"How-to" Solution Web Site
www.how-to.com

by

Ms. Jiravee Vesvijak

A Final Report of the Six-Credit Course
IC 6997 and IC 6999 E-Commerce Practicum

Submitted in Partial Fulfillment
of the Requirements for the Degree of
Master of Science
in Internet and E-Commerce Technology
Assumption University

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Academic Year	November 2003

The graduate School of Assumption University has approved this final report of the six credit course, IC 6997 E-Commerce Practicum, submitted in partial fulfillment of the requirements of the degree of Master of Science in Internet and E-commerce Technology.

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ABSTRACT

This project aims to create the marketing analysis of an informative web site, which provides customers with the several solutions on how to do things. The prototype web site called "www.how-to.com" is created in order to illustrate how the business works and how it generates the revenue. The prototype web site consists of products and services information, community section, shopping cart system, and payment system.

This report consists of altogether 6 chapters, which are Introduction, Internet and E-Commerce Literature Review, Business Concept, Strategic and Marketing Plan, Web Site Design and Development, and Conclusions and Recommendation. The *first* chapter, Introduction, will introduce you to the background of the project and the reasons why should we need this particular web site. The *second* chapter, Internet and E-Commerce Literature Review, will review the important of the Internet to the community and the benefits it gives. The *third* chapter, Business Concept, will introduce the background of the company, the company structure and the way business generates revenue. The *fourth* chapter will explain company's marketing strategies, marketing plan, customer need analysis, product costs and values, SWOT analysis, marketing mix, and future plan. The *fifth* chapter will illustrate the prototype web site interface design process, database design, and security feature of the prototype web site. *Sixth* chapter will show you the prototype web site along with the conclusions and recommendation.

ACKNOWLEDGEMENTS

Several people have made contributions to this project. I would like to acknowledge their efforts and thank them for their contributions.

First of all, I would like to thank my beloved parents for their support and understanding. I would never have today unless I have not had them.

I wish to express sincere thanks to advisor Rear Admiral Prasart Sribhadung, for valuable suggestions and advice given in to preparation of this project.

I would like to take this opportunity to thank the entire faculty that taught me during my Master of Science in Internet and E-commerce Technology. The knowledge that I acquired from them indeed helped make this a successful report.

I would like to thank Mr. Arnon and Ms. Tassanatip for many suggestions on this project.

Finally, I would like to thank my friends for their support and patience throughout the project.

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I. INTRODUCTION

1.1 Background of Project

In the past, when people wanted to know how to do things, they found answers from a variety of sources: friends and family, store clerks, instruction manuals, reference books and Internet sites. Their experiences became complicated tasks, comprised of figuring out how to accomplish the project, making an itemized list of necessities, remembering what is already on-hand, finding what products or services are needed, and making numerous purchases with multiple payment methods to get everything. And all of this was done before they could even start their project.

How-to.com was created to give people a fast and easy way to find out how to do a variety of real-world activities, and provide ways to accomplish them.

How-to.com will be the most comprehensive source of information on how to do and use things, offering thousands of specific multimedia-based instructions. Unlike search engines, which direct users' aggregated external information, How-to.com will be a true Web destination. With 16 super categories, How-to.com offers staff-written, reviewed and edited step-by-step multimedia-based solutions, whether it's finding out how to be a monk, create your own business, decorate your backyard, or even how to be a super star. How-to.com provides simple instructions and list of products needed from our business partners so that customer can get all stuff needed to get things done.

How-to.com will generate revenue from advertising, partnerships, and content licensing and product selling. Its business-to-consumer strategy is to provide the most comprehensive listing of clearly written and easy-to-follow how-to instructions. Its business-to-business strategy is to provide companies opportunities to brand, inform and

potentially sell to targeted, qualified consumers interested in a specific topic through customized advertising opportunities.

1.2 Objectives of the Project

The objective of this project is to create revenue generating prototype web site of "How To" Solutions by using multimedia-based instructions to create own way of presenting information.

As www.how-to.com will be an informative web site, which uses multimedia to present the information, we aim to study on marketing management prospect of the web site as to make it more competitive, attractive and be the most comprehensive source of "How To" Solutions for the customers in order to generate revenue stream to the company.

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1.3 Scope of the project

Since this is a revenue generating web site, it will focus mainly on marketing management of online business, which includes:

(1) Customer Need Analysis

(2) Target Marketing

(3) Customer Cost and Value

(4) Web site differentiation

(5) Competitive Analysis

(6) Web site positioning

(7) Marketing Plan

(8) SWOT Analysis

(9) Financial Plan

(10) Future Plan

Several business models such as revenue generating business model, Advertising Strategies, and Promotional strategies will be applied in order to create uniqueness and win customer satisfaction.

The project will consist of prototype web site to show how the business runs and how the business creates revenue. The prototype web site will consist of sample pages such as index page, content pages, shopping page, and animation.

1.4 Deliverables

The project deliverables will be as follows:

(1) Final Project report

(2) Prototype web site

II. INTERNET AND E-COMMERCE LITERATURE REVIEW

2.1 What is Internet?

According to the web site called www.whatis.com, it stated that "the Internet, sometimes simply called "the Net," is a worldwide system of computer networks - a network of networks in which users at any one computer can, if they have permission, get information from any other computer (and sometimes talk directly to users at other computers)". It was conceived by the Advanced Research Projects Agency (ARPA) of the U.S. government in 1969 and was first known as the ARPANET. The original aim was to create a network that would allow users of a research computer at one university to be able to "talk to" research computers at other universities. A side benefit of ARPANet's design was that, because messages could be routed or rerouted in more than one direction, the network could continue to function even if parts of it were destroyed in the event of a military attack or other disaster.

Today, the Internet is a public, cooperative, and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the Internet uses a portion of the total resources of the currently existing public telecommunication networks.

For many Internet users, electronic mail (e-mail) has practically replaced the postal service for short written transactions. Electronic mail is the most widely used application on the Net. You can also carry on live "conversations" with other computer users, using Internet Relay Chat (IRC). More recently, Internet telephony hardware and software allows real-time voice conversations.

The most widely used part of the Internet is the World Wide Web (often abbreviated "WWW" or called "the Web"). Using the Web, you have access to millions of pages of information. Web browsing is done with a Web browser, the most popular of which are Microsoft Internet Explorer and Netscape Navigator. The appearance of a

of which are Microsoft Internet Explorer and Netscape Navigator. The appearance of a particular Web site may vary slightly depending on the browser you use. Also, later versions of a particular browser are able to render more "bells and whistles" such as animation, virtual reality, sound, and music files, than earlier versions.

2.2 What Is Electronic Commerce?

Contributed by Microsoft Corporation, "Electronic commerce is doing business online". It is about using the power of digital information to understand the needs and preferences of each customer and each partner to customize products and services for them; and then to deliver the products and services as quickly as possible. Personalized, automated services offer businesses the potential to increase revenues, lower costs, and establish and strengthen customer and partner relationships. To achieve these benefits, many companies today engage in electronic commerce for direct marketing, selling, and customer service, online banking and billing, secure distribution of information; and corporate purchasing.

2.3 The Benefit of Electronic Trading

According to the research of KPMG Consulting, there are 5 key benefits of Electronic Trading.

2.3.1 Strongly felt benefits

All respondents of the samples were enthusiastic about the six following benefits of e-commerce (and by "enthusiastic", means that over 80% of all respondents thought that each one of the benefits listed below was important):

(1) Speed

(2) Cost savings

(3) Simplification of tasks

(4) Reaching new markets or customers

(5) Electronic trading being seen as new and exciting by customers

(6) Flexibility and adaptability

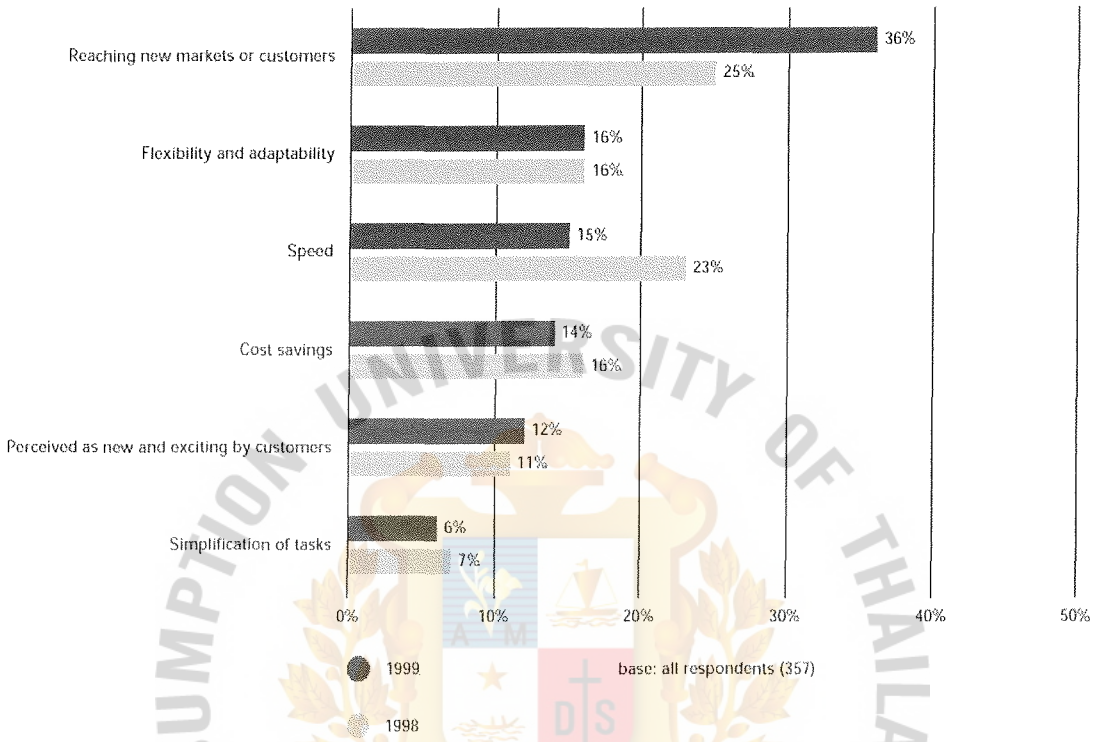

Figure 2.1. Strongly felt benefits of e-commerce.

2.3.2 New markets and customers

Having said this, however, it is the Internet's ability to reach new markets or customers that is clearly seen as the most important benefit of e-commerce. Last year, a quarter of all respondents took this view. Now, that figure has leapt to over a third of all the companies interviewed. On an industry sector basis, it is the financial services industry that is especially impressed this year by the Internet's reach:

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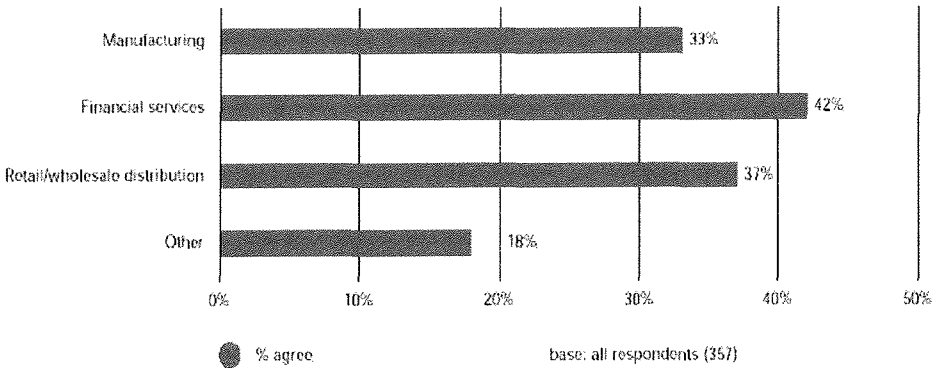

Figure 2.2. New markets and customers.

2.3.2 Speed and cost savings

Nowadays, the speed and cost saving benefits of e-commerce are seen as less important – speed particularly so – than in 1998. However, this may be because business now takes the speediness of the medium for granted, and because companies have discovered that implementing e-commerce strategies is costlier than they originally thought.

2.3.4 Competitive edge

Achieving competitive edge is a bigger driver now than in 1998. This year, 46% of all respondents felt they had acquired a competitive advantage by implementing e-commerce, compared to 41% last year. The e-commercially mature companies in particular believed that they had stolen a genuine march on their rivals through electronic trading: 79% of fully automated companies – and 53% of companies carrying out on-line transactions – felt they had acquired competitive edge.

2.4 Barriers to electronic trading

Apart from 5 key benefits of Electronic Trading, KPMG Consulting also explained about the barriers to electronic trading as followed,

2.4.1 Main barriers

The main barriers to electronic trading are well known. They are:

(1) Security fears;

(2) Low skill levels in organizations;

(3) Implementation difficulties;

(4) Concern over the number of customers who are connected to the Internet;

(5) The cost implications of electronic trading;

(6) A lack of knowledge about the benefits of e-commerce;

(7) Inability to put a business case for e-commerce together; and

(8) No perceived need for e-commerce.

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2.4.2 Overview Picture of the barriers

Expressed in diagrammatic form, the reaction of all respondents looks like this:

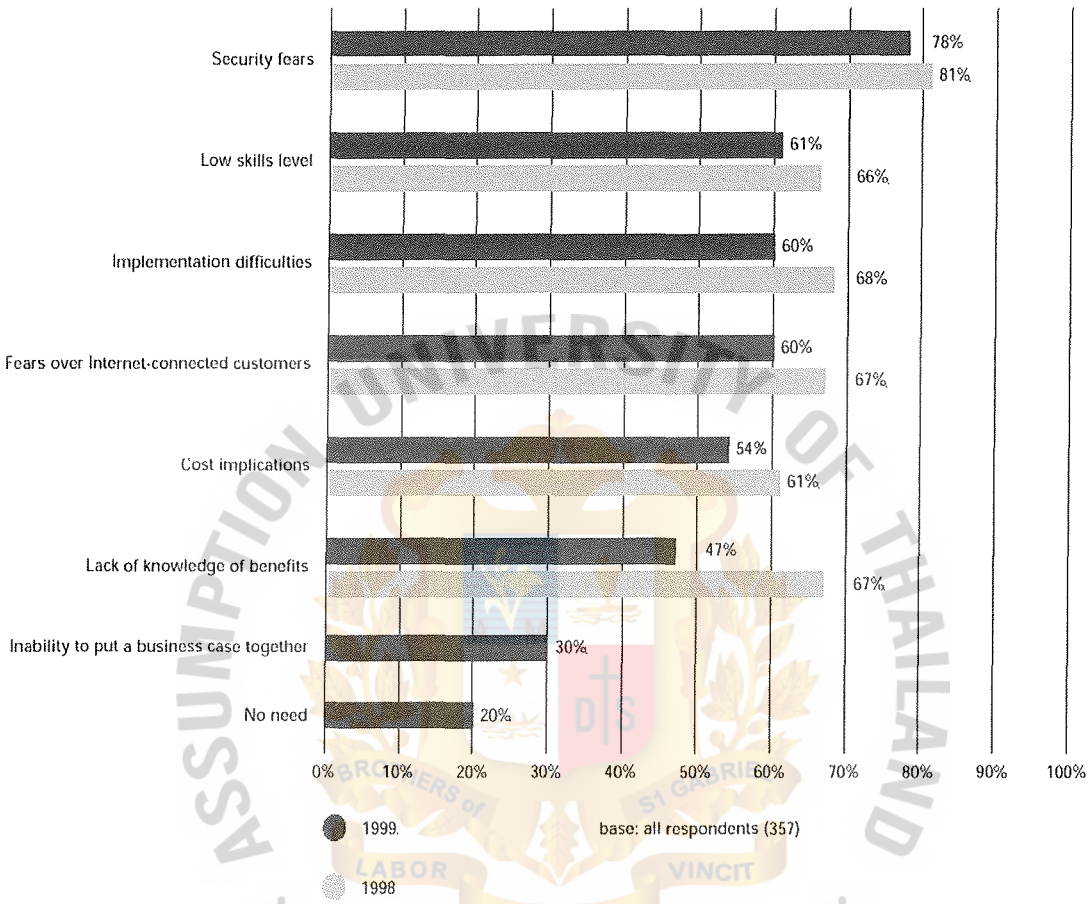

Figure 2.3. Overview Picture of the barriers.

2.4.3 Barriers shrinking

The good news from these statistics is that the barriers to digital trading are shrinking. The bad news is that, with one exception, they are not shrinking all that much. The exception is people's understanding of the benefits of on-line commerce: as is demonstrated above, last year 67% of respondents saw the lack of understanding as a barrier to electronic trading. This year, only 47% of respondents did.

2.4.4 Security concerns

According to just under a quarter of all respondents, security concerns are still seen as the biggest single barrier to e-commerce. However, they are shrinking, albeit slowly.

2.4.5 Security spend

The importance of security concerns is underlined by the fact that, overall, respondent companies spent an average of 12.4% of their electronic business budgets on tackling the problem, with German corporates devoting 14.5% – and financial services organizations 16.7% – of their e-commerce spend on security procedures.

2.4.6 Threat from e-commerce

According to three-quarters of all respondents, the security issues surrounding e-commerce are also still regarded as a significant threat to industry sectors. However, this is slightly better than last year, when eight out of ten respondents took this view. On a market sector basis, the retail/wholesale distribution businesses are especially concerned about the security threat of e-commerce.

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III. BUSINESS CONCEPT

3.1 Background of the company

Wise Media Company was found in January 2000, provided customers with a comprehensive source of information web site called www.how-to.com. Web site slogan is "You Get What You Wanna Know", which implies that our web site helps people to know everything. So our visitors can proudly say to others that they know what is being asked. The web site consists of several solutions in the form of multimedia presentation. How-to.com was created to give people a fast and easy way to find out how to do things, offering thousands of specific project instructions, providing products information and online multimedia manuals of almost all products.

From the beginning stage, how-to.com was launched with 6 major categories according to the limited resources on hand. As time went by, the company continued to add more categories and attractive topics to attract the visitors. Now we have 16 super categories with several interesting topics inside. All of our solutions were created to make people understand their field of interests.

How-to.com provides the following services to our customers:

(1) Create solutions according to customers' interests, market trends, and business partners.

(2) Employ an easy-to-understand instruction so that the customers can accomplish their project.

(3) Provide shopping links and list of products from business partners so that customers will be able to shop everything they want.

(4) Provide business consultants for customers who need help in setting up their own businesses. Our consultants will analyze customer needs and wants and then come up with alternative solutions.

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(4) Provide business consultants for customers who need help in setting up their own businesses. Our consultants will analyze customer needs and wants and then come up with alternative solutions.

(5) Provide group activities and interesting knowledge classes so that customers can learn how to do things by themselves.

Therefore, in March 2005, millions of people will describe how-to.com content as reliable, accurate and entertaining. Originally founded as a Web site for curious people, the company will now offer clear and fascinating contents through various media channels to millions of readers every month, for example HowTo magazine, CD and VCD.

3.2 Company Structure

As web communities continue to grow, and information spreads quickly, how-to.com is now coming up with several new sections in order to be the best source of information. Moreover we are now expanding our sale channels by using public media such as books, magazines, newspapers, etc. Those media will help the company to gain more revenue from the articles we have on hand. Other than that, those media can be sources of knowledge for our customers. For example, HowTo Magazine can be a teaching manual for teachers in schools. How-to VCD can be an illustrator of tools in the classroom.

All of our articles are newly made to show our own way of presenting the solutions. We have contributions from many specialists from several famous companies. Apart from that we have our own staff to create the articles. We divide our teamwork into 4 major groups as follows:

(1) Design and Creative Department

(2) Program and Database Department

(3) Marketing Department

(4) Administrative Department

Each department handles their own work, but coordinates with each other to serve customers with the best solution.

3.3 How to Generate Revenue?

How-to.com is a profit organization, employing "Revenue-Based Business Model". Given the meaning by University of Texas at Austin, the main objective of "Revenue-Based Business Model is to earn directly through the presence on the Internet". There are essentially two kinds of revenue-based business models:

(1) Provider-Based Revenue

(2) User-Based Revenue

3.3.1 Provider-Based Revenue

Applying to our business strategies, Provider-based revenue focuses on advertising as its source of revenue. How-to.com mission statement for the company's partners is to give the company the opportunity to do a better job in order to win consumers' loyalty and beat competitors. There are altogether 4 kinds of Provider based revenue: Content sponsorship, Retail alliance, Banner advertising and Sales commission.

Content Sponsorship

Several companies have contributed their valuable contents such as product details, product instructions, and know-how knowledge to our web site. By doing so we can have reliable web content and sponsorships from reliable sources. In contrast those companies can get their brand advertised, promoted and gain new customers through our web site.

For Example M.A.C. cosmetic provides us with the make-up technique from Keri Blair, M.A.C pro senior artist. In this case M.A.C will have an opportunity to get new customers and our web will have a good reference from a famous company like M.A.C.

Figure 3.1. Example of Content Sponsorship.

Benefit of Content Sponsorship

For how-to.com

(1) We get guaranteed stream of money from the sponsorship contract.

(2) We can save cost in content creation.

(3) We get good reference and reliable source of information.

For Providers

(1) Attractive content to attract the stream of readers through our web media.

(2) Generate revenue buy selling their product on our web.

(3) Create strong branding through the content sponsorship.

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Retail Alliance

The providers become our preferred vendors for some product category. In return for payments, the sponsor gets a guaranteed clickable button located in a prominent spot on the web.

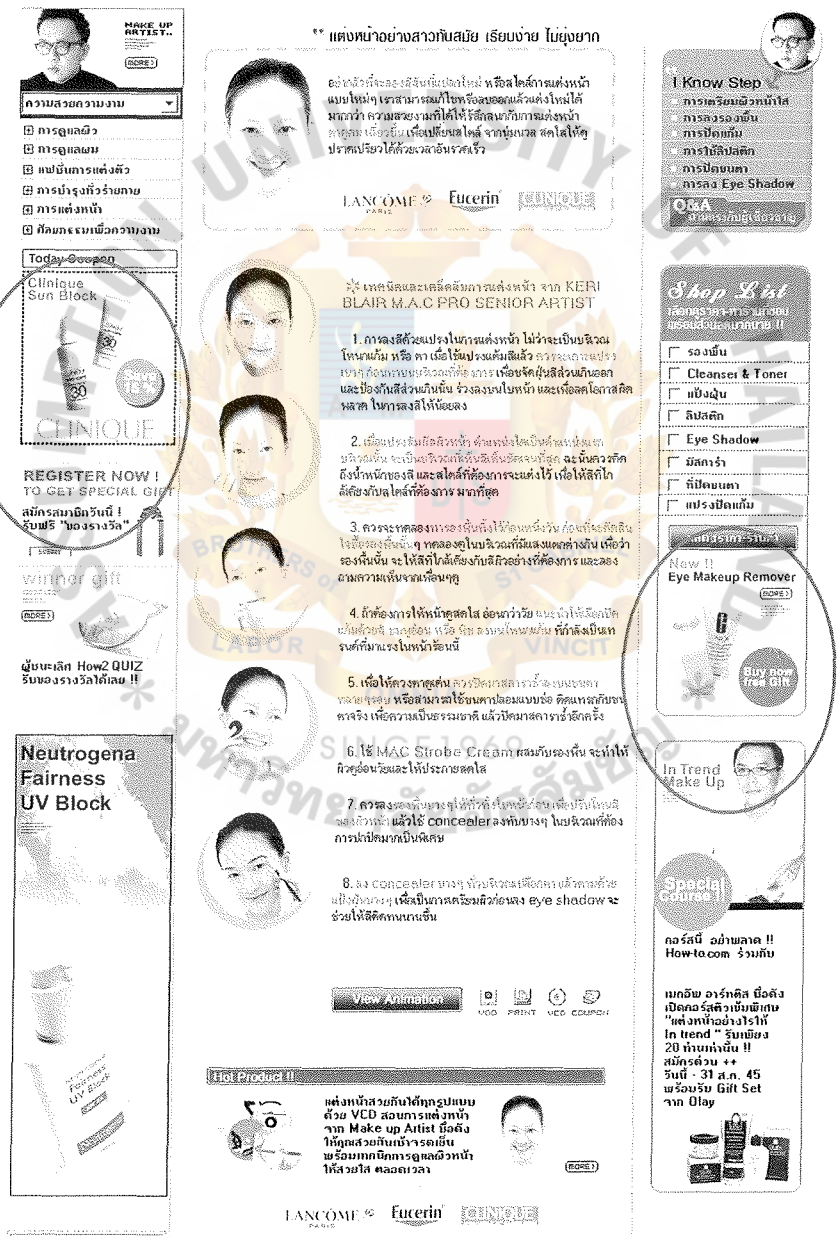

Figure 3.2. Example of Retail Alliance.

