

ABSTRACT

This project intends to survey the attitude of mobile phone users toward Multimedia Message Service (MMS) in Thailand. The survey intends to find out the attitude of mobile phone users if they accepted it, or agreed, or are satisfied with Multimedia Message Service (MMS) and to find out the service that they are interested in using it.

Regarding the gathering of information, the survey is used as a research tool with 400 questionnaires sent to the mobile phone users in 10 districts in Bangkok area who know the Multimedia Message Service (MMS) by using cluster sampling method and then purposive sampling method. The researcher uses the SPSS (the Statistical Package for Social Sciences) version 11.0 for Windows, to analyze and deliver the survey result. The survey results were presented in the form of tables and graphs.

From the survey result, it can be concluded that currently the attitude towards Multimedia Message Service (MMS) is quite positive which are agreed level, only price and difficulty in using them are the factors the mobile phone users are still concerned. Most of users are male and they are most interested in the service which provides sport reports. However the services such as sending E-card and video clip are still popular for both male and female. It will be successful if the culture barrier is broken with more market education and smart pricing.

According to the survey result, it has checked reliability analysis: Alpha value = .8976. This means that the result from this research is reliable.