Title: Perceived trust as moderator with protection motivation theory to predict generation Z consumers IoT adoption: a case of Dhaka households

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Abastact: Household security systems with internet of things (IoT) capabilities have been widely employed to decrease burglary. Bangladesh has a low level of IoT adoption, on the other side. To promote this adoption, it is critical to identify the factors that influence user acceptability, particularly from the perspective of Dhaka City's generation Z. As a result, the purpose of this study is to fill a knowledge vacuum by confirming the protection motivation theory using perceived trust as a moderator. Afterward, data were collected through the survey using a purposive sample method, which yielded 370 valid replies. With a variance of 68.3% and 63.3% for intention and attitude, adoption intention is influenced by the attitude which is driven by severity, vulnerability, and response efficacy. Furthermore, the introduction of perceived trust as a moderator enhanced R^2 and Q^2 by 17% points and 13.6% points, respectively. In addition, perceived trust moderated the relationships severity-attitude negatively and self-efficacy-attitude positively.

Keywords: burglary, generation Z, internet of things, perceived trust, protection motivation theory, PMT

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