

Independent Study Title	Determinants of 3G Technology Acceptance in Bangkok
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Academic Year	2009

Abstract

The purpose of this study is to investigate factors that influence an acceptance of 3G technology based services of mobile telephone users. The researcher employed Technology Acceptance Model as a framework for this study. Four essential variables derived from the literature review were used as external variables in the Technology Acceptance Model. The questionnaires were distributed via internet to capture wide range target groups who specifically located in Bangkok. The results indicate that perceived ease of use (PEOU), perceived usefulness (PU), attitude toward using, technology trust, personal innovativeness in information technology (PIIT) and social influences were the factors influencing an adoption of 3G mobile phone intention. Interestingly, there were significant differences in genders and incomes on 3G technology acceptance usage.