

Exploring the Intention of Customers to Use Innovative Digital Content
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Abstract

Differing from previous works, this study explores the critical factors affecting the intention of a customer while using innovative digital content information technology in a retail store. Based on the literature of Technology Acceptance Model (TAM), this study proposes to construct a test model and adopts structural equation modeling (SEM) to test the model. All data collected from 101 customers were used to evaluate the proposed model. Based on our test results, we found that all path relationships are significant in the hypothesized model. Thus, the results of this study strongly support feedback and operations interface simplification as factors that can affect intention to use innovative digital content information technology.

Keyword : service quality; digital content; TAM; structural equation modeling; SEM; RFID