

# Chapter 33

## Continuance Use Intention of Mobile Internet Services: Does Gender Matter?

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### ABSTRACT

*In this chapter, we investigate the moderating effect of gender on the intention to continue using mobile Internet services (MIS) in an everyday life context. An extended model based on the technology acceptance theory is used to examine gender differences regarding MIS continuance intention in an everyday life context. A survey was conducted among 623 current MIS users to test the hypotheses using structural equation modeling approach. The findings show that female users expressed a stronger need for perceived usefulness and ease-of-use than male users, while male users expressed a significant need for perceived enjoyment. Interestingly, the stronger effect of perceived usefulness in females was contrary to prior TAM research. The observed gender differences suggest that MIS providers should consider gender when advertising and marketing MIS.*

### INTRODUCTION

Over the last decade, the adoption and the use of mobile Internet services (MIS), i.e., the access to Internet services through handheld mobile devices has surged urgently (Gerpott & Thomas, 2014). According to the International Data Corporation (IDC), the number of worldwide Mobile Internet users is expected to pass the two billions by the end of 2016. A recent review of the information systems (IS) literature shows that gender differences have been always a topic of research interest (Khedhaouria & Beldi, 2014; Khedhaouria, Beldi & Belbaly, 2013). Previous studies show that the qualitative use of both computers and Internet differs significantly between males and females, which may indicate subtle differences in attitudes toward these technologies (Ahuja & Thatcher, 2005; Gefen & Straub, 1997; Venkatesh & Mor-

DOI: 10.4018/978-1-5225-1933-1.ch033

ris, 2000; Venkatesh, Morris & Ackerman, 2000; Lee & Kwon, 2010). Nevertheless, gender differences regarding the use of MIS in everyday life have received little attention in the IS literature (Khedhaouria & Beldi, 2014; Khedhaouria et al., 2013). It has been suggested that MIS use has contributed to equalizing the communicative social integration of males and females much more than computers and fixed Internet, where male users still dominate (Khedhaouria et al., 2013). Understanding gender differences regarding MIS continuance intention in everyday life is therefore important for theory and practice.

MIS are ubiquitous and can be used willingly in everyday life activities as well as in mandatory settings (Lee, Kim, & Kim, 2005; Kim, Gupta, & Jeon, 2013). MIS provide everyday users with wireless access to Internet contents and services such as text messaging, access to large social networks, personal 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.

By focusing on gender differences, it may be possible to gain a more nuanced understanding of the motives driving MIS continuance intention in males as opposed to females. While great progress has been made in understanding users' continuance intention (Bhattacharjee, 2001; Bhattacharjee & Premkumar, 2004; Kim et al., 2013), research suggests that low MIS acceptance by users is still a barrier to post-adoption and continuance intention (López-Nicolás, 2008; Lu, Denz, & Wang, 2008; Khedhaouria et al., 2013; Oghuma, Chang, Libaque-Sanez, Park, & Rho, 2015). Hence, the technology acceptance theory (Davis, Bagozzi, & Warshaw, 1989) seems to be useful for our research in order to understand gender differences regarding MIS continuance intention in everyday life. The research question of our investigation is the following:

- Do perceptions regarding MIS continuance intention vary with gender?

Based on the technology acceptance theory, we propose and test a model using data collected from 623 current MIS users. Our model extends the TAM model (i.e., perceived ease-of-use and usefulness) by adding perceived enjoyment as a third predictor because it has been suggested to influence MIS continuance intention in the IS literature (Deng, Turner, Gehling, & Prince, 2010; Khedhaouria et al., 2013). The findings show that female users expressed a stronger need for perceived usefulness and ease-of-use than male users, while male users expressed a significant need for perceived enjoyment. Interestingly, the stronger effect of perceived usefulness in females was contrary to prior TAM research (Venkatesh & Morris, 2000). The observed gender differences suggest that MIS providers should consider gender when advertising and marketing MIS.

Our study makes three contributions to the IS literature. First, it highlights the importance role of perceived enjoyment in MIS continuance intention in everyday life, especially for men users. The ubiquitous of MIS and their increasingly use, show the need to focus on perceived enjoyment as a critical motive for continuance intention. Second, it suggests that IS research should attempt to account for the gender effect on MIS continuance intention in everyday life context. Third, it provides some guidelines regarding how MIS can be designed and customized for gender segments.

The paper unfolds as follows. The next section presents the theoretical foundation for this research. The third section describes the research model and hypotheses. The fourth section discusses the meth-

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