

Health Information Adoption Behavior of Older Adults on Online Paid Health Consultation Platforms

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Date of Submission: 04-03-2024

Date of Acceptance: 13-03-2024

ABSTRACT: "Internet + health care" has shown a huge role in the aging society: it can not only relieve the supply pressure of offline medical resources, but also meet the demand of new medical services. Because of the special attention to health issues, the elderly have become important consumers of online paid health care platforms. Older users affected by personal cognitive level and digital literacy, it is usually difficult to judge online paid health consulting platform usefulness and reliability of health information, so they may not be willing to adopt platform to provide health information, this will cause them think the platform lack of value, to give up to use the platform, this is contrary to the original intention of the platform. Therefore, this study used the structural equation model (SEM) to analyze the health information adoption behavior of the online health consultation platform for the elderly. This study found significant effects of performance expectation, perceived usefulness, perceived trust, privacy issues, and price value on attitudes and willingness to adopt health information adoption behavior among older adults, but not the influence of health awareness. The research results suggest that the online paid health consultation platform should simplify the platform operation, improve the quality of information, and guide the elderly to complete the whole process of health information consultation and adoption.

KEYWORDS: online payment; health consultation; elderly people; information adoption.

I. INTRODUCTION

Population aging has become a global status situation and problem. With the aging of the society and the improvement of the economic level, the elderly have higher and higher requirements for health information. They expect to have relevant health information to prevent disease, physical

health and slow aging. In the past, the old people mainly obtained the health information they needed through TV programs, listening to radio, reading books and newspapers, but the acquisition of such information had problems such as poor interaction, poor timeliness and single form of expression.

At present, the online charge health consulting platform constantly emerging and rapid development, enrich the user to obtain health information (such as: "good doctor", "spring rain doctor", "clove doctor", "jingdong health", "aiwen health network", "quickly ask the doctor", "39 health network", "weimai", etc.). Many older people begin to use the Internet with the help of their children, and it has become a trend for older people to obtain health information through the Internet. Compared with the traditional way of obtaining online health information, the online charging health consultation platform is gradually becoming the main way for people to obtain high-quality health information. Online paid health consultation platforms provide medical services for the elderly, giving them a better grasp of their physical condition. While online paid health consultation platforms provide convenience for the elderly, they also bring some risks. It is difficult for elderly users to make a correct judgment on the quality and availability of health information on the online paid health consultation platform, which may lead the elderly to underestimate the value of the platform, abandon the health information they provide, and eventually abandon the use of the platform, which is contrary to the purpose of the platform.

With the increasing awareness of elderly users and the view of payment gradually maturing, more and more people focus on the research of payment behavior of users on online consulting platforms. Considering the contradiction between the mismatch between the elderly's attention to

personal health and the information literacy, this paper takes the elderly users as the research object, analyzes their information perception status and other elements, and establishes a conceptual model to analyze the adoption and utilization of health information of the elderly's online paid consultation platform.

II. THEORETICAL FOUNDATION

Health information and information adoption

Health information refers to information about knowledge, ideas, skills, technology and behaviors related to human health. With the development of society, the connotation of health information is no longer limited to simple medical knowledge, and beauty, weight loss, fitness, health preservation and medical insurance all belong to the category of health information. In this study, the health information provided by the online paid consultation platform was defined as all the information related to people's living habits, healthy lifestyle and behaviors on the online paid health consultation platform. The main contents are: healthy diet, exercise, disease medication, beauty and health preservation and so on.

Charles Rogers first put forward the concept of "information acceptance", that is, when individuals accept new knowledge, they choose new knowledge according to their own views and beliefs. With the research of scholars, the concept of information adoption has been developed and improved, which refers to the process in which people analyze, process, evaluate it and finally decide whether to use it. This process is formed by the information receiver through a series of thinking activities. This kind of subjective will is the first premise of information adoption, and its subjective will is difficult to be directly measured, but it can be reflected from a series of behaviors, so we can judge and measure the user's will from people's behavioral reactions. On this basis, in this study, for online charge health consulting platform health information adoption refers to the user as a carrier, on the basis of personal understanding and needs, as a goal, to recognize and accept, but also use the information to change their health behavior.

