A STUDY OF POSSIBILITY OF THE BUSINESS MAGAZINE VIA THE INTERNET IN THAILAND

by

Ms. Lalita Pongkriangyos

A Final Report of the Three-Credit Course
CE 6998 Project

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The Graduate School of Assumption University has approved this final report of the three-credit course. CE 6998 PROJECT, submitted in partial fulfillment of the requirements for the degree of Master of Science in Computer and Engineering Management.

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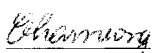
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ABSTRACT

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.

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I. INTRODUCTION

1.1 Significance of the Project

In the present day, the business via the Internet is very attractive, especially the magazine business. The reason is that now the cost of personal computers and modems has dropped to the point at which they are more affordable to have in the home now than ever before. So individuals and organization can now purchase many goods and services from the companies that have established an Internet presence, normally on the Web.

As far as the magazine distribution is concerned, the libraries on the web in Thailand seek services from multiple magazine distributors to cover the retail outlets in the area of Bangkok and the perimeter. The Internet users are able to look through all magazines entries and select them by the name of the author, the magazine's title, Barcode, price, picture magazine, new arrivals, the best sellers of the week, or promotion news. The site operates in Thai and English languages.

Now there are many cyber bookshops to support the Internet users such as asiabooks.co.th, thaiamazon.com, se-ed.com, etc. The cyber bookshops consist of many sections such as a Thai magazine, foreign language magazine, media, library service, marketing, etc.

This project is conducted to study the possibility for anyone who wants to run the magazine business on the Internet; it also studies the behavior of the Internet users and identifies the factors that will make a company successful through the Internet. Problems and constraints will be identified in advance, so they can solve and cope with them. The most important is that the result and recommendations of this research can be used to fulfill the customer satisfaction.

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1.2 Objectives of the Project

The objectives of this project are as follows:

(1)   To start the magazine business through the Internet in Thailand.

(2)   To Bring and understand the E-Commerce which is required for the magazine business.

(3)   To identify the factors and the ways to make the magazine business a success on the Internet and to study the behavior of the Internet users.

(4)   To know the reasons that make the Internet users satisfy or dissatisfy from purchasing the products through the Internet.

(5)   To identify the problems and constraints in the magazine business through the Internet.

1.3 Scope of the Project

The scope of this project covers the Internet users whose age is between 20 — 35 years old, only in Bangkok area. There are many kinds of business, which run through the Internet, this study concentrated only on magazine business.

This study targets a beginner who doesn't have any experience in his or her own business before as a prime reader.

1.4 Deliverables of the Project

The deliverable and benefits of this project are as follows:

(1)   The management will know how to run the magazine business on the Internet in Thailand.

(2)   The factors will be identified which make the magazine business a success through the Internet.

(3)   The company will know the behavior of the Internet users and understand "what is E-Commerce?"

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(4)   The company will know the problems and constraints in this business so they can solve the problems.

(5)   The result and recommendations of this project can be used to fulfill the customer satisfaction in order to be a success in this business.

1.5 Hypotheses

This project is to study the possibility of the magazine business through the Internet, identify the factors that make this business a success and identify the problems and constraints that will be faced. There are 4 hypotheses as follows:

First: The company staff is the first priority occupation that interested in magazine web site.

Second: The respondents with an income more than 10,000 Bahts per month is the majority group who has bought product through the Internet.

Third: Television is the most influential media for the respondents.

Forth: Not safety and the unseen product before payment are the reasons of respondents who dissatisfy to buy the product on the Internet

II. LITERATURE REVIEW

2.1 The Evolution of the Business Electronic Commerce

In ancient times, transporting commodities over any significant distance was an expensive and risky enterprise. This restricted commerce mainly to local markets. As transportation networks improved, commerce expanded considerably. Today commerce takes place between neighboring households, between neighboring cities, and between neighboring continents. Reliable international shipping, mail services, and the Internet enable commerce between people in any location in the world.

The products were exchanged between people and organizations by using money only. As business became an international phenomenon, the exchanges became more complex such as credit card, cheque, etc. The modern communication and transportation such as telegraph, telephone and global business became easier to make the magazine business through the Internet.

Young people who want customers to have more choices establish this business. Because of a little amount of the money of investment, he has to find out how to solve this problem. Internet is the answer for this because of its low cost.

Today it is difficult to separate "business" from "international business." Companies both large and small routinely take advantage of opportunities outside their home country to enlarge their customer base or improve efficiencies. Electronic means render it much easier for them to connect the geographical differences. The type of electronic communications has not been an easy decision for firms to make. Proprietary systems force users to adopt the standards and interfaces established by the software vendor. The use of new technologies gives scope to the Internet users in presentation and interface.

Electronic Commerce has become such a common term in society today that we often fail to think about its real meaning. Electronic indicates the use of some technology normally but not always wired to accomplish a task. Commerce can be defined broadly as the transaction of goods or services for profit. The word profit would by definition exclude governmental and charitable activities, sectors of society that have also embraced electronic means to conduct their affairs. To include these groups in the discussion, we must define our terms more broadly. Therefore, we can define electronic commerce as the online exchange of value between organizations and their partners, employees, or customers with the absence of geographical and time restrictions.

Electronic Commerce in one form or another has existed for many years so have its definition evolved. The first organizations to use telephones and telegraphs to communicate with other organizations and people were, in a sense, engaging in a form of electronic commerce, no matter how primitive. These methods are so common now, though, that we shall exclude them from our analysis. Rather, we begin with the computer age.

Proprietary networks were almost the only channels for electronic commerce until about 1994. This was primarily because of security concerns, especially among banks. Many companies flourished with these proprietary networks in developing competitive advantage consumer.

E-Commerce is changing the way in which consumers, merchants, and business interact. E-Commerce provides consumers the ability to bank, invest, purchase, distribute, communicate, explore, and research from home, work, bookstores, airports, conferences, hotel rooms or virtually anywhere an Internet connection can be had. Perhaps more important for consumers are that the dizzying array of products and services offered over the Internet is in a form very close to that of free market

competition. Without the imposition of political boundaries and geographic distances, it is as easy to do business with remotely located especially bookstore. Retail business is able to increase sales with a presence on the Internet.

Much of electronic commerce today is conducted through these Internet technologies; although proprietary electronic data interchange (EDI) networks capture most interbusiness electronic commerce. Computers connect to the Internet using TCP/IP (transmission control protocol/Internet protocol) and with the Web as an interface. Once the connectivity is achieved, though, there is little value without standards. Open standards, such as TCP/IP, facilitate the acceptance of the Web.

Organizations also saw the Web as a way to communicate information to their employees. Rather than printing and distributing corporate information, which could be very expensive, companies found they could post it to a Web site accessible only to people within the firm's network. This was the advent of the Intranet. As interactivity expanded, so did the Intranets, and as it became easier to attach corporate databases to a Web server, organizations began to make many different types of data available to their employees, from human resource information to operations support.

2.2 What Is E-Commerce?

E-Commerce is the practice of buying and selling products and services over the Internet, utilizing technologies such as the Web, electronic data interchange, email, electronic fund transfers, and smart cards. Global electronic commerce has exploded in recent years. This growth, coupled with rapid changes in information technology and communication, is having a profound impact on business and the workplace. Increasingly, the use of e-commerce is becoming a condition of trade for the manufacturing and retail industries and is imperative for all industries striving to maintain a competitive edge.

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E-Commerce is the paperless exchange of business information using electronic data interchange (EDI), e-mail, electronic bulletin boards, fax transmission, and electronic funds transfer. It refers to Internet shopping, online stock and bound transactions, the downloading and selling of software, documents and business-to-business transaction.

The concept of e-commerce is all about using the Internet to do business better and faster. It is about giving customers controlled access to your company systems and letting people serve themselves. The Internet's role in business can be compared to the telephone. It is a way for people to communicate with each other. It is also a way for am consumer to communicate with a company's computer systems without human intervention.

In fact, the Internet is a communication medium like the many others we use in business every day. Electronic commerce is a means of enabling and supporting such changes on a global scale. It enables companies to be more efficient and flexible in their internal operations, to work more closely with their supplier, and to be more responsive to the needs and expectations of their customers. It allows companies to select the best suppliers regardless of their geographical location and to sell to a global market.

One special case of electronic commerce is electronic trading, in which a supplier provides goods or services to a customer in return for payment. A special case of electronic trading is electronic retailing, where these special cases are of considerable economic importance, they are just particular examples of the general case of any form of business operation or transaction conducted via electronic media.

Electronic commerce is technology for change. Companies that choose to regard it only as an "add on" to their existing ways of doing business will gain only limited

benefits. The major benefits will accrue to those companies that are willing to change their organizations and business processes to fully exploit the opportunities offered by electronic commerce.

The Internet is a reasonable alternative to all of those means of communication. Any place and any way that your business communicates with its customers, you should think about how you could have done it online. That is the power of e-commerce.

The rapid expansion of the Internet in the late 1990s led to explosive growth in Electronic Commerce, the exchange of goods and services over the World Wide Web.

E-commerce follows the same basic principles that traditional commerce follows that is, buyers and sellers exchange and transport goods from one place to another. But in e-commerce, networked computers facilitate the exchange. Buyers order goods and services online. They track the status of their orders via electronic mail, and in some cases, they receive the goods they purchase directly over the Internet. Computer software, digital music and video, online information, and other products and services can all be distributed in electronic formats. In other cases, products ordered online are delivered using traditional shipping methods.

2.3 What Is EDI?

Electronic commerce is usefully defined as: the conduct of commerce in goods and services, with the assistance of telecommunications and telecommunications-based tools. Some people use the term 'electronic trading' to mean much the same thing. Others use 'electronic procurement', 'electronic purchasing' or 'electronic marketing'. Note, however, that 'EC' is often used in a much broader sense, to mean essentially the same as 'electronic business', as defined above. Examples of EB that are not EC include registration and licensing processes, student enrolment, and court administration.

Note that EC comprises many segments, some of which have their own names. For example: 'electronic catalogues' refers to means whereby sellers can communicate their offerings to potential buyers; 'electronic data interchange (EDI)' refers to a particular family of standards for expressing the structured data that represent EC transactions; and 'electronic auctions' for a particular set of mechanisms for setting prices. I use two basic models of the electronic commerce process, which I call 'deliberative purchasing' and 'spontaneous purchasing'.

Electronic Data Interchange (EDI) may be most easily understood as the replacement of paper-based purchase orders with electronic equivalents. It is actually much broader in its application than the procurement process, and its impacts are far greater than mere automation. EDI offers the prospect of easy and cheap communication of structured information throughout the corporate community, and is capable of facilitating much closer integration among hitherto remote organizations.

A more careful definition of EDI is 'the exchange of documents in standardized electronic form, between organizations, in an automated manner, directly from a computer application in one organization to an application in another'.

Benefits of EDI

EDI's saves unnecessary re-capture of data. This leads to faster transfer of data, far fewer errors, less time wasted on exception-handling, and hence a more stream-lined business process. Benefits can be achieved in such areas as inventory management, transport and distribution, administration and cash management. EDI offers the prospect of easy and cheap communication of structured information throughout the government community, and between government agencies and their suppliers and clients.

EDI can be used to automate existing processes. In addition, the opportunity can be taken to rationalize procedures, and thereby reduce costs, and improve the speed and

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quality of services. Because EDI necessarily involves business partners, it can be used as a catalyst for gaining efficiencies across organizational boundaries. This strategic potential inherent in EDI is expected to be, in the medium term, even more significant that the short-term cost, speed and quality benefits.

2.4 Scope of E-Commerce

'Electronic commerce' (EC or e-commerce) is an integrative concept, designed to draw together a wide range of business support services, including inter-organizational e-mail; directories; trading support systems for commodities, products, customized products and custom-built goods and services; ordering and logistic support systems; settlement support systems; and management information and statistical reporting systems.

Some people use the more restrictive terms 'electronic trading' and 'electronic markets', and others use broader terms such as 'electronic business'. Some people also restrict the scope of EC to procurement; but it's more usefully conceived much more broadly, to include any kind of business-related transaction conducted with the assistance of electronic tools.

Electronic Commerce encompasses a broad range of activities. The core component is addressing the commercial transaction cycle. Electronic Commerce includes electronic trading of physical goods and services of electronic material. Upstream and downstream of the transactions also include the advertising and promotion of products and services, the facilitation of contacts between traders, the provision of market intelligence, pre and post-sales support, electronic procurement and support for shared business processes.

The whole of the commercial transaction, including ordering, transport and delivery, the invoicing and payment cycle can be supported electronically. Dealing with

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public authorities electronically for customers and tax affairs, and in statistics is already well developed. However a number of issues such as security, IPR protection, legal questions and procedures still have to be address as part of the electronic commerce business environment.

A distinction should be made between electronic trading of physical goods and services and electronic trading of information-based contents that can be delivered directly through the network.

The electronic trading of physical goods and services represents an evolution of present ways of trading, capitalizing on new possibilities offered by technology to improve efficiency in terms of lower costs, effectiveness in terms of widening market potential and better meeting customers' needs as well as providing a means for enhanced product and service innovation, notably through customer-supplier interaction. This form of electronic commerce is expected to have a great impact on competitiveness and a limited impact on employment.

On-line business directories can facilitate contacts between companies and it can also improve national and regional information relay centers. Contact between companies and consumers can be supported by various means, including on-line advertising and shopping malls. Companies can provide detailed information on their products and services, including technical specification, guidance on use answer to common questions, supported by comprehensive navigation and search facilities.

Where companies can jointly form a single virtual enterprise, which addresses anything from production of goods and services to distribution and sales, it can be expected that major shifts will happen in the structure of the industries involved.

2.5 Categories of E-Commerce

E-commerce can be divided into four categories.

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(a)   Business- to- Business

(b)   Business- to- Consumer

(c)   Business- to- Government / Government-to-Business

(d)   Consumer- to- Consumer

Business- to- business is all about transactions between your organization and your partners.   Any transactions or information associated with development, manufacturing, delivery, sales and support of products or services is a candidate for a business-to-business system. This broad definition includes many systems that can improve the communications between companies and organizations.

Today's banking and finance operations have long been dependent on Electronic Data Interchange (EDI) which is the controlled transfer of data between businesses and organizations via established security standards and Electronic Funds Transfer (EFT) to ensure that money and securities are transferred to the company or individual that requested the action. Engineering firm manufacturing products have used business-to-business project management, manufacturing and outsourcing for the development and delivery of their products. Many systems including office supplier, on-line travel agents and information services are already online inside many businesses.

Business- to-Consumer

Business to Consumer is commonly used to refer to sale by a business enterprise to a person or consumer. The term is misleading, in that a business enterprise may also be a consumer.

As argued in greater detail in relation to the poor performance of net-marketers, and in relation to the privacy aspects of direct marketing, the use of the 2 involves a misunderstanding of the dynamics of Internet commerce that is both fundamental and

very significant. Until sellers discover that, on the net, buyers are not inert targets of a mass broadcast medium, consumer e-commerce will continue to develop very slowly.

This category largely equated to electronic retailing. This kind has expanded greatly with the advent of the World Wide Web. There are now shopping malls all over the Internet offering all manner of consumer goods, from cakes and wine to computers and motors cars.

Business- to- Government / Government- to -Business

Some authors identify a separate category of Business to Government. In some cases, it is used to refer to sales by business enterprises to government. There are some differences between this and other variants of business to business emphasis on probity, and contracts entered into with the relevant body politic rather than with the purchasing organization itself but there are not necessarily enough differences to warrant significantly different treatment from Business to Business generally.

In other cases, Business to Government refers to service delivery by government to business enterprises (for which Government to Business would make more sense), or is concerned with regulation by government of business enterprises. This may be a more worthwhile distinction from Business to Business, because it commonly involves different goods and services, different approaches to the transaction, and different requirements of technology (e.g. payment systems, and aspects of security).

Government is frequently presumed to be homogeneous (despite the rarity with which two agencies in the same jurisdiction perform the same function). In practice, there are two particularly important dimensions across which government agencies commonly need to be differentiated: by the function of the agency: service delivery: in sourced; outsourced (including 'purchaser/provider'); regulatory; policy; by the level of

government to which it belongs: national; regional / state / province / Land / canton / and local.

Consumer- to -Consumer

An often-overlooked category of market spaces is the use of electronic tools to support transactions between individuals.

Some of these are conventionally economic in nature, as in 'classified ads' and auctions of personal possessions. Others involve 'indirect or deferred reciprocity'. Still others involve gifts. All of these various categories of market are capable of being supported by electronic tools.

2.6 Impact of E-Commerce

E-Commerce is impacting non-retailing business in significant but often less visible ways. In spite of the hype surrounding e-commerce for consumer products and services, the market that will have the most significant impact on e-commerce will be the horizontal market for business-to-business commerce. This market includes all aspects of using networked computers for business purposes including office automation, electronic mail, corporate Intranets, Extranets, Web and EDI systems for documents exchange and purchasing.

