

be affected by the attitude toward adopting the mobile business. If mobile business enterprise has strong ability to influence the users' attitude, then it will have better performance. Hypothesis f is supported.

Secondly, from the regression results between the attitude toward adopting mobile business and the influence factors, we can see that, the five factors—"the perceived usefulness of the mobile business" and "the perceived ease of use of the mobile business", "the content of the mobile business", "the perceived risk of the users", "the environment issue" have different influential effect.

The "perceived usefulness" can explain the users' attitude toward adopting mobile business in large amount, Hypothesis a is supported, if the website host useful information, abundant product description, the mobile business company has strong ability to attract more customers. The "perceive ease of use" can also explain the uses' attitude toward adopting the mobile business, Hypothesis b is supported. That is to say, the customers like to use the mobile portals which can easily accessed and having easy purchase procedure. The "mobile content" can explain the user's attitude toward adopting the mobile business, Hypothesis c is supported, the mobile business content must be abundant as to attract more customers. The "environment issue" can explain the uses' attitude toward adopting mobile business, Hypothesis e is supported, the mobile business should build the base condition for mobile log on and cooperate with the government to provide better circumstance for customers. The "users' perceived risk" cannot explain the attitude toward mobile business, d is not supported, in this case, customers are more likely to adopt mobile business despite risk.

The findings of this paper can assist mobile business companies in understanding the relationship between the user's attitude toward adopting mobile business its influence factors. It also provides guidelines for mobile business companies to make their mobile business strategy.

6. References

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