Location-Aware Mobile Applications: A Protection Motivation and Technology Acceptance Perspective

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Recommended Citation  
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ABSTRACT

This paper presents initial findings regarding the acceptance of location-aware mobile applications through the theoretical lenses of protection motivation theory (PMT) and the technology acceptance model (TAM). The adoption of smart-phone technology and the prevalence of location-based services have provided organizations with unique channels to reach customers. However, few studies have specifically examined the underpinnings of consumer acceptance of location-aware mobile applications. This study presents a framework for exploring the relationship between motivation-to-use, attitude-toward, and intention-to-use in the context of location-aware mobile applications. Furthermore, this study proposes an integrated model of the PMT and the TAM, which could be used in future studies exploring the acceptance of high-risk technologies.