

EXPLORING THE INFLUENCE OF PERCEIVED VALUE ON PREMIUM EDUCATIONAL AI TOOL ADOPTION: THE MEDIATING ROLE OF CONSUMER ATTITUDES AMONG UNIVERSITY STUDENTS IN SRI LANKA

M.H.S Silva^{1,*} and H.M.U.S. Hendeniya²

^{1,2}*Faculty of Management Studies, Rajarata University of Sri Lanka*

*Corresponding author (Email: mk2020362@mgt,rjt.ac.lk)

ABSTRACT

This study examines the influence of perceived value on premium purchase intention of educational AI tools, focusing on the mediating role of customer attitudes among university students in Sri Lanka. Despite the increasing adoption of AI technologies in academic settings, a significant gap persists between the perceived value of these tools and students' intentions to purchase premium versions. This study investigated how different dimensions of perceived value—quality, emotional response, monetary price, behavioral price, and reputation—affect students' decisions to adopt premium AI tools. Grounded in the Technology Acceptance Model (TAM), this study explores how perceived value significantly impacts premium purchase intention, with customer attitudes partially mediating this relationship. A quantitative research design was employed, with data collected from a structured survey of 384 university students across Sri Lanka. Multiple regression analysis was used to test the hypothesized relationships and evaluate the mediating effects of customer attitudes. The results indicate that quality and reputation are the most influential factors that positively shape consumer attitudes and drive purchase intention. Monetary price plays a nuanced role, acting as both a constraint and marker of quality in decision-making processes. While higher prices may deter some students, they can also enhance perceived value by signaling the superior features and benefits associated with premium versions. It is important to acknowledge that the use of convenience sampling may limit the generalizability of our findings to the larger university student population in Sri Lanka. Overall, this research presents a well-structured and relevant study that offers valuable practical insights into the factors influencing the purchase intention of premium educational AI tools. These findings suggest that enhancing perceived value and fostering positive customer attitudes are key strategies for increasing premium tool adoption. By focusing on quality, emotional response, and reputation, along with customizing features based on student preferences, businesses can effectively tailor their marketing strategies to meet university students' needs, thereby enhancing the adoption of premium tools and gaining a competitive advantage in the educational technology market.

Keywords: Customer attitudes, educational AI tools, perceived value, premium purchase intention, undergraduates