described then the hypotheses can be formulated as follows:

H_{3a}: The level of a person's e-shopping preference has a positive impact on perceived usefulness of consumer technology products.

H_{3b}: The level of a person's e-shopping preference has a positive impact on perceived ease of using consumer technology products.

2.10. Perceived Ease of Use on Perceived Usefulness

A technology system is more likely to be perceived as useful when a user believes the system is easy to interact with. The positive effect of perceived ease of use on perceived usefulness is well noted in many studies.

Ramayah and Lo (2007) stated:

"TAM suggests that adaptation is influenced by ease of use given that the easier a technology or system is to use, the greater it's utility. PEU is normally related to the intrinsic characteristics of IT (ease of use and ease of learning the technology), whereas the PU to the user relates to extrinsic factors like efficiency and effectiveness."

In addition, Kuo and Yen (2009) stated, "Perceived ease of use can strengthen perceived usefulness, while attitude and perceived usefulness have significantly positive effects on behavioral intention." Both of the above explanation suggests that perceived ease of use becomes the precursor factor prior to the perceived of use. For example, the more a person perceives the Internet as being easy to use, the more the person perceives the Internet as being useful. Based on the theory that has been described then the hypotheses can be formulated as follows:

H_4: Perceived ease of use will have a positive impact on perceived usefulness of consumer technology products.

2.11. Perceived Usefulness on Intention to Adopt and Perceived Ease

According to Davis (1989) perceived usefulness and perceived ease of use are expected to positively affect intention to adopt high-tech consumer products. The positive impact of perceived usefulness and ease of use on intention to adopt have been empirically demonstrated by previous studies Wang, Lin, and Luarn (2006). For instance, the more a mobile service user notices mobile service to be useful and easy to use, the more the user intends to use mobile services. Thus, when consumers perceive that consumer technology products are easy to use and useful, they are more likely to intend to adopt those products.

Ramayah and Lo (2007) explained that a person's willingness to transact with a particular system has been regarded as the perception of usefulness. Thus, it is expected that users will adopt the ERP system (Enterprise Resource Planning) if they consider that ERP will help to achieve the desired performance results. Consequently, the greater the perceived usefulness of using the ERP system, the more likely that ERP system will be adopted.

Previous research Park and Chen (2007) states: "For smartphone services, perceived ease of use can be described as the issue of navigational easiness on the device and availability of personalized elements. Perceived ease of use would have a positive impact on attitude toward smartphone and also would have a positive impact on perceived usefulness."

When the technology products users have negative perceptions about the ease of the technology products, it is difficult for them to find the usefulness of the products. The more people perceive the products are easy to use then they will adopt and use them. Based on the theory that has been described then the hypotheses can be formulated as follows:

H_{5a}: Perceived usefulness will have a positive impact on intention to adopt consumer technology products.

H_{5b}: Perceived ease of use will have a positive impact on intention to adopt consumer technology products.

3. Research Method

In this study the selected target population is people who are interested to buy and use BlackBerry mobile phone, with the characteristics: (a) Has the knowledge and experience from the interaction with the user's BlackBerry phones, (b) Men and women, (c) Lives in Surabaya, (d) Has at least high school education or equivalent with the reasons customers have the ability to understand the questions on the questionnaire. The sampling technique is a non probability sampling, because the population studied was not identified, with the convenience sampling method. According to Ferdinand (2006: 46-47), has guidelines for sample size as follows: (a) 100-200 samples for maximum likehood estimation techniques, (b) depending on the number of estimated parameters, guidance is 5-10 times the number of parameters estimated, (c) depending on the number of indicators used in all latent variables. The numbers of samples are multiplied by 5-10. If there are 20 indicators, the number of samples is 100-200 samples. Meanwhile, according to Hair et al. (2006: 112), the minimum number of samples is five multiplied by the number of observations of each variable studied. This study has 22 indicators so that the minimum sample size required is 110. Data analysis uses Structural Equation Modeling (SEM) with the help of Amos 16.0.
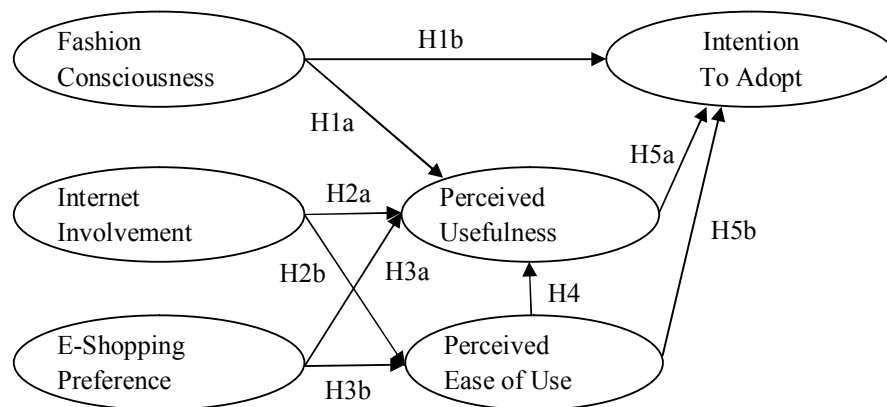

