As Cho (2020) mentioned, interest in home training has greatly increased through YouTube, which has become a new culture of daily life because of the COVID-19 pandemic. Home training is an emerging format of fitness training done at home without visiting a fitness facility (Oh et al., 2019). However, although the increasing use of home training through YouTube generates a new cultural trend, only a limited number of recent studies (e.g., Kim, 2019; Noh & Kim, 2020) have shed little light on the relationship between behavioral intention and use behavior of home-training. Drawing on the unified theory of acceptance and use of technology (UTAUT) model, this study aims to provide empirical marketing data for home training contents by analyzing the behavioral intention and use behavior of users.

The UTAUT model has been known to have a better predictive value and validity compared to existing models such as a traditional technology acceptance model (TAM) by selectively extracting and integrating well-established variables from the past studies with the acceptance of technology (Taiwo & Downe, 2013). This model includes: performance expectancy (the extent to which an individual believes using technology helps to benefit from the performance); effort expectancy (the level of easiness for using a technology); social influence (the level at which people around users (e.g., family members and friends) think they should use certain technology); facilitating conditions (the extent to which individuals believe that the technology and resources exist to use the system). UTAUT model is proposed to explain use behavior and behavioral intention of information technology (Venkatesh et al., 2003). Especially, Lee & Ha (2017) pointed out that the difference in perceived risks of consumers caused different levels of use behavior and behavioral intention. Therefore, we consider a perceived risk to get infected COVID-19 as a moderator in the relationships between the aforementioned UTAUT factors and outcome variables.

As a result, we propose:

H1. Performance expectancy will be positively associated with behavioral intention.

H2. Effort expectancy will be positively associated with behavioral intention.

H3. Social influence will be positively associated with behavioral intention.

H4. Facilitating conditions will be positively associated with behavioral intention.

H5. Behavioral intention will be positively associated with use behavior.

H6. The relationships between behavioral intention and the factors: (a) performance expectancy, (b) effort expectancy, (c) social influence, and (d) facilitating conditions will be moderated by perceived risk.

H7. The relationship between behavioral intention and use behavior will be moderated by perceived risk.

The data will be collected by using a survey (n = 400) targeting home-training users by employing a convenience sampling method. The questionnaire will include items measuring the UTAUT factors, a perceived risk, consumers’ behavioral intention, and use behavior. After the data collection, descriptive analysis, reliability test, confirmatory factor analysis, and structural equation model (SEM) to test the hypotheses. This research will provide meaningful insight for continued participation of home training users to develop effective marketing of the virtual fitness industry and approach strategies to engage online fitness potential users.