

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

E-Commerce was started in 1970 after the advent of the internet in 1969. New interesting transaction tools appeared. Through the internet, the capabilities of business transaction became more worldwide, more profitable, and more effective. From 1990, online browsers were able to see pictures, hear voices, and watch animation in order to get convenience from seeing a product before deciding to buy. (สุกชัย สุระนิพนธ์, 2542)

E-Commerce has grown phenomenally in the past decade for a variety of reasons, including changes in consumer lifestyles, technological advancements, increases in consumer income and education, and rapid financial development throughout the world. The use of the Internet as a shopping or purchasing channel has been growing at an impressive rate throughout the last decade.

Moreover, research in 2008 showed that the world usage growth between 2000 and 2008 increased sharply. Asia had the most internet usage (39.5%) and followed by Europe (26.3%). Furthermore, Thailand is the eleventh of 35 countries which users are 2.3% of population in Asia. In addition, the internet penetration rate of Thailand has increased to 20.5%.

As a result, it is interesting to survey the factors that influence working women's decision to buy goods on the internet, in order to have more understanding concerning women consumers and online business transactions.

1.2 STATEMENT OF THE PROBLEM

Main Problem

1. What are the factors influencing working women's decisions to buy a product on the internet?

Sub Objectives

1. What do working women buy?
2. What are the reasons of customers who buy only once?

1.3 OBJECTIVES

Main Objective

1. To examine the key factors that influence working women's decisions to purchase goods on the internet.

Sub Objectives

1. To investigate the products that working women always buy via the internet; and
2. To explore the reasons why working women customers buy an online product only once.

1.4 DEFINITIONS OF TERMS

Definition	Operational Definition
Age	The duration that one has been living started from birth.
Level of Education	Academic level which one has received.
Income	The money that one earns monthly.
Experience of Internet Usage and Online Purchasing Transaction	Experience when one has used the internet and bought a product via internet
Price	The money a product costs on a website
Convenience	The feeling one thinks of the way he or she buys an online product comfortably.
Brand Name and Company Name	The high reputation of the brand, trademark, logo, and company which most people recognize.
Social Influences	Influences that are affected by opinions of others
Psychological Influences	Influences that are affected by perception, motivation, learning, and beliefs and attitude.

1.5 SCOPE OF THE STUDY

This study focused on working women whose age was from 23 to 55 years and who were working for 4 private organizations in Bangkok as follows:

1. Thai Plastic and Chemicals Public Company Limited;
2. L.P.N. Development Public Company Limited;
3. Advanced Info Service Public Company Limited;
4. KASIKORNBANK Public Company Limited; and
5. Canon Marketing (Thailand) Company Limited.

All respondents had to have at least once made a purchasing transaction via the internet. However, the study results probably cannot be generalized to show the idea of overall consumers.

1.6 SIGNIFICANCE OF THE STUDY

1.6.1 The finding will assist entrepreneurs who manage their online transactions to understand their markets so as to improve and develop their businesses.

1.6.2 The findings will benefit people who are interested in the E-Commerce business and would like to set up an online business channel.

1.6.3 The finding will be informative for a government organization wanting to apply online transactions to stimulate the economy during the world recession.

1.7 ORGANIZATION OF THE STUDY

The study of factors influencing working women's decisions to purchase a product on the internet (A survey of working women in private organizations in Bangkok) in this paper is divided into five chapters.

Chapter one provides the introduction which introduces the background of the study, statement of problems, objectives of the study, the scope of the study, definitions of terms and the significance of the study.

Chapter two presents a review of related literature concerning transactions via e-commerce, growth of internet usage, the buyer decision process, factors influencing consumer buying decisions, and relevant research.

Chapter three consists of the methodology including subjects, materials, procedures, and data analysis.

Chapter four reveals the findings and the analysis of the data collection from the questionnaires.

Chapter five provides a summary of the study, a summary of the findings, discussions, conclusions, and recommendations for further research.