

**Research Project Title :** THE EXAMINATION OF INTENTION TO CONTINUE USING THE INTERNET CHAT FOR BANGKOK INTERNET USER

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### **ABSTRACT**

This research project aimed to examine of Intention to Continue Using the Internet Chat and to have more understanding about the Intention to Continue Using of Internet Chat. The study has been conducted for Bangkok Internet User.

This is a survey research under sample size of 400 respondents using non-probability sampling method. The convenience sampling was used. A self – administered questionnaire was used to provide an orderly and structural approach for data gathering. The researcher distributed the questionnaires in internet café, business offices and shopping mall. The data analysis was carried out by using Statistical Package for Social Science (SPSS) for Windows version 14.0. Multiple regression technique was used to investigate the relationship of independent variables and dependent variables whether there is a positive relationship or not, in which way and also rank of the most to the least degree of the factor that have impact on Intention to Continue Using Internet Chat.

It was found that the factors that have high contribution to explain Intention to Continue Using Internet Chat are enjoyment, involvement opportunity, social bonding, and alternative.

**Keywords :** Intention to Continue Using the Internet Chat

