

Consumption Process of Preventive mHealth Services based on Life Events

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Abstract

Preventive healthcare is popular because of its advantages in terms of maintaining health and saving costs, health professionals insist mHealth services are the best fit with preventive healthcare. This study tries to find out the exogenous variables that affect the intention to adopt mHealth services for preventive healthcare based on life events, preventive healthcare attitude and the value of mHealth services by introducing a model using the consumption model and life course perspective. Six hundred samples were obtained and analysed through structural equation modelling. The results demonstrate that a life event that induces stress, adversely affecting health, increases the attitude in favor of preventive healthcare. People place high values on quality improvement and spatial/temporal coverage value when having such an attitude. Furthermore, they expect to reduce their healthcare expenses through preventive mHealth services. However, people worry about the disclosure of personal health information due to the characteristics of mHealth services. The results indicate that governments are able to help people who suffer from stressful life events or who are in life transition by offering appropriate healthcare program with low cost and nationwide coverage through mobile services.

Keywords: *Life Events; Healthcare Attitude; Preventive mHealth Services*

Track: Public Sector and Non-Profit Marketing