(3) Information system
- type of recommendation (recommendation content)
- company that generates recommendation (recommendation production)
- parties the recommendation is shared with (data handling)
- feedback options for consumers (feedback provision)

(2) Intermediary for personal information input (information sharing)

(1) Information provided by consumer to get personal recommendation (input delivery)

(4) Intermediary for recommendation delivery (output delivery)

(5) Implementation of recommendation by consumer (implementation)

Perceived effort
Privacy risk
Usefulness
Enjoyment

Consumer intention to use health recommendation system

Advice by intermediary to make use of health recommendation system