Factors Affecting Behavioral Intention to Buy Tablet

Supawadee Khumrat

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FACTORS AFFECTING BEHAVIORAL INTENTION TO BUY TABLET

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ABSTRACT

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-test-test 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.
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1.1 Background

A tablet is a mobile computer which is larger than a mobile phone or personal digital assistant, integrated into a flat which is touch screen and primarily operated by touching the screen rather than using a physical keyboard. The tablet and the associated special operating software is an example of pen computing technology, and thus the development of tablets has deep historical roots.

Throughout the 20th century many devices with these characteristics have been ideated and created whether as blueprints, prototypes, or commercial products. Microsoft attempted to define the Microsoft Tablet PC the tablet personal computer product concept (Markoff, 1999), as a mobile computer for field work in business, though their devices failed to achieve widespread usage mainly due to price and usability problems that made them unsuitable outside of their limited intended purpose (Bright and Peter, 2010).

In April 2010 Apple Inc. released the iPad, a tablet computer with an emphasis on media consumption. The shift in purpose, together with increased usability, battery life, simplicity, lower weight and cost, and overall quality with respect to previous tablets, was
perceived as defining a new class of consumer device and shaped the commercial market for tablets in the following year (Beck et al., 2009). As a result, two distinctly different types of tablet computing devices exist as of 2012, the Tablet PC and the Post-PC tablet, whose operating systems are of different origin.

The Tablet is typically used in the classroom as a presentation device that takes the place of the blackboard (Carr, 2011). With products such as Microsoft OneNote, PowerPoint, or Journal, an instructor has the ability to prepare lecture material in advance or write “on the fly” during class as one would write on a blackboard (Mack, 2011). The latter is particularly useful for material that requires interaction - e.g. illustrating how to solve equations or illustrate dynamic processes that may be difficult to prepare in advance through a medium such as PowerPoint. It is also easy to switch between other computer applications – e.g. a web browser, telnet, or an integrated developer environment. A number of universities have adopted pilot projects to study the efficacy of tablet. For example, Notre Dame and Seton Hall University have put tablet into the hands of faculty to examine their impact as a teaching tool (Clark, 2004).

Nowadays tablet is developed by new technology that has more usefulness. Its feature is comparatively lightweight and relatively easy to carry around.
Consumer behavior of Tablet

Many researchers such as Babin et al., (1994), Fahmy (2004), Tront and Scales (2007), Evans and Ozok (2008), Ky and Gwizdka (2011), Rodriguez (2011), Rodriguez (2011) and Harris (2011) study consumers who have experiences using the tablets that this study divided into three sections such as learning behavior, businessman behavior and general behavior.
1. Learning Behavior

Student behavior is defined as any student activities performed in the classroom that were either related or not related to the course (Ky and Gwizdka, 2011). The impact of technology on education and learning process is crucial as technology can aid as well as hinder student learning. Whenever new technology is introduced, there is a process of change that comes with its implementation (Fahmy, 2004).

Tablets are a relatively new technology that is being introduced into higher education settings (Tront and Scales, 2007). Tront and Scale’s (2007) study focused on the usability and impact of tablet. They found the positive effects of tablet on students learning both inside and outside the classroom to include improvement of class participation, student creativity and collaborations (Tront and Scales, 2007) and most students reported that tablet computers were “somewhat easy to use”, and that the tablets supported well their group projects and interactions with instructor.

In addition, Mock (2009) explained that tablet were used outside the classroom by faculty as, the tablets are quite handy. Because when preparing lecture materials such as figures and diagrams, they can often draw and create these items more quickly with the pen than with a mouse. Papers and assignments can also be marked up as one would mark up a physical paper. Some software programs also support ink annotations on a document. The instructor found this particularly useful when traveling – instead of carrying a large stack of
papers; documents were conveniently edited on the Tablet PC while waiting in the airport (Anderson, et. al., 2004).

The tablet has also been quite useful for note-taking at conferences, department meetings, research meetings, and committee meetings. The software product in tablets has the capability to electronically organize, search, and edit electronic handwritten notes (Buxton, 2009). This has helped reduce the number of cluttered notes normally scattered across the faculty member's desk (Mock, 2009). A study by Stefanucci, (2010) found that students preferred notes taken on a Tablet PC compared to notes taken on paper. Some of the factors in the Tablet's favor included the ability to quickly copy and paste diagrams to reflect layered changes to the diagram as made by the instructor on the board, the ability to highlight and flag important concepts, availability of colors and ink, and the ability to add new space to notes instead of cramming material into fixed margins (Microsoft Corp, 2004).

Finally, the Tablet has promising potential for use as a distance education tool. All content can be managed through one tablet device: audio lecture, handwritten material, prepared electronic slides, and live software demonstrations. Several software programs allow such content to be streamed live for use with synchronous distance courses, or archived for asynchronous courses.
2. Businessman behavior

Employers might be surprised to learn that a growing number of employees admit to logging in after hours and on holiday using their personal communications devices, which they rely on as a supplemental device to a laptop/PC to maintain a work and life balance (Harris, 2011).

Tablet is smaller than a laptop and bigger than a smart phone; tablets represent the latest device to bridge the worlds of both home and office, in part because of their convenience, ease of use and portability (Harris, 2011). Tablets are versatile devices that make it easy for employees to keep information with them and utilize business apps, no matter where they go (Harris; Devitt and Meunier, 2011). They are conveniently mobile and many owners would probably admit to using a tablet in bed, in the bathroom, and even at a restaurant. But with the rise of tablets being used as a business device, there is concern about security. As with any device, good security and data protection practices should be used to guard against data loss or malware. Tablet owners should also regularly back up data on their devices. With the advent of hosted cloud services, businesses should look to store data on a remote server as well as on the tablet itself (Mock, 2003). This way, if the device is lost or stolen, work documents and other data are not at risk (as long as the device and its sensitive data are password protected).
3. General behavior

General behavior is when people use tablets for searching information, work presentations and entertainment.

In addition, tablet devices have emerged as the leading second-screen alternative to television for viewing full-length episodes, according to “Tapping into Tabletomics,” a new study released by Viacom (2011). The new research examines consumer behavior and emotions around the tablet user-experience, with a focus on tablets as TV and the dual-screen experience. Drawing on a national online survey of more than 2,500 people ages 8-54 years old as well as qualitative, in-depth interviews with dedicated tablet users in New York and Los Angeles, "Tapping into Tabletomics" found that, in just a few years, tablets have risen to second-screen prominence for full-length TV (FLTV) show viewing, ahead of computers. Out of total time spent watching FLTV shows, 15% of viewing occurs on tablets. Since tablets came into play, FLTV show viewing on desktops and smartphones has declined the most. Top genres viewed on tablets – comedy and music – align more with computers than the TV. Reality is the top genre viewed on television, followed by drama, science fiction and sports.

Admob Co., Ltd. (2011) is a mobile advertising marketplace that connects advertisers with mobile publishers. They survey the consumer behavior of tablet 1,430 persons worldwide on May, 2011 found most of consumer use tablet for playing games 84%, searching information 78%, emailing 74%, reading the news 61%, social network 56%, consuming music and videos
51%, reading e-book 46% but most of them use tablet for shopping online only 42% and other activity 19%, as see the figure below:

Figure 1.2: the consumer behavior of tablet.

Source: Admob Co., Ltd. (2011)
Many researchers such as Kathryn Huberty, Mark Lipacis, Adam Hol, Ehud Gelblum, and Scott Devitt, (2011) surveyed buying intention of tablet in US they found most of consumer have the intention to buy more tablets than iPhone compared in 2010.

In addition, Nielsen Co.,Ltd studies the consumer behavior of tablet in Thailand, they found that Thai people plan to buy tablet in the future is higher than personal computer or notebook.

So the this research will attempt to study factors such as demographic, consumer characteristic, subjective norms and customer perceive which affect behavioral intention to buy tablet.
Figure 1.3: Thai people plan to buy tablet in the future

Source: Nielsen (2011)
1.2 Statements of the Problem

Nowadays, Thai consumers use more tablets than the past because tablet is a new technology design and more useful. It is great for entertainment, because it is a device for watching movies and TV shows. The tablet is also used in the workplace as it is quite helpful for handling basic tasks, like checking e-mail or managing schedules. In addition, it is used for education because it is easy to use and convenient for teachers and students. Although the price of tablet is high, it is in high demand. Therefore this study will reveal about the factors which have effect consumer buying behavior of tablet.

1.3 Research Objective

This research aims to explain the factors affecting behavioral intention to buy tablet by focusing on:

1. To explore the demographic factors such as gender, age, income, education and occupation which have an 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 have an effect on behavioral intention to buy tablet.

3. To study the subjective norms and perceived behavioral control which have an 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 have an effect on behavioral intention to buy tablet by applying the Theory of Technology Acceptance Model (TAM).

1.4 Research Question

This study is aimed to study the demographic factors and other factors which have an effect on behavioral intention to buy tablet. Therefore the research questions of this study are contained as followed:

1. How do the demographic factors such as gender, age, income, education and occupation have an effect on behavioral intention to buy tablet?
2. How do the factors that associate with consumer characteristic such as brand loyalty and consumer familiarity with technology behavior have an effect on behavioral intention to buy tablet?
3. How do the subjective norms and perceived behavioral control have an effect on behavioral intention to buy tablet?
4. How do the perceived usefulness and perceived ease of use which have an effect on behavioral intention to buy tablet?
1.5 Scope of The study

The participants in this study consisted of 400 Thai consumers who live in Bangkok Metropolitan area. The study focuses on demographic factors, consumer characteristic, subjective norms and consumer perceive behavior control factors which effect on consumer buying behavior of tablet in Bangkok Metropolitan area. The primary data were collected by means of a questionnaire; collect from consumer who lives in Bangkok Metropolitan area 400 peoples.

1.6 Significance of the study

The result of this study will explain Thai consumers’ buying behavior of tablet and what are the factors that affect them. Therefore this research may be useful information for both retailers and producers in applying this study to improve their strategy for meet consumer’s need and the study will be beneficial for researchers in the further studies.
1.7 Operational Definitions

Buying Intention

A plan to purchase particular goods or service in the future

Demographic factors

Demographic factors are those relating to personal characteristics such as age, gender, education level, income and occupation which effect person behavior.

Brand loyalty

A biased behavioral response expressed over time by a decision making unit with respect to one or more alternative brands out of a set of such brands that is a function of psychological processes.

Technology familiarity

Technology familiarity refers to consumer who is familiarity or expertise in technology and used technology in all activity.

Perceived behavioral control

Perceived behavioral control refers to people's perceptions of their ability to perform a given behavior.
Subjective norms

Subjective norm is the perceived social pressure to engage or not to engage in a behavior.

Perceived ease of use

Perceived ease of uses is the degree to which a person believes that using tablet would be free from effort.

Perceive usefulness

Similar to perceived ease of use, perceived usefulness is one of the main variables in technology acceptance model. It refers to consumer 'beliefs that using tablet may improve their performances.

1.8 Organization of the study

The content of this research is arranged in a sequence as followed;

Chapter one contains background, statement of the problem, objective, scope, and organization of the study.

Chapter two is composed of reviews of the related literatures and theoretical framework.
Chapter three contains the methodology for this research.

Chapter four contains the explanation of data analysis and results of this thesis.

Chapter five is the conclusion and discussion about the results from the data analysis and suggestions or recommendations for further research which related to this topic.
CHAPTER 2

LITERATURES REVIEW

The purpose of this chapter is to review the literature in order to establish basic concepts which underlie this study. These are divided into seven sections:

1. Behavioral Buying Intention

2. Demographic Factors

3. Consumer Characteristic Factors

4. Subjective Norm

5. Perceived behavioral control

6. Theory of research

7. Conceptual frameworks

2.1 Behavioral Buying Intention

Behavioral buying intention has been defined by Azjen, (2002) as human actions that are guided by three kinds of considerations; beliefs about the likely outcomes of the behavior and the evaluation of these outcomes (behavioral beliefs), beliefs about the normative
expectations of others and motivation to comply with these expectations (normative beliefs), and beliefs about the presence of factors that may facilitate or impede performance of the behavior and the perceived power of these factors (control beliefs). As a general rule, the more favorable the attitude and subjective norm, and the greater the perceived control, the stronger should be the persons’ intention to perform the behavior in question. As for consumers’ purchase decision, Kotler and Armstrong, (2004) argued that, in the evaluation stage, the consumer ranks brands and forms purchase intentions. Generally, the consumer’s purchase decision will be to buy the most preferred brand. However, two factors can come between purchase intention and purchase decision, the first factor is the attitude of others and the second factor is unexpected situational factors, for example, the consumer may form a purchase intention based on factors such as expected income, expected price, and expected product benefits. However, unexpected events may change consumer’s purchase intention.

