

A Systematic Literature Review: UTAUT In Fashion

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Abstract.

UTAUT better explains the various technological and contextual factors to behavioral intention in technology adoption in individual and organizational contexts. Based on an extensive summary and synthesis, an alternative theoretical model proposed is UTAUT, the most frequently used IS/IT adoption model. This study uses a systematic literature review by applying two stages. In the first stage, articles will be identified and included in the Prism Flow Diagram model. In the next stage, articles are analyzed based on research methods, UTAUT dimensions, and presentation of research results. Articles that discuss UTAUT cover the fields of banking, health, vehicles, and online shopping. Most sites have articles about mobile payments, health, and online shopping, while UTAUT's research in education, banking, and other fields is conducted in Asian and European countries. Analytical data collection methods are quantitative and qualitative. The UTAUT model has four fundamental constructs that influence behavioral intentions. A comprehensive overview of meta-UTAUT has not been studied in the context of chatbots in the service industry. There are five significant meta-UTAUT constructs (performance expectations, effort expectations, social influence, facilitating conditions, and attitudes) to identify trends in continuing intentions to use chatbot services. The Meta-UTAUT model is most appropriate for understanding cellular adoption because, on the one hand, it represents an integrated model with attitude as a new mediating variable. Behavioral intention to use the system is influenced by several factors, including perceived risk, perceived trust, perceived cost, and self-efficacy, so the Meta-UTAUT Model is the most appropriate model for understanding mobile adoption.

Keywords: UTAUT, Fashion, Technology, Adoption

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1. Introduction

Technology adoption has used various theories/models to examine and predict technology adoption by users, including "Theory of Reasoned Action (TRA)", "Theory of Planned Behavior (TPB)", "Task Technology Fit (TTF)", "Unified Theory of Acceptance and Use of Technology (UTAUT)", and "Technology Acceptance Model (TAM)". These theories have used several different technological and contextual factors that influence technology adoption in individual and organizational contexts. Taking into account the extensive review and synthesis of alternative theoretical models, Venkatesh et al. [2012] propose UTAUT, which has become one of the most frequently used IS/IT adoption models today. UTAUT has included four moderators (i.e. age, gender, experience, and voluntary use) to increase the predictive power of the model, which was not considered by previous adoption theory (Al-Saedi et.al, 2021).

Since the evolution of UTAUT and its expansion to UTAUT2, has been used to examine the adoption of various technologies in different contexts including government, mobile health, mobile banking, m-wallets, mobile payments, mobile commerce, smartphones, and blockchain. In accordance with these studies it can be observed that although the UTAUT model explains quite large differences in intention and usage behavior, such studies omit examining specific relationships and examine the role of moderators. This model is also claimed to be complicated and not used in its original form in several studies that use it (Dwivedi et, al., 2020).

The author aims to describe what was reviewed and published about UTAUT using a systematic literature review. This approach was taken to contribute to future research on which models to analyze and what types of data to collect. This paper is organized into several sections. In section 2, the writer analyzes the research methodology used. Section 3 in this paper provides the findings in the research analyzed, including the distribution of topics over time, and a brief description of the journal, field of study, and authorship. In addition, this section also analyzes the geographic context of the study and the research methods used, including data collection and data analysis methods, as well as a description of the variables used in the research. The last section in this literature review provides the main conclusions which are summarized as well as proposed variables that can be used for further research.

