

ABSTRACT

This project addresses the Study of E-Commerce Customer's Purchasing Behavior. This project is separated in to five parts: Introduction, Literature Review, Research Methodology, Research Finding and Analysis, Conclusions and Recommendation.

The first part of the report is to introduce the general background of Internet in Thailand and worldwide. The second part is to review the E-Business and E-Commerce concepts on Internet, benefit of Internet and electronic commerce, Internet trading in Thailand and worldwide and Internet user behavior. The Third part concerns research methodology and procedure and we analyze the trend of Internet users' behavior, their awareness on E-commerce, the form of questionnaires to identify the behavior or satisfying customer after buying any thing on Internet. The forth part is to analyze the data obtained and to interpret its results. The last part is to summarize the whole report and to recommend the solution as well as the future of Internet trading in Thailand. The results shows that now, activity of most Internet users is E-mail. The results shows that there are few respondents who don't know E-commerce. Few respondents have bought goods/service on Internet. Books and magazines are popular things that Internet buyers like to buy on E-commerce but there are some respondents who are not satisfied with the quality of E-commerce service. Other Internet users are interested in shopping on E-commerce but they are not confident about the security of payment process, quality of goods/service. They want company's web site to improve their computer security, quality of goods/service, with more information and fast delivery.