

The main purpose of this study was to investigate the demand of Internet use through mobile phone of GSM mobile phone customers in Mueang District, Chiang Mai Province. The samplings were selected from GSM mobile phone customers which registered with AIS in Mueang District, Chiang Mai Province. The purposive sampling was used to select sample of 313 users with 95% confidence level. The data was analyzed by using frequency, and mean.

The results indicated that the customers who wanted to use Internet through GSM mobile phone were 257 persons or 82.1 % and the one who did not want it were 56 persons or 17.9 %. The factors affecting the demand of Internet use through mobile phone could be concluded as follows:

The Product and service factor mostly affected the use of Internet through GSM mobile phone was the variety and availability of brands and models of GPRS mobile phone.

The Price factor that mostly affected the use of Internet through GSM mobile phone was the zero charge on access and monthly fee.

The Place factor that mostly affected the use of Internet through GSM mobile phone was the appropriate arrangements of service center area separately such as : customer service center, maintenance service center, to reduce the customer confusion over their service needs.

The Promotion factor that mostly affected the use of Internet through GSM mobile phone was the quick repair service upon warranty agreement.

The People factor that mostly affected the use of Internet through GSM mobile phone was the warm welcome and friendliness of service staff.

The Process factor that mostly affected the use of Internet through GSM mobile phone was the protection against fraud mobile phone usage.

The Physical Evidence factor that mostly affected the use of Internet through GSM mobile phone was the nationwide coverage of mobile phone linkage.