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Understanding AI Adoption: The Mediating Role of Attitude in User Acceptance

Samuel Mores Geddam,
Assistant Professor,
School of Business, St Joseph's University, Bengaluru

Dr. N. Nethravathi,
Assistant Professor,
Department of MBA, BMS Institute of Technology and Management, Bengaluru

Dr. A. Ameer Hussian,
Associate Professor,
School of Management, Presidency University, Bengaluru

Corresponding Author: Samuel Mores Geddam, Assistant Professor, School of Business, St Joseph's University, Bengaluru

Abstract:
This study investigates the factors influencing the adoption of AI tools by examining the roles of Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) in shaping Behavioural Intention to Use (BIU) through the mediating effect of Attitude Towards Use (ATU). Drawing on the Technology Acceptance Model (TAM), the study employed Mediation Analysis through user estimand method using IBM AMOS to analyze data collected from IT professionals, Bengaluru. The findings reveal that both PU and PEOU significantly affect BIU, both directly and indirectly via ATU. These results underscore the importance of both perceived usefulness and ease of use in fostering positive user attitudes and enhancing behavioural intentions towards AI tools. The study's implications highlight the need for developers and organizations to focus on improving the functional benefits and user-friendliness of AI tools while also addressing user attitudes through comprehensive training and effective communication strategies. By understanding and leveraging these mediating pathways, organizations can better facilitate the adoption and utilization of AI technologies. This research contributes to the theoretical understanding of technology acceptance and provides practical insights for promoting AI tool adoption.

Keywords: Artificial Intelligence (AI), Mediation Analysis, IBM AMOS, Attitude Towards Use, Behavioural Intention to Use.

Introduction:

The advent of Artificial Intelligence (AI) has ushered in transformative changes across numerous sectors, from healthcare and finance to education and beyond. AI tools and technologies promise significant enhancements in efficiency, productivity, and decision-making capabilities. However, the successful implementation and widespread adoption of AI tools hinge not only on their technical capabilities but also on the perceptions and attitudes of potential users. Understanding the factors that drive users' behavioural intentions to adopt AI tools is thus critical for developers, managers, and policymakers aiming to leverage AI's full potential.

Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are two pivotal constructs derived from the Technology Acceptance Model (TAM), which has been extensively used to predict and explain user acceptance of technology (Davis, 1989;Venkatesh et al., 2003). PU refers to the degree to which a person believes that using a particular system would enhance their job performance (Wicaksono & Maharani, 2020;Davis, 1989), while PEOU pertains to the extent to which a person believes that using the system would be free of effort (Davis, 1989; Li, 2023). These constructs are instrumental in shaping users' Attitudes Towards Use (ATU) and Behavioural Intention to Use (BIU) technology.

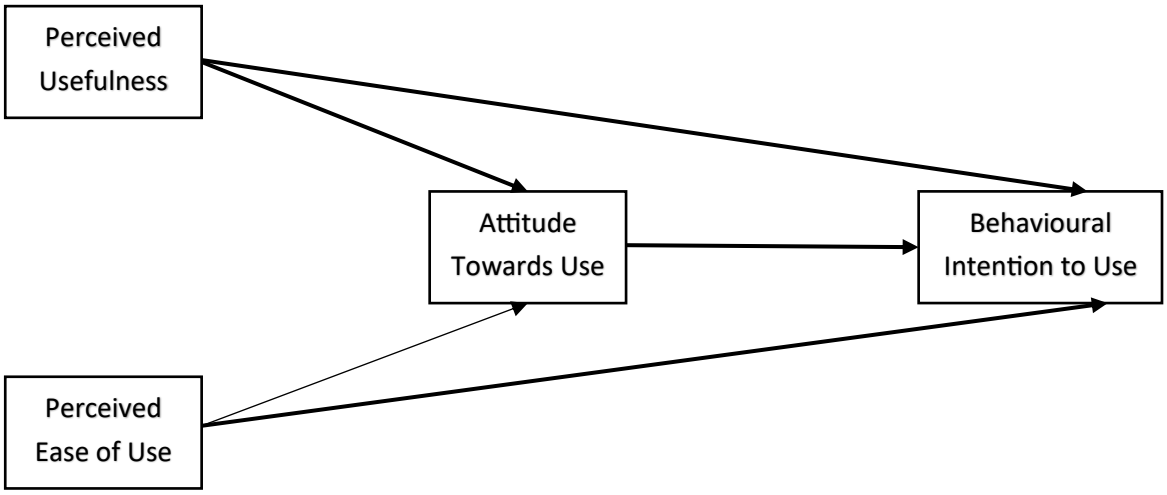
This research seeks to elucidate the mechanisms through which PU and PEOU influence BIU, particularly through the mediating role of ATU. By employing mediation analysis within the framework of Structural Equation Modeling (SEM) using AMOS, this study aims to provide a nuanced understanding of how these perceptions shape behavioural intentions towards AI tools

