Owner Manager's Acceptance of Cloud Accounting:
An Evaluation Based on UTAUT Model

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Abstract. This study actually discusses the theoretical context with the adoption of cloud accounting in Sri Lanka using the Unified Theory of Acceptance and Use of Technology (UTAUT) model. The accounting practices have significantly improved with the changes in technology especially cloud computing. The exogenous variables: Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition, Behavioral Intention of Cloud Accounting and endogenous variable: Use Behavior of Cloud Accounting were measured with moderating effect of experience and organization size at the individual level to enable it as a research model using previous research. Data was collected through a questionnaire to test the hypothesised model from 354 owner-managers who runs small-medium enterprises in Sri Lanka. Structured equation modelling was used in analyzing data. The result shows that Performance Expectancy, Effort Expectancy and Social Influence have an impact on Behavioral Intention of Cloud Accounting and Facilitating Condition directly influence on Use Behavior of Cloud Accounting while Behavioral Intention of Cloud Accounting has mediated between Performance Expectancy, Effort Expectancy, and Social Influence and Use Behavior of Cloud Accounting. Moderating effects represented by both experience and organization size have a significant effect on Use Behavior of Cloud Accounting. Findings from this study support the adoption of cloud accounting in SME of Sri Lanka. In order to achieve sustainable development, the Sri Lankan government should take initial measures to develop the infrastructure and popularize cloud accounting in Sri Lanka.

Keywords: Cloud Accounting, Cloud Computing, Accounting Software, UTAUT

1 Introduction

The rapid changes in technology has significantly increased the usage of software in day-to-day computer-related work using different types of software. Accounting is one of the fields where computer software is used successfully in all accounting related work. Due to the large volume of information, accounting software became the heart of the enterprise's solution to work professionally. Moreover, internet technologies have encouraged the invention of cloud computing in various functionalities of the business. A research institution Gartner, chosen

cloud computing that changes the facet of business [16]. Cloud computing reshaping global business [23]. Cloud computing is the main tool to improve the flexibility which in turn support to adopt cloud.

The integration of the cloud into business operations poses new challenges for researchers and administrators, relating to the implementation of the cloud system and their consequences for various areas of enterprises. Cloud computing has enabled many users across the globe to access their data and applications simultaneously in real-time using their existing infrastructure [6]. Consequently, According to Willcocks [26] cloud platforms provide research opportunities, with an increasing demand for the need of the customers. The cloud computing provides cloud spaces for real-time access, integration of works and monitoring of the works between the client organization and the service provides. In this specified concern, cloud computing provides the data exchange and transaction processing in a single system which is able to access by internal and external users while it provides more benefits to the same parties.

A large and growing body of existing literature on cloud accounting as one of the most commonly used systems in SMEs. Legacy of accounting system is generally allowed to develop the own system from the company itself or it is available from vendors sites. Cloud accounting is a new business platform developed by many vendors in the world. Cloud accounting changes the way accounting system is used and modernize the entire business process. Major accounting firm KPMG advises that cloud-based study will fulfil the need for cloud usage [15]. In 2013, a survey conducted by Lonergan Research, Report reveals that "60% accountants who are not currently using a Cloud-based system consider it likely they will adopt one in the next 2-3 years." And cloud usage rapidly concerned by young owners and also the survey showed that accountants and owners who are within age 18 to 34 more interested to transfer existing accounting solutions to the cloud.

Following the cloud computing application, cloud accounting is expected to become predominant in SMEs due to the tremendous of its benefits including the accessibility at any time anywhere, integration of different accounting modules, user friendly based platform, and customized reports. Hence, the availability of cloud service changed the perception of the adoption of cloud accounting. Moreover, the word SME is referred to as abbreviate of the micro, small and medium enterprises. Different authors and the legal institutions in different countries use diverse meanings for SMEs according to their context. There are mainly three dimensions are used to measure it such as annual turnover, the total amount of employees and the total investment of the business organization. SME policy framework in Sri Lanka, consider the number of employees and annual turnover to define SME. Therefore, SME defined considering the employees less than 300 and turn over per year less than Rs.750 million.

