MILLENIALS ATTITUDES AND INTENSIONS TO USE A SMARTPHONE APP TO PROMOTE HEALTH AND HYGIENE HABITS

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ABSTRACTS

With the improvement of new innovations, the quantity of studies that attempt to assess customer conduct towards the utilization of health and hygiene applications has expanded. The point of this examination is to play out a methodical survey of the writing on the expectation to utilize versatile (applications) identified with the field of wellness and physical movement by buyers. This efficient survey is a basic assessment of the outcome from quantitative examinations in the field of appraisal of purchaser conduct towards health and hygiene applications. A sum of 13 examinations is dissected that propose models for assessing the aims to utilize wellness applications by sport buyers.

The outcomes uncovered a few key ends:

(a) Technology Acceptance Model (TAM) is the most generally utilized model.

(b) The connection between saw utility and future expectations is the most analyzed; and

(c) The most assessed applications are diet/wellness.

These discoveries could help innovation directors to know the most significant key components to consider in the improvement of future applications in sport associations.

INTRODUCTION

The increasing trend towards wellness is reflected in the growing industry which is estimated at US$3.7tn (Statistics and Facts, 2017), with health and Hygiene and mind-body as one of the major sub-segments. The World Health Organization encourages the prevention of disease through increased physical activity. In India, the government through its National Health Policy also encourages preventive and promotive health. Preventive-focused individuals are health and Hygiene conscious and have higher demand for wellness-related products and services. Orji and Moffatt (2016) observed that persuasive technology aimed at changing health behaviors has transformed the wellness industry. One such persuasive technology that is witnessing growth is smart wearable devices. The industry for smart wearables, which includes watches, wristbands, clothing, headwear, and eyewear, is estimated to grow at US$34bn by 2020. Digital health technologies have engaged individuals by encouraging them to self-screen their wellbeing. Increased penetration of smartphones has led to the growth of mobile health (mHealth), which encourages patient engagement, through a variety of self-monitoring tools and mobile applications. The smartphone applications (apps) help people to achieve their health and health and Hygiene goals and also enable them to share their workouts with online peers on social networking sites.

There are a variety of smartphone health and Hygiene apps available, categorized under sports and health and Hygiene activity tracking (e.g., Google Fit, Edmundo, Fitbit), diet and nutrition (e.g., My Health and Hygiene Pal, CarbsControl), weight loss coaching (Health and Hygiene buddy, Healthily), and medical advice and patient community (e.g., Micromedex, RedCrossFirstAid). In 2014, smartphone health and hygiene apps became the fastest growing app category and in 2018, more than 3.4 billion smartphone users downloaded mobile health and wellness apps making it a US$26bn industry. Despite the increasing popularity of health technologies, little attention has been paid to understand the determinants adoption of smartphone health and Hygiene apps. Existing research on technology adoption has majorly examined adoption in fields like learning through mobile apps mobile shopping, mobile payment and banking, mobile wallet, and very few studies and have focused on smartphone health and Hygiene app adoption.

The theoretical models used to understand the adoption of mobile technologies include the technology acceptance model (TAM) (TAM2) unified theory of acceptance and use of technology and the extended brought together hypothesis of acknowledgment and utilization of innovation. In the context of smart wearable apps, existing research has used the technology adoption model, extended TAM and privacy calculus theory. From a consumer viewpoint, UTAUT and UTAUT2 have higher predictive power when contrasted with other technology adoption models. Extant research has applied to examine the adoption of mobile apps across different contexts making it a useful theory to understand the adoption of health and Hygiene apps.

In this perspective, we propose to extend the model on the basis of systematically theorizing the literature and concepts for understanding the adoption of smart wearables JIBR and health and Hygiene apps. We propose to include self-efficacy, as it is considered to be a significant determinant of behavioral intention. Another construct that we include is personal innovativeness as it has been found to be a significant determinant of behavioral intention across various contexts including mobile payments mobile commerce and LCC websites. The rationale behind integrating these constructs is based upon the fact that consumers will not simply accept the technology until or unless they are self-confident or trying to do new things in a new way. In other words, self-efficacy and personal innovativeness may be motivating factors to adopt technology and its continued usage as well.

