A Study on User’s Intention of Using Mobile Payments
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ABSTRACT
This research explores how users are influenced to adopt the Mobile payment. The research employs the Technology Acceptance Model (TAM) to examine factors affecting the user's attitude toward this emerging mobile technology and payment service. This study presents an extended technology acceptance model that integrates innovation diffusion theory to investigate what determines user mobile commerce acceptance, in which we explore the relationships among those following factors, namely, perceived ease of use, security, attitude toward using M-payment service and behavior intention to use M-payment.

Keywords: Perceived ease of use; Security; Attitude and Intention to use.

REFERENCES