IS UTAUT REALLY USED OR JUST CITED FOR THE SAKE OF IT? A SYSTEMATIC REVIEW OF CITATIONS OF UTAUT’s ORIGINATING ARTICLE

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IS UTAUT REALLY USED OR JUST CITED FOR THE SAKE OF IT? A SYSTEMATIC REVIEW OF CITATIONS OF UTAUT’s ORIGINATING ARTICLE

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Abstract

Despite the relatively recent emergence of the Unified Theory of Acceptance and Use of Technology (UTAUT), the originating article has already been cited by a large number of studies, and hence it appears to have become a popular theoretical choice within the field of information system (IS)/information technology (IT) adoption and diffusion. However, as yet there have been no attempts to analyse the reasons for citing the originating article. Such a systematic review of citations may inform researchers and guide appropriate future use of the theory. This paper therefore presents the results of a systematic review of 450 citations of the originating article in an attempt to better understand the reasons for citation, use and adaptations of the theory. Findings revealed that although a large number of studies have cited the originating article since its appearance, only 43 actually utilised the theory or its constructs in their empirical research for examining IS/IT related issues. This chapter also classifies and discusses these citations and explores the limitations of UTAUT use in existing research.

Keywords: Adoption, Diffusion, Systematic Review, UTAUT.
1 Introduction

The Unified Theory of Acceptance and Use of Technology (UTAUT) was proposed and validated in order to provide a unified theoretical basis from which to facilitate research on information system (IS)/information technology (IT) adoption and diffusion. The theory postulates that four core constructs – performance expectancy, effort expectancy, social influence, and facilitating conditions – are direct determinants of IS/IT behavioural intention and ultimately behaviour (Venkatesh et al., 2003). The theory also assumes that the effect of core constructs is moderated by gender, age, experience, and voluntariness of use (Venkatesh et al., 2003). The theory was developed through the review, mapping and integration of eight dominant theories and models, viz: the Theory of Reasoned Action (TRA), the Technology Acceptance Model (TAM), the Motivational Model (MM), the Theory of Planned Behaviour (TPB), a combined Theory of Planned Behaviour/Technology Acceptance Model (C-TPB-TAM), the Model of PC Utilization (MPCU), the Innovation Diffusion Theory (IDT), and the Social Cognitive Theory (SCT). These theories and models have been successfully utilised by a large number of previous studies of technology or innovation adoption and diffusion within both the information systems field and other disciplines including marketing, social psychology, and management. The motivation to define and validate the UTAUT was based on the argument that many of the constructs of existing theories are similar in nature; therefore, it was logical to map and integrate them to create a unified theoretical basis (Venkatesh et al., 2003). By doing so, creators of the UTAUT hoped that future studies would need not to search, collate and integrate constructs from numerous different models but instead could just apply the UTAUT to gain an understanding of a variety of problems related to IS/IT adoption and diffusion.

Prior to the existence of the UTAUT, TAM was the most widely utilised theory to study IS/IT adoption within the IS discipline (Dwivedi et al., 2008; Williams et al., 2009; Venkatesh et al., 2003). During its 20 years of existence, TAM has been utilised by a large number of studies across various business- and management-related disciplines. The constant use of TAM attracted the efforts of numerous researchers in analysing trends and patterns of use, and illustrating actual performance by employing systematic reviews and the meta-analysis approach. Examples of such efforts include Lee et al. (2003), Legris et al. (2003) and King and He (2006). As mentioned above, although the original UTAUT article has been cited by a large number of authors within a short period of time, there has been no attempt thus far to analyse and understand the citation pattern. Therefore, in order to determine past and current trends of citation, and to understand the use and adaptation of the theory, it would be useful to conduct a systematic review of articles that have cited Venkatesh et al.’s original UTAUT article. Note that hereafter, the work of Venkatesh et al. (2003) is referred to as “the originating article”.

Given the above discussion, this chapter aims to present a citation analysis and systematic review of citations of the originating article of the UTAUT in order to illustrate the reasons for citation, and reveal variations in use and theoretical advancement. The overall aim of this study is achieved by the following objectives: identify articles that have either cited the originating article or have utilised UTAUT (or its constructs) as a theoretical basis to conduct empirical research; classify citations in different categories based on the type of use (i.e. whether they cited the originating article but did not use the theory, partially used the theory, or fully used UTAUT); identify any trends in terms of types of IS examined; and conduct theoretical analysis to examine the external variables, theories and their relationships with the UTAUT.

