

Theo yêu cầu của khách hàng, trong một năm qua, chúng tôi đã dịch qua 16 môn học, 34 cuốn sách, 43 bài báo, 5 sổ tay (chưa tính các tài liệu từ năm 2010 trở về trước) Xem ở đây

**DỊCH VỤ
DỊCH
TIẾNG
ANH
CHUYÊN
NGÀNH
NHANH
NHẤT VÀ
CHÍNH
XÁC
NHẤT**

Chỉ sau một lần liên lạc, việc dịch được tiến hành

Giá cả: có thể giảm đến 10 nghìn/1 trang

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2.6.4 Social Cognitive Theory (SCT)
Social Cognitive Theory was proposed by Bandura (1977). This is a theory that has been widely accepted and empirically verified. Social cognitive theory factors comprise the impact of the environment (e.g. the overall social

2.6.4 Lý thuyết nhận thức xã hội 11 H
Lý thuyết nhận thức xã hội do Bandura (1977) đề xuất. Lý thuyết này đã được thừa nhận rộng rãi và kiểm chứng thực nghiệm. Các yếu tố của lý thuyết nhận thức xã hội bao gồm tác động của môi trường (ví dụ như toàn bộ môi trường

environment, social pressure), individual cognitive and personal factors (e.g. personal, attitudes personal motivation) and mutual influence among three different behaviors above, as shown in Figure 2-4 (Bandura, 1977). Nonetheless, whether an individual performs an action or not is affected by the personal goals and self-efficacy of the individual to perform the behavior. If an individual performs a behavior is consistent with his goals and with a strong self-efficacy at the same time, then the individual will perform the behavior (Bandura, 1977).

Figure 2-4 Social Cognitive Theory (Bandura, 1977)

2.6.5 Innovation Diffusion Theory (IDT)

Innovation Diffusion Theory (IDT) was first proposed by Rogers (1995). An innovation is something that is perceived as new by an individual or a social system. In a general sense, innovation means all the new discoveries and new inventions, and they are mainly in technology field or production field (Lin, 1999). IDT contains the compatibility, observability, complexibility, comparable advantage and testability as shown in Figure 2-5 (Roger, 1995). Based on Roger's theory, we can conclude whether customers or users accept the innovation depending on whether the products have these characteristic.

Figure 2-5 Innovation Diffusion Theory (Roger, 1995)

xã hội, áp lực xã hội), các yếu tố nhận thức cá nhân và các yếu tố cá nhân (chẳng hạn như thái độ, động cơ cá nhân) và sự tác động qua lại giữa ba yếu tố trên (Hình 2-4, Bandura, 1977).

Tuy nhiên, cho dù một cá nhân có thực hiện hành động hay không đều chịu tác động của các mục tiêu cá nhân và sự tự tin về năng lực của cá nhân trong khi thực hiện hành vi. Nếu việc thực hiện hành vi phù hợp với mục tiêu của mình đồng thời có sự tự tin năng lực bản thân mạnh, thì cá nhân sẽ thực hiện hành vi (Bandura, 1977).

self-efficacy: niềm tin về khả năng của bản thân, sự tự tin về năng lực của cá nhân, sự tự tin, sự tự chủ, tự bảo đảm, tự do

Hình 2-4 Lý thuyết nhận thức xã hội (Bandura, 1977)

2.6.5 Lý thuyết phổ biến sự đổi mới



2.6.6 Motivation Model (MM)

Drucker (1954) believes that motivation itself is not just a static psychological construct, but rather a dynamic process. Hence, motivation means when individuals have perceived stimulation from external environmental factors, result in a psychological process before the actual behavior, when the psychological process has accumulate to a certain degree, actual behavior or elimination of actual behavior will be triggered (Drucker, 1954). If the stimuli sourced from individuals or work itself, e.g.: personal interests, adventure tendency or work challenging, referred to as “intrinsic motivation”. On the contrary, if the stimulus is mainly from individual or work external, e.g.: money, jobs or source of power, the behavioral motivation this stimulus lead to is called ‘extrinsic motivation’ (Amabile et al, 1994).