Benefit of Retail Alliance

For how-to.com

(1) We get guaranteed stream of money from the contract signed with the providers.

(2) Strong brand reputation from the providers can help our web gain strong psychic cost.

(3) Customer can be sure that they will get good quality products with return guarantee.

For Providers

(1) Provider can be sure that their logo will be shown in a prominent location in order to lead sales.

(2) Provider gets an opportunity to increase sales lead from the banner on how-to.com web site.

Banner Advertising

Banner Ads is one source of our revenue. We provide the provider with several sizes of Banner Ads according to provider requirement. These ads, sometimes utilizing sound, animation, or just a well-designed graphic, invite visitors of a web site to click on the banner, thereby winding up on the web site tied to that particular advertisement.

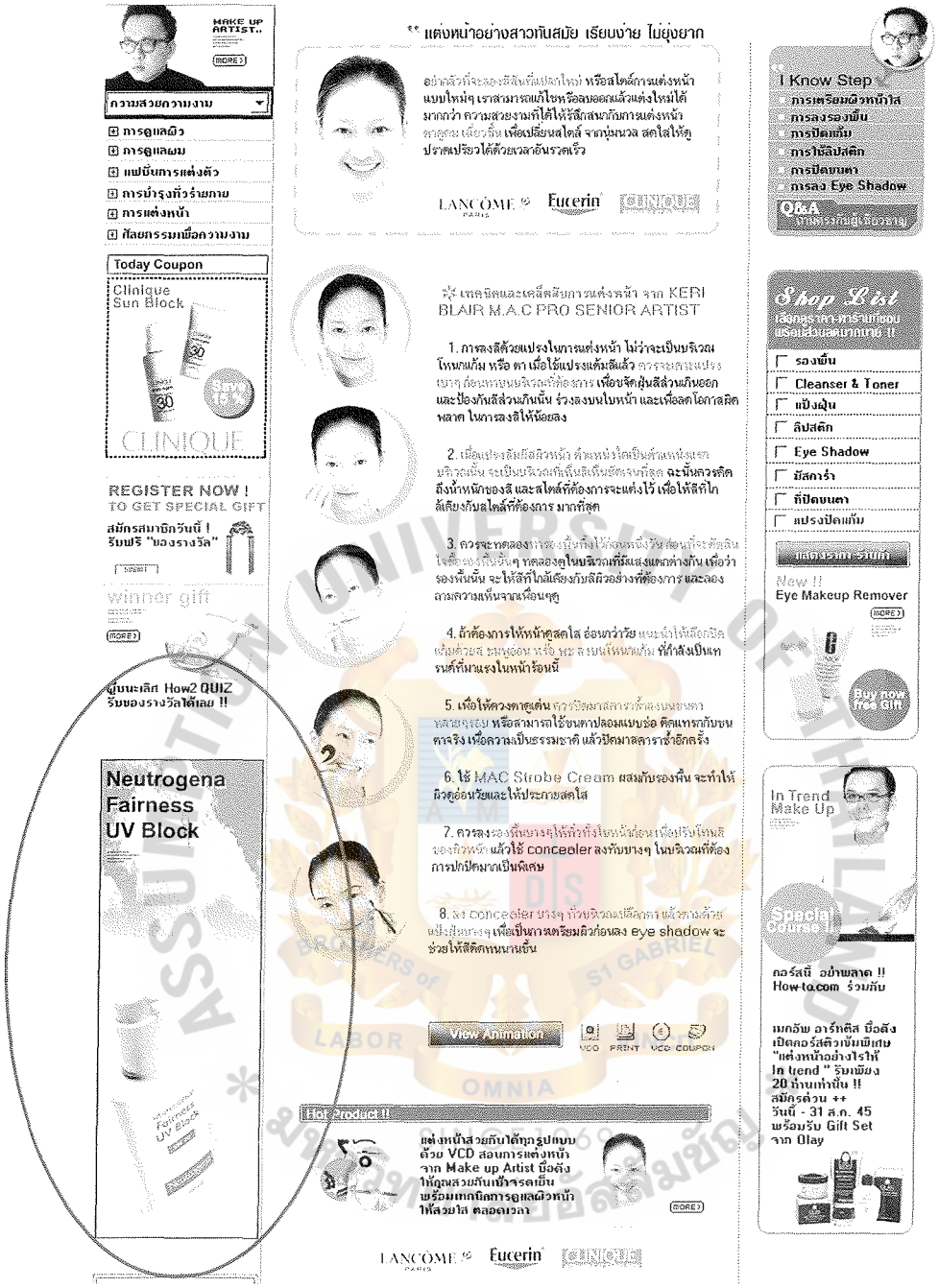

Figure 3.3. Example of Banner Advertising.

Benefit of Banner Advertising

For how-to.com

(1) Fixed revenue from contract signed for the advertising.

(2) We can gain revenue from traffic generation through customer click rate (price per exposure).

For provider

(1) Click rate is measurable. So, the provider can make sure that the banner is being seen on the right spot as needed.

(2) Attracting readership with strong interest in its products.

(3) Banner location can be chosen as preferred

(4) Providers can win their competitor by locking a prominent spot to advertise their banner.

(5) Provider can expand their advertising channel and enter the gate through our web.

Sales Commissions

How-to.com also provides list of products needed in each solution and get the commissions per transaction from each time customer make purchase. By doing so both of us, providers and company, will get the actual revenue per transaction.

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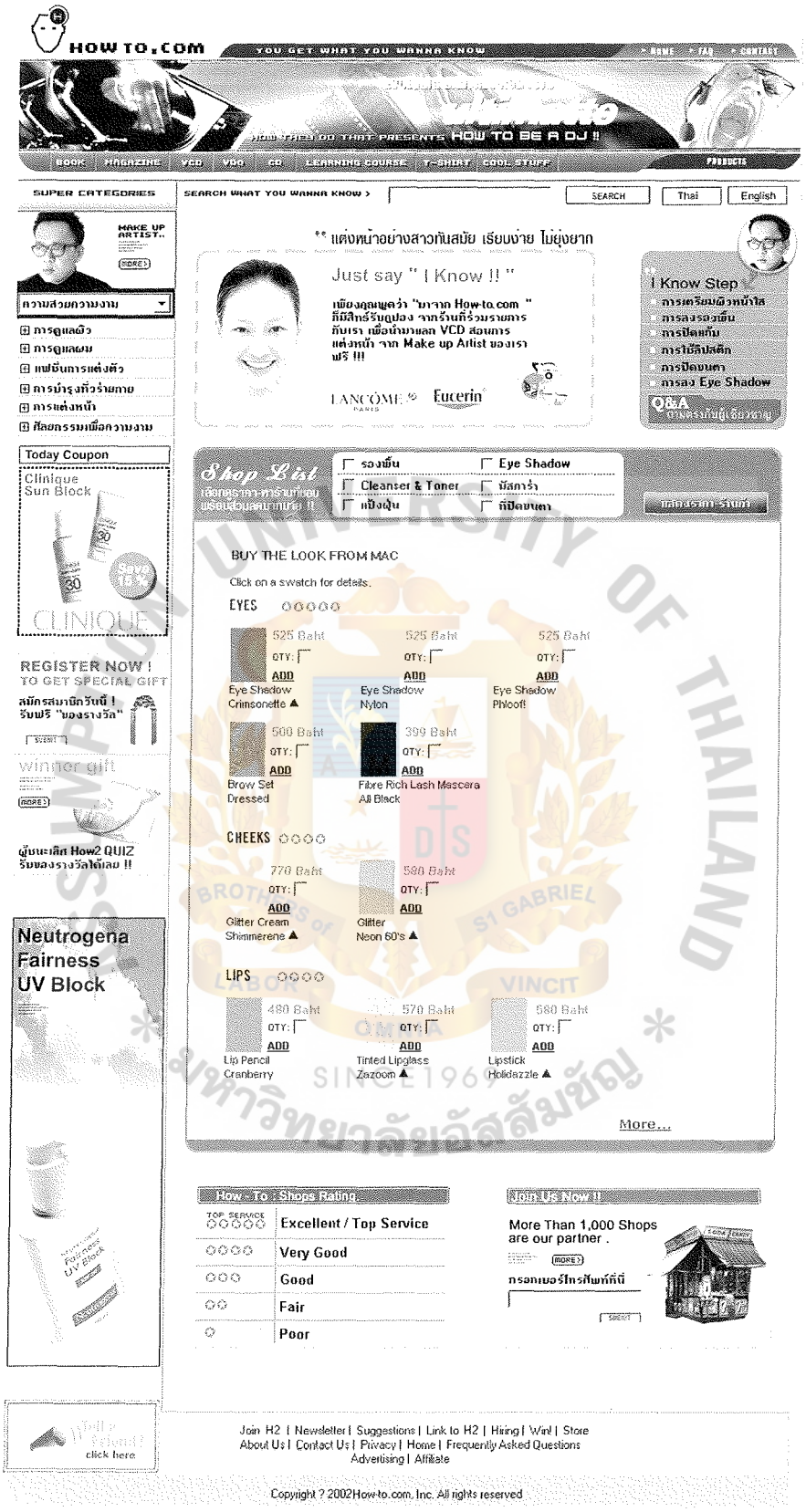

Figure 3.4. Example of Sales Commission.

Benefit of Sales Commission

For how-to.com

(1) Payment received on the actual revenue from sales.

For provider

(1) Low cost of advertising and setup because they can sell their product on our web and get customers without setting up their own web site.

(2) Increase their entry gate. Apart from their web site only, customers can access their web from www.how-to.com

3.3.2 User-Based Revenue

This is the revenue we get from our customers. Sources of revenue include sales revenue, subscription fees, and pay per use transaction fees. By completing the transaction, making the sale on the net itself is very much on the rise. The idea is to get as many people on your site as possible since the more the number of people the more the value of transactions. Stream of revenue comes from online sales, offline sales and other activities such as special training sessions for interest people or organization, or conducting a research on special topic as required or made-to-order products.

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IV. STRATEGIC AND MARKETING PLAN

4.1 Industry Analysis

According to a whatis definition, it states World Wide Web as an advertising medium for the business community which has experienced phenomenal growth. Since its inception, the Web has expanded to contain sites for over 17,000 businesses. The popularity of the Web has led corporate firms to include their World Wide Web site address on commercials, newspapers and magazine ads. This trend is understandable; of the 18 million users of the Web, 2.5 million users make purchases from the vendors who have Web home pages. The World Wide Web will form the foundation of the Virtual Economy, which is anticipated to be an increasingly popular way for savvy consumers to make purchases.

The Web's global presence allows companies to offer their products to consumers worldwide as well as build a corporate identity through their Web sites.

Furthermore, the ease of finding the site desired is becoming increasingly more burdensome. Browsing software programs that simplify "surfing" on the Web are making searches much easier, but the sheer volume of Web pages still ensures a lengthy on-line session to find the information needed. For a user wishing to make a purchase, the delays can be infuriating. Large companies use their financial strength to market their site.

Wise Media Company provides customer with the "how-to" knowledge in almost every field. Customer is able to search for what they want to know our web. More over customer can request for special topic as made to order solution. We are not just a search engine anymore. But we have a right answer to our customers as needed.

4.2 Competitor Analysis

We divide our competitors into 4 groups

(1) Private Sector

(2) Public Sector

(3) Online source

(4) Primary source

4.2.1 Private Sector

This group of competitor is the private companies, who may have their own web sites to give information about their products. But there are still some drawbacks as follows:

(1) They provide only information of their products. They are not a one stop services.

(2) Limited time of service center or call center. Some product doesn't provide call center.

(3) Language barrier; some international companies provide only English language instructions. Language option is provided for specific products only.

(4) Mostly, information provided is text based which is hard to understand. Time and energy consuming.

(5) They usually use a lot of technical terms, which confuse the users.

(6) Users have no prior knowledge about the product they are interested in, which may lead to ignorance to buy.

(7) Only some big companies provide Multi-Media instructions on how to use their products on their web site. But they are just brief introductions e.g. Microsoft.

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(8) Some Companies do provide Multi-Media instructions together with the product purchased. So customer doesn't have a chance to get to know the product before buying it, but only after they buy their products.

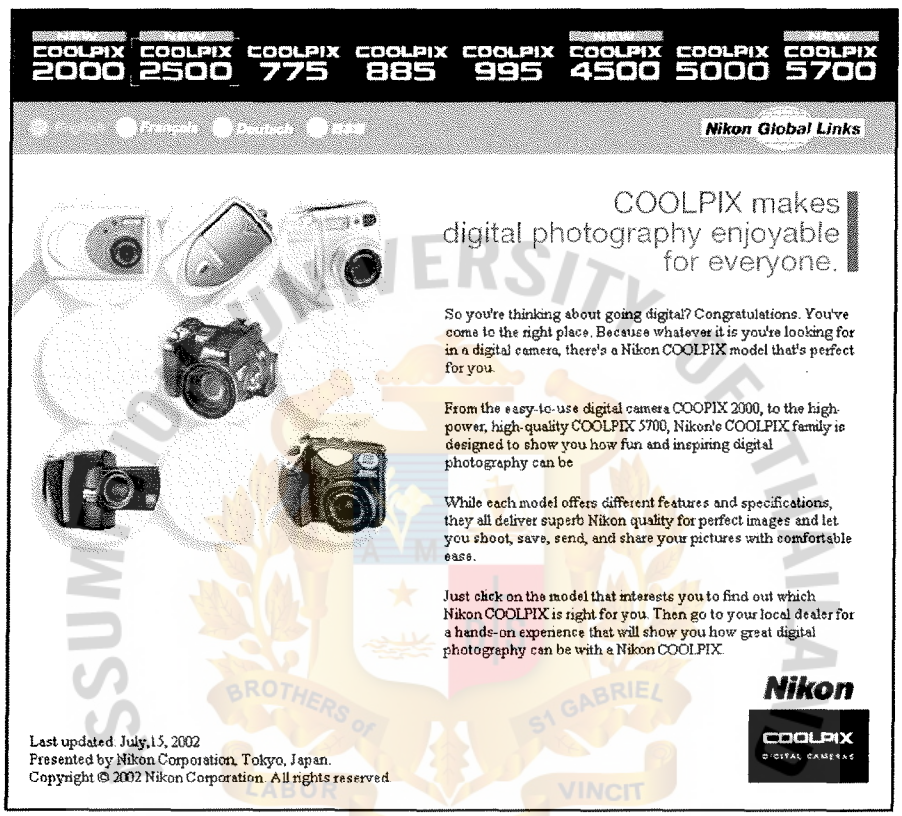

Figure 4.1. Example of web site of Private sector.

4.2.2 Public Sectors

Public sector means the government sector and public organizations. The following are some drawbacks of the government sector.

(1) Users have to search for particular web site of the government in order to find out the information they need.

(2) Information provided is not up to date.

(3) Normally government sectors provide the information about the process of public work and the form to be downloaded.

(4) Sometimes the form that they provide, cannot be actually used, because it is not standardized. So customer has to fill in the form provided at the government sector again.

(5) Complex work process, and poor personnel service.

(6) Further inquiry could be asked only by telephone call, which is hard to be done.

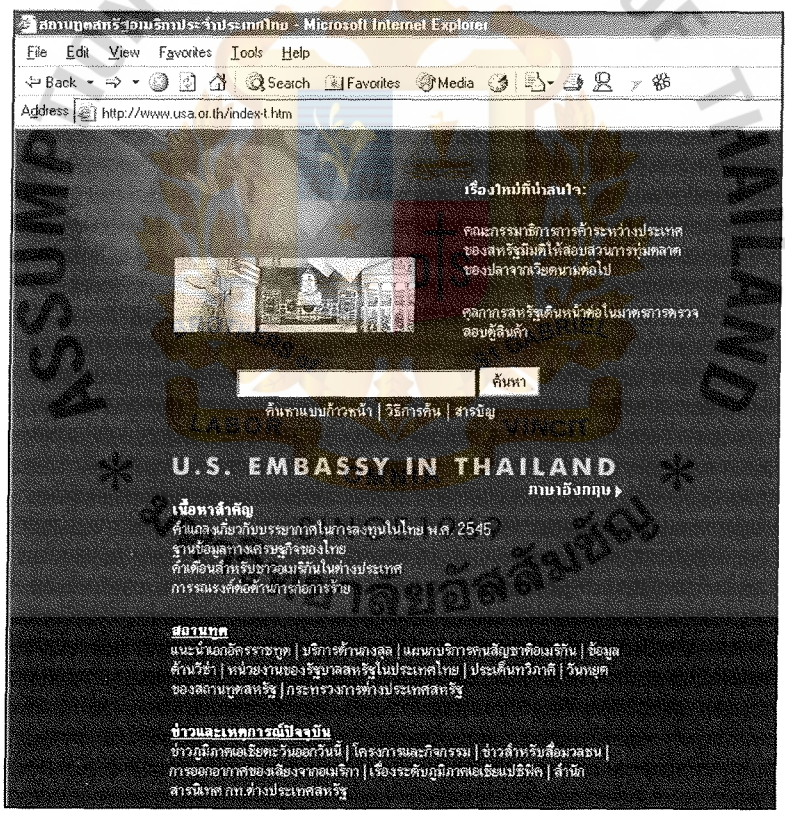

Figure 4.2. Example of web site of Public sector.

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4.2.3 Online source

This group of competitor is quite similar to our web site. But they don't actually provide multimedia instructions for all products they have. Following are some drawbacks of online source.

(1) Mostly text based instruction. It's hard to follow up with the steps.

(2) Some webs provide pictures but are still hard to understand.

(3) Not specific to Thai environment.

(4) They usually use technical words which are hard to understand.

(5) Some webs sell their how-to solution eg. http://doityourself.com

(6) Not much online web sites offer multimedia on how-to solution.

(7) Language Barriers. Their optional language is not Thai. Even some Thai companies still do not provide Thai user manual.

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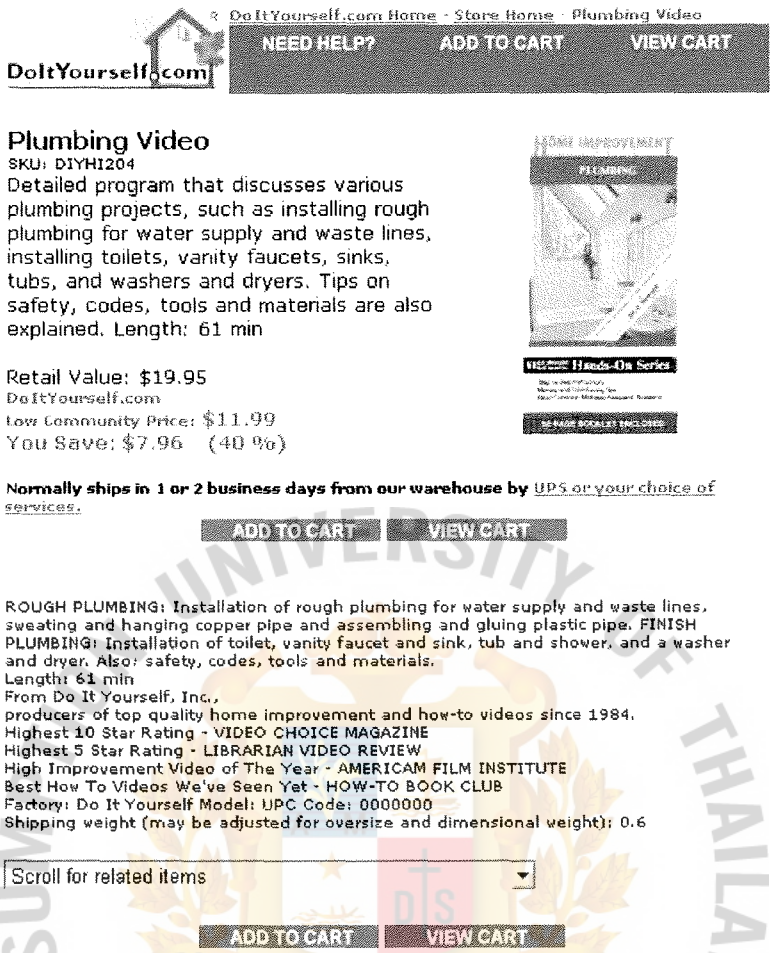

Figure 4.3. Example of web site of Online source.

4.2.4 Primary source

Primary source means the original product manuals of offline sources, or the instruction from the company which produced the product. Following are the drawbacks in most primary sources.

(1) No interactivity. Not many companies provide multimedia manual for their customers.

(2) People are lazy to read. Reading takes time and energy.

(3) Specific information.

(4) Technical terms used. Reader may not understand the product details well enough.

(5) Some international companies provide only English language manual. So it is even harder for Thai people to understand.

4.3 Customer Value

Product Value

We offer a wide range of how to solutions covering almost all fields of interests such as sports, medication, education, games, beauty, computer, shopping, travel, entertainment, etc. All of our contents will be a source of education, entertaining, and knowledge. We present our content by using multimedia presentations, which are pictures, voice, video clip, and flash movies. We use simple and understandable wording both in Thai and English. By doing so our content will be applicable for people who cannot read, who are blind, or just lazy to read.

We also provide our branded products as to gain customer recognition, royalty and familiarity. Our branded products will become one major factor to make people get to know us. It will come out in a form of both digital and real products as follows:

(1) Publishable Products (printed magazine, news letter, books, etc.)

(2) Educational Accessories (pen, note book, pencil, etc.)

(3) Other Accessories (mouse pad, cup, and glass)

Other than that, we provide shopping page to let customer buy the product online and links for customers who want to buy things, including place to buy, price of products and special discount for some products depending on promotion of our business partners. (Offline and Online).

Our package and business consulting service are provided for a person who wants to do business but has no idea how to do it. We can be the organizer for them. We do

provide consultation and suggestion and supply things needed in order to create your own business. (Offline)

We are the content creators for companies who want to create multimedia manual. Other than content creator, we also sell our content copyright for publishers who would like to use our content for business purpose.

Service Value

We provide service to our customers both online and offline. Offline services include business support service for customers who have problems in setting up their own business.

More over, in order to provide the best service for our customers to find out the information they need, we provide the search engine, categories search and advance search. Also customers' comment and suggestion sections are available to let the company hear customer's voice and to let customers request for what they want.

Customer can also ask opinions from Q&A section or read through products and shops rating and reviews from other customers. These sections can be an assurance for customers to make decisions.

Printer friendly version is also available for people who would like to print our article. Or customer can sign up for free newsletter to update the new article added.

We provide special facility for our members, which is member zone, the customizable web page, customizable e-news, receive updated promotions from us such as new products of the month, and discount coupons via email.

Personnel Value

Web contents are created by specialists in each field. We also add the names of the writers to accredit them and to make the reader feel sure that the article is written by a specialist and is reliable.

