

December 2003

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

Hao Zhou  
*Drexel University*

Follow this and additional works at: <http://aisel.aisnet.org/amcis2003>

---

## Recommended Citation

Zhou, Hao, "Antecedents and Impact of Internet Usage Intention and Belief: A Contingency Approach and a Structural Equation Model" (2003). *AMCIS 2003 Proceedings*. 293.  
<http://aisel.aisnet.org/amcis2003/293>

This material is brought to you by the Americas Conference on Information Systems (AMCIS) at AIS Electronic Library (AISeL). It has been accepted for inclusion in AMCIS 2003 Proceedings by an authorized administrator of AIS Electronic Library (AISeL). For more information, please contact [elibrary@aisnet.org](mailto:elibrary@aisnet.org).

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

Hao Zhou  
Drexel University  
[hz26@drexel.edu](mailto:h26@drexel.edu)

## 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