

ABSTRACT

This project intends to study the possibility of operating mobile commerce with new e-business in Thailand. This study is related to measure the attitude of consumers toward the mobile internet concept in order to prepare the right marketing plan to attract the potential consumers to use this service, when they access to internet via mobile.

For conducting the research, the well-designed questionnaire is used as research tool with 400 sampling population, focused on the office people or salaried men and women in the Bangkok area. All data from the questionnaires have been analyzed by the frequency distribution and descriptive statistics in the form of percentage. Moreover, the researcher uses the SPSS version 12.0 to analyze and produce the survey result in the form of tables, bar charts, and pie chart.

From the survey results, it could be concluded that most respondents were not satisfied with the speed and quality of mobile Internet. However, the result show that most respondents would be satisfied with the new pattern of services that produced by Thailand Operator.