Image Value

We have various famous business partners and sponsors, such as Home Pro, Foodland, Veerasu, Makro office, Office Depot, Bathroom Center, BoonTavorn, Top Supermarket, AIS, Orange, Dtac, Cockpit, MAX auto service, Sony, Panasonic, Toshiba, Sharp, etc. These business partners are all well known and provide particular products. The products are guaranteed to be qualified.

4.4 Customer Cost

Monetary Cost

Our how-to solutions can guide customers to the right way in doing things so that customers do not have to waste money in trying out their own solutions. Moreover we provide product rating and comment to let customers review the worthiness of the recommended products. Also our business package can help customers save cost in buying things for creating their own businesses. We provide a section called compare price section to help customer get the best price from different shopping places.

Other than that, we also provide a printable discount coupon for our members to shop at our business partner outlets.

Our learning course is also a cost saving one. We give special privilege to our members in order to enhance the knowledge and skill of Thai people. So our course is less expensive than the course for which customer has to walk in and apply by him or herself.

Instead of buying irrelevant articles, we provide customizable VCD, so that customers do not have to buy other sections that they are not interested in.

Time Cost and Energy Cost

Visiting our web site can help customers reduce their time cost and energy cost in finding out product information. Also customer can reduce shopping time because customers already have prior knowledge about the product they are interested in. And shopping online can reduce energy cost too.

Our multimedia instruction can help save reading time and energy. Customers can just sit back and watch our multimedia instruction.

Our business package (offline) can help customers to save time and energy in selecting, comparing and buying things for their own business. We provide customer with the details and steps of business set up together with the list of suppliers and price lists. So customers will have an alternative solution to choose without spending a lot of time and energy.

Physic Cost

As our web site is an informative web site, it is quite hard to make people believe in our content. So we provide a specialist indicator at every web page in order to make customers feel assured and to accredit our authors. In our specialist indicator we provide name, past experience, company or well-known performance.

Our well-known business partners can also help reduce psychic cost of our customers.

4.5 Market Segmentation

In order to enhance efficient marketing plan, the company has divided our market into 4 segments, which are behavior segmentation, demographic segmentation, geographic segmentation, and psychographic segmentation. Market segmentation can help company to describe the division of a market into homogeneous groups, which will respond differently to promotion, communication, advertising and other marketing mix variables.

Behavior segmentation

Company considers customer behavior as one factor in order to generate marketing strategies. Behavior of customers tells their movement and attitude.

We segment behavior according to the curiosity of people whether it is low, moderate, high and intense. We also focus on the buying behavior of our customer together with product information seeking before they make the decision.

From the research of NITC (National Information Technology Committee Secretariat) it stated that 33.8 % of Internet users in Thailand spend time in searching for information on Internet.

Table 4.1. Thailand Internet Users Profile: Activities.
Source: National Information Technology Committee Secretariat (NITC)

Activity	Frequency	Percent
E-mail	5,623	37.9
Information Search	5,023	33.8
News, Timely Report	1,397	9.4
Web Board	701	4.7
Chat/ ICQ	621	4.2

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Table 4.1. Thailand Internet Users Profile: Activities (Continued).

Download-Software	454	3.1
Game	348	2.3
Shopping	215	1.4
Download-Music	161	1.1
Download-Game	72	0.5
Others	232	1.6
Total	14,847	100

Geographic Segment

Since our company is based in Thailand, we segment our target market to be Thai people as a majority group. So, our web content is focused on articles relevant to Thai environment mostly. But we still provide English language as an option.

Demographic Segment

As our web is a content based web site, we classify demographic segmentation according to education and gender of Internet users in Thailand. Gender and education can help us to forecast the interest of the users.

First of all we also focus on education of the Internet users in Thailand in order to catch up with their field of interest. We found out that the group of Bachelor degree people are the most frequent Internet users.

In comparison to the percentage of Internet users in Thailand in 2002, the number of female using Internet has been increasing relatively as follows.

Table 4.2. Thailand Internet Users Profile: Gender.

Source: National Information Technology Committee Secretariat (NITC)

Gender	Female	Male	Total
Frequency	8,023	7,013	15,036
Percent	53.4	46.6	100

4.6 Target Market

Users

(1) Curious people

(2) People who need to learn

(3) People who are in an emergency or urgently need our solutions

(4) Journalists

(5) Teachers, students, parents

There are many different reasons for a person to visit how-to.com. The most common types of people are

(1) *Curious people* - people who simply love learning how to do things, or who need to know how to do something for daily life

(2) *People who need to learn* - If you would like to start to do something, either to mix a cocktail or to dress up for the prom, then you might need to know the basic information about it, just to make sure that you will have a good starting point.

(3) *People who are in an emergency* - This is a group of people who seek information in order to resolve the crisis, e.g., looking for an article of how to get rid of computer virus.

(4) *Journalists* - Journalists and reporters come all the time when they are working on stories, which they are not familiar with.

(5) *Teachers, students, parents* - how-to.com is a great place to come for help with reports, science projects and homework.

Sponsors and Partners

(1) National and international company

4.7 SWOT Analysis

Strength

(1) Increasing marketing effectiveness by using Internet.

(2) Increase customers entrance gate to web site of business partners.

(3) Information is interactive and not just a static web site.

(4) Information is provided by specialists.

(5) Variable web content, so it's suitable for all family members.

(6) Easy-to-understand wording, making it more readable.

(7) Two language options, Thai and English suitable for Thai environment.

(8) Information is provided 24 hours a day, 7 days a week.

(9) Convenience and easy to access content.

(10) Free of charge information.

(11) Customer can request for solution that they need either to public on web (free) or in the form of personalized CD (Paid).

Weakness

(1) Offline competitors still exist.

(2) New products are increasing rapidly.

(3) Limitation of language provided in web, Thai and English.

Opportunity

(1) Number of Internet user is increasing rapidly.

(2) Expanding to new business partners.

(3) New web content is added regularly.

(4) Buying behavior of people has changed. People tend to do more research before making the decision to buy the product.

Threat

(1) Offline competitor could become online competitor in the future.

(2) Existing online competitor could improve their web content to be the same as www.how-to.com

(3) Existing business partners could change themselves to be our competitors in the future as they already have their own web site and their product information on hand.

4.8 Marketing Mix (4Ps)

Product

Main objective of www.how-to.com is to be the ultimate source of how-to solutions. So we provide customer with several solutions in several fields of interests. We are not actually selling our online article. The articles provided online are free of charge. But we do provide the collection of our article in the form magazines, and newsletters. Also we provide content licensing to the company that are interested in our contents.

We divide our customers into 2 main groups.

(1) Individual customer: This group of customer is the end user of our web site who uses information and purchases our products and services.

(2) Corporate customer: This group of customer uses our content licensing service. We give license to the company which requests to use our content as a special article on their web site, magazine or book.

The following is the example of our online article in home and garden section. We provide the explanation step by step with pictures and animation as a choice for the readers. Other than that, we provide the list of needed supplies, link to the shopping page, call back services and personalized vcd. By doing so we can make revenue from transaction completed and personalized vcd.

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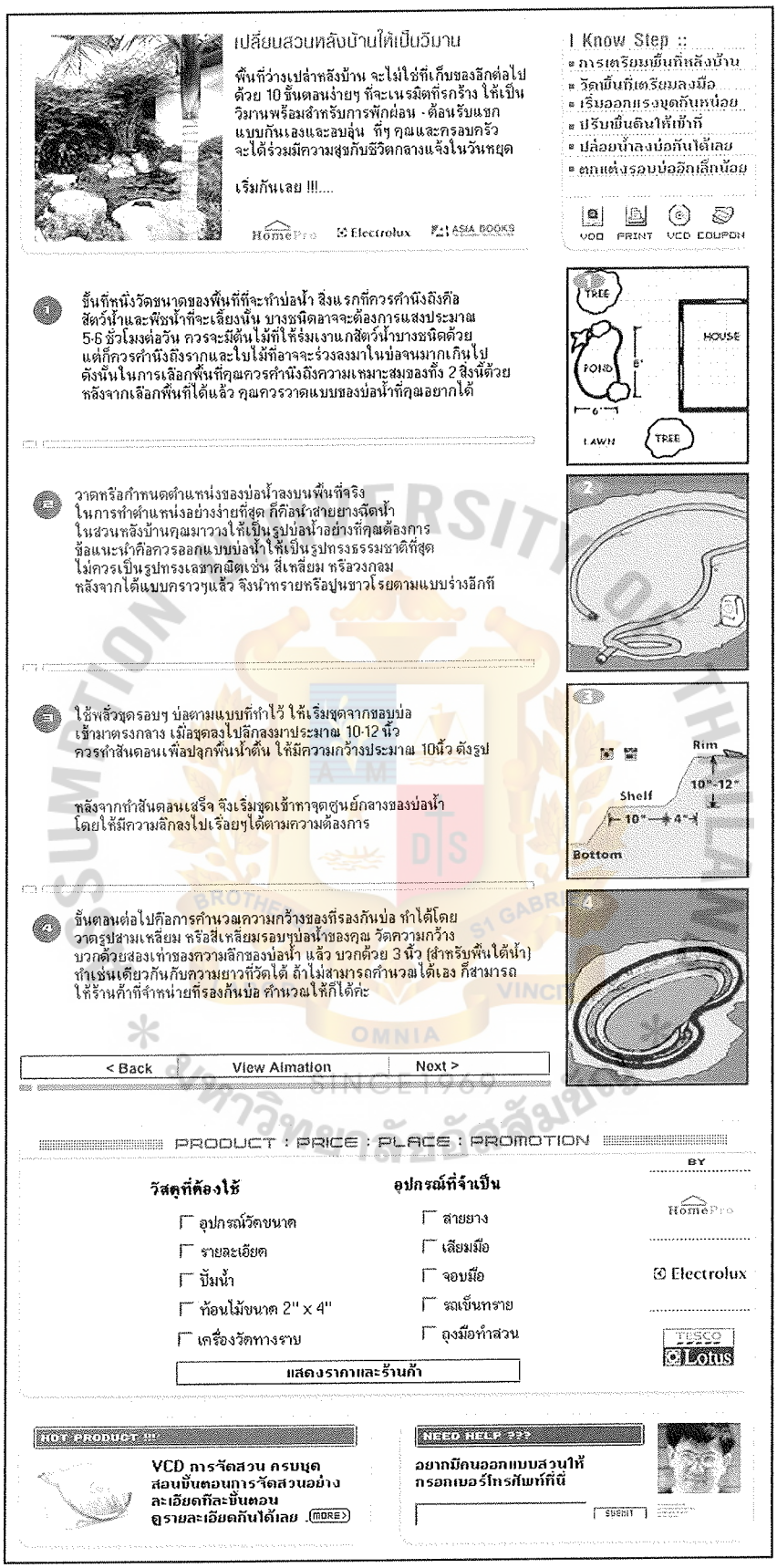

Figure 4.4. Home and Garden Page.

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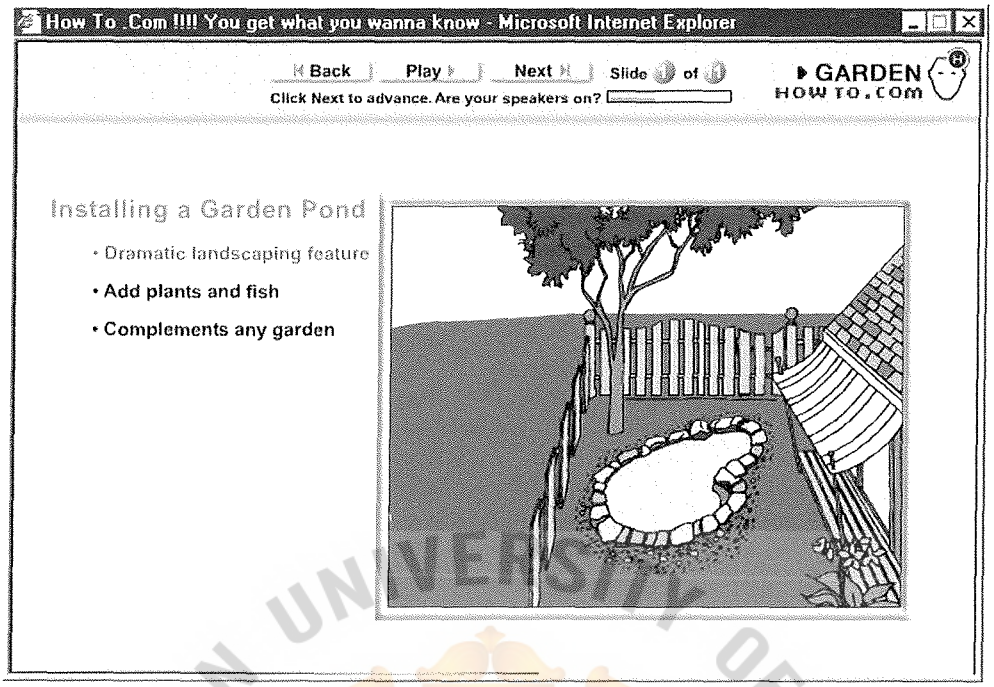

Figure 4.5. Home and Garden Animation.

We also sell own premium products such as magazine, and accessories such as pen, notepad, mouse pad, cup, etc. Our personalized CD is also available online. Customers are able to choose the article they want to buy and order online by themselves. The personalized step is very easy as can be seen from the picture below.

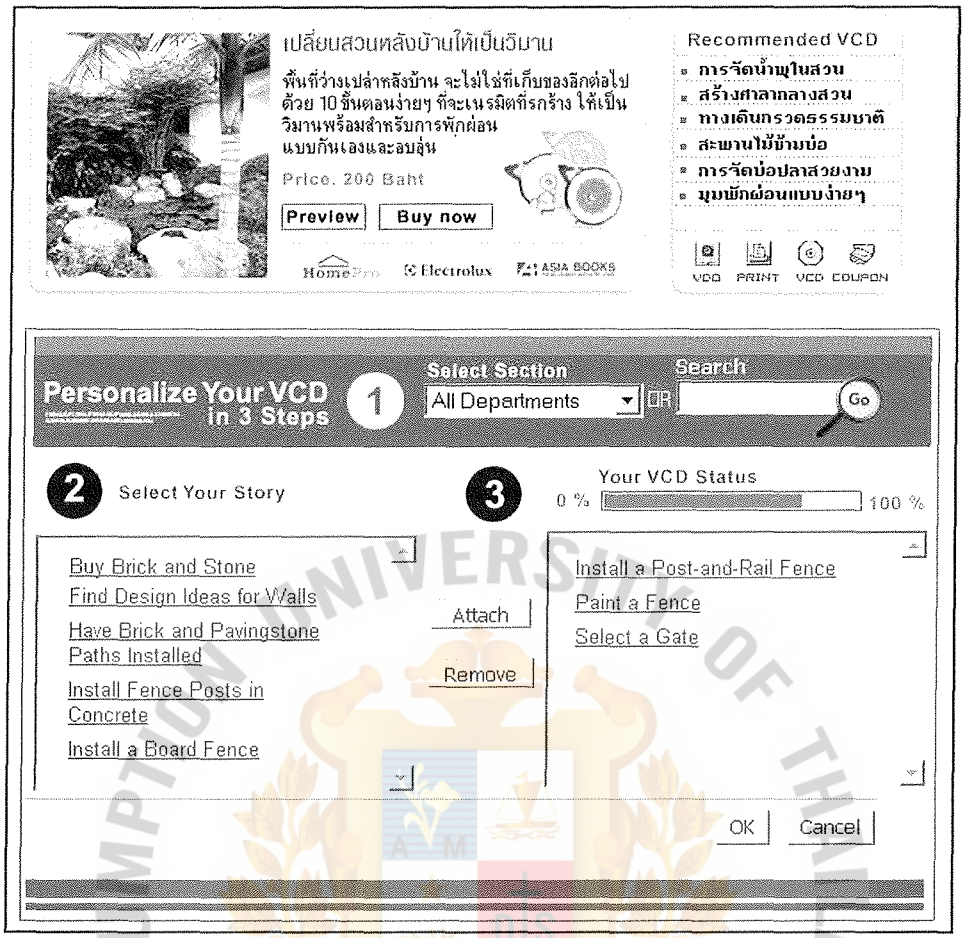

Figure 4.6. Personalized VCD Page.

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Price

We have altogether 4 pricing strategies for our customers.

(1) Individual customer: Our web content is available online free of charge. But we also provide our article for selling in the form of magazine, VDC, and CD. Other than that, we also provide supply lists for individual customer to shop online. By doing so, we get the commission fee from our business partners when customer completes the transaction. The price of the online products is not higher than the product sold in the offline store. But for the

transaction less than 1,000 Baht, customers will have to pay for the delivery fee, calculated from the weight of the product purchased.

(2) Corporate customer: Our content licensing price depends on the contract. The contract criterions are license time and article type.

(3) Advertisements and Sponsors will be charged according to the banner size and position on the web site.

(4) Business partner: Our business partners act as our suppliers. And how-to.com acts as the entrance gate for their customer. The transaction fee is normally 5-10% of the product price. But other than transaction fee, our business partner may choose to pay a monthly fee instead.

Place

Our transaction takes place on the most powerful medium, Internet, so it can be taken anywhere and anytime. But since our company and business partners are based in Thailand, our delivery service covers Thailand only. We provide 2 kinds of delivery service, which are Domestic Parcels and Express mail services (EMS). The rate that we use is the basic rate as of The Communications Authority of Thailand. For the Express mail services we calculate the rate from the actual weight of the product. International delivery is available case by case.

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Domestic Parcels	Rate (Bt)
Up to1 kg.	15.00
Over 1kg. up to 2 kg.	25.00
Over 2 kg. up to 3 kg.	35.00
Over 3 kg. up to 4 kg.	45.00
Over 4 kg. up to 5 kg.	55.00
Over 5 kg. up to 6 kg.	65.00
Over 6 kg. up to 7 kg.	75.00
Over 7 kg. up to 8 kg.	85.00
Over 8 kg. up to 9 kg.	95.00
Over 9 kg. up to 10 kg.	105.00
Over 10 kg. up to 11kg.	115.00
Over 11 kg. up to 12 kg.	125.00
Over 12 kg. up to 13 kg.	135.00
Over 13 kg. up to 14 kg.	145.00
Over 14 kg. up to 15 kg.	155.00
Over 15 kg. up to 16 kg.	165.00
Over 16 kg. up to 17 kg.	175.00
Over 17 kg. up to 18 kg.	185.00
Over 18 kg. up to 19 kg.	195.00
Over 19 kg. up to 20 kg.	205.00

Figure 4.7. Domestic Parcel Rate.

Source: The Communications Authority of Thailand web site

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Promotion

We provide a variety of promotional strategies to promote our web site and communicate with our customers. The promotional plan will be applied periodically depending on the occasion, product availability and partners' requirement. We categorize our promotional plan into 2 groups: Sales promotion and Web site advertising.

Sales Promotion

(1) For offline buying, 1st choice, we provide printable discount coupon for buying products at offline stores of our business partners.

(2) For offline buying, 2nd choice, just say that you come from "How-to.com" at our recommended stores, when buying a promotional product (Product of the month) and get a redeem coupon for manual VDC of that product. For example when you buy Microwave from the recommended store and say that you come from "How-to.com", you will get redeem a coupon to sign up at how-to web site, and you will get a manual VCD from us within 1 week by mail.

(3) Free content uses; for publishers who would like to publish our content but under our name, users have to register their name, contact address, purposes, and target where they will put our content.

(4) Learning course vote. We will let customers vote for the course they would like to learn and at the end of the month we will announce the most selected course. Then we will set up the course with an inexpensive learning fee for our customers.

Web site advertising

As our web site is now in a preliminary stage of brand building, we have started to promote our web through some advertising channels to attract the customers:

(1) Banner: We will have our banner to be posted primarily on our business partners' web site, and also on famous web portals such as www. sanook. com, www.mweb.co.th, www.mthai.com, etc.

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(2) Search Engine: the most powerful tool. We will submit our web URL to search engines such as www. yahoo. com, www. hotbot. com, www. google. co. th, etc. By doing so customer will be able to find us easily and quickly.

(3) Event Marketing: As our web content is generous, we can take a chance of marketing event to promote our web site. In order to do that we will cooperate with the event maker to give support to appropriate events such as sponsorship for university sport, sport competition, education exhibition or job exhibition. By doing so we can gain audience awareness to our web.

(4) Affiliate Advertising: We will join the advertisement with our partner's billboard or physical display. For example we will have our logo and URL posted on our partner's advertising medium, so that our partners will have us, www.how-to.com, as one of their selling channels.

4.9 Key to Success

The key to success of our business is to be able to be the ultimate source of how-to solution. So we use multimedia instruction to create a comfortable web site environment. In order to be update, we need to have new content added regularly. And the content should be attractive enough to encourage customer to visit our web. In order to do that we have to catch up with market trends and keep doing marketing research. Customer need analysis will be conducted periodically. And also we need to have our customer informed about the added article so that they can catch up with our content too. We will send out newsletters every 1-week informing about the new articles added.

4.10 Break-even Analysis

4.10.1. Source of Incomes

At the beginning period of the business, how-to.com obtains income from 3 sources as follows:

(1) Profit margin from product items.

The profit margin of each product is expected to be 30-40% mark up. And as our web offers several kinds of products, we cannot predict the actual sales or the exact break-even unit per month of each product. However products, suppliers, or sponsors might change over time, so what we can do is to expect average profit.

(2) Advertisings and Banners

This is the income we get from our business partners who would like to advertise on how-to.com. Banner size is normally 149 x 337 pixel. The price of the Banner or Advertisement will depend on the page as follows:

(1) Main Page of each category = 7,500 baht per month

(2) Other Pages = 4,000 baht per month

(3) Content Sponsorship and Licensing

This source of income is obtained from the company who would like to sponsor our web content whether it is relevant or irrelevant to their product. It is one way to advertise their companies. The rate of the sponsorship is as follows:

(1) New – Hot – Special Content = 4,500 per month

(2) Other Content = 3,500 per month

(3) Retail Alliance = 6,000 per month

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4.10.2. Sales Forecast

Table 4.3. Sales Forecast.

Type	Year 2004	Year 2005	Year 2006	Year 2007
1.Product Items	819,150 B.	1,223,970 B.	1,912,680 B.	3,280,500 B.
2.Advertisings and Banners	1,128,000 B.	2,256,000 B.	4,512,000 B.	9,024,000 B.
3.Content Sponsorship and Licensing	1,440,000 B.	2,880,000 B.	5,040,000 B.	6,960,000 B.
Total Sales	**3,387,150 B.**	**6,359,970 B.**	**11,464,680 B.**	**19,264,500 B.**

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4.10.3. Start-up Cost

At the beginning stage of the business, the company requires a relatively high start-up cost to operate the business. But some costs will incur only at the start-up period. The costs are listed below;

Table 4.4. Start-up Cost.

		Baht
(1)	Hardware	
	(a) Database Server (sql server 2000)	125,000
	(b) Web Server (internet information server)	150,000
	(c) Firewall Server	145,000
	(d) Programmed PC (15 unit x 17,000baht)	25,500
	(e) Windows Server 2003, Enterprise Edition, 32-bit version	170,000
(2)	Software	
	(a) McAfee Antivirus	2,050
	(b) Verisign 128 bit SSL Certificate	14,000
(3)	ISP Airtime	10,000
(4)	Domain Name Registration Fee	400
(5)	Payment System	4,500
(6)	Salary	
	(a) Senior Manpower (3 persons)	84,000
	(b) Junior Manpower (12 persons)	216,000
(7)	Rental and Utilities cost	45,000
	Total Start-up Cost	**991,950**

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The initial investment that the company uses for the start-up cost comes from company's partners consisting of 2 members. Each member invests 55,000 Baht for the first phase of operation. So the uses of fund are as follows:

Table 4.5. Uses of Fund.

