

Subjective Knowledge and Individual Trust in the Acceptance of a Blockchain-Based Website

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Abstract

In today's digitalized world, blockchain applications appear as a new technology which disrupts traditional centralized authorities. Even though this technology has huge potential and receives increasing investments, it is mostly limited to bitcoin, and relevant research remain limited. With subjective knowledge about blockchain and individual trust, this study attempts to extend the technology acceptance model in order to understand the dynamics behind its use by individuals. A quantitative research study was conducted with 81 users of Save-Ideas.com, which is a blockchain-implemented website, and the results were analyzed by partial least squares structural equation modeling (PLS-SEM). The findings indicate that individuals with knowledge of blockchain technology will have greater trust in these websites and will perceive these websites as more useful. Consequently, people will be more likely to use them.

Keywords: *Blockchain; Technology Acceptance; Digital Marketing*

Track: Digital Marketing & Social Media