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The Global Economic Impact of UTAUT: A Bibliometric Analysis

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Abstract: This study explores the global economic impact of the Unified Theory of Acceptance and Use of Technology (UTAUT) through a bibliometric and thematic analysis. By examining 561 publications from the Scopus database over the past two decades (2004-2025), the research identifies publication trends, author collaborations, and the contributions of institutions and countries to UTAUT scholarship. Key findings reveal that UTAUT has evolved from a technology adoption theory into a multidisciplinary framework influencing the digital economy and education sectors. The thematic analysis highlights four core themes: technological innovation, user behavior, digital transformation, and economic development. This study offers strategic insights for researchers and policymakers to leverage UTAUT in technological development and data-driven decision-making. The results emphasize the significance of cross-country and cross-sector collaboration in expanding the global application of UTAUT.

Keywords: UTAUT; Technology Adoption; Bibliometric Analysis; Global Economic Impact

Abstrak: *Penelitian ini menganalisis dampak ekonomi global dari Unified Theory of Acceptance and Use of Technology (UTAUT) melalui pendekatan bibliometrik dan analisis tematik. Dengan menganalisis 561 publikasi dari basis data Scopus selama dua dekade terakhir (2004-2025), studi ini mengidentifikasi tren publikasi, kolaborasi penulis, serta kontribusi institusi dan negara terhadap penelitian UTAUT. Temuan utama menunjukkan bahwa UTAUT telah berkembang dari teori adopsi teknologi menjadi kerangka kerja multidisipliner yang memengaruhi berbagai sektor, termasuk ekonomi digital dan pendidikan. Analisis tematik mengungkapkan empat tema utama: inovasi teknologi, perilaku pengguna, transformasi digital, dan pembangunan ekonomi. Studi ini memberikan wawasan strategis bagi peneliti dan pembuat kebijakan untuk memanfaatkan UTAUT dalam pengembangan teknologi dan pengambilan keputusan berbasis data. Hasil penelitian ini menegaskan pentingnya kolaborasi lintas negara dan sektor dalam memperluas penerapan UTAUT secara global.*

Kata kunci: *UTAUT; Adopsi Teknologi; Analisis Bibliometrik; Dampak Ekonomi Global*

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INTRODUCTION

Understanding the mechanisms behind technology adoption has become increasingly essential with the rapid advancement of digital technologies and systems. One of the most comprehensive and widely accepted frameworks for predicting user acceptance of technology is the Unified Theory of Acceptance and Use of Technology (UTAUT), introduced by (Venkatesh et al., 2003). UTAUT integrates eight earlier models, including the Technology Acceptance Model (TAM), the Theory of Reasoned Action (TRA), and the Theory of Planned Behavior (TPB). This theory provides a unified view of technology adoption. The significance and need of UTAUT have been more articulated for a long time due to worldwide computerized change trends, particularly amid and after COVID-19. The sudden move to inaccessible work, e-learning, e-health, fintech administrations, and advanced government stages has quickened innovation selection uncommonly. In any case, the victory of these computerized advancements depends on the client's acknowledgment and proceeded utilization. In this manner, researchers and specialists progressively depend on UTAUT to assess the behavioral eagerness and real utilization of different mechanical frameworks.

In Southeast Asia, advanced change is particularly salient in the improvement of MSMEs. For instance, as of 2022, Indonesia reported that 22.9% of its 65 million MSMEs were completely digitalized, concurring with the Service of Cooperatives and SMEs. In Malaysia, the SME Organization detailed that around 30% of SMEs had received a few frames of the computerized stage by 2021. In the meantime, Vietnam's Service of Arranging and Venture highlighted that over 21% of its SMEs will be coordinated into the advanced economy by 2023. These figures emphasize the noteworthy crevice and opportunity for advanced appropriation over the region's MSME segment, which can be methodically caught using systems such as UTAUT. Despite its solid hypothetical establishment and experimental bolster, a few investigative crevices stay within the current body of UTAUT-related writing. Firstly, whereas UTAUT has been broadly applied in created economies, there has been constrained investigation in developing markets and creating nations where sociocultural and infrastructural contrasts may altogether influence selection designs (Dwivedi et al., 2019); (Alalwan et al., 2017). Besides, numerous think centers exclusively on behavioral purposeful without assessing genuine utilization or post-adoption behavior (Escobar-Rodríguez & Carvajal-Trujillo, 2013). Thirdly, the larger part of existing works are cross-sectional, advertising restricted knowledge into longitudinal changes or framework supportability over time. In conclusion, integrating UTAUT with more up-to-date builds like belief, chance, advanced education, and manufactured insights remains underexplored (Rana et al., 2024); (Alharbi, 2023).