2. Research Method

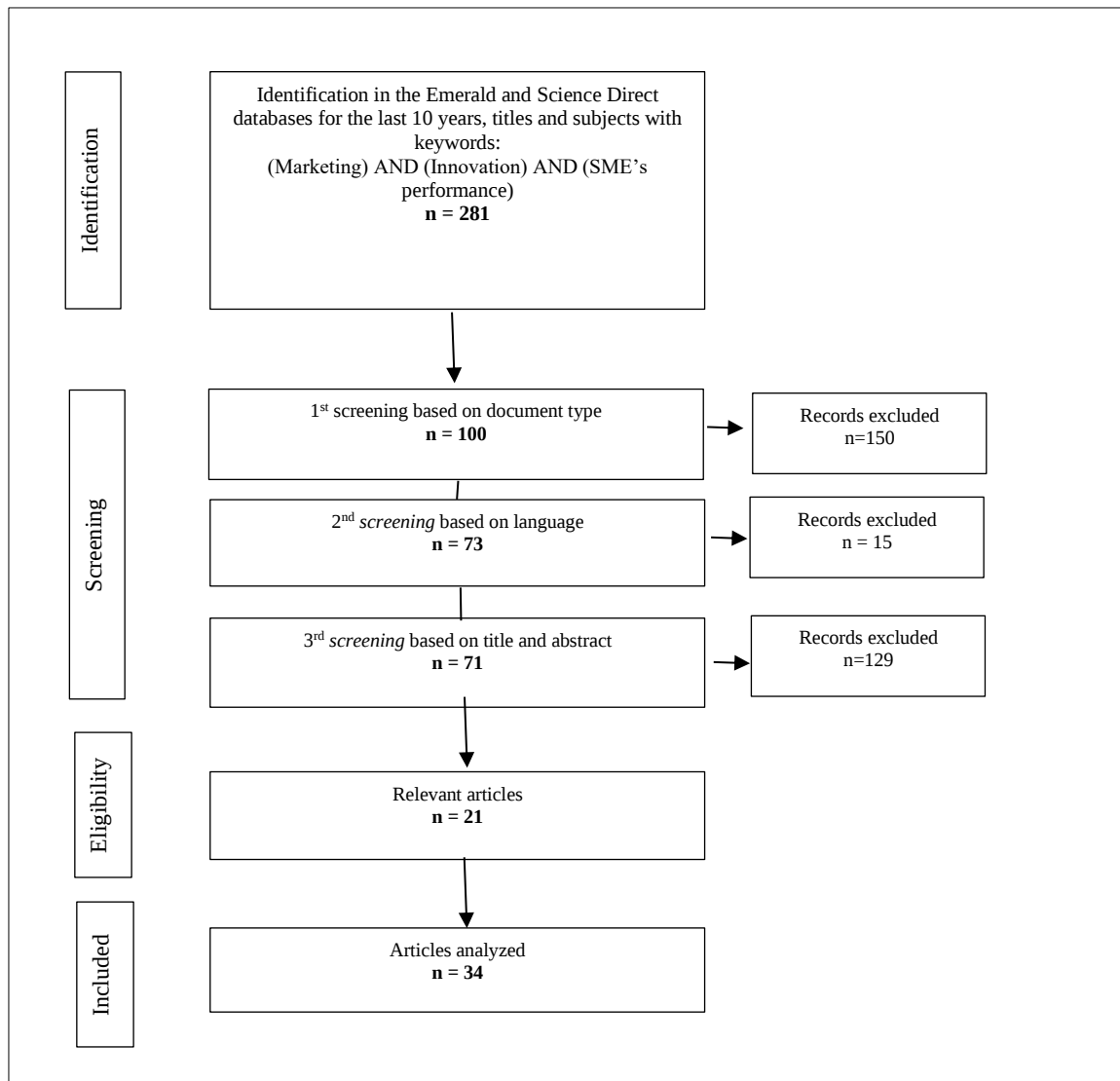
This study used a systematic literature review by implementing two stages, namely article selection and article analysis. In the first stage, articles will be identified and included in the Prisma Flow Diagram model. In the next stage, an analysis of the selected articles was carried out.

2.1 Articles Selection

Research identification was carried out by searching the Emerald and Science Direct databases using the keyword (UTAUT) in the article title, subject, and period, namely during the last 5 years. From this identification process, 28 items were obtained.

The next stage is to filter articles based on the type of document. Screening at this stage resulted in 330 items. A total of 150 items were not selected because they were not scholarly journal document types. The next stage of screening is through the language used. Only documents written in English are selected. From this screening, as many as 15 were able to use other than English, so the screening at this stage produced as many as 180 items for the

next screening process. In the final stage of screening, screening was done manually on abstracts and abstract titles for the 35 selected items. This is done to verify whether each article is relevant to the topic raised.



