Investigating the Determinants of AI Learning App Adoption: A Perceived Anthropomorphism Perspective

Yu-Yin Wang

Department of Computer Science and Information Management, Providence University, Taiwan

ABSTRACT

AI learning apps such as Andy, Duolingo, Mondly, and other language learning apps are all learning tools that help students improve their language skills. However, little is known about the factors that shape students' AI learning app adoption intention. Thus, this study explores the determinants of university students' AI learning apps adoption behavior. Based on the hedonicmotivation system acceptance model (HMSAM), perceived anthropomorphism (including configuration, expressiveness, task processing, and user subjective experience), and AI learning characteristics, this study develops a model to explore the determinants of university students' AI learning app adoption behavior. Data collected from 353 university students in Taiwan were tested against the research model using the partial least squares (PLS) method. The research findings show that task processing and user subjective experience are key determinants of university students' perceived ease of use. Furthermore, perceived ease of use significantly affects perceived usefulness, curiosity, joy, and control. Moreover, joy and control positively influence students' AI learning app adoption behavior. These research results enhanced our understanding of students' AI learning app adoption behavior from a perceived anthropomorphism perspective and provided several important theoretical and practical implications for applying AI learning apps in the context of university commerce and management education.

Keywords: AI learning; hedonic-motivation system adoption model (HMSAM); perceived anthropomorphism; adoption; university commerce and management education