

## ABSTRACT

Recent times have witnessed a technological revolution accelerated by the widespread use of the internet, web technologies, and their applications. Electronic commerce or e-commerce as part of this information technology revolution became widely used in world trade. Web based retailing has become a global phenomenon with steady increases in online sales across the globe.

Though many studies have been conducted in the field of information technology adoption, very few of them were about Asian online consumers. Another important significance of this study is its theoretical background. Most of the available literatures in this field were based on popular theories such as Technology Acceptance Model or Theory of Planned Behaviour. The proposed research model of this study is based on the theoretical supports of Unified Theory of Acceptance and Use of Technology. This research will be the first of its kind analyzing the critical success factors of e-commerce adoption in Thailand using UTAUT.

This research examines the important factors affecting the customer acceptance of e-commerce technologies in Thailand. Based on a thorough review of literature available about IT adoption, a theoretical model of the determinants of the acceptance of e-commerce adoption was formulated, tested using data collected by questionnaire from 400 experienced online shoppers, and developed to arrive at a final model. The determinants include factors related to Effort Expectancy, Social Influence, Facilitating Conditions, Perceived Competence, Perceived Integrity, Perceived Benevolence, Innovativeness and Anxiety.

The study reveals that all the above factors except anxiety are positively influencing an Individual's online shopping intention. Based on the findings from this study, an online user's anxiety is inversely affecting his or her online shopping behavioral intention. A reasonable proportion (59

percent) of the variance associated with the endogenous variable Behavioral Intention is explained by the research model of this study.

Results show that individual characteristics play an important role in predicting his behavior. Innovativeness is found to be the most significant determinant of online behavioral intention among Thai online shoppers followed by Perceived Competence and Social influence. Lack of trust in online vendors is the main reason why B2C e-commerce is not growing at a faster rate in Thailand compared to western countries. Positive influence of community or society on an individual's behavior is clearly seen from the results. These results are not surprising in a collectivist society like in Thailand.

Implications of the findings contribute to both academics and practitioners. For academic point of view, this study can be considered as an empirical validation of the Unified Theory of Acceptance and Use of Technology. All the exogenous factors of the original theory except Performance Expectancy were found influencing Thai online shopper's behavioral intention.

This research provides practical advice to those responsible for the development and use of e-commerce services in Thailand. This includes various online enterprises in public and private sectors in Thailand such as banks, educational institutes, hotels, airlines and many more. To increase the online businesses or e-businesses in Thailand, steps should be taken by these institutions to improve user's trust in online vendors. Government should provide better infrastructure for the development and growth of Information Technology services throughout the country.