



Factors Influencing Health Wearables Adoption and Usage in Saudi Arabia

Mohammed Hokroh

School of Management, University of Bolton, United Kingdom

Gill Green

Director of Academic Operations for the Centre for Islamic Finance, University of Bolton,
United Kingdom

Mochamad Soleton

Department of Management, Faculty of Economics and Business, Universitas Mercu Buana,
Indonesia

Abstract

Adoption of technology is one of the most fascinating areas of Management Information Systems (MIS) research. Because it deals with the human kind, adoption of different technologies requires specific case study. Accordingly, the objective of this research study is to explore the factors that influence the adoption and use of wearable health technology in the Kingdom of Saudi Arabia utilizing an extended version of the Technology Acceptance Model (TAM). A total of 104 users were surveyed to test the research hypothesis. Structural Equation Modelling (SEM) was applied to model the research hypotheses and estimate the regressing weights. The research looked at Heart Health (HH), Weight Management (WM), and Sleep Improvement (SI) as antecedents for Perceived Usefulness (PU). Also, Wearable Design (WD), Graphical User Interface (GUI) and Health Information Support (HIS) as antecedents for Perceived Ease of Use (PEU). Findings, limitations and implications are discussed.

Keywords: Health Wearables, Management Information Systems (MIS), Saudi Arabia