

5	0	2	1	0	3	0	3	2	4
---	---	---	---	---	---	---	---	---	---

**FACTORS INFLUENCING WORKING WOMEN'S DECISIONS  
TO BUY AN ONLINE PRODUCT:  
A SURVEY OF WORKING WOMEN IN PRIVATE ORGANIZATIONS  
IN BANGKOK**

**WATSAMON SIRINITHI**

**Advisor: Ajarn Wanida Phankaeo**

**A RESEARCH PAPER SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS  
IN  
ENGLISH FOR CAREERS  
LANGUAGE INSTITUTE, THAMMASAT UNIVERSITY  
BANGKOK, THAILAND  
MARCH 2009**

**FACTORS INFLUENCING WORKING WOMEN'S DECISIONS  
TO BUY AN ONLINE PRODUCT:  
A SURVEY OF WORKING WOMEN IN PRIVATE ORGANIZATIONS  
IN BANGKOK**

**WATSAMON SIRINITHI**

**Advisor: Ajarn Wanida Phankaeo**

**A RESEARCH PAPER SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS  
IN  
ENGLISH FOR CAREERS  
LANGUAGE INSTITUTE, THAMMASAT UNIVERSITY  
BANGKOK, THAILAND  
MARCH 2009**