Uses of Fund	Baht
Total Fund on hand	1,100,000
Total start-up cost	991,950
Reserve Fund	108,050

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4.10.4. Estimated Income Statement

Table 4.6. Estimated Income Statement from Year one to Four.

Income Statement	Year 2004	Year 2005	Year 2006	Year 2007
Sales:				
Sales of Product Items	819,150	1,223,970	1,912,680	3,280,500
Sales of Advertisings and Banners	1,128,000	2,256,000	4,512,000	9,024,000
Content Sponsorship and Licensing	1,440,000	2,880,000	5,040,000	6,960,000
Net Sales	3,387,150	6,359,970	11,464,680	19,264,500
Cost of Goods sold	327,660	489,588	765,072	1,312,200
Total Gross Profit	3,059,490	5,870,382	10,699,608	17,952,300
Operating Expenses:				
Advertising	85,000	85,000	85,000	85,000
Public Relation	115,000	135,000	155,000	160,000
Senior Manpower (3 x 28,000 x 12) Junior Manpower (12 x 18,000 x 12)	3,600,000	3,600,000	3,600,000	3,600,000
Repair and Maintenance Expenses	20,000	20,000	20,000	20,000
Rental and Utilities Expense (45,000 x 12)	540,000	540,000	540,000	540,000
ISP Airtime (10,000 x 12)	120,000	120,000	120,000	120,000
Payment System	4,500	4,500	4,500	4,500
Miscellaneous Expense	18,000	18,000	18,000	18,000
Total Expense	**4,502,500**	**4,522,500**	**4,542,500**	**4,547,500**
Net Profit	-1,443,010	1,347,882	6,157,108	13,404,800
Tax 7%		94351.74	430,997.56	938336
Net Profit after Tax		**1,253,530.26**	**5,726,110.44**	**12,466,464**

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4.10.5 Break-even Analysis

We invest 1,100,000 Baht for initial investment, and the loss incurred in the first year is –1,443,010 Baht. So it means that the amount of net profit the company needs in order to cover the loss is 2,543,010 Baht, which will occur at the first quarter of the third year.

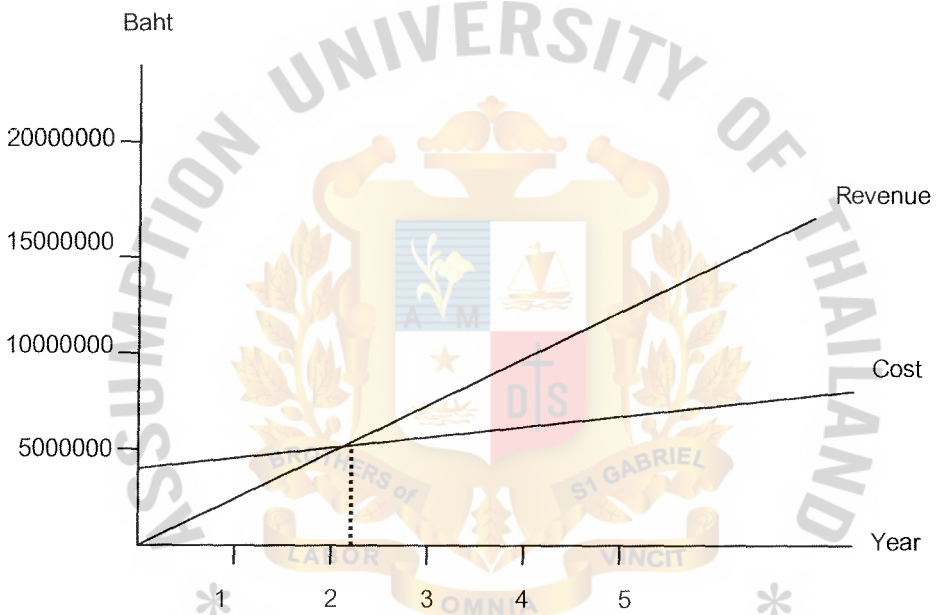

Figure 4.8. Break Even Graph.

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V. WEB DESIGN AND DEVELOPMENT

Web site is the main channel that the company uses for communicating with the customers. It is the place where customers can browse and buy the company' s products and services. It acts as an entrance gate for customers to enter our online store. So the web site should be attractive and clearly navigable. Therefore, we have altogether 5 developing phases as follows:

Phase 1: Research

Phase 2: Site Content

Phase 3: Site Structure

Phase 4: Visual Design

Phase 5: Production & Operation

Phase 1: Research

Before we process web development, we conducted a research in several fields to find out how our web should be. The following is the issues that we include in our research phase.

(1) Identify site's goal and web site requirements.

(2) Learn users by asking questions & filtering answers, define users' experience, audiences, and create scenario.

(3) Competitor Analysis as already done in the previous chapter.

Definition of the site's goals

(a) To be the most reliable source of how-to solution for customers.

(b) To provide complete guides of almost all product manuals.

(c) To provide one stop service destination for customers.

Question and answer session

(a) What are the short-term goals?

(1) Create brand awareness among Thai Internet Users.

(2) Develop web content regarding the marketing trends.

(3) Generate revenue through B2C and B2B e-commerce web sites.

(b) What are the long term goals?

(1) To become the ultimate source of how-to solutions in a variety field of interests.

(2) To maintain loyalty of customers as well as create new potential target markets (both corporate and individual).

(3) To maintain the contract with business partners and create new opportunity with new business partners.

Define target user and audience.

(a) Existing customers of such products

(b) Prospect customers of the existing products

(c) Information seeker

(d) Curious people

(e) Teachers, students, and parents

(f) Journalists

(g) Domestic and international companies

(h) People who are in emergency

(i) Any other interested parties

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Phase 2: Site Content

In the second phase we emphasize on the details and structures of the web site as follows:

Identify content and functional requirements

(a) Static

Although How-to.com is an informative web site, our web content is not actually all static. We do provide some static contents and functions in How-to.com such as company profile, contact us, privacy policy, search engine and super categories. The super categories will remain unchanged, as it is the main navigation bar.

(b) Dynamics

As we are an informative web site, our web content has to be dynamic in order to attract customers to visit our site regularly. Some dynamic contents are learning course, today discount, sales promotion, etc.

Phase 3: Site Structure

Site structure listing

(1) Home

(a) Product

(1) Book

(2) Magazine

(3) VCD

(4) VDO

(5) CD

(6) Learning course

(7) T-shirt

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(8) Cool-stuff

(b) Solution

(1) Sport

(2) Medication

(3) Education

(4) Games

(5) Beauty

(6) Computer

(7) Shopping

(8) Travel

(9) Business

(10) Entertainment

(11) Home and garden

(12) Motor

(13) Government

(14) Science

(15) Arts and cultures

(16) Career

(c) Member

(1) Login

(2) Personalized web page

(3) Sign up

(d) Games

(1) Login

(2) Play games

(3) Sign up

(e) About us

(f) Contact us

(g) FAQ's

(h) Privacy Policy

(i) Join Us

(j) Advertising

(k) Affiliate

(l) Newsletter

(m) Suggestions

(n) Hiring

(o) Store

(p) Site Map

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How-to.com site map

(a) Site flow for prospect customers

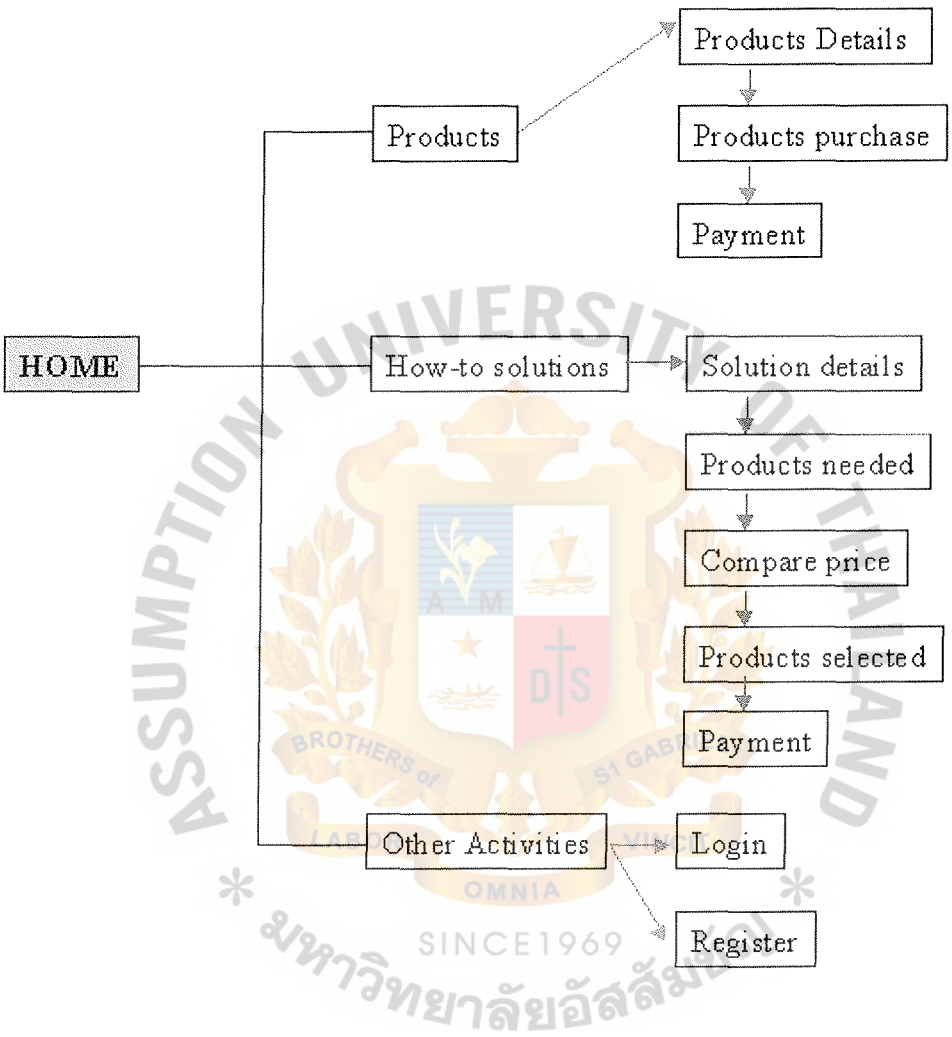

Figure 5.1. Customer Site Structure.

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(b) Site flow for business partners

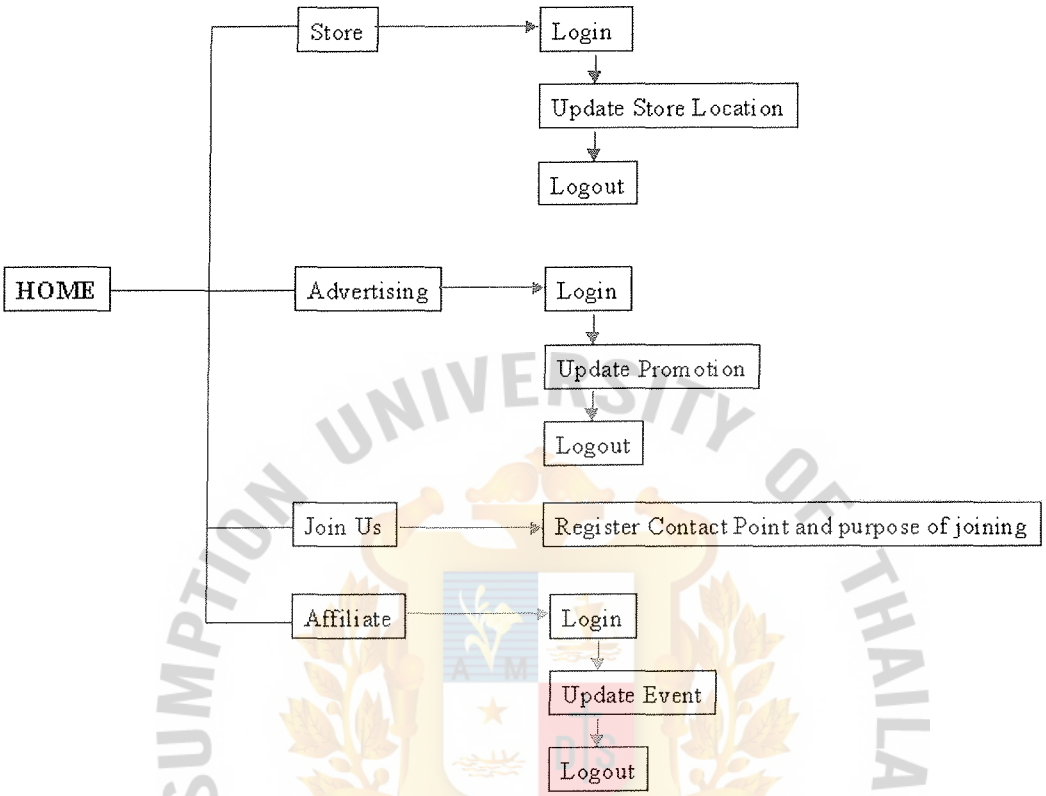

Figure 5.2. Business Partner Site Structure.

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(c) Site Map for Customers

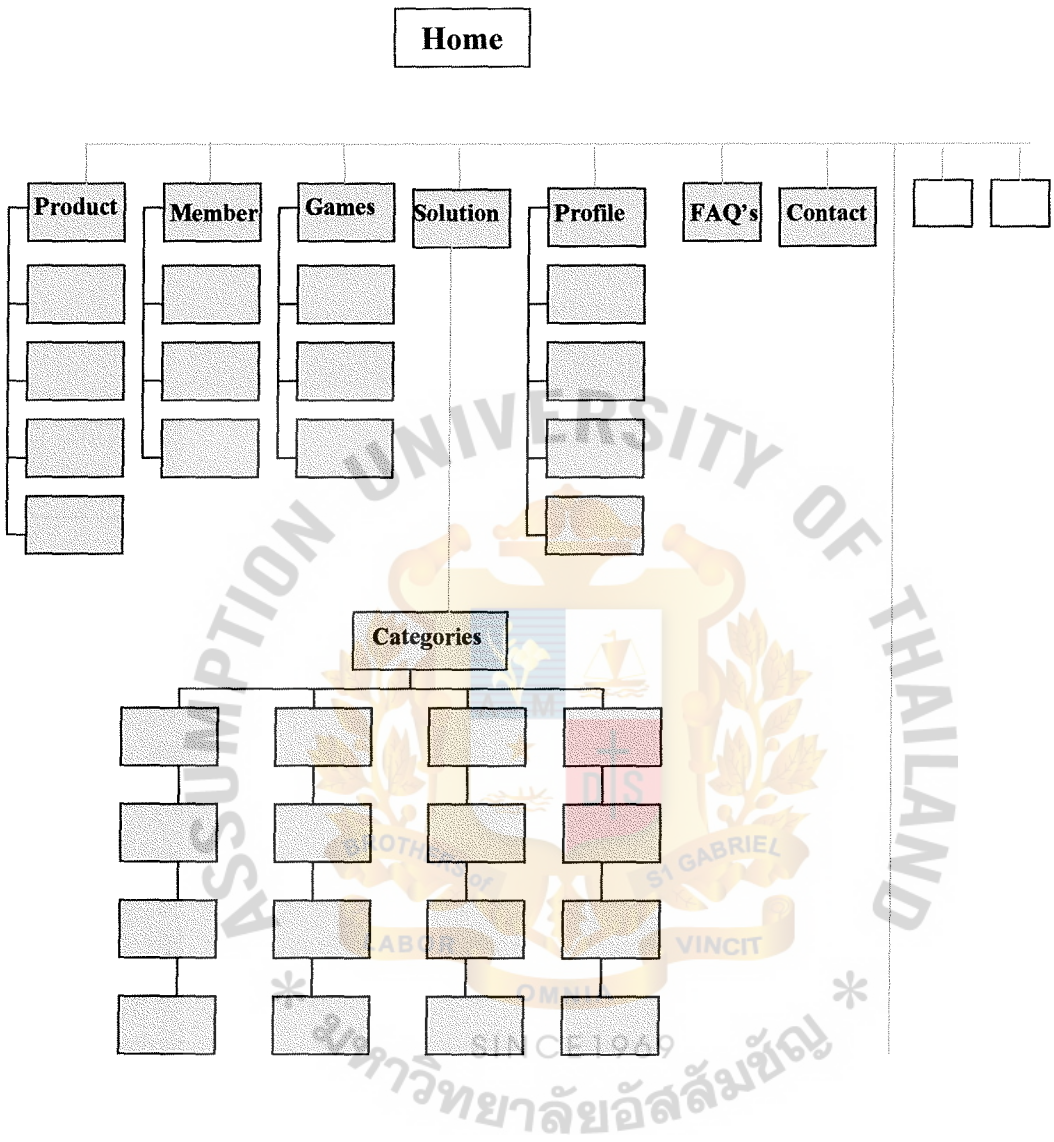

Figure 5.3. Site Map for Customers.

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(d) Site Map for Business Partners

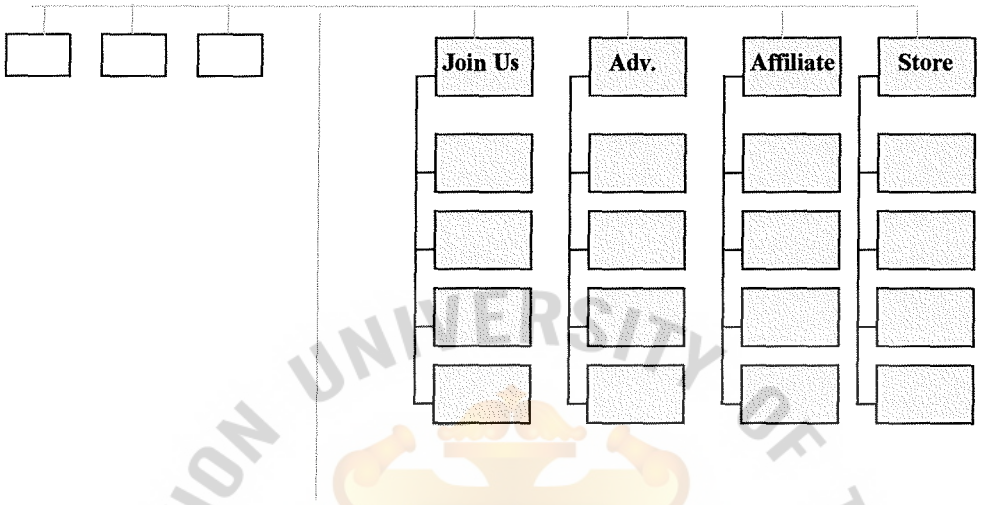

Figure 5.4. Site Map for Business Partners.

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Phase 4: Visual Design

5.4.1 Layout Grids

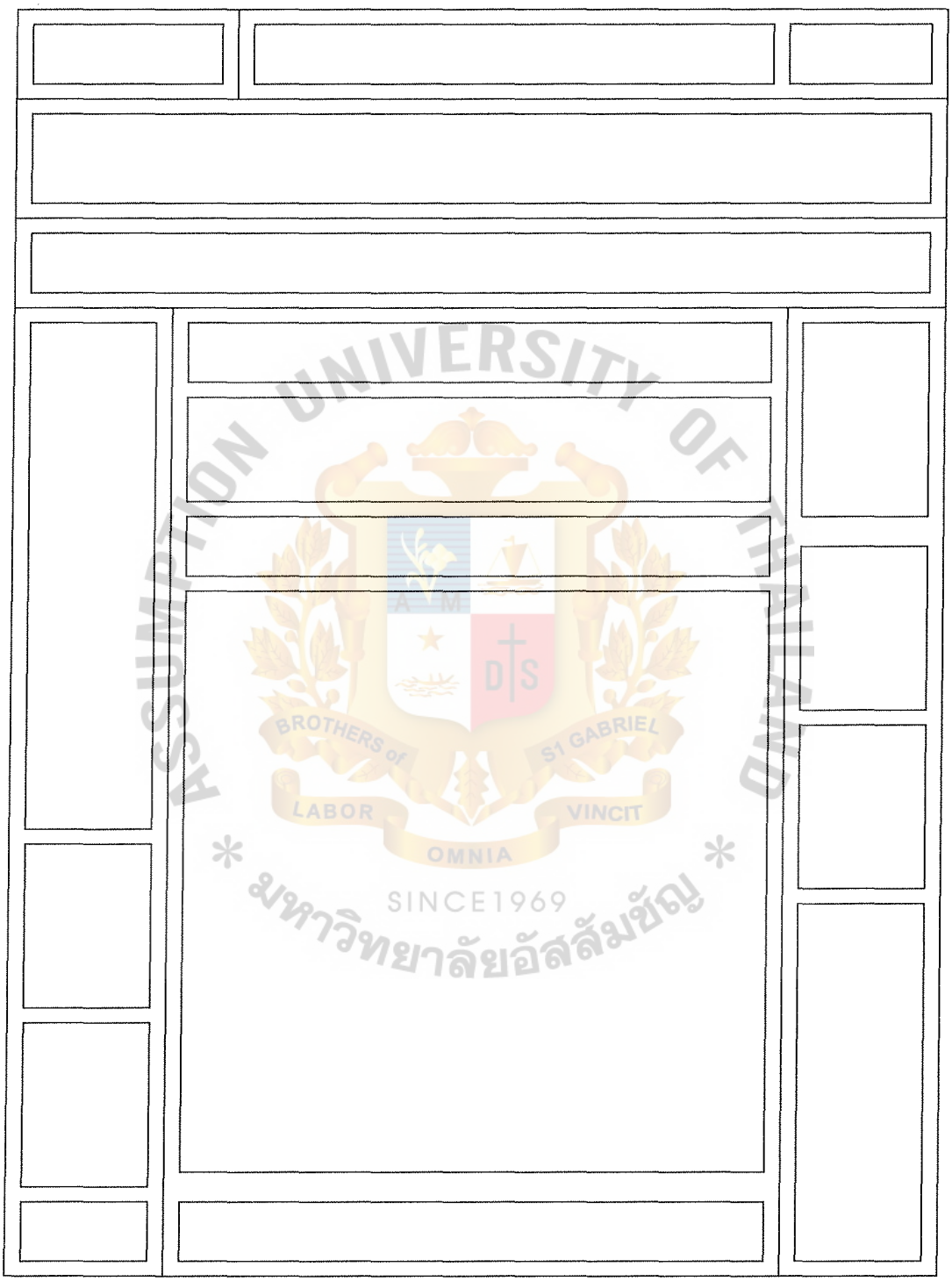

Figure 5.5. Layout Grids of how-to.com.

