Factors influencing consumer acceptance of internet of things technology

Abstract

The aim of this research is to examine factors influencing consumer acceptance of Internet of Things Technology (IoT) guiding by the Technology Acceptance Model (TAM). This quantitative research involves 204 respondents approached via convenience sampling at a public higher learning institution. Data was analyzed using multiple regression and results revealed that the dimension of perceived usefulness is the most influencing factor on the consumers' acceptance of IoT technology and consumers' behavioural intention to use. In the Malaysian context, this research provides additional information in narrowing the research gap with regard to understanding behavioural intention to use the IoT technology. Next, the framework will be used for future exploration to address the issue of peoplNVBGBHJe who have never utilized an IoT innovation react.