2 Literature Review

To expand the knowledge of the adoption and intent to use cloud accounting, many previous studies have examined different theories. In this study, prior research studies on cloud accounting and well known accepted theories were considered. From the literature, there is an increased number of studies and practices of cloud accounting are marked [5]. There are many kinds of benefits realized with the adoption of cloud accounting. Those benefits are efficient to work, increasing quality of information that reduces the expenses of routine operation, other installation and implementation of the system [21]. Cloud accounting for SMEs could minimize the maintenance cost and other relevant costs with regard to the software and hardware [3],[12],[5]. Furthermore, cloud technologies could facilitate to access financial

information globally. This means that both internal and external stakeholder of the companies can have the rights to access financial information from any time and anywhere[13].

Despite the advantages of the cloud accounting system, the biggest disadvantage is the security of the data which is so confidential and sensitive which are stored in real-time at cloud storage [12], [5],[4]. The data from accounting transaction such as purchasing, sales process, inventory management, payroll, general ledger and other all routine and non-routine accounting transaction are very important to the companies. Subsequently, storing accounting data into external storage like in cloud has the risk of misuse and loses of that data. Having these issues, companies like SMEs are showing less interest to adopt cloud accounting compared to larger companies [12].

Many theoretical based studies are focused to examine the technological innovations adoption among SMEs. However, among these theories, the well-validated models are Theory of Planned Behaviour (TPB), Technology Acceptance Model (TAM), TAM2 and Diffusion on Innovation theory. Even though different research in a different context has considered many determinants on the adoption of cloud accounting, no studies considered the most appropriate model to enlighten and anticipate the usage of cloud accounting. In this study, a suitable theory validated and tested by many researchers was used to study the perception of the user of cloud accounting in SME.

Cloud accounting is becoming an increasingly potential application in accounting for small and larger organization around the world. Among the Information technology and system research, TAM [7] has been tested empirically to show the influence factors of technology acceptance. In general, most of the studies have supported with the explanatory power of technology acceptance within the information system implementation and to the context of cloud computing [24]. Nevertheless, most of the studies were conducted in developed countries [20], [1]. Many studies have focused to understand the social behavior. However, the Theory of Reasoned Action (TRA) and TPB are the most suitable models to explain the social behaviors which connect the IT adoption [11]. However, Leonard, [11] stated that the TRA model may focus the expected behaviours under the determining condition, but limiting the behavior in the cause of action. In contrast, the TPB model, it predicts the perceived behavioral control which consists of different dimensions such as resources, individual's experience, and expected difficulties.

TAM originally derived from TRA and mainly considered with the information system. According to the TAM model, the perceived usefulness perceived ease and attitude of usage influence the intention to use the model. Perceived usefulness and perceived ease are respectively referred to as the degree to which someone believes the use of systems could improve their job performance and ability to use the system effortlessly. Further, the perceived usefulness and ease of use are used as mediating variables between the intention of system usage and external variables. TAM explains the basic context of technology acceptance behavior, along with this, other external factors Venkatesh [24] also were included in this model considering the different behavioral characteristics exist. UTAUT consists of eight models; according to Venkatesh [24] namely: TAM, TPB, TRA, C-TAM-TPB, the motivational model, the innovation diffusion theory, the model of personal computer utilization and the social cognition theory.

Venkatesh [25] explored UTAUT in their recent comprehensive study by integrating user acceptance and usage of IT. However, the extended UTAUT model consists of the main determinants: performance expectancy, effort expectancy, social influence; and facilitating conditions. In addition, it associates with moderating variables: age, gender, experience and voluntariness of use. In the extended model of UTAUT, the performance expectancy is referred to the confidence level of a person assumes that cloud computing usage would assist owner-manager in performance. This is also noted as a determinant of behavioral intention.

Hence, both performance expectancy and effort expectancy in the UTAUT model is viewed as a key determining factor of use intention. In the theoretical model, the term social influence is the perception of a person as to what extend other people should use cloud accounting. As the final variable, the term facilitating conditions is referred to what extent a person believe that the availability of organizational resources to support the system.

After revising the above theories, the UTAUT is viewed as a comprehensive model to measure the behavioral intention and use of technology [2]. From the UTAUT model, performance expectancy, effort expectancy, and social influence directly influence behavioral intention to use technology. However, behavioral intention and facilitating conditions directly determine the technology use. In this study, UTAUT model was used to conceptualize the use of cloud accounting among SMEs in Sri Lanka. In addition, considering the moderating variables, organization size is replaced for firm-level and gender. Moreover, Voluntariness of use is also dropped it's not required for SME in the Sri Lankan context.

