

**Research Title** Factors related to behavioral use of electronic mail in a creative way  
by undergraduate students

**Researcher** Ruchaneeporn Sriruksa

**Institution** Huachiew Chalearmprakiet University

**Year of Publication** 2017

**Publisher** Huachiew Chalearmprakiet University

**Sources** Huachiew Chalearmprakiet University

**No. of Pages** 86 pages

**Keyword** behavioral, use of electronic mail

**Copyright** Huachiew Chalearmprakiet University

## Abstract

The objectives of this quantitative research, Factors Related to Behavioral Use of Electronic Mail in a Creative Way by Undergraduate Students, are to study 1) undergraduate students' behaviors concerning creative use of e-mails, 2) the factors related to those behaviors, and 3) the relationships between the factors and the behaviors. With quota sampling, the research's sample consists of 400 undergraduate students from 13 faculties of Huachiew Chalermprakiet University, Academic Year 2015.

The notable research results, which could be utilized further to promote behaviors involving creative use of emails, are the followings.

1) Regarding the data of undergraduate students' behaviors concerning creative use of e-mails, the average scores for the aspects of Responsibility, Morality, and IT Evaluation are 4.02, 4.13, and 4.08, respectively, which are all in the statistical criteria of high level.

2) As for the factors of attitude toward e-mail use, subjective norm, and behavioral control related to the student behaviors concerning creative use of e-mails, the average scores are 4.02, 3.89, and 4.14, respectively, which are all in the statistical criteria of high level.

3) The factor of attitude toward e-mail use is positively related to behaviors concerning creative use of e-mails, at a significance level of 0.01. This factor shows positive moderate relationships with the aspects of Responsibility, Morality, and IT Evaluation, with coefficient of correlation ( $r$ ) equals 0.474, 0.688, and 0.625, respectively. It is consistent with the theory of planned behavior (TPB), which suggests that the attitude toward the behavior can occur only if the person holds a belief in that behavior; i.e., if someone believes a behavior leads to a positive result, they tend to have good attitude toward that behavior, and then they, in turn, have intention or willing to show that behavior.

4) The factor of subjective norm is positively related to behaviors concerning creative use of e-mails, at a significance level of 0.01. It shows strong relationships with the aspects of Morality and IT Evaluation ( $r = 0.768$  and  $0.730$ , respectively), and a moderate relationship with the aspect of Responsibility ( $r = 0.656$ ). It is consistent with TPB; i.e., if someone perceives their important persons' behavior, they tend to develop that behavior.

5) The factor of behavioral control is positively related to behaviors concerning creative use of e-mails, at a significance level of 0.01. It shows strong relationships with the aspects of Responsibility and Morality ( $r = 0.823$  and  $0.781$ , respectively), and a moderate relationship with the aspect of IT Evaluation ( $r = 0.666$ ). This is consistent with TPB; i.e., someone will decide to behave in a particular way, they have to believe that they are capable of controlling that behavior and that it is possible to complete the behavior.