

The Web Site Development for E-Commerce Trading in Thailand Customers View

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Abstract : The purposes of the study were to ascertain the customer requirement, to identify the factors related to online business in Thailand. The sample of this study consisted of 400 customers who are purchasing product and service on E-commerce. To get primary sources, a questionnaire consisting of 31 questions was designed and adapted from previous studies. The data from the questionnaires were collected and analyzed in descriptive forms and (ONE-WAY ANOVA) was conducted. The majority of the respondents showed customer requirement by stating "moderately agree" for questions asking them about customization, connection, content, commerce, context, communication and community, however, they also displayed negative attitudes by identifying "moderately disagree" for security concerns and after-sales services. These important issues need to be improved immediately since it can encourage customers to buy goods and services through the Internet or discourage them, and businesses should offer more channels of payment methods for customers for instance, e-payment.

Keywords : customer requirement, customization, connection, online business

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