

ABSTRACT

This project is to study about the magazine business that runs through the Internet, to study the Internet users' behavior, identifying the factors and the methods that make the business successful. This study also identifies the problem and constraints in the magazine business through the Internet in Thailand.

The aim of this study helps a new entrepreneur who is interested in the magazine business through the Internet. This project includes E-commerce and also provides us the information of the Internet users' behavior and will be a good consultant that identifies the factors, which make the business successful. So anyone who is interested in this type of business can use the result to prepare, to solve and to cope with problems and constraints. They can use this to fulfill the customer satisfaction in order to be successful in this business. It is quite easy to understand and follow for a new beginner.

The survey instruments of this project are interviews and questionnaires. The target group of this website is the group of 20 — 35 years old who are the Internet users. Our sample group is 300 Internet users who live in the Bangkok area. The limitation of this project is we cannot define the population of the Internet users in Bangkok, because this information is confidential for each Internet Service Provider Company (ISP).

The result of this project shows that the most respondents are interested in this type of business. There is possibility of the magazine business through the Internet in Thailand. There are also problems and constraints to be solved. The Internet users are worried about the unseen goods and the security of payment.

I hope that one will understand clearly about the factors and start up a process that can start the business magazine online according to this study's objectives.