

**THE ROLES OF PROPENSITY TO USE AND PRECIPITATING
EVENTS ON IS RELATED INNOVATION ADOPTION
BEHAVIOUR BY ENTREPRENEURS**

SEDIGHEH MOGHAVVEMI

**THESIS SUBMITTED IN FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE
OF DOCTOR OF PHILOSOPHY**

**INSTITUTE OF GRADUATE STUDIES
FACULTY OF BUSINESS AND ACCOUNTANCY
UNIVERSITY OF MALAYA
KUALA LUMPUR
2012**

UNIVERSITI MALAYA
ORIGINAL LITERARY WORK DECLARATION

Name of Candidate: Sedigheh Moghavvemi (I.C/Passport No: U163533123)
Registration/Matric No: CHA080012
Name of Degree: Doctor of Philosophy

Title of Project Paper/Research Report/Dissertation/Thesis (“this Work”):

The Roles of Propensity to Use and Precipitating Events on IS Related Innovation Adoption Behaviour by Entrepreneurs

Field of Study: Operation and Management Information System

I do solemnly and sincerely declare that:

- (1) I am the sole author/writer of this Work;
- (2) This Work is original;
- (3) Any use of any work in which copyright exists was done by way of fair dealing and for permitted purposes and any excerpt or extract from, or reference to or reproduction of any copyright work has been disclosed expressly and sufficiently and the title of the Work and its authorship have been acknowledged in this Work;
- (4) I do not have any actual knowledge nor do I ought reasonably to know that the making of this work constitutes an infringement of any copyright work;
- (5) I hereby assign all and every rights in the copyright to this Work to the University of Malaya (“UM”), who henceforth shall be owner of the copyright in this Work and that any reproduction or use in any form or by any means whatsoever is prohibited without the written consent of UM having been first had and obtained;
- (6) I am fully aware that if in the course of making this Work I have infringed any copyright whether intentionally or otherwise, I may be subject to legal action or any other action as may be determined by UM.

Candidate’s Signature

Date

Subscribed and solemnly declared before,

Witness’s Signature

Date: **3th May 2012**

Name: **Dr Noor Akma Mohd Salleh**

Designation: **Senior Lecturer/Supervisor**

ACKNOWLEDGEMENTS

It gives me great pleasure to express my sincere appreciation to my supervisor, Dr Noor Akma Mohd Salleh for her invaluable advice and meticulous guidance through every steps of this PhD process. She is an inspiration and a source of encouragement when things get tough. With her guidance and assistance, has makes it possible for me to finish writing this dissertation and all my other achievement in this PhD program.

I have greatly benefited from the discussions and correspondents with Professor Masoud Abessi, Professor Felix Mandova, Professor Ainin Sulaiman, Professor Y. Li Eldon, Dr. Rosemary Stockdale, and Professor Minna Mattila. I would like to acknowledge in this dissertation of their assistance and guidance in giving me thought on how to go about with the research topic and methods. My sincere thank you to the entire academic and support staff of Faculty of Business and Accountancy, especially to members of the Operations and Management information systems cluster.

Special thanks to my mother, my brother and my niece and nephew Huda, Sahar and Mahdi for their endless support. Thank you for all your care and support throughout the year. I would like to give many thanks to all my family and friends Arshia, Sahar, Zahra, Ali, Hashima, Wenjie Zhao, Lee Siew Ping, Manal, Noor Yani, Babak, Mozamill, for being such wonderful family and friends.

I want to express my sincere appreciation to my very dear friend Fatemeh Hakimian. She always supports me in all situations and offers invaluable advice and helps me to finish this journey.

Dedication

This Doctoral Dissertation is dedicated to my brother Professor Mahmoud who, through all the years, prepares me with all that was necessary to complete this project. He always supports me and given me the strength and optimism to persevere through the hard times. His caring, words and love help me to overcome all barriers I have faced.

