

UNLOCKING TELE HEALTHCARE ENIGMA: PATIENT-CENTRIC FACTORS INFLUENCING BEHAVIORAL INTENTION TOWARDS E-HEALTH CONSULTATION IN COLOMBO DISTRICT, SRI LANKA

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1. Introduction

The ongoing progress in information technology, along with the emergence of Web 2.0, have facilitated the expansion of e-health consultation on a global scale. This approach has garnered significant attention as a feasible alternative for healthcare delivery, especially during the pandemic. Previous studies have primarily focused on investigating the implementation of e-health consultation from the viewpoint of healthcare providers. However, there has been a lack of emphasis on exploring the perspective of patients in this area of research. Therefore, the purpose of this study is to investigate the factors influencing patients' behavioral intention towards e-health consultation.

2. Research Methodology

The present study utilized a deductive approach to examine the influence of the expanded Unified Theory of Acceptance and Use of Technology (UTAUT) on patients' behavioral intention towards engaging in e-health consultations. A total of 304 valid responses were obtained from individuals who expressed their intention to utilize e-health consultation services. The data was collected through an online survey employing purposive sampling. With the support of the SPSS 21 version, multiple regression analysis was employed to test the hypotheses.

3. Findings and Discussion

The results emphasize that effort expectancy, social influence, performance expectancy, facilitating conditions, and trust have a significant positive impact on patients' behavioral intention towards e-health consultation in the Colombo district. Conversely, perceived risk has a significant negative effect on behavioral intention towards e-health consultation in the Colombo district.

4. Conclusion and Implications

This research attempt will contribute to the current corpus of knowledge within the realm of e-health consultation from the standpoint of the patient's perspective. Furthermore, this research will provide valuable insights for policymakers, planners, and e-health consultation service providers in understanding patient-centric factors for formulating strategies to promote adopting e-health consultation services in developing nations like Sri Lanka.

Keywords: Behavioral intention, E-health consultation, Patient-centric, Tele healthcare, UTAUT.