

-RESEARCH ARTICLE-

IDENTIFICATION OF VARIABLES INFLUENCING INTENTION TO USE IN TELEMEDICINE ADOPTION IN INDIA

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—Abstract—

This study aims to identify the factors that influence the public's adoption of telemedicine in India. This study examines the influence of medicine's dependability, word-of-mouth, telemedicine advertising, and access to e-health on adopting telemedicine with mobile health services in India. Smart PLS 3.0 is utilized to analyze data from 674 respondents. It employs the measurement model and structural model findings. The research has determined a significant correlation between the dependability of medicine, word-of-mouth, telemedicine advertising, access to e-health, and telemedicine adoption, with mobile health services as a moderator. This empirical investigation is designed to fill theoretical voids in the existing literature. The findings of this study can be implemented practically for policymaking and influencing the public's intent to use telemedicine. This study provides future directions for researchers to investigate additional variables affecting the intention to implement telemedicine.

Keywords: telemedicine, e-health, mobile health, mobile health services, health facilities

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1. INTRODUCTION

Every country has health issues, and government policies are devised to address them. (Pikkemaat et al., 2021) The accuracy of health information can improve the public's health. People in developed nations have access to a wealth of printed health literature. The government must pay attention to the influence of health to enhance its health behavior (Serrano et al., 2021). The situation may worsen if the public does not benefit from the available health resources. Many individuals have access to traditional medication and checkups in the digital era. (Cobelli et al., 2021) The development of the digital era has led to the introduction of crucial new clinical treatment methods. The reliability of health information is required for the public to enhance their health-related behaviors. The government's diminished emphasis on public health will inevitably become a significant issue in the future. However, e-services for health must be adopted by the public over time because these digital services are accessible and offer a new method for advancing services (Dash et al., 2021).

Telemedicine results from the digital health revolution (Shiferaw et al., 2021). The public's faith in telemedicine services determines their dependability. In addition, various organizations in the health sector have implemented health services via the telephone or the Internet (Ramrez-Correa et al., 2020). By virtually receiving health e-services, patients can use this information to enhance their health. Indeed, the health-related services offered by physicians on digital platforms are appropriate for use. These services directly impact the health of many patients in developed nations (Yamin & Alyoubi, 2020). Patients believe these services have an immediate effect on their health. In developing countries, patients have a negative view of health-related e-services due to a lack of trust (Kamal et al., 2020). Education is indeed a crucial factor in influencing people to utilize e-services. It is widely acknowledged that the public must have access to all information and that the concept of education must evolve (A. Singh & Ravi, 2022).

In the literature, the intention to use telemedicine is already discussed. V. Singh and Dev (2021) have reported the contemporary public benefits of telemedicine. In addition, Rouidi et al. (2022) emphasized that telemedicine is essential for enhancing health status because individuals can access it from any location at any time. Consequently, Amin et al. (2022) concluded that telemedicine is the fundamental method to enhance the public's health in light of the development of modern technology. Schmitz et al. (2022) reported that the current health industry could not provide health services to all individuals without telemedicine. Wu et al. (2021) concluded that access to health-enhancing resources improves the public's telemedicine health behavior. Accordingly, Ong et al. (2022) demonstrated that the public requires access to digital technology to receive health services from health facilities. Certainly, these studies have elaborated on telemedicine from various angles, but the factors that influence the public's attitude toward telemedicine are not discussed.

Thus, this study aims to identify the variables that influence the public's adoption of telemedicine in India. This study examines the influence of the reliability of medicine, word-of-mouth, telemedicine advertising, and access to e-health on the adoption of telemedicine in India. In addition, this study explores the moderating effect of mobile health services on the dependability of medicine, word-of-mouth, telemedicine advertising, access to e-health, and telemedicine adoption. This empirical investigation is designed to fill theoretical voids in the existing literature. In addition, these findings can be implemented practically for policymaking and to influence the public's intent to use telemedicine.

2. REVIEW OF LITERATURE

Various public and private centre clinics offer health care services ([Amin et al., 2022](#)). When individuals intend to obtain medication, their dependability on health services improves. ([Ong et al., 2022](#)) The transformation of technology in the modern world has made it easier for people to obtain health services via mobile applications. These health services are essential for those who lack physical access to physicians for physical reasons. The public considers These types of services trustworthy because they provide direct benefits ([Rouidi et al., 2022](#)). Additionally, the development of health facilities influences the dependability of modern health services. However, patients are inclined to utilize only easily accessible healthcare services.

Many individuals now utilize telehealth services as a result of the technological revolution. These health services allow individuals to obtain improved facilities ([Pikkemaat et al., 2021](#)). Developing e-health services utilized by various individuals enhanced how individuals enhance their health performance. People's health behavior can be influenced by the dependability of the health facilities they utilize. People possess various information regarding health services and use it to enhance health information ([Serrano et al., 2021](#)). The influence of word-of-mouth on a person's decision to obtain clinical medications is substantial regarding health facilities. When there is a lack of information about a hospital's quality, individuals avoid receiving medicines from public and private institutions.