ABSTRAK

Tesis ini bertujuan untuk mengkaji kecenderungan usahawan (i.e., dari segi kecenderungan penggunaan) dan kecenderungan penggunaan dalam penerimaan inovasi yang berkait rapat dengan sistem maklumat. Antara semua model pengambilan sistem maklumat yang digunakan, Unified Theory of Acceptance and Use of Technology (UTAUT) dianggap model yang paling sesuai dan cekap untuk menilai penerimaan inovasi IS oleh individu. Walaupun UTAUT merupakan teori yang teguh dan efisien, malah banyak kajian dalam penerimaan inovasi sistem maklumat telah mengesahkan UTAUT dalam pelbagai konteks yang berbeza, masih terdapat kritikan pada teori ini, khususnya pada keupayaan ramalan kecenderungan penggunaan oleh usahawan. Bagi menangani jurang antara kecenderungan penggunaan dalam model UTAUT, kajian ini merangkumi bahan kajian secara meluas ke bidang berbeza seperti bidang keusahawanan. Kajian dalam konteks usahawan telah mengenalpasti peristiwa permulaan sebagai faktor paling penting yang dapat menutup jurang dalam model UTAUT. Oleh itu, kecenderungan model dalam disiplin sistem maklumat, iaitu UTAUT, dan Entrepreneurial Potential Model (EPM) dalam keusahawanan telah disemak, dianalisis dan disintesis untuk memahami kecenderungan penggunaan sistem maklumat oleh individu. Untuk mencapai matlamat ini, kajian ini mencerakin, kemudian mengintegrasikan model UTAUT dan EPM untuk merangkap faktor-faktor teknologi, individu dan persekitaran penerimaan sistem maklumat oleh usahawan.

Model UTAUT-EPM mengukur ciri-ciri faktor teknologi, faktor tanggapan individu dan ketersediaan faktor persekitaran. Model tersebut juga mengukur kesan kecenderungan penggunaan dan peristiwa permulaan yang mungkin memberi kesan yang lebih mendalam terhadap kecenderungan penggunaan sistem maklumat. Peristiwa permulaan merangkap

kesan faktor persekitran yang berpotensi mencegah atau membantu prestasi kecenderungan dan pengaruh inovasi sistem maklumat oleh usahawan di Malaysia. Oleh itu, model UTAUT-EPM mempunyai enam (6) teras penentu kecenderungan penggunaan; (1) anggapan keinginan, (2) anggapan kesesuaian, (3) jangka prestasi, (4) jangka usaha, (5) pengaruh sosial, (6) syarat pemudahan, bersama-sama empat penjana jantina, umur, peristiwa permulaan dan kecenderungan penggunaan.

Kajian longitud telah dijalankan untuk mengumpul data dari 329 usahawan yang terbabit dalam pelbagai industri di Malaysia. Kajian ini menggunakan struktur persamaan model untuk mengesahkan model integrasi UTAUT-EPM. Penemuan kajian ini menunjukkan bahawa anggapan keinginan, anggapan kesesuaian, dan jangka prestasi mempunyai kesan positif yang ketara terhadap kecenderungan penggunaan inovasi sistem maklumat dengan anggapan keinginan sebagai penentu kuat kecenderungan penggunaan usahawan. Model tersebut menjangkaui prestasi UTAUT dengan 77.4% varians dijelaskan dalam keinginan pengguna dan 54.2% varians dijelaskan dalam kecenderungan penggunaan. Penemuan kajian ini mengesahkan kesan penyederhanaan oleh kecenderungan penggunaan dan peristiwa permulaan dalam model UTAUT-EPM. Kajian juga menunjukkan tahap kecenderungan yang berbeza meningkatkan keinginan usahawan untuk mengguna, dan peristiwa permulaan akan meningkatkan tahap kecenderungan penggunaan inovasi IS dalam kalangan usahawan.

Kajian ini mendedahkan bahawa dalam persekitaran sistem maklumat kini, usahawan menerima dan menggunakan sistem kerana daya tarikan dan kesesuaian inovasi sistem maklumat yang diperolehi dari empat minat intrinsik dan kepercayaan afektif, dan kurang kepada ganjaran luaran yang diperolehi.