According to Balderjahn (2006) environmentally concerned and socially conscious consumers appeared in the late 60’s and early 70’s, partly because of a general distrust in society, industry, and modern technology, partly as a by-product of the first oil-crisis. Hence, Balderjahn (2003) defined the environmentally concerned consumer as a person who knows that the production, distribution, use, and disposal of products lead to external costs, and who evaluates such external costs negatively, trying to minimize them by his or her own behavior.

Therefore, marketing managers are routinely using purchase intentions data to make strategic decisions concerning both new and existing products and the marketing programs that
support them. For new products, purchases intentions are used in concept tests to help managers determine whether a concept merits further development, and in product tests to direct attention to whether a new product merits launch. Furthermore, in planning the launch of a new product, purchase intentions help the manager decide in which geographic markets and to which customer segments the product should be launched (Sewall, 2005; Silk and Urban, 2006; Urban and Hauser, 2006).

According to Glawter and Pribram, (2004) behavioral buying intentions are defined as a mental state that reflects a person’s plan to engage in some action within a specified period of time. Intention is thus assumed to be the immediate antecedent of behavior while behavioral intention has been defined by Alan et.al, (2004) as an outcome of socialization that may be of particular importance to advertisers because it is related to favorable and unfavorable behaviors consumers may exhibit toward a brand. For example, when consumers praise the brand and express preference for one advertiser over others, these favorable intentions may ultimately lead to increased sales of the brand, paying premium prices for the brand, spreading positive word-of-mouth for the brand, etc. Conversely, unfavorable intentions can lead to switching brands and spreading negative word-of-mouth. Purchase intentions continue to be an important concept in marketing therefore, gaining a better understanding of behavioral intentions of consumers may help marketers better communicate to this important target.

In addition, Miller, (2005) identifies behavioral buying intention as a function of both attitudes toward a behavior and subjective norms toward that behavior, which has been found
to predict actual behavior. For example, attitudes about exercise combined with the subjective norms about exercise, each with their own weight, will lead you to your intention to exercise (or not), which will then lead to your actual behavior. However, according to Morrison (2001), a large number of studies in the past have used purchase intention. For example, Axelrod (2000) analyzed purchase intentions along with attitude measures to predict actual purchase behavior, while Smith, (2000) presented a highly readable interesting publication on the use of buying intentions to evaluate the effectiveness of a high technological products. In addition, Silk and Urban (1972) had purchase intention as one input for a new product model. While Bass, Pessemier, and Lehmann (1972) used purchase intentions in their well-known soft drink study. Finally, Sewall (1978) used purchase intention to segment markets for proposed new (redesigned) products. Hence, this study conceptualized purchase intention as a person who plans to engage in some action within a specified period of time and the probability that he or she will perform a behavior.

Traditionally, the concept of buying intention has received special attention in marketing literature (e.g.Warshaw, 1980; Kalwani and Silo, 1982; Smith and Swinyard, 1983 Bemmaor, 1995). The buying intention toward a product depends on the attitudes and beliefs to this particular product (Fishbein and Ajzen, 1975, 1980).

According to Fishben and Ajzen (1975) buying intentions have four dimensions, behavior which is intended to perform, the target object at which the behavior is directed, the situation in which the behavior is to be performed and the time at which the behavior is to be
performed. Moreover, specific buying intention in contrary to the general intention covers all the four elements specified for a given behavior (Fishbein and Ajzen, 1975). Ismail, Soehod and Vivishna (2012) identified that consumer buying intentions are dependent upon certain factors like perceived value (Ness et al, 2010) positive attitudes, subjective norms and behavioral control (Chen, 2007). Cook et al. (2002) elucidated significant role of consumer's self-identity, attitude, social norm and perceived behavioral control on their purchase intentions for product.

Many researchers suggest that the concept of buying intentions reflects consumers' foreseeable behavior in short-term future buying decisions such as what product or brand the consumer will buy on his/her next shopping trip (Varela, 2010; Dick and Basu, 2009; Zeithaml, 2008; Ruyter, 1998; Soderlund, 1998; Barroso and Martin, 1999; Martinezribes, 1999 and Caruana, 2002). More specifically, they would point out that buying intention is a future projection of consumer behavior that will significantly contribute to the configuration of attitudes. Indeed, if they examine the basic components of the attitudes model proposed by Asael (1995), they find that attitudes in fact develop due to a combination of three basic elements associated with beliefs, emotional responses and the foreseeable actions of the consumer. Specifically, the cognitive component reflects individuals’ knowledge of and beliefs about a given product or service (Fishbein and Ajzen, 1975), while the affective component arises as a result of a person’s emotions or feelings toward a product or service. Finally, the cognitive or behavioral component would be the expression of the consumer’s buying intention (Eagly and Chaiken, 1993).
A consumer’s attitude, characteristic and external factors construct consumer purchase intention to buy tablet, and it is a critical factor to predict consumer behavior (Fishbein and Ajzen, 1975). Purchase intention can measure the possibility of a consumer to buy a product, and the higher the purchase intention is, the higher a consumer’s willingness is to buy a product (Dodds et al., 1991; Schiffman and Kanuk, 2000). Purchase intention indicates that consumers will follow their experience, preference, perceive usage of the product, and external environment to collect information, evaluate alternatives, and make purchase decision (Zeithaml, 1988; Dodds et al., 1991; Schiffman and Kanuk, 2000; Yang, 2009).

To study the behavioral intention to buy tablet, this research focuses on consumer demographic factors (in term of gender, age, income, education, and occupation), consumer characteristic (such as brand loyalty and technology familiarity), subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness which affect behavioral intention to buy tablet.

2.2 Demographic Factors

Demographics are one of the consumer’s characteristic factors (Troy, 2001). Most of the past research on demographic factors has focused on examination of the impact of education, age, gender, occupation and income (Moschis et al., 1985; Jarvenpaa and Todd, 1996; Liet al., 1999; Lynch and Beck, 2001; Li and Zhang, 2002; Ramayah and Jantan, 2003;
Schiffman and Kanuk (2000) explained that demographics refer to the vital and measurable statistics of a population. They added that demographic segmentation includes such factors as gender, age, and social class.

Demographic is a group of consumers that share a collection of market-relevant attributes (Shriyan, 2006). This group can be any number of people across the same time frame. Market-relevant attributes can include any number of shared values, physical attributes, experiences, beliefs, environmental conditions, cultures, or political or financial elements that can be used to increase awareness, loyalty, sales, or product improvement (Shriyan, 2006).

To examine the demographic factors which affect behavioral intention to buy of tablet, this research focuses on consumer demographic in term of gender, age, income, education, and occupation, because these factors are easily measurable and accessible.

2.2.1 Gender

Gender is a key characteristic that influences buying behavior. Hoyer, (2008) said women have different purchasing tendencies than men. For example, Hoyer (2008) explained that consumer research indicated that females desired a simplistic, straightforward battery charger, whereas men sought a more complex charger. The study from Texas Tech University,
Sani (2008) found that female consumers tend to play into social cues for purchasing decisions; they require more information on a product as a result of being more analytical purchasers than men.

2.2.2 Age

Age is a powerful determinant of consumer behavior which affects a variety of consumer states including interests, tastes, purchasing ability, political preferences and investment behavior (Neal, Quester and Hawkins, 2002).

Age is highly significant to notice that the consumers’ tastes changes consequently regarding their ages. As their ages increases, needs and wants and their concept toward products or services vary. For example, a particular person may select stylish product when younger but as his or her age increases other factors like durability, quality and specifications may become more vital (Hawkin, Best and Coney, 2008). It is likely that his or her concept toward specific product or service would be changed.

Young consumers, particularly those in junior high and high school, have autonomy to purchase goods yet have fewer financial responsibilities than adults (Capozzi, 2008).
2.2.3 Income

The expected income to receive in future has a direct relation with the behavioral buying Intention. The expectation of higher or lower income has a direct effect on spending plans (Pillai and Bagavathi, 2009).

Income level is important especially when people cannot afford to buy even though they would love to have it. Those products that are charged by premium price cannot be bought by all people. Therefore, income level of consumers is vital to see whether they can purchase what has been offered to them or not. (Moayyed, 2011).

Consumers with different income levels have been found to have different perceptions of product and service quality (Scott and Sheiff, 1993). It is generally accepted that individuals with higher income levels also have higher education levels (Farley, 1964) and as a result these consumers tend to engage more in information processing prior to decision making (Schaninger and Sciglimpaglia, 1981). Scott and Sheiff (1993) therefore suggest that consumers with higher income levels may perceive quality of product and service differently from their lower income counterparts.

2.2.4 Occupation

A person’s occupation affect behavioral buying intention (Murphy and William, 2000) so producer try to identify the occupation group, such as computer, tablet, software companies
will design suit for occupation for example tablet design for student, learning in the class, for employee use tablet to collect data, meeting or presentation their product

The occupation of a person has significant impact on his behavioral buying intention. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes (Shah, 2010).

2.2.5 Education

Moayyed (2011) explained that level of education also might have great effect on buying behavior. Younger generation is more educated nowadays because many education centers exist these days comparing to decades ago and their target segmentation is based on those who are willing to study.

Education level effects intention to buy about information acquisition and product evaluation strategies of consumers (Akhter, 2008). Research in marketing shows that educated consumers are more likely to engage in extended search (Beatty and Smith, 2006; Doti and Sharir, 2004; Engel, Kollat, and Blackwell, 2007) and use product related information (Nagya, Lipinski, and Savur, 2000). Existing studies also show that less-educated consumers do not have the same level of brand and price information as better-educated consumers (Granger and Billson, 1972; Russo, Dreiser, and Miyashita, 1975), and more educated consumers exhibit a greater evaluation propensity (Murthi and Srinivassan, 1999). Based on this evidence, Akhter
(2008) conclude that people with higher education will be more informed about the product before making purchases.

2.3 Consumer Characteristic Factors

The characteristic factors which influence consumer behavior are factors such as past experience, beliefs and expectations (Williams, 1992; Samli, 1995; Mowen and Minor, 1998). According to Suttle, (2009) consumer characteristics include product usage rates, brand loyalty, user status, and benefits that consumers seek.

This research with aiming to study consumer characteristics that effect consumer buying behavior of tablet focuses only on two factors which are brand loyalty and consumer familiarity with technology because Thailand has incessantly launched several brands of tablet and feedback of customers in a good direction. So researcher want to know the brand loyalty and consumer familiarity with technology effect behavioral buying intention or not.

2.3.1 Brand loyalty

Brand loyalty is one characteristic of consumer behavior. Brand loyalty is the tendency of a consumer to buy products or services from a certain company that she likes or equates with having high quality goods and services (Hamel, 2008). Sheth and Parvatiyar (2000) argued that although direct contact between consumers and marketers is unlikely, consumers develop a relationship with a product or a brand. They contend that brand loyalty is one of the
primary measurements of the relationship that consumers develop with a firm’s products and symbols. Brand loyalty encompasses both behavioral and attitudinal components (Aaker 1998; Assael 1998; Oliver, 2000). Behavioral (or purchase) loyalty consists of repeated purchases of the brand, whereas attitudinal brand loyalty includes a degree of dispositional commitment in terms of a unique value that is associated with the brand. Peral (2011) found that the two main factors affecting behavioral buying intention are sensitivity to price and preference for a specific brand. This research indicated that consumers who are loyal to a brand for one type of product tend to shop by brand rather than price in other categories. Consumers who shop by price will tend to look for bargains in all categories.

In addition, Known and Shorron, (2009) suggested customers who are loyal to a brand will intention to buy its products and service again, do positive word of mouth and are willing to pay more to achieve their favorite brand they can gauge behavioral loyalty in terms of repeat purchases and amount or share of category volume attributed to the brand (Keller, 2008; Wang et al., 2008). Yoo believe that brand loyalty is a deep commitment to buy again or support a favorite product or service that in spite of the situational effects and marketing efforts of competitors result in repurchasing a brand or a set of products of a brand in future (Yoo et al., 2009).
2.3.2 Technology familiarity

Consumer familiarity with technology has long been an important in buying intention to buy a high technology product such as computer, iPod, tablet, cell phone, DVD player and digital camera (Brown and Peter, 2010). Marketers in firms that routinely produce high-tech innovations want rapid adoption of their products. (Kumar, 2007). Bruner (2007) believe the consumer segment that is targeted initially should consist of people who adopt innovative technology relatively early and are influential sources of information that others use as references for their own behavior. Moschis et al. (1985), for instance, observed that at-home consumer tend to be innovators and heavy users of technology.

