

Factors Influencing Health Kiosk Adoption and Continued Use: A Fogg Behavior Model Perspective

Dr. Theerthaana P, Tejeswari Allada

SSN College of Engineering, Chennai, India

*Corresponding author's email id: theerthaanap@ssn.edu.in

ABSTRACT

Health kiosks are becoming an important tool for improving healthcare access and convenience, especially in underserved areas. As healthcare systems evolve, understanding what influences people to adopt and continue using these kiosks is essential. To explore this, we conducted 15 in-depth interviews with users and healthcare professionals in India, focusing on the key factors that drive health kiosk adoption and long-term use. Using the Fogg Behavior Model as a framework, we analyzed the data through grounded theory and identified six main themes influencing kiosk adoption: Performance Expectancy, Effort Expectancy, Facilitating Conditions, Safety Quality Aspects, Tangibility Quality Aspects, and Empathy Quality Aspects. Our findings show that health kiosk adoption and continued use are influenced by Motivation, Ability, and Prompts, as outlined in the Fogg Behavior Model. Motivation includes Performance Expectancy (effectiveness), Safety Quality Aspects (trust in security and hygiene), and Empathy Quality Aspects (personalized experience), which build user confidence. Ability is driven by Effort Expectancy (ease of use), Facilitating Conditions (support), and Tangibility Quality Aspects (accessibility and design), making kiosks convenient. Prompts such as Facilitating Conditions (recommendations), Safety Quality Aspects (hygiene assurance), and Tangibility Quality Aspects (strategic placement) trigger engagement. Together, these factors enhance trust, ease of use, and accessibility, promoting adoption and long-term usage. This study also aligns with the United Nations Sustainable Development Goals (SDGs), particularly SDG 3 (Good Health and Well-being) and SDG 9 (Industry, Innovation, and Infrastructure). By making health monitoring and preventive care more accessible, health kiosks contribute to universal health coverage, reduce health disparities, and support innovative healthcare infrastructure. Our findings highlight the need for healthcare providers and policymakers to consider both practical and psychological factors when promoting health kiosks. Addressing these aspects can encourage wider adoption and long-term engagement, ultimately enhancing public health, reducing healthcare inequalities, and supporting sustainable healthcare solutions.

Keywords: Health kiosks; Healthcare accessibility; Fogg behavioral model.

