

INTEGRATING PRIVACY CONCERNS INTO THE UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY TO EXPLAIN THE ADOPTION OF FITNESS TRACKERS

Connected fitness tracking devices enable various stakeholders to analyze sensitive personal information. Our investigation underlines the vital role of privacy concerns for the intention to use fitness trackers and support the integration into the nomological structure of UTAUT. The results show strong influences of privacy concerns, subjective norm and performance expectancy on the intention to use fitness tracking devices. While performance expectancy is not the strongest predictor anymore, effort expectancy does not show a significant influence on the intention to use fitness tracking devices. The proposed research model enhances the privacy calculus theory and provides essential theoretical and practical implications.

Keywords: Privacy Concerns; Fitness Tracking; UTAUT; Privacy Calculus.