

Research Abstract No. 108

The Survey of Thais' Mobile Phone Usage and Battery Disposal

The purpose of this study was to investigate and predict Thais' mobile phone usage and battery disposal. The study also examined important psychosocial factors among Thais using different mobile phone battery waste disposal methods. The sample consisted of 2,176 Thai mobile phone users in Bangkok. The analyzed data from mobile phone – battery usage questionnaires revealed that student used mobile phone for communications longer than non – students (39 minutes for students and 17 minutes for non-students at a time). The data also showed that on average, mobile phone users changed 2 used batteries and most mobile phone users kept used batteries in their houses. The second method of mobile phone battery disposal was discarded with other waste garbages. Non – students had more secure mobile phone usage and appropriate intention of battery disposal than students. It was found that convenient value, mobile phone – battery knowledge, age, and environment responsibility could predict 29% of variance in secure mobile phone usage. As perception of mobile phone – battery information, attitudes towards mobile phone battery disposal, awareness of positive impact on mobile phone battery disposal, environment responsibility, age, and awareness of negative impact on mobile phone battery disposal could predict 33% of variance in appropriate intention of battery disposal. The result indicated that mobile phone users who disposed used mobile batteries mixed with other waste garbages had less appropriate intention of mobile phone battery disposal, less appropriate attitude towards mobile phone battery disposal, less mobile phone-battery knowledge, and more extrinsic motivation on mobile phone battery disposal.