Technology acceptance model

Technical acceptance model (technology acceptance model, TAM) is a theoretical model proposed by Davis (1989) on the theory of rational behavior on the basis of computer information system. The model believes that when a user accepts something new, There is a clear chain of causality between perceived ease of use, perceived usefulness, use attitude, willingness to use and use

behavior, The behavior of individuals accepting the new technology is determined by the individual's willingness to use it, The willingness to use is also determined by the use attitude, Use attitudes are again influenced by a combination of perceived usefulness and perceived ease of use, While perceived ease of use also affects perceived usefulness, While external variables indirectly influence willingness to use and behavior through perceived usefulness and perceived ease of use. The technical acceptance model includes consumer perception and external variables into the rational behavior model, which further demonstrates the internal connection between consumer perception, attitude, willingness and behavior, explores the relationship between cognitive and emotional factors and use behavior, and enhances the ability to interpret consumer behavior. With the continuous emergence of new technologies and the continuous change of the use of objects, the theoretical circle has constantly enriched and expanded the technical acceptance model, and formed two main branches. One is to test the credibility of the robustness and the relationship between the internal variables, research show that the technology model of robustness in the world wide web, electronic reading system use the effective test, consumer perceived ease of use and perceived usefulness can well predict and explain the adoption of new technology. Second, through the introduction of new theory to integrate or expand technology acceptance model, Davis combined with social cognition, user satisfaction theory, constantly introduce new variables to identify the perception of ease and usefulness of key variables, other scholars also constantly by increasing external variables to improve the technology acceptance model in specific objects and specific technology interpretation, such as increase in the model perception trust, security, privacy, network connection quality variables to explore consumer acceptance of e-commerce and online banking behavior, etc.

Perceived risk theory

"Perceived risk" refers to the uncertainty and dissatisfaction of the desired goods when doing shopping. Therefore, in the process of customers' shopping decisions, the value of the expected goods is uncertain, and this uncertain factor is the "risk". According to Bauer, "perceived risk" contains both aspects of the uncertainty of the decision outcome and the severity of the consequences of erroneous decisions. Then, on the basis of the original, some studies on the concept of perceived danger. Scholars believe that the research basis of perceived risk is

that customers' actions are goal-oriented, and every time they shop, there are a series of shopping goals. When consumers cannot subjectively judge what kind of consumption behavior is best matched or most consistent with their purpose, the perceived risk will occur. The other is the negative impact caused by the consumption effect of consumers failing to meet their expectations after a consumption. As the content and object of the survey change, the types of risk will also change. Therefore, this study believes that the perceived risk, namely the perceived trust and privacy issues, may affect their attitude and intention to adopt health information from online paid health consultation platforms.

Perceived value theory

In 1988, some scholars formally put forward the theory of perceived value. Its core idea is that customers' perception of the value of products or services is the overall evaluation made by them after weighing the perceived benefits and costs, and taking it as the basis for consumption. Since the theory of perceived value was put forward, it has been valued by various disciplines, and is used to illustrate the choice and consumption behavior of consumers in some cases. Some researchers summarize the interpretation of theories by different scholars, believing that the construct of perceived value is a complex and multi-dimensional structure, which has the characteristics of comparative, personal and situational. Some scholars have also sorted out the measures and indicators of perceived value in previous studies, and analyzed their correlation with service quality, customer satisfaction and other related concepts, and pointed out that the mutual relationship with other marketing structures can be further explored. With the rapid development of Internet technology, various online businesses, including e-commerce, online consulting platforms, instant messaging, etc., are constantly emerging, making people make more choices for them and reduce the conversion costs. This study believes that the elderly group's perception of price value of online paid health consulting platforms may affect their attitude and intention to adopt health information of online paid health consultation platforms.

Social cognition theory

Social epistemology is an important theory of social psychology. Since the late 1950s, some researchers have put forward the cognitive disharmony, social comparison and attribution theory on this basis. One of the most important points is that humans do not see all the things in the

world negatively, but treat their perceptions, thoughts, and beliefs in a simple and meaningful way. No matter how casual or chaotic the situation seems, a person can always give it an idea, give it a meaning. This perception of the world affects our actions in a variety of situations, especially in social situations. Scholars focus in particular on the two determinants of individual behavior: self-efficacy and performance expectations. This study concluded that the elderly groups' performance expectations of online paid health consultation platforms and their own health self-efficacy influence their attitudes and intentions to adopt health information from online paid health consultation platforms.

