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of Goods and Services by the Internet
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Abstract

The purposes of this research were to investigate the customers' behavior in using the Internet services and analyze the factors determining the motivation in purchasing decisions of goods and services by the Internet. The population of the study was 400 people randomly selected from 600,000 Internet-users in Thailand. Questionnaires were conducted to gather data and data analysis by using percentage, mean, standard deviation and t-test for research hypothesis.

The findings were that the majority group of Internet-users had their residences in Bangkok and the boundary area (75.5%), their average ages were 20-30 years (49.5%), high level of education attainment were bachelor degree (58.3%) and monthly income were 5,001-10,000 baht (24.8%). Their major objective in using the Internet was to receive information and most of them never ordered or purchased goods and services by the Internet (80.0%) while a few users (20.0%) did. The Internet users' responses to the effective motivating factors for purchasing decisions were measured at two high levels : (1) essential factor ($\bar{X} = 3.65$) ; (2) utility factor ($\bar{X} = 3.55$). Apart from the product image factors, it was also demonstrated that the purchaser group responded at a high level ($\bar{X} = 3.74$) whereas non-purchaser group's responses were at a moderate level ($\bar{X} = 3.45$). In this study, comparisons were made of three effective factors which were also responses of two groups of Internet customers (purchasers and non-purchasers). No statistical differences were identified between essential factor and utility factor and there was a difference in image factor at 0.05 significant level.

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