Advertisements for health facilities significantly influence the public's health behaviors. These advertisements affect individuals to acquire improved health facilities. First-time exposure to credible health-related information affects the public's perception of health ([Cobelli et al., 2020](#)). The public's access to health facilities can contribute to their improvement in health behavior. The public has access to modern e-services for health based on their health behaviors ([Dash et al., 2021](#)). Therefore, the public's perception of e-services is formed when they have complete information about their dependability. ([Shiferaw et al., 2021](#)) Many individuals reported receiving e-services information when they believed e-services were necessary for their health behavior. The improved reliability of e-services facilitates the improvement of people's health.

Access to e-health services is also required to influence the health behavior of individuals. Undoubtedly, people's fundamental access to e-services can be ensured with the assistance of health facilities ([Ramrez-Correa et al., 2020](#)). The health services on digital platforms positively impact people's health-consciousness because they motivate them to seek improved health facilities. Without a doubt, the public can access these health facilities if they can utilize health-related e-facilities ([Yamin & Alyoubi, 2020](#)). Improving the public's perception of e-health is a more effective means of advancing e-health infrastructure. When the public has a positive experience with e-health services, public confidence in their use increases ([A. Singh & Ravi, 2021](#)). The public's perception of health facilities is negative when good opportunities are not created for them.

In modern times, mobile health facilities are introduced and made available to the public. The public requires the information mobile applications provide to modify their health behavior ([Kamal et al., 2020](#)). The public's perception of health facilities is influenced when the public's behavior toward health facilities is appropriate. People can benefit from mobile applications for health services when they have sufficient knowledge to access these services and employ technology appropriately. The available health facilities are required to enhance the public's health behavior. When individuals have virtual access to physicians, the health-related capabilities of mobile applications are useful ([Alexandra et al., 2021](#)). This enables individuals to discuss their issues with physicians and obtain a treatment plan. Similarly, people can order telemedicine from online resources if they believe these medication services to be trustworthy.

In addition, mobile applications are used to acquire superior health and medical advancement resources. With the advancement of technology, it is now possible for individuals to obtain trustworthy health services ([A. Singh & Ravi, 2022](#)). Virtual health services are, without a doubt, beneficial when experts from various parts of the world pool their resources to utilize health services. When mobile applications are extensively used to obtain health facilities, the dependability of these facilities can become a means by which the public can improve their health ([Bakshi & Tandon, 2022](#)). In addition, health-related facilities can be enhanced over time if strategic actions are taken. The awareness of health behavior can logically influence individuals to use e-services to improve their health.

Mobile technology has facilitated individuals in numerous dimensions. Individuals need to be aware of their local medical facilities. ([Baudier et al., 2020](#)) The available health resources can reduce the public's access to treatment through e-health services based on word of mouth. In modern times, the public is mature and requires evidence for conduct. When health facilities are available to the public equitably, there is no cause for concern ([Rahi et al., 2021](#)). However, fewer mobile health facilities for the general public can be problematic for them. Indeed, mobile health services benefit people, but most people still rely on conventional health care ([Alexandra et al., 2021](#)). People who do not interact with technology or have a negative attitude toward health facilities have failed to

improve their health behavior profoundly. Improving public perception of telemedicine necessitates the reliability of health attitudes (Kamal et al., 2020). The concept of telemedicine is advanced in developed nations, but it is still in its infancy in developing nations. Telemedicine can be utilized to enhance the public's health shortly.

3. HYPOTHESES AND FRAMEWORK

H1: Reliability of medicine impacts the intention for telemedicine adoption.

H2: Word of mouth impacts the intention for telemedicine adoption.

H3: Telemedicine advertisement has an impact on the intention for telemedicine adoption.

H4: Access to e-health impacts the intention for telemedicine adoption.

H5: Mobile health services moderate the relationship between the reliability of medicine and the intention for telemedicine adoption.

H6: Mobile health services moderate the relationship between word of mouth and intention for telemedicine adoption.

H7: Mobile health services moderate the relationship between telemedicine advertisement and intention for telemedicine adoption.

H8: Mobile health services moderate the relationship between access to e-health and intention for telemedicine adoption.

The framework for this research based on hypotheses is highlighted in Figure 1.

