

¹ Specification of a Model for the Study of Utility Entrepreneurship

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⁴

⁵ **Abstract**

⁶ A model is a data management, production and transfer system organized in explanatory
⁷ trends of past, current and future relationships. The emphasis on each suggests decision
⁸ making and strategy execution. The objective of this work was to specify a model for of the
⁹ perception of utility. An exploratory and cross-sectional study was conducted with a selection
¹⁰ of 186 students from a public university in central Mexico, considering their participation in
¹¹ the system of professional practices and social service in local organizations. The validity of
¹² the instrument that found a onedimensional variable that explained 43

¹³

¹⁴ **Index terms**— globalization, perception of utility and use of mobile internet.

¹⁵ **1 Introduction**

¹⁶ lobalization implies less social equality and greater freedom in the individual. This imbalance characterizes the
¹⁷ most globalized and localized liberal democracies. These open societies that hold individuals accountable by
¹⁸ disintegrating their groups, their communities, their societies and their present and future cultures (Martínez,
¹⁹ Espinoza and García, 2019).

²⁰ The process of financial globalization and community location is gestated through the use of technology. In
²¹ the case of the Internet connection from root servers, the United States, Japan, Holland and Sweden are the main
²² nodes. Japan is the nation with the highest connection speed (61.0 mbps), Sweden ranks fourth (18.2 mbps),
²³ Holland is sixth (8.8 mbps) and the United States occupies tenth place (4 .8 mbps).

²⁴ In economically emerging countries, the benefits of information communication technologies (ICT) have only
²⁵ been exploited by organizations for insertion into the global market. In contrast, in the communities of these
²⁶ countries where ingrained localization processes are developed, ICTs have not been a factor of individual growth
²⁷ and much less of community development (Carreón, Villegas and García, 2019).

²⁸ Indeed, economic and technological globalization has only benefited corporations by widening the economic
²⁹ and digital divide with the communities ??Carreón, Hernandez and García, 2019). This process of globalization,
³⁰ in its social dimension, implies the decision-making of groups, communities, unions, unions, organizations and
³¹ corporations based on ICT. Such entities are transformed into networks and power flows that first compete and
³² then monopolize the market (see the scheme). This is how the objective of the present work was to specify
³³ a model for the study of the perception of utility, considering the dimensions that literature contributes with
³⁴ respect to the acceptance of technology, the propensity to information and the motivation for achievement.

³⁵ **2 II.**

³⁶ **3 Theory of Utility Perception**

³⁷ The economic, technological and social consequences of globalization are described to propose the Theory of
³⁸ Mobile Consumption that explains the consumption of products and services through mobile telephony. A model
³⁹ is presented in which it is included and demonstrates that the perception of utility is the determinant of the use
⁴⁰ of mobile Internet .

⁴¹ Based on the above scenario, it is proposed that individuals, being immersed in information communication
⁴² flows and networks, become potential consumers when acquiring a mobile phone. Precisely, in the following
⁴³ section, the Mobile Consumption Theory (TCM) is explained, which explains the determinants of consumption
⁴⁴ through a mobile phone .

7 METHOD

45 The Theory of Mobile Consumption states that individuals carry out their purchases through a mobile phone
46 based on their utilitarian perceptions and purchase decisions. The TCM maintains that people consume basic
47 products and services through the consumption of secondary products. Individuals when buying a mobile phone
48 or any product and technological information communication service, are exposed to the consumption of basic
49 products and services that are advertised and sold through the aforementioned technologies (Carreón, Espinoza
50 and García, 2019). Therefore, the TCM argues that it is the perceptions of utility, innovation and efficiency that
51 determine the consumption of products and services that are advertised and sold through the mobile phone.

