

Gender Activities in Mobile Internet

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Abstract

With the rapid growth of demands of mobile phones, and the advent of third generation technology, accessing Internet via mobile phones is going to become the most promising trend. However, the success of mobile Internet (m-Internet) implementation depends on whether or not individuals are willing to adopt this new technology. Thus, it is necessary for practitioners and academics to explore the factors influencing the acceptance of m-Internet by individuals. By analyzing the data, 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. We also found that gender activities moderate the effects of performance expectancy, effort expectancy and palm-sized computer self-efficacy on m-Internet usage intention. These findings offer several important implications for m-Internet acceptance, in terms of both research and practice.

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