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5.4.2 Design Sketches and Page Mock-up

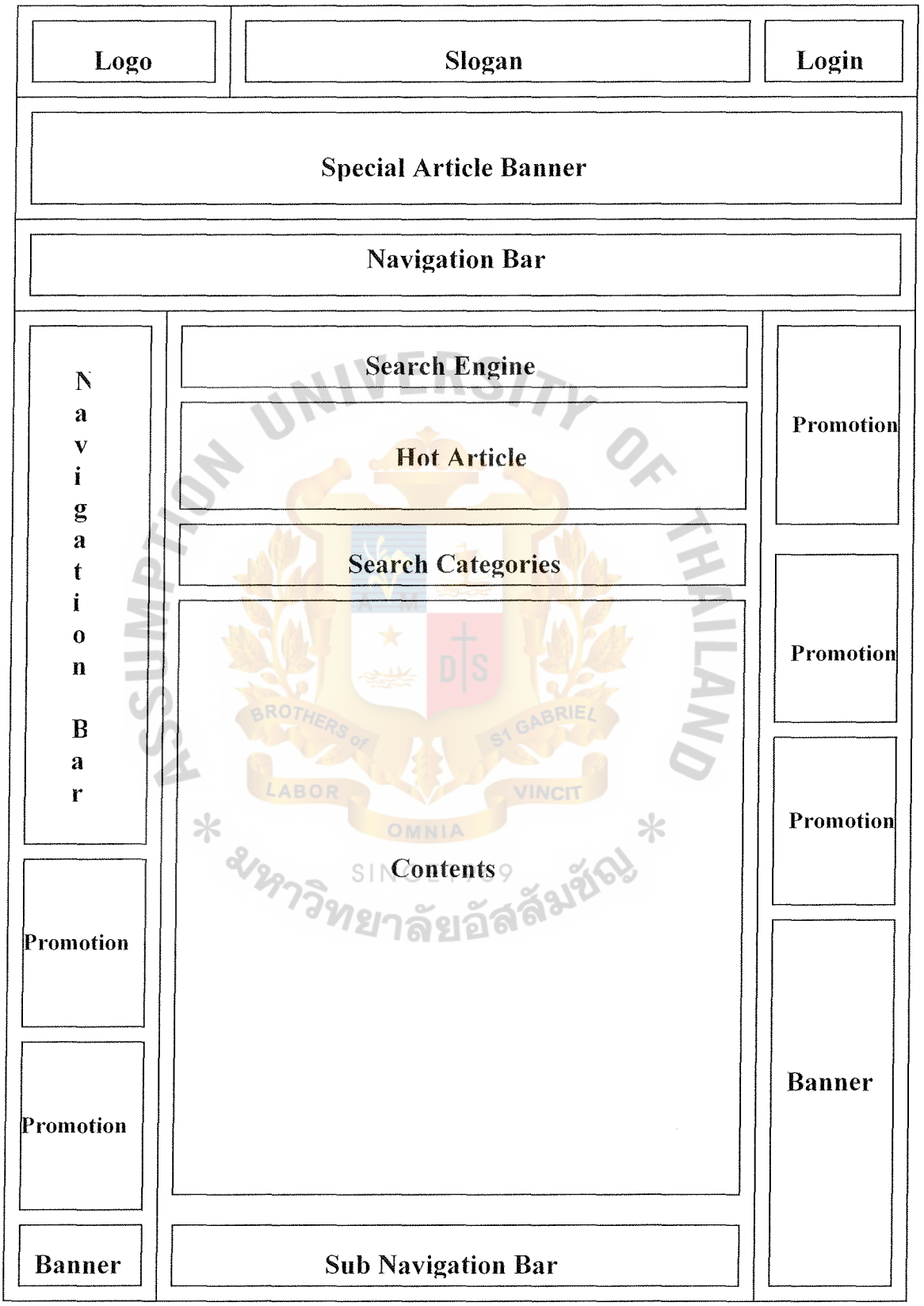

Figure 5.6. Page Mock-up of how-to.com.

5.4.3 How-to.com web pages

(1) Prototype page of index page of How-to.com

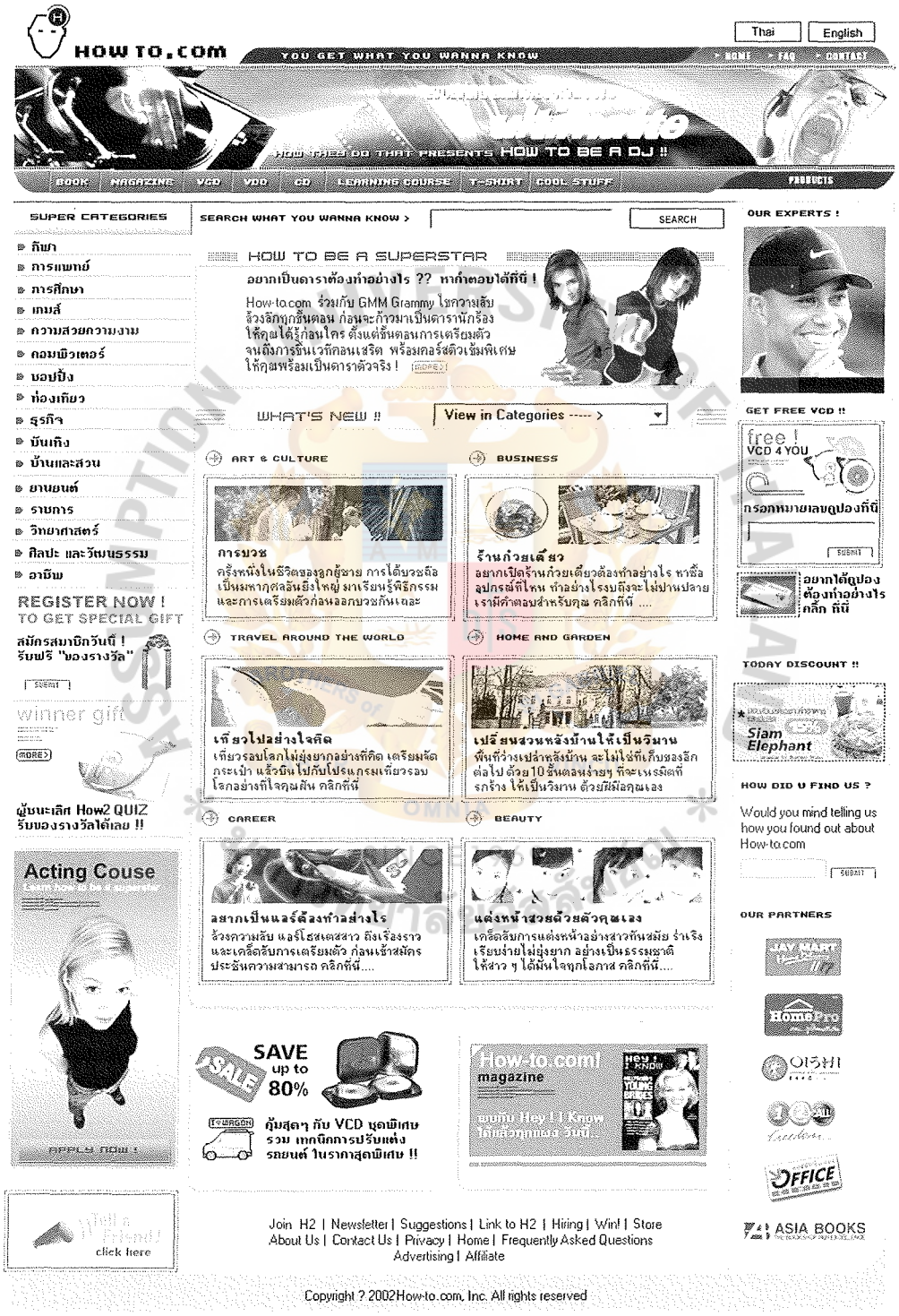

Figure 5.7. How-to.com index page.

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(2) Prototype page of how-to.com content page.

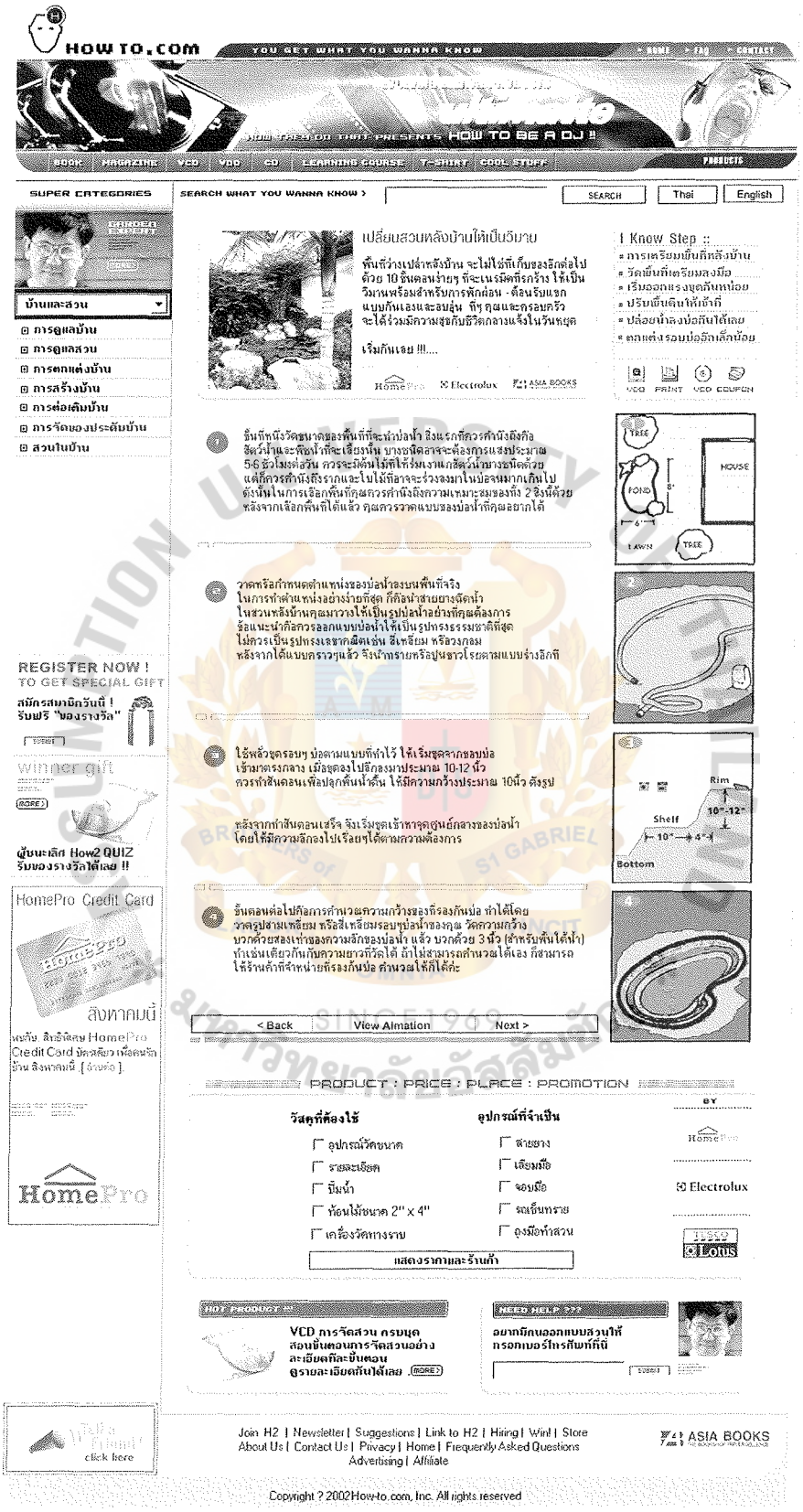

Figure 5.8. Example of content page “home and garden section”.

(3) Prototype page of how-to.com animation page.

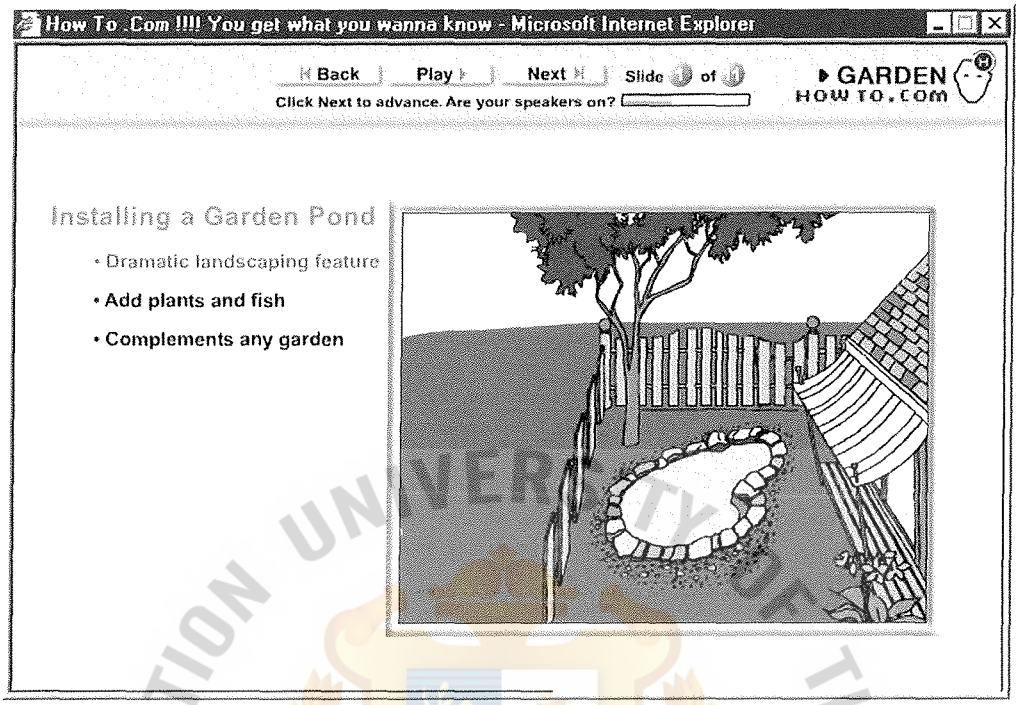

Figure 5.9. Home and Garden Animation.

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(3) Prototype page of how-to.com content page.

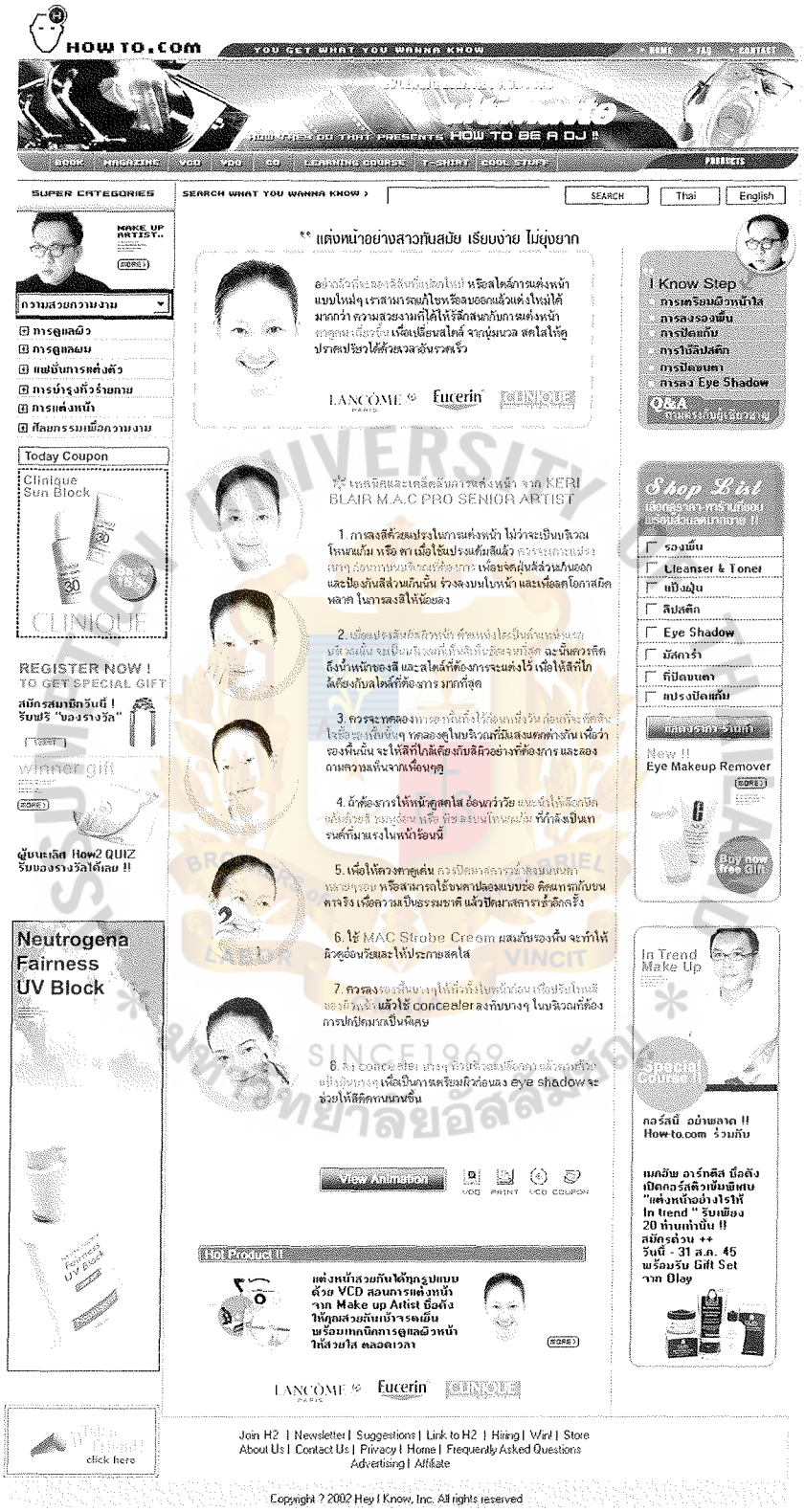

Figure 5.10. Example of content page “beauty section”.

(4) Prototype page of how-to.com shopping page.

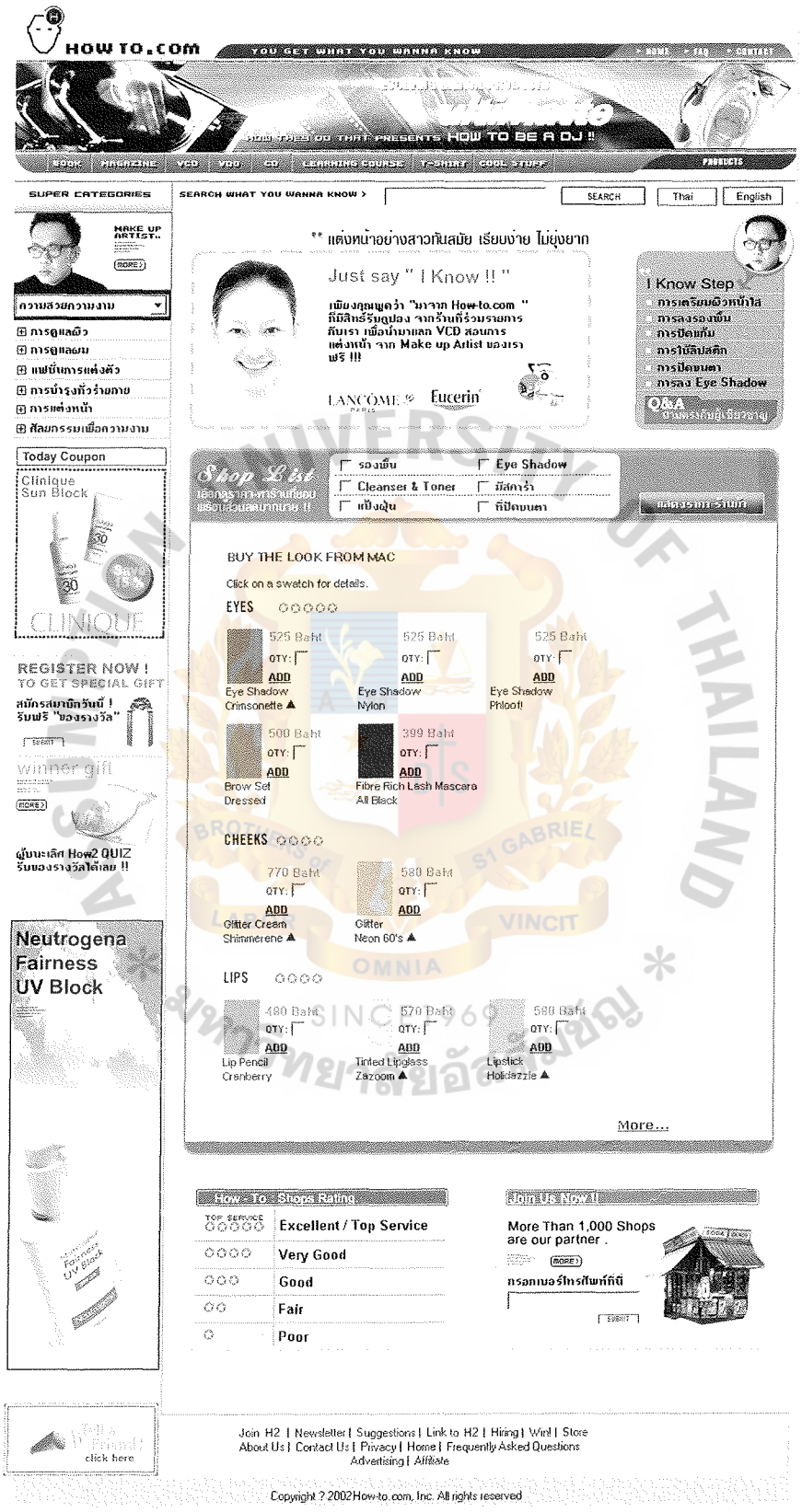

Figure 5.11. Example of Price comparison page “beauty section”.

(6) Prototype page of how-to.com Personalized CD page.

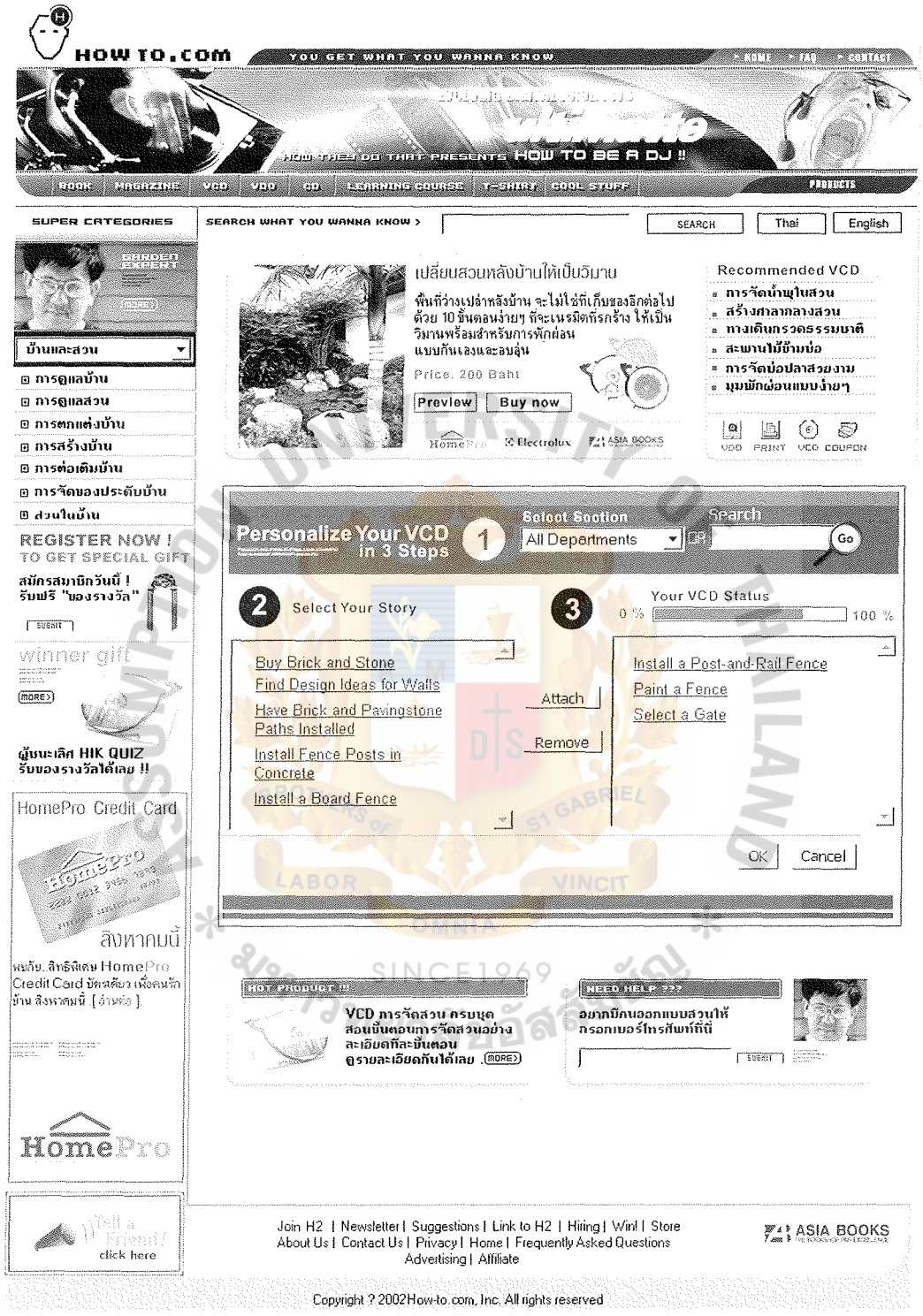

Figure 5.12. Example of Personalized CD page.

