Choosing a Fit Technology: Understanding Mindfulness in Technology Adoption and Continuance

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Abstract:

Mindfulness is an important emerging concept in society. This research posits that a user’s mindful state when adopting a technology is a crucial factor that determines how the technology will fit the task context at the post-adoption stage and, thus, has profound influence on user adoption and continued use of technology. Based on the mindfulness literature, we conceive of a new concept (mindfulness of technology adoption (MTA)) as a multi-faceted reflective high-order factor. We develop a MTA-TTF (task-technology fit) framework and integrate it into the cognitive change model to develop a research model that delineates the mechanisms through which MTA influences user adoption and continued use of technology. We examined the model via a longitudinal study of students’ use of wiki systems. The results suggest that mindful adopters will more likely perceive a technology as useful and choose a technology that turns out to fit their tasks. Hence, mindful adopters are likely to have high disconfirmation, perceived usefulness, and satisfaction at the post-adoption stage. The findings have significant implications for IS research and practices.

Keywords: Mindfulness, Task-technology Fit, User Adoption and Continuance of Technology, Longitudinal Study.

Hock Hai Teo was the accepting senior editor. This article was submitted on October 30, 2013 and went through three revisions.