In India, smartphone health and hygiene apps are relatively new to the consumers and their adoption is at a nascent stage. Therefore, factors that influence the adoption of smartphone health and hygiene apps must be analyzed that will help the mobile application developers to formulate appropriate strategic marketing interventions. Furthermore, as recently argued by there is a paucity of research examining the adoption of smartphone health and hygiene apps from users' perspectives. Therefore, this study aims to contribute to the academic literature on the adoption of health and hygiene apps and also contribute to the literature on (spss-correlation) by including two endogenous constructs i.e., beneficiary and personal innovativeness to the base theoretical model. The findings of this study will contribute to new empirical evidence that will help smartphone health and hygiene app developers to understand the key determinants of adoption.

OBJECTIVE OF THE STUDY

In addition, mobile apps not only work as a standalone item, but also many upcoming mobile apps also integrate with peripheral devices. These applications influence the capacity of smart gadgets to synchronize with different gadgets or frameworks through Bluetooth (Hanrahan et al., 2014). Patient information data will be gathered and recorded in a focal information base that health professionals will actually want to access consistently (Athenahealth, 2018). Despite the growing phenomenon of mobile health and hygiene apps, there are still patients who have stopped using them after a while, who are opposed to the use of health and hygiene apps, or who are not even aware of the existence of such apps (Peng et al., 2016).

The study reported in this article involved an in-depth analysis of marketing documents for eight prominent health and health and Hygiene apps. The reason for this appraisal was to uncover the vital functionalities of these items, the manner(s) in which they evoke and move data, and the ramifications of the application model of administration arrangement for how we conceptualize and mediate in health and health and Hygiene at the contemporary second. The results of this work show how health and health and Hygiene apps are directed towards both "optimizing" personal health and fortifying online communities—all while users move about their daily lives.

LITERATURE REVIEW-

(Wang et al., 2014) that Emergence of mobile technology has transformed the living style of whole humanity as the instantaneous feature of mobile technologies empower users to access and share information without any spatial or temporal limits.

(Gupta and Arora 2017) Mobile technologies not only provide ease of communication but also help in performing various user functions including banking shopping learning and mobile payment. In reference to the context of this study, the advancement of mobile technology has provided a platform for mobile technology users to keep and maintain their health records and physical activities through various smartphone health apps.

(Venkatesh et al., 2003) that Performance expectancy is defined as "the degree to which an individual believes that using of a technology will provide benefits in performing of certain activities". It emphasizes the utilitarian aspects of a particular technology which is considered as a significant predictor of technology adoption in the prominent theories of technology acceptance including TAM innovation diffusion theory and the social cognitive theory.

(Alalwan et al., 2016, 2017) in that research indicates that the consumers are more likely to adopt a particular technology which they perceive to be more useful in their everyday life. In their study confirmed that the consumers' intentions to use mobile apps increase the perceived utility of the app is more. In their study regarding information systems established that the performance expectancy is the strongest predictor

of the behavioral intention. Further, similar results were reported by the various researchers in the context of social media adoption, e-learning, online purchasing, health apps adoption mobile payments, and mobile shopping fashion apps.

(Dhulla and Mathur, 2014), (Mtebe and Raisamo, 2014), **(Zhou et al., 2010)** Effort expectancy is defined "as the degree of ease associated with the use of the system". In accordance with consumers' intentions to adopt a new technology is not just influenced by the perceived value and its utility, but also by the efforts required to use the technology. Research indicates that technology that is easy to use in the initial phase has a positive influence on consumer's intentions towards using it. Past studies have confirmed that a strong and positive relationship between the effort expectancy and the behavioral intentions in the context of internet banking, ICT mobile learning cloud computing online banking channels m-banking, and payments.

(**Ajzen, 1991; Davis et al., 1989; Fishbein and Ajzen, 1977; Mathieson, 1991; Taylor and Todd, 1995a, 1995b**) that Social influence is the "extent to which consumers perceive that important others believe they should use a particular technology". It is an important predictor of behavioral intentions and is recognized as the subjective norm in the theory of reasoned action, TAM, theory of planned behavior, and C-TAM-TPB Social factors in MPCU and Image in IDT. In our context, social influence can be understood as the influence of an individual's social circle or JIBR environment including reference groups, family, friends, and colleagues on his/her intentions to adopt smartphone health and Hygiene apps. Research indicates that the information provided by closed ones contributes to increasing awareness and intentions towards the technology in their study affirmed that consumer's intentions to engage in mobile shopping are influenced by the opinions of the people important to them.