Phase 5: Production & Operation

5.5.1 Transaction Flow

As you have seen our prototype web site, we provide several buying choices to our customers such as in house products, partner products, and store discounts. We provide our product both online and offline. We have designed our electronic transaction flow to be as secure as possible. Data encryption will be used for data flow in our system so that customer can be ensured that their data will be securely transferred. Steps of transaction flow are divided into 2 parts. First part is the Storefront; starting from customer makes the purchase until product delivery. Second part is the Back office; it is the part for our business partners to login and check for the commission received.

First of all when user visits How-to.com shopping page, we provide user with the list of products and prices from our business partners. When customer clicks on the chosen product, the transaction will be done under How-to.com web site. When the customer checks out, the transaction will be sent to both How-to.com database and to the partner's database. Meanwhile the payment process will be done at the how-to' s payment server. After our business partner receives the transaction, they will process product delivery to the customer.

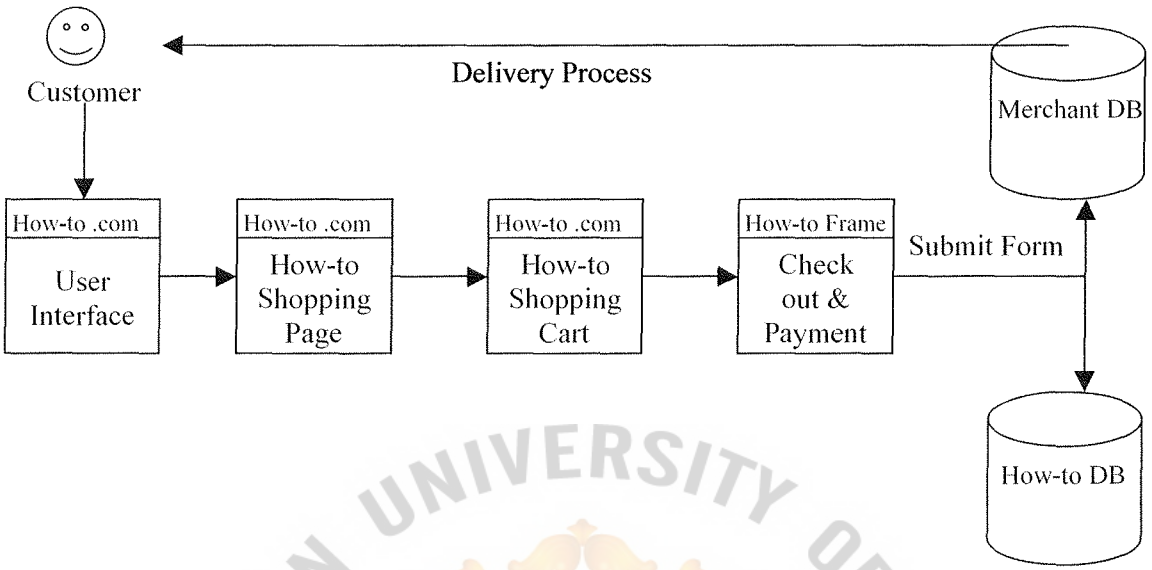

Figure 5.13. Transaction flow of Storefront.

The second part called "Back Office", is the process after customer makes the payment and the transaction is sent to the database of How-to.com and partner. This part is created for the convenience of our business partners to check the commissions receive from our company from actual transaction purchased. The commission payment will be done at the end of the month or depending on the contract made between How-to.com and business partners. After the transaction has been sent to the database, both companies will keep it as a log file for cross checking before settling the commission payment. On the payment due date, how-to.com will retrieve the record from the database then send an email to remind the business partners the total amount of transaction occurred (step 1). When our business partner receives a reminder email they can make a crosscheck with their data on hand (step 2). Then how-to.com has to make the payment depending on the contract (step 3). Alternative payment methods that we provide for our partner are online payment, cheque, and cash.

The flow of the Back office is as follows:

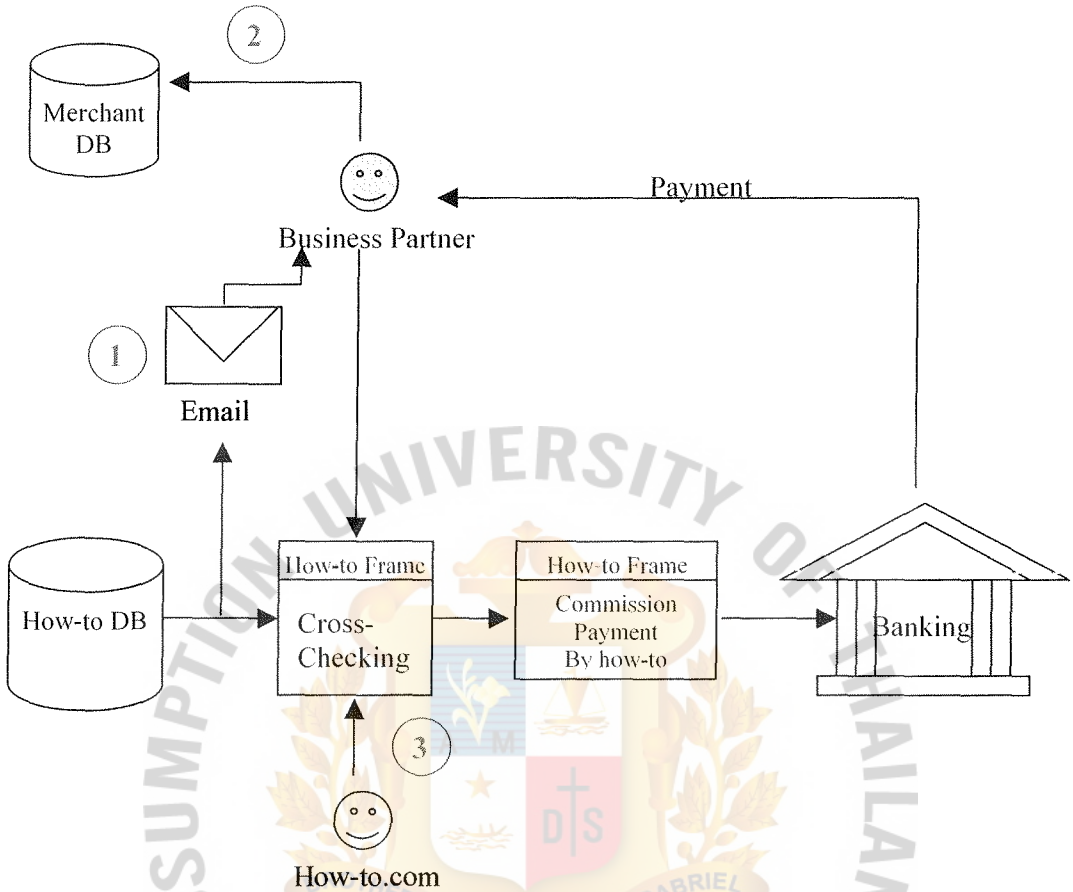

Figure 5.14. Transaction flow of Back Office.

5.5.2 Security Design

Security is the most important factor in creating E-commerce web site. Customers need to be ensured that the information that they are giving out is secure. Therefore, we need to emphasize more on making our web site secure enough for customer to make online purchase. In order to do so the following will be applied.

(1) Username and password will be assigned in order to process online transaction for security purpose.

(2) Data Encryption will be used for data traveling through the Internet.

(3) Data Encryption will be used for data kept in the database server.

(4) To ensure the privacy of our customer's information and the security of electronically transferred data such as credit card numbers, we utilize SSL (Secure Socket Layer) encryption. This is a widely accepted and supported standard in Internet security.

(5) Back up disk will be used as a back up unit to prevent the loss of data.

(6) Anti Virus will be installed to protect data and programs.

Firewall will be implemented to protect the system from malicious attacks and to filter the information coming through the Internet connection into our computer system. If an incoming packet of information is flagged by the filters, it is not allowed to go through. It also protects our computer database and corporate information from harm.

Operating System and Software requirements

The operating system that we use for our e-commerce web site is Window 2003 Server. We will use SQL Server 2000 as database server. SQL Server 2000 is the latest version, which includes support for XML and HTTP, performance and availability features to partition load and ensure uptime and advanced management and tuning functionality to automate routine tasks and lower total cost of ownership. We choose Microsoft .NET Framework 1.1 as our developing software.

Web designing softwares are Adobe Illustrator, Adobe Photoshop and Macromedia Dreamweaver.

VI. CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

According to the situation nowadays, information has become a critical factor in people's daily life. From the research of Thailand Internet User Profile, "Information Search" is the second highest activity that people do online (33.8%) apart from first rank "E-mail" (37.9%). So it can be concluded that people seek out more and more for information each day. The strength of informative or content web site is stronger due to the increasing number of Internet users. More over, the real competitor of this kind of web site does not exist yet in Thai market. Such that business opportunity of how-to.com is obviously seen as a growing business.

The web site operates under the name "www.how-to.com" which has the exact meaning what the web site provides, which is "solution on how to get things done and how to do things". One advantage of online business is to give people the most convenient way to find out the information and solutions 24 hours a day, 7 days a week. It enhances customer service rate, and reduces time, energy, transportation cost, and geographical limitation. Www.how-to.com positions itself as the ultimate source of how-to solution. The target market of how-to.com consists of a variety of age range with different purposes of visiting our web site. For example, curious people, people who need to learn, teachers, students, workers, etc

The business concept of www.how-to.com is to be able to generate revenues from the solution on hand either through content licensing, retail alliance, or sponsorship and transaction commission. How-to.com employs "Provider-based revenue and User-based revenue" business strategies, which is fair and benefit sharing between business partners and the company. Moreover, customer will get the best products and services from the

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the web site acts as an online community for the customer. It provides web board, and product rating for recommended product so that customer has a chance to get to know more information about their interested product such as user experience and new friends from the web communities. The web site also provides the expertise in each field to answer questions from the customer or even provide special business consultant for customers who would like to establish their own business. For payment gateway, the web site contacts the well-known organization, which is Siam Commercial Bank who provides payment gateway for E-Commerce. For delivery, the web site uses the service of Thailand post under the Communications Authority of Thailand. The web site will have banner exchange, linking with related web sites, putting the URL in popular portal web sites, and advertisement on the printed media of business partners. More over, it provides promotion on both its own product and partner product purchased online and offline, for example discount coupon or give away gift to create brand awareness among customers and promote our business partner.

From the financial analysis of the project with the investment fund of 1,100,000 Baht with an estimated increase in sales volume of 50% in each year, it is concluded that the business will reach its breakeven point at the first quarter of the third year.

6.2 Recommendations

As of now how-to.com is in a preliminary stage. We plan to develop our web site in several areas as follows:

(1) Expand web contents to catch up with update events.

(2) Make contact with new business partners in order to provide customer with high quality product choices.

(3) Increase advertising media in order to promote our web's products and services.

(4) Add web hostess function to control customer relationship management. This function can help maintain and increase satisfaction level of our customers. Web hostess is the animation cartoon which acts like a friend who knows you and your past activities that you have done on our web. The hostess will greet and navigate you through our web site. The following is the prototype page of the web hostess.

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Figure 6.1. Prototype page of Hostess.

APPENDIX A

www.how-to.com Database Structure

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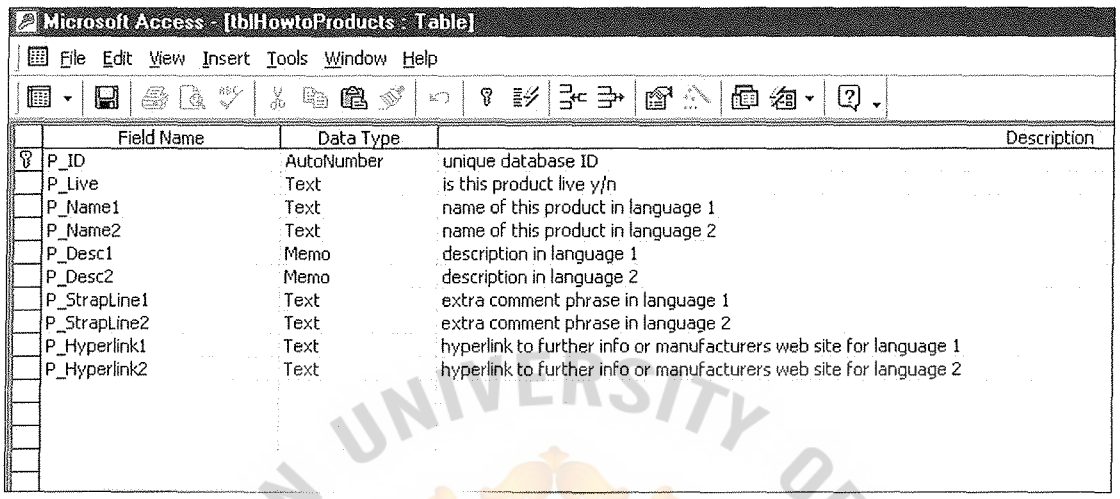
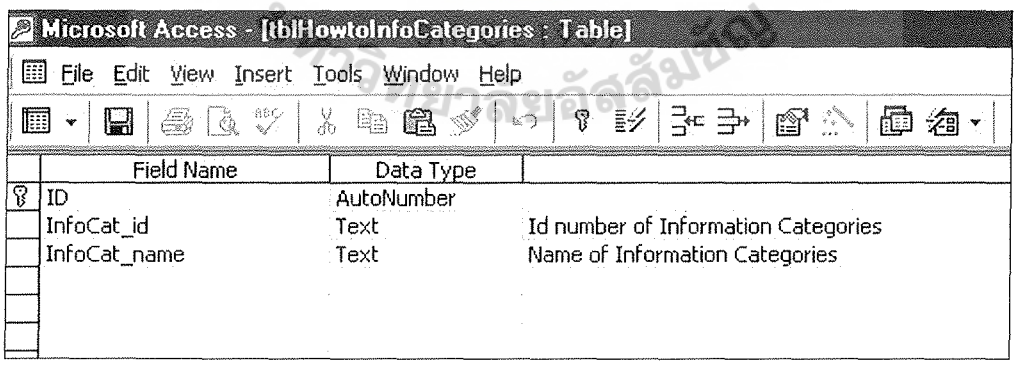
(1) Table tblHowtoProduct shows the database detail of product of how-to.com



Field Name	Data Type	Description
P_ID	AutoNumber	unique database ID
P_Live	Text	is this product live y/n
P_Name1	Text	name of this product in language 1
P_Name2	Text	name of this product in language 2
P_Desc1	Memo	description in language 1
P_Desc2	Memo	description in language 2
P_StrapLine1	Text	extra comment phrase in language 1
P_StrapLine2	Text	extra comment phrase in language 2
P_Hyperlink1	Text	hyperlink to further info or manufacturers web site for language 1
P_Hyperlink2	Text	hyperlink to further info or manufacturers web site for language 2

Figure A.1. How-to.com Product Table.

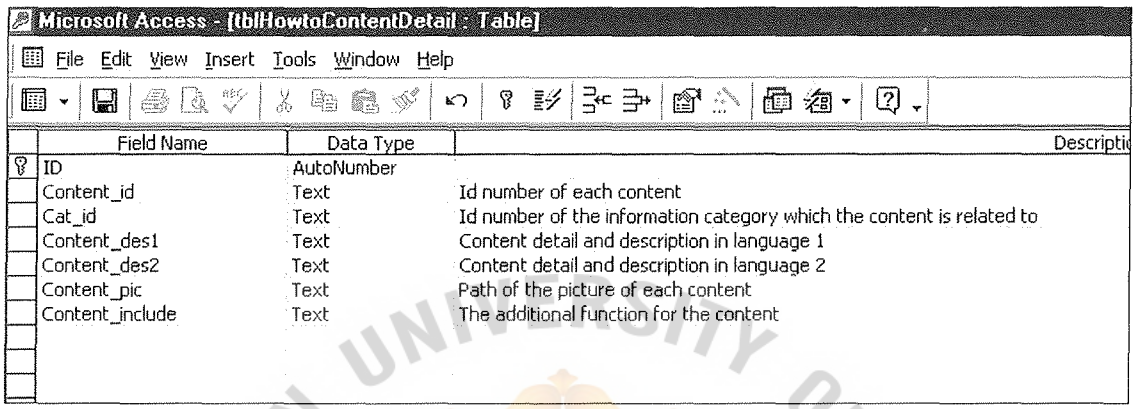
(2) Table tblHowtoInfoCategories contains the categories id and name of the information that we provide on the web site.



Field Name	Data Type	
ID	AutoNumber	
InfoCat_id	Text	Id number of Information Categories
InfoCat_name	Text	Name of Information Categories

Figure A.2. How-to.com Information Categories Table.

(3) Table tblHowtoContentDetail contains content id, description of the content, pictures and links to other related topic.



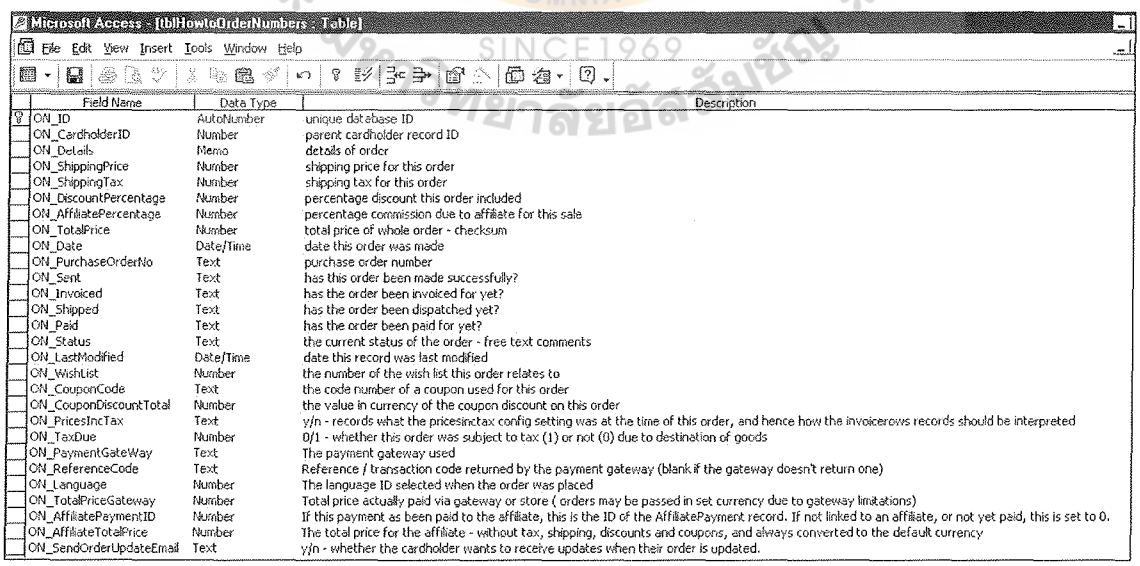
Microsoft Access - [tblHowtoContentDetail : Table]

File Edit View Insert Tools Window Help

Field Name	Data Type	Descriptio
ID	AutoNumber	
Content_id	Text	Id number of each content
Cat_id	Text	Id number of the information category which the content is related to
Content_des1	Text	Content detail and description in language 1
Content_des2	Text	Content detail and description in language 2
Content_pic	Text	Path of the picture of each content
Content_include	Text	The additional function for the content

Figure A.3. How-to.com Content Detail Table.

(4) Table tblHowtoOrderNumber contains the detail of each order that occurs when customer makes a purchase at each time.



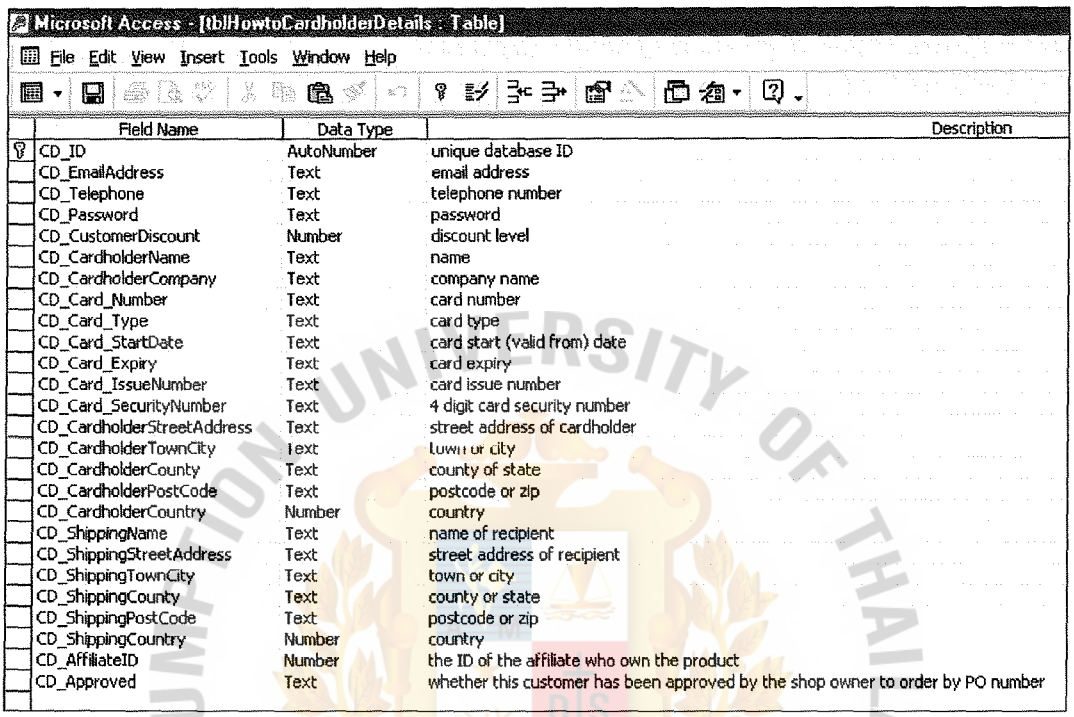
Microsoft Access - [tblHowtoOrderNumbers : Table]

File Edit View Insert Tools Window Help

Field Name	Data Type	Description
ON_ID	AutoNumber	unique database ID
ON_CardholderID	Number	parent cardholder record ID
ON_Details	Memo	details of order
ON_ShippingPrice	Number	shipping price for this order
ON_ShippingTax	Number	shipping tax for this order
ON_DiscountPercentage	Number	percentage discount this order included
ON_AffiliatePercentage	Number	percentage commission due to affiliate for this sale
ON_TotalPrice	Number	total price of whole order - checksum
ON_Date	Date/Time	date this order was made
ON_PurchaseOrderNo	Text	purchase order number
ON_Sent	Text	has this order been made successfully?
ON_Invoiced	Text	has the order been invoiced for yet?
ON_Shipped	Text	has the order been dispatched yet?
ON_Paid	Text	has the order been paid for yet?
ON_Status	Text	the current status of the order - free text comments
ON_LastModified	Date/Time	date this record was last modified
ON_WishList	Number	the number of the wish list this order relates to
ON_CouponCode	Text	the code number of a coupon used for this order
ON_CouponDiscountTotal	Number	the value in currency of the coupon discount on this order
ON_PricesIncTax	Text	y/n - records what the pricesinctax config setting was at the time of this order, and hence how the invoicerows records should be interpreted
ON_TaxDue	Number	0/1 - whether this order was subject to tax (1) or not (0) due to destination of goods
ON_PaymentGateWay	Text	The payment gateway used
ON_ReferenceCode	Text	Reference / transaction code returned by the payment gateway (blank if the gateway doesn't return one)
ON_Language	Number	The language ID selected when the order was placed
ON_TotalPriceGateway	Number	Total price actually paid via gateway or store (orders may be passed in set currency due to gateway limitations)
ON_AffiliatePaymentID	Number	If this payment as been paid to the affiliate, this is the ID of the AffiliatePayment record. If not linked to an affiliate, or not yet paid, this is set to 0.
ON_AffiliateTotalPrice	Number	The total price for the affiliate - without tax, shipping, discounts and coupons, and always converted to the default currency
ON_SendOrderUpdateEmail	Text	y/n - whether the cardholder wants to receive updates when their order is updated.