Consumer familiarity with technology and readiness to adopt high-tech products has been reported as an important factor influencing consumer status and behavior (Cheung et al., 2003; Park and Jun, 2003; Yang, 2005; Richards and Shen, 2007).

Another way people subjectively reduce uncertainty and simplify their relationships with others is familiarity (Anderson, 2006). Familiarity is an understanding, often based on previous interactions, experiences, and learning of what, why, where and when others do what they do. As such, familiarity and trust are distinctly deferent. (Anderson, 2006). Familiarity deals with an understanding of the current actions of other people or of objects, while trust deals with beliefs about the future actions of other people (though these beliefs may be, and often are, based on familiarity, as will be explained later(Gefen, 2000).
2.4 Subjective Norms

Subjective norm is “the perceived social pressure to perform or not to perform the behavior in a specific situation” (Ajzen, 1991). It is usually defined more precisely, as an individual’s perception or “opinion about what important others believe the individual should do” (Finlay, Trafimow and Moroi, 1999).

Subjective norms as represented by normative beliefs (NB) are located within, but not identical to, the broader construct of social norms. “While a social norm is usually meant to refer to a rather broad range of permissible, but not necessarily required behaviors, NB refers to a specific behavioral act the performance of which is expected or desired under the given circumstances” (Ajzen and Fishbein, 1972,p.2).

As to the aspect of social influence, according to the Theory of Planned Behavior (TPB), subjective norms is included as a determinant of behavioral intention, as well as attitude, and perceived behavioral components (Taylor and Todd, 1995). By examining students’ usage of a computing resource facility over a period of time, Taylor and Todd, (1995) find subjective norms has a significant influence on behavioral intention. A subjective norm is defined as the person’s perception that relevant individuals or groups think he should perform or not perform a behavior (Fishbein and Ajzen, 1975).

Previous studies usually regard subjective norm as a utilitarian factor, which affects people’s attitude, thus affects their behavioral intention. However, with highly interactive
services like m-commerce, subjective norm is an essential determinant of perceived enjoyment due to network effects (Dickinger et al., 2008). Consumer can also experience fun or other related emotion through various interaction (Isomursu et al., 2007), including interactivity with entertainment-related content, diverse communication channels and social interactions (Davis, 2010). With the ubiquitous of social networking medium, users can gain social value by express and influence peers. From an experiential view, this study desires subjective norms to be a hedonic factor, which could affect their consumption experience by the process of social interaction. It is more enjoyable to use m-commerce service if most of one's friends are also available via mobile phone.

The theory of reasoned action (TRA) (Fishbein & Ajzen, 1975) includes subjective norms and attitude toward the behavior as both influencing behavioral intention, which then directly influences behavior. The theory of planned behavior (TPB) (Ajzen, 1991) adds to these the variable of perceived behavioral control, which, when lacking, can help to explain failure to perform the behavior even when attitude and subjective norms are positive.

In recent years, researchers started to investigate the norm in the context of environment friendly behavior, and this approach was recognized as a new one (Moon, Lee, Dongbuk, 2010). The norm construct refers to the belief that significant referents (other persons or groups) think that one should carry out the behavior and the motivation to comply with these referents (Nilsson et al., 2004). Subjective norms assess the social pressures on the individual to perform or not to perform a particular behavior (Rhodes and Courneya, 2003).
2.5 Perceived Behavioral Control

Perceived behavioral control reflects beliefs regarding the access to resources and opportunities needed to perform a behavior (Ajzen and Madden, 2000). It may encompass two components (Ajzen, 1991; Taylor and Todd, 1995). The first component reflects the availability of resources needed to engage in the behavior. This may include access to money, time, and other resources. The second component reflects the focal person’s self-confidence in the ability to conduct the behavior components (Ajzen, 1991; Taylor and Todd, 1995). The concept of perceived behavioral control is most compatible with Bandura’s (1982) concept of perceived self-efficacy which is concerned with judgment of how well one can execute required actions to deal with specific situations. People’s behaviors are strongly influenced by their confidence in their ability to perform them.

In general, perceived behavioral control (PBC) refers to people’s perceptions of their ability to perform a given behavior (Ajzen, 2002). Perceived behavioral control was added to the theory of reasoned action in an attempt to deal with situations in which “people lack complete volitional control over the behavior of interest” (Ajzen, 2002, p. 2). As highlighted by Ajzen (2002), although PBC is suggested to be measured indirectly in the same way as attitude and subjective norm, that is using belief-based measures that capture also the cognitive foundations underlying perceptions of behavioral control, most studies have used direct measures in measuring PBC such as direct questions related to the three to five controlling factors that relate to the behavioral intention in question. Perceived behavioral control or a
concept very similar to it called self-efficacy has been used as part of technology acceptance studies to predict intention to use (Mathieson, 1991; Taylor and Todd, 1999).

2.6 Theory of research

2.6.1 Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) generalizes TRA by adding a third construct, perceived behavioral control (Ajzen, 1991). TPB asserts that the actual behavior is determined directly both by behavioral intention and perceived behavioral control.

TPB has been supported by empirical studies on consumption and social psychology-related studies (Ajzen, 1991; Taylor and Todd, 1997). A study of Thompson et al. (1994), using meta-analysis technique indicates that measures of attitude, subjective norm, and perceived behavioral control, explains 40-50 percent of the variance in intentions and that behavioral intentions explain between 19 and 38 percent of the variance in behavior. TPB has also been the basis for several studies on consumer product choices (Sparks and Shepherd, 2004; Conner and Sparks, 2006; Karijin et al., 2007). Armitage and Conner (2001) used the TPB as the basis of their theoretical model where habit was another independent predictor. Verbeke et al. (2004) and Honkanen et al. (2005) studies used TPB and found important models to be used for other researches on smart phone-related areas. TPB was found to be an important model by other researches in smart phone effect behavior (Sparks et al., 2000; Cook et al., 2004). According to Casper (2007), 600 empirical studies have provided conclusive evidence in
line with the theoretical predication of the TPB model and changes in the past 20 years. Smart
phone-related behavior has also successfully.

Many other examples of TPB studies include The online purchasing behavior (Joey,
2002, 2004; Battarcherjee, 2002; George, 2002; Jarvenpaa and Todd, 1997; Pavlou, 2002; Suh
and Han, 2003). TPB also has used in many information systems research (Mathieson,
1991; Taylor and Todd, 1997; Harrison et al., 1997) and expectations regarding the acceptability
of using genetic engineering in food production (Sparks et al., 1995).

The theory of planned behavior or TPB is a theory about the link between attitudes and
behavior. The concept was proposed by Icek Ajzen to improve on the predictive power of the
theory of reasoned action by including perceived behavioral control. It has been applied to
studies of the relations among beliefs, attitudes, behavioral intentions and behaviors in various
fields such as advertising, public relations, advertising campaigns and healthcare (Wikipedia,
2010).

TPB Variables

Attitude

Attitude is defined as Individual evaluation of a behavior. It is operationalized by
considering personal beliefs that behavior will result in a specific outcome, evaluation of the
outcome and number of beliefs relevant to the behavior.
Subjective norm

Subjective norm is defined as how society or environment contributes to behavior. It includes probability that the subject believes the behavior is appropriate, motivation to comply with this reference point and number of reference points.

Perceived behavioral control

Perceived behavioral control is the extent to which the individual believes he or she can control behavior. This includes beliefs about whether factors that will affect the difficulty of the behavior, perceived power of these factors and number of factors.

Figure 2.1: Theory of Planned Behavior (TPB) Model
2.6.2 Theory of Technology Acceptance Model (TAM)

The original TAM has empirically verified, replicated and extended by researchers (Maupin, Sena and Zhuang, 2000; Davis, 1999) for which almost all of them theorized that all other external variables, such as subject norm and system-specific characteristics are fully mediated by the two constructs: perceived usefulness and perceived ease of use. Later, Davis et al. (1989) verified the original TAM on the usage of word processing program by some MBA students. They found out that the original TAM could be more validate without the “Attitude” construct since it was found to be a weak mediator (Davis, Bagozzi, and Warshaw, P.R., 1992; Venkatesh, V and Davis, F.D., 2000).

Adams et al. (1992) even developed a simplified version of TAM without both attitude and behavioral intention constructs, however, when they tested the model using two studies, they found inconsistent relationship between perceived ease of use and behavioral intention. Later, many TAM researches posit that behavioral intention is the construct that fully mediated the effects on actual usage by all other factors; the intention construct is now generally admitted as necessary in TAM.

Ventakesh (1999) proposed that perceived usefulness mediated the effect of perceived ease of use to intention. It means easier a system is perceived to use, more useful a person could perceive the system to be. Holding other things constant, a user-friendly interface makes it easier for a user to explore the functions of m-commerce and thus more useful to the user.
Another important construct representing the intrinsic value of using a particular system mistakenly omitted by the searchers in the early days, was not added to the TAM by Davis et al until 1992 (Davis, Bagozzi, and Warshaw, 1992). It is perceived enjoyment, defined as “using a specific system is perceived to be enjoyable in its own right, aside from any performance consequences resulting from system use” (Davis, Bagozzi, and Warshaw, 1992), focuses on the fun aspect derived directly from user-system interaction. Consistent to Davis’s research in 1992, Heijden’s as well as Moon and Kim’s findings (Van der Heijden, 2003; Moon and Kim, 2001) support that perceived enjoyment and perceived usefulness are the two major constructs fully mediating the effects of perceived ease of use on intention to use. In Van der Heijden’s research, these two constructs together with perceived ease of use explain a direct effect of 75% on intention to use.

One more thing, the construct “actual usage” is usually not included in TAM based m-commerce researches (Chan, S.C. and Lu, M.T, 2004; Kleijn, M., Wetzels, M. and Ruyter, K.D, 2004) for two reasons: First, m-commerce is still in introductory stage (Yu.J, Liu. C. Tao, 2003), large probability that no critical mass is formed in the total population and therefore it’s hard to measure actual usage; Second, as stated before, many TAM based researches have validate the unique importance of usage intention to actual usage in different contexts (e.g. Davis, 1993), therefore a positive effect of usage intention to actual usage is expected.

After all, perceived usefulness, perceived ease of use and perceived enjoyment formed the basic constructs in a modified TAM to predict user acceptance of information technology
concerning both its “utility” and “hedonic” aspects. Some researchers based their researches on this extended TAM to explain m-commerce (E.g. Yu, Liu, and Tao, 2003).

This section gives an overview of different approaches to study the Technology Acceptance Model, which predicts usage behavior based on user and environment. Davis (1989) presented the Technology Acceptance Model (TAM) to explain the determinants of user acceptance of a wide range of end-user computing technologies. The model is based on the theory of reasoned action by Ajzen and Fishbein (1980). TAM points out that perceived ease of use and perceived usefulness affect the intention to use.

1. Perceived ease of use

Perceived ease of use is one of the main structural variables of technology acceptance model. It refers to users’ beliefs that using a particular system is without difficulty and effort (Davis 1989). The model expresses that in equal situation users prefer to use websites which are easier to work (Legris, 2008). In various studies the effect of ease of use on attitude is considered as an indirect effect. In other words, ease of use affects the usefulness and this is through usefulness that it influences attitude. But some studies insist that ease of used impacts on attitude directly (Chiu et al, 2010; Yu and Tao, 2009).

Perceived Ease of Use (PEU) is defined as the degree to which a person believes that using a technology will be free of effort (Davis and Bagozzi, 2005); in a way, it measures the degree of perceived workload due to the usage of the technology: the higher PEU, the lower
the perceived workload, and vice versa. Several studies pointed out the influence of PEU on BI and on PU (Legris, 2003) providing support to the idea that an easier technology is felt as more useful, and induces a stronger intention to use the system. It should be noted, however, that there is a certain consensus that the PEU effect PU relationships holds mainly at the initial stages of technology usage, vanishing when acquaintance with it solidifies. Initial confirmation for the PEU effect PU link with the Mobile Phone Adoption was provided by Kwon and Chidambaram, (2005).

