

**Master Project Title: FACTORS INFLUENCING BANGKOK PEOPLE'S INTENTION TO PURCHASE BOOKS ONLINE**

**Researcher/Author:** Ms. Nuntiya Soontornsiriboonya **Major Advisor:** Prof.

Dr.Chaiyong Brahmawong **Degree:** Master of Science in Management **School:**

School of Business Administration, College of Internet Distance Education **Year:**

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**ABSTRACT**

The objectives of this research were (1) To determine the factors influencing an online user's decision making on book online shopping and (2) To determine the relationship between related to the online book purchase decision.

This study is a survey research. Data was collected from a sample of 384 consumers who have experienced in online shopping, both male and female in Bangkok who aged 15-49 years old. The data was analyzed through SPSS. Descriptive statistics was used to describe the respondents' demographic data. Moreover, Pearson Product Moment Correlation was used to test the hypotheses.

The results of this study found that product, convenience, interactivity, reliability and website characteristics had a positive relationship to Bangkok people's intention to purchase books online. Implications for online bookstore and future research are also provided.

**Key Words:** online shopping, consumers' attitude, behavior intention, online store attribute, books