

Adoption of Technology by Base of the Pyramid Farmers: An Extension of the "UTAUT" Model

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ABSTRACT

Majority of people at the base of the economic pyramid (BOP) live in rural areas, but have received little attention in business research. Information and Communication Technology (ICT) is seen as having the potential to alleviate poverty in rural areas and worldwide from the many ICT access points that have been provided. However, the farmers for whose benefit ICT access is provided have not been eager to adopt the technology. In this paper we explore the reasons for the slow pace of adoption of ICT in rural areas by small and marginal farmers. We extend and modify the Unified Theory of Acceptance and Use of Technology (UTAUT) in the context of rural BOP users. Implications of this model are discussed.