2.6.7 Combined-TAM-TPB (C-TAM-TPB)

Taylor & Todd (1995) integrated the TAM and TPB and proposed a combined-TAM-TPB (C-TAM-TPB). In their study, they add a manipulate variable-’using experience’, the result of the study showed that experienced users’ actual behavior are more easily to be affected by behavioral intention (đự tính hành vi, hành vi đự định, ý định hành vi) than those without experience. Their study also indicates the impact of ‘perceived usefulness’ and ‘perceived behavioral control’ is different between experienced users and non-experience users. Experienced user think, compared to ‘perceived usefulness’, ‘perceived behavioral control’ has higher impact ‘behavioral

intention'. On the other hand, non-experienced users think 'behavioral intention' is affected by 'perceived usefulness' rather than 'perceived behavioral control', but they think 'perceived behavioral control' will affect 'actual behavioral' (Taylor & Todd, 1995).

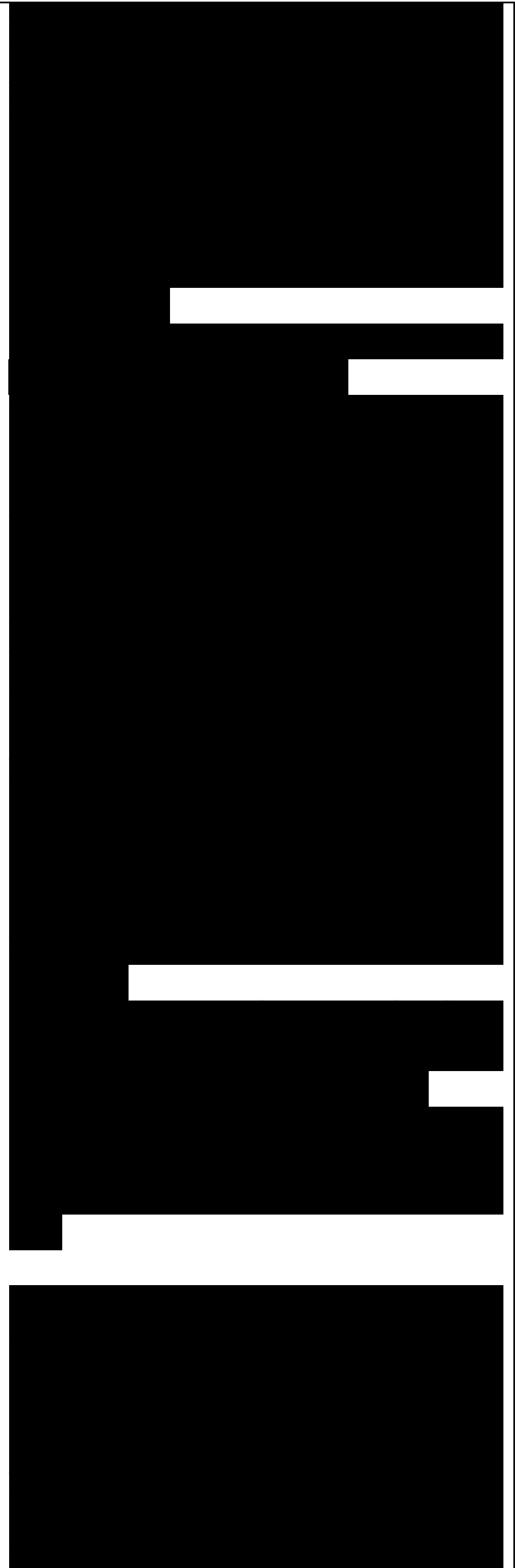
2.6.8 Unified Theory of Acceptance and Use of Technology

Unified theory of acceptance and use of technology (UTAUT) is a model that integrates the eight previously presented views and theories about user acceptance or user behavior. It proposes four dimensions that affect behavioral intentions: performance expectancy, effort expectancy, social influence and facilitating conditions. Those dimensions are affected by the moderator variables of gender, age, experience and voluntariness of use (Venkatesh et al. 2003). The UTAUT model is presented in Figure 2-6

Figure 2-6 Unified Theory of Acceptance and Use of Technology (Venkatesh et al. 2003)

The four main dimensions of UTAUT are related to the dimensions in those previous models or theories.

