INSTITUTIONAL BUYER ADOPTION OF B2B AGRICULTURAL E-COMMERCE: A SYSTEMATIC LITERATURE REVIEW USING THE UTAUT FRAMEWORK

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Abstract

This systematic literature review (SLR) examines the adoption of B2B agricultural e-commerce by institutional buyers using the UTAUT framework. Following the PRISMA 2020 protocol, searches of Scopus (80%) and ScienceDirect (20%) using six Boolean strings yielded 52 final articles from 2,200 initial records. Quality appraisal using a five-criterion CASP-adapted rubric produced a mean score of 8.4 (SD = 1.1). The study addresses three research questions: (RQ1) which UTAUT constructs most consistently predict agrifood technology adoption and how Trust has emerged as a critical extension; (RQ2) how institutional buyers are positioned as the unit of analysis in B2B agrifood e-commerce adoption literature; and (RQ3) what critical research gaps justify an empirical study in Eastern Indonesia. Findings reveal that Performance Expectancy (PE, 42/52 articles) and Social Influence (SI, 38/52 articles) are the most consistent UTAUT predictors, while Trust emerges as a critical extension in 22 articles. Only 30 of 52 articles (57.7%) mention institutional buyers in a relevant context, and five fundamental differences from individual adopters are identified—including organisational decision-making structures, procurement policy frameworks, and institutionally embedded Trust requirements. Five critical gaps are identified: absence of demand-side institutional buyer studies, limited UTAUT application in B2B agrifood buyer contexts, minimal Southeast Asia/Indonesia evidence, dominance of qualitative over SEM-PLS methods, and weak linkage to national food security policy. The integrated conceptual model—combining PE, EE, SI, FC, and Trust—establishes the theoretical foundation for a forthcoming SEM-PLS empirical study targeting institutional buyers in North Sulawesi, aligned with SDGs 2 & 9, Asta Cita, RPJMN 2025–2029, and the Free Nutritious Meal Programme (MBG).

Keywords : *B2B e-commerce; Agricultural supply chain; Institutional buyer; UTAUT; Systematic literature review*

1. INTRODUCTION

The digitalization of the agricultural sector has become a global strategic agenda, further accelerated by the COVID-19 pandemic and growing food security concerns. In developing countries like Indonesia, the digital transformation of the agrifood supply chain faces dual challenges: upstream, small-scale farmers struggle to adopt technology, while downstream, institutional buyers—including hotels, restaurants, catering (HORECA), modern markets, and cooperatives—do not yet have a mature agricultural B2B e-commerce ecosystem. This gap impacts distribution efficiency, farm-gate prices, food security, and the competitiveness of the national agrifood industry.

In the context of national policy, this research is directly relevant to Asta Cita Directives No. 2 and 6 of the Prabowo-Gibran administration (Indonesian Cabinet Secretariat, 2024), the

agricultural digitalization agenda of the 2025–2029 National Medium-Term Development Plan (RPJMN) (Bappenas, 2025), and the Free Nutritional Meal Program (MBG) (National Nutrition Agency, 2025), which require a reliable and digitalized institutional food supply chain. However, an empirical basis for understanding the adoption behavior of institutional buyers in the agricultural B2B e-commerce ecosystem—particularly in Eastern Indonesia—is almost absent in the international scientific literature..

The Unified Theory of Acceptance and Use of Technology (UTAUT), developed by Venkatesh et al. (2003), has become the dominant model in technology adoption research, capable of explaining up to 70% of the variance in behavioral intention compared to prior models such as TAM (~40%). Although UTAUT has been extensively applied in agricultural and e-commerce contexts, its application to institutional buyers within B2B agrifood ecosystems remains highly limited (Tamilmani et al., 2021).

This SLR addresses three research questions: (RQ1) Which UTAUT constructs most consistently predict digital technology adoption in the agrifood sector, and how has the Trust extension developed in the literature? (RQ2) How are institutional buyers positioned as the unit of analysis in the B2B agricultural e-commerce adoption literature, and what distinguishes them from individual adopters? (RQ3) What research gaps remain unaddressed—particularly from demand-side, Indonesian, and quantitative methodological perspectives? Drawing on 52 articles from Scopus (80%) and ScienceDirect (20%) covering 2003–2026, this article contributes a comprehensive literature map, an integrated UTAUT conceptual model, and gap justification for a nationally funded empirical study in North Sulawesi.