The remaining sections of this chapter are organised as follows. The following section outlines the method utilised to undertake the analysis presented in this paper. The findings are then presented in section 3 and discussed in section 4. Finally, the salient points of the analysis are summarised in section 5 which also presents the limitations and future research directions arising from this study.
2 Research Method

A combination of citation analysis and systematic review (Lee et al., 2003; Legris et al., 2003) was considered an appropriate research method to achieve the aim of this research. A total of 870 citations of UTAUT’s originating article were identified by employing the academic journals database provided by the Thomson Scientific Web of Sciences product®. These citations were then screened for availability as full articles and of the 870 citations; 450 full articles were downloaded. These were then systematically reviewed to categorise them as follows; those that did not utilise the theory but just cited the originating article (407); those that used UTAUT by employing non-quantitative methods (16); those that made use of a few of the UTAUT constructs (12); those that made full use of UTAUT, probing all core constructs (16).

Following the approach of Dwivedi et al. (2008; 2009) to explore the topics most frequently examined using UTAUT, keywords for 870 studies citing the originating article and the 43 studies (of the 450 mentioned above) that used UTAUT were collected. These were then sorted in decreasing order of frequency in order to explore the most frequently occurring keywords. Similarly, types of IS examined were identified from the 43 studies and following similar previous studies of this type (for example, Lee et al., 2003; Legris et al., 2003) classified broadly into four categories: communication systems, general-purpose systems, office systems, and specialized business systems.

3 Findings

3.1 Categorising Citations

Articles citing the UTAUT originating article were categorized broadly into the following four categories.

3.1.1 Citations with no use of UTAUT

Table 1 provides further information on the 407 articles which cited UTAUT but did not actually employ it in the investigation described in that article. In Table 1, these 407 studies have been further divided into nine more refined categories. Category 1 includes papers which discuss the evolution of adoption and diffusion research in the IS field. For instance, Al-Senaidi et al. (2009) discuss the various theoretical models and their adoption, diffusion, and usage within the context of ongoing ICT development. Category 2 consists of studies where UTAUT has been presented as a powerful theory of adoption and diffusion research. For example, Adriaanse et al. (2010) argue that UTAUT is one of the more dominant theories. Category 3 includes papers where UTAUT constructs or moderators are compared with the others or defined and discussed. For instance, Green et al. (2005) and Lai and Pires (2009) discuss constructs of TAM and compare these with the constructs of UTAUT.

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Study(#)</th>
<th>Sample References</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reference to evolution of adoption and diffusion theories for undertaking IS research</td>
<td>155</td>
<td>Al-Natour and Benbasat (2009); Al-Senaidi et al. (2009); Ke et al. (2006); Kim et al. (2010); Komiak and Benbasat (2006)</td>
</tr>
<tr>
<td>2</td>
<td>UTAUT as a dominant theory of adoption and diffusion research</td>
<td>12</td>
<td>Adriaanse et al. (2010); Brandtzaeg and Heim (2009); Chang (2008); Dinev et al. (2008)</td>
</tr>
<tr>
<td>3</td>
<td>Comparison of constructs or moderators</td>
<td>62</td>
<td>Green et al. (2005); Gumussoy and Calisir (2009); Lie and Pires (2009)</td>
</tr>
<tr>
<td>4</td>
<td>Basis for developing a conceptual model</td>
<td>20</td>
<td>Aggelidis and Chatzoglou (2009); Akesson and Eriksson (2007); Lean et al. (2009)</td>
</tr>
<tr>
<td>5</td>
<td>Supporting UTAUT with</td>
<td>28</td>
<td>Ahmad et al. (2010); Andreatta et al. (2010); Gu et al. (2009)</td>
</tr>
<tr>
<td></td>
<td>findings</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>6</td>
<td>Brief generic reference of Venkatesh et al. about technology adoption</td>
<td>35</td>
<td>Angst and Agarwal (2009); Lai and Chen (2009)</td>
</tr>
<tr>
<td>7</td>
<td>Justification for application of UTAUT in various contexts</td>
<td>19</td>
<td>Arbaugh et al. (2009); Shin (2009)</td>
</tr>
<tr>
<td>8</td>
<td>Criticism of TAM or UTAUT</td>
<td>14</td>
<td>Benbasat and Barki (2007); Liu and Chen (2009)</td>
</tr>
<tr>
<td>9</td>
<td>Others</td>
<td>56</td>
<td>Kwon and Wen (2010); Richard et al. (2007)</td>
</tr>
</tbody>
</table>