ABSTRACT

The main aim of this study is to investigate entrepreneurs behavioural intention (i.e., intention to use) and use behaviour toward IS related innovation adoption. Among all these competing IS adoption models, Unified theory of acceptance and use of technology (UTAUT) has been considered as the most vigorous and prudent to assess the IS adoption behaviour by individuals. Although UTAUT is a robust and parsimonious theory, and many prior studies in IS adoption behaviour have validated and confirmed UTAUT in different contexts, there are still criticism to the theory, specifically to the predictive ability of behavioural intention to predict use behaviour. To address this gap between behavioural intention and use behaviour in UTAUT and to improve UTAUT, this study extensively synthesise related literature in other disciplines such as entrepreneurship. Research in the entrepreneurship context has identified precipitating events as a promising factor to overcome such limitations of UTAUT. Therefore, prominent behavioural intention model in IS discipline, that is UTAUT, and Entrepreneurial Potential Model (EPM) in entrepreneurship area are reviewed, analysed, synthesised to understand the human planned behavioural intention and use. To achieve this aim, this study decomposes and integrates the UTAUT and the EPM to capture different factors of technological, individual, and environmental of IS adoption behaviour by entrepreneurs.

The integrative UTAUT-EPM model measures the characteristics of technological factors, perceptions of individual factors and the availability of the environmental factors. Further, the integrative UTAUT-EPM model also measures the effect of propensity to use and precipitating events that may have greater impacts on intention to use towards use behaviour. The precipitating events construct capture the effect of external factors that can

potentially impede or facilitate the performance of behaviour and influence IS innovation adoption by entrepreneurs in Malaysia. Hence, the integrative UTAUT-EPM model has six (6) core determinants of intention to use and use behaviour; (1) perceived desirability, (2) perceived feasibility, (3) performance expectancy, (4) effort expectancy, (5) social influence, and (6) facilitating conditions, along with four moderators gender, age, precipitating events and propensity to use.

Longitudinal survey research was conducted to collect data from 329 entrepreneurs who involved in varied spectrum of Malaysian industries. This study employs structural equation modeling to validate and confirm the integrative UTAUT-EPM model. Findings indicate that perceived desirability, perceived feasibility and performance expectancy have significant positives influence on intention to use IS related innovation with perceived desirability being the strongest determinant towards intention to use IS related innovation by entrepreneurs. The integrative UTAUT-EPM model outperforms UTAUT with 77.4% of the variances explained in intention to use and 54.2% of variances explained in use behaviour. The findings confirm the moderating effects of propensity to use and precipitating factors in the integrative UTAUT-EPM model. Findings indicate different level of propensity to use increase entrepreneurs intention to use, while precipitating events increase the level of use behaviour of IS related innovation among entrepreneurs. This study reveals that in this current IS environment, entrepreneurs adopt and use the system due to the attractiveness and feasibility of the IS related innovation that are derived from intrinsic interest and affective beliefs of entrepreneurs, rather than the extrinsic rewards that entrepreneurs gain.

TABLE OF CONTENTS

ACKNOWLEDGEMENTS	i
ABSTRACT	v
CHAPTER ONE	1
1.1 BACKGROUND OF THE STUDY	1
1.2 INFORMATION SYSTEM ADOPTION BEHAVIOUR MODELS	3
1.3 SETTING THE RESEARCH SCENE AND RESEARCH PROBLEMS	9
1.4 RESEARCH QUESTIONS AND OBJECTIVES OF THE STUDY	13
1.5 MOTIVATIONS OF THE STUDY	18
1.6 CONTRIBUTIONS OF THE STUDY	21
1.6.1 Theoretical Contributions	21
1.6.2 Practical Contributions	25
1.7 ORGANISATION OF THE THESIS	27
CHAPTER TWO	29
THEORETICAL FOUNDATIONS	29
2.1 INFORMATION SYSTEM ADOPTION BEHAVIOUR RESEARCH	30
2.2 UNIFIED THEORY OF ACCEPTANCE AND USE OF TECHNOLOGY	43
2.2.1 Performance Expectancy	45
2.2.2 Effort Expectancy	45
2.2.3 Social Influence	46
2.2.4 Facilitating Conditions	46
2.2.5 Behavioural Intention	47
2.2.6 Use Behaviour	47
2.3 IS BEHAVIOUR RESEARCH USING UTAUT	48
2.3.1 UTAUT in Different Context	50
2.3.2 Extension of UTAUT	55
2.4 CRITICISMS ON UTAUT	58
2.5 IS ADOPTION BY SMEs/ENTREPRENEURS	62
2.6 ENTREPRENEURIAL RESEARCH	65
2.6.1 Prior Studies on Entrepreneurs Behavioural Intention	65
2.6.2 Entrepreneurial Event Model	68
2.6.3 Entrepreneurial Potential Model	71
2.6.3.1 Perceived Desirability	72
2.6.3.2 Perceived Feasibility	72
2.6.3.3 Credibility	73
2.6.3.4 Propensity to Act	73
2.6.3.5 Precipitating Events	74
2.7 RELATIONSHIP BETWEEN UTAUT AND EPM	76
2.8 THE PROPOSED INTEGRATIVE UTAUT-EPM IS ADOPTION MODEL	81
2.9 CHAPTER SUMMARY	83
CHAPTER THREE	84

