

Puriorn Sawangchai 2012: Factors Affecting the Decision on Internet Subscription. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Miss Woradee Jongadsayakul, Ph.D. 118 pages.

Presently, internet plays an extremely important role as a tool to help facilitate the implementation of life, and has hence grown in popularity. However, the number of internet subscribers is still very far from the number of internet users.

This study aims to assess the relationship between personal factors and the decision to subscribe to an internet provider. The analysis of different personal factors affecting the perception of the subscribers towards the elements of the marketing mix is also included. The sample data of 385 internet subscribers in Bangkok metropolis and suburban areas is obtained by questionnaires. Given a significance level of 0.05, the gathered data is subsequently statistically assessed with Chi-Square, T-test, and F-test.

The results on a relationship between personal factors and the decision to subscribe to an internet provider show that the objective decision making is related to age, education, occupation, and monthly income. The internet speed is related to education, occupation, and monthly income. Participation in the decision making is related to age, education, and occupation. The channel of registration is related to occupation. The study on the difference in personal factors affecting the perception of the subscribers towards the elements of the marketing mix shows that divergences in gender are not determined to affect the perception of the elements of the marketing mix. However, divergences in age are found to affect the perception on price, place, people, and process, whereas divergences in education are found to affect the perception on price, place, and the physical environment. Divergences in occupations are established to affect the perception on price, place, promotion, and the physical environment, and the dissimilar income levels are proven to affect the perception on product, price, place, people, and process. Moreover, for the students aged between 18 and 22 with the education below bachelor and monthly income below 20,000 baht are found to be less concerned over price, but more concerned over process. Therefore, this study suggests that internet service providers should offer efficient and rapid services to these young subscribers in order to expand their respective market shares.

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Thesis Advisor's signature