

ABSTRACT

This research was concerned about the attitude of Thai exporter and importer on electronic commerce for APL Co. Pte., Ltd. (Thailand Branch). It aimed at gathering information concerning the nature of customer preferences, consumer behavior, and attitudes towards APL electronic commerce.

The research instrument on this study was the questionnaires with three hundred sampling population of Thai people who had different background from the various companies. The sample group was divided into 2 groups. The first group was Thai exporters and the second group was the freight forwarders who worked in Bangkok. SPSS software program was employed to analyze data in order to evaluate the results of the questionnaires in terms of percentage.

The study of this research would help acquiring information about the attitude of customers towards on APL electronic commerce. The results of this research can be information to find best solution to develop and improve APL electronic commerce performance to be met with the customer's satisfaction when they used APL electronic commerce.