2. RESEARCH METHOD

This study uses a Systematic Literature Review (SLR) following the PRISMA 2020 protocol. SLR was chosen because of its ability to produce a transparent, reproducible, and comprehensive scientific synthesis—consistent with the objectives of mapping the state of the art in UTAUT-based agricultural B2B e-commerce adoption and systematically identifying research gaps.

Data Sources and Search Strings

Two primary databases were used: Scopus (Elsevier) as the primary source (80% of final articles) and ScienceDirect as the secondary source (20%). The search was conducted on May 14, 2026, using six structured Boolean search strings based on the PICO framework.: S1: (“UTAUT” OR “unified theory of acceptance”) AND (“agricultural e-commerce” OR “agri-food e-commerce”); S2: (“B2B e-commerce” OR “business-to-business”) AND (“agricultural supply chain”) AND (“adoption” OR “platform”); S3: (“institutional buyer” OR “organizational buyer”) AND (“digital platform”) AND (“agriculture” OR “food”); S4: (“technology adoption” OR “UTAUT”) AND (“agrifood”) AND (“developing countries” OR “Southeast Asia”); S5: (“e-commerce” OR “digital platform”) AND (“sustainable supply chain”) AND (“agrifood”); S6: (“HORECA” OR “hotel” OR “catering”) AND (“e-commerce” OR “procurement”) AND (“adoption” OR “UTAUT”).

Inclusion and Exclusion Criteria

Inclusion criteria: (I1) indexed in Scopus or ScienceDirect; (I2) publication year 2003–2026 (prior to 2015 limited to foundational works); (I3) written in English or Indonesian; (I4) peer-reviewed journal or review article (Q1–Q2); (I5) discussing technology adoption or e-commerce in the agriculture or food sector; (I6) using at least one technology adoption construct. Exclusion criteria: (E1) no adoption construct; (E2) purely B2C focus; (E3) grey literature; (E4) full text inaccessible; (E5) duplicate.

PRISMA Selection Flow and Quality Appraisal

The PRISMA 2020 selection flow is presented in Fig. 1. From 2,200 initial records retrieved through combined searches of Scopus (n=2,100) and ScienceDirect (n=100), 4 duplicates were

removed via DOI matching, leaving 2,196 unique records. Title and abstract screening excluded 2,053 articles. Of 143 articles proceeding to eligibility assessment, 91 were excluded: 32 for purely B2C focus, 28 for absence of adoption constructs, and 31 due to unavailable full text. A total of 52 final articles—comprising 42 from Scopus (80.8%) and 10 from ScienceDirect (19.2%)—were included in the qualitative synthesis. Quality appraisal used a five-criterion CASP-adapted rubric (QA1: research objectives clarity; QA2: methodology appropriateness; QA3: data collection rigour; QA4: analysis validity; QA5: B2B agrifood relevance), scored 0–2 per criterion. Of 52 articles, 41 (78.8%) scored ≥8 (high quality), 9 (17.3%) scored 6–7, and 2 (3.8%) scored 5. Overall mean quality score was 8.4 (SD=1.1).

