

Title: Understanding the purchase intention of fitness wearables: using value-based adoption model

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Abstract: Purpose This paper aims to investigate the key enablers and inhibitors that influence the intention to use fitness wearables using the value-based adoption model (VAM).

Design/methodology/approach Data were collected using a structured online questionnaire from 323 respondents who had never used fitness wearables. A purposive sampling technique was used in this study. Smart PLS was employed to test the research framework and hypotheses using a two-step approach.

Findings The findings support some of the hypotheses developed with R^2 values of 0.622 for perceived value (PV) and 0.567 for intention to use fitness wearable. Perceived enjoyment, perceived social image and perceived usefulness had a positive effect on PV. In addition, health information sensitivity (HIS) was positively related to perceived privacy risk and health information accuracy was positively related to perceived usefulness. Surprisingly, this study did not find any significant relationship between perceived fee, perceived privacy risk, perceived health increase and perceived design aesthetics with PV.

Practical implications This study's findings can help designers and manufacturers design fitness wearables by considering factors that users find valuable, thus satisfying consumers' needs.

Originality/value This study tries to model behavioural intention of fitness wearable usage of individual users by using the VAM with the addition of two new antecedences, HSI and health information accuracy, to better explain the behaviour.

Keywords: Fitness wearables, Technology adoption, IoT, Intention to use, Value-based adoption model (VAM), Malaysia

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