ABSTRACT

In the specific context of non-communicable diseases, the growing demand for acute and chronic care as well as the continuous nature of preventive interventions, required over many years, highlights the need for encouraging consumer participation in terms of self-monitoring and self-care in healthcare management. In the context of diabetes, despite the many documented benefits of self-monitoring of blood glucose (SMBG), technology adoption rates are relatively low signifying the importance of identifying the determinants of technology adoption. This study was an effort to (a) determine the beliefs held regarding self-service technology adoption in a healthcare context, (b) understand the predictive power of the Theory of Planned Behaviour (TPB) based models, (c) compare the strength of the association of TPB constructs in predicting adoption intention, (d) the mediating effect of illness acceptance, long term orientation and quality of life and (e) the moderating effects of demographic variables like age and gender with respect to the hypothesized paths under study. Participants of this research were type 2 adult diabetic patients visiting a World Health Organization (WHO) certified diabetic centre and its satellite centres in Tamil Nadu, India. The qualitative belief elicitation study (n=70) results and its formative assessment findings brought to light the beliefs that were significant for the groups under study, thereby providing areas for intervention specific for each group. For the main study, the TPB models were tested with 282 subjects. Hypothetical relationships were examined using PLS. Overall the tested TPB models were found to have a better explanatory power for the Adopters Rejecters group and the two component TPB model and its extension were found to be better predictors of adoption intention for Non Adopters. Tests of mediation reported illness acceptance as partially mediating instrumental attitude–intention relationship for Non Adopters. The moderating effects are also discussed, followed by both theoretical and managerial implications, limitations and future research directions.