

Abstract

The purpose of this study is to examine demographic factors influencing the Boonma Packaging Company Limited's staffs attitudes and the adoption of partial innovation towards the ISO 9000, determine the adoption of partial innovation of the staffs, and examine the relationship between attitudes and the adoption of partial innovation towards ISO 9000.

The Research Methodologies used was the descriptive method and the correlation method. SPSS/PC for Window was used for data processing and hypothesis testing.

The results of the research can be concluded that by comparing attitudes towards ISO 9000 between the respondents when segmented by age, income level, time of working at BPC, it was found out that there is no statistically significant difference in attitudes towards ISO 9000. When segmented by education levels, it was found that there is statistically significant difference in attitudes towards ISO 9000. From this research, it was found that there is no difference in adoption of partial innovation towards ISO 9000 when segmented by age levels, education levels, income levels, and time of working at BPC.

Furthermore, there is a statistically significant difference in correlation between attitudes towards the ISO 9000 and the adoption of partial innovation towards ISO 9000. Finally, there is a positive correlation between attitudes and adoption of partial innovation at the .05 level of significance.

From the result of the study, it is found that the majority of the respondents select neutral as their answers, which shows that they do not agree nor disagree with the questions asked. The result can be explained by the nature of Thai culture.

Thus, the company should promote the knowledge and emphasize the benefits of ISO 9000 for all employees. The training of ISO 9000 for the staff should be revised from time to time. The company should also create positive attitude towards ISO and show how easy it works when implementing ISO 9000.

Additionally, the study proves that some characteristics may not be categorized with demographically defined. Based on the results of the analysis and from the results from previous studies, there are few demographic variables that have statistically significant differences in attitudes and the adoption of partial innovation towards ISO 9000.

