

CONTENTS

	PAGE
ABSTRACT.....	ii
ACKNOWLEDGEMENT.....	iii
CONTENTS.....	iv

CHAPTER

1. INTRODUCTION

1.1 Background.....	1
1.2 Statement of the Problem.....	1
1.3 Objectives of the Study.....	2
1.4 Definitions of Terms.....	2
1.5 Scope of the Study.....	3
1.6 Significance of the Study.....	3
1.7 Organization of the Study.....	3

2. REVIEW OF LITERATURE

2.1 Transaction via E-Commerce.....	5
2.2 Growth of Internet Usage.....	7
2.3 The Buyer Decision Process.....	10
2.4 Factors Influencing Consumer Buying Decisions.....	12
2.5 Relevant Research.....	15

3. METHODOLOGY

3.1 Subjects.....	16
3.2 Materials.....	16
3.3 Procedures.....	16
3.4 Data Analysis.....	17

4. RESULTS	
4.1 Demographic Profile of the Respondents.....	18
4.2 Experience of Internet Usage and Online Purchasing Transactions.....	20
4.3 Factors Influencing Decision Making of Working Women Towards Online Purchasing Transactions	23
5. CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS	
5.1 Summary of the Study.....	29
5.2 Summary of the Findings.....	30
5.3 Discussions.....	32
5.4 Conclusions.....	33
5.5 Recommendations	34
REFERENCES.....	35
A. QUESTIONNAIRE IN ENGLISH.....	37
B. QUESTIONNAIRE IN THAI.....	42