AN EXTENSION OF THE UTAUT2 MODEL TO WILLINGNESS OF ADOPTING GENE REPAIR TECHNOLOGY FOR END-USERS

Xinyu Wei
University of North Texas
College of Business
Department of Information Technology & Decision Sciences
1155 Union Circle #311277
Denton, TX 76203-5017 USA
(940) 565-3110
Xinyu.Wei@unt.edu

Victor Prybutok
University of North Texas
Toulouse Graduate School
1155 Union Circle #305459
Denton, TX 76203-5459 USA
(940) 565-3957
Victor.Prybutok@unt.edu

Xianghui (Richard) Peng
Eastern Washington University
College of Business and Public Administration
Department of Management
668 N. Riverpoint Blvd., Suite A
Spokane, WA 99202-1677 USA
(360) 353-7813
XPeng@ewu.edu

ABSTRACT

Gene repair is a new frontier in molecular genetics. Recently, scientists published a successful correction of an inheritable gene mutation in a human embryo. Considering the rapid advancement of genetic testing technology and the commercialization of related products and services, gene repair carries a great potential. However, little has been done to assess publics' willingness to adopt such health technologies.

This study is both theoretically and practically grounded because we develop and posit an integrated model to assess the willingness of potential consumers to adopt gene repair technology and draw research attention to the factors that significantly influence behavioral intention. This study will examine seven variables based on the unified theory of acceptance and use of technology two (UTAUT2) and two variables based on the technology acceptance model (TAM) to measure whether these variables influence the intention to use gene repair technology. The survey data will be analyzed using AMOS.