The bibliometric and topical survey by Hermita et al. (2023) highlights significant gaps in applying the Unified Theory of Acceptance and Use of Technology (UTAUT) across multidisciplinary contexts, particularly in open access, educational technology and green IT adoption. While UTAUT has been extensively studied in

higher education, focusing primarily on mobile learning tools and student populations in Asia and North America, there is a noted lack of depth in its application to diverse educational settings and emerging technologies like artificial intelligence and virtual reality (Xue et al., 2024a; Zhou & Johar, 2024). Furthermore, the need for inclusive research methodologies encompassing various demographic factors and theoretical perspectives is emphasized, suggesting that future studies should address these limitations to enhance the understanding of technology adoption in broader contexts (Alasmari et al., 2024; Aprianto, 2022). This comprehensive approach is essential for fostering effective integration strategies in the evolving landscape of educational technology (Permana et al., 2024).

This study offers a novel contribution by framing the Unified Theory of Acceptance and Use of Technology (UTAUT) as a model for technology adoption and a tool for understanding broader economic transformation. By conducting a large-scale bibliometric and thematic analysis of 561 publications from 2004 to 2025, this research reveals how UTAUT has evolved into a multidisciplinary framework with significant relevance in the digital economy, education, and public policy sectors. This paper provides a global perspective, unlike prior studies focusing on specific domains or regions. It introduces a contextual adaptation of UTAUT by integrating digital trust and user empowerment, particularly relevant for MSME digitalization in Southeast Asia. Furthermore, it addresses limitations in the existing literature by incorporating a longitudinal approach to trace thematic and citation trends before, during, and after the COVID-19 pandemic. Through this comprehensive lens, the study maps intellectual structures and thematic clusters using advanced bibliometric tools like Biblioshiny, identifies key gaps, and proposes future research directions that position UTAUT as a critical model for supporting inclusive and sustainable digital transformation across regions and sectors.

Accordingly, the research objective is to develop and validate an extended UTAUT framework that better predicts and explains the behavioral intention and actual usage of digital technologies. Specifically, the study aims to assess the influence of core UTAUT variables on technology adoption, examine the mediating effect of digital trust and user empowerment, and analyze the temporal progression of technology usage to inform sustainable digital transformation strategies. This study contributes to the theoretical enrichment of UTAUT and practical policy-making and digital innovation strategies in the region.

LITERATURE REVIEW

The Unified Theory of Acceptance and Use of Technology (UTAUT) has gained significant traction in various sectors, particularly during the COVID-19 pandemic, where it has been applied to understand adoption behaviors across healthcare, education, and mobile technology. A systematic review identified that performance expectancy is the most influential factor in technology adoption, confirmed by numerous studies while facilitating conditions also play a critical role((Dewi et al., 2023; Thanthrige et al., 2024)). The UTAUT model has been extensively utilized in higher education, revealing that mobile learning tools are particularly prominent, with performance expectancy again emerging as a key determinant of behavioral intention(Xue et al., 2024b). Furthermore, the model's adaptability has been highlighted as researchers increasingly incorporate additional factors, such as trust and cultural dimensions, to enhance its applicability across diverse contexts (Ali &

Arshad, 2016; Yuliani et al., 2024). Overall, the UTAUT framework continues to evolve, reflecting the dynamic nature of technology adoption in response to emerging challenges and opportunities.

Contribution of UTAUT to the Digital Economy

UTAUT's commitment to the computerized economy is progressively recognized, especially in analyzing fintech, advanced managing an account, e-commerce, and government advanced stages (Kumar et al., 2023); (Alalwan et al., 2017). As economies digitize, client acknowledgment becomes a center victory for advanced development. UTAUT has been instrumental in clarifying the appropriation of advanced installment frameworks, portable government administrations, and shrewd innovations that drive efficiency and incorporation. For occasion, things in rising economies have highlighted UTAUT's part in evaluating behavioral shifts due to portable budgetary administrations, uncovering its arrangement with broader advanced economy plans (Dwivedi et al., 2019; Rana et al., 2024). This meeting shows that UTAUT serves not as a hypothetical focal point but as a vital device for approaching detailing and innovation dissemination in financial advancement endeavors.

Comparative Studies and Regional Economic Influences

The Unified Theory of Acceptance and Use of Technology (UTAUT) has been widely applied to understand technology adoption across various regions and sectors, revealing significant regional economic influences and cultural variations. A comparative study of fintech payment services adoption among Malaysian and Indonesian fresh graduates highlights the role of performance expectancy and cultural factors, particularly individualism, in influencing adoption rates, suggesting that national culture significantly impacts technology acceptance in these countries (Urus et al., 2022). Similarly, research on adopting the Indonesian Standard Quick Response Code (QRIS) among economics students in Malang underscores the pivotal role of performance expectancy. However, other UTAUT variables showed non-significant relationships, indicating regional economic factors may also play a role in technology adoption (Mubarok et al., 2023). In South Sumatra, the adoption of the Regional Supervision Management Information System (SIMWASDA) was significantly influenced by social influence and performance expectancy, with age acting as a moderating factor, further emphasizing the importance of regional and demographic factors in technology acceptance (Silaen et al., 2023). A broader review of UTAUT studies reveals varying results across different sectors and countries, suggesting that cultural and regional economic contexts significantly influence the effectiveness of UTAUT variables (Attuquayefio & Addo, 2014). A meta-analysis confirms these findings, showing that the same UTAUT variables yield different results in different countries, highlighting the need for context-specific studies to understand the regional economic influences on technology adoption (Faaeq et al., 2013). These studies collectively demonstrate that while UTAUT provides a robust framework for understanding technology adoption, regional economic influences and cultural contexts play crucial roles in shaping user acceptance and behavior.

