

Technology Acceptance Model of Consumer Satisfaction with the Physical and Spiritual Health with Stress-Relief and Health Industry as an Example

Chang-Yueh Hou, Michel Plaisent, Chiang James Ming-Hsun, and Prosper Bernard

Abstract— As life becomes incredibly busy today, pursuing individual physical and spiritual health as a form of leisure has become a trend in meeting our need to relieve daily stress. However, our habits, behaviors, and attitudes toward the method of stress relief vary individually, so the stress relief activities they wish to engage in their free time also are individually diverse. The past recent years, the rise of awareness for leisure activities has lead the public to gradually pay more attention to physical and mental health and the importance of stress-release. In 2001, Taiwan began to formally implement two-day weekend, people have more time to engage in a broader variety of leisure activities related to physical and spiritual health, especially with the help of information technology era. This study aims to explore methods to release stress via various health spa industries and to further understand the influence of the outcome of the technology acceptance model of consumer satisfaction with health of body and soul. The goal is to gain a deeper understanding of the leisure activities and individual physical and mental awareness management in order to help the individual to perform leisure activities that will further be beneficial to them physically and mentally by investigating their stress relief process in the health industries in general. This research utilizes sampling method to collect data through questionnaires, and the use of descriptive statistics, independent sample testing, single factor analysis of variance, Pearson correlation conducted tests and analysis.

Keywords— Technology Acceptance Model, Stress Relief and the Health Industry, Physical and Mental Health.

I. BACKGROUND ET MOTIVATION

LEISURE activity related to body and soul is a concept, attitudes and habit that is highly individualized. It is owned by individual and is performed in his or her free time during when they have complete freedom to engage in activities that stimulate, maintain or enhance the feeling of freedom physically and mentally. In recent years the rise of leisure awareness has made health- related leisure activities program become important. As Taiwan formally started to have two-day weekend in 2001, people have more time to engage in leisure activities relatively, to pursue physical and mental health related leisure activities in a wider variety [6].

Chang-Yueh Hou, Michel Plaisent, Chiang James Ming-Hsun, and Prosper Bernard are with University of Quebec in Montreal (Canada). Email: Michel.plaisent@uqam.ca

With the increase of income, people become more enthusiastic about the quality of life, and increasingly focus on inner wellbeing and physical health maintenance to ease the stress of their daily routine. The demand of customers for health and wellbeing SPA also begin to shift. In addition to esthetic approaches, the desire for a healthier physical and mental flexibility is now higher than ever among people. As a result, more and more stress relief health spas and resorts continuously open everywhere in Taiwan and Mainland China [1].

Stress-relief health spa has a significant impact on the physical and spiritual health of female consumers. However, in recent years, the number of male customers is increasing to participate in such leisure activity. Therefore, its contents should meet the technology acceptance model of consumer satisfaction at all levels demand for stress relief health spa and leisure activities. If misled, it will bring a great scale of damage to family, themselves, and the community. Therefore, participating leisure activities of physical and mental health should, first and foremost, understand the motivation and satisfaction of consumers. [4] pointed out that the individual's abilities can be demonstrated in the physical and mental health activities. Through other's appreciation, they strengthen their performance and confidence, their self-esteem increases as well and accomplish dreams. On the other hand, the process of engaging in physical and spiritual health alleviates the stress and the degree of satisfaction improves personal life efficiency. This study will mainly look into modern methodologies to release stress by understanding physical and mental health involvement and influence satisfaction, and comparing the results that will fulfill the purpose of improving the physical and mental health.

II. RESEARCH PURPOSE

Based on the above research background and motivation, this study is to explore the degree of stress relief and its relationship with customers of health spa industry in order to understand the impact of technology acceptance model [5] for consumer satisfaction with physical and mental health. The purposes of this study are in the following:

- (1) to understand the stress relief of customers of health spa industry with the technology acceptance model of consumer satisfaction with the degree of attention; to compare different personal variables, the level of

acceptance among customers of health spa industry with the technology acceptance model, and difference of physical and mental health satisfaction degree.

- (2) to investigate the acceptance level of the technology acceptance model and how its impact to customers of health spa industries relates to their satisfaction with their physical and mental health as the result.

