

Factors Affecting Students to Adopt Electronic Magazine: Evidence from the Unified Theory of Acceptance and Use of Technology

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Abstract

With the development of the Internet and information technology, more and more people subscribe to e-books and e-magazines. However, despite the increasing number of digital readers, it is relatively important to understand the adoption of e-magazines. This research uses Unified Theory of Acceptance and Use of Technology (UTAUT) as the research infrastructure to increase trust in facets and compatibility of life styles, and explores the degree of relationship between each facet and customers' intention to adopt mobile banking apps. The research method used the online questionnaire answering method, and a total of 223 valid domestic university students' questionnaires were collected. The main results show that: (1) Performance expectancy has a significant positive impact on satisfaction; (2) Effort expectancy has a significant positive impact on satisfaction; (3) Social influence has no significant positive impact on satisfaction; (4) Facilitating conditions have a significant positive impact on satisfaction; (5) Satisfaction has a significant positive impact on Behavioral intention. Finally, based on the management implications of the results of this study, digital content providers are suggested as marketing strategies.

Keywords: Electronic Magazine; E-Magazine; Unified Theory of Acceptance and Use of Technology; Performance Expectancy; Effort Expectancy; Social Influence; Facilitating Conditions

1. Introduction

With the development of the Internet and information technology, more and more people subscribe to e-books and e-magazines. However, despite the increasing number of digital readers, it is relatively important to understand the adoption of e-magazines. A long-established Newsweek was founded in 1933 with a circulation of 1.5 million copies per issue. It has a nearly 80-year-old Newsweek. However, Newsweek officially announced that they will end the distribution of paper magazines at the end of the year and will be fully converted to digital publishing early next year. Next, Newsweek will focus more on publishing on smartphones, tablets and online, and will become a digital media. China should actively develop the digital publishing industry. After all, with the vigorous development of the Internet, if the relevant publishing industry does not enter the market with another "media", it will not only be far from the trend of the times, but also face a fate of being replaced. Under the tide of the digital age, paper magazine operators are bound to transform into digital media, or they will be overwhelmed by the huge wave.

The most important characteristics of electronic magazines are timeliness, immediacy, continuity, entertainment, and topicality. These are the most important factors in publishing books and e-books. Magazines are the first-hand masters of the latest and important in this field Information, the biggest

difference between paper magazines and e-magazines is that e-magazines have no problems with timeliness and access. They can be downloaded and read directly through the vehicle network anytime, anywhere. The difference between e-magazines and paper magazines. E-magazines retain most of the advantages of paper magazines. E-magazines are a new reading mode, with richer information and interaction, easier to search and easy to cite and save.

To sum up, E-Magazine is broadly defined as the way in which content providers digitize content and digital copyright protection measures, and then distribute specific electronic content including text, pictures, and multimedia through the Internet platform, and transmit it over the Internet. Deliver content to users for reading or downloading. So far, smartphones, tablets, and e-book readers have become popular, but e-magazines have not yet become mainstream, but e-magazines have gradually received attention. Businesses must transform paper magazines into digital media, an era of unstoppable digital media. wave. The domestic development of digital media is later than the development of foreign countries. The development of e-books or e-magazines is mainly to represent foreign products. There are a large number of journals and papers in e-magazines. This research has an in-depth study of consumer behavior in e-magazines, and hopes to help academically.

This study is based on Unified Theory of Acceptance and Use of Technology, and uses the perspective of university students as a model. Through empirical research, this study attempts to find out the relevant pre-factors that affect the adoption of electronic magazines by college students and make the whole Sexual exploration.

2. Unified Theory of Acceptance and Use of Technology (UTAUT)

The Unified Theory of Acceptance and Use of Technology (UTAUT) theory is an integration of eight theoretical models by Venkatesh, Morris, and Davis (2003), including Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM, TAM2), Motivational Model (MM), Theory of Planned Behavior (TPB), Combined TAM and TPB, Model of PC utilization (MPCU), Innovation diffusion theory (IDT), and Social cognitive theory (SCT). "Gender" and "Age" are adjusted for adjustment. After verification, it is learned that the UTAUT theory has a higher explanatory power of the use behavior than the original eight modes, which can reach 70% (Venkatesh, Morris, & Davis, 2003).

