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Applied Artificial Intelligence and user satisfaction: Smartwatch usage for healthcare in Bangladesh during COVID-19

Uzir M.U.H.[a], Al Halbusi H.[b], Lim R.[c], Jerin I.[d], Abdul Hamid A.B.[e], Ramayah T.[f, g, h, i, j], Haque A.[k]

Save all to author list

[a] Department of Marketing, Putra Business School, Malaysia
[b] Department of Management, Ahmed Bin Mohammad Military College, Doha, Qatar
[c] Faculty of Business, Design and Arts, Swinburne University of Technology, Sarawak Campus, Malaysia
[d] Department of Management, Putra Business School, Malaysia
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Abstract

The evolution of Artificial Intelligence (AI) has revolutionized many aspects of human life, including healthcare. Amidst the Covid-19 pandemic, AI-enabled smartwatches are being used to help users to self-monitor and self-manage their health. Using a framework based on Stimulus-Organism-Response (S–O-R) theory, this present study aimed to explore the use of AI-enabled smartwatches for health purposes, in particular the effects of product quality, service quality, perceived convenience, and perceived ease of use on user experience, trust and user satisfaction. Based on a purposive survey sample of 486 smartphone users in Bangladesh, data collected was analyzed using SPSS software for elementary analyses and PLS-SEM for hypotheses testing. The findings showed that the predictors, namely product quality, service quality, perceived convenience, and perceived ease of use, significantly affected user experience and trust. Similarly, user experience and trust were influential on user satisfaction and played partial mediating roles between predictors and user satisfaction. Besides, gender and age moderate the relationships of experience and trust with customer satisfaction. These findings support the S–O-R theoretical framework and have practical implications for brand and marketing managers of smartwatches in developing product features and understanding users' attitudes and behaviours. © 2021 Elsevier Ltd

Author keywords

Applied artificial intelligence; COVID-19; Smartwatches; User experience; User satisfaction; User trust

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Uzir, M.U.H.; Putra Business School, Level 3, Office Building of the Deputy Vice Chancellor (Research & Innovation) 43400, UPM, Seri Kembangan, Selangor, Malaysia;
email:mduzir.phd_mkt18@grad.putrabs.edu.my
Abdul Hamid, A.B.; Putra Business School, Level 3, Office Building of the Deputy Vice Chancellor

(Research & Innovation) 43400, UPM, Seri Kembangan, Selangor, Malaysia;
email:abu.bakar@putrabs.edu.my

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