

Thesis Title	Influencing Factor of Hardware and Software Computer Buyers Through Internet among Students in Public University (Concentration in Bangkok)
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Abstract

The purpose of this research are 1) To study the factors that influencing the decision-making of students' public university to purchase computer software and hardware through Internet. 2) To investigate the significant relationship between the influencing factors to non decision-making decision-making of student public university to purchase computer software and hardware through Internet.

The hypothesis of this research are divided in to 2 groups which are decision-making to buy and non decision-making to buy

H₁ - There are significant relationship between years of education level and decision-making to purchase computer software and hardware through Internet.

H₂ - There are significant relationship between majors of education and decision-making to purchase computer software and hardware through Internet.

H₃ - There are significant relationship between students' income and decision-making to purchase computer software and hardware through Internet.

H₄ - There are significant relationship between family's income and decision-making to purchase computer software and hardware through Internet.

H₅ - There are significant relationship between frequency to access Internet and decision-making to purchase computer software and hardware through Internet.

The population of students' in public university were draw by Stratified Sampling method. 821 sampling groups answer 3 parts of multiple choice and likert scale questionnaire. The validates : were caculated by One-Way ANOVA statistic method. The relationship as this follows : 1) There are no significant relationship between years of education level and decision-making to purchase computer software and hardware through Internet at confidential 0.05. 2) There are significant relationship between majors of education and decision-making to purchase computer software and hardware through Internet confidential 0.05. 3) There are significant relationship between students' income and decision-making to purchase computer software and hardware through Internet confidential 0.05. 4) There are significant relationship between family's income and decision-making to purchase computer software and hardware through Internet confidential 0.05. 5) There are significant relationship between frequency to access Internet and decision-making to purchase computer software and hardware through Internet confidential 0.05.

Keywords: Internet/ behavior/ factors.