52 L TCM provides the indirect effect of perception of a technological innovation on the consumption of products
53 and services via said mobile technology (Hernandez, Carreón and García, 2019). It explains the relationship
54 between ICTs with individuals saturated with multiple activities, people who buy and people who work as
55 supervisors or vendors. The TCM predicts the use of the mobile Internet from a cognitive process that begins
56 perceptually and ends behaviorally. From the TCM, the study detailed below was carried out.

57 4 III. Studies of the Perception of Utility

58 In the process of converting human capital into intangible assets for organizations, the perception of utility
59 explains the intensive use of information and communication technologies provided that organizations adopt
60 management, production and knowledge transfer systems (Carreón, Fierro & García, 2019).

61 It is a process in which the formation of intellectual capital assimilates knowledge, knowledge, experiences and
62 skills to achieve objectives and goals through specific protocols for information processing ??Carreón, Hernandez
63 and García, 2019).

64 The perception of utility is the central axis of the knowledge management agenda because it translates
65 statistical data into meanings of commitment, entrepreneurship and innovation, as well as generates new protocols
66 for information processing whenever the objectives and goals are subject to the climate of tasks, supports and
67 relationships between stakeholders (García, Martínez and Quintero, 2019).

68 5 IV.

69 6 Model for the Study of Utility Perception

70 The TCM raises three explanations of the consumption of products and services through the mobile phone.

71 The first trajectory includes: perception of innovation è propensity to consumption è use of mobile Internet.
72 Such is the case of people who acquire a sophisticated and multifunctional mobile phone that exposes them and
73 leads them to accept and consume seasonal promotions. However, this type of consumer can acquire a phone only
74 for some function (Villegas, 2019). It may happen that the consumer buys a phone for its functions of playback of
75 files digitized in mp3 and is not interested in seasonal promotions. It can be inferred that technological innovation
76 translated into multiple functions is an added value for users that can lead to secondary consumption.

77 The second path includes: perception of innovation è perception of utility è propensity to consume è use of
78 mobile Internet. In addition to analyzing the impact of technological innovations on human behavior, the second
79 path explains the association between an innovation and its usefulness as the determinants of mobile decision
80 and consumption. The perception of utility being a variable that indicates the selection and categorization of
81 objects, influences consumption decisions and the subsequent purchase of a product or service (García, Espinoza
82 and Carreón, 2018). A person who buys a mobile phone with the latest technology differs from the consumer
83 who seeks secondary benefits derived from the use of technologies. It is a potential consumer who acquires some
84 technology to consume products and services exclusive to the network or elite flow of communication information.
85 A person looking for mp3 files only available in virtual stores will buy a mobile phone connected to the virtual
86 store.

87 The third route includes: perception of innovation è perception of efficiency è propensity to consumption è
88 use of mobile Internet. The behavior of the consumer, explained by this third route, denotes a person engaged
89 in the purchase and sale of products and services. Precisely, the perception of efficiency suggests the use of a
90 technology for its competitive advantages rather than for its comparative advantages. A sales supervisor will
91 acquire a phone with multiple functions as long as he perceives that these functions will allow him to supervise
92 his salesmen.

93 Do perceptions of the level of utility and the degree of innovation have an indirect, positive and significant
94 effect on the level of use?

95 V.

96 7 METHOD

97 There were 186 students selected from the Metropolitan Autonomous University. 65 men (25 studied in CBI, 26
98 in CBS and 14 in CSH) and 121 women (22 in CBI, 59 in CBS and 40 in CSH).

99 The perception of the level of utility: It is the evaluative, attitudinal and motivational expectation of greater
100 benefits and lower costs around the consumption of a product or service.

101 The perception of the degree of efficiency: It is the handling of a product and/or service for consumption
102 purposes.

103 The level of use: It is the time of purchase of a product or acquisition of a service.
104 Perceptions of the level of utility and the degree of innovation have an indirect, positive and significant effect
105 on the level of use.

106 In the first phase, the reliability and validity of the instruments that measured the five variables was built and
107 established.