After confirming the feasibility of an article to be examined through several screenings above, 28 articles were obtained which were ready to be analyzed at a later stage.

2.2 Articles Analysis

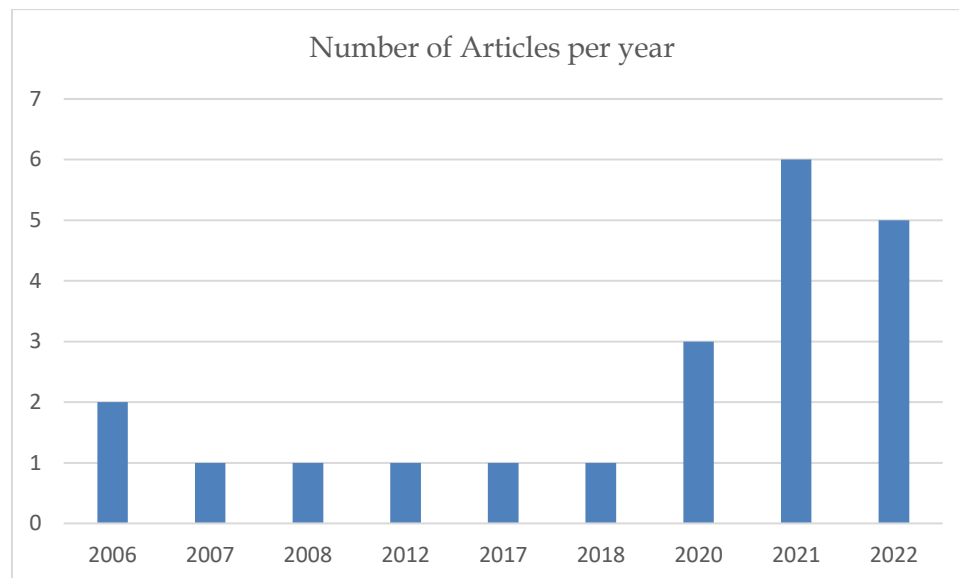
Selected items, namely as many as 34 articles selected in the previous stage will then be analyzed using two steps. The first step will be a descriptive analysis of the following aspects: (1) Distribution over time; (2) Distribution based on journals, scientific fields and authorship; and (3) Distribution according to the geographic context where the research was conducted

In the next stage, a descriptive analysis was developed to identify the following: (1) Research methods (data collection and data analysis methods); (2) UTAUT Dimensions; and (3) Results of analysis regarding technology adoption, behaviour intention, dan metha-UTAUT

3. Results and Discussion

3.1 Distribution of The Papers Over Time

This research takes research on different technological and contextual factors that influence technology adoption in individual and organizational contexts from 2018 to 2021 experiencing an increase. Research on UTAUT in 2021 will reach 50% of the number of existing articles. Covid-19 has forced many people in the world to carry out their activities online. This encourages both consumers and producers to carry out their activities online. And in 2022 it will start to decline, this could happen because during the Covid-19 period many people were used to technology.



3.2 Journals, Authorship and Citations

No	Year	Author	Title	Journal/ Proceeding	Citation
1	2022	Megan C. Good et al.	Business-to-business sales people and political skill: Relationship building, deviance, and performance	Journal of Business Research 139 (2022) 32-43	
2	2012	Victoria Magrath et al.	Branding design elements of mobile fashion retail apps	Journal of Fashion Marketing and Management Vol. 17 No. 1, 2013 pp. 98-114	
3	2006	Sharon (Hsueh-Kuan) Hung	PRACTITIONER PAPER Play in fashion: bridging China to the west with a look at Taiwan fashion branding	Journal of Fashion Marketing and Management Vol. 10 No. 4, 2006 pp. 479-490	
4	2022	Ece Nüket ÖNDOĞAN et al.	A Study on the Investigation of Sustainability Practices of Global Brands in the Fashion Market	EGE AKADEMİK BAKIŞ / EGE ACADEMIC REVIEW Cilt 22 • Sayı 4 • Ekim 2022 SS. 393/412	
5	2021	Vincent Dubé-Sénécal (2021)	Fashion, Industry and Diplomacy: Reframing Couture-Textile Relations in France, 1950s-1960s	Enterprise & Society (2021), 1-25	