Figure 1. Research Model

In this study the exogenous constructs are Fashion Consciousness, Internet Involvement, and E-shopping Preference, endogenous constructs are Intention to Adopt, while the included exogenous and endogenous are Perceived usefulness and Perceived Ease of Use.
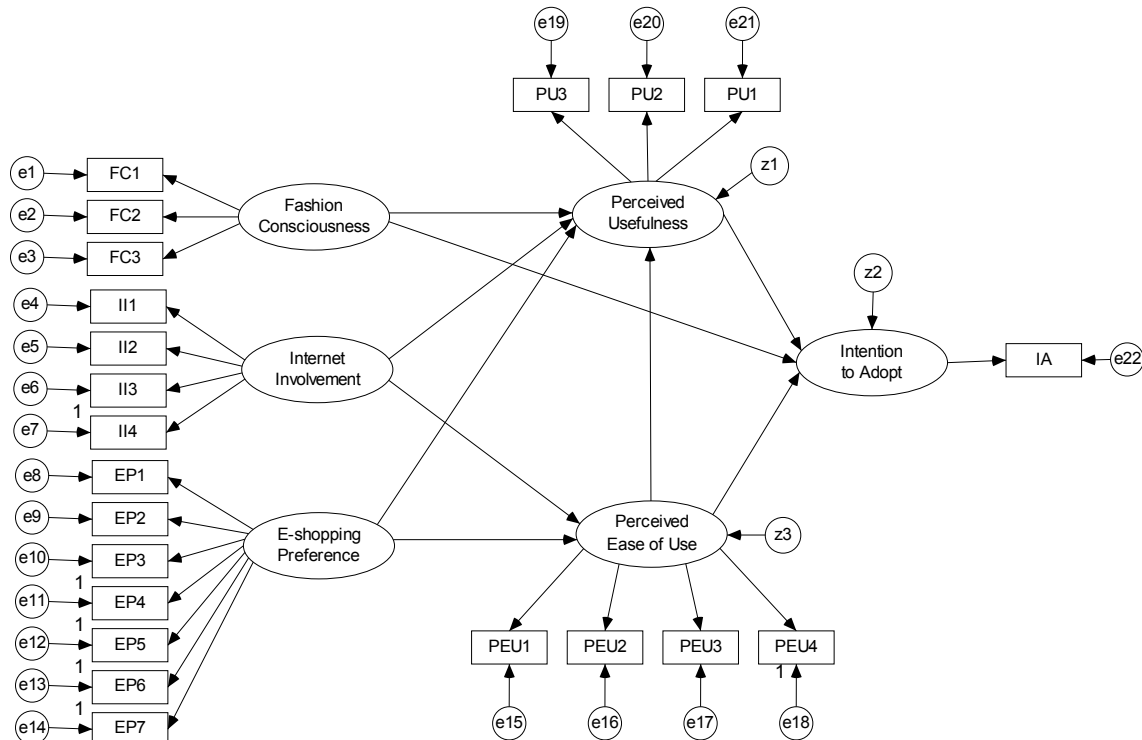
Figure 2. Flow Chart Development