III. RESEARCH MODEL AND HYPOTHESES

Performance expectations

From a social cognitive perspective, the consequences of expectation refer to the expectations of behavioral outcomes before individual behavior, including personal growth, economic growth, and interpersonal improvement. In the project, "performance expectation" refers to the expectation of information after receiving the Internet charged health information service, which includes the understanding of the latest health policy, health knowledge, health hotspots, etc. Through the use of health services and trust in the quality of health information, thus enhancing their expectations of the platform. Investigys have shown that good effect expectations can stimulate people's actions, and for middle-aged and elderly people, performance expectations significantly affect their willingness to use them when using healthy wearable devices. The following assumptions are therefore made:

H1a: Performance expectations can significantly and positively affect the attitude of health information among the elderly on the online paid health consultation platform.

H1b: Performance expectations can significantly and positively affect the willingness of the elderly to adopt health information on the online paid health consultation platform.

Health consciousness

Health awareness includes the elderly group's perception of their own health situation and the knowledge reserve of health information, which will affect their attitude and willingness to adopt health information. Some studies have found that users'online shopping experience and knowledge reserve can help users to adopt commodity information more rationally, that is, users' perception of information will also affect their

acceptance of information. Self-efficacy can affect buyers' judgment and choice of information. The following assumptions are therefore made:

H2a: Health awareness significantly and positively affects the health information attitude of the elderly on the online paid health consultation platform.

H2b: Health awareness significantly and positively affects the willingness of the elderly to adopt health information on online paid health consultation platforms.

Perceived usefulness

In the technology acceptance model, the perceived utility represents a subjective assessment of the effectiveness of driving work done on a technology. In this study, perceived utility indicates the uptake of health information by the online paid health consultation platform. In mobile reading, digital library, e-commerce and other scenarios, the effective use of users has been recognized as the key to determine the acceptance degree of users, and has also been widely recognized in online health information services. It has been shown that perceived usefulness enhances the emergency and daily adoption willingness of mHealth services. The following assumptions are therefore made:

H3a: Perceived usefulness significantly and positively affects the health information status of the elderly on the online paid health consultation platform.

H3b: Perceived usefulness significantly positively affects the willingness of health information in the online paid health consultation platform.

Perceived trust

Trust is critical to health services. The survey shows that the trust degree of online health service platforms has a positive impact on their applications. In the online paid health consultation platform, many people are ordinary people who have never been trained and trained. They cannot distinguish the accuracy, timeliness and authenticity of the health information paid online, which makes their trust problem more serious. Although online health information is convenient, it also has many potential risks, often involving economy, time, health and privacy. When people receive relevant information, their distrust of online paid health information will greatly reduce their willingness to adopt it. In this study, perceived trust represents the judgment of the older group on trust in adopting health information of the online paid health consultation platform. The following assumptions are therefore made:

H4a: Perceived trust significantly and positively affects the health information attitude of the elderly

on the online paid health consultation platform.

H4b: Perceived trust significantly and positively affects the willingness of the elderly to adopt health information on the online paid health consultation platform.

Privacy problem

In the field of online health information consultation, the privacy issue has become a top priority due to the high accuracy, privacy and sensitivity of health information. Some researchers have found that privacy issues are an important factor in users' attitudes towards the platform. The following assumptions are therefore made:

H5a: Privacy issues significantly affect the health information attitude of the elderly on online paid health consultation platforms.

H5b: Privacy issues significantly affect the willingness of the elderly to adopt health information on the online paid health consultation platform.

Price value

According to the theory of perceived value, it can be seen that the customer's cognition of the value of goods or services refers to the overall evaluation he makes after weighing between the perceived benefits and costs, and takes it as the basis for his consumption. When users pay for online health consultation at a high price, they have higher requirements for the value of the health information obtained. When some researchers study that users can buy sporting goods at high prices, they have found that they require higher value because of their higher cost. The following assumptions are therefore made:

H6a: The price value significantly affects the health information attitude of the elderly on the online paid health consultation platform.

H6b: The price value significantly affects the willingness of the elderly to adopt health information on the online paid health consultation platform.

Attitude

When users use the online paid health consulting platform, they may change their attitude towards the platform due to their performance expectations, and some studies have found that users' attitude towards the platform also affects their willingness to adopt information on the platform. The following assumptions are therefore made:

H7: Attitude significantly affects the willingness of the elderly to adopt health information on the online paid health consultation platform.

