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| Title | Preliminary Enquiry into the Adoption Behavior of K'Ts Enabled Products and Services at the Bottom of the Pyramid (BOP) in Bangladesh | | | |
| Author(s) Name | Md. Khaled Amin, Khondaker Sazzadul Karim, Afrina Amin, Jing Hua Li | | | |
| Contact Email(s) | khaled.amin@aiub.edu | | | |
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| Abstract | |  | | |
| The primary aim of the study is to ascertain the key motivating factors that are directly or indirectly swaying rural consumers’ adoption and usage behavior of various ICT-enabled products and services available in Bangladesh. Using a self-administered questionnaire as a research instrument, this study analyzed one hundred and three rural consumers’ data collected systematically from a village, locally known as Dollar Bazar, situated in the Manikganj district. The result of the study revealed that the latent variables, perceived usefulness (PU) and perceived ease of use (PEOU), had no significant influence on the behavioral intention to use (BIU); subsequently, the two variables, perceived usefulness (PU) and perceived ease of use (PEOU), were identified as antecedents of the variable self-efficacy (SE) which estimated a substantial impact on the behavioral intention to use (BIU) in a technology-mediated environment in Bangladesh. | | | | |

**Please specify which Sustainable Development Goal (SDG) (s) falls under your research:**

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| Goal 1 | No Poverty | Goal 2 | Zero Hunger |
| Goal 3 | Good Health and Well-Being | Goal 4 | Quality Education |
| Goal 5 | Gender Equality | Goal 6 | Clean Water and Sanitation |
| Goal 7 | Affordable and Clean Energy | Goal 8 | Decent Work and Economic Growth |
| Goal 9 | Industry, Innovation and Infrastructure | Goal 10 | Reduced Inequalities |
| Goal 11 | Sustainable Cities and Communities | Goal 12 | Responsible Consumption and Production |
| Goal 13 | Climate Action | Goal 14 | Life below Water |
| Goal 15 | Life on Land | Goal 16 | Peace, Justice and Strong Institutions |
| Goal 17 | Partnerships for the Goals |  |  |

Goal 9- Industry, Innovation and Infrastructure