UTAUT view Using the Bibliometric Approach

Given the breadth and advancement of UTAUT writing, a bibliometric approach offers a precise and quantitative strategy to outline the mental structure of the field. Bibliometric examination empowers the distinguishing proof of distribution patterns, compelling creators, organization commitments, and geographic investigate hotspots. This strategy is especially suited for capturing the worldwide dissemination and cross-sectoral impact of UTAUT. Additionally, it gives a thorough establishment for revealing topical holes and future investigative bearings, which are fundamental for refining hypothetical models like UTAUT and adjusting them with computerized economy objectives. The bibliometric procedure complements the study's topical survey by advertising both macro-level bits of knowledge (distribution volume, quotation affect) and micro-level designs (catchphrase clusters), fortifying the strategy of thinking for its application in this study.

RESEARCH METHOD

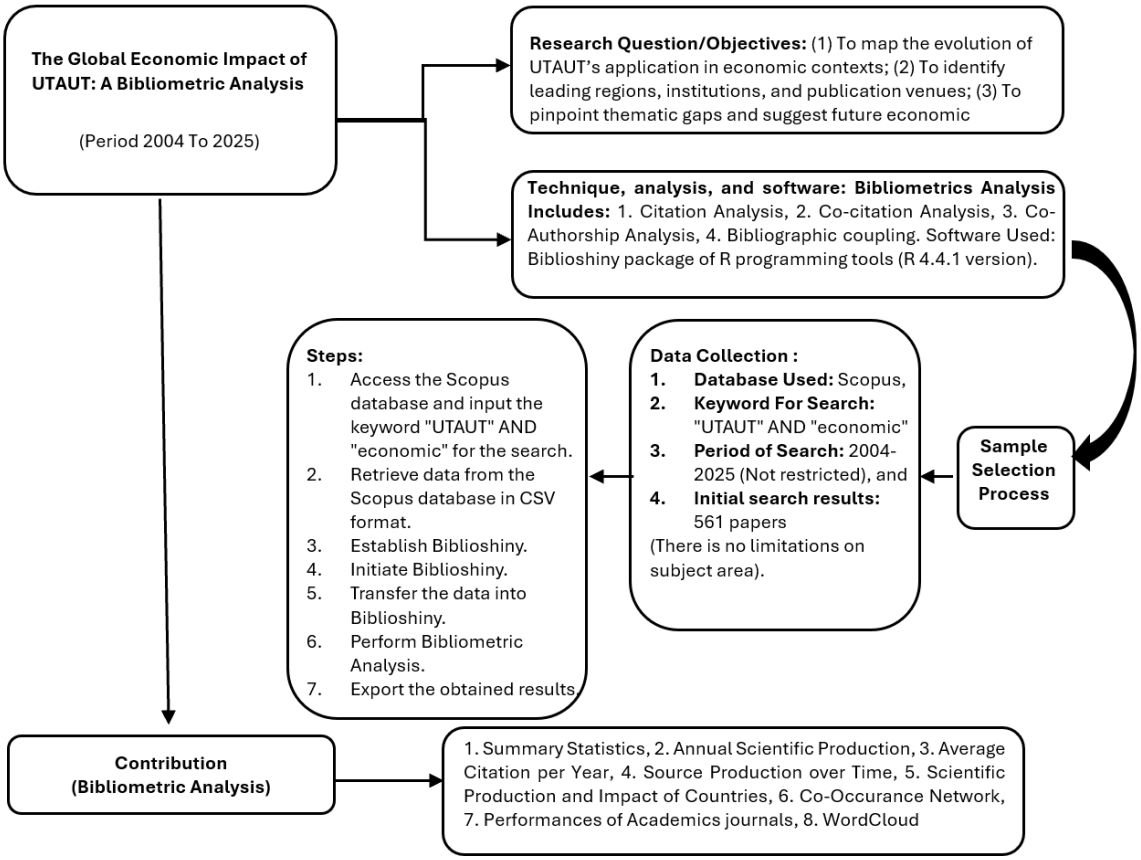

Figure 1. Bibliometric Framework
Source: Author Processed, 2025

Bibliometrics is an R-based tool with a user-friendly graphical interface, Biblioshiny, allowing systematic bibliometric analysis (Aria & Cuccurullo, 2017). The data was sourced from Scopus, specifically filtering for studies referencing "UTAUT and ECONOMIC" from 2004 to 2025 (Figure 1). The analysis was structured around several key dimensions: Descriptive Analysis, which covered publication counts,

source frequencies, and annual scientific output; Geographic and Institutional Mapping, which identified contributions based on countries and institutional affiliations; Co-Occurrence and Thematic Mapping, used to analyze keyword networks and identify thematic clusters; and Citation and Co-Citation Analysis, aimed at uncovering the most influential works and underlying knowledge structures. We analyzed 561 documents from 357 sources, encompassing metadata such as authorship, keywords, institutional affiliations, and citation metrics.

