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## **THE EFFECT OF ATTITUDE TOWARD AGING ON ICT ADOPTION: THE READINESS OF USER**

### **Abstract:**

Due to progression of modern medication and technology, the average life span is extending, pursuing high-quality, healthy and long life growing to an old age is more desirable than ever. Taiwan is one of the fastest growing aging countries in Asia, in addition to the problem of an aging population; birth rate is also very low, nursing and elderly care might affect our financial and economic development.

This research aims to explore the current situation of aging society, the gap between user's attitude toward aging and the ICT needs for better performance of ICT innovative products and (or) service. In this study, the proposed model is composed the concepts of attitude toward aging, Innovation Diffusion Theory, and User's Informational-Based Readiness. The research findings show that be helpful to the further application, cross-field cooperation, and long-term development between ICT and elderly service industry.

### **Keywords:**

Aging in Place, Attitude toward aging, Information and Communication Technology (ICT), Service Innovation, Innovation Diffusion Theory Technology Readiness, User's Informational-Based Readiness