

Phatchara Kaewkheiw 2012: The Adoption of Internet Using on Mobile Phone among Adolescents in Bangkok. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Profesor Saranthorn Sasithanakornkaew, Ph.D. 107 pages.

This study was aimed to find out the influences of 1) the perception of ease; 2) the perception of usefulness; and 3) the subjective norms of internet use on mobile phone on mobile phone the behavioral intention, and 4) the influence of the behavioral intention on internet use behaviors on mobile phone of teenagers. The techniques of multi-stage sampling, including probability and non-probability sampling, were used in the recruitment of samples. The samples in this study were the 400 teenagers, aged 15 – 24 years, living in the 10 Districts The participants completed 5 parts of the questionnaires: 1) demographic characteristics, 2) the perception of ease of internet use on mobile phone, 3) the perception of usefulness of internet use on mobile phone, 4) behavioral intention of internet use on mobile phone, 5) internet use behaviors on mobile phone.

The results showed that the perception of ease of internet use, the perception of usefulness, and the subjective norms of internet use on mobile phone had relationship with the behavioral intention. The behavioral intention had relationship with the internet use behaviors on mobile phone of teenagers.

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Thesis Advisor's signature