

## EXPLORING THE ADOPTION OF MOBILE TECHNOLOGIES IN THAILAND: DEVELOPMENT OF A RESEARCH MODEL

DONALD L. AMOROSO<sup>1</sup> & PAJAREE ACKARADEJRUANGSRI<sup>2</sup>

<sup>1</sup>Auburn University Montgomery, United States of America

<sup>2</sup>Asian Institute of Management, Philippines

### ABSTRACT

*Global mobile technology use has grown exponentially. In Thailand in particular a survey of consumers showed that 70% “could not live” without their mobile phone We study factors such as ease of use and personal innovativeness in order to understand the consumer adoption of mobile technologies in Thailand, in order to build on existing adoption theories for academics and make recommendations to practitioners based on our findings. Our research questions were: (1) what key factors drive adoption of mobile technologies by Thai consumers? (2) Are Thai mobile consumers more innovative in the personal use of mobile technologies? and (3) How can telecom companies retain their customers? We developed a research model based upon previous research and collected data from a survey of 505 mobile Thai consumers showed support for repurchase intention to use mobile technologies. In general, the hypotheses were supported by variables related to mobile phone usage with the Thai consumer sample. We found support for all of the hypothesized relationships for consumers using mobile technologies. Personal innovativeness did load on both attitude and repurchase intention for mobile applications as originally hypothesized, but was strongly loaded for attitude toward using.*

**KEYWORDS:** Mobile Applications, Adoption, Personal Innovativeness, Ease of Use, Satisfaction, Purchase Intention

**Received:** Mar 04, 2016; **Accepted:** Jun 07, 2016; **Published:** Jun 11, 2016; **Paper Id.:** JBMRJUN20163