2. Perceived usefulness

Similar to perceived ease of use, perceived usefulness is one of the main variables in technology acceptance model. It refers to personal’ beliefs that using a particular system may improve their performances (Mudie and Pirrie, 2007). Based on TAM, by evaluating cognitively, people decide to use information technology only if it influences their performance improvements. Studies by Amoako and colleagues (2004) showed that ease of use can influence on consumers’ attitudes. Zain et al. (2005) also found the similar results. Other researchers also evaluated perceived usefulness on Internet purchases. (Chiu et al.2010).

Perceived usefulness (PU) is defined as the extent to which a person believes that the system would enhance his/her job performance, perceived ease of use (PEOU) is defined as the extent to which a person believes that using a system would be free of mental effort and
behavioral intention or intention to use (INT) refers to the likelihood that a person will use the application (Davis, 2000).

Although the original TAM has received extensive support, validations and applications, the original TAM is too general (Mathieson, K., 1991) and fails to provide information on the users perspective with only “regarding technology but no human and social characteristics for prediction” (V. Venkatesh, 2001; Legris, P. Ingham, J., Collerette, P., Jun 2001; Yu.J.L.C.S., Liu. C. Tao.J.E. 2003). Furthermore, the original TAM was proven successful in predicting about only 40% of a technology use (Legris,Ingham,Collerette, 2001).

Conclusion is that, TAM is useful, but is required to incorporate additional factors to improve its utility.

TAM constructs: Behavioral Intention to Use (BI), Perceived Usefulness (PU), and Perceived Ease of Use (PEU)
Figure 6.2: Theory of Technology Acceptance (TAM) Model
2.7 Conceptual Framework

This framework exhibits the factors are demographic factors (such as gender, age, education level, occupation and income), consumer characteristic factors (brand loyalty and Technology familiarity), subjective norms, perceived behavioral control, perceive usefulness and perceive ease of use effecting which behavioral intention to buy tablet.

![Conceptual Framework Diagram]

**Figure 6.3: Conceptual Framework**
CHAPTER 3

METHODOLOGY

This chapter is to present the hypothesis and research methodology of the study. The research methodology including research design, location of the study, population and sample size, questionnaire design and data analysis methods.

The relationship among these components would be explained within the scope of hypothesis for this research as following:

**Demographic Factors**

Most of the past research on demographic factors has focused on examination of the impact of gender, age, education, occupation and income variables on behavioral intention to buy product. The hypothesis should be:

H1: There is a difference between genders on behavioral intention to buy tablet.

H2: Age has negative effect on behavioral intention to buy tablet.

H3: Income has positive effect on behavioral intention to buy tablet.

H4: Education level has positive effect on behavioral intention to buy tablet.

H5: There is a difference between occupations on behavioral intention to buy tablet.
Consumer characteristic Factors

Consumer characteristics operate at the individual level and can be used to identify more or less valuable customers (i.e., those with higher or lower repurchase rates) (Voss, Godfrey and Seiders, 2009). These researches examine two relational characteristics that brand loyalty and consumer familiarity with technology which affect behavioral intention to buy tablet.

- **Brand loyalty**

Brand loyalty is another characteristic of consumer behavior, the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually (Ji and Chen, 2009). To study the relationship between brand loyalty and buying intention, need to consider the numerous marketing studies (Gardner, 1985; Westbrook, 1987; Westbrook and Oliver, 1991; Allen et al., 1992) that relate consumers’ attitudes to their buying intention. Brand loyalty is defined as an attitude when it involves positive affects and feelings toward the product. It thus seems likely that consumers will attach greater importance to the perception of quality if the role of designations of origin as collective brands that seek to differentiate highly specialized products is underscored. Consequently, it would seem reasonable to suppose that the commitment to repeat the purchase of a preferred product due to the feelings and affects formed as a result of this perception of quality will have a clearly positive influence on the consumer’s predisposition to repeat the purchase.
- **Technology familiarity**

Consumer familiarity with technology has long been an important in buying intention to buy a high technology product such as computer, iPod, tablet, cell phone, DVD player and digital camera (Brown and Peter, 2010).

These researches examine two relational characteristics that brand loyalty and consumer familiarity with technology which affect behavioral intention to buy tablet. Hence, we may propose the following hypothesis:

H6: Consumer characteristic has a positive effect on behavioral intention to buy tablet.

**Subjective norms**

Subjective norm reflects one's perceived social pressure to perform a certain behavior (Dickinger, 2008). If consumers believe that significant others think tablet are good, consumers will have more intention to buy these products (Davis, 2010). Subjective norm has a significant effect on behavioral intention to buy the tablet (Luam and Lin, 2008), and a strong relationship between subjective norm and intention has been shown in research on buying behavior of tablet. Therefore, hypothesis is proposed as follows:

H7: Consumers’ subjective norms will have a positive effect on behavioral intention to buy tablet.
Perceived behavioral control

According to Ajzen (1991), perceived behavioral control is the extent to which a person feels able to engage in the behavior. It has two aspects: how much a person has control over behavior and how confident a person feels about being able to perform or not perform the behavior. It is determined by the individual’s beliefs about the power of both situational and internal factors to facilitate the performing of the behavior. The more the control an individual feels about buying tablet, the more likely he or she will be to do so (Shankar et al., 2002). In this study, perceived behavioral control is the ability to buy tablet. Therefore, the hypothesis is:

H8: Consumers’ perceived behavioral control will have a positive effect on behavioral intention to buy tablet.

Perceived ease of use (PEOU)

PEOU is the degree to which a person believes that using a tablet technology is free of effort (Saade and Bahli, 2005). Previous studies have explained the effect of PEOU on PU (Davis, 2001; Adams et al., 1992; Szajna, 1996). Also, TAM posits that PEOU has a direct positive effect on behavioral intention to use (Szajna, 1996; Gefen and Straub, 1997). Therefore, hypothesis is proposed as follows:

H9: PEOU will have a positive effect on behavioral intention to buy tablet.
Perceived usefulness (PU)

PU is the degree to which a person believes that using a particular system or technology product could enhance his or her performance (Saade and Bahli, 2005). Individuals who believed that using technology with tablet could lead to positive outcomes also tended to have a more favorable perceive toward them (Clarke, 2001). Also, there is an empirical support for the relationship between PU and buying intention to use tablet, therefore, hypothesis is proposed as follows:

H10: PU will have a positive effect on behavioral intention to buy tablet.

Research design

For the purpose of understanding to the factors which affect behavioral intention to buy tablet. In this research we gathered data from consumers with residence in Bangkok Metropolitan area. Our surveyed questionnaires were designed especially for this research by adapted from researches suited for this topic. For our distribution of questionnaires, the total copies of them were distributed by the researcher of approximately 400 people. The data is analyzed and then the results are discussed and concluded.
Sampling plan

- Target population

The primary data was collected from responses to questionnaire distributed to a sample group of 400 consumers who live in Bangkok Metropolitan area, both male and female of different ages, education level, occupation and income. However, the age of sample group is 16 years old and over.

- Sample size Determination

Taro Yamane provides a simplified formula to calculate sample sizes. This simplified formula assumes a 95% confidence level and the maximum variance (p = 0.5). The formula is shown below;

\[ n = \frac{N}{1+N \left(e^2\right)} \]

Where

- \( n \) is the sample size.
- \( N \) is the population size
- \( e \) specifies the desired level of precision, where \( e = 1 \)-precision
Target population older than 16 years in Bangkok can be approximately counted for 420,000 persons (referred to Bangkok Metropolitan Administration data center, 2010) which precision level can be expected at 5 %. Therefore, our optimal numbers of sample should be 400, according to Yamane Formula.

\[
n = \frac{N}{1+N (e^2)}
\]

Where

- \( n \) is the sample size.
- \( N \) is 420000
- \( e \) specifies the desired level of precision, where \( e = 1-95\% = 0.05 \)

\[
n = \frac{420000}{1+420000 (0.05^2)} = 399.996 \approx 400 \text{ Samples}
\]

From the calculation, the sample size \( (n) \) resulted is approximately 400 samples.

So the appropriate sample size for the research is 400.
Research Instrument

The questionnaire was designed to measure the factors affecting behavioral intention to buy tablet. It was divided into six parts convincing the objectives of the research:

First Part, Demographic Factor

The first part of the questionnaire was designed to identify the demographic factors of the respondents such as gender, age, education level, occupation and income.

Second Part, Behavioral Intention to buy tablet

This part asks the question about the behavioral Intention to buy tablet divided two parts for responses that used tablet and intention / not intention to buy tablet in the future.

Third Part, Consumer characteristic

The third part of the questionnaire was investigated into consumer characteristic two factors such as brand loyalty and consumer familiarity with the technology. This part contained 12 sentences for the respondent to make a decision and share their idea of whether to agree or disagree for each sentence.

Sentence no.1-6 questionnaire was adopted from Garbarino and Johnson, (1999); Dahl, (2001) and Ahluwalia, (2000), were used to measure brand loyalty that contained:
1. I have a strong sense of loyalty to this brand that I choose.

2. I am proud of being the owner of this brand that I choose.

3. I would recommend this brand to others.

4. I have a favorable opinion of this brand.

5. I am loyal to this brand.

6. I am willing to give first consideration to this brand for future purchases.

Sentence no.7-12, developed by Brown and Peter, (2010) was used for measure consumer familiarity with technology that contained:

7. I am familiarity with technology.

8. I want to own the newest technological products.

9. Being the first to buy new technological devices is very important to me.

10. I get a thrill out of being the first to purchase a high technological product.

11. It is cool to be the first to own new high tech products.

12. I get a kick out of buying new high tech items before most other people know they exist.

**Fourth Part, Subjective norms**

The fourth part is the past of subjective norms factor investigation. This part contained 4 sentences, adopted from Taylor and Todd (1995); Hung and Chang, (2005) for the respondent to make a decision and share their idea of whether to agree or disagree for each sentence.
13. I would intention to buy tablet if my friends and my family buy it.

14. I would intention to buy tablet if prestigious people (such as celebrity, experts) buy it.

15. People who influence me would think that I should buy tablet.

16. People who are important to me would expect me to buy tablet.

**Fifth Part, Perceived behavioral control**

The fifth part is the part of Perceived behavioral control factor investigation. This part consists of 4 sentences.

17. In general, resources, opportunities, and knowledge would be easy for me to buy tablet.

18. I have control over how to buy tablet.

19. The decision intention to buy tablet is beyond my control.

20. Whether I intention to buy or not is entirely up to me.

**Sixth Part, Perceive Usage**

This part is the part of Perceive usage factor investigation. This part consists of 12 sentences (no.21-32).

Sentence no.21-24, adopted from Saade and Bahli (2005), was used to measure
perceive ease of use.

21. I think that the search information by the tablet is easily and fast.

22. I find the tablet easy to use.

23. The tablet provides the language that I can understand.

24. It would be easy to become skillful at using the tablet.

Sentence no.25-29, adopted from Kunupakan, (2006); Malhotra and Dennis (1999), was used to measure perceive usefulness that contained:

25. Using the tablet will enable me to accomplish my tasks more quickly.

26. I feel tablet itself is worthy when compared to time I spend.

27. Using the tablet will make it easier to do my job.

28. Using the tablet will enable me to enhance my effectiveness on the job.

29. I am rarely frustrated when using the tablet because tablet is more efficiently.
Scale Interpretation

After calculating the means of opinion behavioral intention to buy tablet, the score on a 5-point Liked type scale of the opinion question and the scale as following used to interpret the level of opinion:

- 4.21 – 5.00  Strongly agree
- 3.41 – 4.20  Agree
- 2.61 – 3.40  Neutral
- 1.81 – 2.60  Disagree
- 1.00 – 1.80  Strongly disagree

Level of opinion were 0.8 calculated from

\[ \text{Level of opinion} = \frac{\text{highest point} - \text{lowest point}}{\text{scale point}} \]

\[ = \frac{5 - 1}{5} = 0.8 \]
3.5 Data collection

Using questionnaire survey, the primary data were collected 430 consumers who are live in Bangkok Metropolitan area. The sample was collected from MBK center, Pantip plaza, The Mall Department Store, Central department store and The IT Superstore (IT city), the questionnaires were later analyzed.

