

Bongkoch Rattanapreedagul 2011: The Influences of Attitude and Subjective Norm on Online Shopping Behaviors among the Early Working – aged Consumers. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Mr. Somphol Vantamay, Ph.D. 109 pages

The aim of this study is 1) to study online shopping behaviors on the early working – aged consumers, 2) to study the influences of attitude on online shopping behaviors among the early working – aged consumers, 3) to study the influences of subjective norm on online shopping behaviors among the early working – aged consumers, 4) to study the influences of attitude and subjective norm on online shopping behaviors among the early working – aged consumers. The study is a quantitative research by using survey research with the 400 early working – aged consumers (20-29 years) in Bangkok. Statistics used in this study are frequency, percentage, mean, standard deviation, simple regress analysis [SRA] and multiple regression analysis [MRA]. The result found that most of the samples choose shopping online at website [www.pantipmarket.com](http://www.pantipmarket.com). The most popular product is cosmetics. Cost for shopping on online shopping is between 500 – 1,000 baht. Mean of Buying Frequency is one week a time. Reason in choosing online shopping is that consumers don't want to go shopping by yourself. The results of regression analysis found that attitude and subjective norm affect online shopping behaviors among the early working – aged consumers at the 0.05 statistical significance.

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