

ABSTRACT

This thesis tries to find out the opportunity of Internet Service Provider in Thailand. We try to identify the main reasons why Internet users choose ISP, the promotion that ISP should use in marketing their services and the major problems that Internet users face when using the Internet service from ISP. The findings can help new and existing ISPs to improve the quality of services and market their services more efficiently.

The survey was conducted by interviewing 2 groups of Internet users, students and employees. Both groups express almost the same conditions they used in buying ISP service. The main considerations are "Speed of Data Transmission", "How Easy to Connect to the Internet" and "Cost of Connection".

From the result of survey, we found that promotion, especially in the form of discounts and free usage hours, can persuade the target respondents to buy.

The main problems for Internet users still are the main reasons they purchase, "Speed of Data Transmission", "Easiness to Connect to the Internet" and "Cost of Connection". Half of the target respondents indicated clearly that they have changed their ISP at least once mainly because of the above problems.

Due to the reasons that Internet users use in choosing ISP and the current problems that they have faced, it's explainable to conclude that there are still room for new ISPs to enter the market. The existing ISPs can also use this opportunity to improve services and expand their market.