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Effects of perceptions in different usage environments on user acceptance of mobile Internet services – empirical results from a study following a mixed method research design

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Abstract

Following a mixed-method research design in our study, we propose an extended acceptance model for mobile Internet services that integrates the results of a qualitative pre-study into the well known constructs of the Theory of Reasoned Action and the Technology Acceptance Model. Projective methods are used to enrich the understanding of driving factors for the acceptance of mobile Internet services. In a follow-up study, participants in both a non-usage and a usage environment are surveyed using a standardized questionnaire. The findings indicate a high explanatory power of the extended acceptance model, stressing the importance of perceived usefulness and perceived pleasure of self-expression and its determinants, i.e. personal innovativeness and perceived ease of use, in both environments. The influence of perceived pleasure of self-expression is related solely to the anticipation of the actual usage of a mobile parking service in a usage environment, whereas in a non-usage environment, it determines general attitudes beside usage intention. The causal path of attitude-intention-behaviour may be called into question by the results of our study, since only weak relationships can be observed. A following qualitative study aims to get further insight into usage restraint strategies of non-adopters of mobile Internet services. The results of in-depth interviews show that there are additional reasons for the non-adoption of technological products. Thus, more research on the critical reflection of the – pro-change bias – of acceptance literature is needed.

Keywords: Acceptance; Adoption; Mobile Commerce; Projective technique; Mixed method approach

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Abstract

Following a mixed-method research design in our study, we propose an extended acceptance model for mobile Internet services that integrates the results of a qualitative pre-study into the well known constructs of the Theory of Reasoned Action and the Technology Acceptance Model. Projective methods are used to enrich the understanding of driving factors for the acceptance of mobile Internet services. In a follow-up study, participants in both a non-usage and a usage environment are surveyed using a standardized questionnaire. The findings indicate a high explanatory power of the extended acceptance model, stressing the importance of perceived usefulness and perceived pleasure of self-expression and its determinants, i.e. personal innovativeness and perceived ease of use, in both environments. The influence of perceived pleasure of self-expression is related solely to the anticipation of the actual usage of a mobile parking service in a usage environment, whereas in a non-usage environment, it determines general attitudes beside usage intention. The causal path of attitude-intention-behaviour may be called into question by the results of our study, since only weak relationships can be observed. A following qualitative study aims to get further insight into usage restraint strategies of non-adopters of mobile Internet services. The results of in-depth interviews show that there are additional reasons for the non-adoption of technological products. Thus, more research on the critical reflection of the “pro-change bias” of acceptance literature is needed.

Keywords: acceptance; adoption; Mobile Commerce; projective technique; mixed method approach

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