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The influencing chain of physician rating website usage: a cross-sectional study in Austria



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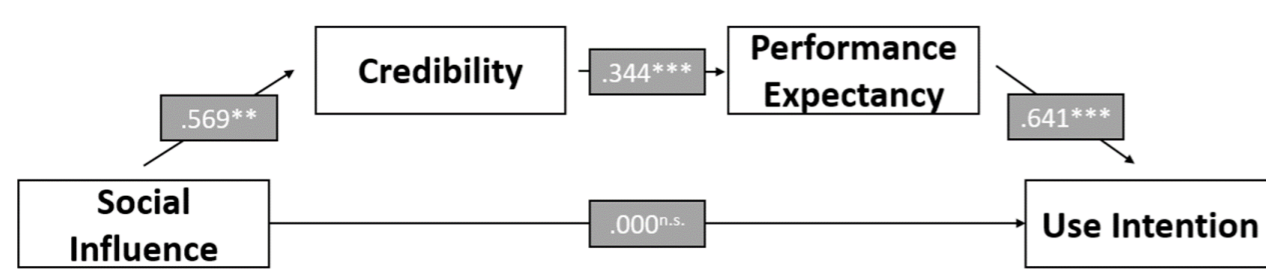
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Introduction & Research gap

Pre-Study (presented at EMAC 2021)



* p < 0.05, ** p < 0.01, *** p < 0.001, n.s.= not significant

- A randomized experiment in a between-subject design setting
- Based on the theory of information economics (Darby & Karni, 1973) and the concept of similarity (Simons et al., 1970)
- Full mediation via **credibility** and **performance expectancy**

Research gap

Linking the **extended unified theory of acceptance and use of technology (UTAUT)** to **credibility** in order to investigate factors that may have an impact on use behavior and the behavioral intention to use Physician Rating Websites.

Why focus on UTAUT and Credibility?

In a pre-study presented at EMAC 2021, the impact of **social influence** on the **behavioral intention** to use PRWs via **credibility** and **performance expectancy** could already be demonstrated. In the current study, the model is further developed and additional factors from the **UTAUT** are included.

