

## **Revised and Extended Mobile Commerce Technology Adaption Model**

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This research is designed to cover literature gaps in the intention to adopt mobile commerce in Jordan as development country. In one hand we explored and identified the non-technological factors that affect the intention to adopt mobile commerce. In the other hand we introduced a revised and extended mobile commerce technology adaption model based on the available literature and based on the Technology Acceptance Model (TAM). Our result shows that our proposed model is valid. Our model validity was confirmed using Loading Factor and Kaiser-Mayer- Olkin (KMO). The result of this research shows that Perceived Usefulness (PU), Perceived Ease of Use (PEOU), privacy, compatibility, government policy, legal protection, risk, cost and social-culture values factors have a direct significant effect in the intention to adopt mobile commerce. This research also finds that those factors are different in their effect in the mobile commerce adoption decision where legal protection factor has the highest impact in mobile commerce adoption decision while perceived usefulness factor has the lowest impact in making such decision. The result also shows that there is a positive relationship between all study factors and the intention to adapt mobile commerce except for risk and cost factors.

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