Table 1. Categories of studies with no actual use of UTAUT

Category 4 comprises studies which discuss and evaluate models based on UTAUT – for example, the work of Aggelidis and Chatzoglou (2009). Category 5 consists of studies which support the findings as per UTAUT. For example, Ahmad et al. (2010) find the influence of age in faculty's acceptance of computer based technology to be consistent with that of UTAUT. Category 6 includes studies which provide a brief generic reference of Venkatesh et al. (2003) in a wider discussion of the acceptance/adoption of technology, while Category 7 contains studies which justify the application of UTAUT in various contexts – for instance the work of Arbaugh et al. (2009). Articles in Category 8 are those which criticize UTAUT or TAM, while finally, Category 9 incorporates studies which do not readily fall into any of the other 8 categories. For instance, Kwon and Wen (2010) cite the originating paper as part of a wider discussion on TAM, and Gumussoy and Calisir (2009) refer to the evolution of UTUAT in discussing their own constructs.

3.1.2 Citations with Use of UTAUT with Different Research Methods

This category refers to studies which use UTAUT theory qualitatively or have utilized some statistical data analysis which is not as per the original theory. Qualitative studies may take the form of qualitative research, laboratory experiment, theoretical framework, case studies, or literature reviews. Some of the studies employ qualitative analysis due to the perceived inability of quantitative analysis to meet the purpose of the study, or the sample size may be viewed as being too small to perform the relevant quantitative analysis. Of total 16 studies in this Category, nine (Baron et al. (2006); Baumgartner and Green (2008); Dadayan and Ferro (2005); He et al. (2007); Lee et al. (2007); Li (2010); Pappas and Volk (2007); van Biljon and Reynaud (2008); Yang et al. (2008)) are based on qualitative studies whereas seven (Carter and Weerakkody (2008); Debuse et al. (2008); Koivumaki et al. (2008); Loo et al. (2009); van Setten et al. (2006); YenYuen and Yeow (2009); Yeow et al. (2008)) are based on quantitative studies but do not provide the relevant statistical measurements as per the original theory.

3.1.3 Citations with partial use of UTAUT

This category comprises 12 papers which have partially used UTAUT in their studies but have not employed the complete theory but have used a subset of the original constructs and moderating variables in order to justify their outcomes. Performance Expectancy (PE) has appeared in five studies (Huser et al. (2010); Jong and Wang (2009); Luo et al. (2010); Nov and Ye (2009); van Dijk et al. (2008)) with an acceptable impacts on the dependent variables. Effort Expectancy (EE) has been used in four studies (Huser et al. (2010); Lin and Anol (2008); Nov and Ye (2009); van Dijk et al. (2008)). Social Influence (SI) and Facilitating Conditions (FC) have been used together in five different studies (Aggelidis and Chatzoglou (2009); Jong and Wang (2009); Lin and Anol (2008); Tsai et al. (2009); van Biljon and Kotze (2008)) and unlike the original theory the impact of FC has been measured on Behavioral Intention (BI) except for the study of Lin and Anol (2008). However, SI and FC separately have been used in four studies (Shin (2009); van Dijk et al. (2008); Ye et al. (2008); Duyck et al. (2010)).
### 3.1.4 Citations with Complete Use of UTAUT

This category comprises those studies of the 450 examined which fully utilized UTAUT – Table 2 lists these articles along with a summary of their research findings. All 16 studies provide statistical data values for the independent constructs of UTAUT as per the originating theory.

