

Exploring the relationship between perceived usefulness, perceived ease of use, perceived enjoyment, attitude and subscribers' intention towards using 3G mobile services

Abstract

This study aims to examine the relationship between perceived usefulness, perceived ease of use, perceived enjoyment, attitude and subscribers' intention towards using 3G mobile services. Cross sectional data were collected through a survey and analysed by means of factor analysis, correlation and regression analysis. Out of 150 questionnaires only 100 were usable. Findings show that Perceived Usefulness, Perceived Ease of Use and Attitude are jointly responsible in determining the subscribers' intention to use of 3G mobile service. Perceived Usefulness was found as a key factor influences subscribers' intention to use 3G mobile services. Consideration of the factors identified should lead to more successful adoption of 3G.