

Chapter 5.21

Extrinsic Plus Intrinsic Human Factors Influencing the Web Usage

Manuel Jesús Sánchez-Franco
University of Seville, Spain

ABSTRACT

Researchers are confronted with a choice among models to explain Web acceptance and usage. Therefore, as Venkatesh et al. (2003) suggest, there is a need for a review and synthesis in order to progress toward a unified view of Web acceptance and usage. In this situation of development, a theoretical model based on technology acceptance (TAM) and flow, is proposed to describe the extrinsic and intrinsic motivations, respectively, for Web users. The aim of the research is thus (1) to investigate how well flow-model theory can be aligned with TAM and (2) to provide a relationship with the Web acceptance and its proper usage. Furthermore, better measures for predicting and explaining Web use will have greater practical value. Singular Web sites would like to assess user demand for new design ideas to facilitate electronic service quality and flow. Users would like to find a Web site leading to an enduring and cost-effective relationship.

INTRODUCTION

The Web can be conceived as a media for contents to build and maintain individualised relationships with profitable customers through its proper usage. In this e-CRM (*electronic Customer Relationship Management*) context, the viewpoint must change from (1) a traditional perspective with a short-term focus to (2) a long-term perspective with a (2.1) user-retention and (2.2) enduring-involvement focus based on optimal experiences and greater expected Web use to avoid switching suppliers at virtually comparably low direct and indirect costs. Marketers must be interested in users' profitable sessions at their Web sites being longer and more frequent to increase the degree to which a customer (i.e., Web site user) voluntarily interacts with them. Therefore, it becomes important to examine the human factors that (1) reduce time pressure as a cost for users and (2) influence the acceptance and, in turn, length and

frequency of Web site sessions (Sánchez-Franco and Rodríguez-Bobada, 2004).

With the growing reliance on computerised systems and increasing speed of the introduction of new Information Technologies (ITs) (e.g., Web), understanding the factors that promote acceptance and effective utilization of Web technology continues to be a vital issue for researchers and practitioners. Specifically, research in HCI (Human-Computer Interaction) tradition has long asserted that the research of human factors (1) is a key to the successful design and implementation of technological devices, and (2) should analyze extrinsic and intrinsic motives. Thus, there is a need for a review and synthesis in order to progress toward a unified view of Web acceptance and usage (Venkatesh et al., 2003).

Accordingly, it is important to consider the human beliefs and affects based on a Technology Acceptance Model (TAM) (i.e., ease of use and usefulness) and a flow model, respectively, to understand: (1) attitude towards using the Web; (2) behavioural intention to use; and (3) Web actual usage. On the one hand, the two beliefs based on TAM, perceived usefulness and ease of use, are the most important human factors determining usage of computers or IS (Information System). On the other hand, flow, defined as an optimal, intense and intrinsically enjoyable experience, has been proposed as a useful framework (1) for studying the experience of individuals as they learn and use the Web, (2) for identifying the factors that influence this experience, and (3) as a way of defining the nature of compelling online experiences (Novak et al., 2000). In fact, creating compelling experiences in this distinctive consumption environment depends on facilitating a state of flow (Csikszentmihalyi, 1975, 1990; Hoffman and Novak, 1996b; Novak et al., 2000).

However, very little is theoretically and empirically known about users' interactions with Web-based technologies. Few studies actually focus directly on (1) Web acceptance and usage and its antecedents and consequences adopting

a user-centered perspective, and (2) the extrinsic and intrinsic motives that affect Web usage. In this sense, Novak et al. (2000) suggest that among marketing academics and Internet practitioners alike, there is a lack of genuine knowledge about the factors that (1) make for effective interactions with online users and (2) make using the Web a compelling user experience. More recently, Parasuraman and Zinkhan (2002) point out that there is a considerable knowledge gap between the practice of online marketing and the availability of sound, research-based insights and principles for guiding that practice.

In this situation of development, a theoretical model based on technology acceptance (TAM) and a flow model (concerning an Information System), is proposed in this chapter to describe the extrinsic and intrinsic motives for online users. Chan and Swatman (2000) stated that there is very little literature which discusses the process of Internet-based marketing, so that researchers must (1) start with the literature concerning more general IS implementation and (2) hope to develop a body of theory, which is more explicitly focused on the area of Internet marketing (Eid and Trueman, 2002). Our objective in this chapter is thus to evaluate the mediating role of main intrinsic and extrinsic motives explaining users' Web acceptance and affecting the Web usage (1) to explain and (2) to improve the users' experience of being and reacting in the Web, and, in turn, (3) to run a profitable business.

THEORETICAL FOUNDATIONS

Over the last two decades, a significant body of research has focused on identifying various factors that influence user-acceptance behaviour, putting forward several theoretical models. In particular, the Technology Acceptance Model (TAM), introduced by Davis and his colleagues (Davis, 1989; Davis et al., 1989), has received considerable attention (see Lucas and Spitler, 1999, for a

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