

APPLICABILITY OF UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY IN INDIAN CONTEXT – A REVIEW

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ABSTRACT

Venkateshet *al.*, (2003) proposed and tested a unified information technology acceptance and use research model, called the Unified Theory of Acceptance and Use of Technology (UTAUT). The model integrates significant rudiments across eight prominent user acceptance models and formulates a unique measure with core determinants of user behavioural intention and usage. It is the widely used model to explain an individual's acceptance of an information system. The aim of this paper is to provide a comprehensive and systematic review of the literature pertaining to adoption of technology based on UTAUT model. Hence, the paper reviewed the articles to analyse the modifications that were made on this model and its applicability in different areas. The paper tries to provide an insight on applicability of Unified Theory of Acceptance and Use of Technology Model in India.

KEYWORDS: Unified Theory of Acceptance and Use of Technology Model, behavioural intention, usage.

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