

## MEASURING TECHNOLOGY ACCEPTANCE: SCALE DEVELOPMENT AND REFINEMENT

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### **ABSTRACT**

*This research tries to develop a scale for the measures of modified UTAUT model. Under this study, research design and methodology was discussed in detail. The study further delves and explores each research construct, process of instrument development, assessment of reliability and validity, sampling process and data collection methods. The chapter concludes with a developed and refined scale ensures a valid and reliable scale.*

**KEYWORDS:** *Technology Acceptance, Scale Development & Refinement*