

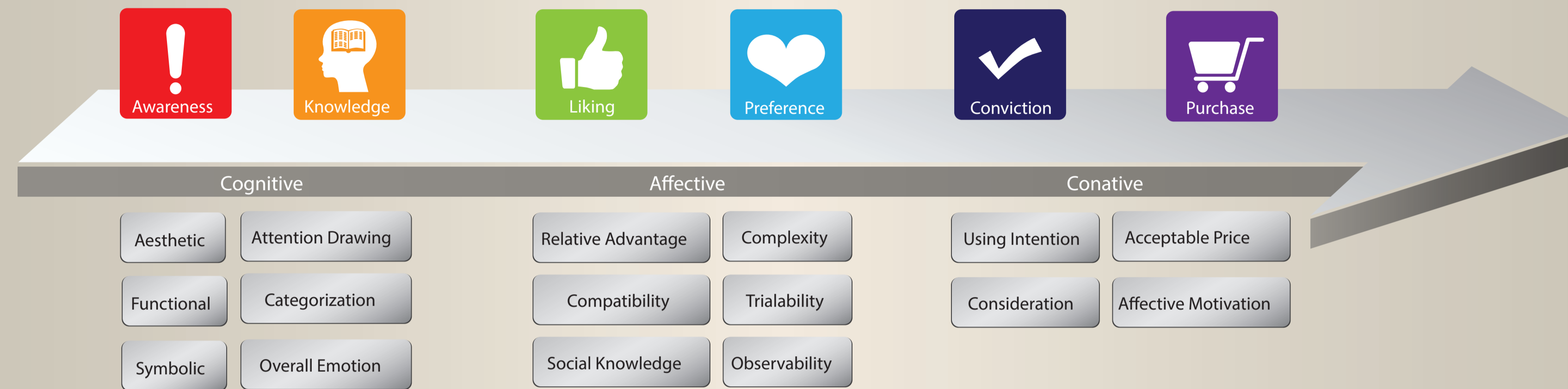
The Consumer Acceptance of Biofeedback Products in Sports

People take time to explore pros and cons of a new technology. Since the biofeedback technology is a relatively state-of-the-art technology, the public doesn't know a lot about biofeedback technology. So it is important to understand the user acceptance of this technology in the market. The research integrates the framework of consumer acceptance from literature review. Then exploring the future trends of biofeedback products in the market to discuss the issues of the flexibility and the non-buttons. There are two directions under the structure of the research, which are the fitness and sports, to compare the results in the difference and similarity.

Theory

In order to understand the process of a consumer towards acceptance a technology model is developed. This model describes the process of the user towards the purchase.