DEVELOPMENT OF HYPOTHESES	84
3.1 INTEGRATIVE UTAUT-EPM MODEL	84
3.2 HYPOTHESIS DEVELOPMENT	87
3.2.1 Determinants of Intention to Use	88
3.2.1.1 Performance Expectancy and Intention to Use	88
3.2.1.2 Effort Expectancy and Intention to Use	90
3.2.1.3 Perceived Desirability and Intention to Use	91
3.2.1.4 Perceived Feasibility and Intention to Use	93
3.2.1.5 Social Influence and Intention to Use	95
3.2.2 Determinant of Use Behaviour	96
3.2.2.1 Facilitating Conditions and Use Behaviour	96
3.2.2.2 Intention to Use and Use Behaviour	97
3.2.3 Effect among Determinants of IS Related Adoption Behaviour	99
3.2.3.1 Impact of Performance Expectancy on Perceived Desirability	99
3.2.3.2 Impact of Effort Expectancy on Perceived Desirability	100
3.2.3.3 Impact of Perceived Feasibility on Effort Expectancy and Facilitating Conditions	101
3.2.4 Effects of Moderating Variables on Intention to Use	102
3.2.4.1 Impacts of Performance Expectancy Moderated by Gender and Age	103
3.2.4.2 Impacts of Effort Expectancy Moderated by Gender and Age	104
3.2.4.3 Impacts of Perceived Desirability and Perceived Feasibility Moderated by Gender and Age	106
3.2.4.4 Impacts of Social Influence Moderated by Gender and Age	107
3.2.4.5 Impacts of Facilitating Conditions Moderated by Age	108
3.2.4.6 Impacts of Perceived Desirability and Perceived Feasibility Moderated by Propensity to Use	109
3.2.4.7 Impacts of Intention to Use Moderated by Precipitating Events	111
3.3 CHAPTER SUMMARY	114
CHAPTER FOUR	115
RESEARCH METHODOLOGY	115
4.1 OVERVIEW OF RESEARCH DESIGN AND PROCESS	115
4.2 DEVELOPMENT AND OPERATIONALISATION OF MEASURES	121
4.2.1 Developing the Measures	121
4.2.2 Pre-Testing the Measures	123
4.2.2.1 Evaluation by Panel of Academics	125
4.2.2.2 Evaluation by Panel of Practitioners	126
4.2.3 Operationalising the Measures	128
4.2.3.1 Performance Expectancy	128
4.2.3.2 Effort Expectancy	129
4.2.3.3 Social Influence	130
4.2.3.4 Facilitating Conditions	131
4.2.3.5 Perceived Desirability	133

