

ABSTRACT

The population of internet users has grown continuously in Thailand, but there is a small percentage of internet users those who have intentions to buy products online. This study on the effects of selected factors on online purchase intentions will benefit marketers in the development of marketing and advertising strategies.

This research has three objectives: (1) to study the effect of selected factors on online purchase intention, (2) to identify the internet users' attitude towards online purchases and (3) to distinguish online buyer profiles from non-buyers' profiles.

The research method used was sample survey. The data were collected from 277 respondents (MBA students currently studying at Assumption University in Bangkok, Thailand). The respondents include both day and evening students.

The data analysis techniques used for this study were Pearson product moment coefficient of correlation method, which was used to analyze attitudes, internet experiences, personality and online purchases. The second method used was the Mann-Whitney U-test, which was used to analyze the gender of respondents. The last one was the Kruskal-Wallis H-test, which was used to analyze both age and household income of the respondents.

The results of the analysis show that there is a positive relationship between attitudes towards the internet as an advertising medium, the degree of involvement with the internet as a communication medium, some basic internet related skills to shop online, surfs of the internet for knowledge and awareness of new product and services, and opinion leadership and intention to buy online. There is no relationship between risk aversion and intention to buy online. There is no difference in intention

to buy online when segmented by age level; but there is a difference in intention to buy online when segmented by gender and household income levels.

