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Journal HomeIssuesAbout this JournalEarlycite Articles

Article Contents

1. Introduction

2. Theoretical background

2.1 Technology acceptance model

2.2 Self-congruity theory

2.3 Extension of technology acceptance model with self-image congruity and health consciousness

3. Literature review and hypotheses development

3.1 Perceived ease of use

3.2 Self-image congruence

3.3 Perceived usefulness

3.4 Attitude toward mobile health application

3.5 The moderating effect of health consciousness

4. Methodology

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Role of health consciousness and self-image congruence in shaping user perceptions toward the adoption of mobile health applications

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Purpose

This study aims to investigate the factors influencing the adoption of mobile health applications (mHA), with a particular focus on psychological, health-related and utilitarian drivers of users' intention to adopt mHA.

Design/methodology/approach

This study used a single cross-sectional design with a purposive sample of 390 participants, including both users and nonusers of mHA across India. Building on an extended technology acceptance model (TAM), the research used pre-established, validated scales to measure key constructs. Data were collected through an online survey administered via Google Forms and analyzed using structural equation modeling with SmartPLS 4.0 to test the hypothesized relationships within the proposed framework.

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