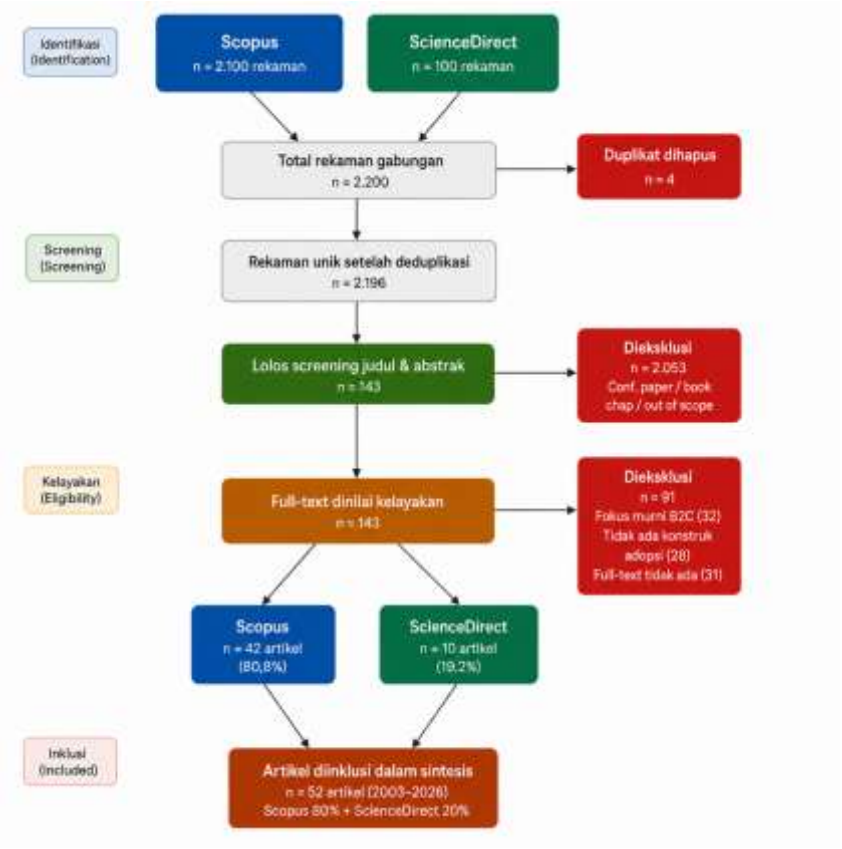

Fig. 1. PRISMA 2020 Selection Flow

3. RESULTS AND DISCUSSION

Characteristics of Included Articles

Of the 52 final articles that passed PRISMA selection (Fig. 1), the distribution across thematic clusters is presented in Table 1. Bibliometric analysis using VOSviewer generated the keyword co-occurrence map (Fig. 2) and the country collaboration network (Fig. 3). Temporally, the 2023–2026 period accounts for 62% of all articles, reflecting agrifood digital adoption acceleration post-COVID-19. Geographically, articles are dominated by China (22.2%), India (21.8%), European countries (35%), and Africa (14%), while Southeast Asia—including Indonesia—represents only approximately 4.4% of the 2,100 Scopus articles.

Table 1. Distribution of final articles by thematic cluster

Thematic Cluster	N	%	Dominant Years	Representative Journals

A: UTAUT & Technology Adoption	13	25,0	2021–2025	MIS Quarterly, Int. J. Info. Management
B: B2B E-Commerce & SCM	14	26,9	2020–2026	J. Electronic Commerce Research, Supply Chain Mgmt.
C: Institutional Buyer & Platform	13	25,0	2016–2026	Technological Forecasting, Food Policy
D: Digital Agrifood Context & Gap	12	23,1	2019–2026	Frontiers Sustain. Food Systems, Sustainability
TOTAL	52	100	2003–2026	Elsevier, Springer, MDPI, Emerald, Taylor & Francis

