

WHY DO PEOPLE USE FITNESS TRACKING DEVICES FOR PHYSICAL ACTIVITIES? AN INTEGRATED MODEL APPROACH

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Abstract

This research is one of the first few to investigate the adoption and usage of fitness tracking devices in the context of developing countries, in this case Thailand. Based on the three-pronged approach it proposes a comprehensive model that integrates the technology acceptance model, the innovation diffusion theory, and flow theory in order to better understand the degree of influence that each factor has on the adoption of fitness tracking devices for physical activities in Thailand. The instrument development was modified from past studies on technology adoption. Data will be randomly collected from users of fitness tracking devices. Structural equation modeling will be applied to test for the measurement validity that includes convergent and discriminant validities as well as testing of the model for goodness-of-fit measures. The research will also present the conclusions, which include a discussion of the findings, the academic and practical implications, and limitations.