

**Thesis Title:** The Investigation of Differences in Perceived Product Characteristics and Personality Traits between Mobile Internet Innovators and Non-innovators

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### **Executive Summary**

As Mobile Internet service has been recently launched in Thailand, there are only a few people knowing about the factors affecting the adoption of this service. In this research, it aims to examine the differences in perceived product characteristics (relative advantage, compatibility, complexity, trialability and observability) and personality traits (opinion leadership, innovativeness, and venturesomeness) between the Mobile Internet innovators and the non-innovators.

Both descriptive research and exploratory research are employed in this study in order to determine the differences between the two groups. The innovators and the non-innovators are considered as the independent variables while the perceived product characteristics and the personality traits are the dependent variables. To identify the sample of this analysis, the non-probability sampling is used in this study as the sampling frame cannot be found and the quota sampling determines 175 innovators and 175 non-innovators to be the sample size of this research.

In order to reach the target population, 2,500 e-mails from DTAC database of the Internet users are sent to ask them to fill in the web-based questionnaire on <http://www.siamadv.com/wap> during May 2001. After collecting the data, ten hypotheses are tested by using the Independent T-Test for the analysis.

According to the results of this study, it can be concluded that the Mobile Internet innovators have different degree of perceived product characteristics and personality traits from the non-innovators; that is the innovators have higher degree of relative advantage, compatibility, complexity, trialability and observability than the non-innovators. Additionally, the innovators are more opinion leadership, innovative and venturesome than the other.

Based on the findings, the researcher recommends that to reduce the complexity in using Mobile Internet service, the mobile phone manufacturers should develop the product with bigger screen, more convenient keypad to key the data and Thai fonts. The mobile service providers should also implement GPRS technology and install more cell sites all over the country in order to improve the efficiency of the service. In addition, they should offer the WAP Simulator to the customers so that they will have more opportunity to try the service. For the WAP content providers, they should provide the variety of the Thai updated information on the WAP sites. Furthermore, the promotional campaign focusing on the relative advantage of Mobile Internet should be aimed to the innovators due to the fact that they are more innovative and have more opinion leadership than the non-innovators; finally, they can generate the potential word-of-mouth to others. All in all, they can motivate the mobile phone users to adopt or continue using Mobile Internet service.