Obsession or *Techno Mania* Usage of Smartphone and Tablet among Working Adults in Klang Valley, Malaysia

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**ABSTRACT**

The growth in smartphone and tablet use among the working adults has significantly increased in mobile phone net access and data use in Malaysia. With the upgrading of mobile networks from 3G (Third Generation) to 4G (Fourth Generation) and the accessibility and expansion of WIFI networks, this also led to the gain usage of both smartphone and tablet in Malaysia. The aim of this paper is to understand what makes the working adults became obsessed with a smartphone and tablet usage in their daily life. Qualitative method has been applied and the two approaches have been engaged in this study; non-participant observation and in depth interview. The participants were interviewed until the data reaches the saturation point, and they were randomly selected. In this study, fifteen participants were involved.

Keywords: Smartphone, Tablet, Obsession/Techno mania

**I. INTRODUCTION**

A smartphone is a mobile phone with advanced features and functionality beyond traditional functionalities like making phone calls and sending text messages. It's equipped with the capabilities to display photos, play games, play videos, navigation, built-in camera, audio/video playback and recording, send/receive e-mail, built in apps for social web sites and surf the Web, wireless Internet and much more [1]. The tablet is defined as a handheld, internet-enabled, wireless personal computer, usually having a touchscreen or a digital pen-enabled interface, and no hardware keyboard. Tablets may have WIFI-only or WIFI connection plus mobile internet connectivity. Most non-iOS tablets can also link up to the net through a USB port [2]. The convergence of communication and computing for mobile devices is on the evolutionary course to bring interoperability and leverage the services and functions from each and every industry [3]. Mobile internet access devices, such as smartphones, tablets and laptop computers, are now a primary source of internet connectivity in industrialized nations. Their adoption in less-developed regions of the world have also been rising [4] with the release of lower-cost devices and the continued expansion of high-speed mobile networks [5]. The proliferation of smartphone and tablet among the working adults space is rapidly working its way into company networks. The working adults were devoted with their mobile devices and are approaching to bring the convenience and productivity these devices provide into the work place. The working adults are increasingly mobile, and a majority of businesses are dedicated in supporting the growing number of workers who use mobile devices such as the smartphone and tablet to do their work at the office, at home, and while traveling [6]. The increase in smartphone and tablet usage has given rise to substantial development in mobile phone net access and information use. The smartphone and tablet users are likely to go online, to purchase goods via online, to download audio or video content, to pay their bills online, and to access social networking sites. The upgrading of mobile networks to 4G services and the increase of WIFI networks, have been the main cause for the development of the smartphone and the tablet market in Malaysia. The functionality and ease of internet access provided by smartphone and tablet have been greatly ameliorated by the proliferation of applications (apps) [2].

**II. METHODOLOGY**

The main purpose of this study is to understand the factors that cause the working adults to be obsessed with smartphone and tablet usage. Obsessed with technology or *Techno mania, defined* as an obsession with technology, the users felt the excitement or enthusiasm for technology [7]. The researcher decided to apply qualitative research method because the qualitative method is typically more flexible, allow greater spontaneity and adaptation of the interaction between the researcher and the study participant [8]. Furthermore, qualitative research method attempts to broaden and/or deepen the researcher understanding of how things came to be the way they are in the participants’ social world [9] and understanding the meaning people have constructed that is how people actually make sense of their world and their experiences they have in the world [10]. The researcher decided to apply two qualitative approaches; non-participant observation and in-depth interview in order to understand their obsession with the mobile devices.

**Observation**

First step; the researcher has conducted non-participant observation activity in order to understand their obsession attitude. The non-participant observation is...
relatively unobtrusive qualitative research strategy for gathering primary data about some aspect of the social world without interacting directly with its participants [11]. The non-participant observation occurred in Klang Valley and Selangor area mainly LRT (Light Rail Transit) Putra and LRT Star train stations, KTM commuters (Kuala Lumpur-Seremban-Kuala Lumpur), offices and cafes. It required five years of non-participant observation activities before the researcher determined to conduct in-depth interview for further understand the elements that causes their obsessions.