The impacts of e-commerce on the workplace are numerous. The Internet provides access to an electronic global marketplace with millions of customers. The increasing availability of sophisticated Web tools allows companies to eliminate, re-engineer, and automate business practices, thereby providing a more cost effective, time-efficient manner of conducting business. In addition to these positive changes, some challenges arise. As the information technology profession continues to expand, personnel in the industry are increasingly in high demand, causing a work shortage

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crisis for many employers. In addition, "cyber law" is still a relatively new discipline, with the legal ramifications of e-commerce still be explored.

For those companies that fully exploit it's potential, electronic commerce offers the possibility of breakpoint changes that so radically alter customer expectations that they define the market or create entirely new markets. All other companies, including those that try to ignore the new technologies, will then be impacted by these changes in markets and customer expectations. Equally, individual members of society will be presented with entirely new ways of purchasing goods, accessing information and services, and interacting with branches of government. Choice will be greatly extended, and restrictions of geography and time eliminated.

2.7 Threats to E-Commerce

The security mechanisms currently in place and taken for granted in most forms of commerce are only now being developed for e-commerce. While many forms of commerce use relatively inexpensive security checks to discourage fraud, the technology developed for on-line commerce must be extremely vigilant to prevent and discourage security violation. The very nature of computing has the ability to amplify many folds the effects of a simple error in securing e-commerce software to large-scale fraud, theft or security intrusion.

Threats to security of computer systems and commercial transaction can be classified as internal and external. The threat that is most often overlooked, yet is most likely to occur, is the inside threat. Providing internal access to an organization's digital assets can be many security plans through either malicious intention or carelessness. Few modern systems can withstand attacks from users who are logged on to internal machines. A mixture of traditional security practices with the latest in computer security tools can assist security managers in protecting corporate assets. The principles

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of need-to-know and compartment information can be useful in determining to whom privileged accounts and passwords should be given. Careful screening of employees trusted not only with company secrets, but also with access to valuable digital assets should be a part of any security plan.

2.8 How to Start Business E-commerce?

The reality of the virtual world is that there are millions of e-commerce ideas that can drain entrepreneurs of time, energy, and most important, capital. To help you find the right strategies for your business, we've put together this reading list.

The Internet is quickly becoming a crucial factor in many small companies' growth strategies. According to an e-merchant study released earlier this year by Internet market research firm Keenan Vision, the number of e-merchants will number 400,000 in 2003.

Building an electronic storefront may seem particularly daunting to small businesses and retailers; the maze of e-commerce products and services available makes it easy for a merchant to get lost. Many small companies find building and hosting a Web site on their own to be cost-prohibitive, and generating traffic to their sites can also prove to be a difficult undertaking.

Clearly, building the right foundation for successful e tailing takes careful consideration and solid strategy, but the step-by-step process that follows should help demystify the process and provide an easy-to-follow guide.

It's also important to note that a full-service transactional Web site may not necessarily be the right strategy for all merchants. If the products or services you offer do not lend themselves to the Web, or if selling online is not a key objective for your company, you may want to consider a "brochure" site that promotes your business and helps create foot traffic at your brick-and-mortar office or shop. A brochure site does

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not sell products or services online, but instead is meant to be informational and serve as an advertising/promotional tool.

There are five basic steps to complete before transacting business on your Web site. You may select separate vendors to assist you in each step or look for a vendor that provides an integrated solution. Choosing one vendor that offers a suite of e-commerce services can simplify the process (and save time and money).

The following steps outline the things you need to consider when moving your business online.

(1)   Domain Name Registration

What's in a name? Plenty when you are an e-tailor. It is not only your company's brand name; it's also your address in cyberspace. Once you've selected what that name will be, you must register it with InterNIC, the agency that registers and maintains a database of domain names. You can obtain a domain name directly from one of many providers — NetworkSolutions.com and Register.com are just two examples of these registrars. However, you're Internet Service Provider or your e-commerce service vendor(s) will often perform this task for you.

(2)   Web Store Design

The key decision at this step is to determine whether you plan to build your site yourself or have a provider build it for you. If you choose to build your site yourself (either by purchasing a related software package or using a "browser-based" store-building package that you download from the Web), keep in mind you will not only have the initial task of construction but also the ongoing responsibility of making modifications to the site.

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With many Web-building services and software products available to assist Businesses in designing a Web store, you do not have to take on this project by yourself.

However, even with a Web-building service provider, you still must consider several critical issues to ensure that the site you build meets your vision and needs:

(a)   What products/services do you want to sell?

(b)   What do you want the look and feel of your logo and your site overall to be?

(c)   What type of navigation tools do you want to use?

(d)   By what forms of payment do you wish to transact business?

(e)   How are you going to calculate tax and shipping charges?

Once you've made these decisions, you are ready to develop your product catalog. You'll need to provide necessary information on each product, such as description, color, size, and price. This catalog is expandable, so that you may add to it as your business and product offering grows.

After the product catalog is completed, your Web building vendor can publish your Web site online.

Server Hosting

Another major decision that businesses joining the electronic marketplace must face is whether to buy a server and host their Web site in-house, or to outsource the entire operation to a service provider. For many smaller businesses, outsourcing is the most viable and cost-effective option. Establishing your own operation is complicated and can take several

months' setup time, whereas you can get set up in less than an hour if you use a hosting service. A hosting service will also speed the time it takes customers to download pages on your Web site, improving the customers' experience on your site.

(4) Payment Solutions

In order to become truly e-commerce enabled, you must have the following:

(a) Payment software

(b) A merchant account

(c) Payment processing services

(d) A gateway to connect all these elements of the payment process.

You also will need cash register software to help easily calculate sales tax and shipping charges, and you may want to include a shopping cart function as well.

In order to start transacting business and accepting payments, you must first open an account with a merchant bank. Once you have established an account, your merchant bank retains the services of a payment processing company to "acquire" transactions of your customers, secure the funds from the customers' credit card issuer, and place that money into your merchant account. This is the last part of the payment solutions equation

(5) Traffic Coverage

"If you build it they will come." If only it were that easy with e-tailing. However, no matter how great your Web site is, no one will come to it if they don't know you are there. This is where driving traffic and transactions becomes an essential element of your e-commerce plan.

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The first step in building traffic is registering your site with search engines. Again, there are vendors that will do this for you. For registration, you will need to think of "meta tags" or keywords that will be associated with your site.

In addition, one old rule that still holds true in the virtual economy is "Location, location, location." Much like putting your store in a real shopping mall, having your storefront in a shopping portal not only gives higher visibility but also helps draw in "window shoppers."

2.9 Who Are Your Customers?

While both business-to-business and business-to-consumer e-commerce will need to support multiple languages, currencies, payment methods and delivery vehicles, the business segment of your plan should take account of fundamental differences between the two types of sites. For instance, to sell to business, you must support purchase orders, any you may need to work directly with the purchasing management systems in customer organizations. The need for integration is high; for customers faced with thousands of products from many vendors, the only thing worse than multiple paper catalogs is multiple electronic ones.

The data on buyers and sellers that you accumulate over time becomes your most precious asset, but it is only as valuable as your plans to cultivate and leverage it. This is doubly important for business-to-consumer sites; business-to-business sites already operate under a contract or purchase-order relationship.

This is the point where all key areas within your company (marketing, sales, management, operations, and customer service) need to pinpoint departmental objectives for the Web site.

The brainstorming process should be free form with significant time spent sharing ideas, concerns, fears, and objectives. Everyone within the company's sales, marketing,

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operations, support areas and any other group that interacts with the customer should participate. Develop a Web mission statement for each department, and then spend time on the Internet looking for sites and companies that have achieved results. Take their ideas and adapt them to your site. The marketing team has to consider how it will deliver value to each individual at an adequate budget on the Web. Examine the budget carefully, and be realistic about what you can afford to do. It's better to scale back the grand vision for your site and do an initial implementation well than to try and create an award-winning site immediately. And keep in mind that you will need to budget for ongoing maintenance and the evolution of your site.

2.10 Security Payment Online

Security mechanism currently in place and taken for granted in most forms of commerce are only now being developed for e-commerce. While many forms of commerce use relatively inexpensive security checks to discourage fraud, the technology developed for on-line commerce must be extremely vigilant to prevent and discourage security violations. The very nature of computing has the ability to amplify many folds the effects of a sample error in securing e-commerce software to large-scale fraud, theft, or security intrusions.

Payment Online is a single-source e-commerce solutions company. That means that when your business is ready to start selling online - seriously, professionally - we can build your online storefront (or provide you with the tools to build your own), host it on our secure servers, and process your payments through our robust, proprietary Internet payment gateways.

A solution that's truly seamless in a way that integrators can never hope to rival. Because each of the components of our solutions was designed to work together from day one, there aren't any issues of incompatibility or needless overlap. And because

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we're the software company, web development firm, hosting provider, and Internet payment gateway all wrapped into one, we're able to pass significant savings on to our clients.

But perhaps best of all, as our client, you have the luxury of dealing with only one company for issues relating to your online business - a company that's firmly committed to providing you with the highest level of customer care available.

Credit card orders online are a complicated process. First, you need a secure server and some form of shopping cart software to accept customers' credit card information. Next, you need an Internet merchant account with a bank that can accept charges from your Web site and credit them to your account. But simply having a merchant account doesn't mean that you are set up to take orders online. Just as in the physical world of retailing, virtual retailing also requires a middleman to help the flow of commerce, so you also need a credit card clearing service.

The following are some guidelines to keep in mind when you are choosing a credit card clearing service:

(1) Some sites may want to integrate it themselves with a simple CGI or Perl script that links the order form and clearing service. Some shopping cart programs already have this integration built in, so be sure to check with the software manufacturer for availability.

(2) In addition to just transferring the transaction information between your site and your bank, some clearing services may offer additional services, such as batch settlement, a password-protected management feature that enables you to review all transactions and import the information into a spreadsheet. Some clearing services also offer a "virtual terminal," which allows you to

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issue credits and perform other administrative functions such as those available on a regular swipe terminal.

(3)   "People expect everything to be free, which is unrealistic. There's a cost to doing business, even on the Internet," says Isaacs. In addition to setup costs, some companies charge a flat fee for the service, plus an additional per-transaction fee.

(4)   Make sure you are not locked into a contract or service that penalizes you for exceeding a transaction limit. A service that makes it easy for you to scale up is preferable.

(5)   Performance is determined by the time it takes to complete transactions. Reliability refers to the number of transactions that goes through compared with those that fail. See what the service claims for performance and reliability, then talk to some of the firm's customers to check if the service lives up to its claims.

2.11 Electronic Commerce in Thailand

Electronic commerce in Thailand has been an agenda of the National Information Technology Committee since its formation in 1992. At that time, Electronic Data Interchange (EDI) for international trade was started and is now in operation.

The National Information Technology Committee (NITC) was established in 1987 to oversee the policy aspect of information technology development and deployment in Thailand. At present, it has 18 subcommittees steering various IT developments, including three that directly affect the electronic commerce development: the Electronic Data Interchange (EDI) subcommittee, six IT-law subcommittees and the Electronic Commerce Task Force.

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The National Electronics and Computer Technology Center (NECTEC) were established in 1992 to carry out research and development in the electronics and computer-related areas. NECTEC operates 15 laboratories specializing in various technologies such as microelectronics, telecommunications, networking, software and linguistics. In 1992, NECTEC was assigned by the government to perform the role of NITC secretariat, in addition to its main role of R&D promotion and implementation.

The Internet is the main driving force, which makes electronic information, became available to the mass through colorful multimedia interactive browsers running on low-cost personal computers.

The world's infrastructure for e-commerce is being developed at a fast pace. All top economies have put down their policy frameworks to make sure that electronic commerce will be a viable means of business in the twenty-first century. The purpose of this website is to provide the most up to date information about the progress of E-Commerce development and activities in Thailand.

National-level bodies such as the National Electronics and Computer Technology Center (NECTEC), the National Information Technology Committee (NITC), the Ministry of Commerce (MOC), the Bank of Thailand (BOT), other ministries and the Federation of Thai Industry, The Chamber of Commerce, the Association of Computer Industry of Thailand, etc. are now joining force to develop Electronic commerce. A national level committee for E-Commerce Policy was appointed by the cabinet to oversee this development process. The Deputy Prime Minister Suwit Khunkitti chairs this committee.

Since 1998, the Thai government has shown its further commitment to develop electronic commerce in Thailand in its decision to draft IT laws as well as to establish the Electronic commerce Resource Center.

2.12 Model and Example of Business Magazine Online

(1)   [Amazon.co.uk](#) Company Information

"An extraordinary company, doing business on the Web in a real customer-oriented way." Martin Tanner--Amazon.com customer, Schoenenwerd, Switzerland.

[Amazon.co.uk](#) is the trading name for Amazon.com Intl Sales, Inc. and Amazon.com International Auctions, Inc. Both companies are subsidiaries of Amazon.com a leading online retailer of products that inform, educate and inspire. The Amazon group also has stores in the United States and Germany, France and Japan. Amazon.co.uk has its origins in an independent online store, Book pages, which was established in 1996, and subsequently acquired by Amazon.com in early 1998.

[Amazon.co.uk](#) offers a catalogue of more than 1.5 million books, thousands of CDs, DVDs and videos, a wide range of software and PC *&* video games and a great selection of children's products in Toys *&* Kids! The site also hosts online auctions and brings independent buyers and sellers together in Shops, our online marketplace. In addition, customers have access to a variety of other resources including customer reviews, e-mail personal recommendations and gift certificates.

(2)   Se-Education Public Company Limited (SE-ED)

A group of electrical engineering graduates from Chulalongkorn University, who used to be active in varsity activities during their study, joined hands in setting up this publishing firm called Science, Engineering and Education Company Limited in 1974, and later it evolved to become

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SE-EDUCATION Public Company Limited, a public company listed on the Stock Exchange of Thailand in late 1991.

SE-EDUCATION PUBLIC COMPANY LIMITED (SE-ED) 's main concern is knowledge dissemination, with special focus on those fields essential to enhance Thai people's contribution to national development. SE-ED has 3 major areas of business as follows:

(a)   Sell magazines and books on a retail basis through their own SE-ED Book Centers. (Representing 75% of 1999 revenue)

(b)   Publish and distribute their own magazines and technical books, as well as distribute books from other publishers and organizations to nationwide bookshops. (Representing 16% of 1999 revenue)

(c)   Advertise products and services in 7 monthly magazines published by SE-ED. (representing 5% of 1999 revenue)

Major products are as follows:

(1)   Technical Books. Currently SE-ED is the country's largest technical book publisher, and the market leader of books in such fields as computer, electronics, engineering, children books, business management, and self-help books.

(2)   Monthly Magazines. SE-ED is also the publisher of the following magazines: Semiconductor Electronics Magazine: This flagship magazine was launched in 1974, and is still popular among those readers who are keen on electronics. To date it has been the technology magazine, which claims the most advertisement pages.

(3)	Microcomputer Magazine: One of the pioneering magazines devoted entirely to PC technology and currently the best-selling magazine in this category. Circulated since 1983.

(4)	Hobby Electronics Magazine: A sister publication to the popular Semi-conductor Electronics magazine is specially geared to the needs of those fledgling electronics enthusiasts and also interested readers. Launched in early 1991.

(5)	Microcomputer User Magazine: Yet another sister publication to the well-received Microcomputer Magazine caters to general users of PC technology. Circulated since late 1993.

(6)	Industrial Technology Review Magazine: Launched in mid-1994, it provides reading material on major developments in industry and technology for factory engineers and general readers.

(7)	Internet Magazine: A brand-new magazine added to the monthly list is geared to the needs of those.

As far as magazine distribution is concerned, SE-ED seeks service from multiple magazine distributors to cover retail outlets in each area of Bangkok and the perimeter. As for those shops in the provinces, SE-ED seeks service from provincial distributors to cover them through their agent shops in each province.

(3) Amarin Printing & publishing public company limited

The Company has over 20 years of solid experience in publishing business with its origin in the publication of Baan Lae Suan (Home Care and Gardening) Magazine in September 1976. More magazines were subsequently created in response to the diverse tastes and needs of different groups of readers, all of which have been highly successful and proudly

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become leading magazines in the market. These include two magazines for women and young people named respectively Praew and Praew Sudsapda.

During Thailand's 1997 economic crisis, Amarin though mildly affected, launched another two magazines on the now popular self-healthcare and healthy lifestyle namely Cheewajit and Health & Cuisine. Most recently in 2001 the Company has successfully acquired the license to publish the World's all-time Number One feature magazine, National Geographic in Thai edition.

