

Social Influence and Elderly Smartwatch Adoption: A Case Study*

Irina CRISTESCU¹, Dragoş-Daniel IORDACHE¹, Eugenia TÎRZIU¹, Eleonora TUDORA¹ and
Maria GHEORGHE-MOISII¹

¹National Institute for Research and Development in Informatics, Bucharest, Romania

Correspondence should be addressed to: Irina CRISTESCU; irina.cristescu@ici.ro

* Presented at the 39th IBIMA International Conference, 30-31 May 2022, Granada, Spain

Copyright © 2022. Irina CRISTESCU, Dragoş-Daniel IORDACHE, Eugenia TÎRZIU, Eleonora TUDORA and Maria GHEORGHE-MOISII

Abstract

Social influence (SI) is an important factor in adopting wearable technology. In the context of a fast-aging population smartwatches (SWs) have the advantage of responding to specific healthcare and assistance needs, which comes as an advantage when dealing with the older population. This study investigates the role of SI in elderly's acceptance of smartwatches. The proposed model is based on the TAM model. The results showed that SI has an indirect effect on the behavioral intention (BI) to adopt SWs, while perceived ease of use (PEOU) and perceived utility (PU) are stronger determinants of the behavioral intention (BI).

Keywords: smartwatch, smartwatch adoption, technology acceptance model, social influence.