6	2022	Anna Zulia Buttner et al.	FASHION CONSCIOUSNESS: IMPORTANT ROLE TO PLUS-SIZE WOMEN WELL-BEINGs	Brizilian Journal of Marketing	
7	2020	Ivan Paris	Fashion and Institutions: The AIIA and the Ready-to-Wear Industry in Italy (1945-1975	Cambridge University Pres	
8	2008	K.L. Moon et al.	The adoption of RFID in fashion retailing: a business value-added framework	Industrial Management & Data Systems Vol. 108 No. 5, 2008 pp. 596-612 Emerald Group Publishing Limited	192
9	2007	Y.Y. Huang et al.	Applications of quality function deployment to apparel design in Taiwan	Journal of Fashion Marketing and Management Vol. 11 No. 2, 2007 pp. 215-237 Emerald Group Publishing Limited	21
10	2020	Subhro Sarkar et al.	Influence of consumer decision-making styles on use of mobile shopping applications	Benchmarking: An International Journal Vol. 27 No. 1, 2020 pp. 1-20 © Emerald Publishing Limited	28
11	2006	Mandy Sheridan et al.	Fast fashion requires fast marketing The role of category management in fast fashion positioning	Journal of Fashion Marketing and Management Vol. 10 No. 3, 2006 pp. 301-315 q Emerald Group Publishing Limited	157
12	2021	Nannan Xi et al.	Shopping in virtual reality: A literature review and future agenda	Journal of Business Research 134 (2021) 37-58	
13	2021	Chris McMahon	Situation, Patterns, Exploration, and Exploitation in Engineering Design	she ji The Journal of Design, Economics, and Innovation Vol. 7, No. 1, Spring 2021	
14	2022	Christina Soyoung Song et al.	The role of the human-robot interaction in consumers' acceptance of humanoid retail service robots	Journal of Business Research 146 (2022) 489-503	
15	2017	Dilys Williams	Fashion Design as a Means to Recognize and Build Communities-in-Place	International Journal of Design, Economics, and Innovation Volume 4, Number 1, Spring 2018	25
16	2021	Ramona Vijeyarasa et al.	Fast Fashion for 2030: Using the Pattern of the Sustainable Development Goals (SDGs) to Cut a More Gender-Just Fashion Sector	Business and Human Rights Journal (2022), 7, 45-66	5
17	2018	Marzena E. Nierodaa et al.	How do consumers think about hybrid products? Computer	Journal of Bussiness Reseacr 89 (2018) 159-170	39

			wearables have an identity problem		
18	2021	Susi Geiger et al.	Market mash ups: The process of combinatorial market innovation	Journal of Business Research 124 (2021) 445–457	19
19	2022	Patrick Elf et al.	"Advancing the circular economy through dynamic capabilities and extended customer engagement: Insights from small sustainable fashion enterprises in the UK"	Business Strategy and The Environment published by ERP Environment and John Wiley & Sons Ltd	
20	2020	Maria Mercedes Frabboni	Fashion designs and brands: The role of the informed user and the average consumer	The journal of world intellectual property	5
21	2021	Christian F. Durach et al.	"Special Topic Forum: Blockchain: Applications and Strategies for Supply Chain Research and Practice Blockchain Applications in Supply Chain Transactions"	Journal of Business Logistics	

Based on the table above, it can be seen that the majority of articles are relevant to one another. It is important to note that journals or proceedings can be related to more than one field. The articles analyzed discuss UTAUT which is used in many fields, including: banking, vehicle health, online shopping etc. The above article has been published by publishers Emerald and Science Direct in the last 5 years with international reputation, in business, management and technology journals. Articles that have the greatest citation are articles that have topics on mobile payments, health and online shopping.

