

An investigation on factors influencing wearable device adoption: A partial least squares approach

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Abstract

Technologies are constantly being developed and commercialized in the current era of the digital world. Wearable device is one of the most rapid growing devices in information technology in developing countries. Drawing upon Unified Theory of Acceptance and Understanding of Technology2 (UTAUT2), this paper examines the use behavior of wearable devices. Data was collected from 150 smart watch users from Bangladesh using survey questionnaire. Result indicates that the performance expectancy, hedonic motivation and habit playing a positive influential role in the terms of adaptation of wearable devices. Our study showed that three independent variables affect the behavior intention of wearable devices which is performance expectancy, hedonic motivation and habit. In other side, Behavioral Intention of using wearable device among the people of Bangladesh influenced by Habit. Our proposed model is empirically tested and contributed to an emerging body of technology acceptance and can be motivating the users of wearable devices. This research shades light to the industry by identifying factors that could affect consumers of wearable devices and could be a diagnostic tool for the industry to penetrate the market of wearable devices.

Key words:

UTAUT2, Information technology, Wearable device, Technology acceptance, Behavioral intension.