4. Results and Discussions

The measurement model showed that all the loading factors of each indicator have a value above 0.5. This suggests that the indicators developed have good validity. Some indicators for the measurement model showed fairly good results (GFI: 0.871, RMSEA 0.038, Cmin / DF: 1.150). The calculation results of construct reliability and variance extracted also showed good results. The estimated analysis results of path diagram modification model with GLS estimation methods presented in the following figure:
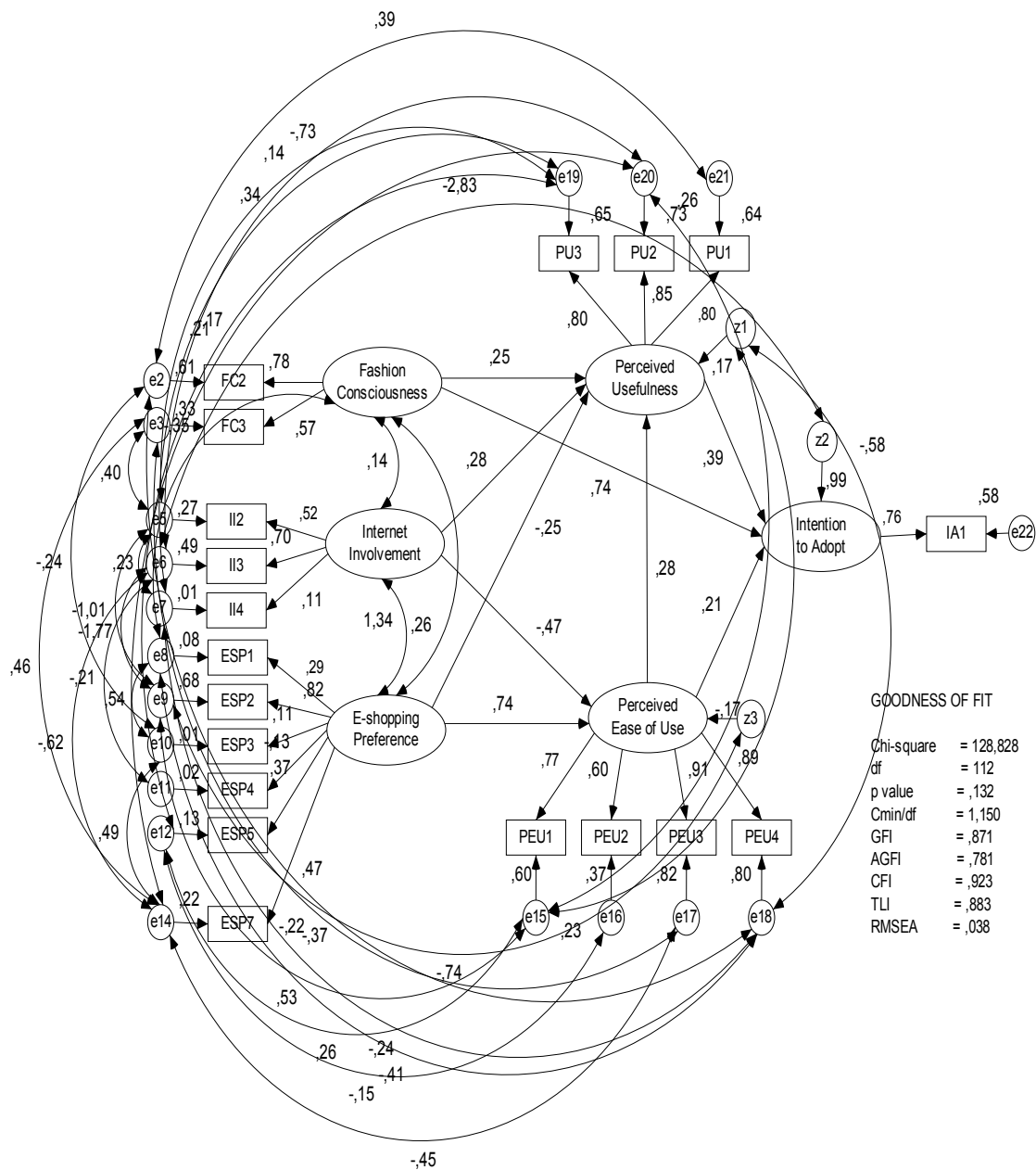
Figure 3. Modification Model

Table 1 shows Casuality Regression Weight Test and Standardized Regression Weight models for H_1 to H_5 on structural equation models that have been modified:

Table 1. Causality Regression Weight Test

Hip.	Path			Estimate	S.E.	C.R.	P
H_{1a}	Fashion Consciousness	→		0,250	0,135	1,988	**0,047**
H_{2a}	Internet Involvement	→	Perceived	0,283	0,340	1,453	0,146
H_{3a}	E-shopping Preference	→	Usefulness	-0,249	0,807	-1,259	0,208
H_4	Perceived Ease of Use	→		0,279	0,164	2,013	**0,044**
H_{2b}	Internet Involvement	→	Perceived Ease	-0,474	0,800	-0,876	0,381
H_{3b}	E-shopping Preference	→	of Use	0,737	1,831	1,392	0,164
H_{1b}	Fashion Consciousness	→		0,736	0,153	4,273	**0,000**
H_{5a}	Perceived Usefulness	→	Intention to adopt	0,388	0,112	2,850	**0,004**
H_{5b}	Perceived Ease of Use	→		0,207	0,121	1,666	0,096

Results showed that estimate value of the impact of fashion consciousness on perceived usefulness (H_{1a}) is positive 0.250 and the value of p-value is 0.047, which showed positive effect and significant due to the p-value is smaller than 5%. Thus the first research hypotheses proposed that fashion consciousness has a positive impact on perceived usefulness of BlackBerry mobile phone in Surabaya, proven true.

