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BEHAVIORAL DETERMINANTS OF USER ACCEPTANCE OF INFORMATION KIOSKS IN BOP MARKETS

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Abstract

This study investigates and extends unified theory of acceptance and use of technology (UTAUT) to examine relationships between UTAUT factors with behavioral intentions, trust, and use behavior. Data were collected through questionnaire survey and 340 individuals responded to the study. Results reveal that performance expectancy and social influence did not relate with behavioral intentions. However, social influence was significantly related with trust. The second factor of UTAUT effort expectancy was positively related with behavioral intentions. Facilitating conditions and computer self-efficacy were directly linked with use behavior. Privacy was positively related with trust on kiosks and behavioral intentions. The role of trust and behavioral intentions in using information kiosks was found to be positive. Finally, the effects of interaction of behavioral intentions with age in using information kiosks was studied and it was found that compared to older people, younger people had more adoption tendency toward information kiosks.

Keywords: E-Government, ICT Adoption, Information Kiosks, UTAUT.