Amarin has also embarked upon books publishing business by establishing several book series imprints, which publish a wide variety of books fiction and non-fiction, academic as well as entertaining from children books, juvenile literature and novels to cook books, health manuals, and home care and gardening handbooks, and so on. Undoubtedly, Amarin's unfailing and wholehearted commitment to quality has been a key reason behind our success and leadership in Thailand's publishing business. The amarin's magazines are as follows:

(a) Praew Books

The imprint aims to present literary works by almost 100 well-known authors in a very board range of contents and forms, be it fiction, short story, poetry, essay, documentary feature, edutainment or academic research in order to create a healthy social environment based on thinking, writing and reading skills.

(b) Praew Entertain Books

The imprint provide a variety of entertainment, ranging from film, theatre to music through critical review, essays and textbooks by

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a bunch of Thai leading critics, which are beneficial for those in the fields and the general public who want to appreciate these arts beyond the sight and the sound.

(c)   Preaw Juvenile Books

Specially selected literatures for juveniles mostly are award winners, which were thoroughly translated into Thai. With the beautiful of the story itself that Thai teenagers can enjoy, they at the same time have good chances to create infinite imagination.

(d)   Health Clinic Books

Bringing health to both the body and mind of its readers is the objective of Health Clinic Books and readers can apply the knowledge to their daily requirement.

(4) Asia Books

Asia Books has been serving the literary public in Bangkok since it's opening in September 1969. Today it is the finest English-language book retailer, distributor, and publisher in Thailand, with 11 branches in Bangkok and hundreds of distribution points throughout the country. In Bangkok, professionals or English-speaking Thais, expatriates, and tourists have all come to know that at Asia Books they can find exactly what they're looking for. When you visit Thailand make sure you visit one of Asia Books' 11 stores around Bangkok. You'll enjoy browsing through the wide variety of books covering subjects from international bestsellers to Thai architecture to business and management.

Discover Thailand's finest English-language bookshops and explore the incredible range of books. The leader in publishing and retailing for

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more than a quarter of a century. Asia Books serves academics and librarians around the world. Professional books and reference books are available in various subjects:

(a)   Art, Architecture & Photography

(b)   Audio Books

(c)   Biography

(d)   Business, Finance & Law

(e)   Children's Books

(f)   Comics & Graphic Novels

(g)   Computers & Internet

(h)   Crime, Thrillers & Mystery

(i)   Fiction - General & 20th Century Classics, Contemporary, Cult...

Asia Books is Thailand's largest retailer, distributor, and publisher of English-language books. We are also an agent for over 50 publishers from the United States and the United Kingdom.

III. RESEARCH METHODOLOGY

3.1 Research Survey

(1) Using Interviews for successful Data Collection

We prepared to collect data in 2 ways techniques as following:

(a) Interview context (Personal interview)

The characteristics of personal interview are:

(1)   Two-way conversation initiated by an interviewer to obtain information from a respondent.

(2)   Asking face to face

(3)   Most often takes plan at the respondent's place of work, whether home, officer or school.

(b) Interviewing by telephone

This technique also used for collecting the primary data, used telephone to discuss the question in the questionnaire about the great benefit for planning and developing the magazine web site to satisfy the need of the Internet users as much as possible. It will have some obstacles also because the cost of telephone is very high and time is very short. And it can make the respondent with the interview. But we have planned to do effective research interviews by telephone. We are arranging a precise time for telephone interviews to take place.

(2) Steps to establish the questionnaire

(a) Determine our general and specific Research Question

With all types of structured data collection we have to set a clear idea of the objective for the interview and data needs of the study.

The clear idea of the objective study is to know the possibility of business magazine run through the Internet. We need to collect information from the Internet users. The information that we needed was the case with the construction of questionnaire. We realize that every part of interview should set the question in questionnaire.

(b)   Drafting the question in questionnaire

We begin to draft the question in questionnaires. All questions are carefully drafted and worded so that ambiguity is minimized. It is useful in drafting the question for questionnaire

We use closed-end questions. It is specific and frequently restricts the options available to the student respondents. The advantages of close-ended questions are that it can save time, enable to classify and record easily. It has disadvantages in using closed-end questions also. It is limited in that the respondent does not let us know how much information the respondent really has about the questions. The respondents may not like the available options and cannot easily respond.

(c)   Draft the questionnaire scale

There are three common scale formats served in questionnaire model:

(1) Fill in the blanks

This common format asks questions and leaves a blank for the student response. The stem should be a complete sentence rather than just a phrase. Normally, the answer should not be more than word, number or phrase.

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(2)   Multiple choice

These questions are similar to the fill in the blank type except that the respondent is given a choice of answer and must check one. Sometimes there are discrete response options (i.e. sex; male or female) in other instances a range of value is presented.

It is generally preferable to provide the respondent with choices than to present a blank to fill in. However, this model requires us to have an idea of the range of possible response. And we are putting the line for the respondents.

(3)   Comment

This model is similar in format to fill in the blank question. It poses a question and leaves adequate space for a short paragraph.   This format is essential for in depth understanding. Furthermore, the information is difficult to analyze and can often be obtained in other ways. We are concerned that in all question-types, which require a narrative response, the amount of space provided would depend on the degree of detail we expect.

(d) Design the questionnaire

We are planning the procedure to write down the questionnaire. The questionnaire is prepared from the studies of book, documents and information from Internet. We have interviewed some Internet users to clarify any questions in the questionnaire about the study and inform the respondent about the confidentiality and the use of data.

The format of questionnaire is extremely important because it is a major factor in determining whether the questionnaire is complete. There are some important aspects in designing the questions in the questionnaire. Certain types of questionnaire layouts can reduce confusion and contribute to valid responses. Response option for multiple choice, Fill in the blank and Likert Scales. The questions we use closed-end questions not to bored respondents.

We applied the following rules to adapt to the questionnaire construction as follows:

(1)   Statement should be short

(2)   Statement should cover the entire range of expected response.

(3)   Using single sentence

(4)   Avoid the use of words that may not be understood by the intended responses.

We are as concerned and follow definitely the criteria above while constructing the questionnaire.

3.2 Questionnaire Analysis

(1) Population and sample size

(a)   Determining Population

The population in this project is the 300 Internet users whose ages are between 20-35 years old, only in Bangkok areas.

(b)   Determining Sample

Because we cannot identify the exact number of population, we assume the population by using Taro Yamone table. 300 Sample size is the maximum sample size in this table; it will cover the populations

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of the 190,000 to infinity. We launched 300 questionnaires to get the information from the respondents in Bangkok area.

(2) **Definition of Research's Variables.** There are 2 kinds of variables as follows:

(a) Independent Variables

Independent Variables consist of 4 factors of personal information. They can classify the customers in the appropriate group as much as possible. The independent variables are the following:

(1)   Sex

(2)   Age

(3)   Income per month

(4)   Occupation

(b) Dependent Variables

Dependent Variables consist of 3 main factors of the Internet users 'attitude toward business magazine in Thailand. Research tried to create the dependent variables by using the factors for the business magazine on the internet, behavior of the internet users, small business operation and principal of marketing theory as a key concept, in order to cover the expected business magazine in Thailand.

The dependent variables are as follows:

(1) Behavior of the Internet users

(a)   Favorite web site

(b)   Favorite search engine

(c)   Favorite magazine web site

(d)   Reason of satisfy for buying through the internet

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(e)   Reason of dissatisfy for buying through the internet

(f)   Method of payment preference

(2) Factors in business magazine in the internet

(a)   Many kinds of magazines

(b)   Convenience to find the magazine

(c)   Easy for comparing the price

(d)   Cheap

(3) Problems and constraints

(a)   Late Delivery

(b)   Low quality of product

(c)   Unexpected goods receive

(d)   Expensive

Independent Variables   Dependent Variables

Figure 3.1. Relationships between Independent Variables and Dependent Variables.

(3) Research Instrument

In this project, the questionnaire will be used to analyze the

information. It consists of 2 parts:

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Part I: Personal Information. There are 4 questions, which can help us to identify the respondents. The researcher analyzed the data in the form of table as the following:

(a)   The number of Internet users by sex

(b)   The number of Internet users by age

(c)   The number of Internet users by income per month

(d)   The number of Internet users by occupation

Part II: This part consists of 16 questions, which are close-end question. Nevertheless, we prepare the free option in each question. By this, we use the term "others, please specify..."

Most questions focus on the trend and fact of the internet influence media, interest, kind of magazine, favorite web site, and customers' opinion toward Thai magazine web site, etc.

(4)   Collection of the Data

The data will be collected from the 300 questionnaires that the Internet users filled in. This data will present the information requirement of factors for business magazine on the Internet, the behavior of Internet users, etc. This data will be analyzed in this project.

(5)   Statistical Measurement

The statistical program for computation in this study is the SPSS. This application software can help with the statistic process calculation and do the data report. This result of the research can present the amount of respondents (frequency), percentages (%) and Chi-Square Test.

IV RESULT AND DISCUSSION

4.1 The Personal Information about Sex

Table 4.1. Demographic of Respondent on Sex.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	152	50.7	50.7	50.7
	Female	148	49.3	49.3	100.0
	Total	300	100.0	100.0	

According to Table 4.1 shows the demographic variables "Sex" was studied of 300 respondents, 152 people are male (50.7%) and 148 people are female (49.3%).
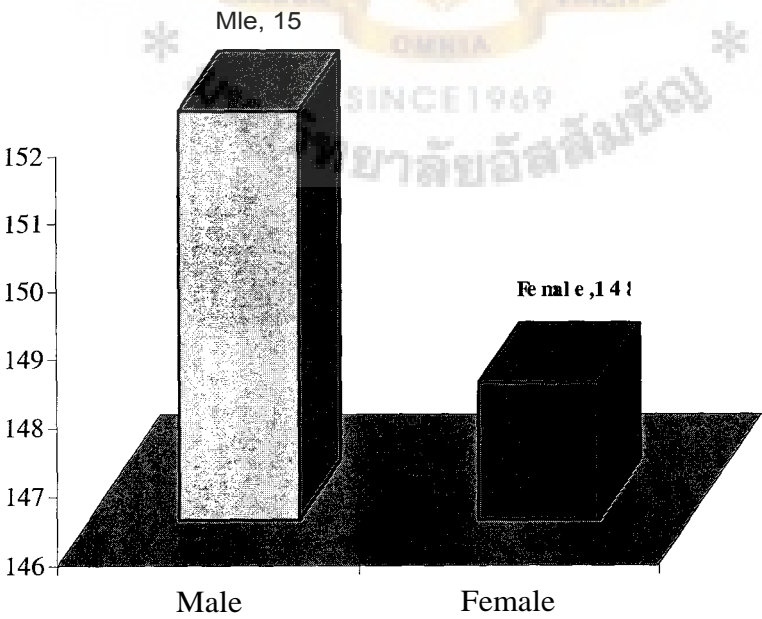
Figure 4.1. The Demographic of Respondent on Sex.

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4.2 The Personal Information about Age

Table 4.2. Demographic of Respondents on Age.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years old	59	19.7	19.7	19.7
	21-25 years old	71	23.7	23.7	43.3
	26-30 years old	104	34.7	34.7	78.0
	More than 30 years old	66	22.0	22.0	100.0
	Total	300	100.0	100.0	

According to Table 4.2 shows the demographic variable based on "Age" was considered, they were 4 respondent groups.

There are 59 people in below 20 years old group (19.7%), 71 people in 21-25 years old group (23.7%). There are 104 people in 26-30 years old group (34.7%) and 66 people in more than 30 years old group (22.0%).
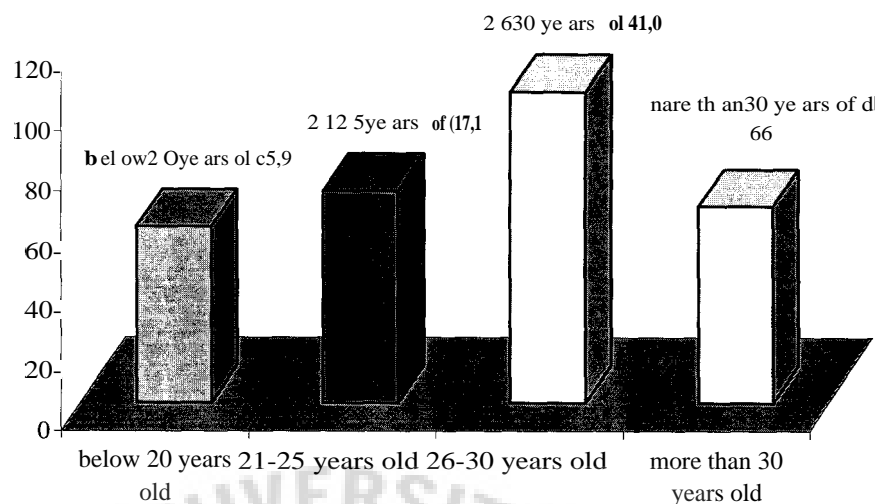
Figure 4.2. The Demographic of Respondents on Age.

4.3 The Personal Information about Income per Month

Table 4.3. Demographic of Respondents on Income per Month.

		Frequency	Percent	Valid Percent	Cumulative Percent
	Below 10,000 bahts	94	31.3	31.3	31.3
	10, 000-20,000 bahts	70	23.3	23.3	54.7
	20, 001-30,000 bahts	64	21.3	21.3	76.0
	More than 30,000 bahts	72	24.0	24.0	100.0
	Total	300	100.0	100.0	

We divided the income level in to 4 levels, Below 10,000 bahts per month. This group consists of 94 people that is 31.3%. 10,001-20,000 bahts per month. This group consists of 70 people that are 23.3%. 20,001-30,000 bahts per month.

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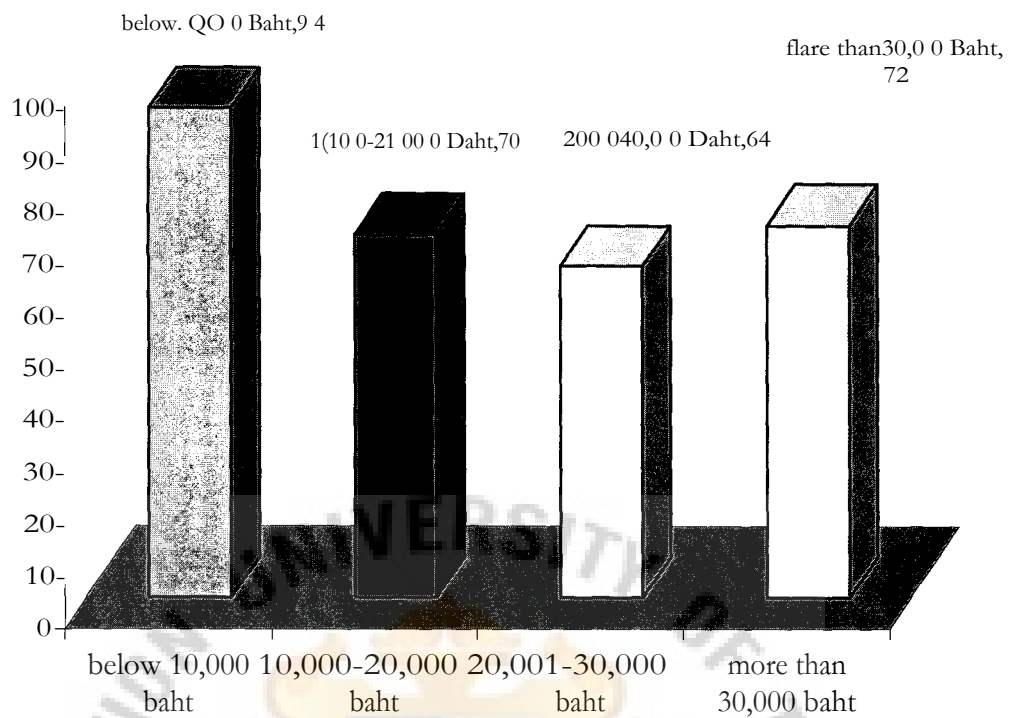
Figure 4.3. Demographic of Respondents on Income per Month.