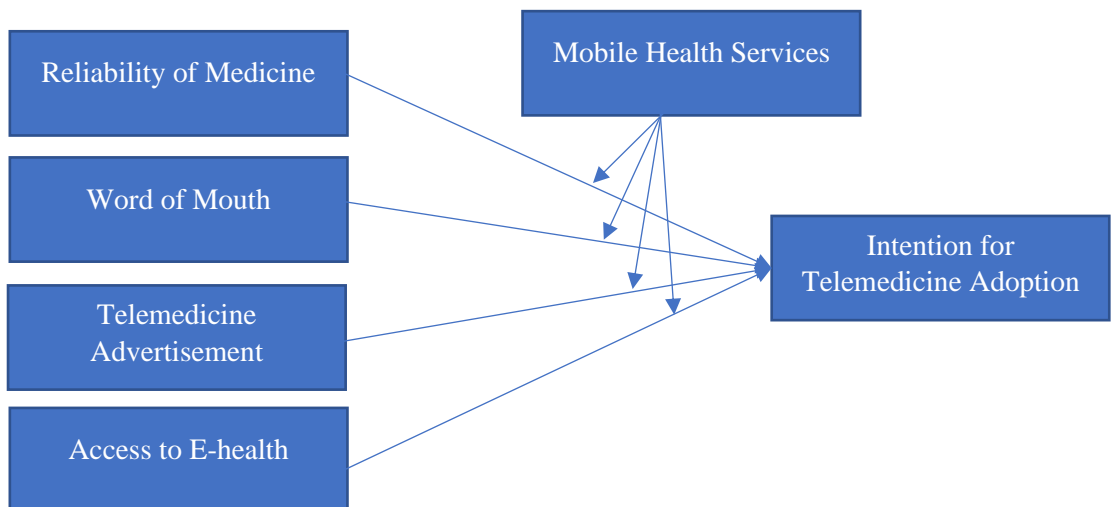


Figure 1. Research Framework

4. METHODOLOGY

This study collects data using the Likert scale because reflective data are commonly collected using this scale in social science research. In addition, the study developed the scale items because there was no appropriate scale to assess this relationship in this context in the existing literature. The complex scale development process commenced with group discussion and operationalization of the study constructs. The operationalization of constructs is based on the available literature's comprehension. Thus, an inventory of scale items is developed for each construct. With the assistance of research experts, the face validity of this scale is evaluated, and modifications are made to its content and language. The available literature is used to construct scale items, which are then assessed using exploratory factor analysis and confirmatory factor analysis results. The information gathered from sixty respondents was used to validate the scale items. These procedures are used to examine the factor loadings and composite reliability. These factors and the items with factor loadings above 0.60 are evaluated (Shevlin & Miles, 1998). The study items are considered valid, but confirmatory factor loadings determine the relationship between constructs. According to the study, these relationships are widely acknowledged.

The investigation utilized data collected from the Indian general public. Respondents are surveyed to gather cross-sectional data. The information regarding the intent to implement telemedicine is collected. This technique is appropriate for the study's significant findings. Randomly distributing 900 questionnaires to respondents and collecting data using a survey-based methodology was considered for the study. Based on the responses, the ultimate sample size for this study is determined to be 674. In this manner, the research has determined the statistical results regarding the hypothesized relationships. This investigation employs Smart PLS 3.0 for data analysis and results.

5. DATA ANALYSIS AND RESULTS

The data analysis for this research started with Smart PLS 3.0. The structural and measurement model assessment methods are used for data analysis. The first step is used to test the validity of the data. Data validity is tested with the findings of factor loadings, composite reliability, Cronbach alpha, and average variance extracted. The study has tested the measurement model assessment reported in Figure 2 and Table 1. The findings of factor loadings are significant and reported > 0.60 (Shevlin & Miles, 1998). Similarly, the composite reliability findings are significant and reported > 0.70 (Alarcón et al., 2015). Furthermore, the findings of average variance extracted are significant and reported > 0.50 (Alarcón et al., 2015). The findings of Cronbach alpha are significant and reported > 0.70 (Tavakol & Dennick, 2011). In this way, the research findings have reliability in the data.

Table 1. Convergent Validity

Construct	Items	Factor Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Access to E-health	AE1	0.688	0.929	0.945	0.743
	AE2	0.872			
	AE3	0.903			
	AE4	0.902			
	AE5	0.899			
	AE6	0.887			
Intention for Telemedicine Adoption	ITP1	0.861	0.950	0.960	0.799
	ITP2	0.907			
	ITP3	0.869			
	ITP4	0.895			
	ITP5	0.909			
	ITP6	0.921			
Mobile Health Services	MHS1	0.921	0.936	0.951	0.797
	MHS2	0.923			
	MHS3	0.864			
	MHS4	0.882			
	MHS5	0.872			
Reliability of Medicine	RM1	0.901	0.940	0.954	0.807
	RM2	0.904			
	RM3	0.912			
	RM4	0.896			
	RM5	0.879			
Telemedicine Advertisement	TA1	0.903	0.951	0.961	0.804
	TA2	0.882			
	TA3	0.913			
	TA4	0.899			
	TA5	0.903			
	TA6	0.880			
Word of Mouth	WM1	0.926	0.948	0.960	0.827
	WM2	0.910			
	WM3	0.892			
	WM4	0.904			
	WM5	0.916			