The integrated Unified Theory of Acceptance and Use of Technology (UTAUT), its theoretical structure includes: Performance Expectancy, Effort Expectancy, Social Influence, and Facilitating conditions, four aspects of behavioral intention, as well as gender, age, experience, and voluntariness of use Four moderators. Among the four main facets proposed by UTAUT theory, Performance Expectancy, Effort Expectancy, and Social Influence influence the user's use of technology indirectly,

while Facilitating conditions directly affect the use of information technology.

The four main facets are described below (Venkatesh, Morris, & Davis, 2003):

- **Performance Expectancy:** Information technology usage behavior is affected by personal expectations of using the system. Utility expectations are defined as "persons believe that using information technology can help achieve success at work", which is equivalent to the cognitive usefulness of the technology acceptance model. Venkatesh (2003) and others believe that utility expectation includes five aspects such as Perceived Usefulness, Outcome Expectation, Extrinsic Motivation, Job fit, and Relative Advantage. The two adjustment variables of "gender" and "age" will affect the degree of "Performance Expectancy" 's influence on "willingness to use" and have a greater impact on young men.
- **Effort Expectancy:** It refers to "how much effort an individual must use to use the system." Including Complexity (personal cognitive system use complexity), Perceived Ease of Use, Ease of Use (personal cognitive use system operation ease) three aspects. Venkatesh (2003) and others believe that the expectation of ease of use will vary depending on gender and age. Whether technology can provide a friendly and convenient interface will affect whether it can be accepted and used. The adjustment variables "gender", "age" and "experience" will have an effect on "Effort Expectancy" over time, and women and seniors value the system's ease of use expectations.
- **Social Influence:** refers to "the degree to which individuals feel the influence of people around them", Social Influence integrates Subjective Norm (attitude of important others that they should or should not take this behavior), Social Factor (in a certain situation (Subjective culture and agreement generated in the group), Image (individuals believe that an image can help maintain or improve their status in the group) and other three aspects. Venkatesh et al. (2003) and others believe that gender, age, experience, and voluntary use will affect Social Influence's relationship to intention to use, but it will gradually become less obvious as the use experience increases. The adjustment variables "gender", "age", "experience" and "voluntariness" will change the influence of "Social Influence" on "willingness to use".
- **Facilitating conditions:** Persons believe that organizations and technologies are sufficient to assist them in using the system. It integrates Perceived Behavioral Control (users' judgment on whether they can operate the system), Facilitating Conditions (technical assistance available in the environment), Compatibility Provide the purpose of use) and other three facets. Venkatesh and others believe that the enabling factors will affect the user's use behavior, and the influence on the use intention is not obvious, and the two adjustment variables of "age" and "experience" will increase with age and experience, and strengthen the "enabling factors" Impact on "Use

Behavior".

UTAUT is affected by four significant Moderator Variables, as explained below:

- **Gender:** Gender factors have a moderating effect between utility expectations, ease-of-use expectations, and social influences on behavioral intentions.
- **Age:** Among the effects of utility expectations and ease-of-use expectations on usage intentions, younger users have a significant adjustment effect. In terms of the social impact on the willingness to use and the contributing factors to the use behavior, the Older Users will have significant regulatory effects.
- **Experience:** refers to the user's accumulated use of an information technology from the introduction of the information system to having sufficient experience.
- **Voluntariness of Use:** The user perceives voluntary or free will to use innovative things.