4.4 The Personal Information about Occupation

Table 4.4. The Distribution of Respondent's on Occupation.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	College Student	84	28.0	28.0	28.0
	Master's Degree Student	43	14.3	14.3	42.3
	Government Officer	17	5.7	5.7	48.0
	State Enterprise Employee	20	6.7	6.7	54.7
	Company Staff	111	37.0	37.0	91.7
	Business Owner	25	8.3	8.3	100.0
	Total	300	100.0	100.0	

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Table 4.4 shows the results of respondent's on Occupations. The majority of the respondents are Company staff, 111 persons (37.0%). The group of college student consists of 84 people that are 28.0%. The group of master's degree student consists of 43 people that are 14.3%, Government Officer consists of 17 people that are 5.7%, State enterprises Employment consists of 20 peoples (6.7%), and the business owner consists of 25 peoples that are 8.3%.
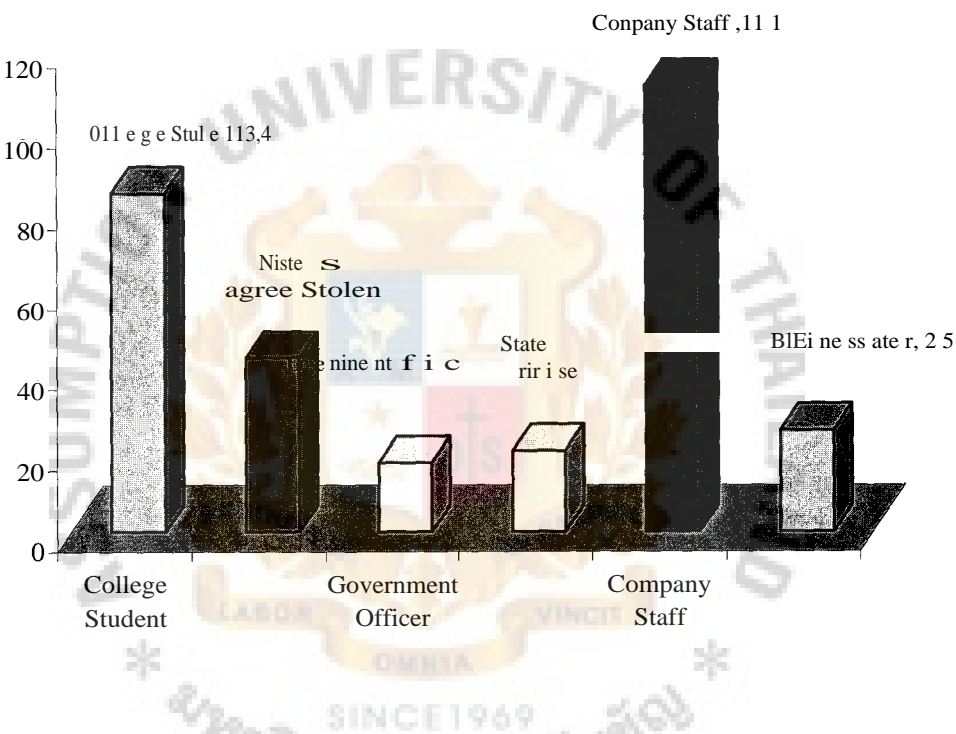
Figure 4.4. The Distribution of Respondent's on Occupation.

4.5 The Thai Website That Respondents Usually Log in

Table 4.5. The Distributions of Thai Website That Respondents Usually Enter.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	sanook.com	89	29.7	29.7	29.7
	thaimail.com	38	12.7	12.7	42.3
	hotmail.com	100	33.3	33.3	75.7

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Table 4.5. The Distributions of Thai Website That Respondents Usually Enter.

(Continued)

		Frequency	Percent	Valid Percent	Cumulative Percent
pantip.com		59	19.7	19.7	95.3
	Others	14	4.7	4.7	100.0
	Total	300	100.0	100.0	

Table 4.5 shows the Thai website that the respondents usually log in and they like to visit when they are online. The results are hotmail.com is the most favorite web site, which has 100 people (33.3%). The second is sanook.com; there are 89 people (29.7%). The third website is pantip.com, there are 59 people (19.7%). The last web site is thaimail.com; there are 38 people (12.7%). Other web sites have 14 people (4.7%), the example are yumyai.com, thaiamazon.com and hunsa.com.
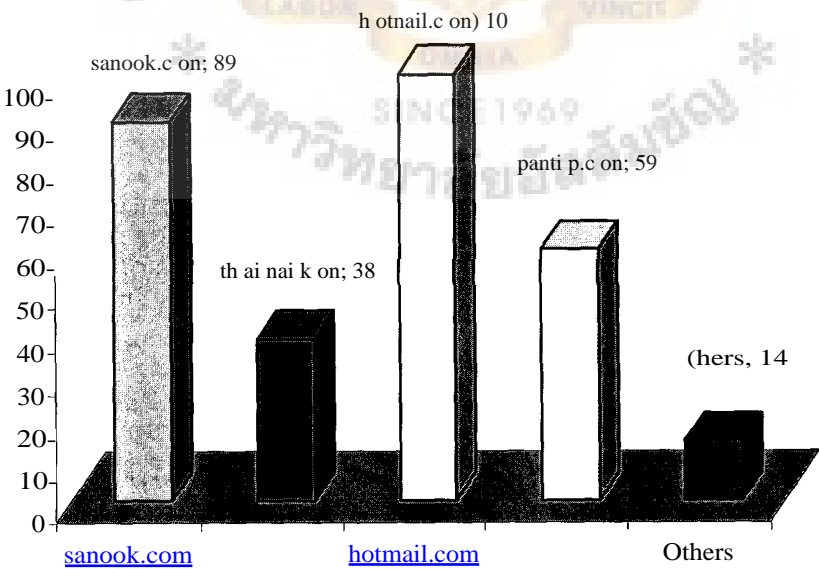
Figure 4.5. The Favorite Thai Website That the Respondents Usually Enter.

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4.6 The Favorite Search Engine Of The Respondents

Table 4.6. The Distribution of the Favorite Search Engine That the Users Usually Use.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yahoo	149	49.7	49.7	49.7
	100hot	30	10.0	10.0	59.7
	Lycos	44	14.7	14.7	74.3
	Excite	30	10.0	10.0	84.3
	Infoseek	47	15.7	15.7	100.0
	Total	300	100.0	100.0	

Table 4.6 shows present the favor of the respondents to the search engine. The most favorite search engine is yahoo, which has 149 people in frequency (49.7%). 100hot got 30 people in frequency (10.0%). Lycos got 44 people in frequency (14.7%). Excite got 30 people in frequency (10.0%). And infoseek got 47 people in frequency (15.7%). The priority of the search engine is Yahoo, Infoseek, Lycos, 100hot and Excite.

44
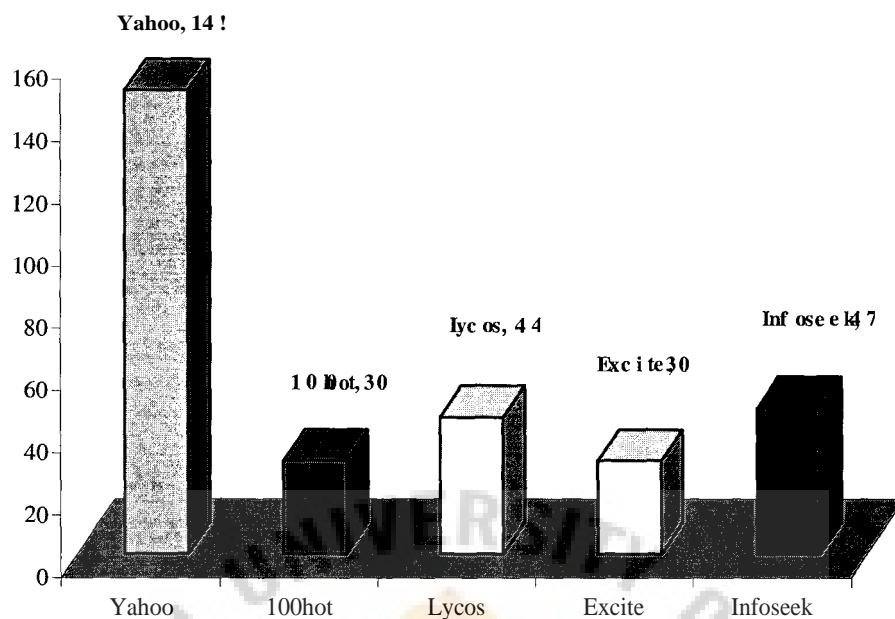
Figure 4.6. The Favorite Search Engine That the Respondents Usually Use.

4.7 The Media That Influence the Respondents Buys the Products On the Internet

Table 4.7. The Distribution of The Media That Influence the Respondents Buys the Products on the Internet.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Magazine	97	32.3	32.3	32.3
	Television	118	39.3	39.3	71.7
	Radio	25	8.3	8.3	80.0
	Newspaper	58	19.3	19.3	99.3
	Others	2	.7	.7	100.0
	Total	300	100.0	100.0	

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This result shown in the table is the media that has the most influencing power to the respondents is Television (39.3%). The second media is magazine (32.3%). The third media is newspaper (19.3%). The forth media is radio (8.3%).
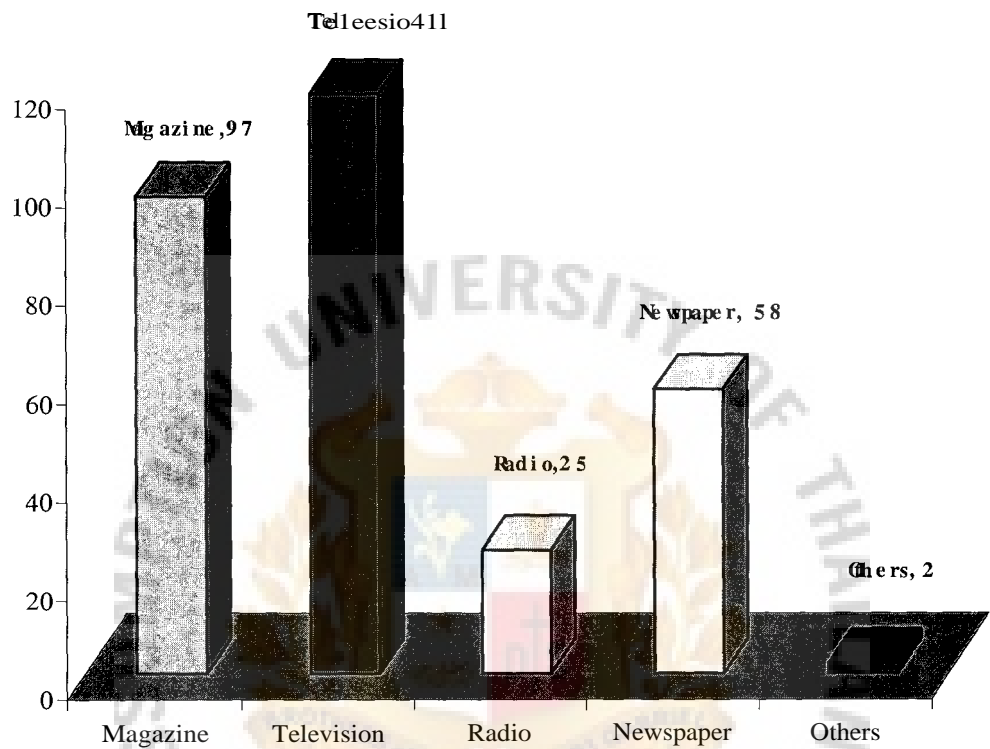
Figure 4.7. The Media That Influences the Respondents to Buy the Products Online.

4.8 The Favorite Magazine Web Site

Table 4.8. The Distribution of the Favorite Magazine Web Site.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amazon.com	54	18.0	35.1	35.1
	Thai books.com	21	7.0	13.6	48.7
	se-ed.com	44	14.7	28.6	77.3
	asia-insight.com	35	11.7	22.7	100.0
	Total	154	51.3	100.0	

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Table 4.8 shows that the majority of magazine web sites that the respondents well knew is amazon.com (35.1%). The next well-known web site is se-ed.com (28.6%) and asia-insight.com (22.7%). The last well-known web site is thaibooks.com (13.6%).
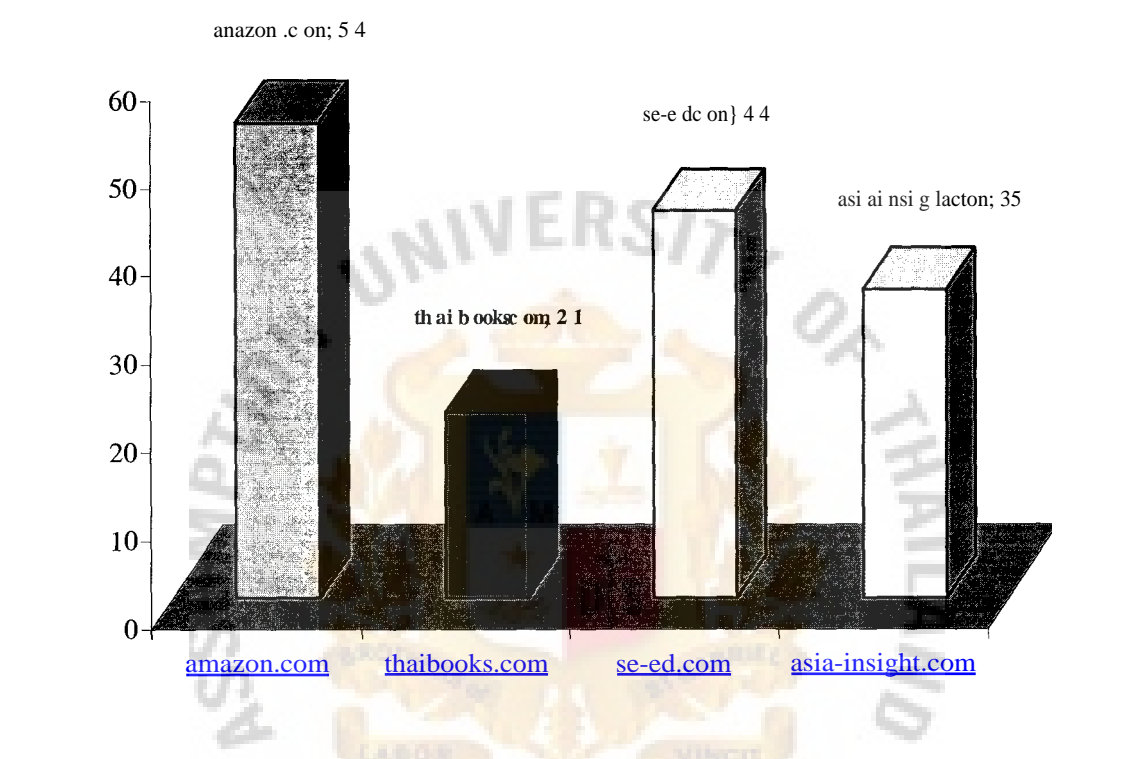
Figure 4.8. The Magazine Web Site That the Respondents Always Heart about.

4.9 The Favorite Magazine That the Respondents Prefer

Table 4.9. The Distribution of the Favorite Magazine That the Respondents Prefer.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Education	64	21.3	21.3	21.3
	Entertainment	68	22.7	22.7	44.0
	Sports	94	31.3	31.3	75.3
	Fashion, Style & Beauty	62	20.7	20.7	96.0
	Others	12	4.0	4.0	100.0
	Total	300	100.0	100.0	

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The information from Table 4.9 presents the simple group's favorite kind of magazine. The most favorite magazine is about Sports, which is 31.3%. Entertainment and Education is second and third which are 22.7% and 21.3% priority, consequently.
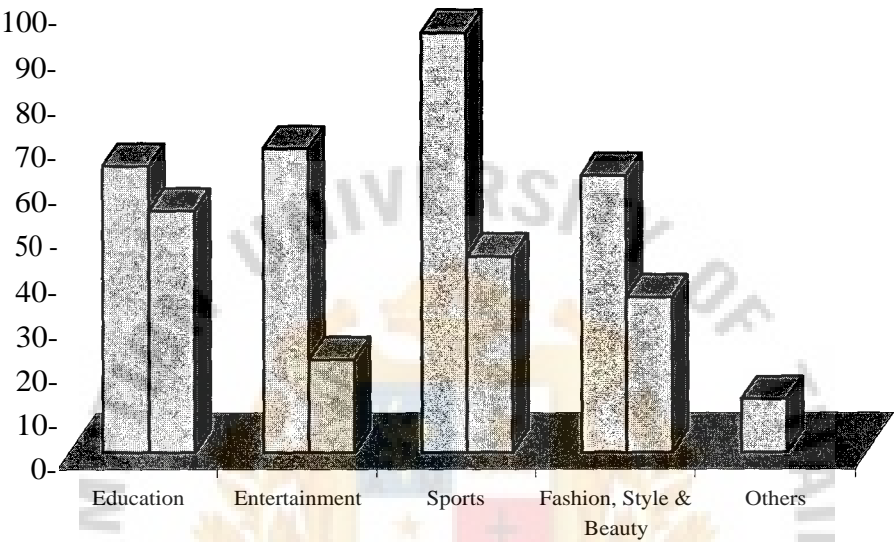
Figure 4.9. The Kind of Magazine the Respondents Prefer.

