Factors Affecting Behavioral Intention to Buy Tablet

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The objectives of the research are: (1) to explore the demographic factors such as gender, age, income, education and occupation which have effect on behavioral intention to buy tablet. (2) to define the factors that associate with consumer characteristics such as brand loyalty and consumer familiarity with technology, which effect on behavioral intention to buy tablet. (3) to study the subjective norms and perceived behavioral control, which effect on behavioral intention to buy tablet by applying the Theory of Planned Behavior (TPB). (4) to study the perceived usefulness and perceived ease of use which effect on behavioral intention to buy tablet by applying the Theory of Technology Acceptance Model (TAM).

The questionnaires were designed and sent to respondents who lived in Bangkok and surrounding areas. The total sample size in this study is consisted of respondents who live in Bangkok and surrounding areas. The 400 qualified questionnaires are use for analysis. The research used descriptive statistics to describe the different demographic factors of the
respondent by frequency distribution such as percentage, mean and standard deviation and analyzed the data by ANOVA method and Regression analyzes to examine our findings.

For demographic factors this study found most respondents were males, aged between 26-35 years old, have the education level of bachelor's degree, private company officer for occupation and 10,001-20,000 baht for income per month. The result of this research shows that demographic factor have effect on behavioral intention to buy tablet.

Moreover the other factors such as brand loyalty, familiarity with the technology, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness have a positive effects on behavioral intention to buy tablet.

Because the result from this research showed only internal factors of consumer that have effect on behavioral intention to buy tablet, so the future research should investigate other factors such as marketing mix of tablet product may have effect on buying intention and should cover different sample such as people from other provinces or in addition future study in Thailand.