

A STUDY OF CONSUMER INTENTION TO ADOPT E-BAY IN THAILAND

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Abstract

Online shopping has become increasingly popular in the modern marketplace with rapidly increasing numbers of online buyers reported every year. Web developers and marketers are continuously developing new strategies and easy to use websites to attract more global online users. The main purpose of this research was to study the relationship between perceived innovation characteristics of website design, risk, trust and intention to purchase from eBay in Thailand. The results of this study demonstrate that perceived risk and trust are particularly significant predictors of the likelihood of a potential online consumer in Thailand to buy from eBay.

Keywords: Perceived Innovation Characteristics, Risk, Trust, Intention to Purchase and Website

Introduction

Online shopping has become more popular in recent times with new records of use every passing year. One of the most important sides of online shopping is the credibility of the websites which becomes a key factor in influencing the purchase intention of the website users. [8] found that the purchase intention of the customers rely on the website creating values and trust in the minds of the customers. The researchers found that websites create value in the mind of the users when the websites provided detailed and up to date information about the products or services and have clear visuals. Detailed information about the product or services that were being sold can establish trust in the mind of the customers. The websites that can build trust in the mind of the internet users were acknowledged as the credible websites. Trust has become an essential part for online stores that leads to purchase intentions. [9] [15] implied that websites of the online stores needed to be

high quality with detailed information and clear visuals to attract the consumers and to increase their trust in the web based retailers. Increased trust would become the key factor in the purchase intentions of the customers. Established trust becomes the gateway to a successful buyer-seller relationship between online stores and internet shoppers.

eBay has become one of the fastest growing e-stores in the world. eBay provides services where any one from any part of the world can sell their desired products and services to anyone else in the whole world. eBay successfully captured a significant share of the online buyers and sellers with in European countries as well as USA. Now eBay is also becoming very popular with large numbers of internet users in Asian countries.

This research focused on perceived innovation characteristics of the website, risks, trust and intention to purchase from eBay in Bangkok, Thailand. It should be highlighted that purchasing any kind of