

C-S. LIN, S-T. HWANG. *Acceptance of automotive navigator for drivers over age 50*. *Gerontechnology* 2012;11(2):180; doi:10.4017/gt.2012.11.02.280.00 **Purpose** The study aim is to use the extended technology acceptance model to explore the acceptance of automotive navigator system for drivers aged over 50. **Method** This study develops an Extended Technology Acceptance Model based on the theory of reasoned action and the technology acceptance model, adding two variables (subjective norms and playfulness) to investigate the acceptance of an automotive navigator (Figure 1). A total of 341 questionnaires were collected to test the model. The model's reliability, validity, verification, and relevant variables analyses were carried out. **Results & discussion** The research model structure of the acceptance of an automotive navigator in this study showed an acceptable fit for purpose index; this illustrated the research model has good explanatory power. The results also indicate that subjects agree that an automotive navigator is useful, easy to use, and playful and that their attitude towards the use of an automotive navigator and their intention to use also reached 'agree' level. In addition, the ease of use, playfulness, perceived usefulness will affect the attitude to use an automotive navigator and will also indirectly affect the intention to use it. The perceived ease of use is highly correlated with the perceived usefulness, playfulness and the user attitude. However, the subjective norms are lowly correlated with the attitude to use the system. Overall, the drivers demonstrate a high level of acceptance of automotive navigators.

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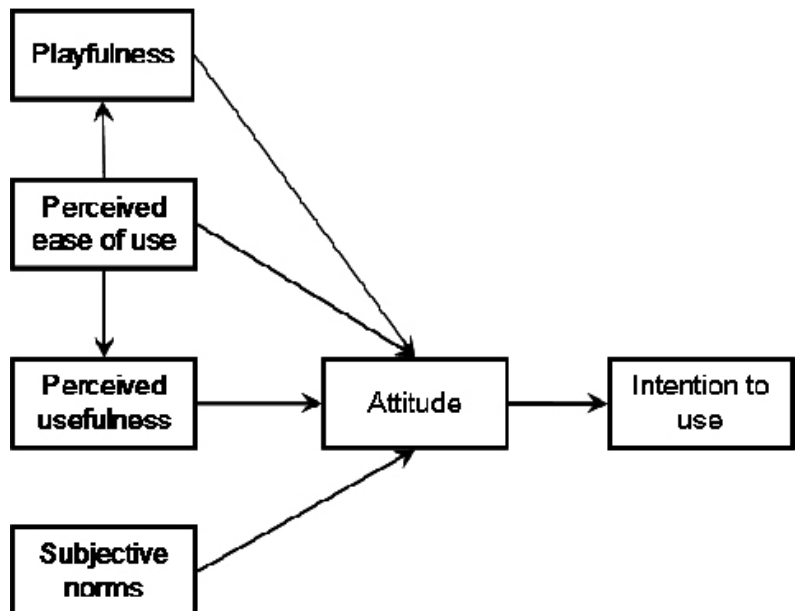


Figure 1. Research model