

The main purpose of this study was to investigate the opinions of Chiangmai University students towards the mobile internet service with WAP via mobile telephone systems. The samplings were selected from Chiangmai University Students who have use access to the internet and own mobile telephones. The purposive sampling was used to select sample of 300 participants from the three groups of students. The data was analyzed by using descriptive statistic.

The results indicated that among 300 Chiangmai University students consisted of 86 persons from health science group (28.7 %), 94 persons from technology science group (31.3 %) and 120 persons from social & humanity group (40 %). The marketing mix factors affecting the opinions of Chiangmai University students could be concluded as follows :

Product and service aspect : most of the participants had their opinions in the medium level towards the mobile internet service with WAP via mobile telephone systems of AIS and DTAC

Price aspect : most of the participants had their opinions in the medium level towards the mobile internet service with WAP via mobile telephone systems of AIS and DTAC.

Place aspect : most of the participants had their opinions in the medium level towards the mobile internet service with WAP via mobile telephone systems of AIS and DTAC. However, they strongly disagreed that there was only one customer service representation office in Amphoe Muang Chaingmai province of both AIS and DTAC, and strongly agreed that the office of AIS is opened daily.

Promotion aspect : most of the participants had their opinions in the high level towards the mobile internet service with WAP via mobile telephone systems of AIS and DTAC. However, they had their opinions in the medium level on the public relation activities of DTAC.

People aspect : most of the participants had their opinions in the high level towards the mobile internet service with WAP via mobile telephone systems of AIS and DTAC. However, they had their opinions in the medium level on the ability of customer service for immediate problem solving of both AIS and DTAC.

Physical evidence and presentation : most of the participants had their opinions in the medium level towards the mobile internet service with WAP via mobile telephone systems of AIS and DTAC.

Process aspect : most of the participants had their opinions in the medium level towards the mobile internet service with WAP via mobile telephone systems of AIS and DTAC.