



UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY (UTAUT) MODEL FOR WOMEN HOMEPRENEURS

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Abstract

The purpose of this paper is to determine the significant influence among the Unified Theory of Acceptance and Use of Technology Constructs on Social Network of women homepreneurs. This study was conducted with 384 women homepreneurs in Tirunelveli District. Exploratory Factor analysis and Confirmatory Factor Analysis Model (CFA) was used to achieve the objective of the study. It was found that social network would help accomplish sales target more quickly among the four variables under performance expectancy, Adopt social network in business activity in the next two months among the four variables under behavioral intention, Use of social network increase participation and improve business activity among four variables under effort expectancy, social network influence in business are becoming extremely important to rapid diffusion globally, thus to adopt quickly (peer pressure) among four variables under social influence and Necessary resources and knowledge to use social network among four variables under facilitating conditions were to be the highest significant factor loading constructs. The findings of the research reveal that the absolute fit indices match the model data and the proposed model has an acceptable fit by satisfying the prescribed values.

Key Words: Behavioral Intention, Effort Expectancy, Facilitating Conditions, Performance Expectancy and Social Influence.

Introduction

The Unified Theory of Acceptance and Use of Technology (UTAUT) examines the acceptance of technology, determined by the effects of performance expectancy, effort expectancy, social influence and facilitating conditions. Performance Expectancy (PE) refers to the degree to which an individual believes that using the system will help him or her to attain gains in job performance. Effort Expectancy (EE) refers to the degree of ease associated with the use of the system. Social influence (SI) refers the degree to which an individual perceives that it is important others believe that he or she should use the new system. Facilitating Conditions (FC) refers to the degree to which an individual believes that an organisational and technical infrastructure exists to support the use of the system (Abbad, 2021). Entrepreneurship sustainability plays an essential role in most economies and represents a key sector of businesses that is a major contributor to global economic growth (Xiong and Qureshi, 2013). This is because such businesses are creative, adaptable and profitable (Abed, 2020). Accordingly, sustainability is one of the key issues facing these businesses (Bhowal, 2020). In the 21st century, it has become imperative for entrepreneurs to embrace technology if they want to maintain their sustainability. Businesses that do not adopt new and innovative technologies are not expected to last. Furthermore, the concept of sustainable entrepreneurship suggests any activity that promotes sustained growth and

advantage relative to competitors (Yoon et al., 2019). Abbad (2021) conducted a study titled Using the UTAUT Model to Understand Students' Usage of E-Learning in Developing Countries. The results indicated that performance expectancy and effort expectancy influenced behavioral intentions to use Moodle, but social influence did not. In addition, the results confirmed the direct impact of behavioral intentions and facilitating conditions on students' Moodle use. Venkatesh et al. (2003) developed the UTAUT and tested the theoretical framework. Empirical support was established for most of the relationships in their research. Basically UTAUT consists of four main determinants of behavioral intention which are facilitating conditions, social influence, effort expectancy and performance expectancy. These four UTAUT constructs are said to influence behavioral intention, resulting in the adoption or use of a particular technology primarily in organizations.

Research Methodology

The main objective of this paper is to determine the significant influence among the Unified Theory of Acceptance and Use of Technology Constructs on social network of women homepreneurs. The study was conducted in Tirunelveli district of Tamilnadu. Primary data were collected from 384 women homepreneurs with the help of structured questionnaire. Exploratory Factor Analysis and Confirmatory Factor Analysis Model was used to found the significant influence among the Unified Theory of Acceptance and Use of Technology Constructs on social network of women homepreneurs.

Results and Discussion

Table 2 KMO and Bartlett's Test for UTAUT Constructs

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.887
Bartlett's Test of Sphericity	Approx. Chi-Square	4257.182
	df	190
	Sig.	<0.001

Source: Primary data

Kaiser-Meyer-Olkin Measure is an index which define of Sampling Adequacy. The KMO test value is 0.887 which is more than 0.5, can be considered great and valid to conduct data reduction technique. The Bartlett's test of Sphericity helps to decide, whether the results of factor analysis are worth considering and whether should continue analyzing the research work. Bartlett's Test of Sphericity significant to a level of significance is <0.001 which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis.

