



# 박사학위청구논문심사

1. 학 과: 기술경영전문대학원

2. 학 생 명: 김 병 진 (학번 : 20135361)

3. 논문제목:

(국문) 피트니스 애플리케이션 사용 의도에 영향을 미치는 요인에 대한 연구

(영문) A study of factors influencing users' intention to use fitness applications

4. Abstract

Fitness applications are becoming a tool for users who want to exercise and diet. This study examines what factors affect users' intention to use fitness applications. This study mainly consists of two studies. The first study was conducted with potential users of fitness apps. The first study examines what factors affect users' intention to use fitness applications and how they depend on users' gender, health status, and social support, reflecting individual differences. The results showed that for potential fitness application users, performance expectancy, effort expectancy, hedonic motivation, and perceived privacy protection were significant variables; however, social influence was insignificant. Factors influencing users' intention to use fitness applications will vary depending on gender, health status, and social support. The second study was conducted with fitness app users. The second study examines how reward affects continued use of fitness applications. Respondents were divided into two groups at random, an extrinsic reward group and a non-extrinsic reward group, to check the effects of the rewards. Factors influencing a user's continuous intention to use fitness applications will vary depending on whether rewards are provided. For the extrinsic reward group, perceived enjoyment and perceived privacy protection were significant variables to continue use of a fitness application. However, for the non-extrinsic reward group, monetary value was a significant variable. Through these two studies, the following implications were confirmed. Factors influencing potential and continuing users of fitness apps appear different. Also, it was found that factors influencing users

to continue to use a fitness app vary depending on whether or not extrinsic rewards are provided.

5. 심사위원장: 이의훈 교수님

6. 심사위원: 조항정, 이덕희, 송찬후, 이철호 교수님

7. 심사일시: 2022년 11월 22일( 화요일) 오후 15:00 ~ 16:30

8. 심사장소: N22동 5층 회의실