Table 3.1: Number of Respondents

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>MBK center</td>
<td>100</td>
</tr>
<tr>
<td>Pantip plaza</td>
<td>80</td>
</tr>
<tr>
<td>The Mall Department Store</td>
<td>80</td>
</tr>
<tr>
<td>Central department</td>
<td>60</td>
</tr>
<tr>
<td>IT Superstore</td>
<td>80</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
</tr>
</tbody>
</table>

3.6 Data Analysis Method

After the data collection has completed, the researcher classified the Information into five parts consists of demographic, consumer characteristic, subjective norms, perceived behavioral control, perceive ease of use and perceive usefulness.
This research analyzed the collected data. The scores of each subject were coded and summed to obtain the scores of each measuring instrument and its subscales. The level of significance at 0.05 was established to determine the term “accepted” or “rejected” of each research question. And these hypotheses were applied with the approaches of ANOVA method-Test, and Multiple Regression analysis to analyze and examine our findings.
CHAPTER 4

DATA ANALYSIS AND RESULTS

In chapter 4 the research discusses about the result of analysis from primary research by using questionnaires to be a tool of the data collection method.

The total sample size in this study consisted of 430 respondents out of 430 questionnaires distributed in Bangkok and surrounding areas. This represents 6.98% uncompleted questionnaires. The 400 questionnaires are used for data analysis based on the conceptual framework that the researcher mentioned in the previous chapters. This chapter has 5 parts concerned about:

The First Part, demographic profiles, demonstrates the demographics of respondents which are consisted of gender, age, income, education, and etc. We analyzed by using descriptive statistics.

The Second Part, the level of agreement from respondents on behavioral Intention to buy tablet, consumer characteristic, subjective norm, perceived behavioral control, and perceived ease of use and perceived usefulness.

The Third Part, the results of statistical analysis for demographic factors which have an effect on behavioral intention to buy tablet.
The forth part, Regression analysis, the consumer characteristic, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness which have an effect on behavioral intention to buy tablet.

The Fifth Part, summary of hypothesis testing result.

4.1 Summary of demographic data by using descriptive statistic

From 430 copies of questionnaire which were distributed to covered area of Bangkok and surrounding. Around 400 of them had been answered and gathered. The result can explain that the response rate of feed-backs from the questionnaire was 93.02% and the detailed data of the respondents demographic were listed in table 4.1.
Table 4.1: Sample demographic results

<table>
<thead>
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<th>Demographic</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>204</td>
<td>51</td>
</tr>
<tr>
<td>Female</td>
<td>196</td>
<td>49</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>400</td>
<td>100</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16-25Y.</td>
<td>83</td>
<td>20.8</td>
</tr>
<tr>
<td>26-35Y.</td>
<td>113</td>
<td>28.3</td>
</tr>
<tr>
<td>36-45Y.</td>
<td>103</td>
<td>25.8</td>
</tr>
<tr>
<td>46-55Y.</td>
<td>45</td>
<td>11.3</td>
</tr>
<tr>
<td>56-65Y.</td>
<td>39</td>
<td>9.8</td>
</tr>
<tr>
<td>More than 65Y.</td>
<td>17</td>
<td>4.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>400</td>
<td>100</td>
</tr>
<tr>
<td><strong>Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 10,000 baht</td>
<td>99</td>
<td>24.8</td>
</tr>
<tr>
<td>10,001-20,000 baht</td>
<td>139</td>
<td>34.8</td>
</tr>
<tr>
<td>20,001-30,000 baht</td>
<td>80</td>
<td>20</td>
</tr>
<tr>
<td>30,001-40,000 baht</td>
<td>57</td>
<td>14.3</td>
</tr>
<tr>
<td>More than 40,000 baht</td>
<td>25</td>
<td>6.3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>400</td>
<td>100</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than or equivalent to High School</td>
<td>63</td>
<td>15.8</td>
</tr>
<tr>
<td>Diploma</td>
<td>68</td>
<td>17</td>
</tr>
<tr>
<td>Bachelor degree</td>
<td>171</td>
<td>42.8</td>
</tr>
<tr>
<td>Above Bachelor degree</td>
<td>98</td>
<td>24.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>400</td>
<td>100</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>55</td>
<td>13.8</td>
</tr>
<tr>
<td>Housekeeper</td>
<td>39</td>
<td>9.8</td>
</tr>
<tr>
<td>Government Officer</td>
<td>91</td>
<td>22.8</td>
</tr>
<tr>
<td>Business owner/ self employed</td>
<td>93</td>
<td>23.3</td>
</tr>
<tr>
<td>Private Company Officer</td>
<td>122</td>
<td>30.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>400</td>
<td>100</td>
</tr>
</tbody>
</table>
Table 4.1 illustrates the gender of the respondents of this research. It contains 204 male and 196 female which equals to 51.0% of all respondents for male and 49.0% for female, accordingly.

The majority of the respondents who are 26-35 years of age for 113 respondents which equals to 28.3% and the last group which is the respondents who are older than 65 years old that have 17 respondents which equals to 4.3% for this research.

Table 4.1 shows that the majority group of the respondents has income of between 10,001-20,000 Baht/month for 139 persons or 34.8% and the last group has more than 40,000 baht/month 25 persons or 6.3%.

From Table 4.1, the majority group of the respondents graduated a bachelor degree for 171 persons or 42.8% and 17.5% or 68 respondents graduated for diploma.

Table 4.1 exhibits the occupation of our respondents which shows that private company is our group of majority with 122 respondents contained which equals to 30.5% and the last group is housekeeper which contains 39 respondents or 9.8% only.

Moreover the research found the majority group of the respondents intent to by tablet within 2-4 months for 122 persons or 30.50, price of tablet below between 10,001-15,000 baht for 165 persons or 41.30% and the respondents intent to by tablet for work and study.

The majority group of the respondents’ intent to buy Apple iPad for 193 persons or 48.25% and Samsung Galaxy Tab for 97 persons or 24.30, the detailed data was listed in Table 4.3.
Table 4.2 Sample behavioral Intention to buy tablet results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Time</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Within 1 month</td>
<td>102</td>
<td>25.50</td>
</tr>
<tr>
<td>Within 2-4 months</td>
<td>122</td>
<td>30.50</td>
</tr>
<tr>
<td>Within 5-6 months</td>
<td>69</td>
<td>17.25</td>
</tr>
<tr>
<td>More than 6 months</td>
<td>107</td>
<td>26.75</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100</td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below 10,000</td>
<td>113</td>
<td>28.30</td>
</tr>
<tr>
<td>10,001-15,000</td>
<td>165</td>
<td>41.30</td>
</tr>
<tr>
<td>15,001-20,000</td>
<td>82</td>
<td>20.50</td>
</tr>
<tr>
<td>20,001-25,000</td>
<td>34</td>
<td>8.50</td>
</tr>
<tr>
<td>25,001-30,000</td>
<td>3</td>
<td>0.75</td>
</tr>
<tr>
<td>More than 30,000</td>
<td>3</td>
<td>0.75</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100</td>
</tr>
<tr>
<td><strong>Brand</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Apple iPad</td>
<td>193</td>
<td>48.25</td>
</tr>
<tr>
<td>Samsung Galaxy Tab</td>
<td>97</td>
<td>24.30</td>
</tr>
<tr>
<td>LG Optimus Pad</td>
<td>19</td>
<td>4.80</td>
</tr>
<tr>
<td>HP TouchPad</td>
<td>75</td>
<td>18.80</td>
</tr>
<tr>
<td>BlackBerry PlayBook</td>
<td>12</td>
<td>3.00</td>
</tr>
<tr>
<td>Motorola Xoom</td>
<td>1</td>
<td>.3</td>
</tr>
<tr>
<td>HTC Flyer</td>
<td>3</td>
<td>.8</td>
</tr>
<tr>
<td>Total</td>
<td>400</td>
<td>100</td>
</tr>
</tbody>
</table>
Table 4.3 Sample Behavioral Intention to buy tablet results

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>For work / Study</td>
<td>330</td>
<td>81.5</td>
</tr>
<tr>
<td>For entertainment</td>
<td>232</td>
<td>58.0</td>
</tr>
<tr>
<td>I don't have computer/Notebook</td>
<td>229</td>
<td>57.3</td>
</tr>
<tr>
<td>Brand loyalty</td>
<td>226</td>
<td>56.0</td>
</tr>
<tr>
<td>Easy to use and carry</td>
<td>228</td>
<td>57.0</td>
</tr>
<tr>
<td>Like this particular</td>
<td>174</td>
<td>43.0</td>
</tr>
</tbody>
</table>

4.2 The level of agreement

The level of agreement from respondents on behavioral Intention to buy tablet, consumer characteristic, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness.

The following data analysis result showed respondents’ opinions on behavioral Intention to buy tablet. The data are presented in terms of mean and standard deviation of respondents as show in table 4.4
Table 4.4 as above, the table shows the respondent’s opinion on behavioral Intention to buy tablet.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Level of agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavioral Intention to buy tablet</td>
<td>4.01</td>
<td>0.56</td>
<td>Agree</td>
</tr>
<tr>
<td>Consumer characteristic</td>
<td>3.55</td>
<td>0.67</td>
<td>Agree</td>
</tr>
<tr>
<td>Brand loyalty</td>
<td>3.58</td>
<td>0.71</td>
<td>Agree</td>
</tr>
<tr>
<td>Technology familiarity</td>
<td>3.52</td>
<td>0.62</td>
<td>Agree</td>
</tr>
<tr>
<td>Subjective norm</td>
<td>3.25</td>
<td>0.71</td>
<td>Neutral</td>
</tr>
<tr>
<td>Perceived behavioral Control</td>
<td>3.87</td>
<td>0.63</td>
<td>Agree</td>
</tr>
<tr>
<td>Perceived ease of use</td>
<td>4.08</td>
<td>0.57</td>
<td>Agree</td>
</tr>
<tr>
<td>Perceived usefulness</td>
<td>4.09</td>
<td>0.61</td>
<td>Agree</td>
</tr>
</tbody>
</table>
The mean of agreement of respondent for each item indicate the level of agree of that item, which S.D. indicates the standard deviation of important.

Since use 5-point rating scales with the means is range from 3.41 to 4.20, the behavioral Intention to buy tablet the result as agree (mean = 4.01, S.D. = .56), the result of consumer characteristic show as agree (mean = 3.55, S.D. = .67), prefer to brand loyalty (mean = 3.58, S.D. = .71), Technology familiarity (mean = 3.52, S.D. = .62), the subjective norm (mean = 3.25, S.D. = .71) the result show as neutral, perceived behavioral control (mean = 3.87, S.D. = .63), perceived ease of use (mean = 4.08, S.D. = .57) and perceived usefulness (mean = 4.09, S.D. = .61) the results show as agree.

4.3 Hypothesis Testing

The results of statistic analysis for demographics factors which have an effect on behavioral intention to buy tablet.

For this part, there is an explanation of the result from our hypothesis tested by approaching the method of statistic, which will be used to analyze the significant factor. Each method is considered to be most appropriated for the studied hypothesis.

Hypothesis 1: There is a difference between genders on behavioral intention to buy tablet.

From the analysis found that the highest mean is female (Mean = 4.0765, S.D. = .51255). Furthermore, the table indicates that the t value is -2.219, p value is .033 (p < .05)
which means that the hypothesis was accepted. Therefore, gender has effect on behavioral Intention to buy tablet at the .05 significant levels. The result of this hypothesis testing is show in table 4.3

Table 4.5 Analysis of gender has significant effect on behavioral Intention to buy tablet by using t-test.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Male</th>
<th>Female</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Mean</td>
<td>S.D.</td>
<td>Mean</td>
<td>S.D.</td>
</tr>
<tr>
<td>AVGBI</td>
<td>3.9534</td>
<td>.5953</td>
<td>4.0765</td>
<td>.5126</td>
</tr>
</tbody>
</table>

Note *Significant level at .05

For the analysis of occupation, the research use One-way ANOVA analysis test for this hypothesis. The results and the interpretation of analysis are shown in table 4.5

Hypothesis 5: There is a difference between occupations on behavioral intention to buy tablet.

The analysis of variance from table 4.5 indicates that the highest mean is the student (Mean = 4.1227, S.D. =.61024), the second is private company officer (Mean = 4.1107, S.D. =.57769), the third ranking is business owner/ self employed (Mean = 4.0726, S.D. =.57769), the forth is government officer (Mean = 3.9396, S.D. =.52486) and the housekeeper come to
the fifth (Mean = 3.5897, S.D. = .55157). This table also shows that the value of One-Way ANOVA is 8.269 and p value is .00 (p < .05), which means the hypothesis was rejected. Therefore, a difference of occupation has effect on behavioral intention to buy tablet at 05 significant levels.
Table 4.6: A difference between occupations on behavioral intention to buy tablet by using Hoc Test (LSD).