3 Research Methodology

The conceptual model was developed using the original theory formed by UTAUT and examines the model in connection with could accounting technology acceptance. The main conceptual model is demonstrated in Figure 1.
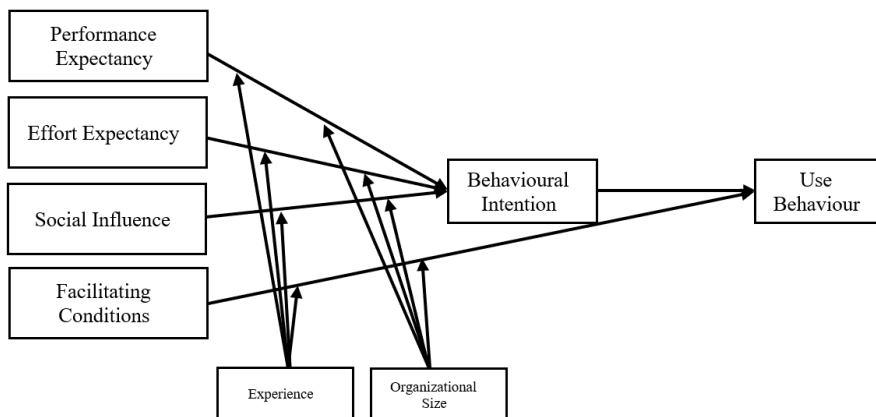

Fig. 1. Conceptual Framework

3.1 Hypothesis Development

According to Venkatesh [24], a powerful relationship remains among both Performance Expectancy and behavioral intent. Venkatesh [24] emphasized that behavioral intention could be determined by both Performance Expectancy and effort expectancy. Thompson [22] stated that social influence is similar to the subjective norms with TRA. Venkatesh [24] showed from their study that facilitating conditions determine use behavior. In addition, the UTAUT model validated and applied for several application such as e-learning, smart technologies etc. However, some studies used different moderating variables eg. Experience, age, size etc.

Forés [27] claimed that organization size is the capability and necessity to adopt new technology Therefore, we prose the following hypothesizes.

H1: Performance Expectancy has a direct effect on behavioral intention of cloud Accounting

H2: Effort Expectancy has a direct effect on behavioral intention of cloud Accounting

H3: Social Influence has a direct effect on behavioral intention of cloud Accounting

H4: Facilitating Condition has a direct effect on behavioral intention of cloud Accounting

H5: Behavioral Intention of Cloud Accounting has a direct effect on the use of Cloud accounting

H6: Experience and organization size have a moderating effect on Cloud accounting

3.2 Sampling

The survey questionnaire was used to measure the hypothesized interactions in cloud accounting using the UTAUT model. Moreover, the conceptual model was developed using the theories and validated with SEM to test the hypothesis relationships and moderators of the construct. The sample of this study was selected from the owner-managers of SMEs in Sri Lanka.

Self-administrated questionnaires were randomly issued to a total number of 1200 owner mangers and responses were received from 380 respondents, the response rate was 32%,26 questionnaires were rejected and left with 354 valid questionnaires. The population of this study comprises of SMEs registered with IDB in the agricultural, handicraft manufacturing and service industries in Sri Lanka.

In Sri Lanka SMEs have been promoted through various IDB programmes. A sampling selection is concerned with 1200 SMEs from twenty-five districts. Sample represent at national level comprising the all twenty-five district from the nine provinces of Sri Lanka, making the total number of 354 SMEs as the sample for this study. The stratified random sampling targeted 380 respondents from twenty-five district in Sri Lanka. According to [9], the sampling process through stratified sampling should be accurate, efficient and simple when selecting appropriate sampling consistent with business research.