#### Study and Salient Findings

<table>
<thead>
<tr>
<th>Study</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Abu-Shanab and Pearson (2009)</strong></td>
<td>Findings indicate that most research is conducted in the Middle East using Arabic research Instruments &amp; the translation process can impact the instrument used - better testing of backward translation methods will produce better outcomes – an important contribution of this study is the establishment of a well tested Arabic instrument in the field of technology acceptance.</td>
</tr>
<tr>
<td><strong>Al-Gahtani et al. (2007)</strong></td>
<td>Performance Expectancy has a positive effect on intention as suggested by Venkatesh et al. (2003) – there is no interacting effect with Performance and either of gender or age on intention - Effort Expectancy did not have a positive impact on intention in the presence of moderating variables. Results indicate that Subjective Norm positively influences intention among Saudi users but this impact is reduced with increasing age and experience</td>
</tr>
<tr>
<td><strong>Alapetite et al. (2009)</strong></td>
<td>Findings demonstrate that the participating physicians tended to hold a more negative view of the speech recognition system studied after using it than before. Physicians believe that the use of the technology increases the time required to produce medical records.</td>
</tr>
<tr>
<td><strong>Chang et al. (2007)</strong></td>
<td>Findings backed up the importance of effect of Performance and Effort Expectancy on Usage Intention and its impact on its actual use – Minimum support were found for the impact of social influence on use intention, actual utilization and Facilitating Conditions. Study reveals interesting issues relating to Physicians' expectations of computer applications in the healthcare industry and makes recommendations for successful implementation of Clinical Development Support Systems.</td>
</tr>
<tr>
<td><strong>Chiu et al. (2010)</strong></td>
<td>Findings indicate that trust remains an important but weak predictor of the repeated on-line buying intentions.</td>
</tr>
<tr>
<td><strong>Chiu &amp; Wang (2008)</strong></td>
<td>Performance Expectancy and Utility have the same impact on the ongoing intention of the users with restricted time for familiarization.</td>
</tr>
<tr>
<td><strong>Curtis et al. (2010)</strong></td>
<td>Findings indicate that females consider social media to be advantageous whereas males show more confidence in actively using social media. Firms with appropriate public relations departments more likely to adopt social media for business use - positive correlation between UTAUT constructs and credibility indicates the potential of greater use of social media.</td>
</tr>
<tr>
<td><strong>Duyck et al. (2010)</strong></td>
<td>Questionnaires were taken pre-implementation (T1) and one year after a radiology department stopped using film (T2). Main findings were that both groups were optimistic about a Picture Archiving and Communication System (PACS) before the introduction and became more positive following implementation.</td>
</tr>
<tr>
<td><strong>Gupta et al. (2008)</strong></td>
<td>Findings from India support existing literature on the subject matter that states that Social Influence has considerable effect on Behavioral Intention - findings also support UTAUT results that suggest Facilitating Conditions to be a significant factor in system use, and demonstrates that Performance Expectancy, Effort Expectancy, Social Influence have a positive impact on intention to use technology whereas Facilitating Conditions influence actual use in a government organization.</td>
</tr>
<tr>
<td><strong>Hung et al. (2007)</strong></td>
<td>Study explores the key factors of user acceptance of information kiosks - findings support the hypotheses that Performance Expectancy, Effort Expectancy, and Social Influence have a positive impact on Behavioral Intention toward the kiosks.</td>
</tr>
<tr>
<td><strong>Kijsanayotin et al. (2009)</strong></td>
<td>Findings demonstrate a positive impact of facilitating conditions, experience, and intention to use health IT facilities in a developing country context.</td>
</tr>
<tr>
<td><strong>Laumer et al. (2010)</strong></td>
<td>Performance Expectancy, Facilitating Conditions, and Subjective Norms are important antecedents for intention to use an e-recruiting system. Findings indicate that it might be useful to control adoption research for different peer groups and the differentiating effect of Subjective Norm on adoption.</td>
</tr>
<tr>
<td><strong>Sapio et al. (2010)</strong></td>
<td>A study of T-government services revealed that the facilities provided are perceived to be adequate for the residential population</td>
</tr>
<tr>
<td><strong>Schaupp et al. (2010)</strong></td>
<td>The study suggests optimism bias is a significant factor in e-government diffusion - findings also expose the further exploration of e-government diffusion issues within the adoption decision making process.</td>
</tr>
<tr>
<td><strong>Wang and Shih (2009)</strong></td>
<td>Outcomes partially support the use of UTAUT within the context of a study of information kiosks - findings offer various implications for research and practice of kiosk development and implementation.</td>
</tr>
</tbody>
</table>
Zhou et al. (2010): Findings indicate that Performance Expectancy, Task Technology Fit, Social Influence and Facilitating Conditions have significant impacts on user adoption. The study also revealed the significant impact of Task Technology Fit on Performance Expectancy.

