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Factors Impacting Student's Behavioral Intention to Use Social Media Applications for Online Learning

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Abstract

Purpose: Social media applications are powerful learning tools for a new norm of online learning in this era. Therefore, this paper aims to investigate the impacting factors of students' behavioral intention to use social media applications for online learning. The conceptual framework proposes the causal relationships between attitude, information quality, perceived ease of use, perceived usefulness, service quality, social influence, and behavioral intention. **Research design, data, and methodology:** A quantitative method was used to distribute questionnaires to 500 students. Nonprobability sampling was adopted by using judgmental sampling, stratified random sampling, and convenience sampling. Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) were used to analyze model fit, reliability, validity and hypotheses testing. **Results:** Social influence and attitude significantly impact behavioral intention. Furthermore, there are support relationships between perceived ease of use and perceived usefulness, and between service quality and perceived ease of use. Nevertheless, perceived ease of use and perceived usefulness have no significant impact on behavioral intention, and information quality has no significant impact on perceived ease of use. **Conclusions:** Social media apps developers and education managers should consider the importance of students' behavioral intention to use social media applications for their effective online learning.

Keywords: Higher Education, Students, Behavioral Intention, Online Learning, Social Media Applications

JEL Classification Code: E44, F31, F37, G15

1. Introduction

Due to the prevalence of COVID-19, an online learning has been growing rapidly as a replacement of physical classroom across the globe. Education sector in China has rapidly transitioned from offline to online learning to preserve the social distancing. In this environment, there is almost no face-to-face and social interaction between people. Online learning had become the primary method of learning during pandemic, which significantly impacts the rapid growth of

online and social media use in China. In the current era of emerging technologies such as artificial intelligence, big data etc., there have been widely used online tools for learning. With the development of 5G in China in 2019, the live or interactive teaching mode has become more popular and has been applied to online education. Online learning is easy, practical and effective which it can meet the needs of online learning users (Li & Lalani, 2020).

The purpose of this study is to investigate the factors that influence the behavioral intentions of university students in

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