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Consumer acceptance of mobile-assisted smoking cessation programs

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As countries move towards digital health services (e-health), advances in information and communication technologies (ICTs) are maximized with governments working towards integrating these technologies into their delivery of health care programs. Therefore, the emergence of interactive communication technologies has added new dimensions to the delivery of health and lifestyle interventions and cessation programs. Herein, our goal is to present an overview of key findings emerged from different studies assessing smokers' perceptions, motivations and intentions towards the adoption of mobile-assisted smoking cessation programs. The technology acceptance model (TAM) was one of the core theoretical frameworks applied. Among the variable tested were: Perceived ease of use, perceived usefulness and subjective norms on intention to use this intervention, mediation effects of perceived monetary value, enjoyment and annoyance. The vicarious innovativeness of smokers (perceptions, motivations and intentions) towards the adoption of mobile-assisted smoking cessation intervention programs was also evaluated. The methodologies combine qualitative and quantitative approaches to analyse smokers' experiences and perceptions regarding this type of mobile services. Topics covered include: a) Tobacco consumption, b) cessation initiatives, c) smoking giving up planned actions and d) attitudes towards mobile counselling. The findings to be discussed contribute to theory and practice.

Biography

Silvia Cacho Elizondo is an Associate Professor of Marketing and Academic Director for In-Company Programs at IPADE Business School in México. She has been Lecturer in several business schools in Europe and Latin America. She earned her PhD at HEC, Paris and title of her thesis was "The Impact of Online Services on the Consumer-Brand Relationship". Her research interests are consumer behaviour, brand relationships, innovation adoption processes, mobile services and CSR. She has published in: *Journal of Retailing and Consumer Services*, *Journal of Health Marketing Quarterly*, *International Journal of Technology and Human Interaction*, *ISTMO*, *International Business Research Journal*, *International Journal of Hospitality Management* and *American Journal of Management*, among others.

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