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

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JUNE 2011

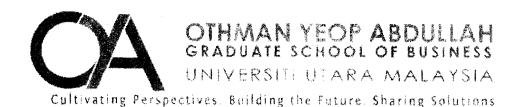
FACTORS INFLUENCING ONLINE CONSUMERS' INTENTION TO PURCHASE IN AN ONLINE AUCTION AND SHOPPING WEBSITE IN THAILAND

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

Administration, Universiti Utara Malaysia

By NANCHAYA NARUEPHAI



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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.

ACKNOWLEDGEMENT

First and foremost, thank you to my supervisor, Prof.Dr.Ruswiati Suryasaputra, for guiding me throughout the semester. Without your guidance, sharing, teaching, and the correction that I have to encounter, this thesis would not have been completed. Furthermore, I would like to thank my examiner, Prof.Dr.Christina A. Gervacio-Gallato, for the time spent reviewing my thesis. I also would like to thank to Dr.Calorine Marinas Acosta as my consultant, for helping, and very good suggestion. Moreover, my special thanks to my lovely senior, Sutana Narkchai for her contribution of idea and willingness to motivate me contributed tremendously to my research.

I would like to thank Othman Yeop Abdullah Graduate School of Business for giving me the opportunity to finished my Master Thesis Project under Prof.Dr.Ruswiati Suryasaputra as my supervisor. The experience of completing this research is priceless. And also, thank you to the respondents who cooperated in the questionnaire.

Not to forget, special thank to my friend in UUM, Sacha, Nana, Viviene, P'bai, Khing and Sammy to always cheer me up. Say thanks again to my best friends, Aom, Tuktik, Yhinmy, Ponnie, Jasmine, N'Nahm, and P'Awud for their understandings and supportings on me in completing this research. Moreover, I also would like to thank Chumpia's family for their supporting and caring.

Finally, I'm most grateful to my family (Naruephai) I am deeply and forever indebted to the people in my life that touched my heart and gave me strength to move forward to something better. The people who inspire me to breathe, who encourage and believe in me when no one else does. To my beloved father and mother (Mr.Chamnan & Mrs.Pamorn), to my dear brother Say (Mr.Saptakorn) for his love and support in all of my life.

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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 the thesis is for internal user only

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