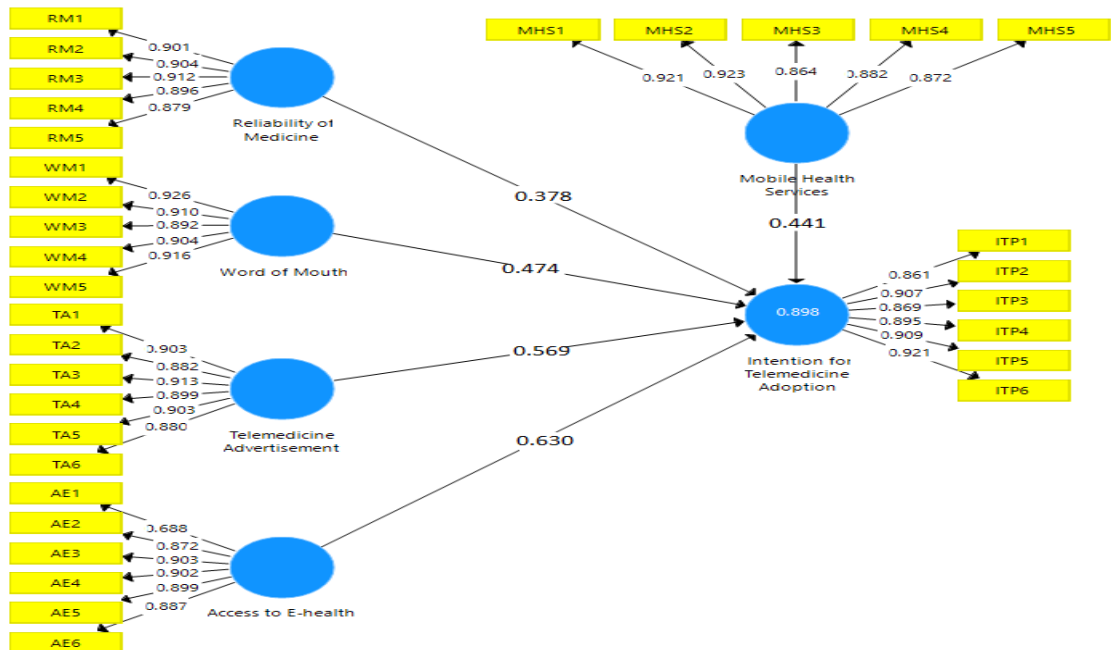


Figure 2. Measurement Model Assessment

This research's discriminant validity is examined using the Fornell and Larcker method (Fornell & Larcker, 1981). According to this procedure, the average variance extracted for one construct should be less than that extracted for all other correlates. The data in Table 2 demonstrates that the research's findings are substantially attained, and its validity is discriminatory.

Table 2. Discriminant Validity – Fornell & Larcker

	Access to E-health	Intention for Telemedicine Adoption	Mobile Health Services	Reliability of Medicine	Telemedicine Advertisement	Word of Mouth
Access to E-health	0.862					
Intention for Telemedicine Adoption	0.835	0.824				
Mobile Health Services	0.832	0.821	0.819			
Reliability of Medicine	0.754	0.675	0.693	0.617		
Telemedicine Advertisement	0.712	0.621	0.636	0.613	0.597	
Word of Mouth	0.702	0.619	0.633	0.603	0.541	0.491

The heterograft-Monotrait (HTMT) method is also used to assess the findings of discriminant validity. This method of testing discriminant validity has been extensively employed in numerous studies. In addition, for significant discriminant validity, HTMT analysis values must be less than 0.85 (Gold et al., 2001). The data presented in Table 3 demonstrated the study's discriminant validity concerning HTMT.

Table 3. Discriminant Validity – HTMT

	Access to E-health	Intention for Telemedicine Adoption	Mobile Health Services	Reliability of Medicine	Telemedicine Advertisement	Word of Mouth
Access to E-health						
Intention for Telemedicine Adoption	0.791					
Mobile Health Services	0.799	0.782				
Reliability of Medicine	0.821	0.711	0.736			
Telemedicine Advertisement	0.777	0.652	0.672	0.698		
Word of Mouth	0.787	0.662	0.691	0.699	0.691	

The results of the structural model evaluation are applied to data analysis and path determination. The findings of the direct and moderating paths are examined. The study found that the reliability of medicine significantly impacts the likelihood of adopting telemedicine. In addition, the study found that word-of-mouth substantially affects the intention to implement telemedicine. Thirdly, the study found that telemedicine advertising substantially impacts the intention to employ telemedicine. Accordingly, the study found that access to e-health substantially affects the intent to implement telemedicine. The results are statistically significant because the p-values for the trajectories were less than 0.50 (Hair et al., 2012). The results are shown in Figure 3 and Table 4.

The results of tests of moderating paths are reported in Table 5. Based on the findings, the moderating relationships of this study are significant because their p-values were less than 0.50 (Hair et al., 2012). This study's findings indicate that the moderating effect of mobile health services is positively accepted between the reliability of medicine and the intention to adopt telemedicine. This moderation of mobile health services strengthens the association between the dependability of medications and the intent to implement telemedicine. Figure 4 illustrates the association.

