

PAPER-5

**AN EMPIRICAL ANALYSIS OF DETERMINANTS DRIVING M-COMMERCE
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Abstract: *This empirical analysis evaluates the impact and correlation among various determinants including social influence, trust, cost, perceived enjoyment, personal innovativeness, perceived usefulness, perceived ease of use, attitude towards m-commerce, and intention to adopt m-commerce in Thailand. The survey method was applied by using 400 of online questionnaires to obtain the primary data from participants. The target population is people who are living in Thailand and have the experience in using m-commerce at least one time. It was found that most participants use mobile banking the most and the mobile stock trading is the least. For the statistical treatments of the data, Multiple Regression and Pearson Correlation Coefficient were employed to test all of 400 validated questionnaires through Statistical Software. All hypotheses were supported.*

Keywords: *m-commerce, intention to use, social influence, trust, cost, perceived enjoyment, personal innovativeness, perceived usefulness, perceived ease of use, attitude, TAM*