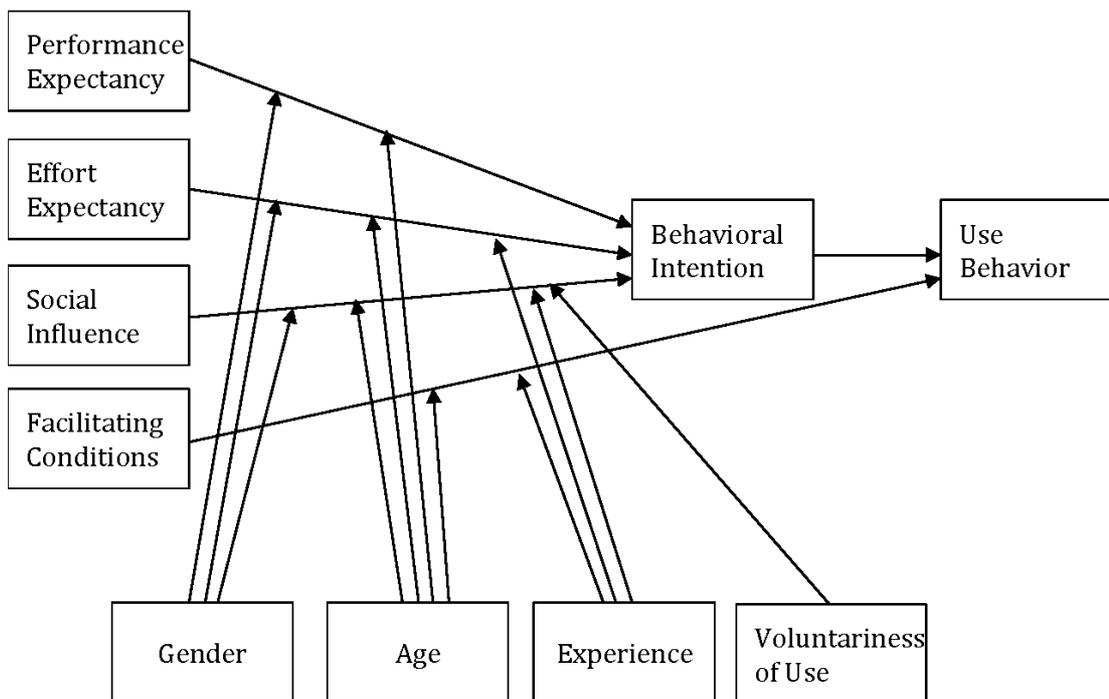


Figure 1: Original UTAUT Model

Table 1: Relevant Research of UTAUT towards information services

Author	Research Topics	Source
Lin, C. P., & Anol, B.	Learning online social support: an investigation of network information technology based on UTAUT.	CyberPsychology & behavior
Min, Q., Ji, S., & Qu, G.	Mobile commerce user acceptance study in China: a revised UTAUT model.	Tsinghua Science and Technology
Wills, M. J., El-Gayar, O. F., & Bennett, D.	Examining healthcare professionals' acceptance of electronic medical records using UTAUT.	Issues in Information Systems
Loo, W. H., Yeow, P. H., & Chong, S. C.	User acceptance of Malaysian government multipurpose smartcard applications.	Government Information Quarterly
Wang, Y. S., & Shih, Y. W.	Why do people use information kiosks? A validation of the Unified Theory of Acceptance and Use of Technology.	Government information quarterly
Kijsanayotin, B., Pannarunothai, S., & Speedie, S.	Factors influencing health information technology adoption in Thailand's community health centers: Applying the UTAUT model.	International journal of medical informatics
Zhou, T., Lu, Y., & Wang, B.	Integrating TTF and UTAUT to explain mobile banking user adoption.	Computers in human behavior
Im, I., Hong, S., & Kang, M. S.	An international comparison of technology adoption: Testing the UTAUT model.	Information & management
Shin, D. H., Shin, Y. J., Choo, H., & Beom, K.	Smartphones as smart pedagogical tools: Implications for smartphones as u-learning devices.	Computers in Human Behavior
Venkatesh, V., Thong, J. Y., Chan, F. K., Hu, P. J. H., & Brown, S. A.	Extending the two-stage information systems continuance model: Incorporating UTAUT predictors and the role of context.	Information Systems Journal
Madigan, R., Louw, T., Dziennus, M., Graindorge, T., Ortega, E., Graindorge, M., & Merat, N.	Acceptance of Automated Road Transport Systems (ARTS): an adaptation of the UTAUT model.	Transportation Research Procedia
Khalilzadeh, J., Ozturk, A. B., & Bilgihan, A.	Security-related factors in extended UTAUT model for NFC based mobile payment in the restaurant industry.	Computers in Human Behavior

