Recommendation

* The application developers should avoid serving complexity and focus more on user-friendly interface. Making a video to demonstrate on how to use your m-app would also be a good decision as the easier to use m-app, the more likely businesses owners will use the app.
* Focus on the high perceived usefulness micro-businesses would be necessary for marketers since they have a higher chance to use m-app especially business owners who above 21 years old.
* The developers should focus on adding more useful functions in m-app to increase its utilities or improve the m-app to achieve high usefulness.