

Affecting Taiwanese College Students' Digital Music Download Behavioral
Intention: An Empirical Study

賴以軒, 黃秀卿, Chia-Ming Chang, Su-Yu Chun

Technology Management

Management

franky@chu.edu.tw

Abstract

This study aims to utilize the technology acceptance model as a theoretical basis and students' knowledge on copyright to construct the behavior intention model in order to explore the use intention of Taiwanese college students toward digital music download. Out of 480 questionnaires sent to six Taiwanese universities, 441 valid questionnaires were obtained with valid response rate of 91.9%. Data were analyzed using structural equation modeling methodology to investigate the impact of behavior intention model on Taiwanese college students' digital music download. The results show that (1) copyright knowledge has no significant influence on perceived usefulness while exerting a significantly positive impact on use intention of digital music, (2) perceived ease of use has significantly positive effects on both perceived usefulness and use intention of digital music and (3) perceived usefulness has significantly positive influence on use intention of digital music. Finally, the study also raises a number of useful recommendations to the digital music industry.

Keyword : Copyright knowledge, digital music, technology acceptance model, university students