III. RESEARCH METHOD

This research proposed a research framework and hypotheses based on previous studies mentioned in the literature review and the purpose of study. The assessment tool adapted a customer satisfaction and body, mind and soul health questionnaire from Technology Acceptance Model (TAM). A questionnaire survey was used as the measurement instrument. By surveying customers, this study will understand the relationship between customer satisfaction and the well-being of the soul, body and mind in TAM, and the relationship of the different variables as well. This chapter includes research framework, hypotheses, sampling method, measurement tools, data analysis method, and statistical method.

IV. RESEARCH FRAMEWORK

This research framework based on previous studies analyzed in the literature review to understand the relationship between customer satisfaction and the well-being of the soul, body and mind in TAM [2],[3]. The background of participants was based on sex, marital status, age, education, career, average salary, and position. The framework is shown in Fig. 1.

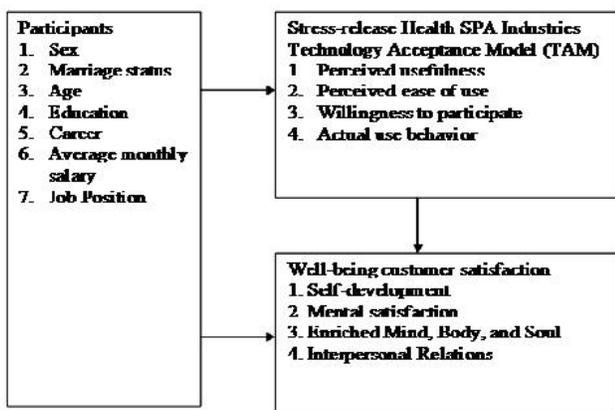


Fig. 1 Research Framework

V. MEASUREMENT TOOL AND PARTICIPANTS

The measurement instrument of this research is questionnaire, and by surveying, this study will understand the relationship between Technology Acceptance Model (TAM) and the body, mind and soul health satisfaction. The Customer Satisfaction and Mind, body, and Soul Health in TAM Questionnaire [5] was designed based on the purpose of research and hypotheses. The questionnaire consisted of

three parts: 1) Technology Acceptance Model Scale, 2) the Body, Mind and Soul Health Satisfaction Scale, and 3) Personal background.

In understanding Technology Acceptance Model (TAM) in stress-release health SPA industries, this research analyzed four sections: 1) Perceived usefulness, 2) Perceived ease of use, 3) Willingness to participate, and 4) Actual use behavior. In understanding the well-being (body, mind, and soul) and health satisfaction, this research analyzed four sections: 1) Self-development, 2) Mental satisfaction, 3) Enriched Mind, Body, and Soul, and 4) Interpersonal Relations. The questionnaire used the 5-point Likert scale, from 1-5: Strongly disagree, Disagree, Neutral, Agree, and Strongly Agree. The participants answered based on their own perspective.

The subjects of this research are customers of stress-releasing health SPA industries. The survey was executed through assistance of distribution. Although the questionnaire was conducted anonymously, for privacy reasons, an envelope was prepared and sealed when finished. Then it was collected or sent to the person in charge. This method ensured the privacy of the participant and guaranteed the information to be intact.

VI. CONCLUSION

Object to this study in order to alleviate the pressure of the customers of the health spa industry to explore the stress relief health spa industry customers, "Technology Acceptance Model" and "physical and spiritual health satisfaction" affect the relationship between cognitive. The study found that "technology acceptance model" has a significant effect on the physical and spiritual health satisfaction. Domestic relieve pressure health spa industry are not matured stage, to foresee the emergence of new competitors, will certainly put pressure on the SPA industry, regardless of price, product and software services have room for improvement. In this study, the results of the "Technology Acceptance Model" on the physical and spiritual health satisfaction have a positive and significant effect, and it is recommended to relieve pressure health spa industry in management. It is necessary to first establish the value of the customer for the technology acceptance model, and then characteristics of the technology acceptance model to strengthen and to enhance customer satisfaction.