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Mean</th>
<th>Student</th>
<th>Housekeeper</th>
<th>Government Officer</th>
<th>Business owner/self employed</th>
<th>Private Company Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student</td>
<td>4.127</td>
<td>4.1227</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Housekeeper</td>
<td>3.597</td>
<td></td>
<td>-0.53298*</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Government Officer</td>
<td>3.936</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Company Officer</td>
<td>4.107</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Note: *Significant level at .05
Figure 4.1: A difference of occupation affecting behavioral intention to buy tablet by using Hoc Test (LSD).

For the analysis of age, Income, and education, the researcher uses the regression analysis test for each hypothesis. The results and the interpretation of analysis are shown in table 4.7.
Table 4.7: Analysis of age, income and education has significant effect on behavioral intention to buy tablet by using enter method regression analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Behavioral intention to buy tablet.</th>
<th>Unstandardized Coefficients (B)</th>
<th>Standardized Coefficients (β)</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>3.760</td>
<td></td>
<td>40.837*</td>
<td>.000</td>
<td></td>
</tr>
<tr>
<td>Age</td>
<td>-.053</td>
<td>-.132</td>
<td>-2.441*</td>
<td>.015</td>
<td></td>
</tr>
<tr>
<td>Income</td>
<td>.012</td>
<td>.026</td>
<td>.375</td>
<td>.708</td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>.134</td>
<td>.238</td>
<td>.773*</td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

R = .269, \( R^2 = .073 \), Adjusted \( R^2 = .066 \), F = 10.323.

Note: *Significant level at .05

**Hypothesis 2:** Age has negative effect on behavioral intention to buy tablet.

From analysis of hypothesis 3, behavioral Intention (forecasting) = 3.760 + (- 0.053) age, this equation indicated the age has a negative effect on behavioral intention to buy tablet, the result of table 4.5 also show that F value is 10.323; p value is 0.015 which means the
hypothesis is rejected. The t value of age is -2.441*, p value is .015, age has significantly negative effect on behavioral intention to buy tablet at .05 significant level (p<.05).

**Hypothesis 3:** Income has positive effect on behavioral intention to buy tablet.

From analysis of hypothesis 4, behavioral Intention (forecasting) = 3.760+.012 income, the result of table 4.5 also show that F value is 10.323; p value is .708 which means the hypothesis is accepted. The t value of income is .375, p value is .708, income does not have a positive effect on behavioral intention to buy tablet (p>.05).

**Hypothesis 4:** Education level has positive effect on behavioral intention to buy tablet.

From analysis of hypothesis 5, behavioral Intention (forecasting) = 3.760+.134 education, this equation indicated the education level has a positive effect on behavioral intention to buy tablet, the result of table 4.5 also show that F value is 10.323; p value is .000 which means the hypothesis is rejected. The t value of age is .773, p value is .000, the education level has significantly positive effect on behavioral intention to buy tablet at .05 significant level (p<.05).
Multiple Regression analysis, the consumer characteristic, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness which have an effect on behavioral intention to buy tablet.

The research set the hypotheses: Brand loyalty, Technology familiarity, Subjective norm, Perceived behavioral Control, Perceived ease of use, Perceived usefulness affecting behavioral intention to buy tablet. The results of analysis are show in Table 4.7

**Hypothesis 6:** consumer characteristic has a positive effect on behavioral intention to buy tablet.

Behavioral Intention (forecasting) = 2.558 + .297 consumer characteristics, this equation indicated that consumer characteristics has a positive effect on behavioral intention to buy tablet.

Moreover, the result of table 4.7 also shows that F value is 45.619; p value is .000 which means that the hypothesis is accepted. The t value of consumer characteristics (CC) is 4.763, R value is .432, p value is .000, consumer characteristics has a positive effect on behavioral intention to buy tablet at .05 significant level (p<.05).

Furthermore, the result shows that the variance of behavioral intention to buy tablet has affect by consumer characteristics factor 18.7%. The result of this hypothesis testing is shows in the table 4.8.
Table 4.8: Analysis of consumer characteristics has a positive effect on behavioral intention to buy tablet by using enter method regression analysis.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Behavioral intention to buy tablet.</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized Coefficients (B)</td>
<td>Standardized Coefficients (β)</td>
<td>t</td>
</tr>
<tr>
<td>(Constant)</td>
<td>2.558</td>
<td>.16540*</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>BL</td>
<td>.253</td>
<td>.200</td>
</tr>
<tr>
<td></td>
<td>TF</td>
<td>.206</td>
<td>.238</td>
</tr>
<tr>
<td></td>
<td>CC</td>
<td>.206</td>
<td>.238</td>
</tr>
</tbody>
</table>

R = .432, \( R^2 = .187 \), Adjusted \( R^2 = .183 \), F = 45.619, Sig. = .000

Note: *Significant level at .05
**Hypothesis 7**: Consumers’ subjective norms will have a positive effect on behavioral intention to buy tablet.

Behavioral Intention (forecasting) = 1.683 + .210 subjective norms will have a positive effect on behavioral intention to buy tablet. Moreover, the result of table 4.9 also shows that $F$ value is 50.517; $p$ value is .031 which means that the hypothesis is accepted. The $t$ value of subjective norms is 2.171, $R$ value is .580, $p$ value is .031, consumers’ subjective norms will have a positive effect on behavioral intention to buy tablet at .05 significant level ($p<.05$).

Furthermore, the result shows that the variance of behavioral intention to buy tablet has affect by consumers’ subjective norms 3.0%. The results of this hypothesis testing are shows in the table 4.9 and see the figure 4.2

Figure 4.2: consumers’ subjective norms will have a positive effect on behavioral intention to buy tablet.
**Hypothesis 8:** Consumers’ perceived behavioral control will have a positive effect on behavioral intention to buy tablet.

Behavioral Intention (forecasting) = 1.683 + .304 consumers’ perceived behavioral control will have a positive effect on behavioral intention to buy tablet.

Moreover, the result of table 4.9 also shows that $F$ value is 50.517; $p$ value is .000 which means that the hypothesis is accepted. The $t$ value of perceived behavioral control is .7.253, $R$ value is .580, $p$ value is .000, consumers’ perceived behavioral control will have a positive effect on behavioral intention to buy tablet at .05 significant level ($p<.05$).

Furthermore the result of this hypothesis testing is shows in the table 4.9 and sees the figure 4.3 below:

Figure 4.3: Consumers’ perceived behavioral control will have a positive effect on behavioral intention to buy tablet.
**Hypothesis 9:** Perceived ease of use (PEU) will have a positive effect on behavioral intention to buy tablet.

Behavioral Intention (forecasting) = $1.683 + .459 \text{ perceived ease of use}$ will have a positive effect on behavioral intention to buy tablet.

Moreover, the result of table 4.9 also shows that $F$ value is 50.517; $p$ value is .000 which means that the hypothesis is accepted. The $t$ value of perceived ease of use is 10.545, $R$ value is .580, $p$ value is .000, perceived ease of use will have a positive effect on behavioral intention to buy tablet at .05 significant level ($p<.05$). The result of this hypothesis testing is shown in the table 4.9 and sees the figure 4.4 below:

Figure 4.4: Analysis perceived ease of use (PEU) will have a positive effect on behavioral intention to buy tablet by using enter method regression analysis.

```
Hypothesis 9: Perceived ease of use (PEU) will have a positive effect on behavioral intention to buy tablet.

Behavioral Intention (forecasting) = 1.683 + .459 perceived ease of use will have a positive effect on behavioral intention to buy tablet.

Moreover, the result of table 4.9 also shows that $F$ value is 50.517; $p$ value is .000 which means that the hypothesis is accepted. The $t$ value of perceived ease of use is 10.545, $R$ value is .580, $p$ value is .000, perceived ease of use will have a positive effect on behavioral intention to buy tablet at .05 significant level ($p<.05$). The result of this hypothesis testing is shown in the table 4.9 and sees the figure 4.4 below:

Figure 4.4: Analysis perceived ease of use (PEU) will have a positive effect on behavioral intention to buy tablet by using enter method regression analysis.
```
Hypothesis 10: Perceived usefulness will have a positive effect on behavioral intention to buy tablet.

Behavioral Intention (forecasting) = 1.683 + .419 perceived usefulness will have a positive effect on behavioral intention to buy tablet.

Moreover, the result of table 4.9 also shows that F value is 50.517; p value is .000 which means that the hypothesis is accepted. The t value of perceived usefulness is 7.009, R value is .580, p value is .000, perceived usefulness will have a positive effect on behavioral intention to buy tablet at .05 significant levels (p<.05), the result of this hypothesis testing is shows in the table 4.9 and sees the figure 4.5 below:

Figure 4.5: perceived usefulness (PU) will have a positive effect on behavioral intention to buy tablet.
Table 4.9: Analysis of subjective norms, perceived behavioral control, perceived ease of use and perceived usefulness has a positive effect on behavioral intention to buy tablet by using multiple regression analysis.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Unstandardized Coefficients (B)</td>
<td>Standardized Coefficients (β)</td>
<td>t</td>
<td>Sig.</td>
</tr>
<tr>
<td>(Constant)</td>
<td>1.683</td>
<td>9.359*</td>
<td>9.359*</td>
<td>0.000</td>
</tr>
<tr>
<td>SU</td>
<td>0.210</td>
<td>0.313</td>
<td>2.171*</td>
<td>0.031</td>
</tr>
<tr>
<td>PBC</td>
<td>0.304</td>
<td>0.341</td>
<td>7.253*</td>
<td>0.000</td>
</tr>
<tr>
<td>PEU</td>
<td>0.459</td>
<td>0.467</td>
<td>10.545*</td>
<td>0.000</td>
</tr>
<tr>
<td>PU</td>
<td>0.419</td>
<td>0.455</td>
<td>7.009*</td>
<td>0.000</td>
</tr>
</tbody>
</table>

R = 0.580, $R^2 = 0.337$, Adjusted $R^2 = 0.330$, F = 50.517, Sig. = 0.000

Note: *Significant level at .05
4.5 Summary of hypothesis testing result.

Table 4.10: Summary of hypothesis testing result

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: There is a difference between genders on behavioral intention to buy tablet.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2: Age has negative effect on behavioral intention to buy tablet.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H3: Income has positive effect on behavioral intention to buy tablet.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H4: Education level has positive effect on behavioral intention to buy tablet.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H5: There is a difference between occupations on behavioral intention to buy tablet.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H6: Consumer characteristic has a positive effect on behavioral intention to buy tablet.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H7: Consumers’ subjective norms will have a positive effect on behavioral intention to buy tablet.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H8: Consumers’ perceived behavioral control will have a positive effect on behavioral intention to buy tablet.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H9: Perceived ease of use will have a positive effect on behavioral intention to buy tablet.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H10: Perceived usefulness will have a positive effect on behavioral intention to buy tablet.</td>
<td>Accepted</td>
</tr>
</tbody>
</table>
CHAPTER 5

SUMMARY FINDING, DISCUSSIONS AND RECOMMENDATIONS

The results reported in chapter 4 are discussed in greater detail in chapter 5. This chapter is presented in five parts as follow:

Part 1: Summary of findings

Part 2: Discussion

Part 3: Recommendations

Part 4: Limitation of the study

Part 5: Suggestions for future researches
5.1 Summary of findings

“Factors affecting Behavioral Intention to buy tablet” The research separated the result to summarize in two sections as follows.

5.1.1 Demographic Factors

5.1.2 Level of agrees on consumer characteristic factor, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness.

5.1.1 Demographic Factors

Most of the study samples were males (51%). They have the age between 26-43 years old with 28.3% which is high if when compared to the other ranges of age. The most mentioned occupation is private company officer with 30.5%, while the business owner/ self employed get lower as 23.3%. The lowest group is housekeeper with 9.8%. In term of income, the highest income level ranges between 10,001-20,000 baht per month with 34.8%. The income in the range of more than 40,000 baht per month gets the lowest which is 6.3%. And education level, most respondents were in bachelor degree with 42.8%, the second group is above bachelor degree with 24.8%, the third group is diploma with 17%
5.1.2 Level of agree on consumer characteristic factor, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness

Consumer characteristics are comprised of two factors: brand loyalty and technology familiarity. From the result, the research concludes that means of level of agreement as brand loyalty and technology familiarity had the level of agreement as agree but the subjective norm had the level of agreement as neutral. Perceived behavioral control, perceived ease of use and perceived usefulness had the level of agreement as agree.

5.2 Discussion

This part is discussion the results and findings from the study with other researchers that are related to the study.