3.3 Measures

Most of the entries in the questionnaire were derived from the previous studies done by Venkatesh [24] to make the questionnaire more comprehensive, where these items were validated by many researchers in technology acceptance model. The original questionnaire was initially developed in English and later translated into the two main local official languages: Sinhala and Tamil and retranslated into English to test the content validity of the questionnaires. Finally, the discrepancies were checked and resolved in the two translated questionnaires and retranslated to the English language. A pilot study was carried out among 40 owner-managers selected randomly to ensure the reliability of the construct used in the questionnaires. The Cronbach's values were satisfied in the pilot study and confirmed the content validity of the questionnaires. Likert's Five-point scale was used to measure all items in the questionnaire. In addition to this, demographic measures were used to understand the strength of the study.

4 Result

4.1 Descriptive Analysis

A total of 354 owner-managers participated in this study. The age group of the participants ranged from 25 to 55 years, Education level of 49% (172) of them were below advanced level, 43% (152) of them were undergraduates and 8% (15) of them were postgraduate qualified. The Self-learning and knowledge in computer technology and internet usage were in lower, moderate and mostly accounted at self-sufficient.

4.2 Normality Testing

Normality test in multivariate analysis was used in validating the data. According to [10], normality test is important to test the validity in multivariate analysis. The skewness and kurtosis tests were conducted to find the normal distribution of data. The data used in this study resulted to be normally distributed. The result shows that the values from both tests ranged ±1 which is at a very satisfactory level to meet the normality assumption.

4.3 Model Testing

The standardized regression weights from AMOS result were taken to check the factor loading of all items in the constructs. Factor loading value of 0.5 is acceptable according to Hair [10]. From this study, all the item in the construct resulted above 0.7 proving that adequate reliability is present in all constructs. Moreover, the construct reliability test also conducted considering the Cronbach's alpha of the constructs. Cronbach's alpha explains the consistency of the item in the constructs. Following the criteria, all the constructs show adequate reliability values. Moreover, construct validity also was tested.

Convergent validity and discriminant validity are used to conducts the convergent validity test. Convergent validity of the construct was calculated using AVE test where the AVE value should be above 0.5 to meet the convergent validity [10]. Hence, the result shows that the AVE of all constructs exceeds 0.5 showing that the constructs had adequate convergent validity. Moreover, the discriminant validity tested for all constructs resulted in a higher value than the corresponding squared inter-construct correlation [8].

4.4 Measurement Model Analysis

AMOS 23 was used to conduct the confirmatory factor analysis and goodness of fit was established with chi-square statistics (x^2) and other various indices. Indication of the goodness of fit model was done using the following criteria as: CMIN /df <3.0, RMR <0.05, GFI > 0.85, CFI >0.90, and RMSEA <0.10. The result shows that the value for x 2/df, RMR, GFI, CFI, and RMSEA, respectively, were 1.726, 0.025,.897,.949 and .045 as shown in figure 2.
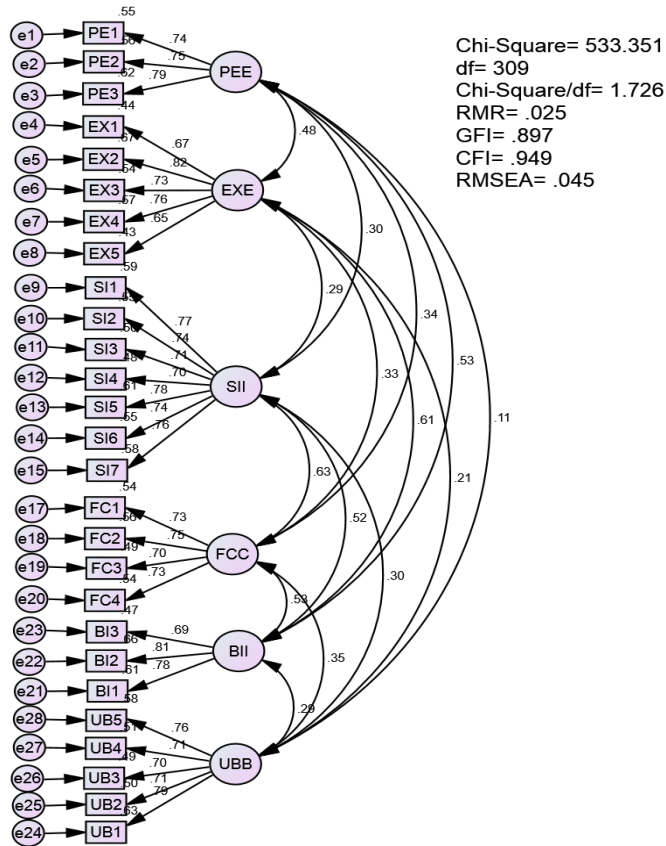
Fig. 2. Measurement Model

