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The Internet as Additional Secondary Source – First empirical Results for Differentiating the Impact of Secondary Sources on the Intention to use IT

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The research about adoption decisions in a household context brought the factor of secondary sources as part of a normative beliefs construct to explain an individual's behavioral intention. The secondary sources included mass media as TV, radio and newspapers but not the largest global information medium, the internet. With billions of information provided by the internet in every minute it seems to be very likely that this factor depicts an important determinant for an individual's IT adoption decision as well. So for this reason the aim of our paper is to propose a research model to integrate the explicit influence of the mass medium internet on an individual's IT adoption decision and to discuss the relationship and interplay between attitude towards an information system, intention to use an information system and the secondary source "Internet". Furthermore a research description how the influence can be validated is provided and first empirical results are presented.