

An empirical investigation of Wireless Application Protocol (WAP) services usage determinants

Abstract

The purpose of this study is to investigate Wireless Application Protocol (WAP) services usage determinants utilising the technology acceptance model (TAM), theory of reasoned action (TRA) and theory of planned behaviour (TPB). Data was collected via a questionnaire survey on a random convenience sample of 150 respondents who owned hand-held devices. Results from multiple regression analysis confirmed that perceived usefulness, perceived behavioural control and attitude are important determinants to explain WAP services usage. In addition, perceived usefulness and perceived ease of use influence the individual's attitude, which in turn affects usage intentions. This study contributes to the body of knowledge by introducing WAP services usage intentions from the Malaysian viewpoint, which was previously limited.