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Safety Technology Adoption: Predicting Intention to Use Car Dashcams in an Emerging Country

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Abstract

This study investigates the factors that affect the user's intention to use dashcam in Malaysia. This study examines the quantitative relationship of intrinsic as well as extrinsic factors such as personal innovativeness, perceived uniqueness, perceived usefulness, perceived ease of use, attitude, perceived behavioral control, social influence, price value, and trust to the purchase intention of dashcam. Purposive sampling technique was employed to collect responses from 232 respondents based on two criteria: first, individuals who have experienced driving on the road and have a car; and second, individuals who not yet adopt or purchase the dashcam. The data were analyzed using SmartPLS (version 3.3.2). No relationship between personal innovativeness and perceived usefulness was found, in contrast to a significant relationship the former and perceived ease of use. Furthermore, perceived uniqueness was found significant to both perceived usefulness and perceived ease of use. Consistent with the literature, both perceived usefulness and perceived ease of use were identified as factors influencing attitude. However, perceived usefulness did not affect intention. Perceived behavioral control, social influence, attitude, and trust significantly affected the behavioral intention to use the dashcam in Malaysia. This study attempts to integrate and adapt two technology adoption models,

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namely the Combined Technology Acceptance Model and Theory Planned Behavior and extension of Unified Theory of Acceptance and Use of Technology, also extends the model with personal innovativeness, perceived uniqueness, and trust to fulfil the study's objectives as well. © 2021 World Scientific Publishing Company.

Author keywords

dashcam; Malaysia; technology adoption; theory of technology acceptance; Vehicle safety

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