(Mtebe and Raisamo, 2014) Facilitating conditions explained in UTAUT2 are similar to the concept of perceived behavioral control in the theory of planned behavior. It refers to the "clients' conviction of having the vital information, backing and assets to participate in a specific conduct". These factors or resources either facilitate or obstruct the technology adoption and use. Thus, the consumers are encouraged to use those technologies for which they have some support and resources, and they perceive the particular technology to be compatible with the technologies previously used by them. Theoretically, the significant influence of the facilitating conditions on behavioral intentions and usage behavior has been supported by the various studies on online banking, E-learning, students' ICT adoption, mobile learning, cloud computing, internet banking, and mobile payment services.

(Van Der Heijden, 2004) that Hedonic motivation is defined as the "fun or pleasure derived from using a technology". Based on the existing literature on information systems, the researchers argued that hedonic motivations (intrinsic motivations or perceived enjoyment) have an impacting role in escalating users' intentions to accept new technologies. Users are more inclined to use technologies that appear to be entertaining with unique, creative tools and functions while developing the hedonic –motivation system adoption model affirmed that intrinsic motivations including joy, curiosity, and control strongly influence technology adoption. Further, hedonic motivation has been empirically validated and supported as an important predictor of behavioral intentions in the context of mobile technology.

(Van Der Heijden, 2004) Online shopping, social networking sites adoption, location-based advertising, and such like studies. Based on the above argument.

(Yang, 2013) that Price value is the "trade-off between the cost incurred for using the technology and the perceived benefits received. Consumers while adopting any new technology tend to compare the utilitarian benefits of the technology with the monetary cost involved in using it. The greater of the price value, the higher would be the motivation to adopting the new technology. In accordance with this assumption, their study on location-based social media suggested that if the price value is positive then the consumers' inclination to adopt the technology is more. Similarly, empirically tested and validated that individual intention to adopt mobile banking was significantly influenced by perceived financial cost.

(Isa and Wong 2015) that habit is associated with automaticity, it is believed that people tend to automatically engage in a particular behavior due to past learning. A perceptual construct that reflects the results of the prior experience. Results revealed that habit significantly influences behavioral intention to adopt mobile payments, Wi-Fi via SMS, internet services, pre-service teachers, and electronic services.

(Bandura, 1986) Self-adequacy is "a person's confidence in his/her capacity to play out a bunch of activities/exercises needed to achieve of the given assignments effectively". In our study, it can be understood as individuals' perceived ability to use health and Hygiene apps and generate positive outcomes by using the app. It is believed that self-efficacy has a strong on influence JIBR on both, the consumers' willingness to adopt new systems and their perception of expected outcomes by using those systems. Individuals' perception about his/her abilities to generate the satisfactory results with minimal efforts has a direct influence on their intentions to use the new technology. Self-efficacy has a direct relationship with behavioral intention to adopt self-service technology. Similarly, self-viability was discovered to be a critical determinant of expectations to embrace innovation with regards to broadband.

(Rogers, 1962), Agarwal and Prasad (1998) that Drawing from the innovation diffusion theory defined personal innovativeness as "the willingness of an individual to try out any new information technology". Thus, an individual having high inquisitiveness to explore and experiment with new systems and technologies will reflect a high degree of innovativeness and novelty-seeking tendencies. The concept of user innovativeness is crucial for marketers and practitioners since personal attributes and individual differences play an important role in the adoption process. Existing literature on the technology adoption has validated personal innovativeness as a significant determinant of the purchasing and adopting new products and the technological innovations across various fields. Extant research indicates that personal innovativeness has a significant influence on the behavioral intentions to adopt technology in various fields including, social networking. It is believed that the higher the personal innovativeness the more will be the intentions to adopt new technology.