Technology Acceptance Model

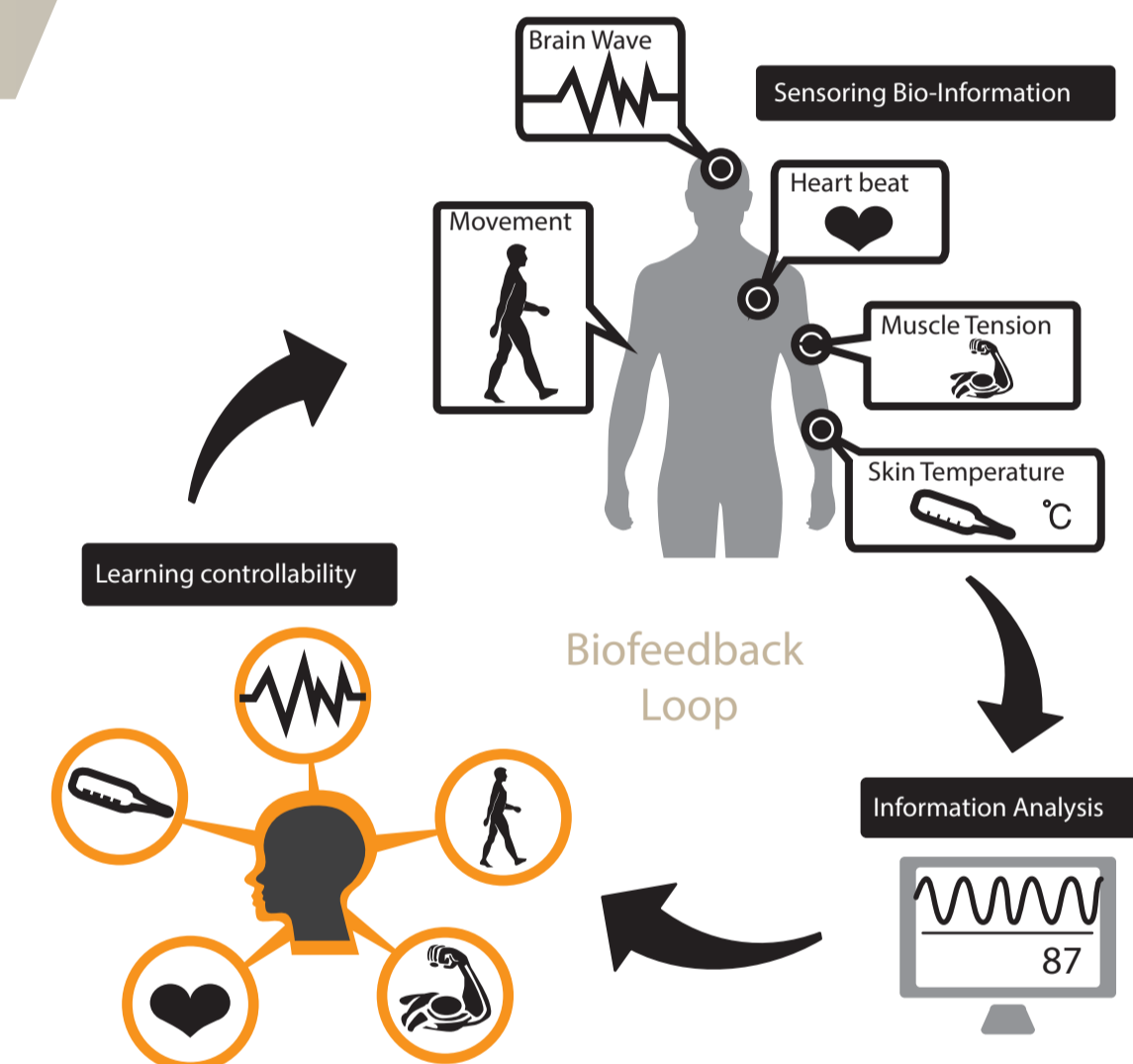


Biofeedback

a biofeedback product measures a subconscious process, that you cannot sense yourself. Also, a biofeedback product gives the user feedback about the current state and helps the user to change this state to stay between certain parameters.

Methodology

The research will be held by means of a questionnaire. The participants were divided in 3 groups. Each group has the exact same questions, but a different product: the benchmark product, the product with a curved screen and the product with a flexible screen

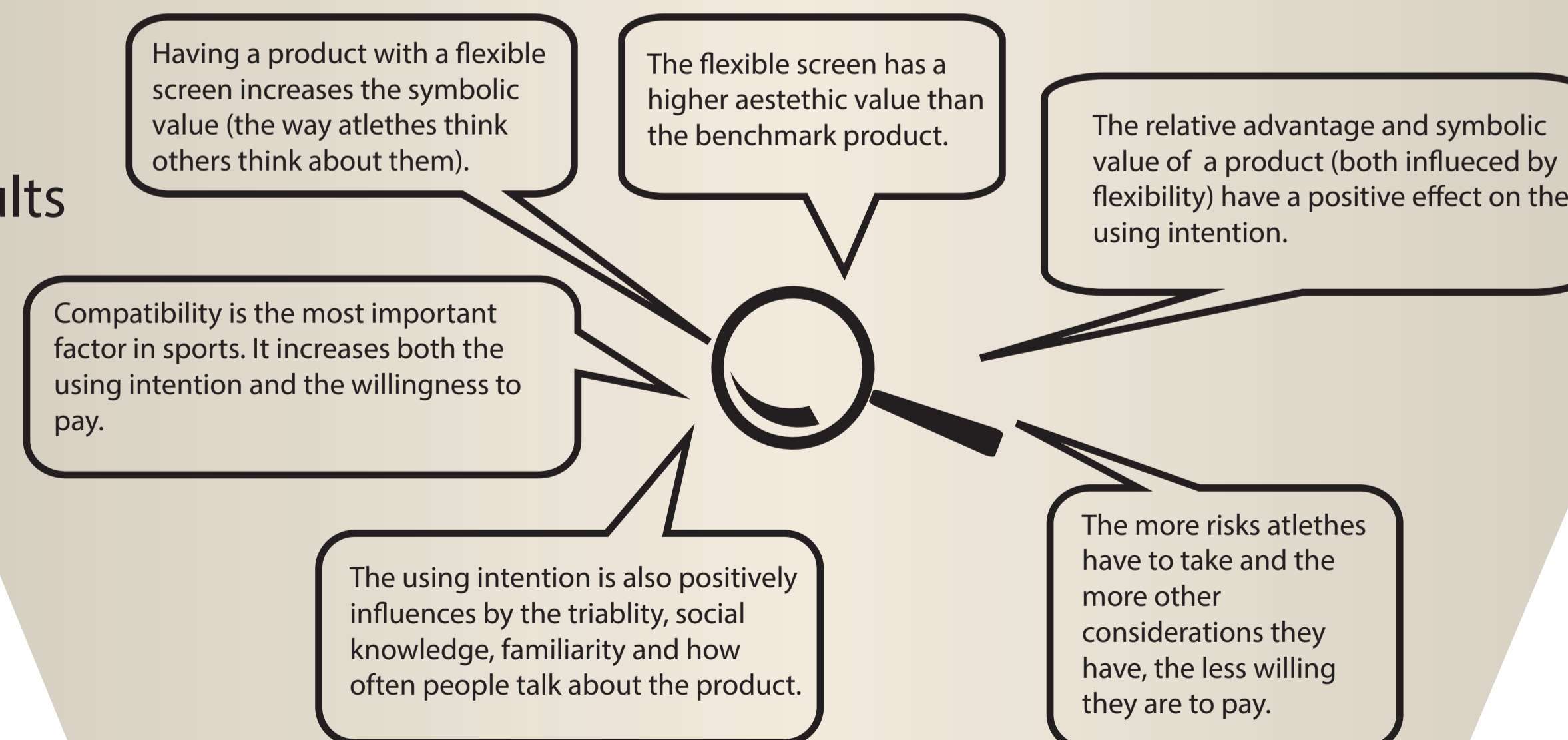


Research Questions

The most important aspect of this project is finding the answer on the main question about flexibility. The main research questions is:

'Does making products flexible increase the acceptance of biofeedback technology in sports?'

Results



Conclusions

Yes, making products flexible increases the acceptance of biofeedback technology in sports. Results prove that flexibility has positive influence on the consumers' acceptance. The social value and aesthetic value increased significantly by adding flexibility. Besides, the social and aesthetic value are the most important factors of towards using intention and consumer acceptance. This combined gives strongproof that adding flexibility stimulates the consumer to purchase a product.