

ABSTRACT

Increasing numbers of Thai small firm (less than 50 employees or fix assets less than Baht 50 million) have adopted widely available information technology. So does the need to assess variables that influence the decisions about adoption of IT. The objective of thesis is to identify the variables of The Theory of Planned Behavior to predict executive decisions about adoption of IT and to provide a guideline for executive to make decision to adopt IT in small business.

The research framework was derived from The Theory of Planned Behavior. The variables are attitude, which consists of behavioral belief and evaluation, subjective norm, which consists of normative belief and motivation to comply, and perceived behavior control, which consists of control belief an perceived power.

The executive or who have the authority to make decision about adoption IT in small business were used as the target group for a survey. 100 copies of questionnaires were used as an instrument for collection of the primary data.

Two statistical methods were used. First, descriptive statistics to describe or summarize information about a population or sample. Second, hypothesis testing by using multiple linear regression in order to measure the relationship of independent variables to intention, and using correlation coefficient in order to measure relationship between the term of components and independent variable.

The results from descriptive statistic showed that the majority-computerized information that they decide to adopt was Internet. Most of executives who decision to adopt IT in small business were men. The age group of them was the age between 25-32 years and most of them were general manger/ business manager. Most of them type of business was computer hardware and software.

The results from correlation coefficient analysis found that two term of component related to the independent. There are: (1) behavioral belief and evaluation are related to the attitude, and (2) normative belief and motivation to comply are related to the subjective norm because both of them were statistically significant. The results from multiple linear regression analysis found that executive decision (intention) to adopt IT to gain a competitive advantage will be a function of attitude, and subjective because both of them were statistically significant.

From the data analysis, executive or who have the authority to make decision about adoption IT in small business, should be more aware of these variables in order to gain competitive advantage and effectively develop his/her business.