

Research hypotheses for gender activities in mobile Internet

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Abstract

This study extends the Unified Theory of Acceptance and Use of Technology Model (UTAUT) by adding perceived playfulness, perceived value and palm-sized computer self-efficacy to the UTAUT in order to investigate the factors affecting individual's m-Internet acceptance and to see if there exists gender differences in the acceptance of m-Internet. Data, gathered from 343 respondents in Taiwan, were tested against the research model using the structural equation modeling approach. The results indicate that performance expectancy, effort expectancy, social influence, perceived value and palm-sized computer self-efficacy were significant determinants of behavioral intention to use m-Internet.

Keyword : Mobile Internet, Palm-sized computer, Determinants, Gender activities.