

# Consumer perceptions and personal characteristics that affect the adoption of m-health applications

**Magdalini Soureli**

Piraeus Bank SA

**Ioannis Chaniotakis**

Piraeus Bank

**Maria Salamoura**

University of the Aegean, Business School

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## **Abstract**

This paper focuses on m-health and tries to shed more light on what drives consumers' intention to use health applications through a smartphone and/or a wearable device. A conceptual model is developed, where consumer perceptions and personal characteristics are combined to explain users' relative intention. The model is empirically tested among smartphone users. The research findings emphasize the interrelationships among social influence, trust in the apps and performance expectancy and provide evidence on the role of privacy calculus, as an indirect driver of m-health apps usage intention. Moreover, the impact of health consciousness and innovativeness on health apps adoption is highlighted. The study offers a theoretical contribution for future m-health research, as well as practical implications for app stores and providers to consider further.

**Keywords:** *m-health; adoption; health-consciousness*

**Track:** Digital Marketing & Social Media