

Independent Study Title	Attitude towards the adoption FMS (Franchise Management System) of CP All Limited (Thailand)
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Abstract

This research aims to study factors affecting the adoption of information technology FMS (Franchise Management System) of CP All, public company Limited. The study collected data using questionnaires from the operating team in Bangkok and its vicinity of 242 people. The research results showed that Perceived Ease of Use and Perceived Usefulness can explain Attitude toward use. Moreover, Attitude toward use correlated with the behavior intention to use.