

**FACTORS INFLUENCING ONLINE CONSUMERS' INTENTION TO  
PURCHASE IN AN ONLINE AUCTION AND SHOPPING WEBSITE  
IN THAILAND**

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IN THAILAND**

A research project submitted to the Othman Yeop Abdullah Graduate School of  
Business in partial fulfillment of the requirement for the Degree Master of Business  
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## **ABSTRACT**

Online sales method is significantly becoming a fast business. Specially, online auction and shopping website have also become rapidly growth and more and more suppliers and consumers are entering this market. Therefore, the factors influencing online consumers' intention to purchase is the key factor determining how attractive them to purchase good and products with on online auction and shopping website.

The study examines the factors influencing between online information system quality, online auction price, and online service quality toward online consumers' intention to purchase in an online auction and shopping website in Thailand. The questionnaires were developed from many previous researches. The data was collected from 397 online consumers of Sanook.com. Pearson's Correlation Coefficient Analysis and Multiple Regressions were used to test the hypotheses.

The results of this study show that online information system quality has positive relationship to online consumers' intention to purchase as hypothesized. Online auction price and online service quality also have the significant and positive relationship with online consumers' intention to purchase. This study shows that the perception of online consumer about online information system quality, online auction price, and online service quality are almost equally important to influence their attraction. Moreover, among the three factors, online auction price is the most significant influence toward online consumers' intention to purchase.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

This chapter includes eight (8) parts; (1) Background of the Study; (2) Problem Statement; (3) Research Question; (4) Research Objectives; (5) Significance of the Study; (6) Scope and Limitations of the Study; (7) Organization of Study; and (8) Summary.

### 1.1 Background of the study

Online sales method is significantly becoming a fast growing business (Barnes & Vigen, 2001). It becomes more than just a source of entertainment, information, and news. It is also important business tools for many business companies. Those companies use the internet in their corporate LANs for intranet, extranet and internet to work jointly with their customer partner and suppliers. In addition, internet is a part of the centre nervous of system of the world economic. The internet network is use to communication and process transactions. Whether, it is easy to view products by online-internet, ordering, and including payment for good and services, which is faster and more accessible (Hathairath, 2009).

Furthermore, electronic commerce (EC) is one important business activities which are growing rapidly now on the internet that every company cannot ignore it. And it is also be a form of technology to help in the business which is a form of the purchase and sale of product and/or services via computer networks, including Internet.

The contents of  
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