Results showed that estimate value of the impact of fashion consciousness on intention to adopt (H_{1b}) is positive 0.736 and the value of p-value is 0.000, which showed positive effect and significant due to the p-value is smaller than 5%. Thus the seventh research hypotheses proposed that fashion consciousness has a positive impact on intention to adopt BlackBerry mobile phone in Surabaya, proven true.

Results showed that estimate value of the impact of Internet involvement on perceived usefulness (H_{2a}) is positive 0.283 and the value of p-value is 0.146, which showed no significant effect because the p-value is greater than 5%. Thus the second research hypotheses posited that Internet involvement has a positive impact on perceived usefulness of BlackBerry mobile phone in Surabaya, not proven truth.

Results showed that estimate value of the impact of Internet involvement on perceived ease of use (H_{2b}) is negative 0.474 and the value of p-value is 0.381, which showed no significant effect because the p-value is greater than 5%. Thus the fifth research hypotheses posited that Internet involvement has a positive impact on perceived ease of using BlackBerry mobile phone in Surabaya, not proven truth.

Results showed that estimate value of the impact of E-shopping preference on perceived usefulness (H3a) is negative 0.249 and the value p-value is 0.208, which showed no significant effect because the p-value is greater than 5%. Thus the third research hypotheses posited that E-shopping preference has a positive impact on perceived usefulness of BlackBerry phones in Surabaya, not proven truth.

Results showed that the estimate value of the impact of E-shopping preference on perceived ease of use (H_{3b}) is positive 0.737 and the value of p-value is 0.164, which showed no significant effect due to the p-value is greater than 5%. Thus the sixth research hypotheses posited that E-shopping preference has a positive impact on perceived ease of using BlackBerry mobile phone in Surabaya, not proven truth.

Results showed that estimate value of the impact of perceived ease of use on perceived usefulness (H_4) is positive 0.279 and the value of p-value is 0.044, which showed positive and significant effect due to the p-value is smaller than 5%. Thus the fourth research hypotheses

postulated that perceived ease has a positive impact on perceived usefulness of BlackBerry mobile phone in Surabaya, proven true.

Results showed that estimate value of the impact of perceived usefulness on intention to adopt (H_{5a}) is positive 0.388 and the value of p-value is 0.004, which showed positive and significant effect due to the p-value is smaller than 5%. Thus the eighth research hypotheses assumed that perceived usefulness has a positive impact on intention to adopt BlackBerry mobile phone in Surabaya, proven true.

Results showed that estimate value of the impact of perceived ease of use on is a positive intention to adopt (H_{5b}) is positive 0.207 and the value of p-value is 0.096, which showed no significant effect due to the p-value is greater than 5%. Thus the ninth research hypotheses assumed that perceived ease of use has a positive impact on intention to adopt BlackBerry mobile phone in Surabaya, not proven truth.

Based on the research that has been done shows that fashion consciousness has a positive impact on perceived usefulness of BlackBerry mobile phone in Surabaya, fashion consciousness has a positive impact on intention to adopt BlackBerry mobile phone in Surabaya, Internet involvement does not have a positive impact on perceived usefulness of BlackBerry mobile phone in Surabaya, Internet involvement does not have a positive impact on perceived ease of using BlackBerry mobile phone in Surabaya, E-shopping preference does not have a positive impact on perceived usefulness of BlackBerry phones in Surabaya, E-shopping preference does not have a positive impact on perceived ease of using BlackBerry mobile phone in Surabaya, perceived ease has a positive impact on perceived usefulness of BlackBerry mobile phone in Surabaya, perceived usefulness has a positive impact on intention to adopt BlackBerry mobile phone in Surabaya, and perceived ease of use does not have a positive impact on intention to adopt BlackBerry mobile phone in Surabaya.

Fashion Consciousness has a positive impact on perceived usefulness and intention to adopt BlackBerry mobile phone in Surabaya. Most of BlackBerry users are the ones who are always fashionable, trendy, and not willing to be told out of date. The respondents consider that BlackBerry is a useful tool to support the lifestyle as well as to facilitate communication within the family and work. BlackBerry is considered as a "must have items" among fashion lovers. Respondents believe that having and using BlackBerry is able to reflect a lifestyle that is always up to date.

