Research Title : The adoption of Mobile Commerce (M-Commerce) in Small and Medium Businesses in Thailand
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ABSTRACT

The purpose of this study was to identify the factors affecting the decision on the adoption of mobile commerce (m-commerce) by small and medium businesses in Bangkok, Thailand. A better understanding of the factors influencing m-commerce usage will enable SME businesses to invest and adopt m-commerce use for business functions. Additionally, this will work effectively if the lawmakers or government can be convinced that customers will benefit from the m-commerce. The logistic was applied in this study to determine a relationship among the dependent variable, m-commerce adoption and the ten independent variables of technology literacy, level of education, age, user resistant to technology, the availability of wireless and mobile technology, perceived relative advantage of the technology, perceived compatibility of the technology, perceived complexity of the technology, perceived trialability of the technology, and perceived observability of the technology. The findings revealed that perceived observability of the technology, trialability of the technology, perceived compatibility of the technology, perceived complexity of the technology, and user resistance to the technology significantly affected the decision on the adoption of m-commerce.

Keywords : Mobile Commerce, Diffusion of Technology, Technology Adoption, Small and Medium Businesses, SMEs

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