

ABSTRACT

Thailand is an emerging PDA market that shows a positive growth every year. This growth in PDAs is due to lower prices, increased functionality, multimedia and wireless capability. Because of the number of marketers offering newer models each year, the Thai market for PDAs has become increasingly competitive, with each PDA player attempting to gain a larger share of this lucrative market.

The purpose of this study was to find out the factors influencing consumer's behavior intention toward PDAs in Bangkok by focusing on demographics, attitudes and subjective norms. A sample survey was employed to collect data from 384 target respondents, with questionnaires distributed in three selected places, which were Panthip Plaza, IT Mall-Fortune and Seri Center.

In this study, ANOVA was used to test differences in the means of the behavioral intention variable broken down by demographic factors, which are age, occupation, education level and income level. The Pearson Correlation Coefficient was used to test relationship between attitude (perceived usefulness, perceived ease of use and compatibility) and subjective norms (social influences and secondary sources) with behavioral intention.

The results of this study show that all research hypotheses were significant. The study also found differences in behavioral intention toward PDAs when determined by demographics. The relationship between attitudes and subjective norms with behavioral intention toward PDAs showed a positive correlation.

From research findings, it can be concluded that the respondents most likely to purchase PDAs were those aged 20-37, with a high level of education and income. The most important factor to influence consumer behavior toward PDAs was

perceived usefulness. The findings of this study also showed that social influences and secondary sources have an impact on consumer's purchase intention of PDAs, however, social influences showed a stronger impact on purchase intention. The study concluded with recommendations and suggestions for further research.