Source: Analysis of 52 final articles (Scopus 42 + ScienceDirect 10), 2003–2026

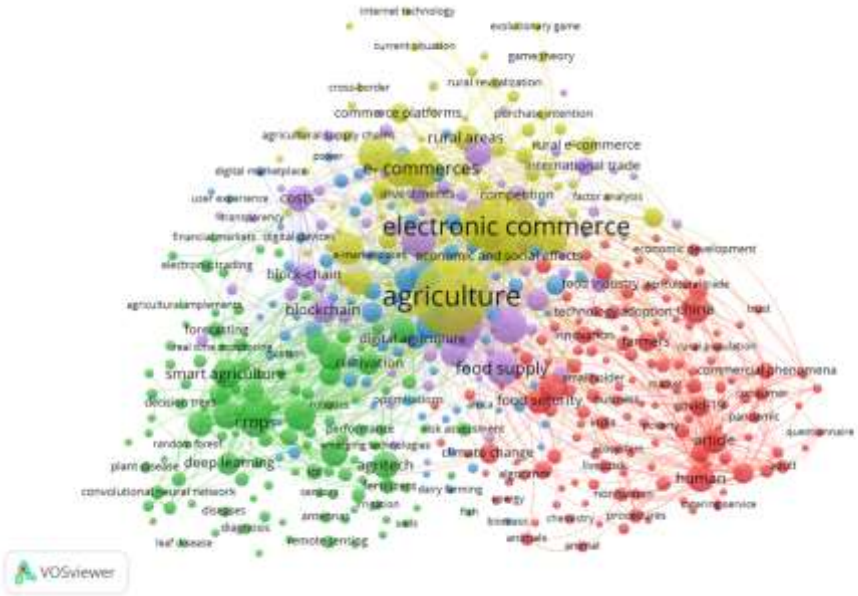

Fig. 2. VOSviewer Keyword Co-occurrence Map

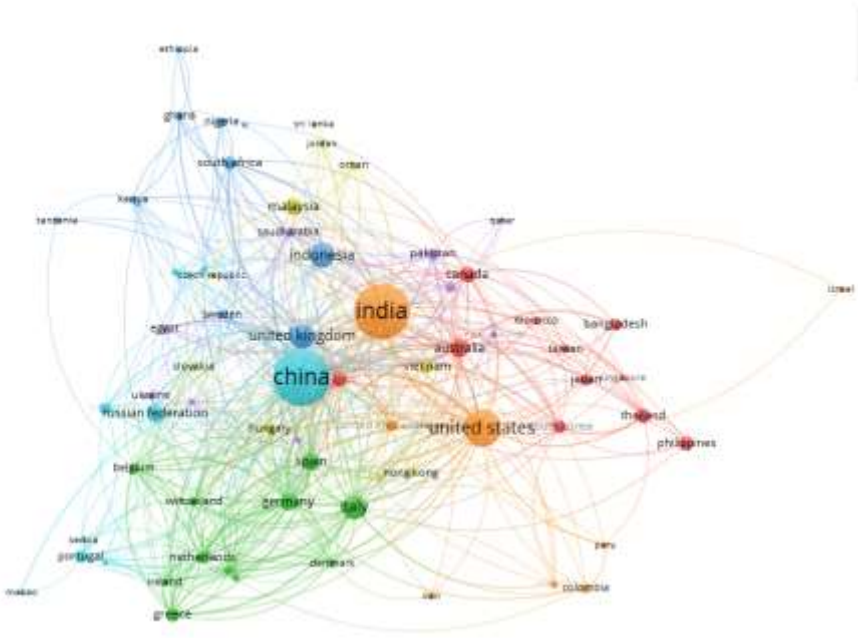

Fig. 3. VOSviewer Country Collaboration Network

RQ1: Most Consistent UTAUT Constructs and the Trust Extension

Table 2 summarises the frequency and strength of UTAUT constructs and their extensions across all 52 analysed articles. Performance Expectancy (PE) consistently appears in 42 of 52 articles as the strongest predictor of behavioural intention, followed by Social Influence (SI) in 38 articles, Effort Expectancy (EE) in 36 articles, and Facilitating Conditions (FC) in 34 articles.

Table 2. Frequency and strength of UTAUT constructs in agrifood digital literature

UTAUT Construct	Frequency	Effect Strength	Contextual Findings
Performance Expectancy (PE)	42/52 artikel	Positive, significant (dominant)	Consistent across all contexts: farmers, SMEs, institutional buyers
Social Influence (SI)	38/52 artikel	Positive, significant	Particularly strong in developing countries and agricultural communities
Effort Expectancy (EE)	36/52 artikel	Positive; weaker than PE	Moderated by digital literacy and user experience
Facilitating Conditions (FC)	34/52 artikel	Positive; critical in developing contexts	Infrastructure & organisational support as key moderators
Trust (ekstensi)	22/52 artikel	Moderating and mediating role	Especially in blockchain adoption and new B2B platform contexts
Perceived Risk	14/52 artikel	Negative, significant	Key adoption barrier in financial and data contexts
Dukungan Regulasi/Pemerintah	10/52 artikel	Positive moderation	Government policy reinforces FC in digital adoption decisions

Source: Synthesis of 52 final articles (Scopus + ScienceDirect, 2003–2026)

Four key findings emerge from the RQ1 synthesis. First, PE consistently constitutes the strongest predictor of adoption behavioural intention across all contexts. Second, SI exerts a particularly strong influence in developing countries, reflecting more collective community structures. Third, FC is critical in developing-country contexts owing to significant digital infrastructure deficits. Fourth, Trust emerges as an important extension in 22 articles—particularly in blockchain adoption and new B2B platform contexts. Oguntegbe et al. (2022) demonstrated that Trust moderates the PE–BI relationship in blockchain adoption by institutional agrifood stakeholders—a finding that warrants confirmation in the broader B2B e-commerce platform context in Indonesia.

