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Identifying design feature factors critical to acceptance and usage behavior of smartphones

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**Highlights:**

- Nine factors were extracted as critical design features of users' preference for smartphones.
- PEOU was significantly related to Smartphone characteristics, Touch feedback, and Display screen.
- PU was significantly related to Smartphone characteristics, Application and PEOU.
- The intention to use was significantly related to Smartphone characteristics, PEOU and PU.
- The proposed measurement model could explain 76.5% of variance in the usage behavior of smartphones.

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