

THE MODERATING EFFECT OF CULTURAL DIMENSIONS ON THE ADOPTION OF INTERNET OF THINGS

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ABSTRACT

This study examines the moderating effect of Hofstede cultural dimensions on the adoption of internet of thing (IoT). A proposed model based on UTAUT, UTAUT2, and Hofstede cultural dimensions will be proposed and tested using online questionnaire survey. The determinants of usage of IoT include performance expectancy, effort expectancy, social influence, price value, security, privacy, trust, hedonic motivation, and mobility. Hofstede cultural dimensions such as collectivism/individualism, masculinity/femininity, and uncertainty avoidance will be included as moderators in the proposed model. Since the implementation of IoT is still in its early stage, the results will provide insights for researchers and practitioners; especially, in the emerging economies.