STRUCTURAL MODEL OF THE RESEARCH-
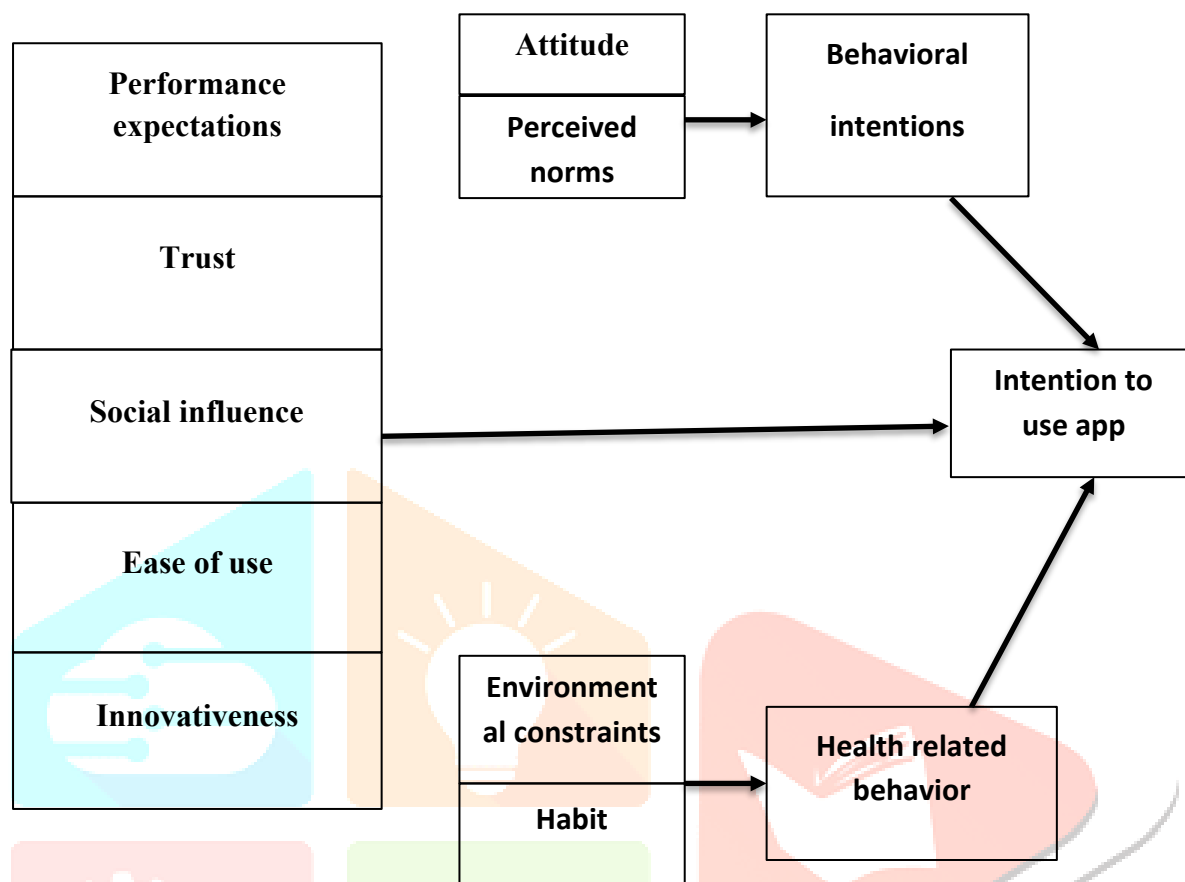
ANALYSIS OF THE MODEL

Performance Expectancy-

It is mentioned as how much any framework would upgrade the efficiency of the client or will assist with achieving the additions in occupation execution. This factor was held significant by the center gathering and was likewise referred to in the writing. The purchaser is more pulled into the application which brings about expanding their profitability regarding better information about the substance and keeps the customers more mindful than the others. Scientists affirmed that PE directly affects fulfillment when buyers embrace innovation which prompts proceeded with utilization of the application. Male purchasers discovered PE as a significant factor for appropriation and consistent use as they saw it to help them in accomplishing their objectives.

we hypothesize that- Performance expectancy positively affects the behavioral intentions to adopt smartphone fitness apps.

Trust-

Application appropriation and use represent an intrinsic danger for the customers for example the danger of malware, the danger of information being taken and so on Danger is consumers' abstract assumption for enduring a misfortune in quest for an ideal result. Studies have indicated that a customer's apparent danger adversely impacts the choice to play out an on the web transaction. This reason will remain constant in the event of introducing portable applications. Absence of trust/nervousness about the dangers may concede the purchaser from application selection and utilization and within the sight of trust, it very well may be said that the purchaser's apparent danger will diminish, hence expanding the goal to receive and utilize the versatile application.

we hypothesize that- Trust has a positive impact on millennials to use smartphone health and hygiene apps.

