

Chapter 14

Venkatesh et al.'s Unified Theory of Acceptance and Use of Technology (UTAUT) (2003)

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ABSTRACT

Unified Theory of Acceptance and Use of Technology (UTAUT) has been in vogue for quite sometime now. The theory lends credence to the fact that technology and its usage in different spheres of life ought to go through various stages like designing, planning, implementing and leveraging in various ways before making that much needed change in human lives. The stakeholders involved in various stages of technology need to know the challenges they might come across in order to overcome them while successfully implementing technology. This is where UTAUT play a pivotal role by providing necessary information to all key stakeholders. The chapter throws light on the importance of UTAUT in different sectors with some illustrations. The research findings highlighted in the chapter provides additional explanation, apart from exploring new areas of research pertaining to UTAUT.

INTRODUCTION

The need for understanding the theories of technology adoption is being felt more in the modern day continuum for almost every domain. Every passing day is either witnessing the emergence of new technologies or every major stakeholder is privy to developments related to technological enhancement culminating in the need to decipher and analyze the determinants of technology adoption,

viz. performance expectancy, effort expectancy, social influence, and facilitating conditions. The four moderating factors of gender, age, experience, and voluntariness of use, along with two dependent variables which are behavioral intention and usage behavior too play an important role in the adoption and usage of new technologies. The constructs play an important role in understanding the attitude and behavior of the user towards technology, providing important indicators to the

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planners, designers, implementers and even users on important areas that might contribute towards the success or downfall of a product or a service. It is therefore pivotal for the technology geeks, academic scholars and researchers to understand the intricacies involved in the usage of technology by the proposed user. The chapter analyzes different research findings in order to know about the acceptance and rejection of new technologies as part of professional lexicon.

EVOLUTION OF UTAUT

Competing models evolved in the Information Technology acceptance research has different set of acceptance determinants. It is important to understand these models in totality and their acceptance in different areas of study. Venkatesh et al. (2003) compared eight different models along with extending, validating and formulating a unified model by bringing together elements across the eight models. The authors focused on the theory of reasoned action, the technology acceptance model, the motivational model, the theory of planned behavior, a model combining the technology acceptance model and the theory of planned behavior, the model of PC utilization, the innovation diffusion theory, and the social cognitive theory. All these models when studied by using data from four organizations over a six month period, with three points of measurements led to the formulation of unified model, called the United Theory of Acceptance and Use of Technology (UTAUT). The study found that UTAUT evolved as an effective tool for managers in understanding and deciphering the causes of acceptance for proactively designing interventions in training and marketing targeted at populations of users who are comparatively lesser inclined to the usage of new technologies. Furthermore, the study recommended future research by developing a deeper understanding of the dynamic influences

by measuring the core constructs used in UTAUT, in line with the organizational outcomes of new technology adoption.

BACKGROUND

Unified Theory of Acceptance and Use of Technology (UTAUT)

Unified theory of acceptance and Use of Technology (UTAUT) looks into an integrated approach for understanding the impact of performance expectancy, effort expectancy, social influence, and facilitating conditions, along with gender, age, experience, and voluntariness of use on the behavioral intention and usage behavior of the users of technology (Venkatesh, Morris, Davis, and Davis, 2003). The importance of the unified theory of acceptance and usage of technology is of prime importance in an age where obsolescence rate of technologies are very high with new and emerging technologies coming to the forefront regularly. Moreover, with the increase in representation of employees from both genders, notably females, workforce of diversified age bracket and cultural background, diverse experience profile, along with the willingness of adopting new technologies, the role of UTAUT has increased manifold as it forms the backbone for a chunk of the professionals ever willing to test and use new technologies. UTAUT therefore evolved on the basis of active insights of various other models, a few of which have been discussed in this chapter.

It is evident from figure 1 that the Unified Theory of Acceptance and Use of Technology (UTAUT) consisted of the elements which have been described above that forms the backbone of the UTAUT model. The figure also presents the linkages between the factors leading to the formation of behavioral intention, culminating in the user behavior especially when it comes to the adoption of technologies.

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