REFERENCES

- [1] S. Benge, *The Tropical SPA : Asian secrets of health, beauty and relaxation*, HongKong : Periplus, 1999.
- [2] F.D. Davis, "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology", *MIS Quarterly*, vol. 13, no. 3, 1989, pp. 319-340.
- [3] F.D. Davis, "A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies", *Management Science*, vol. 46, No. 2, 2000, pp.186-204.
- [4] Iso-Ahola, S.E., (1980), *The Social Psychology of Leisure and Recreation*. William. Dubuque: C. Brown Company.
- [5] M.J. Succi, and Z.D. Walter, "Theory of User Acceptance of Information Technologies: An Examination of Health Care Professionals, Systems Sciences," *Proc. 32nd Annual Hawaii International Conference, Hawaii, 1999*, Track 4.
- [6] World Tourism Organization, *Guide for local authorities on developing*.

APPENDIX

Technology Acceptance Model of Consumer Satisfaction with the Physical and Spiritual Health with Stress-Relief and Health Industry as an Example – Survey

Greetings Ladies and Gentlemen:

This is an academic research about “ Technology Acceptance Model of Consumer Satisfaction with the Physical and Spiritual Health with Stress-Relief and Health Industry as an Example.” Thank you for your precious opinions that help the survey process smoothly. This survey is anonymous and the content will be used for academic research purpose only. Therefore, personal information will be absolutely confidential. Please feel comfortable when answering the questions. Best wishes!

Part I: Health SPA Technology Acceptance

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree
Usefulness of Healthy SPA					
01. I feel more relaxed by doing casual activities rather than healthy SPA.	<input type="checkbox"/>				
02. By joining health SPA, I feel more efficient when using stress releasing tools.	<input type="checkbox"/>				
03. Healthy SPA helps me become healthier and more energetic.	<input type="checkbox"/>				
04. Generally, healthy SPA services are practically helpful to me.	<input type="checkbox"/>				
Easiness of Understanding Healthy SPA					
05. The procedure of healthy SPA is easy to understand.	<input type="checkbox"/>				
06. The design of healthy SPA is friendly and sociable.	<input type="checkbox"/>				
07. Healthy SPA is easy to operate.	<input type="checkbox"/>				
08. Generally, healthy SPA service is easy for consumers to understand.	<input type="checkbox"/>				
Wellness of Joining Healthy SPA					
09. I' m willing to join healthy SPA activities.	<input type="checkbox"/>				
10. I might increase the frequency of joining healthy SPA.	<input type="checkbox"/>				
11. I will recommend others to join healthy SPA activities.	<input type="checkbox"/>				
12. I will become a member of healthy SPA.	<input type="checkbox"/>				

Actual Use of Healthy SPA					
13. I use healthy SPA more frequently than families and friends.	<input type="checkbox"/>				
14. Using healthy SPA helps me understand my own health more.	<input type="checkbox"/>				
15. To me, using healthy SPA is more efficient than other stress releasing methods.	<input type="checkbox"/>				
16. Generally, healthy SPA is my number one choice of maintaining mental and physical health.	<input type="checkbox"/>				

Part II Consumers' Mental and Physical Satisfaction towards Healthy SPA

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Disagree
Self Awareness					
01. Joining healthy SPA activities can obtain mental and physical wellness.	<input type="checkbox"/>				
02. I feel more successful at adjusting mental and physical conditions by increasing the experience of healthy SPA.	<input type="checkbox"/>				
03. Joining healthy SPA provides me more energy to overcome challenges and obtain satisfaction.	<input type="checkbox"/>				
04. By joining healthy SPA activities, I can upgrade my living quality and working efficiency.	<input type="checkbox"/>				
Mental Satisfaction					
05. Joining healthy SPA activities makes me more mentally active.	<input type="checkbox"/>				
06. Joining healthy SPA activities has become my daily routine.	<input type="checkbox"/>				
07. I can meet people from different backgrounds by joining healthy SPA activities, so my interpersonal relationships get expanded.	<input type="checkbox"/>				
08. By joining healthy SPA activities, I can do casual activities with people coming from different fields.	<input type="checkbox"/>				
Richness of Mental and Physical Wellness					
09. Joining healthy SPA activities makes me emotionally stable.	<input type="checkbox"/>				
10. Joining healthy SPA activities helps me mentally interact with others.	<input type="checkbox"/>				
11. By joining healthy SPA activities, I obtain honor, courage, and self-esteem.	<input type="checkbox"/>				
12. I feel comfortable and happy emotionally and physically by joining healthy SPA activities.	<input type="checkbox"/>				

