

K.H.C. WANG, Y.H. LIANG, H.G. CHEN. **Technology product adoption behavior by elderly people.** *Gerontechnology* 2016;15(suppl):65s; doi:10.4017/gt.2016.15.s.896.00 **Purpose** With the improvement of the living standard, the extension of the national average life span is general. As elderly population will keep growing in the future, they will definitely influence many aspects, such as society, economy and consumption¹. In view of this fact, many companies try to provide innovative technology products to meet the needs of elders. Some studies have indicated that elderly people are becoming increasingly familiar with technology such as computers, the Internet, and mobile phones^{2,3}. According to the elders' concept of change and technology, the main purpose of this study is to understand and analyze the adoption behavior and consumption values of technology products for elderly people. **Method** By using these qualitative research methods to collect and analyze data, the final sample consisted of 16 participants (9 male and 7 female) from three types of residential patterns (own home, institution and nursing home). They ranged in age from 65 to 96 years. Most of them had held professional occupation before retirement and had reflected diversity in educational level from preschool to doctoral degree. This research developed a new theoretical concept to provide a clear picture of the elderly's technology adoption behavior. **Results & Discussion** The results of the study show that the adoption behavior proposed by this study can be divided into three phrases: (i) motivation, (ii) process, and (iii) evaluation (*Figure 1*). There are seven important factors that will influence the elders' technology product adoption behaviour; these include: (i) self-compensation, (ii) self-management, (iii) self-image, (iv) technology product value, (v) the impression of technology product, (vi) technology product adoption barriers and (vii) the refusal to replace a new technology product.

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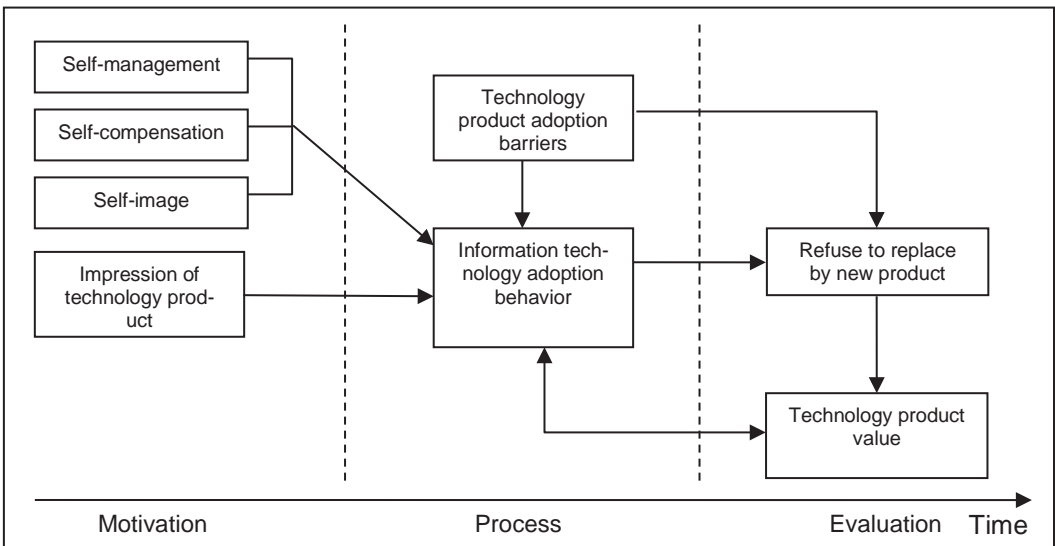


Figure 1 The technology adoption process among older adults