RESULT AND DISCUSSION

Summary Statistics

The dataset spans research from 2004 to 2025, capturing the evolution of UTAUT-related studies in economic contexts (Table 1). It includes 561 documents drawn from 357 distinct sources, demonstrating a substantial annual growth rate of 17.58%. The average document is relatively recent, with an age of just 4.64 years, and each receives an average of 20.88 citations, indicating a healthy academic impact. A total of 26,958 references underpin the corpus, further underscoring the depth of scholarly engagement.

Table 1. Main Information

Description	Results
Main Information About Data	
Timespan	2004:2025
Sources (Journals, Books, etc)	357
Documents	561
Annual Growth Rate %	17,58
Document Average Age	4,64
Average citations per doc	20,88
References	26958
Document Contents	
Keywords Plus (ID)	2689
Author's Keywords (DE)	1579
Authors	
Authors	1722
Authors of single-authored docs	37
Authors Collaboration	
Single-authored docs	39
Co-Authors per Doc	3,4
International co-authorships %	26,02
Document Types	
article	291
book chapter	13
conference paper	250
conference review	2
review	5

Source: Data Processed, 2025

In terms of content, the dataset includes 2,689 "Keywords Plus" and 1,579 author-defined keywords, reflecting thematic diversity and research specialization. Authorship analysis reveals contributions from 1,722 unique authors, with a collaboration index of 3.4 co-authors per document and 26.02% of papers involving international partnerships—highlighting a strong global research network. Only 39 single-authored documents suggest a collaborative research culture in this domain. The dataset is diversified in terms of publication types: 291 journal articles, 250 conference papers, 13 book chapters, and a small number of reviews and conference reviews. This distribution reflects the multidisciplinary and practice-oriented nature of UTAUT research, especially its relevance in technology adoption studies across economic and policy-driven platforms.

Annual Scientific Production

The trajectory of annual scientific production on UTAUT in economic contexts from 2010 to 2025 illustrates a distinct pattern of rising scholarly engagement (Figure 2). In the early years (2010–2015), publication numbers were relatively modest, reflecting the model's initial traction predominantly within IT and organizational settings. However, starting in 2016, the model's application began expanding into economics-related domains, coinciding with the global digital transformation and the emergence of fintech ecosystems.

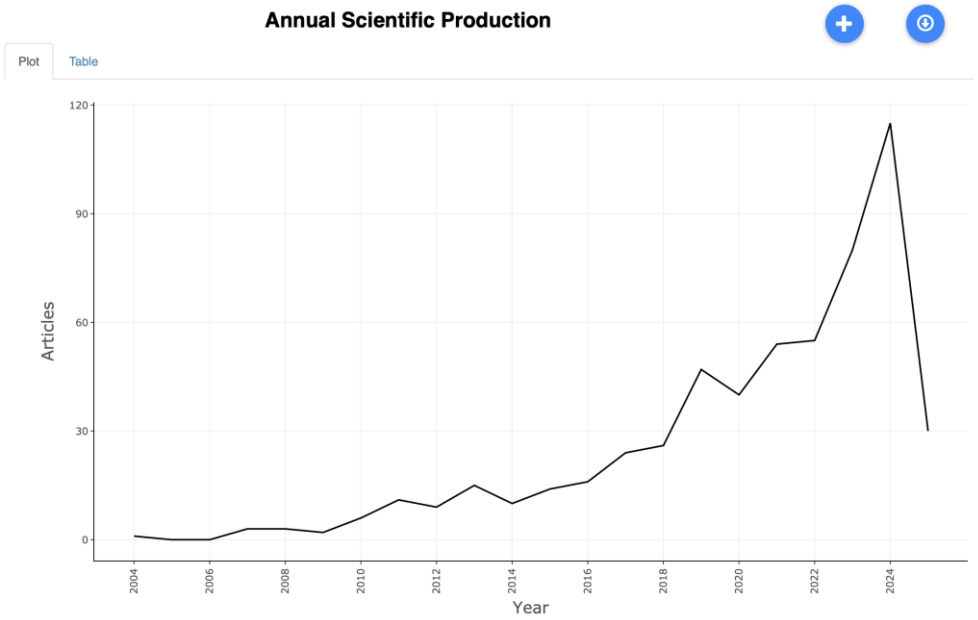

Figure 2. Annual Scientific Production
Source: Data Processed, 2025

This shift is particularly evident in developing economies, where mobile banking, digital payments, and e-government services spurred demand for behavioral adoption models like UTAUT. A dramatic surge occurred between 2021 and 2024, culminating in a peak of 115 publications in 2024—attributable to the post-pandemic acceleration of digital infrastructure and economic digitization strategies. The outlook indicates sustained momentum, with 30 articles indexed for

early 2025. This upward trend reflects the model's theoretical robustness and its growing relevance in addressing real-world economic challenges through digital means.