1. Demographic

This study found that gender, age, occupation and education have an effect on behavioral buying intention. While other studies (Chagant, 2001), Lewellen, Lease and Schlarbaum,(2004) indicated that the behavioral intention to buy tablet and smart phone depends on gender, the women are more likely to intend to buy than men. Age affects people’s attitudes and behavior buying intention (Beatty & Smith, 2004, Klippel and Sweeny, 2002) they found age has a negative effect on behavioral intention on a new technologies product. Moreover, their studies (Beatty and Smith, 1999; Doti and Sharir, 2002; Engel, Kollat, and
Blackwell, 2003) found the level of education is an important factor on behavioral buying intention; they also conclude that people with higher education will be more intention to buy tablet than the less-educated people. Lu; Chen and Han, (2011) found the occupation of a person has significant impact on his behavioral buying intention. For example, a top manager of an organization and student will be more likely to intend to buy tablet than the worker and housekeeper, which is the same result from this study. Thus, we can confirm that gender age education level and occupation has the significant effect on behavioral intention to buy tablet.

2. **Brand loyalty**, familiarity with the technology, subjective norm, perceived behavioral control, perceived ease of use and perceived usefulness

   - **Brand loyalty**

   The result from this study found that brand loyalty has a positive effect on behavioral intention to buy tablet. There were many researchers who studied and found consistent result from with this study which were Sacharin, (2001) research on behavioral intention to buy a new technology product, Cooper and Donald, (2001) studied the brand loyalty affecting consumer buying intention of iPad and Erdogan and Baker, (2000) found the brand loyalty has a positive effect on buying behavior of a technology product.

   - **Familiarity with the technology**

   This study explored the familiarity with the technology, the result shows the familiarity with the technology has an effect on behavioral intention to buy tablet. The result is also
related with previous research from Cheung, Park and Jun, (2003); Yang, 2005; Richards and Shen, (2007). Results indicate that consumers’ familiarity with the technology has a positive effect on buying behavior of a technology product.

- subjective norm

The result from this study found subjective norm has a positive effect on behavioral intention to buy tablet and the result is going the same way as other previous studies from Ma’aruf et al, (2003); Ramayah and Suki,(2006), the subjective norm have has direct significant positive relationship with behavioral buying intention.

- perceived behavioral control

The result from this study found the consumers' perceived behavioral control has a positive effect on behavioral intention to buy tablet. The results are consistent with another previous research from Novak et al., (2003); Sa’nchez-Franco and Rolda’n, (2005). Their results indicate that the consumers’ perceived behavioral control has a positive effect on behavioral intention to buy mobile phone and technology product.

- perceived ease of use and perceived usefulness

According to the study found the perceived ease of use and perceived usefulness will have a positive effect on behavioral intention to buy tablet and the results also relate with another previous research (Davis, 2002; Bagozzi, 2003; Adams, 2000 and Swanberg, 2004).
They found the perceived ease of use and the perceived usefulness has positive effect on intention to use mobile phone.

5.3 Recommendations

According to result of this research “Factors affecting Behavioral Intention to buy tablet” researcher recommends as follow:

1. The tablet company should design product to be more useful for learning and workplace such as having programs that support Microsoft Offices for the buyer to feel easy to use.

2. The tablet company should create the brand loyalty to customer because the result from this study found the brand loyalty has a positive effect on behavioral intention to buy tablet.

3. This research propose the suggestion to business about created perceived value of product to customer such as perceived ease of use for the buyer to feel easy to use and perceive usefulness.

4. Good service is also important to welcome the buyer. The company should emphasize on qualification of the sale person such as knowledge, service mind, and courtesy selling skill. However, from this research found the consumers’ subjective norms will have a positive effect on behavioral intention to buy tablet so the
marketers should be promote product by prestigious people such as celebrity and super star.

5.4 Limitation of the study

From the study of factors affecting behavioral intention to buy tablet in Bangkok Metropolitan area, it appears that the limitations have been issued as follow:

1. The questionnaires sent out on October 1, 2012 to November 2, 2012, so the research only can show the behavioral intention to buy tablet during this period and cannot get the conclusion within the whole year.

2. The respondent has come from various backgrounds, which has had an effect on the questionnaire. Some people can clearly understand the questionnaire and while need more explanations. All of these may have an impact on the accuracy of the given answer.

3. The questionnaire is quite substantial. Therefore, the sampling group had to take their time to fill out the questionnaire.
5.5 Suggestions for future research

1. The future studies should cover more sampling such as sample from another province, or compare samples between two provinces in Thailand.

2. The future research should investigate to compare the customer buying intention between Thai and Foreign customers on tablet.

3. The future research should investigate to another factor such as marketing mix of tablet products has an effect on buying intention.

4. This research emphasizes on technological products, so the next research should extend the products to another category such as mobile phone, computer.
REFERENCES


REFERENCES (CONTINUED)


REFERENCES (CONTINUED)


REFERENCES (CONTINUED)


REFERENCES (CONTINUED)


REFERENCES (CONTINUED)


REFERENCES (CONTINUED)


Li C-F, Tsai H-T, Fu C-S (2006).


REFERENCES (CONTINUED)


REFERENCES (CONTINUED)


REFERENCES (CONTINUED)


REFERENCES (CONTINUED)


APPENDICES

QUESTIONNAIRE
Factors affecting Behavioral Intention to buy tablet

To Whom It May Concern, my name is Ms. Supawadee Khumrat. I am currently conducting a thesis for the Master of Business Administration of University of Thai Chamber of Commerce in Bangkok, Thailand. My topic is "Factors affecting Behavioral Intention to buy tablet".

I would be most grateful if you would assist me in my research by taking a few minutes of your time to complete the enclosed questionnaire. Your answer will remain completely anonymous.

I personally express my sincere thank to your assistance and kind cooperation.

Note: Please write down your answer or check √ in the box that related with your answer.

**PART 1: Demographic Personal Information**

Direction: Please mark √ in the provided box.

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1.1 Gender</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Male</td>
</tr>
<tr>
<td>1.2 Age</td>
<td></td>
</tr>
<tr>
<td></td>
<td>16-25</td>
</tr>
<tr>
<td>1.3 Income (Per month)</td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td></td>
</tr>
<tr>
<td>□ Below 10,000 baht</td>
<td></td>
</tr>
<tr>
<td>□ 10,001- 20,000 baht</td>
<td></td>
</tr>
<tr>
<td>□ 20,001-30,000 baht</td>
<td></td>
</tr>
<tr>
<td>□ 30,001- 40,000 baht</td>
<td></td>
</tr>
<tr>
<td>□ More than 40,000 baht</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1.4 Education</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Less than or equivalent to High School</td>
</tr>
<tr>
<td>□ Diploma</td>
</tr>
<tr>
<td>□ Bachelor degree</td>
</tr>
<tr>
<td>□ Above Bachelor degree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>1.5 Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Student</td>
</tr>
<tr>
<td>□ Housekeeper</td>
</tr>
<tr>
<td>□ Government Officer</td>
</tr>
<tr>
<td>□ Business owner/ self employed</td>
</tr>
<tr>
<td>□ Private Company Officer</td>
</tr>
<tr>
<td>□ Other (Please specify)</td>
</tr>
</tbody>
</table>
PART 2: Behavioral Intention to buy tablet

2.1 How long you planning to buy tablet in the future?

☐ Within 1month ☐ within 2-4months ☐ within 5-6months ☐ more than 6 months

2.2 Why you intend to buy tablet?

☐ For work / Study purpose ☐ Easy to use and carry
☐ For entertainment purpose ☐ Like this particular
☐ I don’t have computer/Notebook ☐ Brand loyalty
☐ Other (Please specify)…………………………………

2.3 How much tablet you intend to buy?

☐ Below 10,000 baht ☐ 10,001- 15,000 baht
☐ 15,001-20,000 baht ☐ 20,001-25,000 baht
☐ 25,001-30,000 baht ☐ More than 30,000 baht

2.4 Which brand you intend to buy?

☐ Apple iPad ☐ HP TouchPad
☐ BlackBerry PlayBook ☐ LG Optimus Pad
☐ Samsung Galaxy Tab ☐ Motorola Xoom
☐ HTC Flyer
☐ Other (Please specify)…………………………………
Please indicate the degree to which you agree or disagree with the statement in the following, please mark √ in one of the box below in the following scale:

1= strongly disagree; 2= disagree; 3= neutral; 4= agree; 5=strongly agree

<table>
<thead>
<tr>
<th>No.</th>
<th>Behavioral Intention to buy tablet</th>
<th>1 strongly disagree</th>
<th>2 disagree</th>
<th>3 neutral</th>
<th>4 agree</th>
<th>5 strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I would intend to buy tablet because it has excellent technological product.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2.</td>
<td>I would consider buying tablet whose perceive usage is high.</td>
<td></td>
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</tr>
<tr>
<td>3.</td>
<td>I would intend to buy tablet in the future although its price not reduce.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I would intend to buy tablet</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PART 3: Consumer characteristics**

<table>
<thead>
<tr>
<th>No.</th>
<th>Brand loyalty</th>
<th>1 strongly disagree</th>
<th>2 disagree</th>
<th>3 neutral</th>
<th>4 agree</th>
<th>5 strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I have a strong sense of loyalty to this brand that I choose.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I am proud of being the owner of this brand that I choose.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>3.</td>
<td>I would recommend this brand to others.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I have a favorable opinion of this brand.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5.</td>
<td>I am loyal to this brand.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>I am willing to give first consideration to this brand for future purchases.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No.</td>
<td>Technology familiarity</td>
<td>1 strongly disagree</td>
<td>2 disagree</td>
<td>3 neutral</td>
<td>4 agree</td>
<td>5 strongly agree</td>
</tr>
<tr>
<td>-----</td>
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<td>----------------</td>
</tr>
<tr>
<td>1.</td>
<td>I am familiarity with technology</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I want to own the newest technological products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Being the first to buy new technological devices is very important to me.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I get a thrill out of being the first to purchase a high technological product.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>It is cool to be the first to own new high tech products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>I get a kick out of buying new high tech items before most other people know they exist.</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

**PART 4: Subjective norms**

<table>
<thead>
<tr>
<th>No.</th>
<th>Subjective norms</th>
<th>1 strongly disagree</th>
<th>2 disagree</th>
<th>3 neutral</th>
<th>4 agree</th>
<th>5 strongly agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I would intend to buy tablet if my friends and my family buy it.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I would intention to buy tablet if prestigious people (such as celebrity, experts) buy it.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>People who influence me would think that I should buy tablet.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4.</td>
<td>People who are important to me would expect me to buy tablet.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
แบบสอบถาม

เรื่อง ปัจจัยที่มีผลต่อพฤติกรรมความตั้งใจเลือกแท็บเล็ต

ค่าใช้จ่าย:

แบบสอบถามนี้เป็นส่วนหนึ่งในการทำงานวิจัยเพื่อประกอบวิทยานิพนธ์ จัดทำโดยนางสาวสุภาวดี คุ้มราษฎร์ หลักสูตรบริหารธุรกิจมหาบัณฑิต สาขาธุรกิจระหว่างประเทศ ของมหาวิทยาลัย:params/thai/dep/thai/thai_common.php

แบบสอบถามนี้จะเป็นการแสดงกิจกรรมความตั้งใจเลือกแท็บเล็ต ซึ่งจะขอร้องให้ระวังเวลาสักเล็กน้อยในการตอบแบบสอบถามนี้ ผู้วิจัยหวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์ตอบแบบสอบถามจากท่านเป็นอย่างดี และขอขอบคุณที่ได้จากแบบสอบถามนี้จะเป็นความดี และจะใช้ในการศึกษาวิจัยท่านไป
ส่วนที่ 1: ข้อมูลส่วนตัว

โปรดทำเครื่องหมาย √ ลงในช่องที่ตรงกับความเป็นจริง

1.5 เพศ

☐ ชาย ☐ หญิง

1.6 อายุ

☐ 16-25 ปี ☐ 46-55 ปี

☐ 26-35 ปี ☐ 56-65 ปี

☐ 36-45 ปี ☐ มากกว่า 65 ปี

1.7 รายได้ (ต่อเติม)

☐ ต่ำกว่า 10,000 บาท ☐ 10,001-20,000 บาท

☐ 20,001-30,000 บาท ☐ 30,001-40,000 บาท

☐ More than 40,000 บาท

1.8 การศึกษา

☐ น้อยกว่าหรือเทียบเท่ามัธยมศึกษา ☐ ประกาศนียบัติ / อนุปริญญา

☐ ปริญญาตรี ☐ สูงกว่าปริญญาตรี
1.6 อาชีพ

☐ นักเรียน/นักศึกษา ☐ แม่บ้าน / พ่อบ้าน

☐ ข้าราชการ/ พนักงานรัฐวิสาหกิจ ☐ ประกอบธุรกิจส่วนตัว

☐ พนักงานบริษัทเอกชน

☐ อื่นๆ (โปรดระบุ) ..............................................................