Author	Research Topics	Source
Ibrahim, A., Adu-Gyamfi, M., &Kassim, B. A.	Factors affecting the adoption of ICT by administrators in the university for development studies tamale: empirical evidence from the UTAUT model.	International Journal of Sustainability Management and Information Technologies
Cao, Q., &Niu, X.	Integrating context-awareness and UTAUT to explain Alipay user adoption	International Journal of Industrial Ergonomics
Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D.	Re-examining the unified theory of acceptance and use of technology (UTAUT): Towards a revised theoretical model.	Information Systems Frontiers
Garone, A., Pynoo, B., Tondeur, J., Cocquyt, C., Vanslambrouck, S., Bruggeman, B., &Struyven, K.	Clustering university teaching staff through UTAUT: Implications for the acceptance of a new learning management system.	British Journal of Educational Technology
Lin, X., Wu, R., Lim, Y. T., Han, J., & Chen, S. C.	Understanding the Sustainable Usage Intention of Mobile Payment Technology in Korea: Cross-Countries Comparison of Chinese and Korean Users.	Sustainability
Ma, G., Jia, J., Ding, J., Shang, S., & Jiang, S.	Interpretive structural model based factor analysis of BIM adoption in Chinese construction organizations.	Sustainability
Palau-Saumell, R., Forgas-Coll, S., Sánchez-García, J., &Robres, E.	User acceptance of mobile apps for restaurants: An expanded and extended UTAUT-2.	Sustainability
Yang, H. H., Feng, L., & MacLeod, J.	Understanding college students' acceptance of cloud classrooms in flipped instruction: integrating UTAUT and connected classroom climate.	Journal of Educational Computing Research
Chen, S. C., Yen, D. C., & Peng, S. C.	Assessing the impact of determinants in e-magazines acceptance: An empirical study	Computer Standards & Interfaces

Note: Relevant studies are sorted by years.

3. Research Method

This research is mainly based on the UTAUT model proposed by Venkatesh et al. (2003), and it is modified to become the model and architecture of this research. The research model is shown in Figure 2 and Table 2. This research is a questionnaire analysis method, the main purpose of which is to use actual resources and analyze the parent's e-zine using as the model. After completing the questionnaire interview in this study, it was confirmed that the content of the scale items has content and face validity. In addition, we also make the content and arrangement of the questionnaires allow interviewees to easily answer questions and then conduct a formal questionnaire survey. The questionnaires were distributed using a convenient sampling method. Chinese college students were used as respondents to fill in the questionnaires at the county level. A total of 247 questionnaires were sent out in this study, of which 13 were invalid. A total of 223 valid questionnaires were recovered as analysis samples.

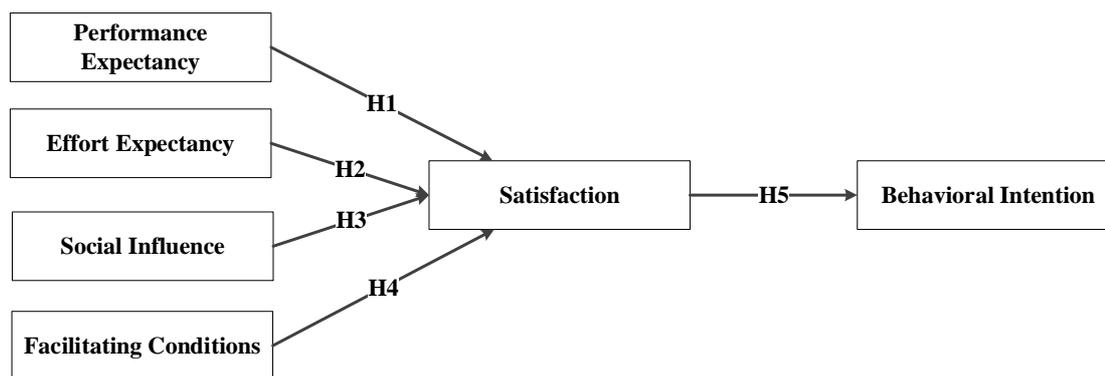


Figure 2: Research Model

Table 2: Research hypotheses

Hypothesis	Path
H1: Performance expectancy has the positive influence on satisfaction	PEREXP -> BINT
H2: Effort expectancy has the positive influence on satisfaction	EFFEXP -> BINT
H3: Social influence has the positive influence on satisfaction	SOCI -> BINT
H4: Facilitating conditions has the positive influence on satisfaction	FAC -> BINT
H5: Satisfaction has the positive influence on behavioral intention	SAT -> BINT

Note: BINT= Behavioral Intention; SATI= Satisfaction; PEREXP= Performance Expectancy; EFFEXP= Effort Expectancy; SOCI= Social Influence; FACCON= Facilitating Conditions

