

ABSTRACT

The Internet has created a newer dimension in market in the modern era. The usage of internet for personal communications, shopping and collecting information has become one of the prime concerns for the marketers. The online market is drawing rapidly increasing number of online buyers. The evolutions of the online markets are taking place because the online users find it to be easily accessible and larger selection of choices. The web developers and marketers are researching and developing new strategies, easy to use websites, to attract more online users or shoppers all through out the world. The whole process of browsing the websites of the online stores and other steps of purchasing any kind of products or services from the online stores play a very important role in establishing higher purchase intentions amongst the online shoppers. One name that brightens up amongst all the online stores, is the eBay. eBay has successfully captured a significant share of the online buyers all through out world. The main objective of this research is to study the correlation among the factors acknowledged as the perceived innovation characteristics of the website, risk, trust and intention to purchase from the online stores like eBay.

The correlations among the mentioned factors were analyzed with the help of data obtained from 385 respondents through questionnaire survey. The surveyed samples covered the internet users having access to credit cards starting from the age ranges of 18 years old and above within the Bangkok city, Thailand. The questionnaire survey was conducted around the prime shopping areas and complexes within Bangkok city.

Surveyed samples included the people that did not purchased any kind of products or services from the online stores like eBay.

The data analysis techniques for this research included two methods. First, descriptive statistics used to describe the profile of surveyed sample. Second, inferential statistics as the Pearson's Correlation of Coefficient to analyze the correlations of the mentioned variables. The analysis of the descriptive statistics indicated that a significant percentage of the surveyed sample had intention to purchase their desired product or services from the online stores like eBay. The correlation coefficient showed positive correlations among the factors mentioned as innovation characteristics of the websites: relative advantage, complexity, compatibility correlating with intentions to purchase from the online stores like eBay. Positive correlations were found between the factors mentioned as perceived risk, trusting beliefs and purchase intentions. The factors mentioned as the trusting beliefs had the strongest correlations with purchase intentions from the online stores like eBay.

The analysis of the collected data provided valuable managerial implications for the web designers and marketers who needed to be more aware of the factors mentioned above in order to establish higher purchase intentions amongst the online buyers in Bangkok, Thailand. The online stores need to put importance on factors mentioned as trusting beliefs that will establish higher level of trust amongst the prospective online buyers within Bangkok city, Thailand.