In conclusion, the conceptual model of this study is

shown in Figure1.

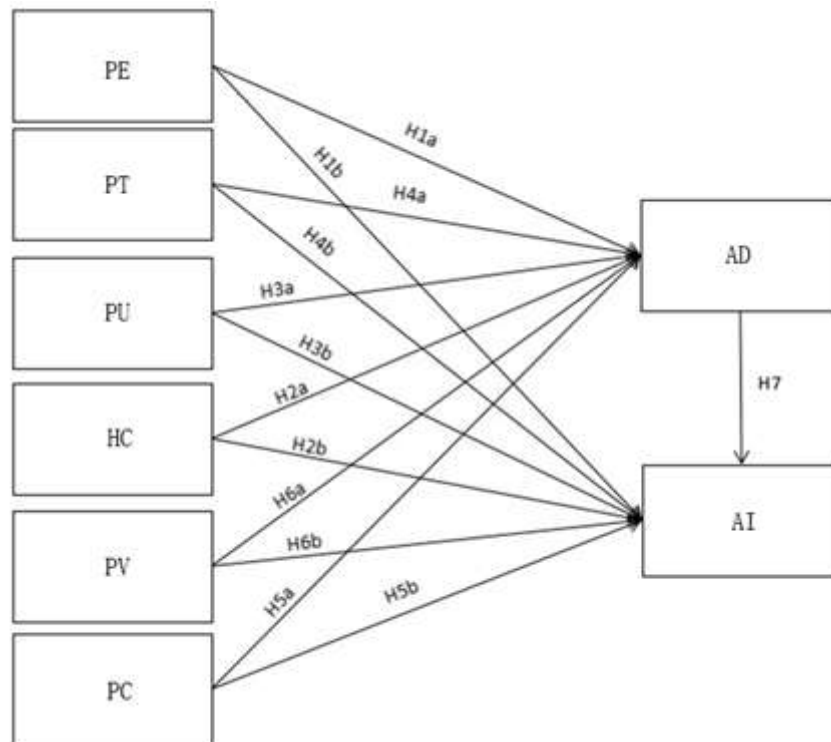


Figure 1 Research model

IV. METHODOLOGY AND RESULTS

Survey Design and Sample

First, in the initial questionnaire design stage, the study combined the theoretical framework and literature to design the questionnaire structure and measurement scale. At the same time, experts were invited to analyze and correct the text expression of the questionnaire, the ambiguity and logic of the measurement items, so as to determine the formal questionnaire of this study.

Based on the conceptual model and research hypotheses discussed above, six variables were identified in this study. Specifically include performance expectation, perceived trust, perceived usefulness, health awareness, price value, privacy issues. Because it cannot be directly observed, the measurement items of each variable are formed. The questionnaire was measured using a 7-level scale. The specific measurement scales are shown in Table 1.

Table1 Survey Design

Variable	Number	Question item	Reference Documentation
Price Value	PV1	The online paid health consultation platform enables me to use my health information at a reasonable price	Alam et al.(2012)
	PV2	Information from an online paid health consulting platform is worth the money	
	PV3	At current prices, online paid health consulting platforms provide good information value	
Health Consciousness	HC1	I often reflect on my own health	Pham et al.(2020)
	HC2	In general, I pay great attention to my own health	
	HC3	I will be aware of the changes in my own health status	

	HC4	I will notice my body feeling all day long	
	HC5	I am very concerned about my own health	
Privacy Problem	PC1	Using health information from an online paid health consulting platform can cause me to lose control of my information privacy	Guo et al. (2016)
	PC2	Using health information from an online paid health consultation platform can lead to my privacy disclosure because my personal information may be used without my knowledge	
	PC3	Using health information from online paid health advice platforms may let others control my personal information	
Perceived Trust	PT1	I think the health information of the online paid health consultation platform is reliable	Tajdar et al.(2021) ; Dinev et al.(2016)
	PT2	I think the health information of the online paid health consulting platform is trustworthy	
	PT3	I believe that the health information of the online paid health consultation platform can provide a good service	
Performance Expectations	PE1	I found health information from online paid health consulting platforms to be useful for my life	Tajdar Khan et al.(2021) ; Alam et al. (2020)
	PE2	The health information using an online paid health consultation platform increases the opportunity to meet my health needs	
	PE3	Using the health information from the online paid health consultation platform has improved my ability to manage my personal health	
Perceived Usefulness	PU1	Health information from the online paid health consulting platform is useful for managing my daily health	Xue et al. (2012)
	PU2	Health information from the online paid health consulting platform is good for me	
	PU3	The health information from the online paid health consultation platform is of great value to my health care	