The significance of this research lies in its potential to inform the development and deployment strategies of AI tools. By identifying the pathways through which PU and PEOU affect BIU, the findings can guide efforts to enhance user acceptance and foster positive attitudes towards AI. This is particularly important as organizations increasingly integrate AI into their operations, aiming to not only improve efficiency and productivity but also ensure that these tools are embraced by end-users.

Moreover, understanding the mediating role of ATU provides deeper insights into the psychological processes underlying technology adoption. This knowledge can help in designing interventions and training programs that not only highlight the functional benefits of AI tools but also address user concerns and enhance their overall experience.

This research addresses a critical gap in the literature by exploring the direct and indirect effects of PU and PEOU on BIU, mediated by ATU, in the context of AI tools. The findings are expected to contribute to both theoretical advancements in technology acceptance research and practical guidelines for promoting AI adoption.

Figure 1: Theoretical Framework



Factors in the Model:

Perceived Usefulness (PU): Perceived usefulness denotes an individual's subjective evaluation of the utility or effectiveness of a specific technology or system (AI tools in the current study) in enhancing their job performance or makes tasks easier to accomplish. It reflects users' belief that using the technology will improve their productivity, efficiency, or effectiveness in achieving their goals (Wicaksono & Maharani, 2020; Davis, 1989).

Indicators for Perceived Usefulness and its relevant Likert scale statements used in the study model taken from Adams et al., (1992) and Davis (1989b).

Work More Quickly – AI tools allow me to complete tasks at a faster pace.
Job Performance- Using AI tools enhances my performance at work.
Increase Productivity - Employing AI tools boosts my efficiency.
Effectiveness - Utilizing AI tools improve my job performance.
Makes Job Easier - Employing AI tools simplify the tasks involved in my job.
Useful - In general, I find AI tools beneficial for my work.

Perceived Ease of Use (PEOU): Perceived ease of use reflects individual's perceived level of simplicity or effortlessness or intuitive it is to interact with a particular technology or system (AI tools in the current study). It represents how much users believe that using the technology will require minimal effort, complexity, and cognitive burden. This perception encompasses factors such as the simplicity of system operation, ease of learning, and user-friendly interface design (Davis, 1989; Li, 2023).

Indicators for Perceived Ease of Use and its relevant Likert scale statements used in the study model taken from Adams et al. (1992) and Davis (1989b).

Easy to Learn - I find it easy to grasp the functionalities of AI tools.
Clear and Understandable - The interface of AI tools is clear and easy to understand.

Easy to Become Skilful - Mastering AI tools doesn't require extensive training; I can become adept relatively quickly.
Easy to Use - Using AI tools is hassle-free and doesn't involve any complexities.
Controllable - I can easily manage and direct AI tools according to my needs.
Flexible - AI tools offer a high degree of flexibility to adapt to various tasks.
Easy to Remember - I don't have trouble recalling how to operate AI tools; it's easy to retain the knowledge.

Attitude Towards AI tools (ATU): Attitude towards the system refers to the user's overall subjective evaluation or perception of a particular technology or system (AI tools in the current study). It encompasses the user's feelings, opinions, and beliefs regarding the system's usefulness, ease of use, enjoyment, and satisfaction. Attitude towards the system reflects the user's positive or negative predisposition towards adopting and utilizing the technology (De Freitas et al., (2023); Wang et al., 2021).
Indicators for Attitude Towards AI tools and its relevant Likert scale statements used in the study a model taken from Weng et al. (2018).

