

ABSTRACT

Web sites are being widely deployed commercially. As the widespread use and dependency on Web technology increases, so does the need to assess factors associated with Web site success. The objective of thesis is to identify these factors in the context of electronic commerce (EC) and to provide general guideline for organizations, Web designers, and Web developers on the way in which to design an effective Web sites.

The research framework was derived from information systems, electronic commerce, and marketing literature. The factors which to explore consists of information quality, learning capability, playfulness, system quality, system use, and service quality.

The customers/buyers who used to purchase products/services from electronic commerce Web sites were used as the target group in a survey. 350 copies of questionnaires were used as an instrument for collecting the primary data.

The statistical uses for this study were based on three methods. First, descriptive statistics to describe or summarize information about a population or sample. Second, factor analysis to summarize the information contained in a large number of variables into a smaller number of factors. Finally, hypothesis testing by using correlation coefficient in order to measure the relationship between two variables.

The results from descriptive statistic showed that the proportion of men and women purchased products/services from electronic commerce Web site are quite the same. People who purchased products/services from electronic commerce Web sites have many ranges of age, education, income, and occupation level. In this study, the most percentage of people had the age between 21-25 years and most of them had Bachelor degree. In addition, most of them had an income level between 0-10,000 bahts and student had the highest proportion of Internet purchasers.

The results from factor analysis found that four factors were extracted. They were (1) system quality, system use, and service quality, (2) playfulness, (3) information quality, and (4) learning capability. By using correlation coefficient for hypothesis testing, all four factors were statistically significant related and critical to Web site success.

An analysis of the data provides valuable managerial implications for Web site success in the context of electronic commerce. Business organizations, Web designers, and Web developers should be more aware of these factors in order to design an effective Web sites by meeting demand and pleasing customers.