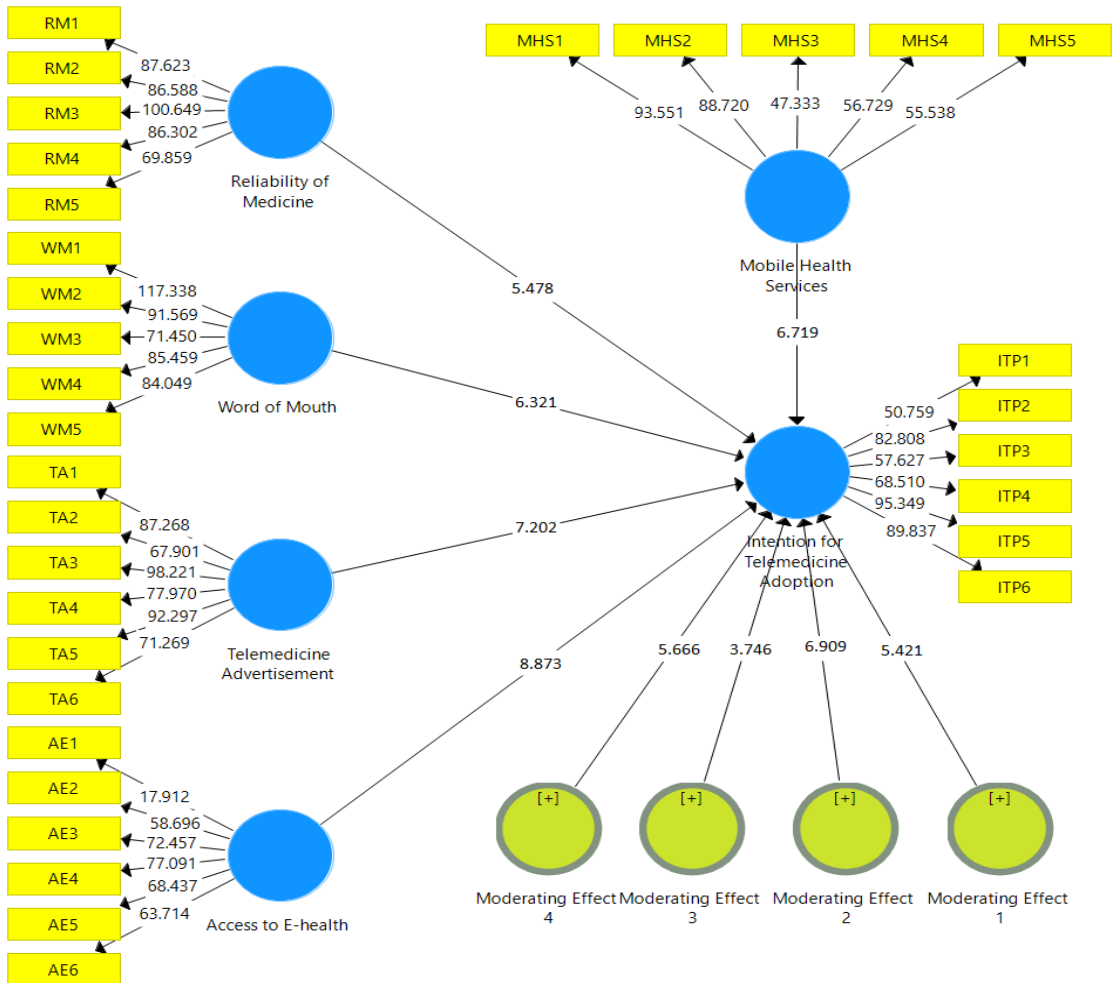


Figure 3. Structural Model Assessment

Table 4. Direct Paths

Direct Paths	Original Sample	Standard Deviation	T Statistics	P Values
Reliability of Medicine -> Intention for Telemedicine Adoption	0.378	0.069	5.478	0.000
Word of Mouth -> Intention for Telemedicine Adoption	0.474	0.075	6.321	0.000
Telemedicine Advertisement -> Intention for Telemedicine Adoption	0.569	0.079	7.202	0.000
Access to E-health -> Intention for Telemedicine Adoption	0.630	0.071	8.873	0.000

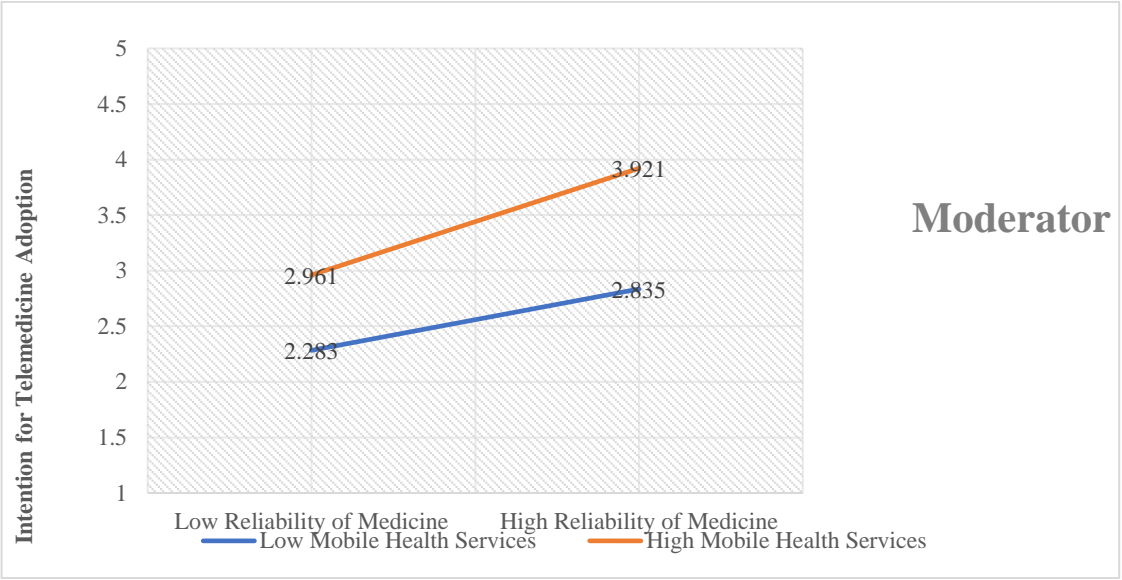


Figure 4. Moderating Effect 1 -> Intention for Telemedicine Adoption

This study's findings indicate that the moderating effect of mobile health services between word-of-mouth and telemedicine adoption intent is positively approved. In addition, this moderation of mobile health services strengthens the link between word-of-mouth and the intention to employ telemedicine. The correlation is shown in [Figure 5](#).