In-depth interview

Second steps; the researcher has conducted the in-depth interviews. It happened in waiting areas of LRT Putra, LRT Star train stations, KTM commuters, offices (lobby area) and cafe such as San Francisco Coffee, Secret Recipe, Chilli’s Restaurant, Obrien as some of the Mamak restaurants (depend on the crowd). The interviews have thoroughly helped the researcher to identify the factors that cause the obsession of the working adults toward smartphone and tablet usage.

III. SAMPLE

For in-depth interview, the participants that mainly working adults were interviewed until the data reaches the saturation point. Therefore, a number of 15 participants were involved in this research. The samples were selected randomly and the researcher only targeted to those who used smartphone and tablet regardless the sizes and brands. The researcher divided the questions into two segments. Section A: Participant demographic information and Section B: Questions that focused on the four key constructs of the UTAUT model that was; performance expectancy, effort expectancy, social factors and facilitating conditions to understand the behaviour intention and use behaviour in this case the obsession of Smartphone and tablet usage. All non-participant observation activities and in-depth interview sessions were audio-taped and recorded. For in-depth interview, the participants were asked to fill in the Consent Form first before the interview started.

Research Theory

For this research, the researcher adopted UTAUT (Unified Theory of Acceptance and Use of Technology) Theory [12]. In this theory, the researcher emphasized the four key constructs; Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Influence that contributed toward the obsession behavioural intentions and use behaviour of Smartphone and Tablets usage.

![UTAUT Model](http://www.esjournals.org)

Figure 1 UTAUT Model introduces by Venkatesh, Morris, Davis & Davis, 2003.

<table>
<thead>
<tr>
<th>No.</th>
<th>Key Constructs</th>
<th>Definition</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Performance Expectancy</td>
<td>The degree to which a person believes that using a particular system would enhance his or her job performance.</td>
<td>The researcher decided to change the system to smartphone and tablet; therefore for performance expectancy a person believes that using the smartphone and tablet can enhance his/her job performance.</td>
</tr>
<tr>
<td>2.</td>
<td>Effort Expectancy</td>
<td>The degree of ease associated with the use of the system</td>
<td>The use of smartphone and tablet will ease any given job to a person.</td>
</tr>
<tr>
<td>3.</td>
<td>Social Influence</td>
<td>The degree to which an individual perceives that important others believe he or she should use the new system.</td>
<td>A person gets someone to suggest to them to use smartphone and tablet.</td>
</tr>
<tr>
<td>4.</td>
<td>Facilitating Conditions</td>
<td>The degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system.</td>
<td>The researcher decided to focus more on applications, WIFI and 4G; which contributed toward the obsession.</td>
</tr>
</tbody>
</table>

IV. RESULTS AND DISCUSSION

For the results, the researcher used the coding method. Coding is a process for categorizing the data [13]. Once the codes have been identified, the next step is to
generate the themes. Once the data have been coded from the transcripts of interviews, the themes will be illustrated based on the most often a word or short phrase that representatively assigns a total of relevant evocative attribute in each question. Table 1.1 shown the data that have generated based on manually from the code/categories to create themes.