Internet involvement does not have a positive impact on perceived usefulness and perceived ease of using BlackBerry mobile phone in Surabaya. BlackBerry mobile phone is one of the smart phone products with features that set apart for the consumer with high mobility. With that purpose, BlackBerry operational contains more advanced technology than the general mobile phone. Respondents who had long activities with the Internet and online shopping by using a laptop or computer is not necessarily perceive that using the internet on BlackBerry phones is as easy as using laptop or computer.

E-shopping preference does not have a positive impact on perceived usefulness and perceived ease of using BlackBerry mobile phone in Surabaya. Most of Indonesian still does not trust the Internet as a media for sales transaction. They are less interested in online shopping because the goods ordered are not in accordance with the pictures, or the fear of the money has been sent but the goods never reached. Moreover, there are some cases of fraud and fictitious online which happen causing harm to consumers. Respondents do not perceive the ease of online shopping by using BlackBerry mobile phones. It happens because there are no special features offered to do online shopping, and internet access via laptop will be faster than a smart phone. They are who usually fond of e-shopping need the pictures with a fairly large data transfers. So it needs a good internet connection, while the providers in Indonesia have not been able to provide this facility.

Perceived ease has a positive impact on perceived usefulness of BlackBerry mobile phone in Surabaya. On BlackBerry mobile phone services, perceived ease of use can be seen from the ease of navigation on the device and the availability of personal elements. In addition, the QWERTY keyboard makes many people fall in love, which eases its consumers to send message and chat. Perceived ease of use will have a positive impact on attitudes toward BlackBerry mobile phones and will also have a positive impact on perceived usefulness.

Perceived usefulness has a positive impact on intention to adopt BlackBerry mobile phone in Surabaya, however perceived ease of use does not have a positive impact on intention to adopt BlackBerry mobile phone in Surabaya. In Indonesia, BlackBerry mostly adopted because of the reasons of prestige, to follow the trend, and to look pretty cool, other than the benefits of using. BlackBerry should be favored because of its ability to multitask. However, BlackBerry users in Indonesia utilize more this sophisticated handset for the purpose of lifestyle. The emergence of BlackBerry has shifted the paradigm of thinking Indonesian people in the communicating. People are no longer asking for the phone number but asking for PIN (personal identification number). Only in Indonesia, the BlackBerry is used by non-corporate. In other countries, the BlackBerry is used for corporate interests. Indonesia with its unique consumer behavior has succeeded in making Blackberry out of its exclusivity as an office device, to be a common gadget desired by all levels of society.

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Appendix

Appendix 1. Dimensions Construct

Variables	Indicators
FC 1 (Fashion Consciousness)	Design is the most important factor in choosing mobile phone products
FC 2 (Fashion Consciousness)	When I must choose between the two I usually buy a mobile phone product with unique style, not one with simple styles.
FC 3 (Fashion Consciousness)	I often buy the latest model in mobile phone product.
II 1 (Internet Involvement)	I don't know much about using the Internet.
II2 (Internet Involvement)	I am doing more shopping on the Internet than before.
II3 (Internet Involvement)	I spend less time watching TV because of the Internet.
II4 (Internet Involvement)	I trust information on Web sites that I have heard about.
EP1 (E-Shopping Preference)	I think online buying is a novel, fun way to shop.
EP2 (E-Shopping Preference)	E-shopping is easier than local shopping.
EP3 (E-Shopping Preference)	I like browsing on the Internet.
EP4 (E-Shopping Preference)	I think e-shopping offers lower prices than local stores.
EP5 (E-Shopping Preference)	I enjoy buying things on the Internet.
EP6 (E-Shopping Preference)	Buying things on the Internet scares me.
EP7 (E-Shopping Preference)	I think e-shopping offers better selection than local stores.
PU1 (Perceived Usefulness)	Using BlackBerry mobile phone with multiple functions can make one productive.
PU2 (Perceived Usefulness)	Using BlackBerry mobile phone can make things efficient.
PU3 (Perceived Usefulness)	New BlackBerry mobile phone can make one's life easier.
PEU1 (Perceived Ease of Use)	I find most of the functions in BlackBerry mobile phone are easy to use.
PEU2 (Perceived Ease of Use)	Overall, it is easy to use mobile phone products.
PEU3 (Perceived Ease of Use)	It is easy to become skillful at operating BlackBerry mobile phone.
PEU4 (Perceived Ease of Use)	Using BlackBerry mobile phone is clear and understandable.