

The role of e-health literacy in general e-health adaptation among Gen Z

Ádám Konstantin Rojkovich
Corvinus University of Budapest
Ildikó Kemény
Corvinus University of Budapest

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Abstract

The use of online health services as part of the healthcare systems has increased worldwide, therefore understanding the factors that effectively support e-health adoption in the long term is important. This research examines the willingness of Generation Z to accept e-health, with a focus on e-health literacy. Based on the UTAUT model, we examined the effect of e-health literacy supplemented with the variable of general technological proficiency. Using data from an online survey conducted in the first half of 2021, we used PLS-PM methodology to analyze the estimated model. Based on the results, the direct and indirect effects of e-health literacy have been proven. The results of the research also provide guidance for educational campaigns to popularize e-health adaption.

Keywords: *e-health; e-health literacy; technology acceptance*