

An Empirical Study of Consumer Adoption of Internet of Things Services

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Abstract

Internet of things (IoT) is considered as a next-generation digital revolution to connect things with an embedded system to the Internet, which will lead to dramatic changes in our lives. The purpose of this paper is to identify the antecedents of consumers' attitudes toward IoT, and test their influences on the attitudes and behaviors of consumers. To reach the research goal, this paper develops and tests factors determining user acceptance of IoT services by using an extended unified theory of acceptance and use of technology (UTAUT) model, which includes a factor of the hindering condition. Based on the structural equation modeling (SEM) analysis of 224 survey responses, the result shows that performance expectancy, social influence, facilitating condition, and hindering condition have a strong effect on behavioral intention to use IoT services, but effort expectancy does not support the relationship with behavioral intention.

Keywords: IoT, technology adoption, user behavior, UTAUT-H

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