

ABSTRACT

Although the Electronic commerce (E-commerce) has emerged for decades, the growth rate of users and the perception of people in Thailand is very slow. It is the main objective of the research “Behavior and Attitude of Internet Users toward E-commerce in Bangkok” to study the behavior in using Internet of the users in Bangkok area, the attitude and the trend of using the E-commerce as well as the factor that motivate the Internet users to use the service of E-commerce.

The research is performed by using the questionnaire as a tool. The 400 questionnaires are distributed to the Internet users in 10 representative districts in Bangkok area by using the multi-stage sampling method. The data is analyzed by the SPSS (the Statistical Package for Social Sciences) version 11.0 for Windows. The survey results are presented in form of tables.

It is only 25 percent of respondents who have the experience in using the E-commerce with the main reason of the convenience in finding the information and do the transaction. The average orders value is about 1,501 – 3,000 baht with the payment method by credit card. Book and hotel reservation is the most interested products and service of the respondents in using E-commerce. The main reason of the respondents in not using the E-commerce comes from the payment system as well as the trustfulness of the sellers.

In order to motivate the Internet users to use the service of E-commerce we should convince them about the safety of payment system. The inexpensive with standardized products or service is another factor to motivate them to use the service from E-commerce.