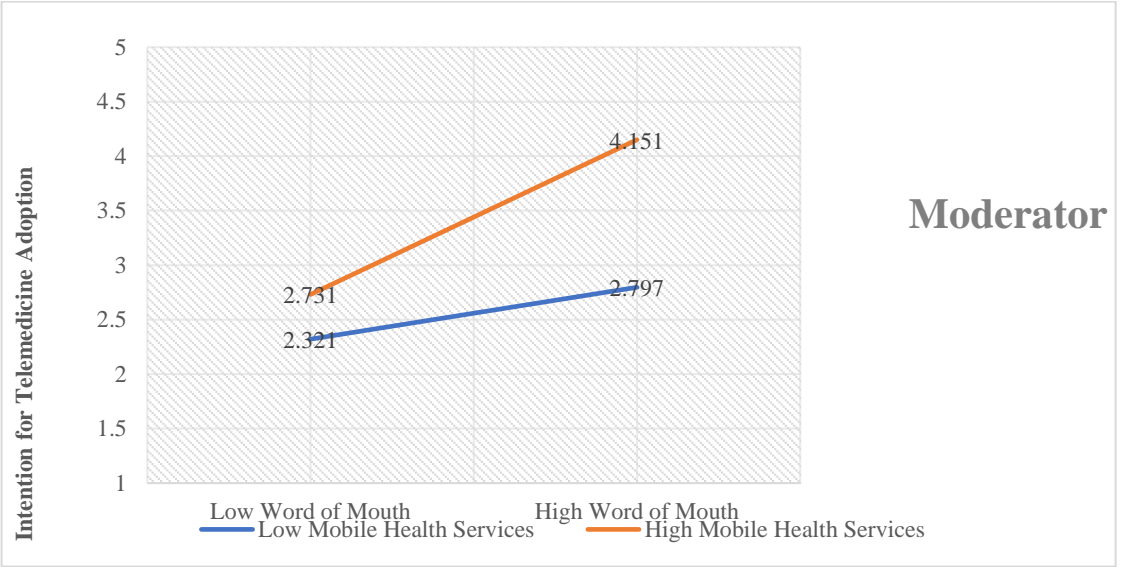


Figure 5. Moderating Effect 2 -> Intention for Telemedicine Adoption

The findings of this study indicate that the moderating effect of mobile health services between telemedicine advertising and the intention to employ telemedicine is positively

accepted. This restriction on mobile health services strengthens the connection between telemedicine advertising and the intent to adopt telemedicine. The correlation is shown in Figure 6.

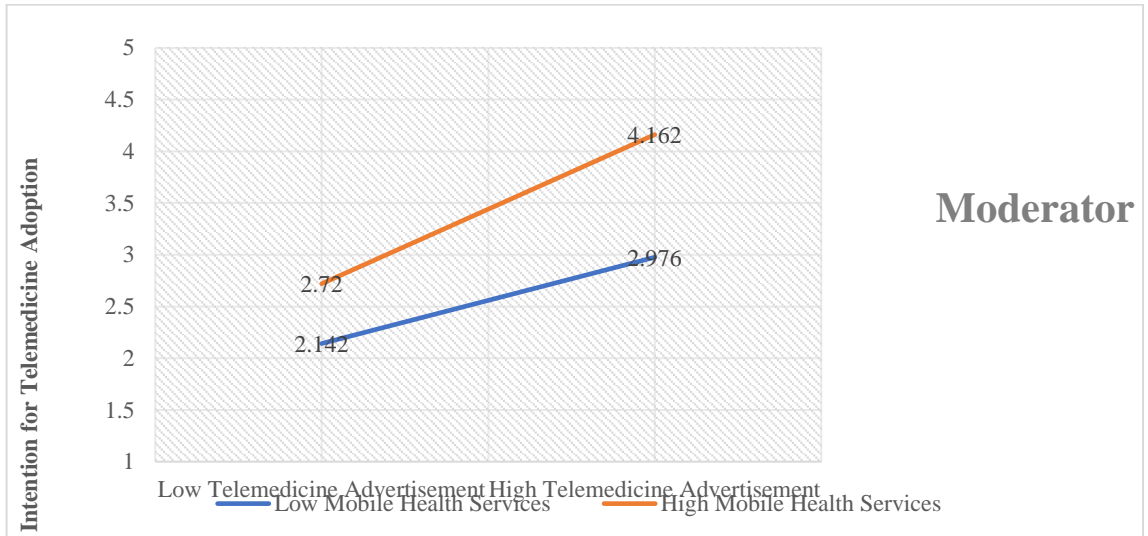


Figure 6. Moderating Effect 3 -> Intention for Telemedicine Adoption

The findings of this study indicate that the moderating effect of mobile health services between access to e-health and the intention to implement telemedicine is positively accepted. Similarly, this moderation of mobile health services strengthens the correlation between access to e-health and telemedicine adoption intent. The correlation is shown in Figure 7.

