



Figure 2. results of model hypothesis test

TABLE IV. HYPOTHESIS TEST RESULTS

| | Path and results | | | |
|----|------------------|------------------|---------|--------------------|
| | Path | Path coefficient | T-value | Inspection results |
| H1 | PU→AT | 0.25 | 4.07 | support |
| H2 | PEOU→AT | 0.16 | 3.25 | support |
| H3 | PE→AT | 0.50 | 5.82 | support |
| H4 | PP→AT | 0.15 | 3.25 | support |
| H5 | AT→UI | 0.49 | 7.85 | support |
| H6 | SN→UI | 0.19 | 2.52 | support |
| H7 | PC→UI | 0.31 | 6.09 | support |

As is shown in table IV, the T-value of all the research hypotheses are greater than 2, hypotheses were verified. The results show that variables of perceived usefulness, perceived usability, perceived entertaining and perceived personality have impact on attitude, perceived entertaining playing most significant impact on attitude, this could be because most consumers of Coloring Ring Back Tone business are young group and they pay more attention to the appeals of the entertainment. Test results also showed that the social norms and perception prices can also affect consumers' willingness to use, perception price had more significant influence on use attitude, it is because of most of Chinese consumers are price sensitive type, the lower price level Coloring Ring Back Tone business is the stronger use intention is; Subject norm has certain effect on use intention, consumers will be influenced by the social environment and family or friends when they make decision-making, social trends and proposal come from friends are key considerations to make decision-making.

V. CONCLUSION

Through reviewing previous research papers based on Theory of Reasoned Action and Technology Acceptance Model, combined with the characteristics of mobile value-added Coloring Ring Back Tone business, this study developed a theoretical model of Coloring Ring Back Tone consumption

intention and verified this model. The results showed that the use intention of consumers will influenced by use attitude, perception price and subjective norm, the path coefficient of influence use attitude on use intention is 0.49, playing greater impact degree; The influence come from subjective norm is lesser, the path coefficient is 0.19. This shows that consumers' positive or negative feelings will significantly impact on consumers' use intention, while suggestions of relatives or friends and social trends have a weaker influence. Variable which plays the biggest impact on attitude is perception entertaining, its path coefficient is 0.5, and the second is perceived usefulness. The result shows that consumers tend to pay more attention to experience of entertainment and promotion of communication effect.

Through verification, goodness-of-fit of model developed by this study is good and research hypotheses are proven, but restricted by factors such as ability of scientific research and the objective conditions, there are still many deficiencies in this research. Cultural environment is different because of regional differences. The level of economy and the concept of consumption have a difference too. The applicability of this conclusion should be further validated in other areas. In addition, the selection of variable of the model is limited and it ignores the influence of operators' brand. In the future, research will strengthen the exploration of influencing factors and further expand the research model to enhance its explanatory. Study will also expand sampling range for verifying the application of model in different areas.

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