Social Influence-

Acknowledgment of any idea in the general public is to a great extent hit by perspectives and surveys of the individuals who are imperative to the shopper and thus impact customer choice with respect to appropriation of the application. Social impact is the critical factor in promoting and purchaser conduct contemplates. Customer choices are exceptionally impacting and molded by the audits and posts of the companions, family members, companions, and different clients. The clients who are important for the interpersonal organization are more affected are probably going to be ardent clients of portable applications.

we hypothesize that- Social influence positively affects the behavioral intention to adopt smartphone Health and hygiene apps.

Ease of Use-

The definition usability (exertion anticipation) as "the level of straightforwardness related with the utilization of the framework". Any innovation is seen to be valuable if a shopper can utilize it effectively or the working of the innovation is liberated from the exertion. Center gathering individuals, particularly senior residents, referred to it as a significant factor and affirmed that easy to understand applications are bound to be received by buyers. Convenience will inspire positive feeling from the application selection and lead to fulfillment. At the point when buyers discover versatile applications less confounding, and simple to utilize they will in general utilize them all the more frequently.

Innovativeness-

This factor has its inception in Innovation Dissemination Theory (DOI), where it is depicted as a person aura toward receiving novel thoughts or creative innovation. Thusly, impact intervened or directing connections have been confirmed between these two variables. Thinking about MTB applications as a problematic innovation, individual advancement may have a relationship with the help innovation of MTB cabbies, since the most inventive cabbies will have a superior view of the encouraging conditions and it is proposed to investigate the accompanying relationship: Innovativeness will have a fundamentally sure relationship with cab drivers' help innovation of MTB applications. Similarly, past examinations have demonstrated the connection between ingenuity and the mentality to embrace innovation.

Therefore, we hypothesize that- Innovativeness positively affects the behavioral intention to adopt smartphone fitness apps.

Habit-

Propensity is characterized as the degree to which individuals will in general perform practices naturally as a result of past learning. Propensity reflects urgent conduct inclinations created during the previous history of the person. Propensity is found as one of the conspicuous components of constant utilization of IT frameworks as in later phase of innovation use it turns out to be all the more unexpectedly where purchaser was utilizing a similar innovation at first with an inquisitive goal as the utilization turns into a propensity. Jasper son and others have referenced in their investigation that propensity plays an alternate part at various periods of IT appropriation as clients are more drawn in during the underlying utilization which prompts post-appropriation conduct. Creators additionally affirmed that throughout the time because of reiteration makes conduct unremarkable.

Based on the above argument, the following hypothesis is-Habit positively affects the behavioral intention to adopt smartphone health and hygiene apps.

Behavioral intention-

This refers to the motivational factors that impact a given conduct where the more grounded the expectation to play out the conduct, the more probable the conduct will be performed. Emotional standards - This alludes to the conviction about whether the vast majority favor or object to the conduct. Armitage and Christian (2003:188) describe the 'lead point' as "a choice an individual makes to go a particular way". In the UTAUT2, direct point is put as a basic and positive pointer of development use lead (Venkatesh et al., 2012).

Based on the above argument, the following hypothesis is-Behavior intension have positive impact on millennials use behavior of smartphone health and hygiene apps.

RESEARCH METHODOLOGY

Measurement-

The present study employed a quantitative research approach to examine users' behavioral intention to use smartphone health and hygiene apps. To test the aforementioned Consumer adoption of smartphone health and hygiene apps, a survey was conducted using a structured questionnaire. The measurement items based on the existing literature related to technology acceptance were adapted to the particular context of our study on adoption of smartphone health and hygiene apps. Scale items for performance exceptive, Trust, social influence, Ease of use, Innovativeness, Attitude, habit, Health-related behavior, perceived norms, and Behavior Intention were adapted from Venkatesh et al. (2012), Baptista and Oliveira (2015). A total of 25 questions were derived following the above points. Out of those 25 questions, 9 questions are five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The survey consisted of two sections. The first section included questions pertaining to the demographic characteristics of the respondents and the next section consisted of questions that measured the constructs under study.