ส่วนที่ 2: พฤติกรรมความตั้งใจซื่อ

2.1 คุณวางแผนที่จะซื้อแท็บเลตในอนาคตหรือใช่หรือไม่?

☐ ใช่ ☐ ไม่ใช่

ถ้าคำตอบ "ใช่" ให้ตอบคำถามข้อ 2.2 ถ้าตอบ "ไม่ใช่" ให้ข้ามไปตอบข้อ 2.3

2.2 คุณวางแผนที่จะซื้อแท็บเลตเมื่อไหร่?

☐ ภายใน 1 เดือน ☐ ภายใน 2-4 เดือน ☐ ภายใน 5-6 เดือน ☐ มากกว่า 6 เดือน

2.3 ทำไมคุณมีความตั้งใจที่จะซื้อแท็บเลต? (สามารถตอบได้มากกว่า 1 ชิ้น)

☐ เพื่อการศึกษา / เพื่อการทำงาน ☐ ง่ายต่อการพกพา

☐ เพื่อความบันเทิง ☐ เพาะพันธุ์ในด้านใดบ้าง

☐ ไม่มีคอมพิวเตอร์และโน้ตบุ๊ก ☐ มีความภักดีในตราสินค้า

☐ อื่นๆ (โปรดระบุ) ..............................................................
2.4 คุณตั้งใจจะซื้อแท็บเลตในราคาเท่าไหร่?

- [ ] ต่ำกว่า 10,000 บาท
- [ ] 10,001-15,000 บาท
- [ ] 15,001-20,000 บาท
- [ ] 20,001-25,000 บาท
- [ ] 25,001-30,000 บาท
- [ ] More than 30,000 บาท

2.4 คุณตั้งใจจะซื้อแท็บเลตยี่ห้ออะไร?

- [ ] Apple iPad
- [ ] HP TouchPad
- [ ] BlackBerry PlayBook
- [ ] LG Optimus Pad
- [ ] Samsung Galaxy Tab
- [ ] Motorola Xoom
- [ ] HTC Flyer
- [ ] อื่นๆ (โปรดระบุ)………………………………………………
โปรดแสดงความคิดเห็นของคุณต่อประโยคเหล่านี้โดยการคร่ำงหมาย "√" ที่ 1= ไม่เห็นด้วยอย่างยิ่ง; 2= ไม่เห็นด้วย; 3= ไม่แน่ใจ; 4= เห็นด้วย; 5=เห็นด้วยอย่างยิ่ง

### ข้อที่ 1: ความตั้งใจซื้อ

<table>
<thead>
<tr>
<th>ข้อที่</th>
<th>ความตั้งใจซื้อ</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>เห็นด้วย อย่างยิ่ง</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ฉันมีความตั้งใจซื้อแท็บเล็ตเพราะมันเป็นสินค้าที่มีเทคโนโลยีที่ล้ำสมัยมาก</td>
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<td></td>
</tr>
<tr>
<td>2.</td>
<td>ฉันตั้งใจจะซื้อแท็บเล็ตเพราะฉันรู้ว่ามันมีความสามารถในการใช้ประโยชน์สูง</td>
<td></td>
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<tr>
<td>3.</td>
<td>ในอนาคตฉันตั้งใจจะซื้อแท็บเล็ตถึงแม้ว่าราคาจะไม่ลดลง</td>
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<tr>
<td>4.</td>
<td>ฉันตั้งใจจะซื้อแท็บเล็ตอย่างแน่นอน</td>
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</table>

### ส่วนที่ 3: บุคลิกภาพของผู้บริโภค

<table>
<thead>
<tr>
<th>ข้อที่</th>
<th>ความจงรักภักดีต่อตราสินค้า</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>เห็นด้วย อย่างยิ่ง</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ฉันมีความรู้สึกดีต่อตราสินค้าที่ฉันเลือกมาก</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>2.</td>
<td>ฉันมีความภาคภูมิใจที่ได้เป็นเจ้าของตราสินค้าที่ฉันเลือก</td>
<td></td>
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</tr>
<tr>
<td>3.</td>
<td>ฉันจะแนะนำตราสินค้าให้กับมืออื่นๆที่ต้อง</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>4.</td>
<td>ฉันชื่นชอบตราสินค้านี้</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5.</td>
<td>ฉันมีความภักดีต่อตราสินค้านี้</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>6.</td>
<td>ฉันยินดีที่จะพิจารณาตราสินค้านี้เป็นอันดับแรกในการตัดสินใจซื้อในอนาคต</td>
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</tr>
<tr>
<td>ข้อที่</td>
<td>ความคุ้นเคยกับเทคโนโลยี</td>
<td>1</td>
<td>2</td>
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</tr>
<tr>
<td>1.</td>
<td>ฉันมีความคุ้นเคยกับเทคโนโลยีล้ำสมัย</td>
<td>ไม่เห็นด้วยอย่างยิ่ง</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>ฉันต้องการที่จะเป็นเจ้าของสินค้าที่มีเทคโนโลยีล้ำสมัย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>การเป็นผู้นำในการซื้อสินค้าเทคโนโลยีล้ำสมัยมีความสำคัญกับฉันมาก</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
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</tr>
<tr>
<td>4.</td>
<td>ฉันรู้สึกดีต่อการซื้อสินค้าเทคโนโลยีล้ำสมัย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>ยอดเยี่ยมมากถ้าฉันได้เป็นเจ้าของสินค้าเทคโนโลยีล้ำสมัย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>ฉันจะรู้จักสินค้าเทคโนโลยีล้ำสมัยหลังคนอื่นเสมอ</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
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</table>

ส่วนที่ 4: บรรทัดฐานของบุคคล

<table>
<thead>
<tr>
<th>ข้อที่</th>
<th>บรรทัดฐานของบุคคล</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>ฉันตั้งใจจะซื้อแท็บเล็ตเพราะคนในครอบครัวและเพื่อนของฉันมีหน้า</td>
<td>ไม่เห็นด้วยอย่างยิ่ง</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
</tr>
<tr>
<td>2.</td>
<td>ฉันตั้งใจที่จะซื้อแท็บเล็ตตามมุ่งมั่นที่มีความเสี่ยงและผู้เชี่ยวชาญ</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
</tr>
<tr>
<td>3.</td>
<td>ฉันซื้อแท็บเล็ตเพราะมีคนกระตุ้นให้นั้นซื้อ</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
</tr>
<tr>
<td>4.</td>
<td>คนที่มีความสำคัญต่อนั้นมักจะคาดหวังให้นั้นซื้อแท็บเล็ต</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วยอย่างยิ่ง</td>
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ส่วนที่ 5: การรับรู้ถึงการควบคุมพฤติกรรมของตนเอง

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<tr>
<th>ชั้นที่</th>
<th>การรับรู้ถึงการควบคุมพฤติกรรมของตนเอง</th>
<th>1</th>
<th>2</th>
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<th>5</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>ไม่เห็นด้วย อย่างยิ่ง</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วย อย่างยิ่ง</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>โดยทั่วไปทรัพยากร,โอกาสและความรู้ทำให้นั้นตัดสินใจที่จะซื้อแท็บเล็ตได้ง่ายขึ้น</td>
<td></td>
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</tr>
<tr>
<td>2.</td>
<td>นั้นอนาการควบคุมปัญจัยที่เกี่ยวข้องกับการซื้อแท็บเล็ต</td>
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</tr>
<tr>
<td>3.</td>
<td>การตัดสินใจซื้อแท็บเล็ตอยู่นอกเหนือการควบคุมของฉัน</td>
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<tr>
<td>4.</td>
<td>การตั้งใจจะซื้อแท็บเล็ตนั้นไม่ท่ามกลางข้อกับตัวฉัน</td>
<td></td>
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ส่วนที่ 6: การรับรู้ความง่ายในการใช้งาน

<table>
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<tr>
<th>ชั้นที่</th>
<th>การรับรู้ความง่ายในการใช้งาน</th>
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<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ไม่เห็นด้วย อย่างยิ่ง</td>
<td>ไม่เห็นด้วย</td>
<td>ไม่แน่ใจ</td>
<td>เห็นด้วย</td>
<td>เห็นด้วย อย่างยิ่ง</td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>ฉันคิดว่าการค้นหาข้อมูลต่างๆผ่านแท็บเล็ตจะทำได้ง่ายและรวดเร็วขึ้น</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>2.</td>
<td>ฉันคิดว่าแท็บเล็ตก็ทำให้ฉันเข้าใจง่าย</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>แท็บเล็ตทำให้ฉันมีความชำนาญในการใช้เทคโนโลยีง่ายขึ้น</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>ฉันคิดว่าแท็บเล็ตง่ายต่อการใช้งาน</td>
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</tr>
<tr>
<td>No.</td>
<td>การรับรู้ในโครงการใช้ประโยชน์</td>
<td>1 ไม่เห็นด้วย อย่างยิ่ง</td>
<td>2 ไม่เห็นด้วย</td>
<td>3 ไม่แน่ใจ</td>
<td>4 เห็นด้วย</td>
<td>5 เห็นด้วย อย่างยิ่ง</td>
</tr>
<tr>
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<td>-------------------</td>
</tr>
<tr>
<td>1</td>
<td>ฉันคิดว่าการใช้แท็บเล็ตจะช่วยให้งานบรรลุเป้าหมายได้เร็วขึ้น</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>2</td>
<td>ฉันรู้สึกว่าใช้แท็บเล็ตมีความคุ้มค่าเมื่อเปรียบเทียบเวลาที่ฉันเสียไป</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>ฉันคิดว่าการใช้แท็บเล็ตทำให้งานของฉันง่ายขึ้น</td>
<td></td>
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</tr>
<tr>
<td>4</td>
<td>ฉันคิดว่าการใช้แท็บเล็ตทำให้เพิ่มประสิทธิภาพในการทำงานของฉัน</td>
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<tr>
<td>5</td>
<td>ฉันผิดหวังมากถ้าไม่ได้ใช้แท็บเล็ต เพราะมันมีประโยชน์มาก</td>
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ข้อเสนอแนะ / คำแนะนำ

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### PART 5: Perceived behavioral control

<table>
<thead>
<tr>
<th>No.</th>
<th>Perceived behavioral control</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>In general, resources, opportunities, and knowledge would be easy for me to buy tablet.</td>
</tr>
<tr>
<td>2.</td>
<td>I have control over how to buy tablet.</td>
</tr>
<tr>
<td>3.</td>
<td>The decision intention to buy tablet is beyond my control.</td>
</tr>
<tr>
<td>4.</td>
<td>Whether I intention to buy or not is entirely up to me.</td>
</tr>
</tbody>
</table>

### PART 6: Perceive ease of use

<table>
<thead>
<tr>
<th>No.</th>
<th>Perceive ease of use</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>I think that the search information by the tablet is easily and quickly.</td>
</tr>
<tr>
<td>2.</td>
<td>I find the tablet easy to use.</td>
</tr>
<tr>
<td>3.</td>
<td>The tablet provides the language that I can understand.</td>
</tr>
<tr>
<td>4.</td>
<td>It would be easy to become skillful at using the tablet.</td>
</tr>
</tbody>
</table>
**PART 7: Perceive usefulness**

<table>
<thead>
<tr>
<th>No.</th>
<th>Perceive usefulness</th>
<th>1 strongly disagree</th>
<th>2 disagree</th>
<th>3 neutral</th>
<th>4 agree</th>
<th>5 strongly agree</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>I think using the tablet will enable me to accomplish my tasks more quickly.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>I feel tablet itself is worthy when compared to time I spend.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>I think using the tablet will make it easier to do my job.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>I think using the tablet will enable me to enhance my effectiveness on the job.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>5.</td>
<td>I am rarely frustrated when using the tablet because tablet is more efficiently.</td>
<td></td>
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</tbody>
</table>

**Suggestion / Recommendation**

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BIOGRAPHY

Miss. Supawadee Khumrat was born on 21st September 1984.

She received a Bachelor Degree in Business Administrative Majoring in International Business from Walailak University in 2008.

She got a Masters Degree in Business Administration (Global MBA) in International Business in 2012. She has been working for Metropy Co., Ltd. Until now.