Table 1. Measurement of the constructs

Constructs	No of items	Mean	SD	Cronbach's alpha	AVE	CR
PEE	3	4.024	.721	0.801	.575	.802
EXX	5	3.931	.786	0.849	.531	.849
SII	7	3.684	.775	0.896	.552	.896
FCC	4	3.684	.776	0.819	.533	.820
BII	3	4.208	.648	0.804	.582	.806
UBB	5	3.875	.814	0.855	.542	.855

Table 2. Discriminant Validity

	PEE	EXX	SII	FCC	BII	UBB
PEE	0.575					
EXX	0.230	0.531				
SII	0.088	0.086	0.552			
FCC	0.116	0.106	0.393	0.533		
BII	0.282	0.371	0.276	0.286	0.582	
UBB	0.012	0.044	0.088	0.125	0.082	0.542

Off-diagonals are square of r (r^2)

4.5 Structural Model Analysis

SEM was used in examining the hypothesised relationships established among constructs, the mediating effects of the number of services and organizational size (see figure 3). Hair [10] describes that some fit indices should be considered to assess the model fit in SEM such as Comparative Fit Index (CFI), Goodness of Fit (RMR) and Root means a square error of approximation (RMSEA)
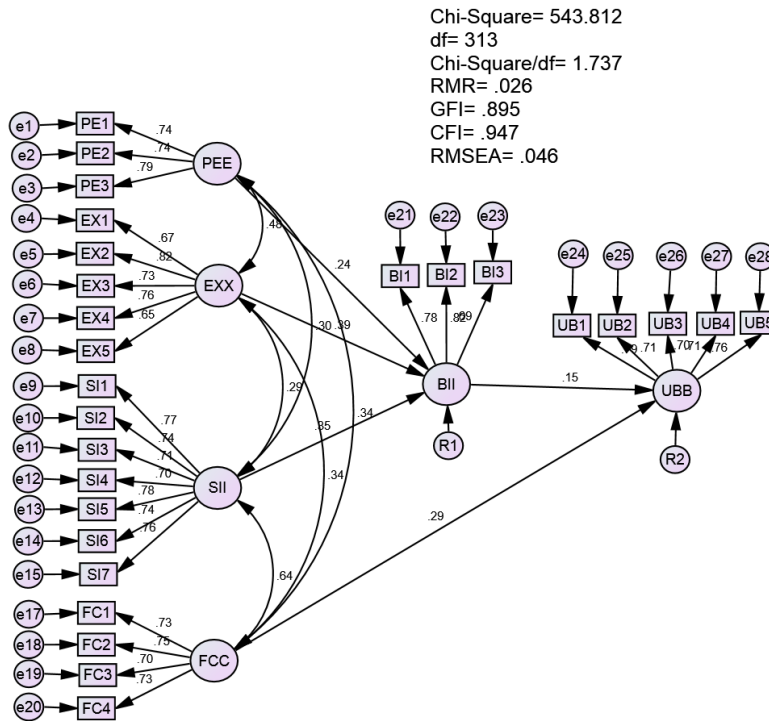

Fig. 3. Structural Model

The selected indices and the standardized estimated values shown in the model meets the criteria and fit to the research model data. Goodness of fit model was measured using the following indices: CMIN /df <3.0, RMR <0.05, GFI > 0.85, CFI >0.90 and RMSEA <0.10. The result shows that the value for CMIN/df, RMR, GFI, CFI, and RMSEA, respectively, were 1.737, 0.026,.895,.947 and .046 as shown in figure3. All values resulted in this model within the acceptable range.