108 In the second phase, the likelihood of adjusting indirect and direct, negative and positive, and significant
109 causal relationships between the study variables was modeled and demonstrated.

110 From the Mobile Consumption Theory, twelve indicators were established that configured three dimensions
111 for the five variables of the measurement model that were subjected to a confirmatory factor analysis of the main
112 components with varimax rotation and maximum likelihood. The results reject the Volume XX Issue I Version
113 I 36 (C) hypothesis of factorial unidimensionality for three variables of the measurement model.

114 Scale of the perception of the level of utility: 12 items with response options from "strongly disagree" to
115 "strongly agree". The table shows the convergence (indicated by the factor weight) of the reagents with respect
116 to the factor.

117 Scale of the perception of the degree of efficiency: 12 items with response options from "never" to "always".
118 Considering the factor weights of the perceptual variable of self-efficiency, the convergence of four reagents is
119 demonstrated.

120 Scale of the level of use: 12 items with response options from "less than ten minutes" to "more than twenty
121 minutes.

122 The psychometric properties of the instruments that measure the study variables are detailed in the table
123 where it can be seen that they meet the requirements for multivariable analysis.

124 During the first week of the spring quarter of 2006 at the UAM-I library, students were asked how often
125 they used their phone to download images, sounds and speeches to select the ideal sample. Subsequently, the
126 questionnaire was provided indicating a response time of 30 minutes to answer it.

127 8 VI.

128 9 Results

129 From the Mobile Consumption Theory a new model was designed with the variables that met the criteria of
130 reliability (alpha greater than .60) and validity (factorial weight greater than .300).

131 Multiple linear regression was calculated to establish the determinants of the dependent variable and the
132 non-linear relationship between independent variables. The scheme shows that the perception factor of academic
133 utility is the main determinant of the level factor of Internet use for academic purposes.

134 This finding indicates a modification of the TCM measurement model by proposing a direct, positive and
135 significant effect ($? = .30$; $p < .05$) of the utility factor on the use for academic purposes. That is, a person
136 looking to buy for example a book, could get it if there was a virtual library connected to the mobile phone.

137 Similar reasoning would imply the perception factor of self-efficiency as a determinant of academic mobile use.
138 An individual looking for academic information could find it through his mobile phone. However, the causal
139 relationship lacking the required significance suggests the exclusion of the variable.

140 The strength of association ($r = .07$; $p < .05$) between independent variables indicates its spurious implication.

141 Finally, the level of mobile Internet use for academic purposes is explained by the two independent variables
142 in 22 percent of their variability ($R^2 = .22$).

143 It can be seen that from the original measurement model only two variables maintain a causal relationship that
144 selects them for inclusion in another measurement model. These consequences and implications are discussed
145 below.

146 10 VII.

147 11 Discussion

148 The perception of utility has been the fundamental construct in the models developed to predict the behavior
149 of a consumer on the Internet. This research has shown that the academic factor of said perception determines
150 another factor referred to mobile use for academic purposes.

151 However, the relationship between the perception of utility with other variables such as the perception of self-
152 efficiency, reported by other studies, has been spurious. This means that the variables could belong to different
153 cognitive processes. The perception of utility could belong to a set of affective variables while the perception of
154 self-efficiency could belong to a group of rational variables.

155 This would explain why in the use of the mobile Internet for academic purposes the perception of utility is the
156 variable that predicts it. However, it will be necessary to demonstrate the relationship of the perception of utility
157 with affective variables. Values, norms and identity could be those variables that associated with the perception
158 of utility, could configure a measurement model with the likelihood necessary to explain the use of the mobile
159 Internet.

160 12 VIII.

161 13 Conclusion

162 The objective of the present work was to specify a model for the study of the perception of utility, considering
163 the dimensions reported in the literature, as well as those established in the present work, but its design limited
164 the contributions to the analyzed sample, suggesting the extension of work towards other scenarios and other
165 study samples.

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