4.2.3.6 <i>Perceived Feasibility</i>	134
4.2.3.7 <i>Intention to Use</i>	135
4.2.3.8 <i>Use Behaviour</i>	137
4.2.3.9 <i>Propensity to Use</i>	138
4.2.3.10 <i>Precipitating Events</i>	139
4.2.3.11 <i>Age and Gender</i>	141
4.3 DEVELOPMENT OF SURVEY INSTRUMENT	142
4.3.1 Designing the Questionnaire	142
4.3.2 Pilot Testing the Questionnaire	144
4.3.3 Finalising the Questionnaire	146
4.4 ADMINISTRATION OF LONGITUDINAL SURVEY	147
4.4.1 Participants	147
4.4.2 Data Collection Process	149
4.4.3 Demographic Analysis of Respondents	150
4.5 PRELIMINARY ASSESSMENT OF SURVEY DATA	153
4.5.1 Assessment of Potential Non-Response Bias	153
4.5.2 Comparison of Construct Means between Ethnic Group	155
4.6 CHAPTER SUMMARY	158
CHAPTER FIVE	159
PRELIMINARY ANALYSIS AND SEM PROCEDURES	159
5.1 DATA PREPARATION	159
5.1.1 Data Coding and Data Editing	159
5.1.2 Examination of Outliers	161
5.1.3 Assessment of Multivariate Assumptions	162
5.1.3.1 <i>Testing for Normality</i>	162
5.1.3.2 <i>Testing for Homoscedasticity</i>	163
5.1.3.3 <i>Testing for Linearity</i>	164
5.1.3.4 <i>Testing for Multicollinearity</i>	164
5.2 ASSESSMENT OF MEASURES	165
5.2.1 Internal Consistency and Reliability of Measures	165
5.2.2 Assessment of Measures Validation	166
5.3 PEARSON CORELATIONS	168
5.4 ASSESSMENT OF COMMON METHOD VARIANCE	169
5.5 STRUCTURAL EQUATION MODELING APPROACH	171
5.5.1 Assessment of Measurement Model	173
5.5.1.1 <i>Unidimensionality</i>	175
5.5.1.2 <i>Convergent Validity</i>	175
5.5.1.3 <i>Discriminant Validity</i>	176
5.5.1.4 <i>Construct Reliability</i>	177
5.5.2 Assessment of the Structural Model	178
5.5.2.1 <i>Fit Indices of Measurement Model and Structural Model</i>	178

5.6 CHAPTER SUMMARY	180
CHAPTER SIX	182
ASSESSMENT OF INTEGRATIVE UTAUT-EPM MODEL	182
6.1 ADEQUACY OF THE MEASUREMENT MODEL	182
6.1.1 Assessment of Goodness of Fit	183
6.1.2 Construct Reliability and Validity	188
6.1.3 Measurement Equivalence Analysis	191
6.2 ADEQUACY OF STRUCTURAL MODEL	195
6.2.1 Assessment of Structural Model	195
6.3 FINDINGS OF THE HYPOTHESES TESTING	197
6.3.1 Determinants of Intention to Use IS Related Innovation	200
6.3.1.1 Effect of Technological Factors on Intention to Use	200
6.3.1. 2 Effect of Individual Factors on Intention to Use	201
6.3.2 Determinants of Use Behaviour of IS Related Innovation	202
6. 3.2.1 Effect of Environmental Factor on Use behaviour	202
6.3.2.2. Effect of Intention to Use on Use Behaviour	203
6.3.3 Relationship among Determinants of IS Adoption	203
6.3.4 Mediating Effect of Intention to Use	205
6.3.5 Moderating Effect of Gender and Age	206
6.3.5.1 Impact of Gender on Individual and Technological Factors	208
6.3.5.2 Impact of Age on Individual, Technological and Environmental Factors	210
6.3.6 The Moderating Effect of Continuous Moderating Variables	213
6.3.6.1 Impact of Individual Factors on Intention to Use Moderated by Propensity to Use	215
6.3.6.2 Impact of Intention to Use on Use Behaviour Moderated by Precipitating Events	216
6.4 POST HOC ANALYSIS ON THE IMPACT OF CONTINUOUS MODERATING VARIABLES	218
6.4.1 Moderating Effect of Propensity to Use	219
6.4.2 Moderating Effect of Precipitating Events	224
6.4.2.1 Moderating Effect of Changes in Entrepreneurs' Work Situation	227
6.4.2.2 Moderating Effect of Changes in Entrepreneurs' Work Environment	229
6.4.2.3 Moderating Effect of Entrepreneurs Decision to Change Their Career Perspective	231
6.4.2.4 Entrepreneurs Experience IS/IT Changes In Their Work Environment	233
6.5 ASSESSMENT OF BASIC UTAUT	235
6.6 CHAPTER SUMMARY	237
CHAPTER SEVEN	239
DISCUSSIONS OF FINDINGS	239
7.1 BASIC UTAUT AND INTEGRATIVE UTAUT-EPM MODEL	239
7.2 OVERVIEW OF RESEARCH OBJECTIVES	244
7.3 DISCUSSION OF FINDINGS	246
7.3.1 Determinants of Intention to Use	246
7.3.1.1 The Relationships among Determinants	253

