

ABSTRACT

With the rapid advancement of new wireless telecommunication technology, a ubiquitous of mobile phones is fast becoming a reality of mobile communication. In Thailand, mobile phone service market faces high competition. Voice service revenue was on decline as a result of price war. Mobile service providers needed to gain income from non-voice service, General Packet Radio Service (GPRS). Therefore, Mobile service providers have to understand the factors that influence GPRS users to set a better service quality and also, to develop a good marketing strategies to serve the GPRS customer.

This research aspires to investigate the factors influencing to continue to use GPRS service in Bangkok by applying Technology Acceptant Model (TAM) and Theory of Planed Behavior (TPB) model. The variables comprise of including perceived usefulness, perceived enjoyment, perceived ease of use, social influence, media influence, perceived mobility, perceived price level and intention to continue to use GPRS service. The research was conducted among respondents at Silom, Thonglore and Rachadamri areas who had GPRS service experience. The survey was conducted using questionnaires from 402 respondents and analyze by SPSS program. Pearson Product Moment Correlation Coefficient was applied to test seven hypotheses.

The findings indicated that perceived usefulness, perceived enjoyment, perceived ease of use, perceived mobility and perceived price level had moderately positive relationship to intention to continue to use GPRS service. Conversely, intention to use GPRS service has weak positive relationship with social influence, media influence. Moreover, perceived price level had highest correlation value with intention to continue to use GPRS service. In addition, the researcher found that most respondents use GPRS for entertainment. This result implies that mobile service providers should offer inexpensive fee to consumers and include GPRS service in monthly voice service fee package. Also, mobile phone feature designers should offer more entertainment content to server consumer needs.