Table 1.2 Data Generated from manually for the categories and its themes

<table>
<thead>
<tr>
<th>Categories</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Performance Expectancy</strong></td>
<td>i)Convenient</td>
</tr>
<tr>
<td>Believe that smartphone and tablet can enhance their job performance</td>
<td>i)To reduce the office workload while not in the office (outstation).</td>
</tr>
<tr>
<td><strong>Effort Expectancy</strong></td>
<td></td>
</tr>
<tr>
<td>Use of smartphone and tablet will ease any given job to a person</td>
<td>ii)Still can do work while attending internal meeting.</td>
</tr>
<tr>
<td><strong>Social Influence</strong></td>
<td></td>
</tr>
<tr>
<td>Perceives that important to get someone to suggest to use Smartphone and Tablet</td>
<td>iii)Still can manage any given work even on medical leave</td>
</tr>
<tr>
<td><strong>Facilitating Conditions</strong></td>
<td></td>
</tr>
<tr>
<td>Introduce applications</td>
<td>i)Interesting applications</td>
</tr>
<tr>
<td>Wi-Fi and 4G</td>
<td>ii)Fast to download</td>
</tr>
</tbody>
</table>

First Key Construct: Performance Expectancy

**Performance Expectancy** is defined as the degree to which an individual believes that using the system will help him or her to attain gains in job performance [12]. For this key construct, the researcher decided to change the system to smartphone and tablet; therefore for performance expectancy a person believes that using the smartphone and the tablet can enhance his/her job performance. For performance expectancy, the researcher decided to ask questions based on their experience using smartphone and tablet.

Table 1.3 Themes were generated based on Performance Expectancy Categories

<table>
<thead>
<tr>
<th>Categories</th>
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</thead>
<tbody>
<tr>
<td><strong>Performance Expectancy</strong></td>
<td>i)Convenient</td>
</tr>
<tr>
<td>Believe that smartphone and tablet can enhance their job performance</td>
<td></td>
</tr>
</tbody>
</table>

i) Convenient

The researcher asked an individual about their experience using smartphone and tablet for work.

They believed that Smartphone and the tablet was very convenient to manage any given task or jobs. The working adults agreed the both mobile devices so convenient because it is portable and handy.

**Smartphone and tablet was so convenient. I love the fact that it was so handy, easy to bring elsewhere.** Carrying only one mobile device would be preferred rather you have to carry a laptop that was so heavy and not handy at all. I can perform any given task ASAP. For example, I was outstanding attending meeting and my boss emailed to me and he needs my feedback about current projects that we are working on it, simply reply the email as soon as I read the email via my Smartphone. (Leen, 29).

I was amazed on how this two mobile devices works. It is so convenient yet very portable. I must say that it's a must to have both for work because it will make your work life organized and manageable. The fact that I own both devices because it is so handy, no fuss. Both mobile devices help me to improve my daily work. For example, I’ve always been having problem dealing with my customer after my holiday, so I decided to install the customer service system in my Tablets so that I can attend their complaints and reply my boss emails. It is so easy and so fast! Until today, I don’t have any problems and all my works was organized (Mary, 31).

One thing about Smartphone and tablet that I’ve experienced; both mobile devices were so convenient and handy. My worked deals with staff and they need my decision while I am off for vacation or for business trip. By having my Smartphones (I have two Smartphones), my work can be done ASAP. I can communicate with my staff via emails, WhatsApp, video calls, and Facebook. There is no way I cannot communicate with my staff and my boss while I am away. Obviously, Smartphones was truly convenient (Kif, 40).

Tablets were so powerful, mobile, and versatile. The tablet is one of the most useful tools for being as productive as possible away from your desk [14]. … I love to use Tablet because I found out that it was so useful and makes me productive (Ema, 27). Tablet better than laptops for checking emails, viewing or making presentations, and browsing the net. … I agreed that Tablets were so convenient because simply switch on your devices to check emails, maybe to check on your upcoming presentation or search for information (Ivy, 26). Smartphone used to make a telephone call, SMS, emailing, taking a photograph, and browsing the web site. … I’ve used my smartphone to make calls not to my loved once, but to my officemates to help me on certain things. Normally, I will call them to provide me...
information before I’ve replied my boss’s email. It’s actually helped me a lot (Alan, 38). Based on the non-participant observation, the researcher observed that the working adults were passionate while using the smartphone and tablet in their daily life. The researcher was amazing the way the working adults used smartphone and tablet. They checked their email every 15 to 20 minutes. When they received an email/emails they focused on the content and referred to write up where they save it in their smartphone and tablet to understand the message/email before they replied the emails. Other obvious activities where they have checked their Microsoft excel file for update their sales activities and results and PowerPoint file for their upcoming presentation.