1. "Performance expectancy" is defined as the extent to which an individual believes that this system will help to improve working performance. The term is equivalent to "perceived usefulness" in Technology Acceptance Model (TAM), "extrinsic motivation" in the theory of motivation, "relative



advantage” in diffusion of innovation theory (Venkatesh et al. 2003).

2. “Effort expectancy” refers to the ease of use of the system. It is equivalent to “perceived ease of use” in Technology Acceptance Model (TAM), “complexity” in Innovation Diffusion Theory (IDT) (Venkatesh et al. 2003).

3. “Social influence” dimension in UTAUT is defined as the extent to which an individual perceived that people who are important to him or her think he or she should use the system. The term is equivalent to “subjective norm” in Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) (Venkatesh et al. 2003).

4. “Facilitating conditions” is defined as the extent to which an individual believes existing organization or technical infrastructure will support the use of the system in the UTAUT. It is equivalent to “perceived behavioral control” in Theory of Planned Behavior (TPB), “self-efficacy” in Social Cognitive Theory (SCT), and “compatibility” in Innovation Diffusion Theory (IDT) (Venkatesh et al. 2003).

In recent years, the importance of UTAUT has risen gradually in the field of information systems, being applied in research by many scholars. The model has been used in a wide range of fields, such as health (Heerink, Kroese, Wielinga & Evers 2006; Lubrin, Lawrence, Felix-Navarro & Zmijewska, 2006) and marketing acceptance of enterprise new

technology (Carlsson, Carlsson, Hyvonen, Puhakainen & Walden, 2006; Anderson & Schwager, 2004). Professor Peter Rosen from University of California mentioned that UTAUT provides the standard for future technology acceptance behavior studies just as the TAM has proven its own importance in this field of study in the past 15 years.

Researchers from different fields with different research purposes have tried to add new dimensions in the original UTAUT model in recent studies in order to improve the explanatory value of the model. As mentioned before, many acceptance studies that related to Internet will consider adding “Perceived Playfulness” as a factor. Because Internet has the characteristics of interactivity, unbounded, hyperlinks, decentralization, and it brought its users a lot of fun, the influence that “Perceived Playfulness” has on “behavior intention” and “user behavior” in their opinion cannot be ignored. For instance, Zhang (2003) added “playfulness” dimension into UTAUT model in a study that focused on Enterprise Intranet acceptance among employees.

The original UTAUT model also has four control variables (gender, age, experience and voluntariness) that adjust the relations between different dimensions and “behavior intention” (or “user behavior”). Thus the model can improve its ability to explain variance in acceptance (Venkatesh et al. 2003). However, except those control variables, researchers have also

discussed different external variables or antecedents according to their preferences or research requirements. For instance, Knutsen (2005) studied “age” as an antecedent that influence “performance expectancy” and “effort expectancy” instead of a control variable. The result showed that age can negatively affect “performance expectancy” and “effort expectancy”. Furthermore, several studies also aimed to explain the influence that variables had on the entire model. For instance, Kishore and Li (2006) intended to test if the influence of different dimensions in the UTAUT model is constant under different conditions. The research chose an online blog community as the research object, aiming to test the influence of different dimensions under variance gender, knowledge of computer, knowledge of the blog, and experience of using the blog and user frequency. The findings showed that the influence of different dimension on the model will not remain the same under different conditions.

In summary, different researchers added different kinds of variables in the UTAUT model that served for their own discussions. The role of the variables depends on the purpose of the research. Different research design will result in different conclusions. Regarding this study, we aim to find factors that affect the user acceptance of a mobile application. Since UTAUT is a more complete and comprehensive model that developed from previous technology acceptance models, by including more complete antecedents and control variables than other previous models, the UTAUT model

has a better interpretation capability that would help in understanding the influence relationships that certain factors had on the acceptance of the mobile application in this study. Meanwhile, we also aim to explain new external variables (or factors) added to the UTAUT model serves our research design.

2.7 User acceptance studies of different mobile applications

Since mobile applications have been rapidly developed and widely adopted, the acceptance of certain mobile applications has been studied by a high number of researchers. Shin (2009) studied the customer acceptance of a mobile wallet application. The model being used was developed based on unified theory of acceptance and use of technology model (UTAUT). After the proposed model was tested empirically, the results confirmed the traditional factors affecting user acceptance (ease of use, perceived usefulness). Meanwhile a new factor--perceived security was also confirmed to have influence on user acceptance of mobile wallet application (Shin, 2009).

