

The Exploration of the Fit Between Task and Mobile Commerce Technology

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Abstract

The task-technology fit (TTF) model takes a directly rational approach by assuming that users choose to use IT that provides benefits. Therefore, this study examined a model TTF that provided explanatory power via structural equation modeling. Analytical results showed that TTF appropriate for explaining the use of m-commerce for real estate industry. Furthermore, several practical implications and recommendations are also discussed below.

Keyword : Mobile commerce, task-technology fit, structural equation modeling.