

# **THE IMPACTS OF PERCEIVED AESTHETICS ON FASHION TECHNOLOGY BASED ON TECHNOLOGY ACCEPTANCE MODEL**

*Hsi-Peng Lu & Ren-Chuen Tzou, Department of Information Management, National Taiwan University of Science and Technology, No. 43, Sec. 4, Keelung Rd., Taipei City, Taiwan, R.O.C, Tel: 886-2-2733-3141 Ext. 7910, Lu@mail.ntust.edu.tw*

## **ABSTRACT**

The technology acceptance model (TAM) represents an important theoretical contribution toward user perceptions of information technology. However, the increasing prevalence of aesthetically charming consumer electronics, such as Apple iPod, implies that aesthetics of product is becoming one of vital acceptance determinants. TAM doesn't account for product aesthetics in the adoption of these products. This research regards these products as fashion technology and develops fashion-TAM. This study sampled 304 complete responses on iPod related forums in Taiwan. It surprisingly finds that both beauty and pleasure of perceived aesthetics are the two most important determinants of FTAM.

## **INTRODUCTION**

Recently, several high technology companies, such as Apple, have differentiated their products by providing beautiful and sleek designs to strengthen symbolic value of their products. The symbolic value will become a vital determinant of purchase decision when products of companies are similar in utilitarian value. Fashion is one of the primary symbolic values. Novel and beautiful products are the style of fashion objects and owning them is a fashion trend. This research focuses on high technology consumer electronics which is named fashion technology. With the popularity of fashion technology, understanding consumer perception and intension of fashion technology becomes an important issue.

## **METHODOLOGY AND RESULT**

The proposed model of the Fashion-TAM is applied to understanding user's perception and intention of fashion technology. We used Apple iPod as our research target. The model of this study was tested by structural equation modeling (SEM). All measures of goodness-of-fit indices satisfied the criteria of the good fit. The findings of analysis reveal that perceived usefulness (PU), pleasure (PL), and beauty (BU) would directly affect intention to use fashion technology (IUFT). Perceived ease of use (PEOU) didn't directly affect IUFT while this construct would directly affect PU and PL. Besides, BU and PL, two facets of perceived aesthetics (PA), were correlated and beauty appearance of technology product would directly affect perceived pleasure of user. We also adopted model-trimming strategy by deleting paths to test whether our proposed model or simpler one fit the data. The results of nested model comparisons revealed that the proposed model would be the most appropriate one for the data

## **DISCUSSION**

With empirical analysis, the results reveal that aesthetics nature is a prominent value in fashion technology acceptance mode and that perceived aesthetics is demonstrated to comprise beauty and pleasure. Besides, pleasure has greatest direct effect and appearance beautiful has greatest total effect on the intention to use fashion technology.