4.12 The Factors That Influence The Internet Users

Table 4.10. The Distribution of the Factors That Influence the Internet Users.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Many kind of magazines	52	17.3	23.9	23.9
	Save time to go to bookstore	52	17.3	23.9	47.7
	Easy for comparing the price	32	10.7	14.7	62.4
	Convenience to fine the magazines	61	20.3	28.0	90.4
	Get discount	21	7.0	9.6	100.0
	Total	218	72.7	100.0	

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The Most factors that make the Internet users take interest in the magazine website is convenience to find the magazine (28.0%), many kinds of magazine (23.9%), save time to go to bookstore (23.9%), easy for comparing the price (14.7%) and get discount (9.6%).
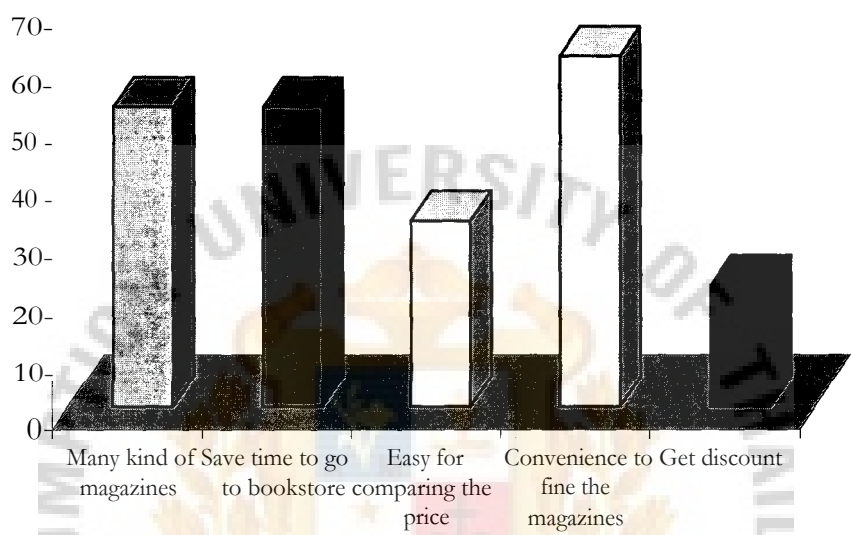
Figure 4.10. The Factors That Influence the Respondents Buying the Magazine.

4.11 The Measurement of the Reason That the Respondents Buy the Product via Internet

Table 4.11. The Measurement of the Reason That the Respondents Buy the Product through the Internet.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Convenience	50	16.7	51.0	51.0
	Easy for price comparing	10	3.3	10.2	61.2
	Easy to find the needy magazine	20	6.7	20.4	81.6
	Cheap	16	5.3	16.3	98.0
	Others	2	.7	2.0	100.0
	Total	98	32.7	100.0	

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We consider the frequency; the most reason that makes the respondents purchase the product is convenience (51.8%). The remainders are easy for price comparing (10.2%), easy to find the needy magazine (20.4%), cheap (16.3%) and other (2.0%).
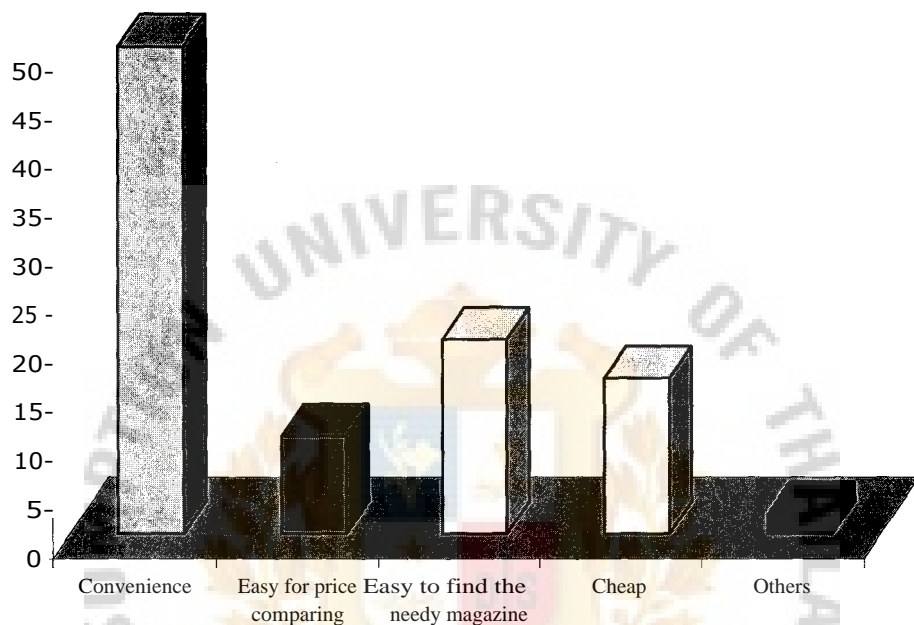
Figure 4.11. The Reasons That Make Respondents Purchase the Product Online.

4.12 The Reasons That the Respondents Dissatisfy from Purchasing the Product through the Internet

Table 4.12. The Distribution of the Reasons That the Reasons That the Respondents Dissatisfy from Purchasing the Product through the Internet.

		Percent	Valid Percent	Cumulative Percent
Valid	Late delivery	3.7	44.0	44.0
	Low quality product	2.7	32.0	76.0
	Unexpected good receive	1.3	16.0	92.0
	Expensive	.7	8.0	100.0
	Total	8.3	100.0	

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This table reveals that the first reason of dissatisfaction in purchasing the products through the Internet is late delivery (44%). Next is low quality of product (32.0%), unexpected goods receive (16.0%) and expensive goods (8.0%).
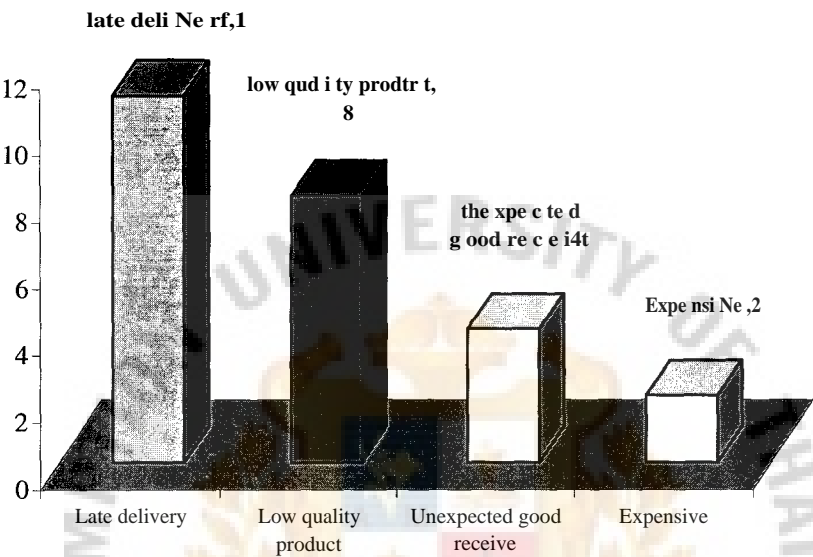
Figure 4.12. The Reason of Dissatisfaction in Purchasing the Product through Internet.

4.15 The Contents That the Respondents Prefer to Be Provide on Website

Table 4.13. The Distribution of the Contents That the Respondents Prefer to Be Providing on Website.

		Frequency	Percent
What content that should have in the magazine web site?	Category Listing	66	24.0
	Customer Service	34	12.4
	New magazine	78	28.4
	The best seller magazine	84	30.5
	Contact us	13	4.7
Total		275	100.0

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The respondents prefer the most is the bestseller magazine (30.5%). The remainders are the new magazines (28.4%), category listing (24.0%) and customer services (12.4%). The last activity that the respondents prefer is contact us (4.7%).
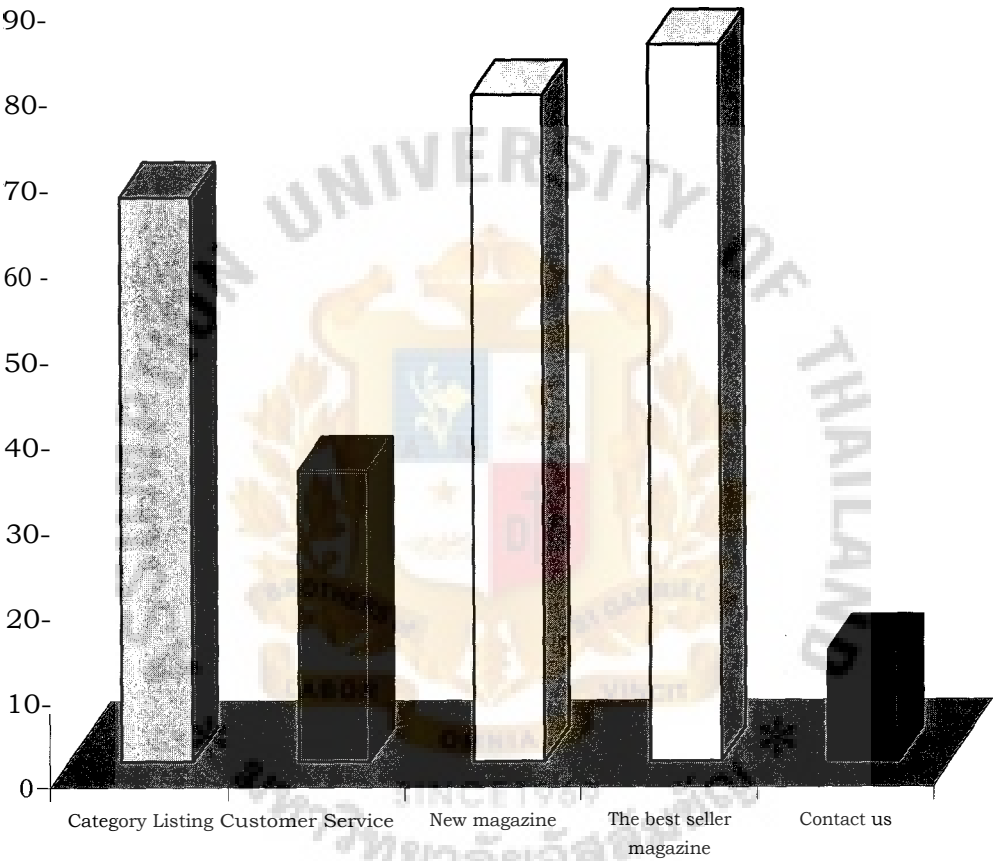
Figure 4.13. The Contents That the Respondents Prefer to Be Provide on Website.

4.14 The Payment Method That the Respondents Prefer

Table 4.14. The Distribution of the Payment Method That the Respondents Prefer.

		Frequency	Percent
What kind of purchasing methods that you think...	Credit card	111	78.7
	Money transfer	9	6.4
	Money order	14	9.9
	Cheque	7	5.0
Total		141	100.0

The payment methods that satisfy the respondents are shown in the table. The most favorite method is credit card (78.7%). Money order is the second priority (9.9%). Money transfer is the third (6.4%) and the last payment method is cheque (5.0%).
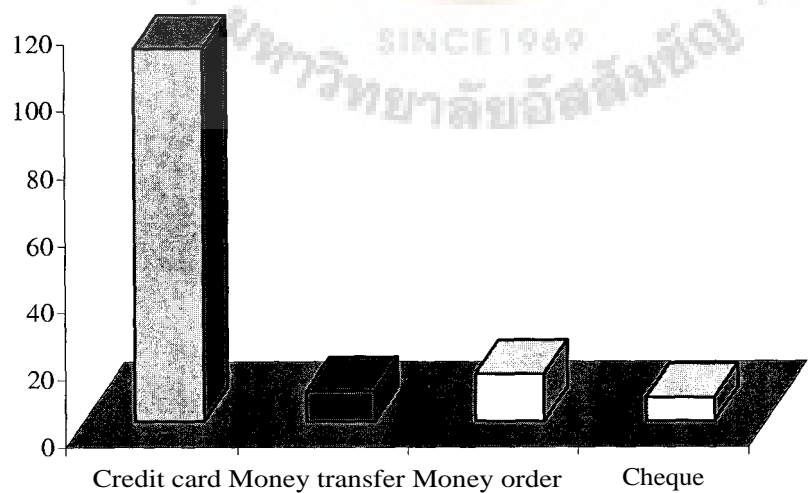
Figure 4.14. The Payment Method That the Respondents Prefer.

4.15 The Reason Why The Respondents Have Never Bought The Products

      Through The Internet

Table 4.15. The Distribution of the Reason Why the Respondents Have Never Bought the Products through the Internet.

		Frequency	Percent
Why you had never bought the product form the Internet?	No credit card	57	14.5
	Unseen goods	92	23.5
	Afraid of unexpected goods	72	18.4
	Afraid of late delivery	65	16.6
	Not safety	106	27.0
Total		392	100.0
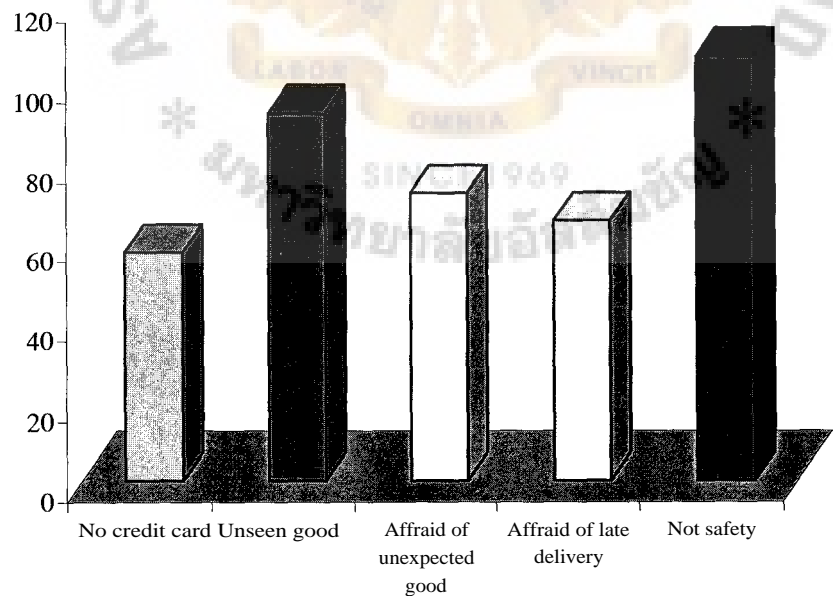
Figure 4.15. The Reason Why the Respondents Have Never Bought the Product through the Internet.

There are three big problems in the e-commerce, which are "not safe" (27.0%). There are unseen goods (23.5%), afraid of unexpected goods (18.4%) and afraid of late delivery (16.6%). The reason of not having credit card is the last problem (14.5%).

4.1 The Favorite Thai Web Site That the Respondents Usually Enter

Comparing with Personal Information

Chi-Square Test: The Distribution of the Favorite Thai Web Site That the Respondents Usually Enter Comparing with Personal Information

Table 4.16. What Is Your Favorite Thai Web Site That You Usually Enter? * Sex.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.624	4	.000
Continuity Correction			
Likelihood Ratio	32.843	4	.000
Linear-by-Linear Association	1.343	1	.246
N of Valid Cases	300		

a. o cells (.0%) have expected count less than 5. The minimum expected count is 6.91.

Testing hypothesis involves the test of significance and measure of association at the same time. We use the Pearson Chi-Square method to test the hypothesis.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis. The result from Chi-Square table shows that the P-value significance which 0.000 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' sex is related to the favorite Thai web site.

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Table 4.17. What Is Your Favorite Thai Web Site That You Usually Enter? * Age.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.697	12	.002
Continuity Correction			
Likelihood Ratio	32.518	12	.001
Linear-by-Linear Association	16.966	1	.000
N of Valid Cases	300		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.75.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis. The result from Chi-Square table shows that the P-value significance which 0.002 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' age is related to the favorite Thai web site.

Table 4.18. What Is Your Favorite Thai Website That You Usually Enter? * Income per Month.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	56.540	12	.000
Continuity Correction			
Likelihood Ratio	62.653	12	.000
Linear-by-Linear Association	21.285	1	.000
N of Valid Cases	300		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.99.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.000 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' income per month is related to the favorite Thai web site.

Table 4.19. What Is Your Favorite Thai Website That You Usually Enter? * Occupation.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.622	20	.000
Continuity Correction			
Likelihood Ratio	61.262	20	.000
Linear-by-Linear Association	18.615	1	.000
N of Valid Cases	300		

a. 11 cells (36.7%) have expected count less than 5. The minimum expected count is .79.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.000 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' occupation is related to the favorite Thai web site.

