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Abstract

Success of any Information and Communication Technology (ICT) application, whether developed for industrial or individual use, depends on the level of acceptance by the consumers and usage of the same on a regular base in the most sustainable manner. Result of the content analysis on UTAUT2 model reveals that this model have more predictive ability than earlier models. The variance explained on behavior intention was of 61–80% and on use behavior was of 41–60%. The external factors which are applied newly, namely, trust, risk, innovativeness, privacy, security, self-efficacy and information are found to be good predictors. Various stakeholders, especially those entrepreneurs who are developing new as well as existing owners of ICT applications consider these constructs for adoption and continuous use among consumers. The present scenario around the world is going to result in more and more use of ICT applications by the people for all their needs.