	PU4	The health information of the online paid health consultation platform is conducive to better manage my health	
Attitude	AD1	I think it is a good idea to have health information with an online paid health consulting platform	Tajdar Khan et al.(2021) ; Dinev et al. (2016)
	AD2	I think using health information from an online paid health consultation platform is a good thing	
	AD3	I have a crush for the health information on the online paid health consultation platform	
Adoption Intention	AI1	I will use the health information from the online paid health consultation platform in the future	Tajdar Khan et al.(2021) ; Baabdullah et al.(2012)
	AI2	I will always try to use the health information from the online paid health consultation platform in my daily life	
	AI3	I will plan to regularly use the health information of online paid health consultation platforms	

Data Collection

This study included the elderly population and restricted the age to over 50 years. In the form of online questionnaire survey, the online questionnaire survey was conducted on "Star Questionnaire" and was widely spread on social media through social relations. Finally, 339 questionnaires were obtained, among which 19 invalid questionnaires were eliminated and 320 valid answers were obtained, with an effective recovery rate of 94.4%.

Data Analysis

Descriptive statistical analysis of the characteristics of the sample was performed by the SPSS24.0 tool and showed that among the participants were female (49.38%) and male (50.62%). In terms of age structure, users aged 50-

54 (233%), 55-60 (32.19%), 61-64 (19.69%), users aged 65-70 (19.69%), and users over 71 years old (5.3%). In terms of education, primary school and below are the highest, accounting for 41.25% and higher education, accounting for 24.37%. In terms of income, the per capita annual income is between 0 and 100,000 yuan. Most people are still married. In constitution, the overall performance was moderate. The network use experience is concentrated in less than three years (59.38%). As shown in Table 2. It can be seen that the samples of this study are mostly concentrated in users with low educational background, middle income and general health status. These users surf the Internet regularly and have a certain understanding of online health consultation, which makes this study have certain reference value.

1Table 2 Sample basic information

Item	Option	Frequency	Percentage (%)	Accumulative Perception (%)
Your gender is	Man	162	50.62	50.63
	Woman	158	49.38	100.00
Your age is	50-54 Years old	74	23.13	23.13
	55-60 Years old	103	32.19	55.31
	61-64 Years old	63	19.69	75.00
	65-70 Years old	63	19.69	94.69

	Over 71 years old	17	5.3	100.00
Your educational level is	Primary school and below	132	41.25	41.25
	Middle school	110	34.38	75.63
	Undergraduate college	77	24.06	99.69
	Graduate or above	1	0.31	100.00
Your marital status	Married	275	85.94	85.94
	Dissociaton	41	12.81	98.75
	Bereft of one's spouse	4	1.25	100.00
Your annual household income	Less than 50,000 yuan	85	26.56	26.56
	500,000-100,000 yuan	121	37.81	64.38
	100-200,000 yuan	71	22.19	86.56
	More than 200,000 yuan	43	13.44	100.00
Your current physical health status	Health	74	23.13	23.13
	Average	105	32.81	55.94
	Bad	141	44.06	100.00
Your network use experience is	Less than a year	98	30.63	30.63
	1-3 Years	92	28.75	59.38
	3-5 Years	63	19.69	79.06
	More than 5 years	67	20.93	100.00
Total		320	100	100

The reliability test mainly examines the reliability of the questionnaire. In this paper, the reliability of the questionnaire was analyzed by SPSS. It can be seen from Table 3 that the

Cronbach's alpha coefficient of all variables is above 0.8, which indicates that these 8 variables have good internal reliability, and the validity and stability of the scale are very good.