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4.17 The Media That Influence The Respondents To Buy The Products On The

      Internet Compare With Personal Information

From Table 4.17 the Distribution of the Media That Influence the Respondents to Buy the Products on the Internet Compare with Personal Information displays that the media that have the most influencing power to the Internet users. In magazine, it consists of male (19.1%) and female (45.9%). The most influencing media in television is female (41.89%) and male (36.84%). In radio, it consists of male (12.50%) and female (4.05%). The last media is Newspaper, male (30.26%) and female (8.11%). Other medias such as friends, billboard, etc which influence male (1.32%).

The majority group who is the most influenced by magazine is the age group of below 20 years old (42.37%). The second group is the age group of 21-25 years old (36.62%). The remainders are the age group of 26-30 years old (28.85%) and the age group of more than 30 years old (24.24%).

The majority group who is the most influence by television is the age group of more than 30 years old (43.94%) and the group of 26-30 years old (43.27%) the percentage of two groups is so close. The remainder groups are the group of 21-25 years old (36.62%) and the group of below 20 years old (30.51%).

For radio, there are 3 majority groups; the first is the group below 20 years old (11.86%). The second is the group of 21-25 years old (11.27%) and the last is the group of more than 30 years old (10.61%). In newspaper, the majority group is 26-30 years old (25%). The percentage is so close for the remainder groups, the group of more than 30 years old (18.18%), the group off 21-25 years old (15.49%) and the group of below 20 years old (15.25%).

We see that the majorities of each income level are influenced by television. For magazine, it has the most influence to the group of below 10,000 bahts (37.23%). The

remainders are the groups are the groups of 10,000-20,000 bahts per month (32.86%), the group of 20,001-30,000 bahts (31.25%), and the group of more than 30,000 bahts (26.39%). In radio, the majorities group is the group of below 10,000 bahts per month (11.70%). The next group is the group of more than 30,000 bahts per month (9.72%). The remainder groups are the group of 10,000-20,000 bahts per month (7.14%) and the group of 20,001-30,000 bahts per month (3.13%).

The majority group of people who are the most influenced by Newspaper is the group of 20,001-30,000 bahts per month (26.56%) and the group of 10,000-20,000 bahts per month (24.29%). The next group has more than 30,000 bahts (16.67%) and the group of below 10,000 bahts per month (12.77%).

From table 4.17, we can see that magazine is the most influential media of State Enterprise Employee (45%). The remainders are Master's Degree Student (39.53%), College student (38.10%), Government Officer (35.29%), Business owner (32%) and Company Staff (22.52%). The majority group of television media is Master's Degree Student (48.84%). The next groups are State Enterprise Employee (45%). The rest of groups have the percentage so close that is Company Staff (39.64%), College Student (39.29%) and Business Owner (36%).

The majority of people using the radio to influence are College Student (13.10%) and Company Staff (10.81%). The remainder group is Business Owner (8%). For the Newspaper, the group, which has the highest percentage, is Government Officer (52.94%). The rest groups are Company Staff (25.23%), Business Owner (24%), Master's Degree Student (11.63%) and College Student (9.52%).

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4.18 The Factors That Make the Magazine Web Site Interested Compare with

    Personal Information

    Chi-Square Test: The Distribution of the Factors That Make the Magazine Web

Site Interested Compare with Personal Information

Table 4.20. What Are the Factors That Make You Interest the Magazine Web Site?
        Sex.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.851	4	.144
Continuity Correction			
Likelihood Ratio	6.893	4	.142
Linear-by-Linear Association	1.720	1	.190
N of Valid Cases	218		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.31.

    Testing hypothesis involves the test of significance and measure of association at

the same time. We use the Pearson Chi-Square method to test the hypothesis.

    If the p-value (The Pearson Chi-Square significance value) is greater than 0.05,

we will accept the hypothesis. If the p-value is less than 0.05, we will reject the

hypothesis.

    The result from Chi-Square table shows that the P-value significance which 0.144

is greater than 0.05, therefore we have to accept this hypothesis. It means that the

respondents' sex is not related to the factors that influence the magazine web site.

Table 4.21. What Are the Factors That Make You Interest the Magazine Web Site?
        Age.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.502	12	.000

	Value	df	Asymp. Sig. (2-sided)
Continuity Correction			
Likelihood Ratio	48.665	12	.000
Linear-by-Linear Association	4.095	1	.043
N of Valid Cases	218		

a. 2 cells (10.0%) have expected count less than 5. The minimum expected count is 3.47.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.000 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' age is related to the factors that influence the magazine web site.

Table 4.22. What Are the Factors That Make You Interest the Magazine Web Site? * Income per Month.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.070	12	.087
Continuity Correction			
Likelihood Ratio	24.562	12	.017
Linear-by-Linear Association	.805	1	.370
N of Valid Cases	218		

a. i cells (5.0%) have expected count less than 5. The minimum expected count is 4.91.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.087 is greater than 0.05, therefore we have to accept this hypothesis. It means that the respondents' age is not related to the factors that influence the magazine web site.

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The factor of saving time to go to bookstore is the group of income 20,001-30,000 bahts per month (33.77%). The second is the group of income 10,000-20,000 baht per month (24.07%). The third is the group of more than 30,000 bahts per month (27.87%). The last group of people is who has income below 10,000 bahts per month (17.65%).

For easy of comparing price, the respondent who has income 10,000-20,000 bahts per month (22.22%), the group of more than 30,000 bahts per month (18.03%), the group of 20,001-30,000 bahts per month (11.54%) and the group of below 10,000 bahts per month (5.88%).

Table 4.23. What Are the Factors That Make You Interest the Magazine Web Site? Occupation.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.564	20	.000
Continuity Correction			
Likelihood Ratio	58.641	20	.000
Linear-by-Linear Association	2.042	1	.153
N of Valid Cases	218		

a. 14 cells (46.7%) have expected count less than 5. The minimum expected count is 1.16.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.000 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' occupation is related to the factors that influence the magazine web site.

From this table, we can see that the most factors interested by College Students are convenience to find the magazine (36.17%). The remainders are Master's Degree

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Student (23.08%), State Enterprise Employee (44.44%), Business owner (29.17%) and

Company Staff (25.27%). The majority group of many kinds of magazine is Business

Owner (33.33%). The next groups are Master's Degree (30.77%) and College Student

(29.79%). The rest group is Company Staff (23.08) and the State Enterprise Employee

(5.55%).

4.19 The Reason That Make the Respondents Buy the Products from the Internet

Compare with Personal Information

Chi —Square Test: The Distribution of the Reason That Make the Respondents

Buy the Products from the Internet Compare with Personal Information

Table 4.24. What Are the Reasons That You Buy the Product From the Internet? * Sex.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.503	4	.342
Continuity Correction			
Likelihood Ratio	5.561	4	.234
Linear-by-Linear Association	2.747	1	.097
N of Valid Cases	98		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is .63.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.342 is greater than 0.05, therefore we have to accept this hypothesis. It means that the

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respondents' sex is not related to the reasons influence the Internet users to buy the products through the Internet.

Table 4.25. What Are the Reasons That You Buy the Product from the Internet? * Age.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.395	12	.000
Continuity Correction			
Likelihood Ratio	39.006	12	.000
Linear-by-Linear Association	1.443	1	.230
N of Valid Cases	98		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .37.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.000 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' age is related to the reasons influence the Internet users to buy the products through the Internet. The result from this table shows the best reason to buy the product on-line for the group of below 20 years old interested is easy for comparing the price (44.44%). The next reason is convenience (38.89%). The remainders are easy to find the needed magazine (16.67%).

Table 4.26. What Are the Reasons that You Buy the Product from the Internet?
Income per Month.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.655	12	.006
Continuity Correction			
Likelihood Ratio	32.686	12	.001
Linear-by-Linear Association	2.726	1	.099
N of Valid Cases	98		

a. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .43.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.006 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' income per month is related to the reasons influence the Internet users to buy the products through the Internet.

Table 4.27. What Are the Reasons That You Buy the Product from the Internet?
Occupation.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	52.455	20	.000
Continuity Correction			
Likelihood Ratio	54.378	20	.000
Linear-by-Linear Association	1.227	1	.268
N of Valid Cases	98		

a. 24 cells (80.0%) have expected count less than 5. The minimum expected count is .14.

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If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.000 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' occupation is related to the reasons influence the Internet users to buy the products through the Internet.

We can see that the group of College Student buy the product from the Internet because of convenience is the first reason (44%) and the second is easy for price comparing (32%) and the last is easy to find the needed magazine (24%).

For the group of Master's Degree Student, The main reason that this group buys the product via Internet because of convenience (45.45%). There are percentages equally for easy to find the needed magazine, cheap and other (18.18%). The main of Government Officer selects the reason of convenience (75%) and cheap (25%) for buying the product on the Internet.

For the group of State Enterprise Employee consists of the only reason that is convenience (100%) to buy the product via the Internet. The majority of Company Staff and Business owner select the reason of convenience (47.37%) and (33.33%) respectively. The second reason of Business Owner group is easy for comparing the price, easy to find the needed magazine and cheap (22.22%).

4.20 The Reasons That Make the Respondents Dissatisfy from Buying the Product through the Internet Compare with the Personal Information

Table 4.20 The Distribution of the Reasons That Make the Respondents Dissatisfy from Buying the Product through the Internet Compare with the Personal Information

The first reason of dissatisfaction in purchasing the product online is late delivery (52.9%). The second and the third reason is low quality of product (35.3%) and unexpected goods received (11.8%).

For females, all the reason has the same percentage including late delivery, low quality of product, unexpected goods received and expensive (25%).

The groups of 21-25 years old are dissatisfied from buying the product on the Internet because of only one reason that is expensive (100%). The reasons that make group of 26-30 years old dissatisfied are late delivery (55.56%), low quality of product (33.33%) and unexpected goods received (11.11%).

For the group of more than 30 years old, the first reason is low quality of product and unexpected goods received (40%) and the reason of late delivery (20%). The income group of below 10,000 bahts per month late delivery (100%). The reason that makes income group of 10,000 — 20,000 bahts per month dissatisfied is so expensive (100%). For the income group of 20,001-30,000 bahts per month, the first reason is both late delivery (40%) and low quality of product (40%). The other reason is unexpected goods receive (20%). And the first reason of income group more than 30,000 bahts per month is late delivery (45.45%), low quality product (36.36%) and unexpected goods receive (18.18%).

The group of Master degree's student dissatisfied from buying the product from the Internet is because of late delivery and low quality of product, which has the same percentage (50%). This group is the same as the group of Government Officer. There is only one reason for the group of State Enterprise employee and that is expensive.

For the group of Company Staff, The main reason that this group is dissatisfied buying the product via Internet because of late delivery (60%). The rest are same percentages that are low quality of product and unexpected goods receive (20%).

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The main of reason of Business owner are low quality of product and unexpected good receive (40%) and late delivery (20%).

4.21 Payment Method Comparing with Personal Information

The information from the table shows the payment method that respondents prefer. Male prefers to pay by credit card 69.6%) in the first priority. Second is money order (14.3%). The rest are money transfer (10.7%) and cheque (5.4%).

For female prefers to pay by credit card (84.7%), money order (14.3%), cheque (4.7%) and money transfer (3.5%).

All groups of respondents prefer to pay by credit card. If we look at the frequency the group of below 20 years old, money order and cheque is equally (9.1%) and none of them prefer money transfer. The groups of 21-25 years old prefer credit card 958.1%0, money order (19.4%), money transfer (16.1%), and cheque (6.5%) respectively.

For the group of 26-30 years old, credit card is the popular method. The remainder method is money order (9.7%), money transfer (4.8%) and cheque (4.8%).

The group of more than 30,000 baht per month prefers the credit card method (78.7%). The second method is money order (9.9%), money transfer (6.4%) and cheque (5%).

If we look at the frequency the group of below 10,000 bahts per month, credit card is the most popular method (75.8%), money transfer (12.1%) and cheque and money order is equally (6.1%). The group of 10,000-20,000 bahts per month prefers credit card (65.61%), money order (31.3%), money transfer (3.1%), and none of them prefer to pay buy cheque.

For the group of 20,001-30,000 bahts per month, credit card (85.7%) is the most popular method. Cheque (11.4%) is more popular than money transfer (2.9%). The

remainder group of more than 30,000 bahts per month prefers credit card (85.4%), money transfer (7.3%) and cheque (7%).

The group of College Student prefers the credit card method (72.4%). The second method is money transfer (13.8%), money order and cheque (6.9%).

The group of Master's Degree Student prefers the credit card (76.3%). The remainder methods are money order (23.5%). None of them prefer money transfer and cheque. For Government Officer prefers the credit card method (62.5%). The second method is money order (25%) and money transfer (2%). The credit card method is choosing by State Enterprise Employee (61.5%), Company Staff (88.5%) and Business Owner (92.9%).

4.22 The Reason That the Respondents Never Buy the Product on the Internet Compare with Personal Information

We use personal information in order to compare with the reason why the respondents don't buy the products through the Internet. In comparing with sex, the information shows us the most reasons for female are not safe (27.7%), unseen goods before payment (27.2%), no credit card and afraid of unexpected goods (15.6%) and afraid of late delivery (13.8%).

For female, the biggest problem is not safe (26.2%), afraid of unexpected goods (22.0%), afraid of late delivery (20.2%), unseen goods (18.5%0 and no credit card (13.1%).

The most reasons of below 10,000 bahts per month group is not being safe (26.8%) and both of no credit card and unseen goods is equal (22.9%). Not safe is the big problems of 10,000-20,000 bahts per month (28%) and 20,001-30,000 bahts per

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month (28.4%). For the great problems of group more than 30,000 bahts per month is afraid of unexpected goods and not safe.

4.23 Hypothesis Analysis

(1)   The Company Staff Is The First Priority Occupation That Interested In Magazine Web Site

The Company Staff is the first priority occupation that interested in magazine web site. From the table 4.4, in magazine web site, can answer that the Company Staff is the first priority occupation who are interested in magazine web site with 37%. The second priority is the College Student (28.0%). The other is Master's Degree Student, Business Owner, and State Enterprise Employee and Government Officer.

The information from Table 4.4, which can analyze this hypothesis, makes us accept this hypothesis. The Company Staff is the first priority that is interested in magazine web site.

This table and the conclusion of this hypothesis can convince that the Company Staff is the main target group of this business. So company should concentrated and learn their behavior. We also have to try to understand the company staff's background and attend to their requirement.

(2)   The Respondents With An Income More Than 10,000 Bahts Per Month Is The Majority Group Who Has Bought Products Through The Internet

Chi-Square Tests:

Table 4.28. Have You ever Bought the Product from the Internet? * Income per Month.

	Value	df	Asymp. Sig. (2-Sided)
Pearson Chi-Square	11.931	3	.008
Continuity Correction			
Likelihood Ratio	11.969	3	.007
Linear-by-Linear Association	11.319	1	.001
N of Valid Cases	300		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 26.24.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis. The result from Chi-Square table shows that the P-value significance which 0.008 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' income per month is related to the behavior of the Internet users.

Table 4.29. Have You ever Bought the Product from the Internet? Occupation.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.892	5	.016
Continuity Correction			
Likelihood Ratio	13.948	5	.016
Linear-by-Linear Association	5.938	1	.015
N of Valid Cases	300		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 6.97.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.016 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' occupation is related to the behavior of the Internet users.

(3) Television Is the Most Influential Media for the Respondents

Chi-Square Tests: Television Is the Most Influential Media for the Respondents

Table 4.30. Which Media That Influences You to Buy the Products? Sex.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	44.631	4	.000
Continuity Correction			
Likelihood Ratio	47.527	4	.000
Linear-by-Linear Association	43.058	1	.000
N of Valid Cases	300		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is .99.

Testing hypothesis involves the test of significance and measure of association at the same time. We prefer the Pearson Chi-Square method to test the hypothesis.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis. The result from Chi-Square table shows that the P-value significance which 0.000 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' sex is related to the media that influence the Internet users.

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Table 4.32. Which Media That Influences You to Buy the Products? Age.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.680	12	.041
Continuity Correction			
Likelihood Ratio	21.669	12	.041
Linear-by-Linear Association	3.584	1	.058
N of Valid Cases	300		

a. 5 cells (25.0%) have expected count less than 5. The minimum expected count is .39.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

The result from Chi-Square table shows that the P-value significance which 0.041 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' age is related to the media that influence the Internet users.

Table 4.32. Which Media That Influences You to Buy the Products? * Income per Month.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.215	12	.142
Continuity Correction			
Likelihood Ratio	17.164	12	.144
Linear-by-Linear Association	2.223	1	.136
N of Valid Cases	300		

a. 4 cells (20.0%) have expected count less than 5. The minimum expected count is .43.

If the p-value (The Pearson Chi-Square significance value) is greater than 0.05, we will accept the hypothesis. If the p-value is less than 0.05, we will reject the hypothesis.