General Positive Perception - Using AI Tools is good.
Personal Preference - My using of AI Tools is favourable.
Positive Impact on User - Using AI tools has a positive impact on me.
Perceived Value - I consider the use of AI tools to be valuable.
Trend Awareness - I believe using AI tools is becoming a trend.

Behavioural Intention to Use (BIU): Behavioural Intention to Use refers to a user's expressed willingness to adopt a technology or system currently or in the future. It reflects their planned behaviour towards using it. (Kelly et al., 2023; Islam et al., 2023).
Indicators for Behavioural Intention to Use and its relevant Likert scale statements used in the study a model taken from Weng et al. (2018).

Behavioural Inclination - I tend to use AI Tools.
Potential for Increased Usage - I may increase the use of AI tools.
Professional Improvement - I use AI Tools to enhance my job performance.
Emotional Affinity - I'm eager to utilize AI tools.
Work Quality Enhancement - I utilize AI tools to enhance the quality of my work.

Relations in the Model:

Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) on Behavioural Intention to Use (BIU) of AI tools

Perceived usefulness (PU) and Perceived Ease of Use (PEOU) play crucial roles in influencing the Behavioral Intention to Use AI tools in mental healthcare (Kleine et al., 2023). Research on information technology in various sectors, such as Micro, Small, and Medium Enterprises (MSMEs) and the banking industry, also supports the significance of PU and PEOU in determining behavioral intention to use technology (Samsuryaningrum & Rahayu, 2022; Widiar et al., 2023; Kurnia et al., 2023). While PU and PEOU positively impact the intention to use AI tools, the relationship between PEOU and behavioral intention can be influenced by factors like trust and cognitive technology readiness, as observed in the study on mental healthcare tools . Understanding the interplay between PU, PEOU, and other factors is essential for promoting the adoption of AI-enabled tools across different sectors and user groups. Li (2023b) conducted study on college students actual use of AI based systems, identified that perceived usefulness (PU) and also Perceived Ease of Use (PEOU) positively impacts attitude towards use (ATU) of AI based systems. Ho et al. (2022) in their study about adoption of AI powered online service among tourism and hospitality companies. Goli et al. (2023) also found the same.

Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) on Attitude Towards Use (ATU) of AI tools

Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) play crucial roles in shaping users' attitudes towards using AI tools. Research by Handoko et al. (2022) highlights that PU significantly affects users' attitudes towards digital collaboration platforms, while PEOU does not. Similarly, Nuryakin et al. (2023) found that PU has a positive impact on attitude towards using online learning, whereas PEOU influences attitude but not student satisfaction. Moreover, Sadriwala & Sadriwala (2022) emphasize the significant positive relationship between perceived usefulness of AI and marketing innovation, indicating the importance of PU in driving innovative practices. These studies collectively underscore the

importance of PU in influencing attitudes towards utilizing AI tools, showcasing its pivotal role in fostering positive perceptions and driving user acceptance and innovation.

Attitude Towards Use (ATU) on Behavioural Intention to Use (BIU) of AI tools

The attitude towards use (ATU) of AI tools significantly influences the behavioral intention to use (BIU) them, as evidenced by various studies. Research on AI-driven chatbots in banking systems and AI-enabled mental health tools highlights the importance of ATU in determining BIU (Saxena et al., 2023; Ching & Kwok, 2022). Additionally, studies on Technology Enhanced Learning (TEL) tools and AI attitudes and usage intentions further emphasize the impact of ATU on BIU, showcasing its dominance as a determinant of intention to use technological tools (Kleine et al., 2023). Understanding and fostering a positive attitude towards AI tools are essential for promoting their successful adoption and utilization in various domains.

Research Questions:

Q1. How does the Perceived Usefulness of AI tools influence Behavioural Intention to Use, and what role does Attitude Towards Use play in this relationship?

Q2. How does the Perceived Ease of Use of AI tools affect Behavioural Intention to Use, and what is the mediating effect of Attitude Towards Use in this relationship?

