

**FACTOR AFFECTING THE CONSUMER'S FOR  
CHOOSING OF INTERNET SERVICE PROVIDER  
LIMIT IN THE SOUTHERN BORDER PROVINCES OF  
THAILAND**

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**UNIVERSITI UTARA MALAYSIA**

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**FACTOR AFFECTING THE CONSUMER'S FOR CHOOSING OF INTERNET  
SERVICE PROVIDER LIMIT IN THE SOUTHERN BORDER PROVINCES OF  
THAILAND**

A thesis submitted to the Academic Dean Office in partial  
Fulfillment of the requirement for the degree  
Master of Science (Information Technology)  
Universiti Utara Malaysia

**By**

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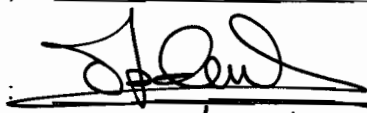
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## ABSTRACT

This thesis present factor affecting the consumer's for choosing of Internet Service Provider limit in the southern border provinces of Thailand. The objective for this thesis is studying about the factors that play the important role for choosing internet Providers, Internet used behavior, internet used satisfaction and the problems after using the internet and used the result from this thesis as the guideline to present the marketing strategy that related with consumer demands. The thesis collected the data from 120 samples of community telecenter, Business establishment, government office, university, school, internet cafe' and individual (Home) by randomization. Identify by purposive sampling method use the questionnaires and interview as the tool this research. Analysis undertakes by using descriptive statistics and analysis by use statistics SPSS for windows program.

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# CHAPTER 1

## INTRODUCTION

### 1.1 INTRODUCTION

The explosive growth of the Internet has revolutionized the role of knowledge in societies. The Internet has played an important role not only in economic development through sharing knowledge, but also in providing an equal and universal access to information. Many people consider the Internet as a major information source to help making better decisions and sharing knowledge (Horrigan & Rainie, 2006). In order to establish an information society in countries where the Internet is not widely accessible, an access to information resources have to be improved. The developing countries with a limited access to information resources may fall behind because they are being isolated from the digital revolution.

The Internet is widely known as a global communication network that supports various types of services including data, voice and video. It consists of networks of networks connected together with Internet Protocol (IP) over different media and data link protocols. The internet started with academic and research uses then extended to business user. It is now used by any person, anywhere and anytime.

The contents of  
the thesis is for  
internal user  
only



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