Second Key Construct: Effort Expectancy

Effort Expectancy is defined as the degree to which an individual believes that using the system will help him or her to attain gains in job performance [12]. For this key construct, the researcher emphasized on the usage of smartphone and tablet that will ease any given job to a person.

**Table 1.4: Themes were generated based on Effort Expectancy Category**

<table>
<thead>
<tr>
<th>Categories</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Effort Expectancy</td>
<td>i) To reduce the office workload while not in the office (outstation).</td>
</tr>
<tr>
<td>Use of smartphone and tablet will ease any given job to a person</td>
<td>ii) Still can do work while attending internal meeting.</td>
</tr>
<tr>
<td></td>
<td>iii)Still can manage any given work even on medical leave (long or short)</td>
</tr>
</tbody>
</table>

i) To reduce the office workload while not in the office (outstation)

The researcher asked an individual close to the understandings they have used smartphone and tablet in daily business. They believed that smartphone and tablet help to reduce their work while they were not in the office mainly outstation.

What I love about tablet was I can do my work while I was away. For example, I have to attend meeting in Alor Setar, the office branch to solve some financial issues. I’ve used my tablet to retrieve my excel documents which I’ve already prepared back in KL, and I used that excel document for reference purposes because the case was almost the same as what happened in

KL, Ipoh and Johor. So, all I need to do was retrieved back the excel file and use the information to solve the financial problems for the Alor Setar branch. It was so easy. I don’t have to use the laptop which so heavy and hassle. Just go to my excel file in my document icon and open it and start the discussion (In, 33).

Smartphone and tablet are the best. You can wonders with these devices. For instance, I was outstation attending few meetings for a week. As a product marketing manager and my job, I have to monitor the current product, try to find out information about competitor product and come out with our latest product and try to identify how to generate revenues and sales volume in the future. Even though I was away for one week, I’ve managed to search the information for our next new product. So smartphone and tablet comes in handy. I used a tablet to search for information (thoroughly). Tablet was so good to browse a website and you know that product websites were rich of information meaning they’ve banner ads, a lot pictures, detail information, URL links of product, so don’t have any problem to browse information using a tablet. On the hand, I’ve used my smartphone to make calls, mainly to ask the company about the product that they advertised, that they promote and the price of the product. The best part is they don’t know that I am their competitor. So good right! (Bat, 45).

I have used smartphone in daily work. What I love about smartphone was they came in handy. I’ve worked as Administrative Assistant, Manager and while I was away for a vacation, my boss called me to help him to compile all May 2012 project files. I was told that the deadline was on Wednesday because he has to present it to the management on Thursday morning. Apparently, the meeting has reschedule to Monday afternoon, which is four days earlier, so he called me to help him to prepare the files and the presentation slides as well. It was so easy, I’ve retrieved the word files in my smartphone and I have done with his presentation slides and immediately emailed to him on Saturday. I’ve downloaded all the word files in my smartphone. It is not heavy because it is only words and a few tables (Tia, 32).

Based on non-participant observation, the researcher found that the working adults actually used the smartphone and tablet to the fullest. They have downloaded the Microsoft Office, Adobe PDF and Adobe Photoshop. They did not hesitate to pay for the applications (apps) as they realized that the apps ease their task.
i) Can do work while attending internal meetings

Smartphone helped me to be multitasking. Why I say so? It is because I still can do my job while attending the meeting. For example, I have to attend technical meeting (ad hoc) and at the same time I have to settle the programming for this latest product. Last time I’ve used my laptop tho. Nowadays, I just used my smartphone. Amazingly, it works. Copy the old programming codes and rewrite back some of the programming codes following the current objective and paste it into the system. It’s so easy to do! Yeah, before I’ve launched the programming, I have to soft launch it first in my smartphone in a simple programming application and no error occurred. So I copy and paste the programming codes and email to my officemate and ask him to paste it into the system. And my job is done (Aizat, 30).