Figure A.4. How-to.com Order Number Table.

(5) Table tblHowtoCardholderDetail contains the detail of credit card that the customer uses for purchasing at how-to.com



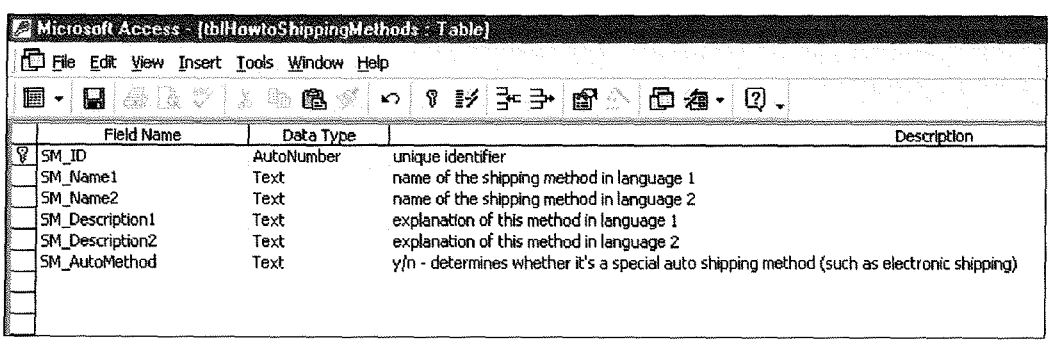
Microsoft Access - [tblHowtoCardholderDetails : Table]

File Edit View Insert Tools Window Help

Field Name	Data Type	Description
CD_ID	AutoNumber	unique database ID
CD_EmailAddress	Text	email address
CD_Telephone	Text	telephone number
CD_Password	Text	password
CD_CustomerDiscount	Number	discount level
CD_CardholderName	Text	name
CD_CardholderCompany	Text	company name
CD_Card_Number	Text	card number
CD_Card_Type	Text	card type
CD_Card_StartDate	Text	card start (valid from) date
CD_Card_Expiry	Text	card expiry
CD_Card_IssueNumber	Text	card issue number
CD_Card_SecurityNumber	Text	4 digit card security number
CD_CardholderStreetAddress	Text	street address of cardholder
CD_CardholderTownCity	Text	town or city
CD_CardholderCounty	Text	county of state
CD_CardholderPostCode	Text	postcode or zip
CD_CardholderCountry	Number	country
CD_ShippingName	Text	name of recipient
CD_ShippingStreetAddress	Text	street address of recipient
CD_ShippingTownCity	Text	town or city
CD_ShippingCounty	Text	county or state
CD_ShippingPostCode	Text	postcode or zip
CD_ShippingCountry	Number	country
CD_AffiliateID	Number	the ID of the affiliate who own the product
CD_Approved	Text	whether this customer has been approved by the shop owner to order by PO number

Figure A.5. How-to.com Cardholder Detail Table.

(6) Table tblHowtoShippingMethods contains the detail of the shipping method that the customer chooses for delivery service.



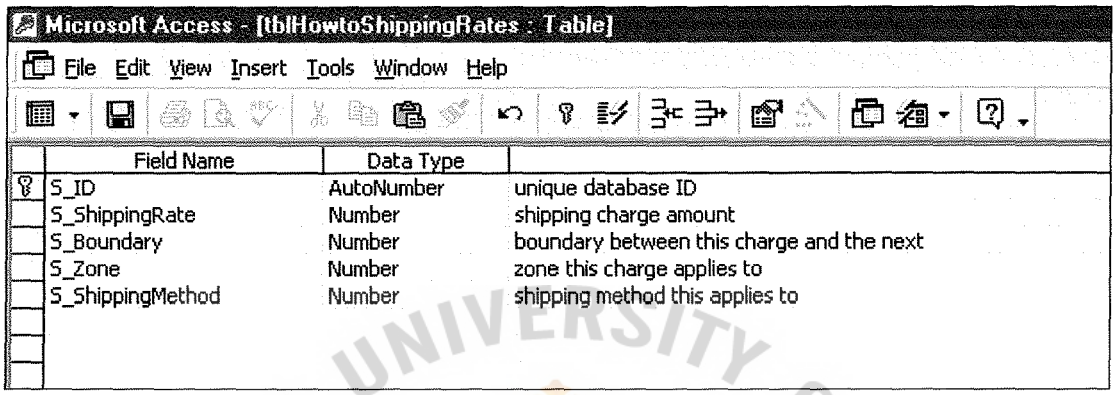
Microsoft Access - [tblHowtoShippingMethods : Table]

File Edit View Insert Tools Window Help

Field Name	Data Type	Description
SM_ID	AutoNumber	unique identifier
SM_Name1	Text	name of the shipping method in language 1
SM_Name2	Text	name of the shipping method in language 2
SM_Description1	Text	explanation of this method in language 1
SM_Description2	Text	explanation of this method in language 2
SM_AutoMethod	Text	y/n - determines whether it's a special auto shipping method (such as electronic shipping)

Figure A.6. How-to.com Shipping Methods Table.

(7) Table tblHowtoShippingRates contains the charge and boundary of the delivery service that we provide for our customers.

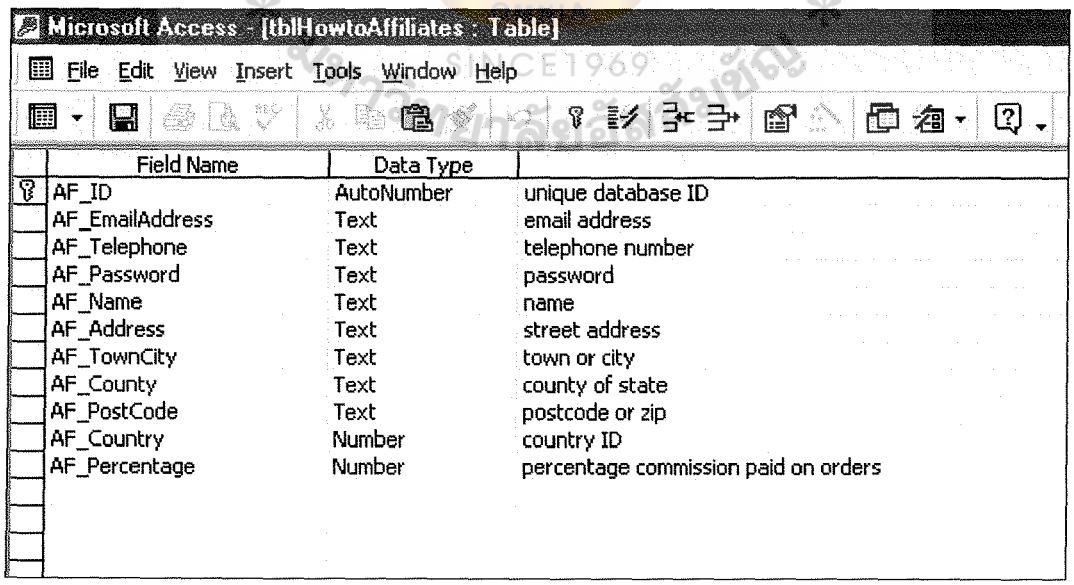

Microsoft Access - [tblHowtoShippingRates : Table]

File Edit View Insert Tools Window Help

	Field Name	Data Type	
🔑	S_ID	AutoNumber	unique database ID
	S_ShippingRate	Number	shipping charge amount
	S_Boundary	Number	boundary between this charge and the next
	S_Zone	Number	zone this charge applies to
	S_ShippingMethod	Number	shipping method this applies to

Figure A.7. How-to.com Shipping Rates Table.

(8) Table tblHowtoAffiliates contains the details of our company business partner such as contact address, email address and percentage of commission they will get.

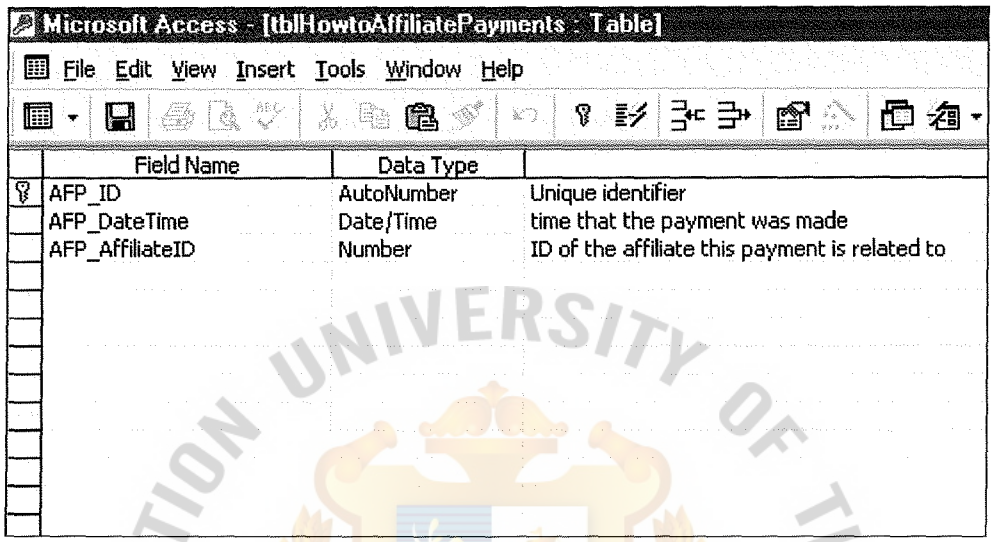

Microsoft Access - [tblHowtoAffiliates : Table]

File Edit View Insert Tools Window Help

	Field Name	Data Type	
🔑	AF_ID	AutoNumber	unique database ID
	AF_EmailAddress	Text	email address
	AF_Telephone	Text	telephone number
	AF_Password	Text	password
	AF_Name	Text	name
	AF_Address	Text	street address
	AF_TownCity	Text	town or city
	AF_County	Text	county of state
	AF_PostCode	Text	postcode or zip
	AF_Country	Number	country ID
	AF_Percentage	Number	percentage commission paid on orders

Figure A.8. How-to.com Affiliates Table.

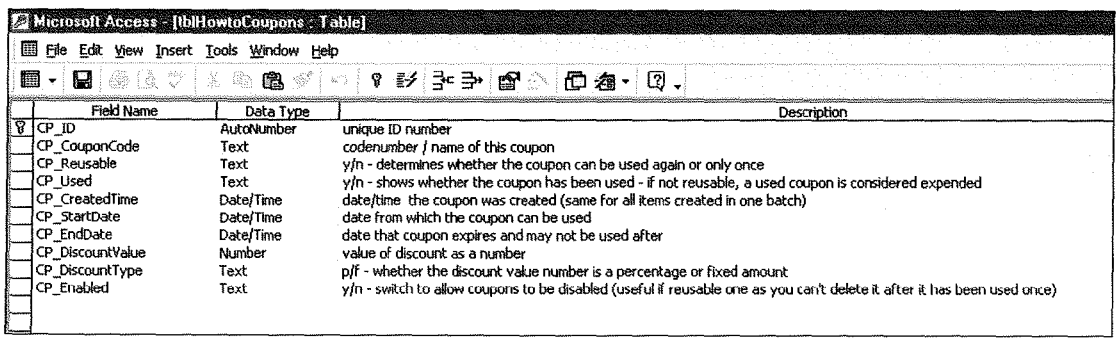
(9) Table tblHowtoAffiliatePayments contains the details of the commission payment that how-to.com pay to our business partners.



Field Name	Data Type	
AFP_ID	AutoNumber	Unique identifier
AFP_DateTime	Date/Time	time that the payment was made
AFP_AffiliateID	Number	ID of the affiliate this payment is related to

Figure A.9. How-to.com Affiliates Payments Table.

(10) Table tblHowtoCoupons contains the details of the promotional coupon that how-to.com provides for the customer to get a special discount from buying either online or offline.



Field Name	Data Type	Description
CP_ID	AutoNumber	unique ID number
CP_CouponCode	Text	codenumber / name of this coupon
CP_Reusable	Text	y/n - determines whether the coupon can be used again or only once
CP_Used	Text	y/n - shows whether the coupon has been used - if not reusable, a used coupon is considered expended
CP_CreatedTime	Date/Time	date/time the coupon was created (same for all items created in one batch)
CP_StartDate	Date/Time	date from which the coupon can be used
CP_EndDate	Date/Time	date that coupon expires and may not be used after
CP_DiscountValue	Number	value of discount as a number
CP_DiscountType	Text	p/f - whether the discount value number is a percentage or fixed amount
CP_Enabled	Text	y/n - switch to allow coupons to be disabled (useful if reusable one as you can't delete it after it has been used once)

Figure A.10. How-to.com Coupon Table.

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(11) Table tblHowtoMailingList contains the detail of our customer who would like to receive updated email from the company.

Microsoft Access - [tblHowtoMailingList : Table]

File Edit View Insert Tools Window Help

Field Name	Data Type	Description
ML_ID	AutoNumber	Unique primary key
ML_Email	Text	This is the email address to send the mail to
ML_Date	Date/Time	This is the date of signup
ML_LastEmailed	Date/Time	This is the date of the last time a mail was sent to them
ML_IP	Text	IP address of person who signed up
ML_Random	Text	Random-generated alpha-numerical string used to verify the user recieved the confirmation email
ML_Authorized	Text	y if it's been authorized, n if it hasn't
ML_HTML	Text	y if they want the HTML email - no if they don't
ML_Language	Number	The language ID the user was using when they signed up to the mailing list.

Figure A.11. How-to.com Mailing List Table.

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APPENDIX B

Internet User Profile Of Thailand 2002

กรุณาตอบแบบสอบถามให้ครบสมบูรณ์ โดยการเติมข้อความในช่องว่าง หรือเลือกคำตอบ หากไม่มีการระบุไว้เป็นกรณีพิเศษ ในแต่ละข้อ ท่านสามารถเลือกได้เพียงคำตอบเดียว

1.. อี-เมล์ ของท่านที่สะดวกต่อการติดต่อคือ
(ใช้สำหรับการยืนยันในการรับของรางวัล และจะไม่มีการเผยแพร่ไปยังผู้อื่น)

2. เพศ ○ หญิง ○ ชาย ○ อื่นๆ

3. อายุของท่าน

○ น้อยกว่า 10 ปี ○ 10-14 ปี ○ 15-19 ปี ○ 20-29 ปี
○ 30-39 ปี ○ 40-49 ปี ○ 50-59 ปี ○ 60-69 ปี
○ 70 ปีขึ้นไป

4. ที่อยู่ปัจจุบันที่ท่านพักอาศัยอยู่ในขณะนี้อยู่ในจังหวัดใด (ไม่จำเป็นต้องตรงกับทะเบียนบ้าน)

○ กรุงเทพมหานคร นนทบุรี ปทุมธานี หรือ สมุทรปราการ
○ จังหวัดในภาคกลาง นอกเหนือจากกรุงเทพฯ นนทบุรี ปทุมธานี หรือ สมุทรปราการ
○ จังหวัดในภาคตะวันออก ○ จังหวัดในภาคตะวันตก
○ จังหวัดในภาคเหนือ ○ จังหวัดในภาคตะวันออกเฉียงเหนือ
○ จังหวัดในภาคใต้ ○ อยู่ต่างประเทศเป็นการชั่วคราว
○ อยู่ต่างประเทศเป็นการถาวร

5. ที่พักอาศัยของท่านในขณะนี้อยู่ในเขตใด

○ เขตกรุงเทพและปริมณฑล (นนทบุรี ปทุมธานี หรือ สมุทรปราการ)
○ เขตอำเภอเมืองของจังหวัดอื่นๆ
○ นอกเขตอำเภอเมืองของจังหวัดอื่นๆ
○ ต่างประเทศ

6. สถานะ

○ โสด ○ สมรส, ยังไม่มีบุตร ○ สมรส, มีบุตรแล้ว ○ อื่นๆ โปรดระบุ

7. ระดับการศึกษาสูงสุดของท่าน (รวมทั้งที่กำลังศึกษาอยู่)

○ ต่ำกว่ามัธยมปลาย ○ มัธยมปลาย ○ ปวช ○ ปวส/ปวท/ปทส / อนุปริญญา
○ ปริญญาตรี ○ ปริญญาโท ○ ปริญญาเอก

8. สาขาวิชาในการศึกษาขั้นสูงสุดของท่าน อยู่ในข่ายวิชา หรือใกล้เคียงที่สุดกับข่ายวิชาใดต่อไปนี้
(รายนามสาขาวิชานี้ไม่ได้หมายถึงเฉพาะการศึกษาระดับปริญญาเท่านั้น เช่น กรณีที่ท่านจบช่างไฟฟ้า สาขาวิชาของท่านคือ วิศวกรรมไฟฟ้า - กรุณาอ่านตัวเลือกโดยละเอียด)

วิทยาศาสตร์

○ วิทยาศาสตร์คอมพิวเตอร์ วิทยาการคอมพิวเตอร์ คณิตศาสตร์ สถิติและสถิติประยุกต์
○ วิทยาศาสตร์สาขาอื่นๆ เช่น ชีววิทยา, เคมี, ฟิสิกส์

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วิศวกรรมศาสตร์

- วิศวกรรมไฟฟ้า, อิเล็กทรอนิกส์, สื่อสาร วิศวกรรมคอมพิวเตอร์ วิศวกรรมโทรคมนาคม
- วิศวกรรมศาสตร์สาขาอื่นๆ เช่น โยธา, เครื่องกล ฯลฯ

อื่น ๆ ได้แก่

- คอมพิวเตอร์เพื่อธุรกิจ การบริหารหรือการจัดการระบบสารสนเทศ
- วิชาว่าด้วยการบริหารพานิชยการและธุรกิจ (ยกเว้นการบริหาร/การจัดการระบบสารสนเทศ) เช่น พาณิชยศาสตร์ การบัญชี การธนาคาร การเงิน การบริหาร การตลาด การประกันภัย
- ศึกษาศาสตร์และการฝึกหัดครู เช่น การประถมศึกษา การมัธยมศึกษา บริหารการศึกษา จิตวิทยาการศึกษา เทคโนโลยีการศึกษา
- วิชาในหมวดประวัติศาสตร์ ภาษา และ ศาสนา เช่น ประวัติศาสตร์ โบราณคดี อักษรศาสตร์ ภาษาศาสตร์ วรรณคดี เทววิทยา ศาสนาเปรียบเทียบ ปรัชญา
- วิจิตรศิลป์และประยุกต์ศิลป์ เช่น มัณฑนศิลป์ จิตรกรรม ศิลปกรรม การละคร ดนตรี ออกแบบแฟชั่น
- นิติศาสตร์
- วิชาว่าด้วยสังคมและพฤติกรรม เช่น เศรษฐศาสตร์ รัฐศาสตร์ จิตวิทยา ภูมิศาสตร์ สังคมวิทยา มานุษยวิทยา สังคมสงเคราะห์ ประชากรศาสตร์
- วิชาว่าด้วยการสื่อสารมวลชนและการเอกสาร เช่น วารสารศาสตร์ การสื่อสารมวลชน นิเทศศาสตร์ การประชาสัมพันธ์ บรรณารักษ์ศาสตร์
- คหกรรมศาสตร์ หรือ โภชนศาสตร์
- เกษตรศาสตร์ วนศาสตร์ และ การประมง เช่น กีฏวิทยา เกษตรกลวิธาน พืชศาสตร์ วนศาสตร์ สัตวแพทย์ สัตวบาล
- สถาปัตยกรรมศาสตร์และการผังเมือง เช่น สถาปัตยกรรมศาสตร์ สถาปัตยกรรมภายใน การออกแบบชุมชน
- แพทยศาสตร์และวิชาที่เกี่ยวข้องกับสุขภาพ เช่น แพทยศาสตร์ ทันตแพทยศาสตร์ เภสัชศาสตร์ พยาบาลศาสตร์ เทคนิคการแพทย์ กายภาพบำบัด อาชีวอนามัย สาธารณสุขศาสตร์
- ไม่มีสาขาเจาะจง (เช่น กรณีจบชั้นมัธยมหรือต่ำกว่า)
- สาขาอื่นนอกเหนือจากนี้ โปรดระบุ .

9. ในปัจจุบันสถานะการทำงานของท่านคือ

- เกษียณแล้ว (กรุณาข้ามไปข้อ 12)
- ไม่ทำงานเพราะยังศึกษาอยู่ (กรุณาข้ามไปข้อ 12)
- ไม่ได้ทำงาน (กรุณาข้ามไปข้อ 12)
- ทำงานและศึกษาต่อควบคู่ไปด้วย (กรุณาต่อข้อ 10)
- ทำงานอยู่ (กรุณาต่อข้อ 10)

10. งานของท่านเกี่ยวข้องกับเรื่องใดต่อไปนี้ มากที่สุด

- กสิกรรม เกษตรกรรม ประมง ป่าไม้ เหมืองแร่ ปศุสัตว์
- สาธารณูปโภค (ประปา ไฟฟ้า โทรศัพท์)
- การขนส่ง (เช่นสายการบิน รถประจำทาง รถส่งสินค้า การส่งไปรษณีย์และพัสดุ) คลังสินค้า และการคมนาคม
- ธุรกิจก่อสร้าง (ออกแบบ สร้าง รื้อ ถอน ทำลาย) และธุรกิจการจัดเช่า จัดซื้อ อาคารหรือที่ดิน
- การผลิต การขาย การให้บริการ การให้คำปรึกษา การดูแลควบคุมคอมพิวเตอร์และอุปกรณ์ประกอบ (เช่น มอนิเตอร์ พรินเตอร์ โมเด็ม) โปรแกรมคอมพิวเตอร์ เครือข่ายคอมพิวเตอร์ (เช่น network provider)

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และอุปกรณ์ประกอบเครือข่ายคอมพิวเตอร์

- อุตสาหกรรมและการผลิตอื่นๆ ยกเว้นที่เกี่ยวกับคอมพิวเตอร์
- การขายส่งสินค้าอื่นๆ ยกเว้นที่เกี่ยวกับคอมพิวเตอร์
- การขายปลีกสินค้าอื่นๆ ยกเว้นที่เกี่ยวกับคอมพิวเตอร์
- การนำเข้าหรือส่งออก
- การให้ข้อมูลข่าวสาร การสื่อสาร การโฆษณา และ การพิมพ์
- ธุรกิจการท่องเที่ยว ธุรกิจการโรงแรม ธุรกิจร้านอาหาร
- การสาธารณสุข สุขภาพอนามัย การรักษาบำบัดโรค
- กฎหมาย ซึ่งรวมถึง การรักษากฎหมาย (เช่นตำรวจ) การให้คำปรึกษาทางกฎหมาย การร่าง หรือการดำเนินกระบวนการทางกฎหมาย
- การทหาร
- การให้คำปรึกษาทางการบริหาร การจัดสร้างองค์กร การดำเนินธุรกิจ
- การธนาคาร ธุรกิจทางการเงินการลงทุน การซื้อ-ขายหุ้น และการประกันภัย
- การศึกษา (เช่น อาชีพครู) และการวิจัย
- บันเทิง และศิลปะ
- การจัดตั้งนโยบายในภาครัฐ
- อื่นๆ โปรดระบุ .