Sample and data collection-

The study adopts an online/web-based survey methodology. The advantages of web-based surveys include reduced cost, flexibility for the respondent, increased response accuracy, and the ability to obtain large samples. Several scholars have posited that for a specialized population, like in our case, the web-based survey may be an ideal option with few coverage and sampling problems. However, the major challenges of web-based surveys, as documented in literature, are errors of non-observation, issues of representation, and data quality. The link to the Web-based questionnaire was shared on social media platforms and an email invitation with a link to the survey was sent to

individuals who are and were using smartphone health and hygiene apps the survey link was shared with 300 people out of which 250 participants completed the survey. A total of 200 valid responses were obtained, providing a response rate of 80 percent which is appropriate for web-based surveys. The survey was conducted over a period of 15 days from Jan 15 to Jan 30, 2021, wherein one reminder email was sent during the survey period to increase the response rate.

Sample charactertics	Frequency N=200	Percentage
Gender-		
Male-	110	55
Female-	90	45
Age Group-		
Age 15-20	20	10
Age 20-25	66	33
Age 25-30	60	30
Age 30-35	54	27

The gender distribution shows 55 percent of the respondents were male and 45 percent were female. It was also observed that the largest proportion of respondents were aged between 20 and 25 years (33 percent), similarly below 15-20 years (10 percent) 30-35 years (27 percent), and age 25-30 years (30 percent) Detailed statistics on the respondent's profile and technology use have been shown in the below graph. To address the common method variance bias in the data set we have conducted Harman's one-factor test. It was found that there is no presence of the common method variance biases in the data set because the variance explained the single factor was less than 50 percent. To test the non-responsive biases of the data set the first respondent group was compared with the second group. As above we have referenced that the information was gathered at various time spans. Thus, these two groups do not differ significantly, and it can be inferred that there are no nonresponse biases in the data set.

(Table number 1)

CHARACTER	MEAN	SD	CORRELATION (N=200)
Is the app helpful in achieving your health and hygiene-related goals?	4.81	0.553	0.591
People who influence my behaviour think that I should use a health and hygiene app.	4.71	0.742	0.656
I like to experiment with new smart health and hygiene app.	4.70	0.716	0.677
Among my friends, I am usually the first to explore new health and hygiene app.	4.80	0.549	0.603
Most people who are important to me think I should engage in healthy living practices and behaviours.	4.79	0.647	1
People who are important to me think that I should use a health and hygiene app.	4.70	0.716	0.732
I plan to continue to use health and hygiene apps frequently.	4.81	0.518	0.492
I am addicted to use health and hygiene apps in my daily life.	4.66	0.894	0.535

ANALYSIS –

In statistics, correlation is any statistical relationship, if causal, between two arbitrary factors or bivariate information. In the broadest sense relationship is any measurable affiliation, however it usually alludes to how much a couple of factors are related. Recognizable instances of ward marvels incorporate the relationship between the stature of guardians and their posterity, and the connection between the cost of a decent and the amount the shoppers will buy, as it is portrayed in the supposed bend. Connections are valuable since they can demonstrate a prescient relationship that can be abused practically speaking. Likewise, A standard deviation is a measurement that gauges the scattering of a dataset comparative with its mean and is determined as the square base of the change. In the event that the information focuses are further from the mean, there is a higher deviation inside the informational index; in this way, the more spread out the information, the higher the standard deviation. Accordingly, the proposed research model was tried or the above measurable estimation is finished by utilizing the SPSS programming. SPSS is short for Statistical Package utilized by different sorts of specialists for complex factual information investigation. The SPSS programming bundle was made for the administration and measurable examination of sociology information. The information investigation was done in two phases wherein the primary stage we have determined mean, standard deviation recurrence, and percent. The subsequent stage incorporated the improvement of the full construction condition model and the estimation of the relationship moreover.

To guarantee the precision of the estimation model, the joined and discriminant legitimacy of the builds and unwavering quality of the relative multitude of different thing scales were analysed. In the above (table number-2) we have referenced the estimation of mean, standard-deviation, and connection. Presently we need to investigate the mean and connection of various inquiries that we have given to shoppers for the reaction.

Is the app helpful in achieving your health and hygiene-related goals?