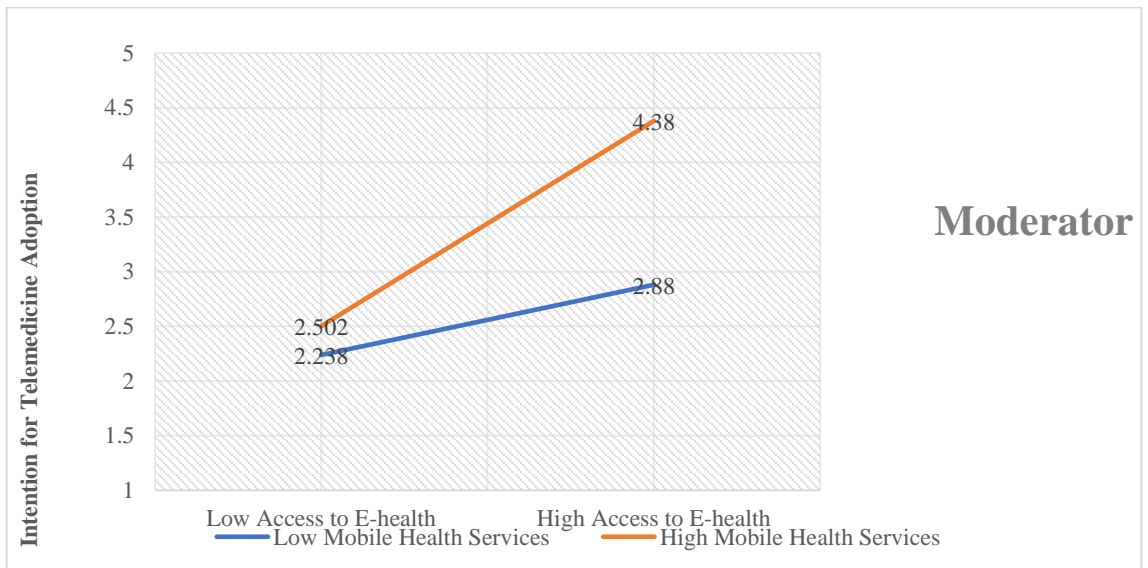


Figure 7. Moderating Effect 4 -> Intention for Telemedicine Adoption

Table 5. Moderating Paths

Moderating Paths	Original Sample	Standard Deviation	T Statistics	P Values
Moderating Effect 1 -> Intention for Telemedicine Adoption	0.102	0.018	5.666	0.000
Moderating Effect 2 -> Intention for Telemedicine Adoption	0.236	0.063	3.746	0.000
Moderating Effect 3 -> Intention for Telemedicine Adoption	0.152	0.022	6.909	0.000
Moderating Effect 4 -> Intention for Telemedicine Adoption	0.309	0.057	5.421	0.000

6. CONCLUSION

Empirical data analyzed with Smart PLS 3.0 supports this study's conclusions. The results of this study's hypotheses are widely acknowledged. The study found that the reliability of medicine, word-of-mouth, telemedicine advertising, and access to e-health are the most influential factors in general intent to adopt telemedicine. In addition, the study's results indicate that the moderating effect of mobile health services is statistically significant between the reliability of medicine, word-of-mouth, telemedicine advertising, access to e-health, and intention to adopt telemedicine. However, these relationships are contrasted with the results of previously published research.

According to [Yamin and Alyoubi \(2020\)](#), smartphone medical services benefit people, but many continue relying on traditional healthcare approaches. Those who lack access to technology or have a negative attitude toward medical facilities have a difficult time fundamentally altering their health-related behaviours. Health attitudes must be credible to alter the public's perception of telemedicine. The concept of telemedicine has evolved in developed nations, whereas in developing countries, it is still in its infancy. According to [Ramrez-Correa et al. \(2020\)](#), telemedicine may be a positive development for the government's health in the coming years. Various private and public center clinics now offer individuals access to healthcare services. When consumers desire to purchase pharmaceuticals, hospital services gain credibility. Their awareness of healthful behavior can significantly influence the public's use of e-services to improve their health. People have benefited in numerous ways from communication devices. Individuals need to be knowledgeable about their medical facilities.

According to [Murad et al. \(2022\)](#), the public can benefit from e-health treatment based on word-of-mouth due to the availability of medical resources. The public of modern society is mature and requires substantiation of all actions. According to this theory, people are not concerned when healthcare facilities are easily accessible. However, the reduced level of public intervention in mobile health facilities may pose a challenge for

them. According to [Pikkemaat et al. \(2021\)](#), technology development in the contemporary era has enabled individuals to receive health care via mobile applications. People who are physically unable to consult a doctor for medical reasons must have access to essential medical services. Since such programs provide immediate benefits to the general public, they are viewed as reliable. The modernization of healthcare facilities affects the dependability of health services, according to [V. Singh and Dev \(2021\)](#). This simplifies patients' communication of their concerns with physicians and obtains a treatment plan. When consumers believe these pharmaceutical treatments can be relied upon, they can purchase telemedicine via Internet resources. Additionally, using mobile applications results in enhanced healthcare resources and their expansion.

