


ABSTRACT

Title : Cybermarketing : Internet Business in Chiangmai Province, Thailand.
By : Nutt Taechapongsakit
Degree : Master of Business Administration
Major Field : Business Administration

Chairman, Thesis Advisory Board :


 (Assistant Professor Choosak Jantanopsiri)

10 / 10 / 1999

The objectives of this research were to study the consumption of Internet in Chiangmai Province relative to 1) demand, knowledge, understanding and behavior of consumers; 2) the factors influencing consumers; 3) the trend in user numbers; and, 4) consumer problems.

Five hundred samples were selected using multi-stage random sampling. The data were collected by means of questionnaires. The questionnaires were divided to three groups : 1) 234 cases of Internet system users in universities; 2) 16 cases of Internet system users in companies; and, 3) 250 cases of Internet system non-users. The results are as follow :

1) The study of demand, knowledge, understanding and behavior of consumers in universities determined that these consumers initially received information about the Internet system from their friends. For these consumers, the most widely used service in 1995 was the electronic mail (E-mail) service. These consumers used the Internet system for an average of one hour per day. They knew that Internet-providers offered them access to educational information. They were also interested in using the additional services that Internet-providers offered via the Internet system. Discounts on purchases or sales were motivational in encouraging these consumers to become users of an Internet system. Consumer behavior was not dependent on gender.

The Internet system users in companies initially received information about the Internet system from the newspaper. For these consumers, the most widely used service in 1996 was the electronic mail (E-mail) service. They knew that Internet-providers offered them access to information about business. These consumers preferred the Loxinfo Company, Limited because of its good reputation and trustworthiness. Most of them preferred the Special or Premium Graphics package. They decided for themselves what Internet services to use. The most important aspect to these consumers was satisfaction with Internet system services. Consumer behavior was not dependent on gender.

The non-users of Internet system services were aware of the Internet system and had initially received information about it from their friends. They were interested in the electronic mail (E-mail) service more than any other services. In addition, they wanted to use the Internet system for different services. They knew that Internet-providers offered them access to educational information. They wanted the additional services which Internet-providers provided via the Internet system. Consumer behavior was not dependent on gender.

2) The study of factors affecting the satisfaction of Internet system users in universities determined that the three most important factors were after-sales service; convenience and ease of use; and, availability of services such as E-mail, WWW, etc. There were six factors affecting satisfaction at a high level: monthly fee; method and conditions of payment; equipment price (such as the price of a modem); dealer; service provider's advertising and public relations; and, additional services available.

There was only one important factor affecting the satisfaction of Internet system users in companies, convenience and ease of use. There were seven factors affecting satisfaction at a high level: dealer; availability of services such as E-mail, WWW, etc.; after-sales service; method and conditions of payment; additional services available; monthly fee; and, service provider's advertising and public relations. The factor affecting satisfaction at a median level was equipment price (such as the price of a modem).

There were four important factors affecting the potential satisfaction of Internet system nonusers: after-sales service; convenience and ease of use; availability of services such as E-mail, WWW, etc.; and, monthly fee. The five factors affecting satisfaction at a high level were method and condition of payment; equipment price (such as price of a modem); dealer; service provider's advertising and public relations; and, additional services available.

3) The studies indicated that most university consumers who use Internet system services have graduated with or were studying for a bachelor degree and are instructors or officers in the university. They preferred membership with the Samart Company, Limited. They took about 15 months to evaluate and make this decision. Most consumers in both universities and companies wanted a better system of Internet services.

Most non-users had also graduated with or were studying for a bachelor degree. They preferred membership with the Loxinfo Company, Limited. They also took about 15 months to evaluate and make this decision. They were interested in the use of the Special Graphics package more than the Premium Graphics package, the use of the Internet for an average of one to two hours a day and also wanted to use additional company services on the Internet system.

4) The problems of users in universities, companies and nonusers were determined in this study as well. The major reasons consumers did not want to use Internet system services was the high price of equipment (such as the price of a modem). The lesser reasons were the expense of services, the limited number of main programs, and the complexity of payment.