

FACTORS IMPACTING ON ONLINE PURCHASING BEHAVIOUR TOWARD CONSUMERS IN BANGKOK, THAILAND

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ABSTRACT: *This research aimed to analyze the factors that affect online purchasing behavior of consumers who live in Bangkok, Thailand. The variables that have been used in this study framework were perceived risks, perceived advantages, hedonic motivations, trust and security, and website content. The questionnaire was conducted and selected from 407 respondents in Bangkok area only by using non-probability sampling method as convenience and snowball sampling. The main method used to apply for this research are multiple linear regression which shows that website design and content is the most impacted factor toward consumers' online shopping behavior. Thus, it showed that design and content of website towards online merchandise are the most important in determining online purchasing behavior of Bangkok consumers. The finding suggested that by enhancing the consumer purchasing intentions, the online stores should rather focus on website design and content factors than address reliability and trust issues.*

Keywords: *Online Purchasing Behavior, consumer attitudes, hedonic motivations, aesthetics, trust, perceived advantages, perceived risks.*

Introduction

Internet has entirely transformed businesses all around the globe. As nowadays, buyers have various channels that they can use to directly interact with businesses. E-commerce is one alternatives available in the market is the e-commerce in which buyers and sellers can exchange products and services.

Today, e-commerce changed the way traditional shopping has always been. Buyers have more choices concerning with timings or location to make their transactions. Purchasing products is only a few clicks away because of a speedy growth and development of e-commerce. An increase in online shopping activities has forced companies to offer their products and services online. This helps them gain a competitive advantage over other companies in the marketplace.

The purpose of this study is the e-commerce trends in the Bangkok market by exploring the key determine of e-commerce

Bangkok. Most of factors mentioned were as well impacted to buying behavior. However, website design is the highlights of online purchasing behavior of Bangkok consumers.

Literature Review

Perceived advantages

Chen *et al.* (2010) explained about convenience which signify online purchasing practices that help to lessen effort and time in transactional process. Schaupp and Bélanger (2005) suggested that time and effort reduction can be beneficial from e-commerce. Online shopping perceived advantages has been proved to have influence on online purchasing intention and consumers' attitude. Soonpramanien and Robertson (2007) stated that attitude against online shopping can be refer to the perspective of the consumers about activities on internet which against the conventional shopping conditions. It has been identified that the key reasons which push consumers to make a purchase online are time saving and convenience.

Perceived risks

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