

An Empirical Study of Household Internet Continuance Adoption among Jordanian Users

Abstract

The purpose of this study is to develop and validate a theoretical model of household Internet behavioral adoption, its actual usage by Jordanians, and the intentions on continuous subscription in the future. In deriving the conceptual model for this study three existing research frameworks are concerned with behavioral adoption and usage of ICT :the theory of planned behavior (TPB); the technology acceptance model (TAM); and uses and gratifications (U&G) theory. Since this study is concerned with acceptance and actual usage of household Internet which has already taken place, the model give more attention to usage behavior and the intention to continued usage of the household Internet in the future based on the past Jordanian experience and subscription. The empirical examination of study model indicates that the Jordanian household Internet usage behavior is determined directly by three internal beliefs, including individual perceived needs, perceived ease of use, and perceived behavioral control. Furthermore, the results revealed that the adopter satisfaction, family, subjective norms, and perceived resources are directly influence on the Jordanian users' intention to continued use of the Internet in household.