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Smart technology's potential in smart destinations: a comprehensive UTAU...



Smart technology's potential in smart destinations: a comprehensive UTAUT model with privacy and safety risk moderation

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Abstract Purpose This study aims to develop a model that explains the relationship between broad personality traits and specific aspects of smart technology acceptance among visitors to smart destinations. It incorporates privacy and safety risks as moderating factors within the Unified Theory of Acceptance and Use of Technology (UTAUT) model, thereby advancing research in this area. Design/methodology/approach The cross-sectional study collected data from 519 respondents using purposive sampling. The questionnaire was administered across two smart destinations to validate the study's findings. Findings Performance expectancy,

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Keywords

Author Keywords: Smart technology; Smart destination; UTAUT model; Risk theory; Perceived privacy risk; Perceived safety risk; (sic)(sic)(sic)(sic); (sic)(sic)(sic)(sic); UTAUT(sic)(sic); (sic)(sic)(sic)(sic); (sic)(sic)(sic)(sic)(sic)(sic)(sic)(sic)(sic)(sic)(sic)(sic)(sic)(sic)

Keywords Plus: PERCEIVED RISK; CONSUMER ACCEPTANCE; MOBILE BANKING; UNIFIED THEORY; ADOPTION; INTENTION; ATTITUDES; BEHAVIOR; PARADOX; TRUST

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