RQ2: Institutional Buyers as the Unit of Analysis

Table 3 summarises the positioning of institutional buyers as the unit of analysis across the 52 final articles. Only 30 of 52 articles (57.7%) mention institutional buyers in a relevant context. The RQ2 findings identify five fundamental differences between institutional buyers and individual adopters. First, adoption decisions are organisational—not individual—involving multiple stakeholders; Gunasinghe et al. (2022) confirmed that in hotel digital transformation, adoption behaviour is significantly moderated by organisational size. Second, institutional buyers operate within standardised procurement policy frameworks; Casati et al. (2024) demonstrated that strategic firm resources, including procurement governance structures, are decisive in shaping platform adoption. Third, platform adoption is a strategic supply chain decision; Zhang & Berghäll (2021) found that value co-creation in B2B agrifood e-commerce is driven by efficiency and reliability concerns, while Lin et al. (2022) confirmed that institutional buyers prioritise supply chain resilience. Fourth, Trust carries far greater financial risk in B2B than B2C contexts; Ji et al. (2020) demonstrated that trust-building mechanisms must be institutionally embedded through certifications, traceability systems, and contractual assurances. Fifth, institutional buyers are driven by competitive pressure and inter-organisational network influence rather than hedonic motivation (Venkatesh et al., 2012)

Table 3. Institutional buyers as the unit of analysis in B2B agrifood adoption literature

Institutional Buyer Type	Frequency	Unique Characteristics	Differences vs. Individual Adopter
HORECA (Hotel, Restaurant, Catering)	8/52	High volumes, regular contracts	Collective/organisational decision-making; shaped by procurement policy
Modern Market / Supermarket	6/52	Strict quality standards, high volume	Formal RFP/tender process; multi-level approval before adoption
Agricultural Cooperative	5/52	Collective member network	Adoption driven by member consensus and collective digital capacity
Government / Public Institution	4/52	Strict procurement regulations	Bound by public procurement rules; adoption depends on national policy
Educational & Healthcare Institution	3/52	Fixed budgets, regular demand	Scheduled purchasing cycles; high price sensitivity
Other B2B Buyers (Aggregators, Distributors)	4/52	Supply chain intermediaries	Logistical efficiency drives adoption decisions

Source: Synthesis of 52 final articles; frequency figures indicate articles addressing each buyer type

These findings collectively confirm that existing UTAUT models—calibrated primarily on individual farmer or consumer samples—cannot be directly transferred to the context of institutional buyers without theoretical adaptations. The moderating roles of Organizational Size (Gunasinghe et al., 2022) and Regulatory Support (Patel et al., 2025; Nasiri & Kianpour, 2025) must be explicitly integrated. Supriaddin et al. (2025), in one of the very few studies addressing agricultural digital competency in North Sulawesi, found that digital transformation in the region remains predominantly supply-side and marketing-oriented, with no evidence of demand-side adoption by institutional buyers.

RQ3: Research Gap Identification

Based on systematic analysis of the 52 final articles and broader patterns across 2,196 unique screened records, five critical gaps are identified as presented in Table 4. Within Indonesia specifically, the few existing studies addressing e-commerce adoption in agriculture—such as Putra et al. (2026) on micro agribusinesses in Jepara and Aulia et al. (2024) on individual consumer purchasing intention in Jakarta—are exclusively supply-side or B2C in orientation, providing direct evidence that the institutional buyer demand-side perspective remains entirely unaddressed in the Indonesian literature.

Table 4. Research gap analysis from 2,196 Scopus + ScienceDirect articles

Gap Dimension	Current Literature Condition	Research Opportunity (This Study)
Analytical perspective	Supply-side and B2C consumer dominate; institutional buyers almost absent among 52 final articles	Demand-side: institutional buyers (HORECA, modern markets, cooperatives) as primary unit of analysis
Theoretical framework	UTAUT rarely applied to B2B agrifood buyers; Trust not consistently integrated	UTAUT (PE, EE, SI, FC) + Trust on organisational buyers in B2B agricultural platform context
Geographic context	Majority: China (22%), India (22%), Europe; Indonesia only 4.4% of 2,100 Scopus articles; Eastern Indonesia absent	Sulawesi Utara—kawasan wisata strategis tanpa bukti adopsi B2B agrifood sama sekali
Research method	Qualitative dominates; SEM-PLS on institutional buyer context extremely limited	Kuantitatif SEM-PLS—mengisi kekosongan empiris adopsi pembeli B2B di Indonesia
Policy relevance	Rarely linked explicitly to national food security agendas	Selaras dengan SDGs 2 & 9, Asta Cita No. 2 & 6, RPJMN 2025–2029, dan Program MBG