Smartphone helped me a lot, especially while attending the meeting, my boss asked me to email to her the 2014 purchasing files consist only the purchased of laptops for top management. Luckily, I have downloaded all word files from 2013 till now in my smartphone and I have organized my files in specific categories which is easy for me to find the files. So I have opened the 2014 files and search for laptops for top management, purchase and email to my boss the files. That’s it! So easy (Leeza, 28).

I used tablet a lot to do my excel files. I’ve worked as tax manager and I have to compile all files pertaining to tax planning for to management and staff, tax savings and tax implication on business transaction and processes. The tablet is the best device for me because I have to deal with a lot of excel files every day and tablet is portable. I can bring it to the meetings, to attend lunch and for any appointments while waiting for someone, just retrieved the files and read. Yeah, I have to attend a lot of meetings and when my staff need any files (simple excel file) because I’ve saved lots of my excel files that were private and confidential (P&C) so I cannot simply email to them all these files. Therefore, in order for me not emailed the wrong files to my staff, I have created two separate files one P&C and non P&C. So I have emailed to my staff the non P&C excel files (Eddy, 35).

Based on the observation, the individual was looking at their smartphone and tablet every five minutes mainly checked their emails, clock, text messages and calls log.

ii) Can manage any given work even on medical leave (long or short)

I have used both smartphone and tablet for work functions. I have even used it even though I was on medical leave. I did a minor operation and need to take a rest for a week. My boss need my help to solve several issues about the property of the company. He also wants me to come out with a brief proposal about the issues. That day I was still in the hospital and thank god the internet was excellent. I have done the brief proposal and presentation slides for my boss to present to the top management about the issues of company properties. I really love my smartphone and tablet. So convenient (Deen, 41).

I have my own business and using smartphone is very important to me, especially to call my clients and to follow up certain things pertaining to the tasks given. Working on my own, smartphone is my life. There was a time where I was sick and decided to take a rest for 2 days. And my client called to ensure the events launch, according to the time given. Although I am not feeling well that day, I have used my smartphone to send for my staff to correspond on the event’s matters. I have emailed the checklist to be checked by my staff while I am on medical leave. My staff will update me every three hours (Zak, 37).

Third Key Construct: Social Influence

Social Influence is defined as the degree to which an individual perceives that important others believe he or she should use the new system [12]. For this key construct, the researcher wanted to identify whether an individual gets someone to suggest to them to use smartphone and tablet.

<table>
<thead>
<tr>
<th>Categories</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social Influence</td>
<td>i) Friend’s suggestion to use Smartphone and Tablet</td>
</tr>
</tbody>
</table>

i) Friends’ suggestion to use Smartphone and tablet.

Yes, I need someone to suggest to me to use a smartphone and tablet. Explain to me the advantages and disadvantages of having both smartphone and tablet. Even though I am not an IT-savvy person, I am person who keen to know and find out about new gizmos and new apps. Been busy and all, I am up for whatever
propositions that can assist me to promote my work productivity. With my current age, I need to learn all new stuff in order for me not to be at the laggard stage (Bob, 48).

It is good to have someone who suggested to you to use a smartphone and the tablet. It’s also good to have someone who explains to you in detail about these mobile devices. To me, the explanation is crucial. Suppose that you are not well verse about smartphone and tablet and someone actually suggested to you to use these mobile devices with thorough explanation about the advantages/benefits of having these mobile devices. Definitely, their information will influence you and you might ended buy the mobile devices. I decided to buy a smartphone and tablet because my friend explains to me thoroughly about both mobile devices and what its benefits are. And I am happy to accept someone to suggest to me about it (Alan, 38).