2Table 3: Reliability test

Variable	Measuring items	Conbach's α
Price Value (PV)	PV1	0.870
	PV2	
	PV3	
Health Consciousness (HC)	HC1	0.923
	HC2	
	HC3	
	HC4	
	HC5	
Privacy Problem (PC)	PC1	0.880
	PC2	
	PC3	
Perceived Trust (PT)	PT1	0.865
	PT2	
	PT3	
Performance Expectations (PE)	PE1	0.884
	PE2	
	PE3	

Perceived Useful (PU)	PU1	0.896
	PU2	
	PU3	
	PU4	
Attitude (AD)	AD1	0.876
	AD2	
	AD3	
Adtate willingness (AI)	AI1	0.875
	AI2	
	AI3	

On this basis, SPSS software was used to verify the validity of measurement data, and AVE and CR for statistical analysis of aggregation validity; In this study, a confirmatory factor analysis was conducted on 27 out of 8 factors. As can be

seen from Table 4, the AVE values corresponding to the eight factors are all over 0.5, while the CR values are all over 0.7, which indicates the good aggregate data validity.

Table 4 Results of the model AVE and CR indicators

Factor	AVE	CR
Price Value	0.690	0.869
Health Consciousness	0.707	0.923
Privacy Problem	0.710	0.880
Perceived Trust	0.682	0.865
Performance Expectations	0.718	0.884
Perceived Useful	0.682	0.896
Attitude	0.703	0.876
Adopt Intention	0.700	0.875

In this study, KMO and Bartlett spherical test were used to fit the study model to determine whether the designed scale can conduct factor analysis. Firstly, the model meets the ideal conditions by KMO value. Generally, it is considered that the questionnaire can have structure validity when the KMO value is above 0.9 and the Bartlett sphere test value is $P < 0.05$. The KMO value of the questionnaire was $0.989 > 0.9$; the sig value of the Bartlett spherical test was 0.000, which was less than the reference value of 0.05.

Model Testing

In this paper, the study model tested the significance of the path coefficient of the study, and verified the validity of the study hypothesis, all the indicators in Table 5 are within the acceptable

range recommended by MacCallumRC, indicating that the fit of the study model is good. After testing the overall fit of the model, each hypothesis of the model is tested separately, that is, the analysis C.R. And, P-values, and the magnitude of the path coefficients between the variables. In general, a two-tailed test was performed when $P < 0.05$, indicating that the test results were significant. Results of the study hypothesis are shown in Table Table 6. From the results, it can be seen that price value (PV), performance expectation (PE), perceived trust (PT), perceived useful (PU) and privacy issues (PC) had significant positive effects on attitude (AD) and willingness to adopt (AI), while health awareness (HC) had no significant impact on attitude and willingness to adopt.

Table 5 Model fit index

metric	evaluation criterion	Fits of this model	Adaptation judgment
CMIN/DF	<3	1.219	mate
GFI	[0.7-0.9]	0.728	mate
AGFI	[0.7-0.9]	0.807	mate
NFI	[0.7-0.9]	0.862	mate
RFI	[0.7-0.9]	0.855	mate
IFI	[0.7-0.9]	0.892	mate
CFI	[0.7-0.9]	0.893	mate
RMSEA	<0.10	0.026	mate

Table 6. Model pathway validation

Hypothesis	Pathway	Estimate	S.E.	C.R.	P	Assume judgment
H1a	PE →AD	0.596	0.036	3.634	***	found
H1b	PE →AI	0.477	0.018	3.263	***	found
H2a	HC →AD	-0.299	0.066	3.425	0.507	false
H2b	HC →AI	-0.400	0.018	4.196	0.856	false
H3a	PU →AD	0.121	0.088	10.633	0.037	found
H3b	PU →AI	0.851	0.031	4.245	***	found
H4a	PT →AD	0.170	0.098	1.634	0.006	found
H4b	P T →AI	0.491	0.017	3.799	***	found
H5a	PC →AD	0.961	0.059	2.723	***	found
H5b	PC →AI	0.107	0.086	1.683	***	found
H6a	PV →AD	0.326	0.026	4.724	***	found
H6b	PV →AI	0.261	0.064	3.416	***	found
H7	AD →AI	0.533	0.072	4.233	***	found

Result

According to table 6, the study found that performance expectations, perceived useful, perceived trust, privacy, price value, the attitude of the elderly health information adoption behavior and the influence of adoption significance level $p < 0.05$, shows that its significant positive impact on the elderly health information attitude and adoption of online paid health consultation platform. The significance level of the influence of attitudes on the adoption intention of health information was $p < 0.05$, indicating that it significantly positively affects the willingness to adopt health information on online paid health consultation platforms. The significance level of the influence of health awareness on the attitude towards health information adoption behavior is $p > 0.05$, indicating that the influence on the health

information attitude and adoption intention of online paid health consultation platforms is not significant.