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The result from Chi-Square table shows that the P-value significance which 0.142 is greater than 0.05, therefore we have to accept this hypothesis. It means that the respondents' income per month is not related to the media that influence the Internet users.

Table 4.33. Which Media That Influences You to Buy the Products? Occupation.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.192	20	.003
Continuity Correction			
Likelihood Ratio	48.360	20	.000
Linear-by-Linear Association	9.712	1	.002
N of Valid Cases	300		

a. 13 cells (43.3%) have expected count less than 5. The minimum expected count is .11.

The result from Chi-Square table shows that the P-value significance which 0.003 is less than 0.05, therefore we have to reject this hypothesis. It means that the respondents' occupation is not related to the media that influence the Internet users.

From Table 4.7 can tell us that, the media in which the respondents are most interested in the Television is 39.3%. This outstanding percentage can guarantee that the Hypothesis should be accepted. The Television is the most of the influential media for the whole of respondents. The Five Star advantages of Television are, it seems to be more visible than the others are. Customer can see the figure and movement of the products, which can reduce the problems of unseen goods.

Nevertheless, magazine is also the good media, which it can take over. Magazine could get the high rate of votes. Especially in the group below 20 years old who are students. We should take a good care of this powerful group since this media influences them most.

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As for newspaper comes in the third place of respondents' favorite, the majority group who prefer this media is Government Officer who have an income of 20,001-30,000 bahts per month. Radio comes in the fourth place of respondents' favorite, the group who prefer this media is income below 10,000 bahts per month with the age below 20 years and 21-25 years old.

(4) Not Safety and the Unseen Product Before Payment Are the Reason of Respondents Who Dissatisfy to Buy the Product on the Internet

Chi-Square Tests: The dissatisfaction from purchasing the product through the Internet.

Table 4.34. What Are the Reasons That Made You Dissatisfy from Purchasing the Product through the Internet? * Sex.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.991	3	.112
Continuity Correction			
Likelihood Ratio	6.370	3	.095
Linear-by-Linear Association	4.794	1	.029
N of Valid Cases	25		

a. 6 cells (75.0%) have expected count less than 5. The minimum expected count is .64.

Testing hypothesis involves the test of significance and measure of association at the same time. We prefer the Pearson Chi-Square method to test the hypothesis. the hypothesis. The result from Chi-Square table shows that the P-value significance which 0.112 is greater than 0.05, therefore we have to accept this hypothesis. It means that the respondents' sex is not related to the reason that the respondents dissatisfy.

Table 4.35. What Are the Reasons That Made You Dissatisfy from Purchasing the

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Product through the Internet? Age.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.220	6	.000
Continuity Correction			
Likelihood Ratio	16.779	6	.010
Linear-by-Linear Association	1.113	1	.291
N of Valid Cases	25		

a. 10 cells (83.3%) have expected count less than 5. The minimum expected count is .16.

The result from Chi-Square table shows that the P-value significance which 0.000 is less than 0.05, therefore we have to accept this hypothesis. It means that the respondents' age is related to the reason that the respondents dissatisfy.

Table 4.36. What Are the Reasons that Made you Dissatisfy from Purchasing the Product through the Internet? Income per month.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.665	9	.001
Continuity Correction			
Likelihood Ratio	17.161	9	.046
Linear-by-Linear Association	.305	1	.581
N of Valid Cases	25		

a. 16 cells (100.0%) have expected count less than 5. The minimum expected count is .16.

The result from Chi-Square table shows that the P-value significance which 0.001 is less than 0.05, therefore we have to accept this hypothesis. It means that the respondents' income per month is related to the reason that the respondents dissatisfy.

Table 4.37. What Are the Reasons That Made You Dissatisfy from Purchasing the Product through the Internet? Occupation.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.682	12	.002
Continuity Correction			
Likelihood Ratio	20.411	12	.060
Linear-by-Linear Association	.550	1	.458
N of Valid Cases	25		

a. 20 cells (100.0%) have expected count less than 5. The minimum expected count is .16.

The result from Chi-Square table shows that the P-value significance which 0.002 is less than 0.05, therefore we have to accept this hypothesis. It means that the respondents' occupation is related to the reason that the respondents dissatisfy. It tells us the reason why respondents don't buy goods through the Internet. Most of the respondents vote on not safety. Second is an unseen goods and third is afraid of unexpected goods. Forth is afraid of late delivery and the last is no credit card.

The conclusion of this hypothesis and the results of the above tables tell us that the biggest problem is not safety and unseen goods. They don't have a chance to see the real product before purchasing. We may solve this problem by providing a clear explanation and clear description. Picture of the product can be used to relieve these problems. Nevertheless, some respondents are still dissatisfied with credit card; we must try to find the better method of payment in the future, if available.

V CONCLUSIONS AND RECOMMENDATION

5.1 Conclusions

From the objectives of this research project are:

(1)   To start the magazine business through the Internet in Thailand.

(2)   To bring and understand the E-commerce which require for the magazine business

(3)   To identify the factors and the way to make the magazine business a success on the Internet and to study the behavior of the Internet users.

(4)   To identify the problems and constraints in the magazine business through the Internet.

Researcher identifies the scope this project to cover the Internet users whose age is about 20 years old up, only in Bangkok area. Researcher uses the package software, SPSS, in analyzing the data to get the information. The instrument for doing the survey is questionnaire.

From this research, the proportion between male and female is close about 50%, whose age is between 26-30 years old. Most of them are Company Staff with the income below 10,000 bahts per month.

Web site that most of our respondents usually log in and they like to visit when they are online is hotmail.com. It got a high percentage of 33.3%. The majority of female likes to enter hotmail.com, while pantip.com is the most popular web site for male respondents. The groups of respondents who prefer hotmail.com are Master's Degree Student and Company Staff whose age are between 26-30 years old with an income 10,000-20,000 bahts per month.

Television is the media that has the most influence on the respondents (39.33%). The result of this is because of the nature of the media of itself. In television, you can both see the moving picture and hear the sound. Magazine and Newspaper come in second and third (32.33%, 19.33%). The majority group who is the most influenced by magazine is the group of below 20 years old and 21-25 years old. Most of the respondents are most influenced by television except the sample group of Government Officer. The media that influence this group is Magazine. Television and Magazine influence the respondents with a close percentage. We can notice that the age groups of below 20 years old prefer most on magazine media while other groups prefer Television.

For the main reasons that make the respondents buy the products from the Internet is convenience. In the attribute of income and age, most of the respondents buy the product via the Internet because it is so convenience except the income group below 10,000 bahts per month. This group buys the product because it is easy for comparing the price.

We asked for the reasons from the respondents who were dissatisfied with the purchasing from the Internet. Late delivery is the first priority reason of dissatisfaction for the group of age between 23-30 years old. Low quality of products and unexpected goods are the second and third priority reason. For the group of 21-25 years old are dissatisfied from purchasing because of the only one reason that is expensive (100%). Most occupations those are dissatisfied from purchasing because of late delivery except Business Owner, the main reason is low quality and unexpected goods.

This research got the realistic information on the preferable payment method. The result express that most of the respondents prefer to use credit card as the best choice of payment method. It got a very high percentage (78.7%). Money transfer, Money order

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and Cheque got very close percentage. Credit car is the most popular among the respondents. For age, most of them prefer credit card payment method. I think that this payment method is very convenience. For occupation, Most of them prefer credit card too. It is noticeable that Government Officer and State Enterprise Employee prefer money order and cheque than money transfer method. Business Owner prefers only two methods, which are credit card and cheque. Moreover, the sample group of age more than 30 years old with an income more than 30,000 bahts per month prefer this method in the first priority as well.

The main reasons that the respondents never buy the product on the Internet are not safety and unseen goods. The ages between 21-25 years old are worry about unseen goods in the first reason. The second and third reason are not safety and afraid of unexpected goods which has the close percentage. We consider the income, we found that all respondents concern about not safety and unseen goods. Company staff concerns more about the afraid of unexpected goods and not safety. No credit card is another reason for the College Student but it is not the main reason for other occupations to purchase from the Internet. We conclude that "not safety" should be solve in the first priority both male and female, income below 20 years old and more than 30 years old with all income group. We also have to solve the problem of "unseen goods" for age between 21-25 years old and 26-30 years old. Most of occupations concerns about not safety except the group of State Enterprise Employee who concern about afraid of late delivery.

The group of respondents whose age is more than 30 years old is also interested group. All of them are interested in the magazine. We should do the research, with concentrates especially on this group of people to get more information.

We conclude that there is possibility of the business magazine through the Internet in Thailand. The result shows that the most of respondents are interested in magazine web site. But starting up this business isn't easy if without the guidelines and suggestions, a business could fail.

5.2 Recommendations

For further study, I would like to recommend that the web site should provide two languages, Thai and English version. Although our target group is Thai people, the Internet is worldwide. We should not limit our web site to Thai people. There is a chance for foreigners to enter the web site.

Another activity that I recommend to the web site to have every kinds of magazine. It helps them to reach every group of customers. We have to provide all kinds of magazine to the customer as much as we can. When the customers enter the web site, they can find the needed magazines that they want.

To promote the web site to the customer, they should do it by advertising in the favorite web site. From this research, the web site like pantip.com, hotmail.com and sanook.com are popular among the respondents. These web sites have a web board about magazines; try to link to our web site in these web boards and link to them from out web site too. Now, there are a lot of new Thai web sited on the Internet, we have to keep up with this closely and find out which web site has a group of customer like ours. Cost of the advertising and condition are different between each web site, we have to check and compare each other.

There are some problems and constraints in the e-commerce from the research. The main reasons are not safety. The other reasons are late delivery, unexpected goods and low quality products. I recommend providing the information about the delivery date method and procedure precisely in the web site. The delivery procedure should be

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well arranged by the company in order to make sure that the product will be delivered to the customer on time and it is exactly the one that they ordered. For the problem of "unseen goods", we have to show the details of the magazine such as the cover of magazine, the author's name, etc.

If necessary, studying more for the security on the Internet is a must for the one who wants to do the business on the Internet. There is information on this topic on the Internet that you can find and study. Going for training or seminar is a choice to get the knowledge for the Internet security. The security problem is the responsibility of Thai government to issue the law and regulation for e-commerce as soon as possible.

It should be noted that consumer behavior keeps changing, especially the teenager. It must be good to do the research frequently in order to know their changing behavior.

APPENDIX A

CROSS TABULATIONS TABLE

Table A.1. Cross Tabulation: Favorite Web Site Comparing with Sex.

	Sex				Total	
	Male		Female		Frequency	Percent
	Frequency	Percent	Frequency	Percent		
sanook.com	43	28.3	46	31.1	89	29.7
thaimail.com	18	11.8	20	13.5	38	12.7
hotmail.com	42	27.6	58	39.2	100	33.3
pantip.com	47	30.9	12	8.1	59	19.7
Others	2	1.3	12	8.1	14	4.7
Total	152	100.0	148	100.0	300	100.0

Table A.2. Cross Tabulation: Favorite Web Site Comparing with Age.

	Age								Total	
	Below 20 years old		21-25 years old		26-30 years old		More than 30 years old		Frequency	Percent
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
sanook.com	28	47.5	21	29.6	29	27.9	11	16.7	89	29.7
thaimail.com	8	13.6	9	12.7	16	15.4	5	7.6	38	12.7
hotmail.com	15	25.4	20	28.2	42	40.4	23	34.8	100	33.3
pantip.com	8	13.6	17	23.9	13	12.5	21	31.8	59	19.7
Others			4	5.6	4	3.8	6	9.1	14	4.7
Total	59	100.0	71	100.0	104	100.0	66	100.0	300	100.0

Table A.3. Cross Tabulation: Favorite Web Site Comparing with Income per Month.

	Income per month								Total	
	Below 10,000 baht		10, 000-20,000 baht		20, 001-30,000 baht		More than 30,000 baht		Frequency	Percent
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
sanook.com	41	43.6	18	25.7	20	31.3	10	13.9	89	29.7
thaimail.com	16	17.0			16	25.0	6	8.3	38	12.7
hotmail.com	24	25.5	34	48.6	16	25.0	26	36.1	100	33.3
Pantip.com	11	11.7	16	22.9	10	15.6	22	30.6	59	19.7
Others	2	2.1	2	2.9	2	3.1	8	11.1	14	4.7
Total	94	100.0	70	100.0	64	100.0	72	100.0	300	100.0

Table A.4. Cross Tabulation: Favorite Web Site Comparing with Occupation.

	Occupation												Total	
	College Student		Master's Degree Student		Govern-ment Officer		State Enterprise Employee		Company Staff		Business Owner		Frequency	Percent
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
sanook.com	38	45.2	11	25.6	5	29.4	4	20.0	25	22.5	6	24.0	89	29.7
thaimail.com	14	16.7	5	11.6			7	35.0	6	5.4	6	24.0	38	12.7
hotmail.com	20	23.8	19	44.2	10	58.8	4	20.0	44	39.6	3	12.0	100	33.3

Table A.4. Cross Tabulation: Favorite Web Site Comparing with Occupation.
      (Continued)

	Occupation											Total	
	College Student		Master's Degree Student		Govern-ment Officer		State Enterprise Employee		Company Staff		Business Owner		Frequency	Percent
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Pantip.com	10	11.9	8	18.6	2	11.8	5	25.0	28	25.2	6	24.0	59	19.7
Others	2	2.4							8	7.2	4	16.0	14	4.7
Total	84	100.0	43	100.0	17	100.0	20	100.0	111	100.0	25	100.0	300	100.0

Table A.5. Cross Tabulation: The Media That Influence the Respondents Comparing
      with Sex.

	Sex				Total	
	Male		Female		Frequency	Percent
	Frequency	Percent	Frequency	Percent		
Magazine	29	19.08	68	45.95	97	32.33
Television	56	36.84	62	41.89	118	39.33
Radio	19	12.50	6	4.05	25	8.33
Newspaper	46	30.26	12	8.11	58	19.33
Others	2	1.32			2	.67
Total	152	100.00	148	100.00	300	100.00

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Table A.6. Cross Tabulation: The Media That Influence the Respondents Comparing with Age.

	Age								Total	
	Below 20 years old		21-25 years old		26-30 years old		More than 30 years old		Frequency	Percent
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Magazine	25	42.4	26	36.6	30	28.8	16	24.2	97	32.3
Television	18	30.5	26	36.6	45	43.3	29	43.9	118	39.3
Radio	7	11.9	8	11.3	3	2.9	7	10.6	25	8.3
Newspaper	9	15.3	11	15.5	26	25.0	12	18.2	58	19.3
Others							2	3.0	2	0.7
Total	59	100.0	71	100.0	104	100.0	66	100.0	300	100.0

Table A.7. Cross Tabulation: The Media That Influence the Respondents Comparing with Income per Month.

	Income per month								Total	
	Below 10,000 bahts		10, 000-20,000 bahts		20, 001-30,000 bahts		More than 30,000 bahts			
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Magazine	35	37.2	23	32.9	20	31.3	19	26.4	97	32.3
Television	36	38.3	25	35.7	25	39.1	32	44.4	118	39.3
Radio	11	11.7	5	7.1	2	3.1	7	9.7	25	8.3

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Table A.7. Cross Tabulation: The Media That Influence the Respondents Comparing with Income per Month. (Continued)

| | Income per month | | | | | | | | Total | |
| | Below 10,000 bahts | | 10, 000-20,000 bahts | | 20, 001-30,000 bahts | | More than 30,000 bahts | | | |
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Newspaper	12	12.8	17	24.3	17	26.6	12	16.7	58	19.3
Others							2	2.8	2	.7
Total	94	100.0	70	100.0	64	100.0	72	100.0	300	100.0

Table A.B. Cross Tabulation: The Media That Influence the Respondents Comparing with Occupation.

| | Occupation | | | | | | | | | | | | Total | |
| | College Student | | Master's Degree Student | | Govemment Officer | | State Employee | | Staff | | Business Owner | | Frequency | Percent |
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Magazine	32	38.10	17	39.53	6	35.29	9	45.0	25	22.52	8	32.00	97	32.33
Television	33	39.29	21	48.84	2	11.76	9	45.0	44	39.64	9	36.00	118	39.33
Radio	11	13.10							12	10.81	2	8.00	25	8.33
Newspaper	8	9.52	5	11.63	9	52.94	2	10.0	28	25.23	6	24.00	58	19.33
Others									2	1.80			2	.67
Total	84	100.0	43	100.0	17	100.0	20	100.0	111	100.0	25	100.0	300	100.0

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Table A.9. Cross Tabulation: The Factors That Make the Magazine Web Site Interested Compare with Sex.

