

Thammanoon Rotiem 2012: Perceived Characteristics of Innovation toward Intention to Use 3G Service on Mobile Phone. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Ms. Prapimpun Limsuwan, Ph.D. 221 pages.

The objective of this research is to study the level of perceived characteristics of innovation and the intention to 3G service on mobile phone, classified by personal factors and consumer behavior to use internet on mobile phone as well as to explore the relationship between perceived characteristics of innovation and the intention to use 3G service on mobile phone. This study constitutes an exploratory and descriptive research, conducted by the survey method with questionnaire design and development. The Samples were collected from a total of 392 mobile phone users who have smartphones and have experiences to use an internet on mobile phone in Bangkok. Hypothesis were analyzed by t-test, F-test, LSD and Pearson's correlation coefficient at 0.05 level of significance.

The research results showed that most of the sample group were female, aged between 25-29 years, with bachelor's degree, worked as private company staffs/employees, with an average income of 20,001-30,000 bahts per month, and most of the sample had a behavior of using an internet service by AIS, with frequency of using 6-12 hours per month, average payment of internet were 401-600 bahts per month, the purpose to use were for social networks, had an experience of using 3G service. The sample group perceived relative advantage and perceived complexity at a high level as well as had intention to use 3G service on mobile phone at a high level. Hypothesis test results found: a different level of education, occupation, average income, and behavior of using an internet on mobile phone had effect to perceived characteristics of innovation to use 3G service. Different payment of internet and experiences in using 3G service affected to an intention. In addition, there were a highest correlation between perceived relative advantage and intention to use 3G service.

Researcher suggests that service providers of 3G on mobile phone should create a direct marketing offer to users who have higher education than a bachelor's degree, frequency of service using over than 12 hours per month and having an experience in using a 3G service. It is suggested to propose a public relations regarding perceived relative advantage to users. Also, providing 3G service together with selling a new smartphone mobile in a cheaper cost or pay installments.

---

Student's signature

---

Thesis Advisor's signature