

ABSTRACT

THESIS: Brand trust and technology members: Applying the technology acceptance model

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This study applied the all three variations of the technology acceptance model, diffusion of innovation model, and work motivation theory and investigated how IT professionals weighed different factors, and how these factors interacted, when they determined a product's usefulness. This will help improve the relevance and usefulness of information provided in product descriptions written specifically to resonate with IT professionals. A between-subjects online experiment was used, followed by an eye tracking study. Participants were given a scenario, previewed an advertisement, and then answered questions regarding their perception of the product's usefulness, ease of use, relevance to their job function, and their attitude toward the product. Data was analyzed utilizing a standard multiple regression analysis. Study results indicated an interaction between the two predictive factors - perceived ease of use (PEOU) and job relevance.

