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**Factors Influencing the Diffusion of the GIS Technology by
SBD Qingdao; an UTAUT Approach**

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SBD Qingdao; an UTAUT Approach

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Abstract

This dissertation examines the roles of various factors of the UTAUT in the adoption of technology by SBD Qingdao to assist in the understanding of technology diffusion within the Chinese swine industry. From research into the Chinese society and swine industry, voluntariness is excluded from the model and education is introduced as a moderating factor. Using a single case study approach, research was conducted on six respondents in influential positions from SBD Qingdao that had direct input into the introduction of the Geographic Information System. Results differed from the original proposed model of UTAUT. It was found that Performance Expectancy (PE), Effort Expectancy (EE) and Social Influence (SI) expected to have direct influence on Behaviour Intention (BI) and Facilitating Conditions (FC) influenced Use Behaviour. PE, SI, FC is expected to be moderated by Experience and Education. EE is moderated by only Education. Age and Gender were not expected to have any moderating effects on the use of new technologies in SBD.

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