I am a type of person who love new gadgets and stuff, but I am still open for any suggestion pertaining to use mobile devices. Last time I used a mobile phone, although they do have internet and Bluetooth connectivity, still not enough. After my friends suggested to me to buy a smartphone and tablet, I did research about it. I’ve found that both mobile devices were excellent. Its suit my job (Deen, 41).

I don’t know anything about smartphone and a tablet. Although I have used a touch screen phone (not a smartphone), I don’t really use it to the fullest. After my friends suggested and explain to me about it, and I did my own research before proceeding with the purchase. I found out that these mobile devices were so handy and convenient in any work conditions (In, 33).

Based on observation, the researcher identify the individual gets someone’s suggestion to use a smartphone and tablet. At first the third party only observed the person how they used the phone. Later, after the individual almost finish their work, the third party suggested to him to use a smartphone and tablet. They even demonstrate how to use a smartphone and tablet and the benefits of both mobile devices. Apparently, the individual decided to search about the smartphone and tablet after the explanation. They carefully read the specifications of smartphone and tablet. After thoroughly read the information, they straightaway drop by to the nearest smartphone and tablet store to ask for more information and price.

**Fourth key construct: Facilitating Conditions**

**Facilitating Conditions** is defined as the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system [12]. For this key construct, the researcher determined to focus more on applications, WIFI and 4G; which considered contributed toward the obsession usage of smartphone and tablets.

### Table 1.6 Themes were generated based on Facilitating Conditions Categories

<table>
<thead>
<tr>
<th>Categories</th>
<th>Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduce applications</td>
<td>i)Interesting</td>
</tr>
<tr>
<td>Wi-Fi and 4G</td>
<td>ii)Fast to download</td>
</tr>
</tbody>
</table>

**i) Interesting applications**

The individual agreed that it is not only the smartphone and tables facilities that makes them preoccupied with it, but also other elements that makes them obsess to use the mobile devices. They always get notifications from the content providers about the latest games and applications. Since they are still in the midst to get use to the smartphone and tablet, they decided to take a look to the latest product that's available. From looking they decided to download the applications and games. Based on observation, after the downloading they will try to get used to the application and if they find it difficult to handle or learn they will delete the apps. As for games, after they have downloaded, they will play the games and if they like it, they will keep it and if they don’t like it simply delete it. The individual will play the games and watch movies using YouTube or any other video application to reduce their work stress. The researcher observed that the individual like to watch movies after they have settled their works. Others, simply downloaded or buy music (for an Apple product) and listen to it immediately.

I love to download a lot of applications concerning work such as Microsoft office, adobe pdf reader, photoshop, word pad, calendar, notes, reminder and many more. All these apps help me to organize and manage my work properly. I am really grateful to have such applications. The applications are very interesting. (Kif, 40)

I’ve adored all apps and games because it is so interesting. My work considered very stressful because I always receive a call from clients and my boss to help them to settle a problem. After a few hours (non-stop) do my work and I have done, I will definitely play games or watch online movie. This to reduce the work stress and to make me happy (Mary, 31).

No doubt that we will download those interesting applications and games. And no doubt that once we have downloaded it, we will use/test it or play it first just for fun. I have remembered that I have received notifications.
about the latest applications and games, very eager to know about the apps and games, I have downloaded almost all. After that, I will try to play the games and test the applications. It took me a week to stop playing the games and test the applications. Gosh! I am so addicted now. Still, until today, I will maintain play the games and test the application after I have finished one work. Actually, not really good to have such attitude (Eddy, 35).

ii) Fast to download

The individual agreed that with the accessibility of public WiFi and telecommunication (with low data rate), then take this opportunity to download as many games and applications (apps) as possible. They mentioned that they will go to any cafés to buy drinks and asked for a password and they will use the password again and again to download apps and games. They also mentioned that even the Mamak restaurant has a WiFi connection. Based on observation in cafés, Mamak and other restaurant that provides WiFi connectivity, the individual bought only one drink and sat there for hours. They’ve watched online movies, download apps and games. They even have a video conversation or Face Time with their friends. If the WiFi connectivity became slower, they will quit and search for another cafés or restaurant to continue their activities.