Table 2. Studies with complete use of UTAUT (approach adapted from Legris et al. 2003)

3.2 Types of IS Examined

This section presents the results of analysis regarding types of information systems examined by utilising UTAUT theory. Following the work of Lee et al. (2003) it divides the studies considered broadly into four specific IS categories: communication systems, general-purpose systems, office systems, and specialized business systems in order to analyze the most extensively investigated target technology in UTAUT studies. According to Lee et al. (2003), communication systems comprise of e-mail, voice mail, fax, dial-up systems, and other system largely utilized for communications. General purpose systems incorporate Windows, PCs, micro-computers, workstations, the internet, and other computer facilities. Office systems involve the most commonly applied technologies in the office systems group. Specialized business systems refer to special purpose and in-house developed systems. Case tools and expert systems are examples of this category (Lee et al., 2003).

43 different types of IS investigated were divided across the four major categories adapted from Lee et al. (2003) described above. In our study, 14 of the 43 systems studied fell within the communications category such as: mobile banking (Zhou et al. (2010); Luo et al. (2010)), text messaging (Baron et al. (2006)), phone (van Biljon and Kotze (2008); van Biljon and Renaud (2008)), electronic/digital TV (Sapio et al. (2010); van Setten et al. (2006)) to name a few. Similarly, 13 of them were from the general purpose system category such as internet/online banking (Abu-Shanab and Pearson (2009); YenYuen and Yeow (2009); Yeow et al. (2008)), E-Government adoption/services (Carter and Weerakkody (2008); Hung et al. (2007)), Network IT (Lin and Anol (2008)), E-recruitment (Laumer et al. (2010)) to count a few. However, only one study about desktop computer application (Al-Gahtani et al. (2007)) was related to office systems and the remaining 15 of them such as: health/hospital IT (Aggelidis and Chatzoglou (2009); Kijsanayotin et al. (2009)), Speech recognition system (Alapotete et al. (2009)), Clinical Decision Support System (Chang et al. (2007)) were among some of the specialized business category.

3.3 Theoretical Analysis

The aim of this aspect of our analysis is to identify external variables, external theories, and the relationship of external variables with the independent and dependent constructs of UTAUT for all 43 studies using UTAUT.

3.3.1 External Variables Analysis

The findings from our external variables analysis reveal that only 22 out of 43 studies have used external variables in their investigations. The remaining 21 used only the original constructs of UTAUT. Although age, gender, experience, and voluntariness of use are moderating variables in the original UTAUT (Venkatesh et al., 2003), these moderators are treated as external constructs in some of the studies. Attitude (Aggelidis and Chatzoglou (2009); Dadayan and Ferro (2005); Jong and Wang (2009); YenYuen and Yeow (2009); Yeow et al. (2008)), anxiety (Abu-Shanab and Pearson (2009); Aggelidis and Chatzoglou (2009); Curtis et al. (2010); Dadayan and Ferro (2005); Jong and Wang (2009); Loo et al. (2009)), trust (Chiu et al. (2010); Luo et al. (2010); Schaupp et al. (2010); Shin (2009)), self-efficacy (Abu-Shanab and Pearson (2009); Aggelidis and Chatzoglou (2009); Chiu and Wang (2008); Curtis et al. (2010); Jong and Wang (2009); Luo et al. (2010); Nov and Ye (2009); Shin (2009); Ye et al. (2008); YenYuen and Yeow (2009); Yeow et al. (2008)), perceived ease of use (PEOU) (van Biljon and Kotze
perceived usefulness (PU) (Aggelidis and Chatzoglou (2009); van Biljon and Kotze (2008)), perceived risk (Abu-Shanab and Pearson (2009); Chiu and Wang (2008); Luo et al. (2010); Schaupp et al. (2010)), and perceived credibility (Loo et al. (2009); YenYuen and Yeow (2009); Yeow et al. (2008)) are some of the most common external variables employed. Studies which did not use external variable indicated that they were applying the original theory without altering it to achieve their objectives.

3.3.2 External Theories Analysis

Seven out of the 43 UTAUT-based studies have used external theories in their research model analyses. Our analysis reveals that TAM is the most frequently used theory alongside UTAUT – being utilized on four occasions (Aggelidis and Chatzoglou (2009); Baron et al. (2006); van Biljon and Kotze (2008); van Biljon and Renaud (2008)), followed by Task Technology Fit (TTF) twice (He et al. (2007); Zhou et al. (2010)), and one instances each of Innovation Diffusion Theory (IDT) (He et al. (2007)), and Social Cognitive Theory (SCT) (Tsai (2009)).