7.3.1.2 <i>The Moderating Effect of Gender and Age Group</i>	255
7.3.1.3 <i>The Moderating Effect of Propensity to Use</i>	258
7.3.2 Determinant of Use Behaviour	260
7.3.2.1 <i>The Relationships among Determinants</i>	262
7.3.2.2 <i>The Moderating Effect of Age Group</i>	263
7.3.2.3 <i>Moderating Effect of Precipitating Events</i>	264
7.4 CONCLUDING REMARK OF THE FINDINGS	268
7.5 CHAPTER SUMMARY	270
CHAPTER EIGHT	271
CONCLUSIONS	271
8.1 OVERVIEW OF THIS STUDY	271
8.2 LIMITATION OF THIS STUDY	272
8.3 FUTURE DIRECTIONS OF THIS STUDY	274
8.4 CONTRIBUTIONS AND IMPLICATIONS OF THIS STUDY	278
8.4.1 Theoretical Contributions	278
8.4.2 Managerial Implications	282
8.5 CONCLUSIONS	286
REFERENCES	289

List of Tables

2.1:	Prior Studies on IS adoption using Theory of Reasoned Action (TRA).....	32
2.2:	Prior Studies on IS adoption Using Theory of Planned Behaviour	34
2.3:	Prior Studies on IS Adoption Using Technology Acceptance Model	35
2.4:	Prior Studies of IS Adoption Using Decomposed Theory of Planned Behaviour (DTPB)	38
2.5:	Prior Studies of IS adoption using Innovation Diffusion Theory (IDT).....	40
2.6:	Prior Studies of IS adoption Using Social Cognitive Theory (SCT)	41
2.7:	Constructs In Basic UTAUT.....	43
2.8	Prior Studies Using Unified Theory of Acceptance and Use of Technology...	49
2.9:	Prior Studies Using UTAUT in New Context, New User Populations, New Cultural Setting.....	50
4.1:	Measurement of Constructs.....	123
4.2:	Results of the Pre-Test by Panel of Academics and Practitioners	127
4.3:	Scales Items Related to Performance Expectancy.....	128
4.4:	Scales Item Related To Effort Expectancy.....	129
4.5:	Scales Item Related To Social Influence.....	131
4.6:	Scales Item Related To Facilitating Conditions.....	132
4.7:	Scales Item Related To Perceived Desirability.....	133
4.8:	Scales Item Related To Perceived Feasibility.....	135
4.9:	Scales Item Related To Intention to Use.....	136
4.10:	Scales Item Related To Use Behaviour.....	137
4.11:	Scales Item Related To Propensity to Use.....	139
4.12:	Scales Item Related To Precipitating Events.....	141
4.13:	Cronbach' Alpha	145
4.14:	Demographic Summary of Survey Respondents (329).....	152
4.15:	Analysis of Non-response Bias.....	154
4.16:	Results of the Independent T-test between Malay Entrepreneurs and Chinese Entrepreneurs	156
4.17:	Results of the Independent T-test for Malay Entrepreneurs and Indian Entrepreneurs	157
4.18:	Results of the Independent T-test for Chinese Entrepreneurs and Indian Entrepreneurs.	157
5.1:	Mean and 5 percent Trimmed Mean-outliers.....	161
5.2:	Normality, Skewness and Kurtosis.....	163
5.3:	Multicollinearity and Singularity.....	165

