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December 2007

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DIVERSITY IN THEORETICAL CONCEPTUALIZATION: AN ALTERNATE MODEL FOR INDIVIDUAL ADOPTION

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Abstract

Technology acceptance model, which is based on theory of planned behavior (TPB) and theory of reasoned action (TRA), posits beliefs as the underlying reason for the individual adoption decisions. While the model has been very successful in explaining the individual adoption of technology, various researchers have called for the need for alternate approaches to explain the adoption phenomenon. To develop the alternate model of individual technology acceptance, this research uses the theories of human motivation, which propose need fulfillment as the basis for human actions. Perceived incremental need gap (PING) is conceptualized as the construct to assess the extent of individual need fulfillment. PING assesses the degree to which an individual perceives that technology will fulfill his needs. This assessment is based on the capabilities of the technology for need fulfillment and forms the core logic of the proposed motivational model of adoption. Further, it is proposed that the ability of individual to assess the impact of technology is limited by the extent of his comprehension of the technology. The individual differences in technology comprehension affect their abilities to assess and use the technology. Model proposes that individuals with greater ability to comprehend technology evaluate the extent to which a technology meets their needs through their own interactions with the technology while those with lesser technology comprehension depend on peers and other significant others to develop their motivations for adoption.

Keywords: Technology acceptance, motivational theories, needs, Technology Acceptance Model (TAM)