Table 3 UTAUT Constructs of Women Homepreneurs

Components	UTAUT Constructs	Rotated Loading	Percent of Variance	Eigen Value	Cronbach's Alpha
Performance Expectancy	SN would help accomplish sales target more quickly	0.837	33.287	6.657	0.890
	SN demonstrate ways of doing business for stay in touch with customer and getting new business prospects	0.815			
	SN able to reduce marketing cost and increase productivity	0.810			
	SN platform useful in business activity	0.788			
Behavioral Intention	Adopt SN in business activity in the next two months	0.836	13.457	2.691	0.886
	Use SN as one of the effective medium to reach target audience (external)	0.820			
	SN as a bridge to e-commerce and to serve ads economical to free	0.811			
	Work on publishing more news on SN	0.779			

Effort Expectancy	Use of SN increase participation and business activity	0.866	10.959	2.192	0.891
	SN is convenient	0.858			
	SN interfaces are clear, understandable and expressive	0.851			
	SN is easy to adopt, flexible and no restriction to join or leaving the page	0.845			
Social Influence	SN influence in business are becoming important to rapid diffusion globally, thus to adopt quickly (peer pressure)	0.822	7.690	1.538	0.859
	People who are important to business development (non-relative) think that use SN in business activities	0.777			
	The customer think that use SN to share information as much as possible about business and product	0.734			
	Family and friends think that adopt SN in business activity	0.733			
Facilitating Condition	Necessary resources and knowledge to use SN	0.799	6.968	1.394	0.793
	A specific person (or group) is available for assistance with SN difficulties	0.776			
	Government agencies give necessary training to use SN	0.772			
	Use of SN is important to operate business in digital form	0.770			

Source: Primary data SN – Social Network

Reliability analysis for UTAUT constructs of women homepreneurs is tested by Cronbach's alpha test. All the Cronbach's Alpha value for UTAUT constructs of women homepreneurs is above 0.5 which indicates good reliability. Performance Expectancy has very high significant loading on the variable SN would help accomplish sales target more quickly (0.837). Behavioral Intention has very high significant loading on the variable Adopt SN in business activity in the next two months (0.836). Effort Expectancy has very high significant loading on the variable Use of SN increase participation and improve business activity (0.866). Social Influence has very high significant loading on the variable SN influence in business are becoming extremely important to rapid diffusion globally, thus to adopt quickly (0.822). Facilitating Conditions has very high significant loading on the variable Necessary resources and knowledge to use SN (0.799).

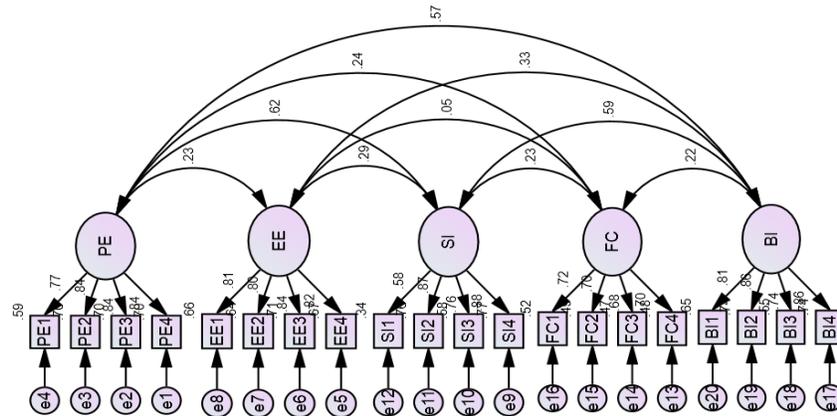
Table 4 Goodness of fit test for CFA Model

Measure	Estimate	Suggested Value	Interpretation
CMIN/DF	1.311	< 5.00 (Hair et al., 1998)	Excellent
GFI	0.950	> 0.90 (Hu and Bentler, 1999)	Excellent
AGFI	0.935	> 0.90 (Hair et al. 2006)	Excellent
NFI	0.952	> 0.90 (Hu and Bentler, 1999)	Excellent
CFI	0.988	> 0.90 (Daire et al., 2008)	Excellent
RMR	0.049	< 0.08 (Hair et al. 2006)	Excellent
RMSEA	0.028	<0.08 (Hu and Bentler, 1999)	Excellent

