

User Acceptance of Mobile Internet Based on the Unified Theory of  
Acceptance and Use of Technology: Investigating the Determinants and  
Gender Differences

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Abstract

Based on the Unified Theory of Acceptance and Use of Technology Model (UTAUT), the purpose of this study was to investigate the determinants of mobile Internet (m-Internet) acceptance and to understand whether or not there are gender differences in the acceptance of m-Internet. Data collected online from 343 respondents in Taiwan were tested against the research model, using the structural equation modeling approach. The proposed model was mostly supported by the empirical data. The findings of this study provide several crucial implications for m-Internet service practitioners and researchers.

Keyword: mobile Internet, Unified Theory of Acceptance and Use of Technology, determinants, gender differences.