Hypotheses:

H1: There is a significant effect of Perceived Usefulness of AI tools on Behavioural Intention to Use via Attitude Towards Use of AI tools

H2: There is a significant effect of Perceived Ease of Use of AI tools on Behavioural Intention to Use via Attitude Towards Use of AI tools

Methodology:

Table 1: Summary of the research design

Particulars	Details
Targeted Respondents	IT employees, Bengaluru
Sampling Method	Convenient Sampling Method
Sample Size of the main study	409 respondents Calculated using (*Sample Size Calculator by Raosoft, Inc.*, 2004) at 95% confidence interval and population size unknown (infinite) even though estimated population is 15 Lakh (Sharma, 2023)
Data collection method	Online Survey during October to December 2023
Statistical methods	Mediation Analysis
Software / Statistical tools	IBM AMOS 26

Mediation Analysis

Mediation analysis is a statistical technique used to explore how an independent variable influences a dependent variable through one or more intermediary variables (mediators), helping researchers understand underlying mechanisms (MacKinnon et al., 2007). AMOS (Analysis of Moment Structures) is widely used for structural equation modeling (SEM) and supports mediation analysis. In AMOS, researchers build models that include both direct effects of the independent variable on the dependent variable and indirect effects mediated by intervening variables. This method allows for testing the significance of these effects, assessing mediation strength, and evaluating model fit, thereby providing insights into complex variable relationships and causal mechanisms.

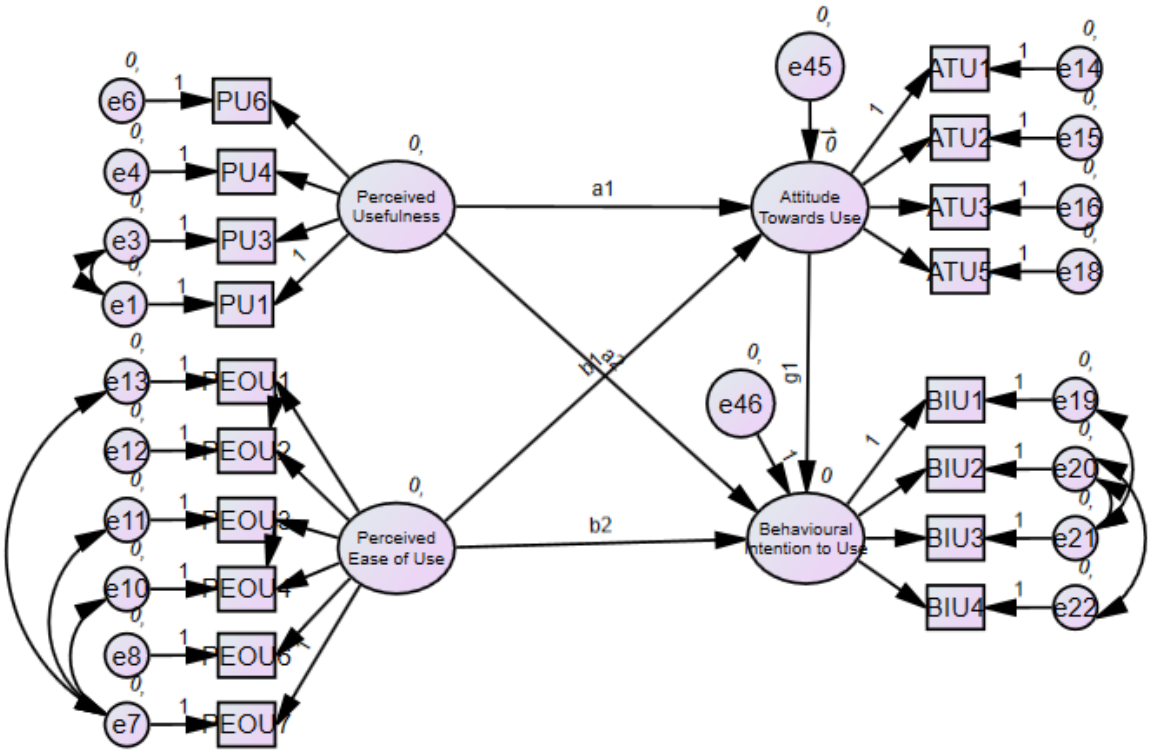
User Estimand Syntax Method

The User Estimand syntax method in AMOS enables researchers to use custom estimation commands for complex models that are not easily handled through the graphical user interface (GUI). This method involves inputting commands directly using the AMOS Graphics Program (AGP) language, offering greater flexibility and control over model specifications, including mediation models and other sophisticated analyses. This feature is particularly useful for complex data structures or novel hypotheses requiring customized models. Using the User Estimand syntax method in IBM-AMOS, researchers can perform advanced structural equation modeling, enhancing the depth and rigor of their statistical analyses.

