

# **Applying the Technology Acceptance Model to Explore MOD Users Behavior**

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## **Abstract**

As the development of broadband network and digital media has reached a certain degree in Taiwan, Chunghua Telecom (CHT) has introduced the High Definition Television (HD) with Multimedia on Demand (MOD) into the competition with the Cable TV service. The moderate performance of MOD in the past years has disappointed the enterprise and left the serious discussion regarding how customers react to the new product. This research employed the Technology Acceptance Model (TAM) to study customers' attitude toward using MOD service, utilizing the Structural Equation Modeling technique to construct a causality model. 329 usable samples have been collected to analyze how MOD system quality may affect users' perceived usefulness and ease of use, and eventually the perceptions may directly influence customers' attitude and behavioral intention.

**Keywords:** Multimedia on Demand, behavioral intention, system quality  
Technology Acceptance Model