5.4:	Internal Consistency and Reliability.....	166
5.5:	Pearson Correlation.....	168
5.6:	Benchmark for Model Fit Indices.....	180
6.1:	Fit Indices for Initial Measurement Model.....	183
6.2:	Items Omitted from the Measurement Model.....	186
6.3:	Fit Indices for Final Measurement Model.....	188
6.4:	Regression Weight, Composite Reliability, Average Variance Extracted, Correlation	189
6.5:	Fit Indices for Malay and Chinese Measurement Model.....	193
6.6:	Results of invariance analysis for Malay and Chinese.....	194
6.7:	Standardized Estimates of UTAUT-EPM Structural Mode.....	196
6.8:	Standardised Regression Weights for Structural Model and Hypotheses.....	197
6.9:	Categories of Moderating Variables.....	208
6.10:	Hypotheses Testing on Moderating Effects of Gender.....	209
6.11:	Hypotheses Testing on Moderating Effects of Age on Intention to Use.....	211
6.12:	Categories of Continuous Moderating Variables.....	214
6.13:	Hypotheses Testing on Moderating Effects of Propensity to use.....	215
6.14:	$\Delta\chi^2$ of Precipitating Events.....	217
6.15:	Hypotheses Testing on Moderating Effects of Precipitating Events.....	217
6.16:	Standardized Estimates for Structural basic UTAUT model	235
6.17:	Results of Goodness-of Fit of Basic UTAUT.....	236
7.1:	Comparison of Results between the Basic UTAUT model and Integrative UTAUT_EPM Model.....	240
7.2:	Summary of Hypotheses Testing.....	242
7.3:	Summary of Research Questions, research objectives and Finding.....	243
7.4:	Summary of Reserach Questions, Objective, finding.....	245

List of Figures

1. 1:	Research Issue under Investigation.....	14
2.1:	Unified Theory of Acceptance and Use of Technology Venkatesh et al. (2003)	44
2.2:	Entrepreneurial Event Model, Shapero (1982).....	69
2.3:	Entrepreneurial Potential Model, Krueger and Brazeal (1994).....	71
2.4:	Theoretical Foundation.....	78
2.5:	Integrative Framework.....	81
3.1:	Generic Integrative Research Framework (UTAUT-EPM).....	86
4.1:	The Research Process.....	119
4.2:	Framework for Development of Measures (Adapted from Malhotra and Grover, 1998).....	124
6.1:	Initial Measurement Model.....	184
6.2:	Final Measurement Model.....	187
6.3:	UTAUT-EPM Model Standardised Estimates	198
6.4:	Integrative UTAUT-EPM Structural Model.....	199
6.5:	Mediating Effect of Intention to Use.....	206
6.6:	Moderating Effect of Propensity to Use on Perceived Desirability	221
6.7:	Moderating Effect of Propensity to Use on Perceived Feasibility	223
6.8:	Moderating Effects of Precipitating Events on Intention to Use	225
6.9:	Moderating Effects of Work Situation on Intention to Use	228
6.10:	Moderating Effect of Work Environment on Intention to Use	230
6.11:	Moderating Effect of Career Prospect on Intention to Use	232
6.12:	Moderating Effect of Technological Change on Intention to Use	234
6.13:	Basic Structural Models of UTAUT.....	236

List of Appendices

A-1:	Cover letter to Panels of Academics.....	323
A-2:	Pre-test: Content Validity.....	324
A-3:	Cover Letter to Panel of Practitioners.....	334
A-4:	Pre-test: Face Validity.....	335
A-5:	Sample of Survey Instrument.....	345
A-6:	Sample of Survey Instrument(Second Stage).....	351
A-7:	The list of Some Conferences for Data Collection.....	353
B-1	Testing for Outlier.....	354
B-2:	Testing for Homosedasticity and Linearity.....	357
B-3:	Reliability Analysis.....	360
B-4:	Exploratory Factor Analysis.....	361
C-1:	MODPROBE Result.....	362
C-2:	The Moderating Effect of Propensity to Use on Perceived Desirability...	363
C-3:	The Moderating Effect of Propensity to Use on Perceived Feasibility.....	364
C-4:	List of Abbreviations.....	365