'Indirect Effect of Perceived Usefulness on Behavioural Intention to Use via Attitude Towards Use'
Ind1=a1*g1
TInd1= a1*g1+a2

'Indirect Effect of Perceived Ease of Use on Behavioural Intention to Use via Attitude Towards Use'
Ind2=b1*g1
TInd2=b1*g1+b2

Figure 2: Mediation Paths



Source: The Author

Table 2: Regression Weights

			Estimate	S.E.	C.R.	P	Label
AttitudeTowardsUse	<---	PerceivedUsefulness	.457	.054	8.425	0.01	a1
AttitudeTowardsUse	<---	PerceivedEaseofUse	.851	.112	7.612	0.01	b1
BehaviouralIntentiontoUse	<---	AttitudeTowardsUse	.701	.188	3.718	0.01	g1
BehaviouralIntentiontoUse	<---	PerceivedUsefulness	.170	.079	2.142	.032	a2
BehaviouralIntentiontoUse	<---	PerceivedEaseofUse	.301	.145	2.080	.038	b2

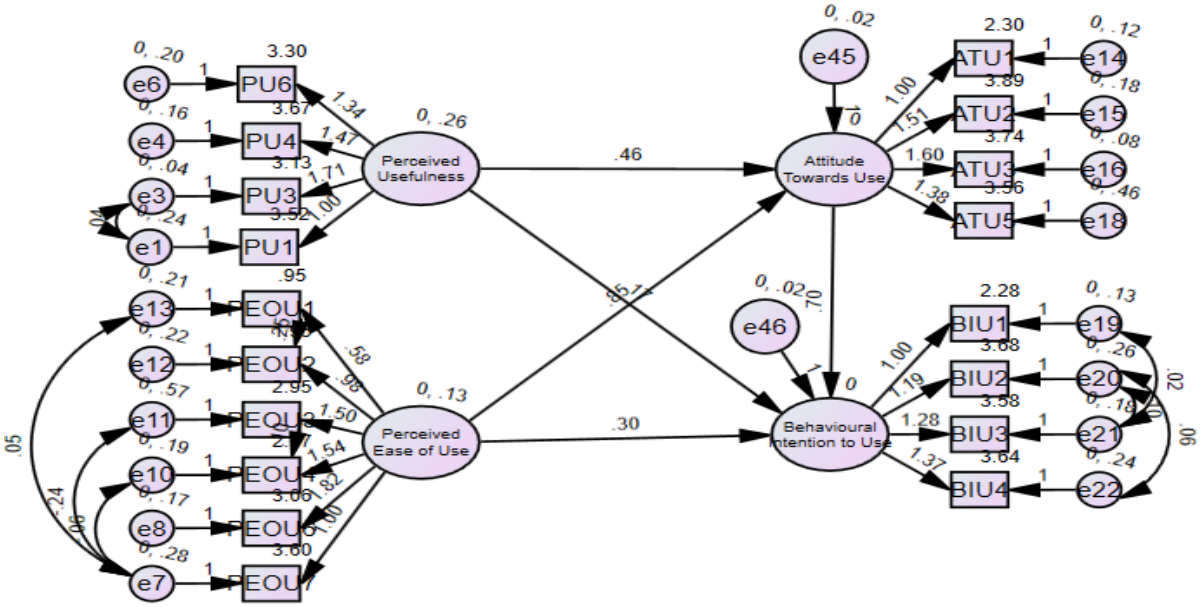
Table 3: Mediation Estimand loadings with Standard Error Calculation

Parameter	SE	SE-SE	Mean	Bias	SE-Bias
Ind1	.212	.007	.354	.034	.011
TInd1	.126	.004	.505	.015	.006
Ind2	.494	.017	.690	.094	.025
TInd2	.337	.012	.963	.066	.017

Table 4: User Defined Mediation Estimand loadings

Parameter	Estimate	Lower	Upper	P
Ind1	.320	.118	.930	.004
TInd1	.490	.294	.774	.005
Ind2	.596	.236	1.817	.004
TInd2	.897	.487	1.752	.005

