

NFC 手機小額付費使用者接受意向探討

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摘要

According the statistical data the National Communication Council (NCC) in Taiwan, up to the end of 2006, the end-users of mobile phone have been approaching 2.3 million, the popular rate of mobile phone have been raising to 101.6%, which means two more mobile phones should be hold by each person. Based on the maturity technical of NFC, the communication firm also takes a series of cooperative effects linking into the local bank, promoted the combine travel card, credit card and mobile phone together, and creates a plenty of credit - added, credit-reserved and comprehensive payment functions. This case study wants to review the attitude and intention with a various of consumer behaviors in NFC payment system. In additions, we use the two key factors as" the perceived usefulness" and" the perceived ease of use" to examine how the core modes of consumer behaviors in the mobile phone. This study, we use the statistical data and literature review to reflect the facts finding, we use relative data from firm. Thus, questionnaires is widely to be used as these users, after SPSS & LISERL programming, we provide some constructional results from the study and hoping these are good for future studies.

關鍵字：Near Field Communication, Technology Acceptance Model, SEM, Behavioral Intention, Micro payment