

The key Consumer Factors of Choosing Near Field Communication Technology in Mobile Phone

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Abstract

The multi-level function served by mobile phones have employed by telecommunication firms to attract a middle range of mobile phone users. The purpose of this study is to explore the key consumer factors which influence the choice mode by mobile phone users to appreciate the Near Field Communication (NFC) technology integrated into their mobile phone users. Factors such as the perceived usefulness, the perceived ease of usefulness, and the patterns of consumers' attitudes and behavior toward mobile phone are examined by conducting questionnaires and statistical analysis. The result shows that NFC technology has been raising about 106.1% since 1998, thus combine and link a various of fresh and new interactive functions among users and telecommunication system' integrated. Recently, travel card, credit card, money transit, camera, video recording, electronic magnetism record in the stock share exchanging are also combine the NFC together with mobile phones. In this study, the perceived usefulness and the perceived ease of use are used to review the patterns of consumers' attitudes in the mobile phone.

Keyword : NFC, perceived usefulness, perceived ease of use, consumers attitude, SEM