

English Learning on Demand: Exploring the Convenience of AI Tutors

Abstract

In these days, AI application has been widely applied in the English education sector to enhance learner experiences through artificial intelligence activities. However, there is still a shortage of research on the convenience of AI-powered English learning applications in developing countries as Vietnam. This research expects to explore the influence of perceived convenience (CON) on users' attitude. Author based on the acceptance model (TAM), and Stimulus Organism Response (SOR) model including the concept of perceived convenience to verify English learners' usage cognition and attitude toward AI-powered English learning applications. By adopting quantitative method, we quantitatively examine the proposed model using Partial Least Square-Based Structural Equation Modelling (PLS-SEM) analyzed by SmartPLS 4.1 s on 255 valid Vietnamese respondents to highlight the significant impact of perceived convenience and English learners' adoption. The findings illustrated that perceived convenience plays a crucial role in shaping users' attitude that leads to the increase of users' adoption. This research will make important contributions to English education services providers, and policymakers with a deeply understanding of the role of AI in learning English. Additionally, the results from this study can enhance awareness of the importance of AI in learning English.

Keywords: AI; Perceived Convenience (CON); TAM; AI-powered English learning applications.

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