Average Citation per Year

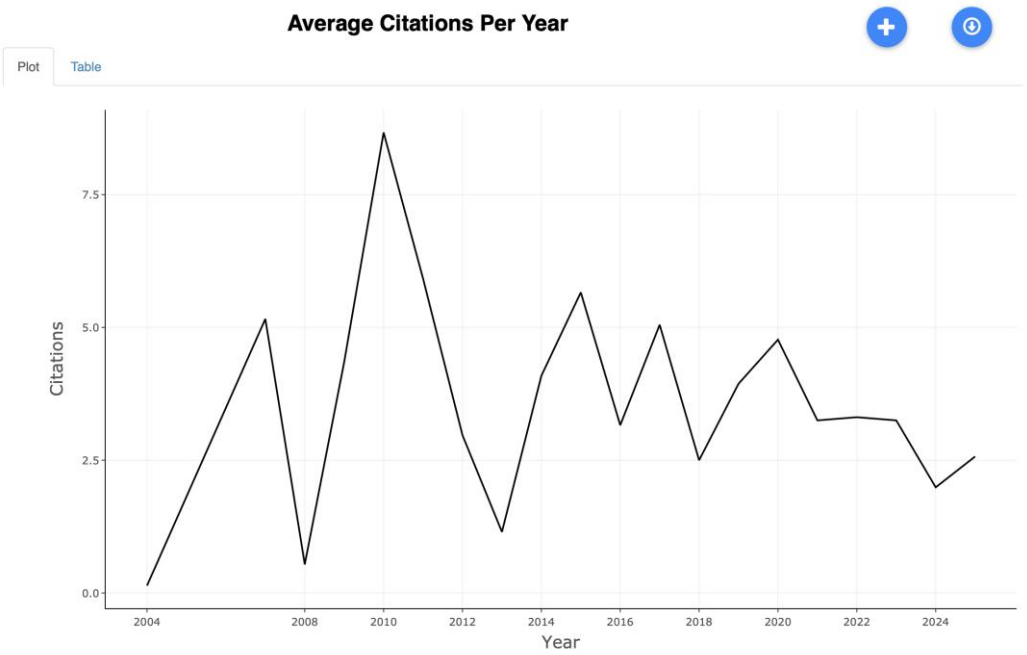

Figure 3. Average Citation per Year
Source: Data Processed, 2025

Figure 3, the line graph, illustrates the average number of citations per year for documents related to UTAUT in economic contexts, revealing notable trends in scholarly impact over time. The citation rate began near zero in 2004, reflecting the novelty of the UTAUT model and limited initial uptake. Between 2006 and 2008, there was a steady increase, peaking significantly in 2010 with the highest average citations per document, approaching nine citations. This spike may correlate with the increased global attention to digital transformation and financial innovation following the 2008 financial crisis when behavioral technology models like UTAUT gained traction in economic resilience studies.

However, citation averages show high volatility post-2010, with steep drops in 2012 and 2013, followed by intermittent rises in subsequent years. From 2014 to 2020, average citations per year generally hover between 3 and 5, indicating moderate but consistent academic influence. After 2020, a gradual decline is observed, with the lowest point occurring in 2024. This decline is expected as newer publications have less time to accumulate citations. In summary, while the average citations per year have fluctuated, the overall pattern reflects the field's maturing research base. Earlier foundational papers continue to influence the field heavily, while recent outputs, despite growing in volume—have yet to accumulate significant citations due to temporal limitations. This reinforces the idea that scholarly impact in this field requires longitudinal visibility and that citation dynamics often lag behind publication surges.