V. DISCUSSION

This paper combed the health information behavior and information adoption research, to the elderly online paid health consulting platform for the research object, from the performance expectation, perceived trust, perceived useful, health awareness, price value, privacy to explore the health information adoption behavior attitude and the influence factors, established the influence factor hypothesis model. With the help of online questionnaire survey and related statistical software, we analyzed and tested the constructed hypothesis model of influencing factors, and found that in addition to health awareness, performance

expectation, perceived trust, perceived usefulness, price value, and privacy issues all have a significant impact on the attitude and willingness to adopt health information adoption behavior.

The results show that performance expectations of the elderly group of online paid health consulting platform health information attitude and adopt intention have significant positive effect, namely the elderly users in online paid health consulting platform before paid health consulting for health consulting returns after the expected perception is better, the elderly group to use online paid health consulting platform health information expectation is higher. They had previously received good results after receiving health information, which would also enhance their performance expectations, making it easier for older groups to adopt information. Therefore, the performance expectation has a great positive impact on the attitude and adoption intention of the elderly group towards the health information of the online paid health consultation platform. Perceived usefulness has a significant positive impact on the attitude and adoption intention of health information on the online paid health consultation platform. When the elderly people think that the health information of the online paid health consultation platform can answer health doubts and improve their health status, they are more inclined to adopt their health information. In other words, valuable health information that can effectively meet the information needs of elderly users is more easily accepted by the elderly group. Studies have shown that older users are more instrumental towards health information and care more about whether information is useful to them. When they have their information needs, they will obtain information through the online paid health consultation platform and search for useful information to meet their own needs. Therefore, the perceived usefulness has a great positive impact on the attitude and adoption intention of the elderly group towards the health information of the online paid health consultation platform. In this study, perceived trust consists of two dimensions of perceived trust and privacy issues, and the results show that both perceived trust and privacy issues have obvious positive effects on users' willingness to use. Existing literature has found that there is a clear positive correlation between patients' cognitive trust level and patients' use intention, which means that patients' trust, the platform doctors and the medical platform will have an important impact on patients' behavior and acceptance intention. Online charging health consultation platforms should start with

strengthening the security of their system, strictly checking the reliability of user information, and improving the quality of medical information and service, so as to attract more users to join in, so as to promote their healthy development. Therefore, the perceived trust has a great positive impact on the attitude and adoption intention of the elderly group towards the health information of the online paid health consultation platform. The results show that price value has a significant positive impact on the attitude and adoption intention of health information of online paid health consultation platform. When the elderly people think that the price value of online paid health consulting platform health information matches, they are more inclined to adopt their health information. In other words, valuable health information that can satisfy elderly users in price will be more accepted. The attitude of health information adoption has a significant positive impact on the intention of health information adoption in the online paid health consultation platform. When the elderly people are satisfied with the health information attitude of the online paid health consultation platform, they are more inclined to adopt their health information. Therefore, attitudes have a significant positive impact on the elderly group's willingness to adopt health information on online paid health consultation platforms.

Health awareness is the subjective assessment of their own health by older people. The influence of health awareness on health information adoption in this study was not significant. It may be that there are other factors as mediators in the influence of health awareness on health information attitudes, such as personal digital literacy and information overload, which can be further considered in future studies.

VI. CONCLUSION

This study explored the factors influencing the adoption of health information by older people using an online paid health consultation platform. Through empirical analysis, performance expectation, perceived trust, perceived usefulness, price value, and privacy issues all had significant positive effects on the attitude and willingness of health information adoption behavior. This provides a reliable basis and guidance for the upgrade and optimization of the online paid health consulting platform. Future research can enrich the research perspective, starting from the characteristics of the platform, to explore the influence of external factors on the elderly adoption of health information behavior.

Funding

This research was financially supported by Jiangsu Social Science Foundation (21GLB014), National Natural Science Foundation of China (71904019 & 72271128), a project of Nanjing University of Posts and Telecommunications (NYY221010), and National Social Science Foundation (23BGL285).

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