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*Chief Editor*

**Dr. S. Sabu**

Principal, St. Gregorios Teachers' Training College, Meenangadi P.O.,  
Wayanad District, Kerala-673591. E-mail: drssbkm@gmail.com

*Co-Editor*

**S. B. Nangia**

**A.P.H. Publishing Corporation**

4435-36/7, Ansari Road, Darya Ganj,  
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(v)

Indian Literature and Village Life <b>Dr. Asmi</b>	155
दलित प्रश्न और मलखान सिंह की कविता <b>डॉ. महेन्द्र सिंह</b>	160
Unified Theory of Acceptance and Use of Technology (UTAUT): A Systematic Review of Literature With Special Reference to Food Aggregator's Market <b>Dr. Musheer Ahmed and Abhilash Trivedi</b>	171
Guidelines for Contributors	181



# Unified Theory of Acceptance and Use of Technology (UTAUT): A Systematic Review of Literature With Special Reference to Food Aggregator's Market

Dr. Musheer Ahmed\* and Abhilash Trivedi\*\*

## ABSTRACT

In order to consolidate current knowledge and direct future research, this study methodically looks at recent applications of the Unified Theory of Acceptance and Use of Technology (UTAUT) paradigm in the context of mobile food ordering and delivery apps. Understanding the factors that influence customer adoption of these new services is important, but from the standpoint of user acceptance theory, it has not received enough attention given the rise of app-based meal delivery platforms. To find empirical studies using UTAUT to explain user intentions/behaviors connected to popular meal delivery apps and aggregators, leading technological databases were examined. The eligibility requirements were met by ten pertinent research that were published in the last five years. Results were grouped by UTAUT constructs evaluated in the narrative synthesis. While Effort Expectancy and Facilitating Conditions were less common, Performance Expectancy pertaining to accessibility and convenience was most commonly studied. Additionally, moderators from various age, gender, and experience levels emerged. Western contextual variety and cross-cultural comparisons are lacking in current literature. Additionally inconsistent was the variance explained across adopted models. Additional validation of UTAUT's explanatory efficacy for food delivery platforms is necessary in order to generate user adoption frameworks that address the continually changing on-demand market. Theory and practice can be advanced through the use of standardized measures, broader geographic samples, and comparative evaluation against alternative models. The basis and research objective for UTAUT-focused studies are provided by this review, which will help inform the user-centered design of advances in food ordering and delivery.

**Keywords:** UTAUT, TAM, Food Aggregator, Swiggy, Zomato, Online Food Delivery.

## INTRODUCTION

To understand what motivates consumers to adopt new technologies and apps, a great deal of research has been done on technology acceptance and usage behavior. Venkatesh et al. (2003) established the Unified Theory of Acceptance and Use of Technology (UTAUT), which has become a well-known paradigm to describe this behavior in various circumstances. UTAUT offers a thorough framework for analyzing usage intention and behavior by incorporating components from eight earlier theories of technology adoption. Given the explosive rise of food aggregators and delivery services, it is critical for vendors looking to gain and hold onto digital clients to comprehend how consumers

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\*Associate Professor, Department of Business Administration, Khwaja Moinuddin Chishti Language University, Lucknow. U.P.

\*\*Research Scholar, Department of Business Administration, Khwaja Moinuddin Chishti Language University, Lucknow. U.P.