



Queensland University of Technology
Brisbane Australia

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Trust Matters: Adoption of Wearable Technology



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Abstract

Although wearable technologies incited by the “Internet of things” are gradually being presented, only a few studies have examined the adoption of wearable technologies. Despite its growing importance, wearable technologies has met with various challenges across the world, including limited adoption by potential consumers. Thus, this study empirically examines the antecedents of wearable technology adoption by potential consumers. Particularly, our result provide support for the importance of trust for overcoming hesitation and risk, related to wearable technology.

Issue

Wearable technologies are now in the early stage and are not mature. Despite the significant anticipated benefits and functionality of wearable technology, there is a scarcity of study examining the consumer's intention for wearable technology, leading to calls for more research on this topic (Yang et al., 2016; Asadi et al., 2019). Prior studies have shown various antecedents to adopt wearable technologies such as shared benefits and privacy issues (e.g., Warkentin et al., 2017). However, past research overlooked the importance of consumers' trust for overcoming hesitation and risk, related to wearable technology.

Research Design

A survey questionnaire will be used in this research to test the hypotheses. The data will be obtained from users who those have experience and awareness of the wearable technology.

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