Table 3. The summary of the direct hypothesized result

Hypothesis	Relationship	Path Coefficient	P value	Result
H1	PEE➔BII	.240	***	Supported
H2	EXX➔BII	.395	***	Supported
H3	SII➔BII	.347	***	Supported
H4	FCC➔UBB	.286	***	Supported
H5	BII➔UBB	.146	.036	Supported

***< 0.001

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All the direct hypothesis were supported in the study as shown in Table3. PEE and BII (β = .240; p < .001), EXX and BII (β = .395; p < .001), SII and BII (β = .347; p < .001),FCC and UBB (β = .286; p < .001) and BII and UBB (β = .146; , p < .05) were found to have a significance positive relationship to use cloud accounting, supporting all hypothesizes H1 , H2, H3, H4 and H5. In addition, the model was able to explain 29% and 37% of the variance for BII and UBB respectively.
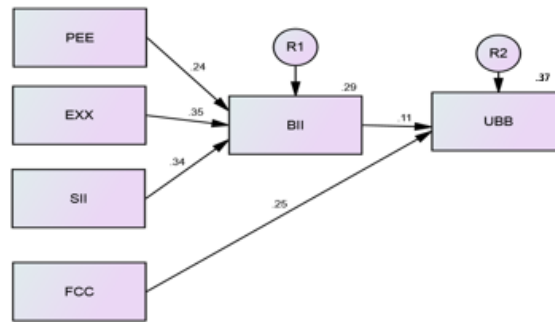

Fig. 4. Parsimonious Model

4.6 Moderating Result

Table 4. Moderating Result- Experience

Model	NPAR	CMIN	DF	P	CMIN/DF
Unconstrained	390	2804.465	1878	.000	1.493
Measurement weights	285	2889.755	1983	.000	1.457
Structural weights	260	2938.989	2008	.000	1.464
Structural covariances	210	2998.706	2058	.000	1.457
Structural residuals	200	3021.576	2068	.000	1.461
Measurement residuals	65	3179.083	2203	.000	1.443
Saturated model	2268	.000	0		
Independence model	162	7695.479	2106	.000	3.654

Based on the moderating result the above table shows that chi-square for unconstrained was lower than the measurement residual. Unconstrained chi-square was at 2804.465 and measurement residual chi-square was 3179.083. The result indicated that there was a moderation based on the moderation output in the above table.

Table 5. Experience -Assuming model Unconstrained to be correct

Model	DF	CMIN	P Value	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho-2
Measurement weights	105	85.291	.921	.011	.015	-.010	-.014
Structural weights	130	134.525	.375	.017	.023	-.008	-.011
Structural covariances	180	194.242	.222	.025	.033	-.010	-.014
Structural residuals	190	217.111	.086	.028	.037	-.009	-.012
Measurement residuals	325	374.618	.030	.049	.064	-.014	-.019

The Table 5 shows that the measurement residual showed a significant p-value at 0.005. The output indicated that there was a significant moderating effect among experience of the owner-managers of SME toward independent and dependent variables. Moreover, the following table indicated the moderating effect on the experience of accounting towards independent and dependent variables.

The Table 6 shows the moderating effect of less than 1-year experience in accounting of owner-managers towards exogenous variables consisted of SII, PEE, EXE, FCC, BII and as for endogenous variable is UBB. Based from out the experience moderate all variable except between FCC and UBB(β=.253, p=.533). Less than 3 years' experience in accounting moderate the same as less than 1 year of experience. For less than 5 years experiences in accounting moderate only between SII and BII(β=.163, p= .021), EXE and BII (β=.159, p= .045), and FCC and UBB(β=.527, p= .000),. For less than 7 years of experience in accounting moderate only between SII and BII (β=.480, p= .000), EXE and BII (β=.443, p= .027), FCC and UBB(β=.554, p= .030),. For less than 10 years experiences in accounting moderate between SII and BII(β=.198, p= .015), EXE and BII(β=.284, p= .001), BII and UBB(β=.459 p= .030),. Finally above 10 years of experiences in accounting moderate only between SII and BII (β=.222, p= .002), and EXE and BII (β=.474, p= .001). Hence hypothesis H6: Experience has a moderating effect on cloud accounting.