3.3 Geographical Context

Judging from the geographical location, from the articles discussing digital issues in the last 5 years published in journals, the Asian continent has 14 articles consisting of: China 2, India 3, Indonesia 2, Iran 1, Korea 2, Oman 1, Malaysia 2, Turkey 1. The African continent consists of Zimbabwe 3, Nigeria 1, South Africa 1. The continent of Australia 1. The America continent consists of 2 : USA 1, São Paulo 1. The continent of Europe consists of 9 : Lithuania 1, France 2, Portugal 1 , Serbia 1, Slovenia 1, Spain 1, England 2. It appears that UTAUT's research in the fields of education, banking and others has been mostly carried out in Asian and European countries.

3.4 Data Analysis Methods

Analysis data collection methods are divided into two, namely quantitative and qualitative. From the table below it can be seen that 96.42% of the articles analyzed were quantitative research, and 1 article relied on qualitative methods in its research. These articles use various data analysis methods, namely SEM, PLS and regression analysis. Some of them start with a descriptive analysis. Validity and reliability tests were carried out to ensure that the data used in the study were appropriate and in accordance with the requirements needed. For analysis tools, the articles are evenly distributed for the use of data analysis tools, be it PLS, SPSS, and AMOS. From 1 article analyzed, there is a qualitative article using Conceptual paper.

3.5 Variable Used

Type of methods	Description of method	Authors / Year
QUANTITATIVE	Structural Equation Model (SEM)	Christina Soyoung Song et al. (2022)
	Path analysis	Megan C. Good et al. (2022)
	QFD Method & Delphi method	Y.Y. Huang, er al. (2007)
	EFA & CFA	Subhro Sarkar et al. (2020)
	Other	Susi Geiger et al. (2021), Christian F. Durach et al. (2021)
QUALITATIVE	Conceptual paper	Victoria Magrath et al. (2012), Sharon (Hsueh-Kuan) Hung (2006), Ece Nüket ÖNDOĞAN et al. (2022), Vincent Dubé-Sénécal (2021), Anna Zulia Buttner et al. (2022), Ivan Paris (2020), K.L. Moon et al. (2008), Mandy Sheridan et al. (2006) Nannan Xi et al. (2021), Chris McMahon (2021), Dilys Williams (2017), Ramona Vijayarasa et al. (2021), Marzena E. Nierodaa et al. (2018), Patrick Elf et al. (2022), Maria Mercedes Frabboni (2020).

Variables analyzed from the above articles include keywords that often appear, including technology adoption, behavior intention, and metha-analysis. As shown in the following figure:

The variables analyzed from the articles above include the Unified theory of acceptance and use of technology (UTAUT), Behavioral intention, Performance expectancy, Performance expectancy, Mobile Banking, TAM, Meta-UTAUT and others as listed in the table below:

Variables / dimensions	Authors/years
Customer-Oriented Selling	Megan C. Good & Charles H. Schwepker Jr. (2022)
Sales Performance	Megan C. Good & Charles H. Schwepker Jr. (2022)
Fashion Brand	Sharon (Hsueh-Kuan) Hung (2006) Y.Y. Huang, Bertram Tan (2007)
Brand Design	Victoria Magrath and Helen McCormick (2012)
Apparel Brands	Ece Nüket ÖNDOĞAN , Ziyne ÖNDOĞAN , Berru TOPUZÖĞLU (2022)
Fashion Consumption	Anna Zulia Buttner, Suzzane Stehrau (2022)
Fashion Consciousness	Anna Zulia Buttner, Suzzane Stehrau (2022)
Fashion Industry	Vincent Dubé-Sénécal (2021)
E-textiles	Ivan Paris (2020)
Energy storage	Ivan Paris (2020)
Fashion retailers	K.L. Moon, E.W.T. Ngai (2008)
Radio Frequency Identification (RFID)	K.L. Moon, E.W.T. Ngai (2008)
Product Quality	Y.Y. Huang, Bertram Tan (2007)
Category Management (CM)	Mandy Sheridan, Christopher Moore and Karinna Nobbs (2006)
Fashion Sector	Mandy Sheridan, Christopher Moore and Karinna Nobbs (2006) Ramona Vijayarasa and Mark Liu (2021)
Fashion Supply Chain	Mandy Sheridan, Christopher Moore and Karinna Nobbs (2006)
Virtual Reality	Nannan Xi, Juho Hamari (2021)
Extended Reality	Nannan Xi, Juho Hamari (2021)