Source: Derived

From the above table it is found that the value of CMIN/DF is 1.311 which is less than 5.00 which indicates perfectly fit. Here Goodness of Fit Index (GFI) value (0.950) and Adjusted Goodness of Fit Index (AGFI) value (0.935) is greater than 0.9 which represent it is a good fit. The calculated Normed Fit Index (NFI) value (0.952) and Comparative Fit Index (CFI) value (0.988) indicates that it is a perfectly fit and also it is found that Root Mean square Residuals (RMR) value is 0.049 and Root Mean Square Error of Approximation (RMSEA) value is 0.028 which is less than 0.08 which indicated it is perfectly fit.

CFA Model with Standardized Factor Loading



Based on the structural model, it is possible to conclude that Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions and Behavioral Intention are statistically significant, which means that the Performance Expectancy have a significant influence in Effort Expectancy, Social Influence, Facilitating Conditions and Behavioral Intention, Social Influence have a significant influence in Performance Expectancy, Effort Expectancy, Facilitating Conditions and Behavioral Intention, Effort Expectancy have a significant influence in Performance Expectancy, Social Influence, Facilitating Conditions and Behavioral Intention, Facilitating Conditions have a significant influence in Performance Expectancy, Social Influence, Effort Expectancy and Behavioral Intention, Behavioral Intention have a significant influence in Performance Expectancy, Social Influence, Effort Expectancy and Facilitating Conditions. Factor loading values of all indicators in the measurement model is above 0.5 which is in acceptable range.

Table 6 Calculation of Average Variance Extracted (AVE) and Construct Reliability (CR)

			Factor Loading (FL)	Item Reliability (IR)	Delta	AVE	Sum of FL	Sum of Delta	CR
PE4	<---	PE	0.837	0.701	0.299	0.673	3.279	1.309	0.891
PE3	<---	PE	0.837	0.701	0.299				
PE2	<---	PE	0.836	0.699	0.301				
PE1	<---	PE	0.769	0.591	0.409				
EE4	<---	EE	0.820	0.672	0.328	0.672	3.279	1.311	0.891
EE3	<---	EE	0.843	0.711	0.289				
EE2	<---	EE	0.803	0.645	0.355				
EE1	<---	EE	0.813	0.661	0.339				
SI4	<---	SI	0.876	0.767	0.233	0.613	3.096	1.547	0.861
SI3	<---	SI	0.764	0.584	0.416				
SI2	<---	SI	0.873	0.762	0.238				
SI1	<---	SI	0.583	0.340	0.660				
FC4	<---	FC	0.696	0.484	0.516	0.491	2.801	2.038	0.794
FC3	<---	FC	0.684	0.468	0.532				
FC2	<---	FC	0.699	0.489	0.511				
FC1	<---	FC	0.722	0.521	0.479				

BI4	<---	BI	0.859	0.738	0.262	0.670	3.268	1.321	0.890
BI3	<---	BI	0.744	0.554	0.446				
BI2	<---	BI	0.859	0.738	0.262				
BI1	<---	BI	0.806	0.650	0.350				

Source: Calculated

The Construct Reliability is the method for assessing the contribution or significance of an item by examining the factors loading. The Construct Reliability (CR) of the five latent constructs is greater than 0.70 which indicate good reliability and the value for Average Variance Extracted (AVE) is also greater than 0.5 which indicates adequate Convergent Validity. A high construct reliability indicates that internal consistency exists. The data has good Construct Reliability and Convergent Validity.

Conclusion

As result of Exploratory Factor Analysis, social network would help accomplish sales target more quickly among the four variables under performance expectancy, Adopt social network in business activity in the next two months among the four variables under behavioral intention, Use of social network increase participation and improve business activity among four variables under effort expectancy, social network influence in business are becoming extremely important to rapid diffusion globally, thus to adopt quickly (peer pressure) among four variables under social influence and Necessary resources and knowledge to use social network among four variables under facilitating conditions were found to be the highest significant factor loading constructs. Confirmatory Factor Analysis model shows that Performance Expectancy, Effort Expectancy, Behavioral Intention, Social Influence and Facilitating Conditions have a significant influence on each other.

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