

# Chapter 75

## Perceived Enjoyment and the Effect of Gender on Continuance Intention for Mobile Internet Services

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### ABSTRACT

*Based on technology acceptance theory, the authors examined the effect of perceived enjoyment and gender on the intention to continue using mobile Internet services (MIS) in an everyday life context. A survey was conducted among 623 current MIS users to test the structural equation model. Their findings confirm the effect of perceived enjoyment on MIS continuance intention as well as the moderating effect of gender. Women expressed a stronger need for perceived usefulness and ease-of-use than men, while men expressed a significant need for perceived enjoyment. Interestingly, and somewhat contrary to previous findings, the effect of perceived usefulness on MIS continuance intention was stronger for women; whereas the effect of perceived enjoyment was significantly stronger for men. The authors findings suggest that MIS developers and providers should consider the gender of users when designing and offering MIS. The paper provides some guidelines regarding how MIS can be designed and customized for gender segments.*

### INTRODUCTION

The use of handheld devices such as mobile phones, portable digital assistants, and Blackberry has become pervasive in our everyday lives. Accessing Internet services through a handheld device is no longer a novelty (Adipat, Zhang & Zhou, 2011). Mobile Internet Services (MIS) provide users with wireless access to Internet contents and services such as text messaging, access to large social networks, personal

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banking, gaming, and much more (Kim & Steinfield, 2004). The main advantages of MIS are mobility and immediacy (Kim, Chan & Gupta., 2007): Internet access anytime, nearly anywhere.

Despite the significant investment of MIS providers, MIS usage is not without problems, not least of which is the tendency toward switching behavior (Ranganathan, Seo & Babad., 2006), with certain users migrating from one provider to another (Keaveney & Parthasarathy, 2001). Switching behavior has become a critical issue for MIS providers. In Europe, MIS switching significantly increased in 2011, with rates exceeding 41% in Spain, 37% in the Netherlands, 35% in Germany, 33% in France, and 32% in the U.K. (Oracle, 2011). Unfortunately, MIS providers cannot recover their investment costs and make a profit if users stop using these services (Kim & Steinfield, 2004), as revenues depend on both the number of new subscriptions and the number of continued users (Bhattacharjee, 2001). Thus, continued MIS usage is critical for generating steady market revenues and sustaining long-term profitability (Deng, Turner, Gehling & Prince, 2010). These realities underscore the importance of studying users' MIS continuance intention.

In Information Technology (IT) research, MIS are considered as a contemporary IT (e.g., Deng et al., 2010) and studies pertaining to MIS continuance intention have been conducted using Technology Acceptance Model (Davis, Bagozzi & Warshaw, 1989) for utilitarian motives, where continuance intention refers to the suite of behaviors that follow initial acceptance (Kim & Steinfield, 2004; Lee & Kim, 2005; Lu, Denz & Wang, 2010). Motives regarding MIS continuance, such as perceived usefulness and ease-of-use, directly affect behavioral intention in the TAM model. Although this model is useful in explaining behavioral intention, several extensions may be relevant to better explain MIS continuance intention in everyday life.

First, it has been suggested that, in general, the TAM is too parsimonious and should be supplemented and extended by taking into account a wider range of potential users (Bagozzi, 2007). Second, the TAM is most often used in an organizational context, in which motives are mainly utilitarian, but for MIS it is reasonable to include non-utilitarian motives in an everyday life context to explain continuance intention. Non-utilitarian motives for IT continuance intention are reported in some of the studies from uses and gratification research (Katz & Blumler, 1974; Leung & Wei, 2000; Nysveen, Pedersen & Thorbjornsen., 2005b). These studies suggest that in the context of everyday life, enjoyment and entertainment are significant motivations. Furthermore, recent IT research on hedonic/utilitarian systems (Deng et al., 2010; Kim & Hwang, 2006; Van der Heijden, 2004; Wakefield & Whitten, 2006) demonstrate that perceived enjoyment strongly influences IT continuance intention for hedonic purposes, while perceived usefulness strongly influences IT continuance intention for utilitarian purposes. This suggests that the integration of perceived enjoyment is important in predicting MIS continuance intention in an everyday life context. Third, while the original work on the TAM made no reference to gender differences, subsequent research analyzed the relationship between gender and IT usage (Ahuja & Thatcher, 2005; Chen & Macredie, 2010; Gefen & Straub, 1997; Venkatesh & Morris, 2000; Venkatesh, Morris & Ackerman., 2000). But as active as the streams of MIS research have been (Chandra, Srivastava & Theng, 2010; Deng et al., 2010; Kim & Hwang, 2006; Kim et al., 2007; Lee & Benbasat, 2003; Lee, Shin & Lee, 2009; Lu, Yao & Yu., 2005; Wakefield & Whitten, 2006), little attention has been given to the effect of gender on MIS continuance intention. Gender differences were examined in a recent study of continuance intention for fixed Internet services (Lee & Kwon, 2010), and it is now important to examine whether gender moderates motives for the intention to continue using mobile Internet services.

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