	Sex				Total	
	Male		Female		Frequency	Percent
	Frequency	Percent	Frequency	Percent		
Many kind of magazines	30	27.03	22	20.56	52	23.85
Save time to go to bookstore	30	27.03	22	20.56	52	23.85
Easy for comparing the price	14	12.61	18	16.82	32	14.68
Convenience to find the magazines	24	21.62	37	34.58	61	27.98
Get discount	13	11.71	8	7.48	21	9.63
Total	111	100.00	107	100.00	218	100.00

Table A.10. Cross Tabulation: The Factors That Make the Magazine Web Site Interested Compare with Age.

	Age								Total	
	Below 20 years old		21-25 years old		26-30 years old		More than 30 years old		Frequency	นะ
	นะ อ 0 a:	θ ๐ 0 a	Frequency	Percent	ชั น a:	Percent	Frequency	Percent		
Many kind of magazines	14	38.89	8	15.69	17	22.67	13	23.21	52	23.85
Save time to go to bookstore	1	2.78	11	21.57	23	30.67	17	30.36	52	23.85
Easy for comparing the price	1	2.78	4	7.84	15	20.00	12	21.43	32	14.68

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Table A.10. Cross Tabulation: The Factors That Make the Magazine Web Site
Interested Compare with Age. (Continued)

	Age								Total	
	Below 20 years old		21-25 years old		26-30 years old		More than 30 years old		F	8
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Convenience to find the magazines	12	33.33	26	50.98	14	18.67	9	16.07	61	27.98
Get discount	8	22.22	2	3.92	6	8.00	5	8.93	21	9.63
Total	36	100.00	51	100.00	75	100.00	56	100.00	218	100.00

Table A.11. Cross Tabulation: The Factors That Make the Magazine Web Site
Interested Compare with Income per Month.

	Income per month								Total	
	Below 10,000 bahts		10,000-20,000 bahts		20,001-30,000 bahts		More than 30,000 bahts			
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Many kind of magazines	14	27.45	11	20.37	10	19.23	17	27.87	52	23.85
Save time to go to bookstore	9	17.65	13	24.07	16	30.77	14	22.95	52	23.85
Easy for comparing the price	3	5.88	12	22.22	6	11.54	11	18.03	32	14.68
Convenience to fine the magazines	17	33.33	18	33.33	14	26.92	12	19.67	61	27.98
Total	51	100.00	54	100.00	52	100.00	61	100.00	218	100.00

Table A.12. Cross Tabulation: The Factors That Make the Magazine Web Site Interested Compare with Occupation.

| | Occupation | | | | | | | | | | | | Total | |
| | College Student | | Master's Degree Student | | Government Officer | | State Enterprise Employee | | Company Staff | | Business Owner | | Frequency | Percent |
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Many kind of magazines	14	29.79	8	30.77			1	5.55	21	23.08	8	33.33	52	23.85
Save time to go to bookstore	5	10.64	6	23.08	4	33.3	3	16.66	32	35.16	2	8.33	52	23.85
Easy for comparing the price	3	6.38	2	7.69	8	66.67	4	22.22	10	10.99	5	20.83	32	14.68
Convenience to fine the magazines	17	36.17	6	23.08			8	44.44	23	25.27	7	29.17	61	27.98
Get discount	8	17.02	4	15.38			2	11.11	5	5.49	2	8.33	21	9.63
Total	47	100.0	26	100.0	12	100.0	18	100.0	91	100.0	24	100.0	218	100.0

Table A.13. Cross Tabulation: The Reasons That Make Respondents Buy the Product via the Internet Compare with Sex.

| | Sex | | | | Total | |
| | Male | | Female | | Frequency | Percent |
	Frequency	Percent	Frequency	Percent		
Convenience	18	58.06	32	47.76	50	51.02
Easy for price comparing	4	12.90	6	8.96	10	10.20

Table A.13. Cross Tabulation: The Reasons That Make Respondents Buy the Product Compare with Sex. (Continued)

| | Sex | | | | Total | |
| | Male | | Female | | Frequency | Percent |
	Frequency	Percent	Frequency	Percent		
Easy to find the needy magazine	7	22.58	13	19.40	20	20.41
Cheap	2	6.45	14	20.90	16	16.33
Others			2	2.99	2	2.04
Total	31	100.00	67	100.00	98	100.00

Table A.14. Cross Tabulation: The Reasons That Make Respondents Buy the Product Compare with Age.

| | Age | | | | | | | | Total | |
| | Below 20 years old | | 21-25 years old | | 26-30 years old | | More than 30 years old | | Frequency | Percent |
						Percent		Percent		
Convenience	7	38.89	14	60.87	18	50.00	11	52.38	50	51.02
Easy for price comparing	8	44.44					2	9.52	10	10.20
Easy to find the needy magazine	3	16.67	7	30.43	6	16.67	4	19.05	20	20.41
Cheap			2	8.70	10	27.78	4	19.05	16	16.33
Others					2	5.56			2	2.04
Total	18	100.00	23	100.00	36	100.00	21	100.00	98	100.00

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Table A.15. Cross Tabulation: The Reasons That Make Respondents Buy the Product via the Internet Compare with Income per Month.

	Income per month								Total	
	Below 10,000 bahts		10,000-20,000 bahts		20,001-30,000 bahts		More than 30,000 bahts		5 E a::	Percent
	Frequency	a::	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Convenience	13	48.1	12	54.5	11	52.4	14	50.0	50	51.0
Easy for price comparing	8	29.6					2	7.1	10	10.2
Easy to find the needed magazine	6	22.2	6	27.3	4	19.0	4	14.3	20	20.4
Cheap			4	18.2	6	28.6	6	21.4	16	16.3
Others							2	7.1	2	2.0
Total	27	100.0	22	100.0	21	100.0	28	100.0	98	100.0

Table A.16. Cross tabulation: The reasons that make respondents buy the product Compare with Occupation.

	Occupation												Total	
	College Student		Master's Degree Student		Government Officer		State Enterprise Employee		Company Staff		Business Owner		Frequency	Percent
	Frequency	Percent	Frequency	Percent	U 1,) ௸ U"	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Convenience	11	44.00	5	45.45	6	75.00	7	100.0	18	47.37	3	33.33	50	51.02
Easy for price comparing	8	32.00									2	22.22	10	10.20

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Table A.16. Cross tabulation: The reasons that make respondents buy the product Compare with Occupation. (Continued)

	Occupation												Total	
	College Student		Master's Degree Student		Government Officer		State Enterprise Employee		Company Staff		Business Owner		Frequency	a.,
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	a.,	Frequency	Percent		
Easy to find the needed magazine	6	24.00	2	18.18					10	26.32	2	22.22	20	20.41
Cheap			2	18.18	2	25.00			10	26.32	2	22.22	16	16.33
Others			2	18.18									2	2.04
Total	25	100.0	11	100.0	8	100.0	7	100.0	38	100.0	9	100.0	98	100.0

Table A.17. Cross Tabulation: The Reason That Made the Respondents Dissatisfied from Buying the Product on the Internet Compare with Sex.

	Sex				Total	
	Male		Female		Frequency	Percent
	Frequency	Percent	Frequency	Percent		
Late delivery	9	52.9	2	25.0	11	44.0
Low quality product	6	35.3	2	25.0	8	32.0
Unexpected goods received	2	11.8	2	25.0	4	16.0
Expensive			2	25.0	2	8.0
Total	17	100.0	8	100.0	25	100.0

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Table A.18. Cross Tabulation: The Reason That the Respondents Dissatisfy from Buying the Product on the Internet Compare with Age.

	Age								Total	
	Below 20 years old		21-25 years old		26-30 years old		More than 30 years old		Frequency	Percent
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Late delivery					10	55.56	1	20.00	11	44.00
Low quality product					6	33.33	2	40.00	8	32.00
Unexpected goods received					2	11.11	2	40.00	4	16.00
Expensive			2	100.0					2	8.00
Total			2	100.0	18	100.0	5	100.0	25	100.0

Table A.19. Cross Tabulation: The Reason That the Respondents Dissatisfy from Buying the Product on the Internet Compare with Income per Month.

	Income per month								Total	
	Below 10,000 bahts		10,000-20,000 bahts		20,001-30,000 bahts		More than 30,000 bahts		Frequency	Percent
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Late delivery	2	100.0			4	40.0	5	45.5	11	44.0
Low quality product					4	40.0	4	36.4	8	32.0
Unexpected good receive					2	20.0	2	18.2	4	16.0
Expensive			2	100.0					2	8.0
Total	2	100.0	2	100.0	10	100.0	11	100.0	25	100.0

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Table A.20. Cross Tabulation: The Reason That the Respondents Dissatisfy from Buying the Product on the Internet Compare with Occupation.

| | Occupation | | | | | | | | | | | | Total | |
| | College Student | | Master's Degree Student | | Government Officer | | State Enterprise Employee | | Company Staff | | Business Owner | | | |
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent
Late delivery			2	50.0	2	50.0			6	60.0	1	20.0	11	44.0
Low quality product			2	50.0	2	50.0			2	20.0	2	40.0	8	32.0
Unexpected good receive									2	20.0	2	40.0	4	16.0
Expensive							2	100.0					2	8.0
Total			4	100.0	4	100.0	2	100.0	10	100.0	5	100.0	25	100.0

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Table A.21. Cross Tabulation: The Payment Method Comparing with Sex.

	Sex				Total	
	Male		Female		Frequency	Percent
	Frequency	Percent	Frequency	Percent		
Credit card	39	69.6	72	84.7	111	78.7
Money transfer	6	10.7	3	3.5	9	6.4
Money order	8	14.3	6	7.1	14	9.9
Cheque	3	5.4	4	4.7	7	5.0
Total	56	100.0	85	100.0	141	100.0

Table A.22. Cross Tabulation: The Payment Method Comparing with Age.

	Age								Total	
	Below 20 years old		21-25 years old		26-30 years old		More than 30 years old		Frequency	Percent
	Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Credit card	18	81.8	18	58.1	50	80.6	25	96.2	111	78.7
Money transfer			5	16.1	3	4.8	1	3.8	9	6.4
Money order	2	9.1	6	19.4	6	9.7			14	9.9
Cheque	2	9.1	2	6.5	3	4.8			7	5.0
Total	22	100.0	31	100.0	62	100.0	26	100.0	141	100.0

Table A.23. Cross Tabulation: The Payment Method Compare with Income per Month.

	Income per month								Total	
	Below 10,000 bahts		10,000-20,000 bahts		20,001-30,000 bahts		More than 30,000 bahts		E a-,	Percent
	Frequency	Percent	Frequency	Percent	cr a) 4	Percent	Frequency	Percent		
Credit card	25	75.8	21	65.6	30	85.7	35	85.4	111	78.7
Money transfer	4	12.1	1	3.1	1	2.9	3	7.3	9	6.4
Money order	2	6.1	10	31.3			2	4.9	14	9.9
Cheque	2	6.1			4	11.4	1	2.4	7	5.0
Total	33	100.0	32	100.0	35	100.0	41	100.0	141	100.0

Table A.24. Cross Tabulation: The Payment Method Comparing with Occupation.

	Occupation												Total	
	College Student		Master's Degree Student		Govern- ment Officer		State Enterprise Employee		Company Staff		Business Owner		Frequenc	Percent
	Frequen cy	a≥N-a-	Frequen cy	aᵃⁱ 0 a'	Frequen cy	Percent	Frequen cy	Percent	cr a) 4	o' u o P.	Frequen cy	Percent		
Credit card	21	72.4	13	76.5	10	62.5	8	61.5	46	88.5	13	92.9	111	78.7
Money transfer	4	13.8			2	12.5	1	7.7	2	3.8			9	6.4
Money order	2	6.9	4	23.5	4	25.0	2	15.4	2	3.8			14	9.9
Cheque	2	6.9					2	15.4	2	3.8	1	7.1	7	5.0
Total	29	100.0	17	100.0	16	100.0	13	100.0	52	100.0	14	100.0	141	100.0

Table A.25. Cross Tabulation: The Experiences of the Respondents in Buying the Product through the Internet Comparing with Sex.

		Sex				Total	
		Male		Female		Frequenty	Percent
		Frequency	Percent	Frequency	Percent		
Have you ever bought the product from the internet?	Yes	48	31.58	75	50.68	123	41.00
	No	104	68.42	73	49.32	177	59.00
Total		152	100.00	148	100.00	300	100.00

Table A.26. Cross Tabulation: The Experiences of the Respondents in Buying the Product through the Internet Comparing with Age.

		Age								Total	
		Below 20 years old		21-25 years old		26-30 years old		More than 30 years old		Frequency	Percent
		U N cr ,., N	Percent	c.) 1.) G >.. Q a::	Percent	Frequency	Percent	Frequency	Percent		
Have you ever bought the product from the internet?	Yes	18	30.50	25	35.21	54	51.92	26	39.39	123	41
	No	41	69.49	46	64.78	50	48.07	40	60.60	177	59
Total		59	100	71	100	104	100	66	100	300	100

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Table A.27. Cross Tabulation: The Experiences of the Respondents in Buying the Product through the Internet Comparing with Income per Month.

		Income Per Month								Total	
		Below 10,000 baht		10,000-20,000 baht		20,001-30,000 baht		More than 30,000 baht		F̄ c)̈ ''	a) ,t, 'a' (''''
		Frequency	Percent	Frequency	Percent	Frequency	Percent	Frequency	Percent		
Have you ever bought the product from the internet?	Yes	29	30.85	24	34.28	31	48.43	39	54.16	123	41
	No	65	69.14	46	65.71	33	51.56	33	45.83	177	59
Total		94	100	70	100	64	100	72	100	300	100

APPENDIX B

QUESTIONNAIRE

PERSONAL INFORMATION

1. Sex

   ❑ Male

   ❑ Female

2. Age

   ❑ Below 20 years old

   ❑ 21-25 years old

   ❑ 26-30 years old

   ❑ More than 30 years old

3. Income per month

   ❑ Below 10,000 baht

   ❑ 10,000-20,000 baht

   ❑ 20,001-30,000 baht

   ❑ More than 30,000 baht

4. Occupation

   ❑ College Student

   ❑ Master's Degree Student

   ❑ Government Officer

   ❑ State Enterprise Employee

   ❑ Company Staff

   ❑ Others................................

QUESTIONNAIRE

    This questionnaire is the part of the research. Your information can be the great benefit for planning and developing the magazine web site to satisfy the need of the Internet users as much as possible.

    You would answer the questions in the true information by filling the right sign on your expected choice. Your information will be kept confidential.

1. What is your favorite Thai website that you usually enter?

    1. sanook.com

    2. thaimail.com

    3. hotmail.com

    4. pantip.com

    5. Others

2. What is your search engine that you usually use?

    1. Yahoo

    2. 100hot

    3. Lycos

    4. Excite

    5. Infoseek

3. Which media that influences you to buy the products? (Can answer more than 1)

    1. Magazine

    2. Television

    3. Radio

    4. Newspaper

    5. Others

4. What kind of magazines that you interest the most?

    1. Education

    2. Entertainment

    3. Sports

    4. Fashion, Style & Beauty

    5. Others

5. What are the factors that make you interest the magazine web site? (Can answer more than 1)

     1. Many kind of magazines

     2. Save time to go to bookstore

     3. Easy for comparing the price

     4. Convenience to fine the magazines

     5. Get discount

6. Do you interest about the magazines web site?

     1.   Yes

     2.   No (skip to question number 15)

7.   Have you ever enter the magazines web site?

     1. Yes

     2. No (skip to question number 15)

8.   What is the magazine web site that you always heart about?

     1. amazon.com

     2. thaibooks.com

     3. se-ed .com

     4. asia-insight.com

9.   What content that should have in the magazine web site?(Can answer more thanl)

     1. Category Listing

     2. Customer Service

     3. New magazine

     4. The best seller magazine

     5. Contact us

10. Have you ever bought the product from the Internet?

     1. Yes

     2. No (skip to question number 15)

11.   Do you satisfy from purchasing the product through the Internet?

     1.   Yes

     2.   No (skip to question number 15)

12. What is the reason that you buy the product from the Internet? (Can answer more than 1)

     1. Convenience

2. Easy for price comparing

3. Easy to find the needy magazine

4. Cheap

5. Others

13. If you must purchase the magazine via the Internet, What is your favorite

bookstore that you usually buy?

1. Asia book

2. Dokya book

3. Se-ed book

4. Prae Pittaya

5. Chula Book

14. What kind of purchasing methods that you think it is proper and convenience for

you?

1. Credit card

2. Money transfer

3. Money order

4. Cashier cheque

5. Others

15. What are the reasons that made you dissatisfy from purchasing the product through

the Internet? (Can answer more than 1)

1. Late Delivery

2. Low quality product

3. Unexpected good receive

4. Expensive

5. Others

16. Why you had never bought the product from the Internet? (Can answer more than 1)

1. No credit card

2. Unseen good

3. Afraid of unexpected good

4. Afraid of late delivery

5. Not safety

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