Source: Systematic analysis of 2,196 unique articles (Scopus April 2026 + ScienceDirect May 2026)

Geographic disparities are the most strategically significant finding. Bibliometric data from VOSviewer (Fig. 3) confirm that of 2,100 Scopus articles, Indonesia accounts for only 93 (4.4%)—and none specifically investigate the adoption of B2B agricultural e-commerce by institutional buyers in Eastern Indonesia. Recent SEM-PLS studies in analogous Southeast Asian contexts—including Alonzo & Abellana (2025) in the Philippines and Cuong et al. (2025) in Vietnam—confirm that quantitative PLS-SEM methods are gaining ground in the region, but are

still limited to supply-side SME adopters. The theoretical gap is equally acute: although the dominance of UTAUT across 650 studies has been demonstrated (Tamilmani et al., 2021) and the B2B agrifood context has been identified as significantly underrepresented on the demand side (Zhang & Berghäll, 2021), no study has applied UTAUT with the Trust extension specifically to institutional buyers in the Indonesian agrifood sector to date. These five gaps—analytical, theoretical, geographic, methodological, and policy—combine to form a highly specific and bibliometrically justified research space.

Integrated Conceptual Model

Table 5 presents the integrated conceptual model that will serve as the theoretical framework for the subsequent empirical study. The model integrates four core UTAUT constructs with the Trust extension, moderators of organisational size and regulatory support, and the target variables of Behavioural Intention (BI) and Use Behaviour (UB) in B2B agricultural e-commerce platform adoption by institutional buyers.

Table 5. Integrated UTAUT conceptual model for B2B agrifood institutional buyers

Construct (Independent Variable)	Dependent Variable	Moderator (Proposed)	Literature Support (n)
Performance Expectancy (PE)	Behavioral Intention (BI) → Use Behavior (UB)	Organisational Size	42 artikel; Venkatesh et al. (2003); Tamilmani et al. (2021)
Effort Expectancy (EE)	Behavioral Intention (BI)	Digital Experience	36 artikel; Mkunda et al. (2025); Oguntegbe et al. (2022)
Social Influence (SI)	Behavioral Intention (BI)	Institutional Network	38 artikel; Habeeb et al. (2021); Oguntegbe et al. (2022)
Facilitating Conditions (FC)	Use Behavior (UB)	Regulatory Support	34 artikel; Patel et al. (2025); Nasiri & Kianpour (2025)
Trust (ekstensi)	Behavioral Intention (BI) & FC	Platform Reputation	22 artikel; Casati et al. (2024); Lai et al. (2025)

Source: Adapted from synthesis of 52 final articles (Venkatesh et al., 2003; Tamilmani et al., 2021; Oguntegbe et al., 2022; and others)

4. CONCLUSIONS

This SLR successfully addressed three research questions constituting the theoretical foundation for an empirical study on B2B agricultural e-commerce institutional buyer adoption. Regarding RQ1, PE and SI are the most consistent UTAUT constructs (appearing in 42 and 38 of 52 articles respectively), with Trust as a critical extension present in 22 articles—particularly in new B2B platform adoption contexts in developing countries. Regarding RQ2, institutional buyers appear in only 30 of 52 articles (57.7%) and are almost never the primary unit of analysis; five fundamental differences from individual adopters—organisational decision-making,

procurement policy frameworks, institutionally embedded trust, supply security dimensions, and inter-organisational network influence—confirm the urgency of targeted demand-side research. Regarding RQ3, five critical gaps are systematically identified from 2,196 unique articles: absence of empirical studies analysing institutional buyers as the unit of analysis; UTAUT not comprehensively applied to organisational buyers in the agrifood sector; severe underrepresentation of Southeast Asia and Indonesia; extremely limited SEM-PLS methods; and almost entirely absent linkage to national food security policy.

The integrated conceptual model—which combines PE, EE, SI, FC, and Trust with moderators of organizational size and regulatory support—is ready to be used as a framework for hypothesis testing in a future quantitative SEM-PLS study in North Sulawesi, aligned with Asta Cita, RPJMN 2025–2029, and SDGs 2 and 9. Future research should expand the search to Web of Science and SINTA, integrate bilingual search strings, apply dual-reviewer screening with kappa reliability measurement, and triangulate with grey literature sources to generate a more comprehensive evidence base.

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