

Perspectives from Technology Acceptance Model on Consumers' Adoption of IPTV Service - An Empirical Research in Taiwan

JrJung Lyu , Fan-Kuei Chiou and Chia-Wen Chen
Department of Industrial and Information Management, National Cheng Kung
University, Tainan City, Taiwan, R.O.C.

Abstract

The converged services of television and internet – or internet protocol television (IPTV), is being rapidly developed around the world. These digital technologies have changed the TV markets by providing a wide diffusion of convergent services. This research uses the technology acceptance model (TAM) conceptual framework to analyze current IPTV users' customer demands. Individuals' responses to questions about whether they accept IPTV services are collected and combined with observations of their current status. Some literature shows IPTVs two most important aspects from the customer's perspective are content and services, where certain factors affect customers' intention to repurchase. This research extends previous research by studying an adjusted TAM to determine what influences IPTV customers' satisfaction with IPTV.

Keywords

IPTV, TAM, Customer Perspective, Customer Satisfaction.