The Korea Academic Society of Digital Business Administration (KASDBA)

(사)한국디지털경영학회

ICIDB-2016 Conference Program

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■ **Place:**   International Conference Hall (4th Floor), Graduate
School Building, Chung-Ang University, Dongjak-gu,
Seoul, South Korea

■ **Organizer:**

The Korea Academic Society of Digital Business
Administration (KASDBA) (사)한국디지털경영학회

■ **Co-organizer:**

Korea Institute of Digital Convergence (KIDICO)

Social Science Research Institute, Yeungnam University

■ **Sponsors:**

National Information Society Agency

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The diffusion of innovation of Internet of Things technology in Korea: A case study for technology adaptation analysis using Moor's Model

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Abstract

There is a great demand on adoption of 'Internet of Things' (IoT) in upcoming technologies. Studies show that IoT is more sensitive to be consumer's adaptive preciseness. It is because adapting new technologies is quite expensive and demands more intellectual attention of the users. This factor with others mostly causes consumers' intention to decide whether should be adapting to use them more effectively or should carry on with the existing technologies. Therefore, we need to make efforts to find main factors affecting adaption intention of expected IoT consumers to bring guidelines for technology developers. As consumer utilization of information systems and technology continues to grow, the ability of a consumer to retain valuable technology is likely to become critical factor in the attainment of strategic goals. This study investigates what kinds of factors affect consumer intention of IoT adaptation and finds the ways to increase technology acceptance specific to the IoT situation by developing a research model and testing it empirically. As a case study for the diffusion of IoT, the empirical data is collected from the consumers in Korea. The objective of this study is to understand factors affecting consumer intention of IoT acceptance and the mechanism of their effects on adaptation of IoT. For this objective, a causal model is developed on the basis of Moor's Technology Acceptance Model, in which perceived usefulness of IoT and ease of use of IoT are considered as major antecedents of consumers' intention of IoT acceptance.