4. Data Analysis

In this study, after the questionnaire was collected, it was reorganized and coded, and the statistical software SmartPLS 3.2.8 was used to analyze and test the assets. The methods used in this research include trust, efficiency, and path analysis to validate research hypotheses and better understand the characteristics of e-zine users. This study used a two-stage method proposed by Anderson & Gerbing (1988) for SEM analysis. First, confirmatory factor analysis was performed with the original measurement model. This study evaluates construct validity. In terms of convergent validity, as shown in Table 3, the composite reliability (CR) of each construct is greater than 0.7, and the average variance extracted (AVE) is also greater than 0.5; Cronbach's Alpha is also Above 0.7, the scale of each construct should have convergent validity.

Regarding the test of discriminant validity, many studies traditionally use the method of Fornell & Larcker (1981). However, Henseler et al. (2015) believes that this method has low sensitivity and insufficient recognition of discriminative validity, and therefore proposes a HTMT (Heterotrait-Monotrait Ratio of Correlations) ratio to evaluate discriminative validity. They compared different discriminant validity recognition methods and found that the HTMT method is more superior in discriminant validity recognition. According to Henseler et al. (2015), if the confidence interval of the HTMT ratio does not contain 1, it has discriminative validity. To ensure the robustness of the analysis results, this paper uses bootstrap technology to obtain corresponding confidence intervals. According to the recommendations of Henseler et al. (2015) and Hair, the HTMT ratio was calculated in this paper. Table 4 shows the 95% confidence interval of the HTMT ratio obtained after 5000 samplings using the resampling technique. From the results in Table 4, it can be found that even with the relatively strict standard of HTMT, the facets of this study can still be completely distinguished from each other, and the data representing this study have discriminant validity.

Table 3: Convergent validity

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
BINT	0.84	0.85	0.84	0.64
SATI	0.88	0.89	0.88	0.72
PEREXP	0.88	0.88	0.88	0.71
EFFEXP	0.96	0.96	0.96	0.89
SOCI	0.89	0.89	0.89	0.72
FACCON	0.91	0.91	0.91	0.78

Note: BINT= Behavioral Intention; SATI= Satisfaction; PEREXP= Performance Expectancy; EFFEXP= Effort Expectancy; SOCI= Social Influence; FACCON= Facilitating Conditions

Table 4: Discriminant Validity

Relationships	Original Sample (O)	Sample Mean (M)	5%	95%
EFFEXP -> BINT	0.761	0.760	0.671	0.850
FACCON -> BINT	0.892	0.893	0.842	0.943
FACCON -> EFFEXP	0.663	0.662	0.581	0.744
PEREXP -> BINT	0.830	0.830	0.755	0.906
PEREXP -> EFFEXP	0.600	0.599	0.492	0.709
PEREXP -> FACCON	0.725	0.727	0.631	0.819
SATI -> BINT	0.816	0.817	0.750	0.881
SATI -> EFFEXP	0.645	0.645	0.552	0.738
SATI -> FACCON	0.853	0.852	0.778	0.928
SATI -> PEREXP	0.693	0.695	0.581	0.805
SOCI -> BINT	0.769	0.770	0.682	0.856
SOCI -> EFFEXP	0.692	0.692	0.594	0.790
SOCI -> FACCON	0.609	0.612	0.513	0.706
SOCI -> PEREXP	0.668	0.668	0.581	0.755
SOCI -> SATI	0.570	0.573	0.476	0.665

Note: BINT= Behavioral Intention; SATI= Satisfaction; PEREXP= Performance Expectancy; EFFEXP= Effort Expectancy; SOCI= Social Influence; FACCON= Facilitating Conditions