Source Production over Time

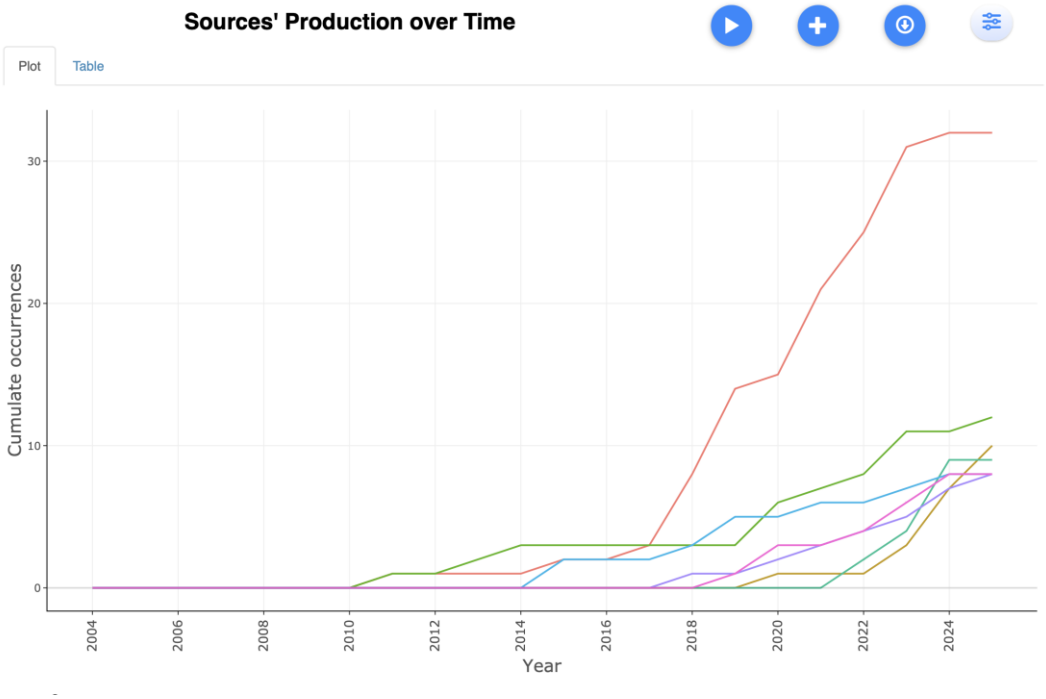

Figure 4. Source Production over Time
Source: Data Processed, 2025

Figure 4 shows the cumulative number of publications by various academic sources (journals, conference proceedings) contributing to the literature on UTAUT and its economic applications between 2004 and 2025. Key observations: (1) Late Onset, Rapid Expansion: Almost all primary sources began their contribution around 2010, with negligible or no entries before that year. This delay suggests that the economic application of UTAUT only began gaining traction post-financial crisis, aligning with global pushes for digital transformation; (2) Dominant Source Trajectory: One source (depicted by the red line) exhibits a sharp and sustained rise beginning in 2017, reaching over 30 cumulative publications by 2025. This indicates a primary publishing venue, likely a high-volume conference series or a journal that has become a go-to outlet for UTAUT research in economic contexts; (3) Secondary Growth Patterns: Other sources show moderate but steady growth from 2018 onward, with cumulative occurrences ranging between 7 and 15 by 2025. These likely include interdisciplinary journals or regionally focused publications expanding their interest in technology and economic behavior studies; (4) Publication Clustering Post-2019: Most of the sharp growth across all sources occurs after 2019, coinciding with the COVID-19 pandemic, which catalyzed interest in digital technologies, financial inclusion, and remote service platform all highly relevant to UTAUT.

Scientific Production and Impact of Countries

Table 2 shows that China is the leading country in research on UTAUT in economic contexts with 1,301 studies, significantly ahead of the USA, which ranks

second with 1,109 studies—followed by Bangladesh, Malaysia, and Netherlands with the most average article citation, 252. This indicates that the mentioned countries are concerned about the environmental issues associated with their business.

Table 2. Scientific Production Countries

Country	TC	Average Article Citations
China	1301	0,881944444
USA	1109	58.40.00
Bangladesh	758	252.70
Malaysia	589	0,590277778
Netherlands	419	46.60
Portugal	282	47.00.00
Australia	235	47.00.00
Hong Kong	233	116.50.00
Iran	229	28.60
France	228	38.00.00