Table 6. Moderating Test -Experience Group-wise

Relationship	<1 year		<3 Years		< 5 years		<7 years		<10 years		>10 years	
	Esti.	P	Esti.	P	Esti.	P	Esti.	P	Esti.	P	Esti.	P
BII<---SII	.303	.007	.303	.007	.163	.021	.480	***	.198	.015	.222	.002
BII<---PEE	.465	***	.465	***	.116	.076	.199	.295	.101	.227	.098	.347
BII<---EXE	.378	.041	.378	.041	.159	.045	.443	.027	.284	.001	.474	.001
UBB<---BII	.593	.026	.593	.026	-.059	.883	.115	.573	.459	.030	.109	.634
UBB<---FCC	-.253	.533	-.253	.533	.527	***	.554	.030	.116	.365	.167	.172

Esti.: Estimate; P: P-Value

Based on the moderating result the Table 7 shows that chi-square for unconstrained was lower than the measurement residual. Unconstrained chi-square was at 1348.093 and measurement residual chi-square was 1510.717. The result indicated that there was a moderation based on the moderation output in the Table 7.

Table 7. Moderating Test - Organization Size

Model	NPAR	CMIN	DF	P	CMIN/DF
Unconstrained	195	1348.093	939	.000	1.436
Measurement weights	153	1383.692	981	.000	1.410
Structural weights	143	1401.982	991	.000	1.415
Structural covariances	123	1427.744	1011	.000	1.412
Structural residuals	119	1451.966	1015	.000	1.431
Measurement residuals	65	1510.717	1069	.000	1.413
Saturated model	1134	.000	0		
Independence model	81	5611.114	1053	.000	5.329

The Table 8 shows that the measurement residual showed a significant p-value at 0.05. The output indicated that there was a significant moderating effect among organization size of

SME toward independent and dependent variables. Moreover, the following table indicated the moderating effect on organization size towards independent and dependent variables.

Table 8. Organization Size - Assuming model Unconstrained to be correct

Model	DF	CMIN	P	NFI Delta-1	IFI Delta-2	RFI rho-1	TLI rho2
Measurement weights	42	35.599	.747	.006	.008	-.005	-.006
Structural weights	52	53.889	.402	.010	.012	-.004	-.005
Structural covariances	72	79.650	.251	.014	.017	-.004	-.005
Structural residuals	76	103.873	.019	.019	.022	-.001	-.001
Measurement residuals	130	162.624	.028	.029	.035	-.004	-.005

Table 9. Organization size (Micro, Small and Medium)

Path Direction	Micro		Small		Medium	
	Estimate	P Value	Estimate	P Value	Estimate	P Value
BII<---SII	.310	***	.211	.001	.207	***
BII<---PEE	.460	***	.074	.292	.187	.017
BII<---EXX	.173	.175	.502	***	.246	.002
UBB<---BII	-.133	.666	.071	.609	.616	***
UBB<---FCC	.300	.222	.434	***	.249	.019

The Table 9 shows that moderating effect of organization size for micro, small and medium organization towards exogenous variables consist of SII, PEE, EXX, FCC, and BII and as for endogenous variable is UBB. Based on the output, organization micro size only act as moderate for between SII and BII (β=.310, p= .000), and PEE and BII(β=.460, p= .000). Moreover, for small size organization, it moderates only for between SII and BII(β=.211, p= .001), EXX and BII(β=.502, p= .000), and FCC and UBB(β=.434, p= .000). Finally for medium size organization, it moderates all between SII and BII (β=.207, p= .000), PEE and BII(β=.187, p= .017), EXX and BII(β=.246, p= .002), BII and UBB (β=.616, p= .000), and FCC and UBB(β=.249, p= .019).these result support the expected hypothesis H6: organization size has a moderating effect on cloud accounting.

5 Conclusion

This paper has argued that what are the determinant factors influencing on the owner manger's acceptance of cloud accounting using a well known theoretical model of UTAUT. For this reason, Sri Lanka was chosen as the context as it is growing in economics as SME a huge contributor for the last couple of era. And also cloud accounting was not considered as a significant study, especially in Sri Lanka. Considering both contexts with the application of the UTAUT model, this research set out to examine the model with regard to the SMEs from intention to use the new technology of cloud accounting in accounting paradigm.

With the existing literature and the UTAUT model, this paper has considered the moderating variables such as experiences and organization size and examined the model in the Sri Lankan context. The result shows that the exogenous variables such as PEE, EXX, and

SII, are the main determinant of BII and FCC and BII directly influence on UB and in addition experience and organization size are moderating the relationships of the UTAUT model.

