ABSTRACT

The purpose of this project is to study the feasibility of using E-Commerce to support canned food export businesses. It provides details of E-Commerce and Thailand's canned food exports and also defines the advantages and disadvantages of E-Commerce for supporting this business.

For this research, the researcher used stratified random sampling by selecting a sample group of 25 canned food exporters, which export both canned fruits and canned seafood, out of a list of 87 canned food companies. Questionnaire was the main instrument for this research. The questionnaire was designed as a guideline for use in interviews directly with the 25 canned food exporters in the sample. The data processing and analysis was done using standard editing. Coding tally procedures were utilized to collect the data and show in the percentages (%) and graphs. Simple tabulation and cross tabulation is used to analyze the data.

Findings were collected by analyzing the questionnaire. Most respondents are interested in using E-Commerce in the future. This however, depends on the various conditions such as security for payment on the Internet, dumping prices, minimum order, etc. If these problems can be solved, the trend in the future will be for more use of E-Commerce to support this business.