Augmented Reality	Nannan Xi, Juho Hamari (2021)
Fashion Design	Dilys Williams (2017)
Fashion Type	Marzena E. Nierodaa, Mona Mrad, Michael R. Solomonc (2018)
Self-image	Marzena E. Nierodaa, Mona Mrad, Michael R. Solomonc (2018)
Market Innovation	Susi Geiger, Hans Kjellberg (2021)
Fashion Law	Maria Mercedes Frabboni (2020)
Industrial Designs	Maria Mercedes Frabboni (2020)
Intellectual Property Rights	Maria Mercedes Frabboni (2020)
Trade Mark	Maria Mercedes Frabboni (2020)
Blockchain Applications	Christian F. Durach , Till Blesik, Maximilian von D€uring, and Markus Bick (2021)
Supply Chain	Christian F. Durach , Till Blesik, Maximilian von D€uring, and Markus Bick (2021)
Engineering Design	Chris McMahon (2021)
HRI (Human Robot Interaction)	Christina Soyoung Song , Youn-Kyung Kim (2022)
Sustainable Fashion	Patrick Elf, Andrea Werner, Sandy Black (2022)
Fast Fashion	Ramona Vijayarasa and Mark Liu (2021)
Sustainable Development Goals (SDGs)	Ramona Vijayarasa and Mark Liu (2021)

Technology adoption finds researchers mostly using the Technology Acceptance Model (TAM) as a theoretical lens primarily developed to understand technology users in organizational contexts. UTAUT was also originally developed in an organizational context to explain employee acceptance of technology. Therefore, Venkatesh et al. (2012) proposed an extended version of UTAUT that adapts the model to the context of consumer technology acceptance, known as UTAUT2.

The UTAUT model has four fundamental constructs (namely, performance expectations, effort expectations, social influence, and facilitation conditions) that influence behavioral intentions to use technology and/or use technology (Arfi, et.al., 2021). Behavioral intention to use the system is influenced by several factors, including perceived risk, perceived trust, perceived cost, and self-efficacy. To define and analyze these constructs, scholars have effectively used the UTAUT model. Compared to other theories and models, UTAUT provides a better understanding of the variance in behavioral intention (Al-Saedi et.al, 2021).

The comprehensive description of the meta-UTAUT has not yet been studied in the context of chatbots in the service industry. Five significant meta-UTAUT constructs (performance expectation, effort expectation, social influence, facilitation condition, and attitude) to identify how it instills to create continuance intention to use the chatbot service. The Meta-UTAUT model will be most appropriate for understanding mobile adoption by payment consumers. Because, on the one hand it represents an integrated model with attitude as a new mediating variable; on the other hand, it is a more comprehensive and less complicated model than the UTAUT (Balakrishnan, Abed, and Jones, 2022).

4. Conclusion

Different technological and contextual factors influencing technology adoption in individual and organizational contexts. Compared to other theories and models, UTAUT provides a better understanding of the variance in behavioral intention. Research using the UTAUT model is widely used in European and Asian countries. Most of the data processing methods used are Structural Equation Model (SEM).

The UTAUT model has four fundamental constructs (ie, performance expectations, effort expectations, social influence, and facilitating conditions) that influence behavioral intentions to use technology and/or use technology. Behavioral intention to use the system is influenced by several factors, including perceived risk, perceived trust, perceived cost, and self-efficacy. Currently the Meta-UTAUT Model is the most appropriate model for understanding mobile adoption.

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