11. ท่านเป็น

- ข้าราชการประจำ
- ข้าราชการการเมือง
- พนักงานรัฐวิสาหกิจ หรือ พนักงานของหน่วยงานของรัฐ
- พนักงานของหน่วยงานธุรกิจเอกชนเพื่อผลกำไร
- พนักงานของหน่วยงาน(นอกเหนือจากราชการ)ที่ไม่มุ่งผลกำไร

12. จำนวนสมาชิกในครอบครัวที่อยู่บ้านเดียวกับท่าน (รวมตัวท่านเอง แต่ไม่รวมลูกจ้างทำงานบ้าน)

- คนเดียว
- 2 คน
- 3 คน
- 4 คน
- 5 คน
- 6 คน
- มากกว่า 6 คน โปรดระบุ

13 จำนวนสมาชิกในครอบครัวที่เคยใช้อินเทอร์เน็ต

- คนเดียว
- 2 คน
- 3 คน
- 4 คน
- 5 คน
- 6 คน
- มากกว่า 6 คน โปรดระบุ

14. รายได้เฉลี่ยต่อเดือนของทั้งครอบครัวอยู่ในช่วง

- ต่ำกว่า 10,000
- 10,001-20,000
- 20,001-30,000
- 30,001-50,000
- 50,001-70,000
- 70,001-90,000
- 90,001-110,000
- 110,001-130,000
- 130,001-150,000
- มากกว่า 150,000

15. ท่านคิดว่าความรู้ภาษาอังกฤษของท่านอยู่ในระดับใด

- ไม่มีปัญหาในการสื่อสารเลย ทั้งอ่านและพูด

- อ่านเข้าใจดี และพอพูดได้แม้จะไม่คล่องมากนัก
- ยังมีปัญหาอยู่บ้าง ทั้งอ่านและพูด
- มีปัญหามากทั้งอ่านและพูด
- ไม่มีความรู้ภาษาอังกฤษเลย

16. ท่านมีคอมพิวเตอร์ส่วนตัวที่บ้านหรือไม่ (แบบตั้งโต๊ะหรือกระเป๋าหิ้ว)

- มี
- ไม่มี

17. ท่านมีโทรศัพท์มือถือหรือไม่ (ถ้ามีโปรดระบุ ถ้าใช้มากกว่า 1 ระบบ เลือกเครือข่ายที่ใช้มากที่สุด)

- ไม่มี (กรุณาข้ามไปข้อ 19)
- มี ของ AIS
- มี ของ DTAC
- มี ของ TAOrange
- มี ของ Hutch
- มี ของ ThaiMobile
- อื่นๆ โปรดระบุ _____

18. บริการข้อความที่ท่านใช้งานผ่านมือถือได้แก่ (ตอบได้มากกว่า 1 ข้อ)

- SMS
- MMS
- Internet Email
- อื่นๆ โปรดระบุ _____

19. ท่านเริ่มใช้อินเทอร์เน็ตมานานเท่าใด

- น้อยกว่า 6 เดือน
- 6 เดือน - 1 ปี
- มากกว่า 1 ปี - 2 ปี
- มากกว่า 2 ปี - 3 ปี
- มากกว่า 3 ปี - 4 ปี
- มากกว่า 4 ปี - 5 ปี
- มากกว่า 5 ปี

20. โดยเฉลี่ยใน 1 สัปดาห์ ท่านใช้อินเทอร์เน็ต มากน้อยเพียงใด

- น้อยกว่า 1 ช.ม.
- 1 ช.ม.-น้อยกว่า3 ช.ม.
- 3 ช.ม.-น้อยกว่า 5 ช.ม.
- 5 ช.ม.-น้อยกว่า10ช.ม.
- 10 ช.ม.-น้อยกว่า15 ช.ม
- 15 ช.ม.- น้อยกว่า20 ช.ม.
- มากกว่า 20 ช.ม.

21. ส่วนใหญ่เวลาที่ท่านใช้อินเทอร์เน็ตคือ (ในกรณีที่ท่าน online ทั้งวัน ให้ระบุเวลาที่ท่านเข้าไปใช้บริการอินเทอร์เน็ตมากที่สุด)

- 8.01-12.00 (เช้าถึงเที่ยง)
- 12.01-16.00 (บ่าย)
- 16.01-20.00 (เย็นถึงหัวค่ำ)
- 20.01-24.00 (หัวค่ำถึงดึก)
- 00.01-4.00 (ดึก)
- 4.01- 8.00 (เช้าตรู่)

22. ท่านใช้อินเทอร์เน็ตที่ใดบ้าง และมีสัดส่วน (%) เวลาของการใช้อย่างไร
(สามารถตอบได้มากกว่า 1 ข้อ ให้รวมกันได้ 100 % เช่น ที่บ้าน 60 % ที่ทำงาน 40 % = 100 %)

- ที่บ้าน _____ %
- ที่ทำงาน _____ %
- สถานศึกษา _____ %
- สถานให้บริการอินเทอร์เน็ต (เช่น cyber cafe, ร้านบริการอินเทอร์เน็ต) _____ %
- อื่นๆ โปรดระบุ _____ %

23. จากข้อ 21 ท่านเชื่อมต่ออินเทอร์เน็ต โดยผ่านวิธีใดบ้าง (สามารถเลือกได้มากกว่า 1 ตัวเลือก)

- เป็นสมาชิกกับผู้ให้บริการอินเทอร์เน็ตเชิงพาณิชย์ (ISP)
- ใช้อินเทอร์เน็ตของที่ทำงานหรือสถานศึกษา
- ใช้อินเทอร์เน็ตตามสถานบริการอินเทอร์เน็ตสาธารณะ/อินเทอร์เน็ตคาเฟ่
- ใช้อินเทอร์เน็ตฟรี ของ บริษัท ทศท คอปอเรชั่น จำกัด มหาชน (องค์การโทรศัพท์เดิม)
- อื่นๆ โปรดระบุ _____

24. ท่านใช้เบราเซอร์ (browser) ใดต่อไปนี้มากที่สุด

- Internet Explorer
- Netscape Navigator
- Mozilla
- Opera
- Text Mode browser เช่น Lynx, PDA, โทรศัพท์มือถือ
- อื่นๆ โปรดระบุ _____

25. รูปแบบของการติดต่อเข้าสู่อินเทอร์เน็ต จากเครื่องที่ท่านใช้บ่อยที่สุด

- dial up (ต่อโมเด็มโดยหมุนโทรศัพท์)
- บริการ ISDN
- บริการ ADSL
- บริการ Cable modem
- บริการ IP Star
- บริการผ่านดาวเทียม
- บริการผ่านโทรศัพท์มือถือ
- บริการผ่านระบบ Network/Lan ของที่ทำงานหรือสถานศึกษา
- ไม่ทราบ

26. ท่านใช้อินเทอร์เน็ตสำหรับกิจกรรมใดต่อไปนี้ (เลือกทุกรายการที่ท่านเคยใช้)

- จดหมายอิเล็กทรอนิกส์ (e-mail)
- ICQ/MSN/Chat
- อ่านหรือแสดงความเห็นบนเว็บบอร์ด
- ติดตามข่าว เช่น เว็บไซต์ CNN, หนังสือพิมพ์, ข่าวหุ้น, พยากรณ์อากาศ
- ค้นหาข้อมูล
- ชมสินค้าโดยอาจจะซื้อหรือไม่ก็ได้
- เล่นเกมส์
- ดาวน์โหลดเกมส์
- ดาวน์โหลดซอฟต์แวร์
- ดาวน์โหลดเพลง

27. จากข้อ 26 ท่านใช้อินเทอร์เน็ตไปกับกิจกรรมใดมากที่สุด (เลือกเพียงรายการเดียว)

- จดหมายอิเล็กทรอนิกส์ (e-mail)
- ICQ/MSN/Chat
- อ่านหรือแสดงความเห็นบนเว็บบอร์ด
- ติดตามข่าว เช่น เว็บไซต์ CNN, หนังสือพิมพ์, ข่าวหุ้น, พยากรณ์อากาศ
- ค้นหาข้อมูล
- ชมสินค้าโดยอาจจะซื้อหรือไม่ก็ได้
- เล่นเกมส์
- ดาวน์โหลดเกมส์
- ดาวน์โหลดซอฟต์แวร์

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- ดาวน์โหลดเพลง

28. ในความคิดเห็นของท่าน อะไรคือปัญหาที่สำคัญมากของการใช้อินเทอร์เน็ต (เลือกได้มากกว่า 1 แต่ไม่เกิน 3 ตัวเลือก)

- ความยากในการค้นหาเว็บไซต์ ที่อยู่ทางอินเทอร์เน็ต หรือแหล่งข้อมูลที่ต้องการ
- ความล่าช้าของการสื่อสาร (ความล่าช้าของการเชื่อมต่อเพื่อเปิดเว็บไซต์/ใช้บริการ)
- ปัญหาความเชื่อถือได้ของบริการเครือข่าย (เช่นปัญหาการติดต่อหลุดบ่อย การติดต่อไม่เข้า)
- ความน่าเชื่อถือของข้อมูลที่ปรากฏบนอินเทอร์เน็ต
- การขาดกฎหมายที่ครอบคลุมชัดเจนสำหรับการกระทำนิติกรรม (เช่นการซื้อขาย) ผ่านทางอินเทอร์เน็ต
- การมีแหล่งยั่วยุทางเพศโดยใช้อินเทอร์เน็ตเป็นสื่อ
- การใช้ถ้อยคำหยาบคาย หรือการสื่อข้อความที่ไม่สมควร
- การขโมยข้อมูล หรือ การเข้าถึงข้อมูลโดยไม่ได้รับอนุญาต
- ภาระค่าใช้จ่ายเพื่อขอรับบริการอินเทอร์เน็ต ค่าโทรศัพท์ และค่าอุปกรณ์คอมพิวเตอร์
- การใช้อินเทอร์เน็ตไปในทางการโฆษณาเพื่อการขายสินค้า
- การใช้อินเทอร์เน็ตยังอยู่ในวงแคบ ดังนั้นการใช้อินเทอร์เน็ตจึงส่งผลให้ช่องว่างในสังคมกว้างขึ้น
- การได้รับอีเมล์ที่ไม่ต้องการ (junk e-mail)
- การได้รับไวรัสทางอินเทอร์เน็ต
- การใช้อินเทอร์เน็ตส่งผลให้ผู้ใช้มีการติดต่อสัมพันธ์กับบุคคลอื่นๆในชีวิตจริงน้อยลง
- การใช้อินเทอร์เน็ตก่อให้เกิดการถูกกลืนทางวัฒนธรรม เกิดการเปลี่ยนแปลงทางวัฒนธรรม
- ปัญหาทางภาษา เพราะเนื้อหาข้อมูลที่ปรากฏในอินเทอร์เน็ตเป็นภาษาอังกฤษ
- อื่นๆ โปรดระบุ

29. ท่านเคยสั่งซื้อสินค้าหรือบริการทางอินเทอร์เน็ต หรือไม่ (หมายถึงการสั่งในทางส่วนตัว ไม่ใช่การติดต่อทางการค้าในนามขององค์กร)

- เคย (หากคำตอบของท่านคือ เคย กรุณาข้ามไปที่ข้อ 31)
- ไม่เคย

30. เหตุผลสำคัญที่ทำให้ท่านไม่เคยสั่งซื้อสินค้าหรือบริการทางอินเทอร์เน็ตคือ (เลือกได้มากกว่า 1 แต่ไม่เกิน 3 ตัวเลือก)

- ไม่สนใจที่จะซื้อสินค้าผ่านทางอินเทอร์เน็ต
- ความยุ่งยากของขั้นตอนการสั่งซื้อ
- ไม่ค่อยรู้จักเว็บไซต์ที่มีการขายสินค้า
- ไม่ต้องการรอ เพราะกว่าจะได้รับสินค้าต้องเสียเวลารอ
- ไม่อยากส่งข้อมูลเครดิตการ์ดผ่านทางอินเทอร์เน็ต
- ไม่มีสินค้าที่น่าสนใจ
- ไม่สามารถเห็น หรือ จับต้องสินค้าได้เหมือนการซื้อต่อหน้า
- ไม่ไว้ใจผู้ขายว่าจะมีสินค้านั้นจริง หรือส่งสินค้าให้จริง
- กลัวสินค้าเสียหาย หรือ สูญหายระหว่างทาง
- แพงกว่าการซื้อต่อหน้า (แพงกว่าไปซื้อเองที่ร้านค้า)

- [ ] ไม่มีบัตรเครดิต
- [ ] ส่วนใหญ่เป็นสินค้าต่างประเทศ ทำให้ไม่ต้องการซื้อ
- [ ] อื่นๆ โปรดระบุ

31. สินค้าที่ท่านเคยสั่งซื้อผ่านอินเทอร์เน็ตคือ (เลือกได้มากกว่า 1 ตัวเลือก)

- [ ] หนังสือ (ส่งสินค้าทางพัสดุมาเป็นรูปเล่มหรือในรูปแบบการบันทึกอื่นๆ เช่น ซีดี รอม)
- [ ] เอกสารข้อมูล ที่สามารถส่งผ่านทางอินเทอร์เน็ตได้เลย
- [ ] โปรแกรมคอมพิวเตอร์(ส่งสินค้าทางพัสดุ)
- [ ] โปรแกรมคอมพิวเตอร์(ส่งผ่านทางอินเทอร์เน็ต)
- [ ] เพลง (ส่งสินค้าทางพัสดุในรูปแบบการบันทึกต่างๆ เช่น ซีดี แผ่นเสียง เทป)
- [ ] เพลง (ส่งผ่านทางอินเทอร์เน็ต)
- [ ] ภาพยนตร์ (ส่งผ่านทางอินเทอร์เน็ต)
- [ ] อุปกรณ์คอมพิวเตอร์ และอุปกรณ์ที่เกี่ยวข้อง เช่น โมเด็ม เครื่องพิมพ์คอมพิวเตอร์
- [ ] ของเล่น
- [ ] เครื่องใช้ไฟฟ้าอื่นๆ นอกเหนือจากอุปกรณ์คอมพิวเตอร์
- [ ] เครื่องแต่งบ้าน หรือ ของใช้ในบ้าน
- [ ] เสื้อผ้า และ เครื่องแต่งกาย เช่น กระเป๋า รองเท้า เข็มขัด
- [ ] เครื่องสำอางหรือน้ำหอม
- [ ] อาหาร
- [ ] ยารักษาโรค ยาบำรุง หรือวิตามินเสริมสุขภาพ
- [ ] การสั่งจอง (reservation) บริการต่างๆ เช่น จองห้องพักโรงแรม จองเช่ายานพาหนะ จองตั๋วภาพยนต์
- [ ] อื่นๆ โปรดระบุ

32. มูลค่าสินค้าที่ท่านสั่งซื้อทางอินเทอร์เน็ตในระยะ1 ปีที่ผ่านมา โดยประมาณ (นับรวมทั้งที่สั่งจอง online แต่ไปจ่ายเงินที่ร้านค้า/บริษัท)

- ( ) ต่ำกว่า 1,000 บาท
- ( ) 1,001-5,000 บาท
- ( ) 5,001-10,000 บาท
- ( ) 10,001-20,000 บาท
- ( ) 20,001-40,000 บาท
- ( ) 40,001 บาทขึ้นไป โปรดระบุ _____ บาท

ส่วนที่ 2 : แบบสอบถามเกี่ยวกับการเล่นเกมส์ออนไลน์

นิยาม : เกมส์ออนไลน์ หมายถึงเกมส์ที่ต้องเล่นผ่านระบบอินเทอร์เน็ต หรือเล่นเมื่อออนไลน์เข้าสู่ระบบอินเทอร์เน็ต เช่น เกมส์ในเว็บไซต์ของ MSN, Sanook.com, เกมส์ Raknarok, DragonRaja, N-age, Fairlyland เป็นต้น

33. ท่านเคยเล่นเกมส์ออนไลน์(หรือเกมส์ที่เล่นผ่านอินเทอร์เน็ต)หรือไม่ (ทั้งที่ต้องจ่ายเงิน และไม่จ่ายเงิน)

- ( ) เคย

○ ไม่เคย (หากคำตอบของท่านคือ ไม่เคย กรุณาข้ามไปที่ข้อ 34)

34. โดยเฉลี่ยใน 1 สัปดาห์ ท่านใช้เวลาเล่นเกมส์ออนไลน์มากน้อยเพียงใด

○ น้อยกว่า 1 ช.ม. ○ 1 ช.ม.-น้อยกว่า3 ช.ม. ○ 3 ช.ม.-น้อยกว่า 5 ช.ม.

○ 5 ช.ม.-น้อยกว่า10ช.ม. ○ 10 ช.ม.-น้อยกว่า15 ช.ม ○ 15 ช.ม.- น้อยกว่า 20 ช.ม.

○ มากกว่า 20 ช.ม.

35. โดยเฉลี่ยท่านเสียค่าบริการในการเล่นเกมส์ออนไลน์ โดยประมาณ เดือนละเท่าไร

○ ต่ำกว่า 100 บาท/เดือน ○ 100-500 บาท/เดือน

○ 501-1,000 บาท/เดือน ○ 1,001-1,500 บาท/เดือน

○ 1,501-2,000 บาท/เดือน ○ 2,001-2,500 บาท/เดือน

○ 2,501-3,000 บาท/เดือน ○ มากกว่า 3,000 บาท/เดือน โปรดระบุ _____ บาท

○ ไม่เคยเล่นเกมส์ที่ต้องจ่ายเงิน เสียเฉพาะค่าบริการอินเทอร์เน็ต

36. ในความคิดเห็นของท่าน การเล่นเกมส์ออนไลน์ มีประโยชน์อย่างไรบ้าง (ตอบได้มากกว่า 1 ข้อ)

☐ ฝึกทักษะ

☐ ได้พบเพื่อน/สังคมใหม่ๆ

☐ ก้าวทันเทคโนโลยีใหม่ๆ /ทันสมัย

☐ เป็นการพักผ่อนที่ดีอย่างหนึ่ง

☐ อื่นๆ โปรดระบุ _____

37. ในความคิดเห็นของท่าน การเล่นเกมส์ออนไลน์ มีข้อเสียอย่างไรบ้าง (ตอบได้มากกว่า 1 ข้อ)

☐ เสียเงิน

☐ เสียเวลา ใช้เวลาอย่างเปล่าประโยชน์

☐ ทำให้เกิดนิสัยชอบใช้ความรุนแรง

☐ ทำให้ขาดสังคมในโลกแห่งความเป็นจริง (เนื่องจากใช้เวลาส่วนใหญ่ออนไลน์)

☐ อื่นๆ โปรดระบุ _____

ส่วนที่ 3 : แบบสอบถามเกี่ยวกับการเข้าชมเว็บไซต์ของหน่วยงานภาครัฐ

38. ใน 1 เดือนที่ผ่านมาท่านไปเยี่ยมชมเว็บไซต์ของหน่วยงานภาครัฐของไทย (.go.th) มากน้อยแค่ไหน

○ ไม่ได้เข้าไปเลย ○ น้อยกว่า 5 ครั้ง

○ 5 - 10 ครั้ง ○ มากกว่า 10 ครั้ง

39. ท่านใช้ประโยชน์จากเว็บไซต์ของหน่วยงานภาครัฐในกรณีใดบ้าง(ตอบได้มากกว่า 1 ข้อ)

☐ ค้นคว้าหาข้อมูล / ทำรายงานเพื่อการศึกษา/ ทำวิจัย / หาความรู้ทั่วไป

☐ ดาวน์โหลดแบบฟอร์มต่างๆ ของหน่วยงาน (เช่น แบบฟรอร์มผู้เสียภาษี / แบบฟอร์มการแจ้งย้ายที่อยู่ เป็นต้น)

☐ เพื่อทราบผลการออกรางวัลสลากกินแบ่งรัฐบาล

☐ เพื่อรับทราบข่าวสารใหม่ ๆ จากทางราชการ

☐ เพื่อเขียนเรื่องราวร้องทุกข์/ เขียนข้อเสนอแนะกับทางราชการ

ASSUMPTION UNIVERSITY OF THAILAND
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มหาวิทยาลัยอัสสัมชัญ

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APPENDIX C

Statistics of Internet In Thailand

The Statistic of Internet In Thailand observed by National Information Technology Committee Secretariat (NITC) shows that the number of internet user is increasing every year and seems it will increase more in the future.

Table C.1. Number of internet users in Thailand from year 2534 – 2546.

Year	Year A.D.	Users	Source
2534	1991	30	NECTEC
2535	1992	200	NECTEC
2536	1993	8,000	NECTEC
2537	1994	23,000	NECTEC
2538	1995	45,000	NECTEC
2539	1996	70,000	NECTEC
2540	1997	220,000	Internet Thailand/NECTEC
2541	1998	670,000	Internet Thailand/NECTEC
2542	1999	1,500,000	ISP Club/NECTEC
2543	2000	2,300,000	ISP Club/NECTEC
2544	2001	3,500,000	NSO/NECTEC (household survey)
2545	2002	4,800,000	NECTEC (estimate)
2546	2003	6,000,000	NECTEC (estimate)

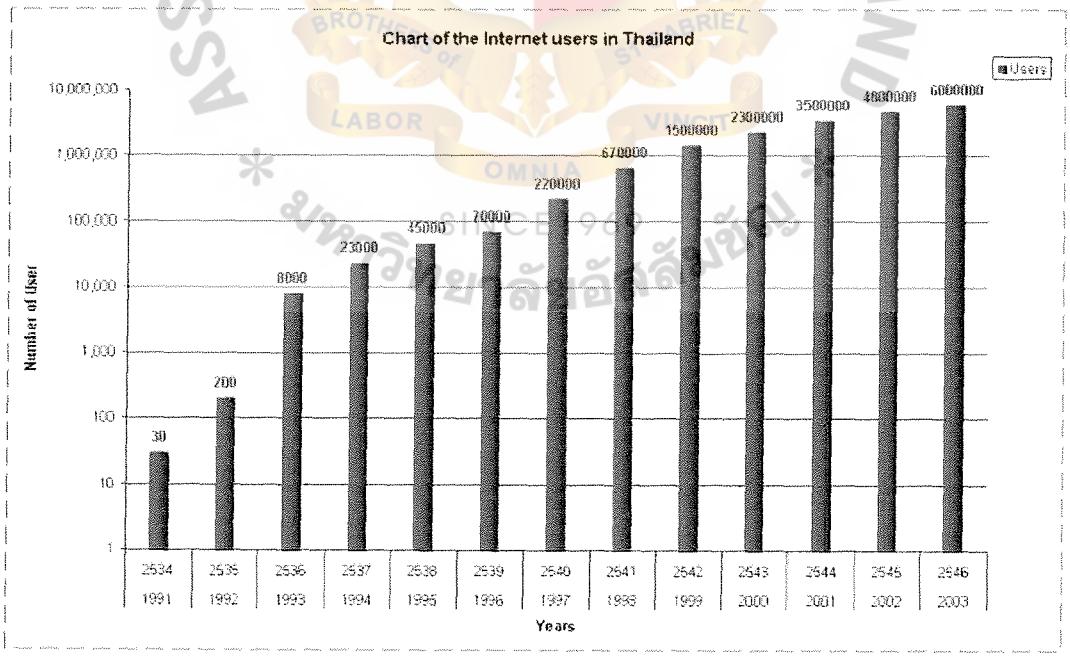

Figure C.1. Chart of the internet users in Thailand.

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