Source: Data Processed, 2025

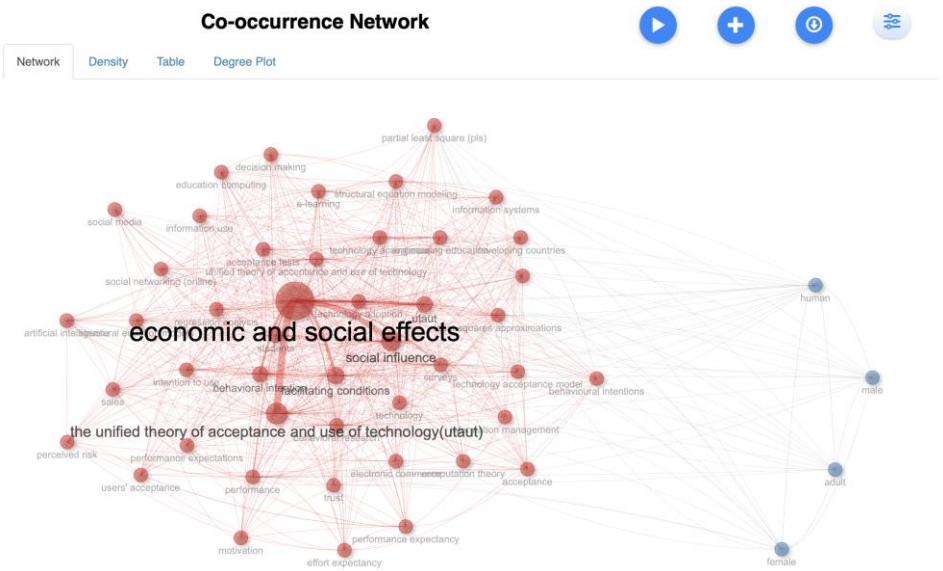

Figure 5. Co-Occurance Network
Source: Data Processed, 2025

Co-Occurance Network

Figure 5 illustrates that the analysis identified two clusters marked in red and blue, detailing the structure of a bibliometric network. Small circles represent the distributions related to specific topics, with larger circles indicating more relevant articles. Asymmetrical symbols reflect conceptual relationships. The analysis revealed 297.037 articles in two clusters: The red cluster shows the primary research that many researchers are investigating, including economic and social effects, Social influence, facilitating conditions, and behavioral intention. The blue cluster includes business study terms like human, male, female, and adult. This keyword analysis

provides insights into the implementation and challenges of UTAUT and their impact on the economy.

Performances in academic journals

Figure 6 explains the most significant primary sources in UTAUT and Economic Impact research. The graph shows that "The ACM International Conference Proceeding Series“ is the primary source with 32 papers. At the same time, the "Lecture Notes In Computer Science has 11 documents, and the International Journal Of Human-Computer Interaction has 10 documents. This graph illustrates that these journals impact the distribution of UTAUT and the economy.

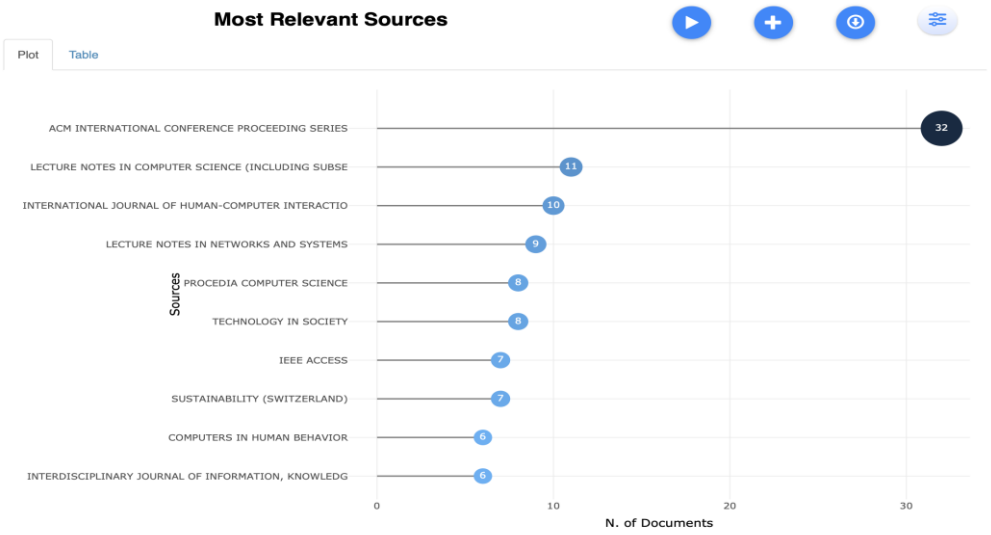

Figure 6. Most Relevant Source
Source: Data Processed, 2025

Figure 7. WordCloud
Source: Data Processed, 2025

WordCloud

The keywords from the WordCloud analysis results in Figure 7 highlight the importance of the concepts of "Economic And Social Effects," "UTAUT," "Social Influence," and "Facilitating Conditions." These keywords focus on how UTAUT (The Unified Theory Of Acceptance And Use Of Technology) contributes to an economic impact. It also shows the increasing attention paid to researchers who discuss behavioral intention and technology adoption. On the other hand, terms such as "intention to use," "performance," "technology acceptance," "e-learning," and "Engineering Education" also appear comprehensively about "UTAUT and Economic Impact. " Therefore, Figure 7 illustrates the difficulty of this topic and the many aspects that must be considered to ensure that businesses play a positive role in contributing actions or initiatives towards environmental, social, and economic development and sustainability.

Table 3. Word Frequent

Terms	Frequency
Economic And Social Effects	392
The Unified Theory of Acceptance and Use of Technology (UTAUT)	188
Social Influence	148
Utaut	120
Facilitating Conditions	118
Behavioral Intention	102
Technology Adoption	81
Surveys	70
Behavioral Research	67
Unified Theory of Acceptance and Use of Technology	61
Performance	59
Technology Acceptance	52
Intention To Use	49
Students	49
Least Squares Approximations	40
E-Learning	38
Engineering Education	37
Structural Equation Modeling	36
Information Systems	34
Technology Acceptance Model	34
Information Use	30
Acceptance Tests	29
Electronic Commerce	29

Source: Data Processed, 2025

Table 3 shows the bibliometric analysis of 561 documents from 357 sources and provides a comprehensive overview of how the Unified Theory of Acceptance and Use of Technology (UTAUT) has been integrated into economic-related research from 2004 to 2025. A closer look at keyword frequencies reveals the popularity of UTAUT as a theoretical framework and its strong intersection with topics reflecting technological, behavioral, and socio-economic concerns.