According to [Wu et al. \(2021\)](#), technological advancement has made it feasible for consumers to obtain trustworthy healthcare services. Medical services available on digital platforms positively affect people's attitudes toward their health because they pursue access to better medical facilities. The general population can unquestionably utilize these health-related e-facilities if they have the means. According to [Serrano et al. \(2021\)](#), enhancing the public perception of e-health is the most effective method for improving e-health facilities. When the general public has a positive impression of e-services for healthcare, their confidence in using them grows. The public's perception of health institutions is negative when the proper opportunities are not provided. According to [Dash et al. \(2021\)](#), mobile medical facilities have been developed and are accessible to the general public today. Utilizing virtual health services by professionals from around the globe who utilize their skills to access health care is undeniably advantageous. Individuals, on the other hand, incline to utilize only the treatments that are most convenient for them. As a result of the digital revolution, many individuals now utilize remote health facilities.

According to [Shiferaw et al. \(2021\)](#), these health services and improved amenities can benefit the general public. In light of this, the public's perception of the dependability of e-services is formed once they are thoroughly informed about it. Numerous individuals claimed to have obtained information about e-services when they believed that doing so was crucial to their adherence to healthy behaviors. The dependability of e-services has increased to provide instruments for enhancing people's health. According to [Akula et al. \(2022\)](#), individuals must have access to e-health services to alter their health-related behavior. Without a doubt, medical facilities can facilitate people's access to essential online services by assisting. To alter their health-related behaviors, the public requires information from smartphone platforms. According to [Cobelli et al. \(2021\)](#), the development of e-health services, which numerous individuals utilize, has altered how individuals can improve their health. People's ability to trust medical services may play a role in strengthening their commitment to maintaining a healthy lifestyle. Individuals have access to various information regarding health services, which they use to advance health knowledge.

According to [Rouidi et al. \(2022\)](#), word-of-mouth regarding healthcare facilities significantly impacts the personality of individuals who receive clinical medications. When individuals lack knowledge about medical facilities, they avoid receiving treatment at public and private hospitals. Advertisements for healthcare facilities have a substantial impact on public health behavior. According to [Ong et al. \(2022\)](#), these advertisements encourage consumers to seek superior medical facilities. When individuals encounter reliable information about their health for the first time, their perception of health changes. The public's perception of healthcare facilities is affected by the behavior of individuals in their vicinity. When individuals have the knowledge required to access these services and use technology ethically, smartphone applications for health care can be beneficial.

[Amin et al. \(2022\)](#) state that access to health facilities is required to promote public health behaviors. When consumers have virtual access to physicians, health-related mobile applications are advantageous. When Android applications are widely used to locate health facilities, the dependability of these infrastructures may help the general population improve their health. However, after deliberate action, health-related facilities can be improved gradually. According to [Schmitz et al. \(2022\)](#), the public's access to healthcare facilities may encourage them to engage in healthier behaviors. The public can utilize modern e-services to enhance their health-related behavior sustainably. Since based on these findings, empirical and prior research findings support the hypotheses underlying this study's relationships. Therefore, the relationships between accepted and the four variables reliability of medicine, word-of-mouth, telemedicine advertising, and access to e-health significantly impact the public's intent to employ telemedicine.

7. THEORETICAL AND PRACTICAL IMPLICATIONS

These findings enhance the existing medical and health literature. The study has revealed new direct and moderating knowledge relationships. The research showed that the direct impact of medicine's dependability on the intention to implement telemedicine is substantial. Second, the study revealed that the direct effect of word-of-mouth on the intent to implement telemedicine is significant. Thirdly, the research showed that the direct impact of telemedicine advertising is substantial on the intention to employ telemedicine. Fourthly, the research revealed that direct access to e-health significantly impacts the intention to adopt telemedicine. In addition, the study showed that mobile health services play a positive moderating role in the reliability of medicine and the intent to adopt telemedicine.

Similarly, the researchers found that mobile health services play a positive moderating role between word-of-mouth and telemedicine adoption intentions. According to this study, the moderating effect of mobile health services between telemedicine advertising and intent to utilize telemedicine is positive. The study concluded by highlighting the

positive moderating function of mobile health services between e-health access and telemedicine adoption intent. These relationships provided by this research are new to the body of knowledge and will pave the way for academicians' future conceptualizations and frameworks of study.

The study has practical implications that can aid the public's adoption of telemedicine in daily life. The study revealed that telemedicine's dependability must be enhanced to influence the public's attitude toward these medications. Consequently, mobile health services must be appropriately enhanced for these events. In addition, the study demonstrated that telemedicine's word-of-mouth should be enhanced because the public's health can be improved as a result of such actions. For this, dependable services must be provided, as strategic actions are taken over time to improve results based on these services.

Moreover, telemedicine advertisements can enhance the public's attitude towards telemedicine. This type of strategy can be used to disseminate a positive message about the use of telemedicine, which can persuade the general public to adopt it. Similarly, when individuals access e-health, their telemedicine intentions can be enhanced. These types of services are suitable for health behavior modification. Mobile health services play a crucial role in improving the public's health behavior in preparation for the widespread adoption of telemedicine. Therefore, greater emphasis should be placed on e-services for health to enhance the service sector equitably.

8. FUTURE DIRECTIONS

This study's model significantly contributes to the existing body of knowledge. However, the findings of this study can be enhanced by identifying additional variables that may influence the public's intent to implement telemedicine. Therefore, it is recommended that future research investigate the effect of price factors on the public's adoption of telemedicine. In addition, the studies should assess the influence of information technology awareness on the public's intent to employ telemedicine. Moreover, only cross-sectional data were obtained for this study, whereas longitudinal data are required for future research.

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