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Author Shu-Fei Yang
Author's Email Address No Public.
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Abstract
With the Internet rapid and stable development, following the diversified application of the Internet, the electronic learning has become one of the most prosperous businesses. Therefore, to understand the latent users for use intention of electronic learning can provide a framework for manager and later researchers in electronic learning market.

This study is based principally on simplify Customer Behavior Model, Theory of Planned Behavior (TPB), Technology Acceptance Model (TAM), Decomposition TPB and Integrate Model to construct a causal-effect model about the “use intention” of latent users for use electronic learning.

Furthermore, the sample of 343 usable cases was gathered for this study. The method of Structure Equation Modeling (SEM) was used in order to construct and compare analysis of use intention model in electronic learning market. The results of this study showed that the hypothesis model 5 had the best goodness of fit. We obtain some result as follow:

(1)“use intention” of the latent users use electronic learning is mainly influenced by positive factors such as “marketing mixes”, “use motive”, “perceived behavioral control”, “attitude” and negative “perceived risk”; But, with the significant level (α=0.05), “perceived behavioral control” don’t have singnificant effect on the latent users’ use intention about the using electronic learning.

(2)The status of the variable “attitude” for the latent users about the use electronic learning is mainly affected by positive factors such as “use motive”, “perceived usefulness” and “perceived easy of use” etc.

(3)The status of the variable “perceived behavioral control” for the latent users about the use electronic learning is mainly affected by positive “use motive” and negative “perceived risk”.

(4)The status of the variable “perceived easy of use” and “perceived usefulness ” for the latent users about the use electronic learning is mainly affected by positive factors such as “marketing mixes”, “use motive” and negative “perceived risk” etc.

(5)The status of the variable “use motive” for the latent users about the use electronic learning is mainly affected by positive “marketing mixes”.
Advisory Committee Wen-Bao Lin - advisor

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