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How Users are Different? Towards a Deeper Understanding of IT Usage Under the Context of Internet Technologies

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Organizations have been suffering from IT nonuse and under-utilization. The objective of the study is to explore factors that could drive diverse and rich IT utilization.

We propose two dimensions of usage—*diversity* (D; scope of usage) and *intensity* (I; the richness of IT usage), based on which four categories of IT usage are formed ($H_d H_i$, $H_d L_i$, $L_d H_i$, and $L_d L_i$). It is our assumption that organizations rely on rich and diverse IT usage to reap benefits from their IT investment.

Drawing on established models (e.g., technology acceptance model) and theories (e.g., expectation-confirmation theory, social influence theory), we propose four factors (i.e., perceived usefulness [PU] and perceived enjoyment [PE], user satisfaction [US], and subjective norms [SN]) that could differentiate individual IT usage, and that these four determinants will be the highest for the $H_d H_i$ usage.

A web survey was conducted across 364 users under the context of the Internet usage, and Multinomial Logistic Regression with Maximum Log Likelihood was applied to test the hypotheses. The results reveal that only PU and PE are the highest for $H_d H_i$. The finding suggests that extrinsic and intrinsic motivations are necessary for diverse and intense IT usage.