In this particular question, the mean is 4.81 which means the most respondent (87.5%) out of 200 are very strongly agree with this question that means the health and hygiene apps are very much helpful for achieving the health-related goals. The correlation value in this particular question is 0.591. It is a positive correlation which means the hypothesis is correct and most respondents are positively correlated for the health and hygiene apps for achieving their health-related goals.

People who influence my behavior think that I should use a health and hygiene app.

In this particular question, the mean is 4.71 which means the most respondent (83%) out of 200 are very strongly agree with this question that means the respondents are very much passionate to use the health and hygiene apps for positive behavior. The correlation value in this

particular question is 0.656. It is a positive correlation which means the hypothesis is correct and most respondents are positively correlated for the health and hygiene apps for achieving their health-related goals.

I like to experiment with new smart health and hygiene app.

In this particular question, the mean is 4.70 which means the most respondent (81%) out of 200 are very strongly agree with this question that means the respondents are very much interested to use or experiment with new health and hygiene apps for achieving health-related goals. The correlation value in this particular question is 0.677. It is a positive correlation which means the hypothesis is correct and most respondents are positively correlated to use or experiment with new health and hygiene apps for achieving health-related goals.

Among my friends, I am usually the first to explore new health and hygiene app.

In this particular question, the mean is 4.80 which means the most respondent (85.5%) out of 200 are very strongly agree with this question that means the respondents are very much interested to use or experiment and exploring new health and hygiene apps for achieving health-related goals. The correlation value in this particular question is 0.603. It is a positive correlation which means the hypothesis is correct and most respondents are positively correlated to use or experiment and to explore with new health and hygiene apps in time intervals.

Most people who are important to me think I should engage in healthy living practices and behaviors.

In this particular question, the mean is 4.79 which means the most respondent (87%) out of 200 are very strongly agree with this question that means the respondents are very much interested to engage in healthy living practices and behaviors also. The correlation value in this particular question is 1. It is a positive correlation which means the hypothesis is correct and most respondents are positively correlated to engage in healthy living practices and behaviors also.

People who are important to me think that I should use a health and hygiene app.

In this particular question, the mean is 4.70 which means the most respondent (82.5%) out of 200 are very strongly agree with this question that means the respondents are very much interested to engage and using smartphone health and hygiene-related apps. The correlation value in this particular question is 0.732. It is a positive correlation which means the hypothesis is correct and most respondents are positively correlated to engage and to use smartphone health and hygiene-related apps for achieving the health-related goals.

I plan to continue to use health and hygiene apps frequently.

In this particular question, the mean is 4.81 which means the most respondent (85%) out of 200 are very strongly agree with this question that means the respondents are very much interested to engage and using smartphone health and hygiene apps frequently. The correlation value in this particular question is 0.492. It is a positive correlation which means the hypothesis is correct and most respondents are positively correlated to use health and hygiene-related apps frequently to maintain the health-related goals.

I am addicted to use health and hygiene apps in my daily life.

In this particular question, the mean is 4.66 which means the most respondent (84%) out of 200 are very strongly agree with this question that means the respondents are addicted to use smartphone health and hygiene-related apps in their daily life. The correlation value in this particular question is 0.535 It is a positive correlation which means the hypothesis is correct and most respondents are positively correlated for the addiction of health and hygiene apps in their regular life.

These health and hygiene apps help me to accomplish things more quickly.

In this particular question, the mean is 4.75 which means the most respondent (85%) out of 200 are very strongly agree with this question that means the respondents are accomplished health and hygiene-related things more quickly in their life. The correlation value in this particular question is 0.563. It is a positive correlation which means the hypothesis is correct and most respondents are positively correlated for the accomplishment of health and hygiene related things more quickly in their life.

Findings-

The prime objective of this study was to analyze users' adoption of smartphone health and hygiene apps and explore the key determinants influencing the adoption intentions. To understand this, we extended the framework by integrating self-efficacy and personal innovativeness constructs to the base model. Our findings support theoretically and empirically the ability of framework in predicting the adoption of smartphone health and hygiene apps. Specifically, our findings confirm that adoption of smartphone health and hygiene apps are predicted by effort expectancy, social influence, trust, habit, self-efficacy and personal innovativeness and ease of use. Overall, these constructs are able to explain a positive correlation in predicting behavioral intentions to adopt smartphone health and hygiene apps. The findings of the study suggest that Habit is also a significant predictor of behavioral intentions to adopt smartphone health and Hygiene apps. Inclusion of personal innovativeness has added to the explanatory power of the base framework. As seen from table1, personal innovativeness seems to be the most influencing factor in adoption of smartphone health and hygiene apps. This signifies that consumers' intentions to use health and hygiene apps are more if the new and latest technology is to be adopted.

