

Salintip Dachasiriprapa 2013: Decision and Online Shopping Behavior in Bangkok.
Master of Business Administration, Major Field: Business Administration, Faculty of
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The objective of this research were to study about 1) Online shopping behavior in Bangkok 2) Decision online shopping in Bangkok 3) relationship between personal factor and Online shopping behavior in Bangkok 4) Personal factor effecting to decision online shopping in Bangkok and 5) Online shopping behavior effecting to decision online shopping in Bangkok. The research method was quantitative research methodology collecting data both secondary data which is from article, concept and theory from others and primary data which was from collecting 400 questionnaires in Bangkok metropolis who purchasing online within past 6 months, the descriptive statistic was used for data analysis such as percentage, mean, standard deviation and inferential statistic to hypothesis testing by Chi-Square test, F-test, and T-test at significant level 0.05.

The research found that the respondents mostly were single female with the age between 20-25 years old. They were student, education level Bachelor's and have average income 5,001-15,000 Baht. The decision to purchase was personal preference, purchased clothes, jewel and shoes. Purchase once a mount between 500-1,000 Baht by using Facebook. There were 3 research assumptions found that 1) Personal factor of occupation and income have highly relationship with online shopping behavior in Bangkok. 2) Personal factor of Age, occupation and income have effect of decision online shopping in Bangkok. 3) Online shopping behavior of kind of goods, frequency and price has effect of decision online shopping in Bangkok.

Student's signature

Thesis Advisor's signature