

ABSTRACT

The Internet is in the process of being transformed into the global electronic marketplace of the future. The integrated global electronic marketplace, where global trade as well as importers and exporters are able to buy and sell products or services, offers businesses a major opportunity for growth of Electronic Commerce, for efficiency gains, for improved competitiveness, for access to new market with new products. Thai exporters are likely to be more educated, more demanding in their taste and diversity, and especially more in control of the Internet marketing strategies from initiation to choice to completion in this new market.

This study is primarily focused on the benefits of Internet marketing strategies for Thai exporters. Since there has been lack of information regarding the popularity and usefulness needed for exporters in Thailand, the survey is conducted to identify how the Internet marketing for exporters and what services are related to these web sites.

The questionnaire is used as a research tool with 300 samplings that are related to the service and Internet marketing plan, from various groups of exporters in Thailand. Using Microsoft Excel software in studying the evaluation of Internet marketing plan for exporters in the topic of its usefulness and popularity in terms of the percentages do the data analysis. The result shows about Internet marketing plan and action concerning with some variable of company's background such as product for export.

This study also provides the information about the budget and expectation of Thai exporters according to the Internet marketing strategies for Thai exporters and enhances the readers' knowledge that will bring benefits to individual and community.