Antecedents and Impact of Internet Usage Intention and Belief: A Contingency Approach and a Structural Equation Model

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ANTECEDENTS AND IMPACT OF INTERNET USAGE
INTENTION AND BELIEF: A CONTINGENCY
APPROACH AND A STRUCTURAL
EQUATION MODEL

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Abstract

With the Internet technology’s rapid proliferation throughout organizations and organizations’ great pressure
to maximize the benefits from their investments in information technology, the studying of antecedents
determining the Internet usage behavioral intention and Internet usage effectiveness become very important
research issue. Our research studies the antecedents of Internet usage behavioral intention and Internet usage
satisfaction and the impact to Internet usage effectiveness in American workspace by using a contingency
approach. We use social pressure, organizational support, and Internet playfulness as the antecedents of
Internet usage behavioral intention and Internet usage satisfaction. We argue that Internet self-efficacy,
gender, age and voluntariness play the moderator roles in the complicated and seemingly mixed relationships
between subjective norm and Internet usage behavioral intention and between subjective norm and Internet
usage satisfaction. We also argue that Internet self-efficacy plays the moderator role in the relationships
between Internet playfulness and Internet usage behavioral intention and between Internet playfulness and
Internet usage satisfaction. A survey was administered to MBA students at the north-east sector of the United
States and a structural equation model is applied to model the simultaneous relationships among the multiple
independent and dependent constructs.

Keywords: Internet usage behavioral intention, Internet usage effectiveness, Internet self-efficacy, gender
difference, voluntariness, social pressure, organizational support, Internet playfulness, theory of reasoned
action, information technology acceptance and diffusion