Suggestion-

Therefore, it is suggested to the app developers and practitioners that they should focus on providing easy and user-friendly systems with attractive interfaces to enhance user experience and satisfaction. The lesser the efforts required to understand and use the smartphone health and Hygiene app, the more will be the adoption intentions. Similarly, the results revealed that social influence has a significant and direct effect on the consumers' behavioral intentions to use smartphone health and hygiene apps. This finding supports the results of existing studies conducted in the context of technology adoption This indicates that family, friends, colleagues, and other social circle of users', have a strong influence on users' behavior and intentions to adopt smartphone health and hygiene apps. The referral group is perceived to be more reliable as compared to other sources of information, and their positive opinions and recommendations can motivate people to adopt new technology. Thus, the marketers should emphasize creating a positive word of mouth by providing pleasant experiences to the existing users and motivate them to recommend it to their social groups. The perceived value in terms of quality of service, and additional benefits, that the consumer believes to receive in return for the cost incurred to avail such services is found to be a strong predictor of users' intentions to adopt it. The current study also confirms a positive and significant relationship of price value with users' intentions to adopt smartphone health and hygiene apps. The outcomes are reliable with the current investigations identified with innovation acknowledgment. Along these lines, it is recommended that professionals and application engineers should lay accentuation on building up an innovation that is alluring and intelligent wherein a client is sincerely associated. In the case of smartphone health and hygiene apps, they can provide consumers with additional services like assisting users with making diet plans, suggesting different exercises for different users, adding interesting features, or making the best health and hygiene tips and communities where a consumer is able to interact with other participants too. Consumer adoption of smartphone health and hygiene apps Interestingly, personal innovativeness played a very vital role in affecting user's intention to adopt smartphone health and hygiene apps. Thus, considering the importance of individual attributes and differences, the marketers should emphasize making technologies easy, user-friendly, entertaining, and must include some innovative features which further will interest the users and give them the confidence to use technology without much effort involved. Results revealed no significant relationship of four constructs on behavioral intentions. Facilitating conditions had no significant effect on behavioral intentions to use smartphone health and hygiene apps. The main reason for this could be that these health and hygiene apps include goal-oriented physical activities and users may not be motivated to use these technologies simply because they are amusing to utilize, its selection will be subject to a few different components and delight, however, decadent inspiration may go about as a significant factor for continuation utilization aims which could be additionally analyzed. Our study established that other than the direct effects of different variables on the behavioral intentions, personal innovativeness has considerably influenced behavioral intentions through the significant impact on other explanatory variables.

CONCLUSION-

The research model explains a variance of 85 percent which reflects the possibility of exploring other predictors of behavioral intentions to use health and hygiene apps. Thus, future research could focus on examining the effects of other important variables like anxiety to use new technology, perceived credibility, perceived privacy, and user interface on consumers' behavioral intentions to use health and hygiene apps. It is also suggested that studies can explore the moderating effects of age, gender, and experience on the variables influencing behavioral intentions to use health and hygiene apps. Further, a very important factor for the success of any new technology is the continuous usage of the technology or system. After it is adopted amongst the consumers, it becomes imperative for marketers to focus their attention on its post-adoption usage, therefore future studies could also examine the important factors influencing the continuance usage intentions. As this research was conducted in India, therefore the findings of the study cannot be generalized to users beyond India. It is possible that users from other countries and regions may have different perceptions and outlooks towards health and hygiene technology. Social media platforms can also become an important source of feedback, which can be used to improve the services in the long run. One of the unique findings of this study is that personal innovativeness has been found a significant determinant of smartphone health and Hygiene adoption. Marketers can segment the market based on the innovativeness of the consumers and can initially target such consumers. These consumers can in turn be projected as brand ambassadors or role models through various social media promotional campaigns, which can in turn increase the adoption rates as social influence has been observed as a predictor of adoption.

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