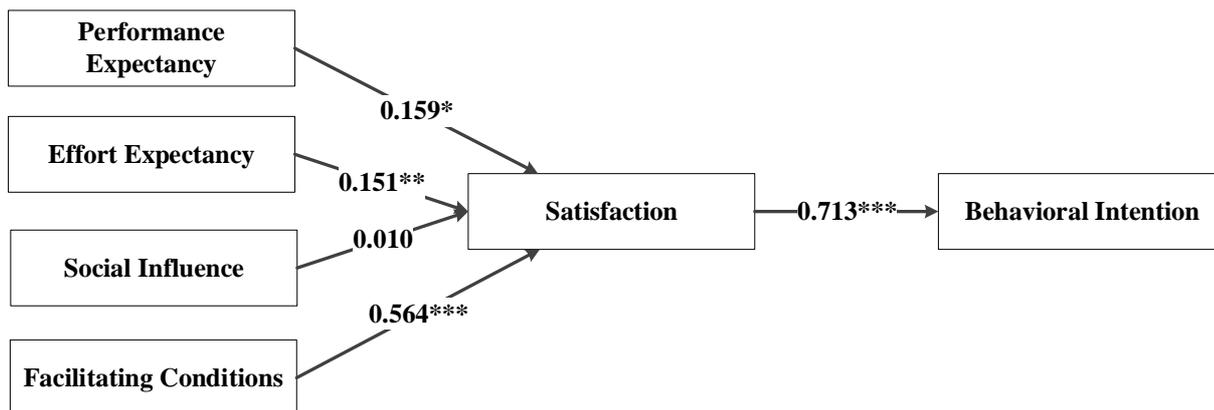
This study uses SmartPLS software to perform PLS analysis to analyze the path effect of the hypothetical model. The main purpose is to verify the influence between various facets. The path coefficient between the self-variant term and the dependent term is the value of the direct effect, which is the direct effect of the path analysis; the direct effect of the path analysis is expressed by the value of the standardized path coefficient, as shown in Table 5 and Figure 3.

Table 5: Hypotheses Testing and Path Coefficients

Path	Path Coefficient	T-value	P-Value
H1: PEREXP -> BINT	0.159*	1.930	0.054
H2: EFFEXP -> BINT	0.151**	2.188	0.029
H3: SOCI -> BINT	0.010	0.170	0.865
H4: FAC -> BINT	0.564***	6.446	0.000
H5: SAT -> BINT	0.713	19.693	0.000

Note 1: BINT= Behavioral Intention; SATI= Satisfaction; PEREXP= Performance Expectancy; EFFEXP= Effort Expectancy; SOCI= Social Influence; FACCON= Facilitating Conditions

Note 2: * p-value < 0.1; ** p-value < 0.05; *** p-value < 0.01



Note: * p-value < 0.1; ** p-value < 0.05; *** p-value < 0.01

Figure 3: Path Model

5. Discussion and Conclusion

Among the top three publications, e-books, e-newspapers, and e-magazines are the three most popular. The e-zine seems to be the most popular because the e-publishes are not suitable for long-term reading, and reading requires vehicles. At present, the development of science and technology is still carried on paper. In addition, the formulation of copyright contracts and security issues have not yet reached a standard agreement. Therefore, e-books have not been able to proceed smoothly. However, newspapers are too large and require broadband and long-term download. There are many difficulties. Although the e-magazine started late, due to the characteristics of the magazine's publications, it can be consistent with the timeliness and timeliness of the Internet. The magazine is small in size and suitable for display on a computer screen; there are fewer pages and fewer resources

to download. The content of the magazine is divided into pictures and texts, and the weight of reading texts is reduced. Electronic technology can also be used to display pictures and multimedia, so that people have different choices and improve everyone's willingness to read. Therefore, the e-magazine is a niche content industry that one cannot ignore.

Based on the analysis of the data in this study, three factors, performance expectancy, effort expectancy and facilitating conditions, have a positive and significant impact on behavioral intention through satisfaction. This study explores the literature and related research, puts forward a hypothetical model of consumer behavior in ordering e-magazines, and confirms the interpretation and prediction capabilities of this research model through PLS analysis. If consumers use e-magazines, if users can feel that performance expectancy, effort expectancy and facilitating conditions can be improved, it will positively affect their satisfaction and continuous use intention, and prompt consumers to take actions. This context of cause and effect can be used as a reference for the management strategy of e-magazines.

In addition, according to the analysis results, users will have higher satisfaction with e-magazines and believe that e-magazines can satisfy users. The higher the consumer's satisfaction after using an e-magazine, the more likely they are to order this again. The intention of the electronic magazine, that is, the continuous use intention of the electronic magazine will be improved; for consumers, the satisfaction degree after purchasing or using the product will affect the subsequent purchase and use intention. If consumers feel inconvenient and unfriendly to use e-magazines, their satisfaction will be reduced and their willingness to buy again will be reduced, which will affect their purchasing behavior.

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