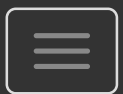


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TAM or Just Plain Habit: A Look at Experienced Online Shoppers

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Abstract

According to the Technology Acceptance Model (TAM), behavioral intentions to use a new IT are primarily the product of a rational analysis of its desirable perceived outcomes, namely perceived usefulness (PU) and perceived ease of use (PEOU). But what happens with the continued use of an IT among experienced users? Does habit also kick in as a major factor or is continued use only the product of its desirable outcomes? This study examines this question in the context of experienced online shoppers. The data show that, as hypothesized, online shoppersâ€™ intentions to continue using a website that they last bought at depend not only on PU and PEOU, but also on habit. In fact, habit alone can explain a large proportion of the variance of continued use of a website. Moreover, the explained variance indicates that habit may also be a major predictor of PU and PEOU among experienced shoppers. Implications are discussed.

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Volume 17: 4 Issues (2005)	
Volume 16: 4 Issues (2004)	
Volume 15: 4 Issues (2003)	
Volume 14: 4 Issues (2002)	
Volume 13: 4 Issues (2001)	
Volume 12: 4 Issues (2000)	
Volume 11: 4 Issues (1999)	
Volume 10: 4 Issues (1998)	
Volume 9: 4 Issues (1997)	
Volume 8: 4 Issues (1996)	
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Volume 6: 4 Issues (1994)	
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