

Abstract

With the help of the IT Revolution at the end of the last century, the advancement of internet technology has lead to a rise of the online games. Furthermore, the online games will be the new trend of the next generation of entertainment industry.

Compared with other advanced countries, Thailand's online game market is still new for the local industry. The importance of Thai online game business was not clearly recognized by the public until the launch of a new Korean online game that came under fire as it attracted more than 600,000 registered players and social problems concerning the game addiction of Thai youth which has emerged to the Thai public in 2003.

Since Thai youth is the largest consumer group in online games business, the purpose of this research was focused on the study of the relationship of selected factors with adoption of online games by Thai youth. The dependent variable used was adoption of online games by Thai youth, and the independent variables are hedonic, social, and utilitarian outcomes, social and secondary influence, personality, allowance/ income, time, and gender.

The data was collected by a self-administrated questionnaire given out to random selected undergraduate students at Assumption University. The hypothesis testing is performed to test the relationship of college students (as the target youth group) and the selected determinant factors of online game adoption.

The results showed that the amount of allowance/ income, time has a direct influence on the level of online game adoption. Furthermore, the difference of gender also has a significant influence on the individual's acceptance of online game adoption.