Many researchers have empirically validated the UTAUT model in a different context. However, this study emphasizes that cloud accounting implementation should focus on the determinant factors identified in the UTAUT model.

5.1 Discussion

The theoretical model of UTAUT has prime importance as it helps researchers and practitioners to determine the approach in exploring the user intention to use cloud accounting. The present study was designed to determine the factors influencing the use of cloud accounting in SMEs using the UTAUT model. Moreover, the influencing factors on the use of cloud accounting are discussed in this study. The analysis indicates that the theoretical model provides fit with the data available in SME.

The current study supports the direct relationship of PEE, EXX, SII on BII and in addition it has another direct relationship of FC and BI on UB on cloud accounting,

In the consistency of the finding from the previous technology adoption theories [8],[7], [24],[25] and from previous cloud accounting studies [17]. Cloud accounting usage across Europe and Asia envisioned to adopt cloud accounting as it is more relevant technology in the modern dynamic world to meet it strategic goals. The estimated weight of PE is comparatively lower than the other constructs in the UTAUT constructs EXX, SII, FCC, confirming finding consistent with the previous studies applied the UTAUT model in a different context[19], [14]. While EX was found to cause the strongest direct significant determinant of BI, consistent the fundamental UTAUT model [25]. Owner manager chose cloud accounting as the most beneficial application considering the benefits of financial and non-financial cost, such as hardware and software cost, timely reports and flexibility of usage of cloud accounting, and moreover, realizable outcomes, such as increase competency of the usage of cloud accounting.

However, this study has been able to demonstrate the finding of earlier finding supported on the performance expectancy which is one of the main determinants of technology adoption as it was explained in the UTAUT model [24], irrespective of the culture [2]. Similarly, the finding further explain the strong significant effect of effort expectancy on behavioural intention to use cloud accounting is also significant (β = .395, P=0.000) (Table3); therefore, the hypothesis (H2) is also supported.

The finding of the current study is similar to the previous researches done by various researchers. Venkatesh [24]. Therefore, this shows that a sufficient level of intentions are needed to use cloud accounting as it is vital for the owner-manager to maximize its application in accounting. Another important finding confirms the hypothesis (H3), the result significantly on firms the relationship between social influence and the behaviour intention to use cloud accounting (β=.347, P =0.000). Therefore, as it is reported in Table 5 and Figure 3, Performance Expectancy, Effort Expectancy and social influence are the main determinants of BI. In addition, it shows that owner-manager who are willing to use cloud accounting in enterprises as they intended to enjoy the benefits such as interactive interface, flexibility to use, in-built applications to use and customizable with all staff.

Facilitating condition has a strong significant relationship with use behavior (β = .286, P =0.000) which confirmed H4. This means that owner-manager should consider facilitating condition to use cloud accounting which supports as they intended to use cloud accounting to improve work and organizational performance and bring accounting operation as a smooth operational tool. Finally, behavioral intention also has a strong significant direct effect on use

behavior (β = .146, P =0.036). From this finding, H5 is supported that owner-manager has changed the behavior to use cloud accounting.

5.2 Implication

The main purpose of this study is to make all cloud account practitioners realize that technology is the main concern and the role it plays if they expect to adopt cloud accounting in their businesses.

Industrial people implementing cloud accounting as an accounting module should consider the benefits and cost-efficiency of cloud accounting as an emerging concept. Owners managers should provide adequate time and resources in training their staff with tech support to work with the new environment and motivate them.

It is necessary here to clarify the importance of how the expected outcome, cost reduction and facilitating streamline operation etc. would be supported to the smooth operation especially in accounting.

5.3 Limitation and Future Research

Due to the relatively SME was considered, A larger study, considering regional countries, different corporate organization, different technologies may support for the explanatory power and explain the detriments of cloud accounting. To explain and validate the impact of the determinant of cloud accounting, mixed-method might be considered. With this conceptual model developed and tested in this study, another context also should be considered to generalize the findings.

Only SMEs were considered in carrying out the study which is one business group from many of them. The study needs to be expanded to corporate organizations and other institutes interested in migrating to cloud accounting from the normal accounting system. The mixed-method can be considered in explaining and validating the impact of determinants in cloud accounting. There are many opportunities to develop another context similar to the conceptual model developed and tested in this study in future.

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