3.3.3 Relationships of External Variables with UTAUT Constructs

Figure 1 illustrates the accumulated impacts (collected from all 43 studies) of all of the external variables on the different independent and dependent constructs of UTAUT, along with their levels of significance.

Figure 1. Relationships between External Variables and Major UTAUT Variables


Our analysis indicates that attainment value, utility value, trust, attitude, perceived ease of use, perceived usefulness, computer self-efficacy, gender, perceived risk, income, and experience have a significant impact on behavioral intention (BI). However, anxiety, training, age, perceived credibility, and social isolation do not have a significant impact and self-efficacy, subjective norm, and objective norm have mixed influence. Furthermore, trust, belief and credibility have a significant and mixed impact on performance expectancy (PE). Similarly, computer anxiety, computer self-efficacy, resistance to change,
and relevance have positive impact while credibility has a non-significant impact on effort expectancy (EE). Conversely, social influence (SI) is negatively impacted by credibility. Nevertheless, IT knowledge has a positive impact on facilitating conditions (FC). As far as intention to use or usage (U) is concerned, it is impacted positively by variables task-technology fit, and experience but impacted insignificantly by trust, and internet experience. Apart from these external constructs, income has been shown as a positive moderating variable on BI.

4 Discussion

A study of the many papers which cited the UTAUT article but did not use the theory reveals that the majority of such papers provide an brief outline of the theory within the context of a broad discussion on the evolution of adoption and diffusion theories for IS research, often before focussing on the model actually used in the research described. Future researchers should therefore be aware that despite the apparently high numbers of citations, the level of actual UTAUT use in practice is somewhat lower than the citation level may suggest. A total of 16 studies made use of UTAUT either qualitatively or with a statistical method that differed from that discussed in the article presenting the originating theory, thus raising the possibility that the original model may not have suited all circumstances and alternate research methods were required. A total of 12 papers reported studies which made partial use of UTAUT or altered the theory to suit, but it is noteworthy that of the total number of articles that report the use of UTAUT, only 3.6% (16) report the full use of the theory. Thus, despite the large number of citations, only a relatively small number of articles report the research work that has actually made use of the theory, and of these, a low percentage have made full use of the theory.

In terms of systems investigated, it is interesting to note that in the work of Lee et al. (2003), office systems were reported as begin the focus of research in 27% of the papers examined, whereas our study revealed that only 2.3% (1) of UTUAT investigations examined office systems – suggesting that office systems are now widely used and accepted, and are not viewed as being particularly new in most organizational environments. As far as methodology is concerned systematic review was considered as the most appropriate method to estimate the overall status of UTAUT by analysing all 450 UTAUT based articles considered for analysis by fetching the pertinent details of each and every article and placing them in some broader categories. Although this method does not provide the performance of UTAUT, it does provide the complete picture of UTAUT utilization in general and various appearances in which this theory is accepted by the scholarly articles in particular.

Our results revealed that current research on UTAUT constructs are impacted upon by many external variables across different studies. A similar pattern was shown by Lee et al. (2003) in relation to TAM. This is a relatively surprising outcome as UTAUT purports to be a unified theory, being created by the mapping together of numerous variables from eight established theories and models. This suggests further work may be needed on the selection processes when integrating constructs from other theories.

5 Conclusions

The following salient points emerged from the findings and discussion presented in our study: (1) The majority of articles that cited UTAUT have done so as a basis for supporting an argument, or for criticising the theory, rather than actually using the theory; (2) Many studies reported as using UTAUT actually made only partial use of it, often utilizing only a small number of constructs; (3) A number of citing articles made use of UTAUT with all constructs but without considering the use of moderating factors; and (4) There appears to be an increasing trend of using external variables and external theories together with UTAUT.
It is suggested that the study presented in this chapter is relevant in that UTAUT provides a useful tool by which to evaluate the potential for success of new technology initiation, and helps identify factors likely to influence adoption of technology. Our systematic review of UTAUT citation contributes to the area of IS/IT adoption and diffusion research highlighting various issues, including identifying trends in terms of popular and under-employed approaches. Clearly, this is an additional work to be carried out, particularly in respect to analyzing new studies that actually make use of UTAUT rather than merely citing it.

References


