

The Study of Thai Consumer Behavior toward Buying Goods on the Internet

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Abstract : The study of Thai consumer behavior toward buying goods on the Internet is a survey research. The five-level rating scale and open-ended questionnaire are applied for this research procedure, which has more than 400 random sampling of Thai people aged between 15-40 years old. The summary findings are: The analysis of respondents profile were female 55.3% and male 44.8% , 35.3% aged between 20-30 years old, had been employed 29.5% with average income up to 11,000 baht/month 50.2% and expenditure more than 11,000 baht per month 29.3%. The internet usage behavior of respondents mostly found that objectives of the internet usage are: 1) Communication 93.3% 2) the categories of websites usage was trading 42.8% 3) The marketing mix effected to trading behavior via internet which can be analyzed in term of marketing factor as following: Product focused on product quality was the most influenced factor with average value 4.75. The cheaper price than overview market was the most effect factor to internet shopping with mean value 4.53. The average value 4.67 of the available place that could reduce spending time for shopping. The effective promotion of the buy 1 get 1 was the stimulus factor for internet shopping with mean value 4.60. For hypothesis testing, the different sex has relationship with buying decision. It presented that male and female have vary purchasing decision via internet with value of significant difference 0.05. Furthermore, the variety occupations of respondents related to the use of selected type of website. It also found that the vary of personal occupation effected to the type of website selection dissimilar with value of significant difference 0.05.

Keywords : behavior, internet, consumer, goods

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