

# An Integrated Analysis of Technology Acceptance Behaviour Models: Comparison of Three Major Models

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**ABSTRACT:** *With the development of technology, the company begins to introduce various kinds of technological equipment. Hence, technology acceptance behaviours have become a famous issue. Researchers also construct many technology acceptance behaviour models. Among them a series models in which extended from Theory of Reasoned Action are the most complete. There are also other models construct from different theories, such as Innovation Diffusion Theory, Social Cognitive Theory, and Motivation Theory. However, various models make researchers more difficult to choose and construct a research model. Therefore, this study selects 3 most representative models which include Technology Acceptance Model, Combined Theory of Planned Behaviour and Technology Acceptance Model, and Unified Theory of Acceptance and Use of Technology. Comparing 3 models' richness and parsimony can help to identify their characteristics. According to the research results, the complex models do not necessarily have better explanation ability. On the contrary, the Technology Acceptance Model concurrently has advantage of richness and parsimony.*

**KEYWORDS:** *Technology Acceptance Behaviours, Technology Acceptance Model, Combined Theory of Planned Behaviour and Technology Acceptance Model, Unified Theory of Acceptance and Use of Technology.*

## 1. Introduction

With advancement of technology, to enhance production efficiency and operation efficacy, businesses introduced new technology equipment. The prerequisite condition to have technology equipment exert the expected effects is to make employees accept and become delighted in using the equipment. Only after users are willing to accept technology equipment, the performance of the equipment is maximized. Management and R&D personnel started treating technology system in light of users' ideas from emphasis on compatibility and operability. That is, they focus on inducement employees to use