Figure 3: Mediation Paths Estimates



THE SUMMARY OF THE FINDINGS IN THE MEDIATION ANALYSIS

Table 5 Mediating Analysis using a Bootstrap Analysis with a 95% Confidence Interval Results

Mediating Paths		Effect of Perceived Usefulness on Behavioural Intention to Use via Attitude Towards Use	Effect of Perceived Ease of Use on Behavioural Intention to Use via Attitude Towards Use
Direct Effect	*Estimate*	.170	.301
	T Statistics	2.151	2.075
	P value	.032	.038
Indirect Effect	*Estimate*	.320	.596
	T Statistics	1.509	1.206
	P value	.004	.004
Total Effect	*Estimate*	.490	.897
	T Statistics	3.888	2.661
	P value	.005	.005
Result		H1 Supported	H2 Supported

Findings:

1. The direct effect of Perceived Usefulness on Behavioural Intention to Use is significant (0.170, p value 0.032) and the indirect effect through the Attitude Towards Use is also significant (0.320, P value 0.004) revealing a total effect (0.490, p value 0.005) supporting the H1: There is a significant effect of Perceived Usefulness on Behavioural Intention to Use via Attitude Towards Use. This indirect effect highlights that PU positively shapes users' attitudes towards AI tools, which in turn enhances their intention to use these tools. The total effect of PU on BIU, combining both direct and indirect effects, is 0.490 (p-value = 0.005), underscoring the substantial influence of perceived usefulness on behavioural intentions. These results support the hypothesis that PU significantly affects BIU via ATU, suggesting that both enhancing the perceived usefulness of AI tools and fostering positive user attitudes are crucial for promoting their adoption.
2. The direct effect of Perceived Ease of Use on Behavioural Intention to Use is significant (0.301, p value 0.038) and the indirect effect through the Attitude Towards Use is also significant (0.596, P value 0.004) revealing a total effect (0.897, p value 0.005) supporting the H1: There is a significant effect of Perceived Ease of Use on Behavioural Intention to Use via Attitude Towards Use. This indicates that when users find AI tools easy to use, it positively shapes their attitudes towards these tools, further enhancing their intention to use them. The total effect of PEOU on BIU, combining both direct and indirect effects, is 0.897 (p-value = 0.005), emphasizing the strong influence of ease of use on behavioural intentions. These results support the hypothesis that PEOU significantly affects BIU via ATU, suggesting that making AI tools user-friendly and intuitive is crucial for encouraging their adoption.

Managerial Implications:

1. Acceptance of H1 reveals that the developers and organizations should prioritize designing AI tools that not only fulfill functional requirements but also resonate positively with users. This involves addressing concerns, dispelling misconceptions, and promoting awareness about the benefits of AI technologies. By fostering positive attitudes and perceptions, organizations can increase the likelihood of adoption and long-term engagement, ultimately realizing the transformaftive potential of AI across various domains. This suggests a need for strategies that not only focus on functionality but also on cultivating positive user attitudes to enhance adoption and utilization effectively.
2. Acceptance of H2 reveals that AI tools, cultivating positive attitudes towards their utilization can significantly impact behavioural intentions. Therefore, efforts to enhance behavioural intention should not solely focus on improving perceived ease of use but also on shaping positive attitudes towards AI tools. Strategies such as providing comprehensive training, offering user-friendly interfaces, and emphasizing AI benefits can effectively shape users' perceptions and attitudes, thereby promoting adoption and utilization across various domains. Understanding this interplay between perceived ease of use, attitude, and behavioural intention is essential for developing more effective strategies to drive AI tool adoption and utilization successfully.

Conclusion:

The study highlights that both the perceived usefulness and ease of use of AI tools are pivotal in driving their adoption. By focusing on these aspects, and simultaneously fostering positive attitudes, organizations can significantly enhance users' behavioural intentions. This dual approach is crucial for realizing the transformative potential of AI technologies across various domains. The implications suggest that developers and organizations should not only focus on the technical functionality of AI tools but also prioritize strategies that improve user perceptions and attitudes, thereby facilitating broader and more effective adoption and utilization.

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