The term "Economic and Social Effects" leads with 392 mentions, indicating that a significant portion of the literature goes beyond mere technology adoption to examine the broader implications of digital transformation on society and economic systems. This suggests a maturing field where researchers are increasingly focused on adoption outcomes, not just the process. Core UTAUT components such as "Social Influence" (148), "Facilitating Conditions" (118), "Behavioral Intention" (102), and "Performance" (59) consistently appear among the most frequent terms. This supports the continued reliance on UTAUT's constructs for analyzing user acceptance behavior. Moreover, the presence of both "The Unified Theory of Acceptance and Use of Technology" (188) and its abbreviated forms, "UTAUT" (120) and "Unified Theory of Acceptance and Use of Technology" (61), reflects variations in keyword indexing but confirms the centrality of the model.

The prominence of terms such as "Technology Adoption" (81), "Technology Acceptance" (52), and "Intention to Use" (49) suggests that researchers are still focused on foundational acceptance behaviors, particularly in contexts like e-learning (38), engineering education (37), and electronic commerce (29). These sectors are likely undergoing rapid digital transformation, making them key domains for UTAUT application. In summary, the keyword analysis highlights the sustained relevance of UTAUT in technology acceptance research and its expanding scope across economic and social dimensions. As the field evolves, future research may benefit from exploring newer contexts such as AI adoption, fintech, and cross-cultural comparisons and integrating UTAUT with other behavioral and innovation-diffusion frameworks.

Discussion

The findings of this bibliometric study reveal important trends and insights regarding the global economic impact of UTAUT over the 2004–2025 period. The significant annual growth rate of 17.58% in publications indicates rising scholarly and practical interest in leveraging UTAUT for technology adoption research in economic domains. The dataset's high average citation count (20.88 citations per document) further supports UTAUT's relevance and influence within academic and policy-making communities. The most striking observation is the temporal correlation between publication surges and global technological events. The notable spike in research after 2018, especially between 2021 and 2024, aligns with the acceleration of digital infrastructure deployment post-COVID-19. This suggests that UTAUT is increasingly utilized to assess user readiness and acceptance of rapidly deployed digital tools, such as fintech services, online education, and e-governance platforms. The fact that UTAUT-related research flourishes in countries like China, Bangladesh, Malaysia, and the Netherlands underlines its global applicability while also reflecting regional urgency in navigating digital economic transitions. The co-occurrence analysis supports the multi-dimensional nature of UTAUT applications, clustering topics like "behavioral intention," "social influence," "economic effects," and "technology adoption." This reinforces that economic development increasingly hinges on technological availability and users' psychological and social readiness, a space where UTAUT proves vital.

Additionally, the high percentage of international collaborations (26.02%) and the strong representation of conference papers (250 out of 561 documents) highlight a dynamic, collaborative, and practice-driven research environment. The

predominance of conference outputs suggests a need for rapid knowledge dissemination in this evolving field. Notably, the emergence of hybrid models like UTAUT2 and the frequent integration of mediating/moderating factors such as trust, habit, and digital literacy demonstrate the model's adaptability to contemporary technological and sociocultural complexities. The observed limitations in citation growth for newer publications reaffirm that long-term scholarly influence demands sustained visibility and longitudinal investigation, an area this study aims to address by capturing trends over two decades.

These findings confirm that UTAUT is not just a theoretical tool but a practical instrument for framing and guiding digital transformation efforts across sectors and nations. The diverse publication types, thematic richness, and geographical spread demonstrate that the model has matured into a cornerstone framework for understanding economic and technological convergence.

CONCLUSION

To conclude, the UTAUT framework has continued to be helpful over the last decade, and it is still valid as a multi-purpose model for analyzing user acceptance of differing technologies in varying cultures. Its main components, which include performance expectancy, effort expectancy, social influence, and facilitating conditions, persist as the primary focus elements regarding insights underpinning the behavioral intentions of users who intend to use a system. However, they are increasingly being supplemented with contextual and psychological factors. The changing paradigm of digital adoption resulting from AI, mobile apps, and smart infrastructure evolution pervents said agility. Hence, UTAUT is suggested to remain flexible. Addressing the complex sociocultural factors relevant to technology interaction calls for incorporating qualitative perspectives and global ideas into the framework at the primary research level. The emergence of UTAUT2 and its further consumer technology is applied to emphasize this shift towards a more sophisticated analytical framework.

Going further, with the aid of UTAUT, policymakers, developers, and business leaders can be guided on strategies to aid in planning the digital transformation policy in relation to its principles. The need to outline emerging technologies like blockchain, metaverse, and IoT systems makes UTAUTs' strong empirical foundation and theoretical adaptability vital. To sustain such guidance, more future research that is vaccine longitudinal, cross-country, and interdisciplinary should take priority.

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