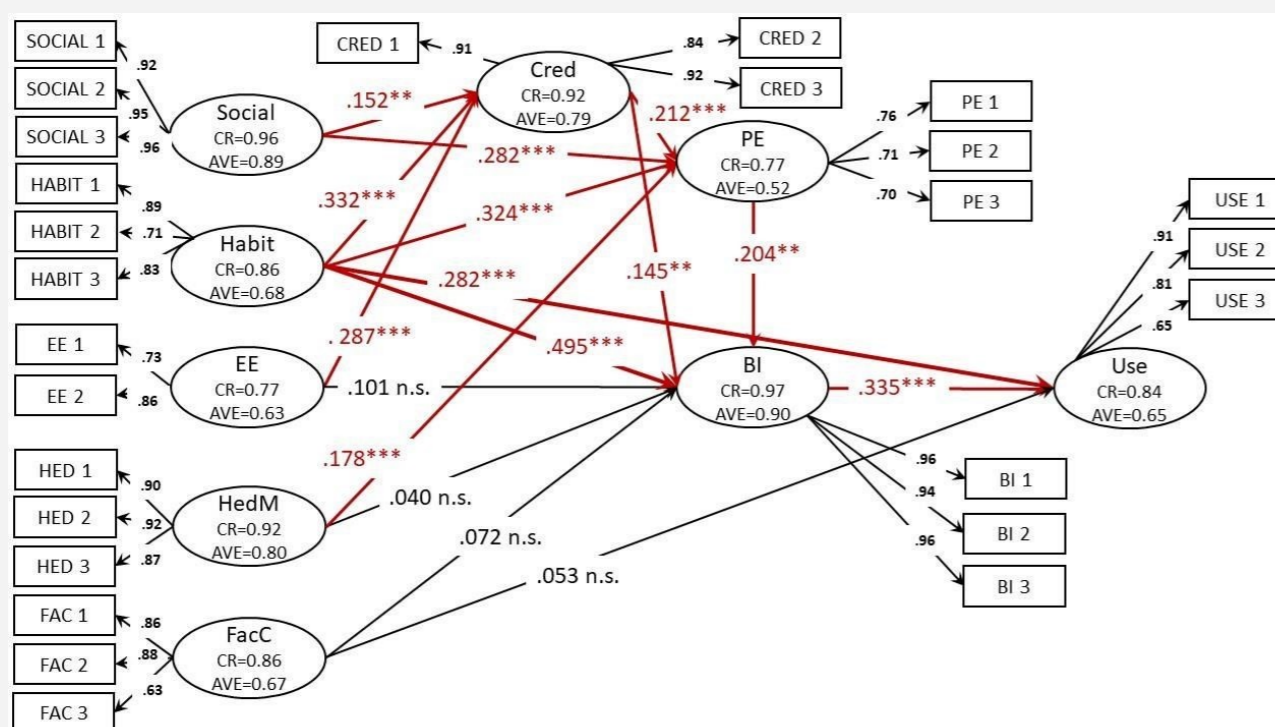
Method

- **Sample:** n=518 in Austria (44.2 % male, 55.4 % female)
- **Procedure:** Volunteers using the crowdsourcing platform Clickworker.com
- **Online questionnaire**
 - **UTAUT items** derived from the UTAUT scales (Hoogenbosch et al., 2018; Venkatesh & Zhang, 2010; Venkatesh et al., 2012; Wilson & Lankton, 2004)
 - **Credibility items** derived from the endorsers' credibility scale (Ohanian, 1990)
- **Data analysis with SPSS AMOS 26.0**

Hypotheses (✓ ... confirmed ✗ ... rejected)

- H1:** **Social influence** has a positive impact on **credibility** (H1a) as well ✓ as on **performance expectancy** (H1b). Additionally, **credibility** has a positive impact on **performance expectancy** (H1c) as well as on **behavioural intention** (H1d) and **performance expectancy** has a positive impact on **behavioural intention** (H1e)
- H2:** **Habit** has a direct positive impact on **behavioural intention** (H2a) ✓ and a direct positive impact on **use behaviour** (H2b), **Habit** has a positive impact on **credibility** (H2c) and a positive impact on **performance expectancy** (H2d)
- H3:** **Effort expectancy** has a direct positive impact on **behavioural intention** (H3a ✗) as well as (due to a reasonable spill-over effect of perceived ease of use) an additional impact on **credibility** (H3b ✓)
- H4:** **Hedonic motivation** has a direct positive impact on **behavioural intention** (H4a ✗) as well as an additional impact on **performance expectancy** (H4b ✓)
- H5:** **Facilitating conditions** have a direct positive impact on **behavioural intention** (H5a ✗) as well as on **use behaviour** (H5b)
- H6:** **Behavioural intention** has a positive impact on **use behaviour** ✓

Results



Implications

- 1) The study could reproduce the influencing factors and dimensions as proposed by an adapted and extended form of the UTAUT2 in the specific domain of PRW usage
- 2) The results show the crucial importance of the credibility of PRWs
- 3) Service providers of PRWs should ensure that the physician rating websites are easy to use (i.e., EE) and neatly arranged as there is a spill-over effect to credibility
- 4) Social influence could be increased by, e.g., placing well-known testimonials on the PRWs

Further research

- Include **moderator variables**, i.e., sociodemographic (e.g., gender) or psychographic (e.g., eHealth literacy) variables
- Include **regional differences** (e.g. urban vs. rural areas)
- Include a **patient's current health status** and the presence/absence of **chronic diseases**
- Do you have any additional/other proposals? We would be very pleased to receive your feedback!

Are you interested in our research?

Just ask **Bernhard Guetz** here at the poster, take a business card or drop an e-mail to: sonja.bidmon@aau.at or guetz@fh-kaernten.at



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