

Independent Study Title	Factors Affected Behavior on Visiting Educational Website: A Case Study on <a href="http://www.vcharkarn.com">www.vcharkarn.com</a>
Researcher Name	Miss Kanlayanee Luangsoontorn
Department/Faculty	Technology Management, Collage of Innovation, Thammasat University
Advisor	Dr. Varanyu Suchivoraphanpong
Year	2009

### Abstract

The aim of this study was Factors Affected Behavior on Visiting Educational Website : A Case Study on [www.vcharkarn.com](http://www.vcharkarn.com), user characteristics, attitude, relationship between user characteristics and usage behavior, and relationship between attitude and usage behavior. For this study, user characteristics include gender, age, educational background, residence, internet usage location, and internet usage experiences. Behaviors are explored in term of usage frequency, time interval usage, and apply membership. By investigating attitude toward vcharkarn services, the attitude can be categorized into seven aspects that were design features, motivation, links, content, interaction, usability and time. Online Customer Behavior Theory, Attitude Concept, Theories of Motivation, and Website Education Design Concepts are applied as a framework of study.

Online questionnaire via vcharkarn website was used to collect data. The samples of participants were 400 vcharkarn website users which they can click or volunteer directly to answer the questionnaire. The responses were aggregated in a database prepared by researcher. Multiple Regression Analysis and *Chi – square*( $\chi^2$ ) were used to analyze these data. Additionally, T – test and One Way ANOVA were used to test relationship of all variables.

The results had shown the relationship among age, educational background, residence, internet usage location, internet usage experience and usage behaviors.

In terms of attitude toward website service, usage frequency, time interval usage, and apply membership presented a relationship with usage behaviors, while links, content, time did not show any relationship. The results are used to suggest future improvement of the website.