I’ve remembered, I was so obsessed with my smartphone and I went to the café and ordered a drink (large) and sat there for hours. The WIFI was so excellent. What I did was simply watching movies and WhatsApp with my friends. Till the WIFI suddenly became slower and slower and no connection, I stopped and move on to another café. Enter another café would be the same thing, ordered a drink, download stuffs and WhatsApp. (Zak 37).

I guess I am obsessed with smartphone and tablet. Why I said so because I cannot leave with both of these devices. Wherever I go, I will carry it with me. The part that I considered myself been obsessed was when I choose the best café for me to hang out with virtual friends. I have ordered a beverage and begin using my smartphone and tablet. Smartphone used to WhatsApp whereas my tablet I have taken pictures and uploaded it on my Facebook (Tia, 32).

After a long hours in the office with the stress and everything, I went to the café simply to use the WIFI (because it’s free), so ordered a drink and start my activities – downloading, watching movies and chatting. My smartphone equipped with 4G mobile network so I don’t pay attention if the connectivity of WIFI was slow, I still can continue with my activities. Yeah the data usage I know that people said it is very expensive, but hey, I guess no harm if you need a time of alone in the café even though the WIFI connectivity was slower still you have another option that was your 4G which I love it because it was so fast (Aizat, 30).

The most famous activities among the working adults were browsing websites or search for information, accessed news, sports, weather updates, used a social networking site (Facebook, Instagram, Twitter), streaming audio or video content such as YouTube, Vimeo, any online movie websites, paid bills via online banking, downloaded audio or video content from certain content websites such as music and purchased goods or services online such as Lazada.com, Amazon.com, Zalora.com, e-bay.com participated in auction and buy online, mudah.my and lowyat.com. These activities contributed toward the obsession or techno mania usage of smartphone and tablet among the working adults.

Research Theory

For this study, the researcher has applied the UTAUT model [13]. This model emphasized on the four key construct; Performance expectancy, effort expectancy, social influence and facilitating conditions which will help the researcher to identify the factors that caused by the obsession of smartphone and tablet behavioral intention and use behavior among the working adults.

![Figure 2 UTAUT Model introduces by Venkatesh, Morris, Davis, & Davis, 2003](http://www.esijournals.org)

Based on the Figure 2, showed that the factor of convenience from performance expectancy, factors of to reduce office workload while not in the office, can do work while attending internal meetings and can manage any given work even on medical leave from effort expectancy and the factor of friends’ suggestion...
to use smartphone and a tablet from the social influence caused toward the behavioral intention of using a smartphone and a tablet. Based on observation, with such sustained activities of behavioral intention of these factors, it can affected by the user behavior which led to the obsession of smartphone and tablet usage among the working adults. As for interesting applications and fast to download factors from facilitating conditions, it directly led to the use behavior. Based on observation and interviews, activities, the researcher has identified that the factors of facilitating conditions were directly caused the obsessive use of smartphone and tablet among working adults.

V. CONCLUSION

The modern technology has unquestionably had so many positive effects on the way in which people can combine work and personal life. The public’s growing obsession with smartphones, tablets and digital technology is affecting their working and social lives and has undoubtedly led the society into a culture of being constantly online [15]. Based on the non-participant observation and in-depth interview sessions have helped the researcher to identify the factors that caused the working adult obsessed with smartphone and tablet. An UTAUT model for this study has suggested an outline to understand and discovered the factors that may impress the working adult’s obsession usage of smartphone and tablet. The results can be used to support other researches concerning with the obsession usage of not only to the smartphone and tablet but also other digital devices such as online camera, mp3, iPod, podcast and many more.

REFERENCES