Although this study arrived at a solid conclusion, the result only reflects on the limited perspectives of user experiences of a mobile wallet application. Hence, the conclusion is difficult to generalize to other types of mobile applications outside the U.S. Mobile market where the study was performed (Shin, 2009).
Kim, Mirusmonov and Lee (2010)

carried out a study on factors that affect the intention to use mobile payment system. In order to have the complete idea of user adoption of mobile payment systems, the article proposed a research model based on Technology Acceptance Model (TAM). After the authors evaluated the proposed model with collected empirical data, they reached a conclusion confirming the classical relationships in the TAM model. The authors also confirmed a new factor that can influence the user's perceived ease of use, labeled "personal innovativeness" (Kim, Mirusmonov & Lee, 2010). The study successfully explains the factors that affect the user acceptance of this specific mobile application, but as a study that applied TAM model, it did not include the variable "actual usage behavior" into their research model. Also, the authors of the article thought that there may also exist individual differences and system characteristics that could influence the purpose to use this specific mobile application (Kim, Mirusmonov & Lee, 2010).

Tsai, Wang and Lu (2011) studied the ease of use of a mobile communication system by applying the TAM model. As a result, their study concluded that the user attitudes towards the mobile communication system can affect the user acceptance of the system, and also the attitudes are influenced by whether or not the mobile application was perceived simple and easy to use in users' daily life (Tsai, Wang & Lu, 2011). The study also provides a direction for further influence factor study for this mobile communication

system, such as lifestyle of users and working needs.

Lee, Park, Chung and Blakeney (2012) explained the factors that affected the intention of to use mobile financial services. Based on the TAM model, the result showed that ease of use was the most important factor compared to other factors. Also the perceived ease of use of this service was affected by the connectivity of this service. Eventually, personal innovativeness also had a remarkable influence on perceived ease of use (Lee, Park, Chung & Blakeney, 2012). Choi and Totten (2012) published an article that aimed to study the influence of culture variance in mobile TV application acceptance. Their research model was also developed based on TAM, and the additional factors they proposed were “individual- level culture orientation”, “interdependence” and “independence”. The results demonstrated that self-construal can significantly affect TAM. Also the interdependent self has higher influence on the user acceptance of mobile TV application than the independent self. (Choi & Totten, 2012)

To sum up, all the studies concerning user acceptance of mobile applications above were mainly based on TAM model. The comparison table of different studies was shown in Table 2-1. Most of them have developed the TAM model with additional factors in order to explain the phenomenon more specifically and completely that certain factors are affecting user acceptance, those studies have both strength in

explaining the mobile application users behavior and weakness in reaching a world-wide generalizability as we have discussed above. All presented studies showed that a more sophisticated and complete technology acceptance model is required for mobile application acceptance study, so in our study, UTAUT model has been chosen and used for developing our research model. Also most of them adopted survey as the method to test their hypotheses, and the most frequently used analysis tool was SPSS.

Table 2-1 User acceptance studies of different mobile applications

2.8 Research model and hypotheses

This study is based on the UTAUT model proposed by Venkatesh et al (2003), which mainly aims to study if performance expectancy, effort expectancy, social influence and facilitating conditions will affect the user's intention to use WeChat. The voluntariness of use variable in the UTAUT model will not be discussed in this study, as the use of WeChat is voluntary. The interference variables that this study is going to address are: age, gender and experience. Age has been divided into four phases, gender includes male and female. Experience concerns different lengths of the time period being a WeChat user. Two additional direct variables, cost and privacy, were added to the model related to the behavioral intention dimension. The proposed research model for this study is presented in

figure 2-7.

Based on the proposed research model, this study has developed the following hypotheses:

H1: User's performance expectancy positively affects the behavioral intention to use WeChat.

H2: WeChat's effort expectancy positively affects the behavioral intention to use WeChat.

H3: User's social influence positively affects the behavioral intention to use WeChat.

H4: WeChat's facilitating conditions positively affects the use behavior of WeChat.

H5: The cost of WeChat negatively affects the behavioral intention to use WeChat.

H6: The privacy conditions of WeChat affect the behavioral intention to use WeChat.

