

عنوان مقاله:

Investigating the Effect of Social Influence and Gender on the Willingness to use IOT Technology in Sports: From Consumer Perspective

محل انتشار:

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خلاصه مقاله:

This research was conducted with the aim of investigating the effect of social influence and gender on the willingness to use IOT technology in sports from consumer perspective. The current research was applied and correlational. The statistical population of the research was the insured athletes at least for ۱ year. Data analysis was done using structural equations through SmartPLS^۳ software. The results of the research showed that the attitude variable has a significant effect on the willingness to use IOT technology in sports. The positive and direct effect of the social influence variable on the willingness to use was confirmed; But the relationship of social influence on attitude did not have the appropriate level of significance. Perceived ease of use has a significant effect on the variable of attitude and perceived usefulness, and the effect of perceived ease of use on perceived usefulness was greater. Also, perceived usefulness has a significant effect on the variable of willingness to use and attitude, which has a greater effect on attitude. The effect of gender as a moderating variable on social influence, attitude and willingness to use IOT technology in sports did not have an acceptable level of significance. By introducing marketing ۵.۰ and based on the results, it is suggested that, in line with the desire to use IOT technology in sports, the perceived usefulness should increase the perceived ease of use in order to improve the attitude towards the use of this technology and ultimately .increase the desire to use it

کلمات کلیدی:

Internet of Things, sports wear, Sport, Technology acceptance model

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