

ABSTRACT

Even though the use of World Wide Web for online shopping in Thailand is still in its infancy, increasingly, Thais are shopping by using various means of electronics. In this research, the theory of planned behavior and technological acceptance model was applied to gain insight into online consumer's behavioral intention in Thailand. With new constructs, perceived ease of use and perceived usefulness were introduced to further analyze the behavior. The purpose of this study was to help predict the consumers' behavior with regard to online shopping. The systematic random sampling was used for collection of data research. The researcher utilized 380 sets of the self-administered questionnaire to collect information from the sample, which was a group of senior students who studied upper level courses in the ABAC School of Management. According to the result obtained from the analysis of data, it was found that only Attitude toward Online Purchase and Subjective Norms were the significant predictors of the respondents' online purchase intent. Other independent variables did not significantly explain the variation of the online purchase intent.

Thus, practical alternatives such as, the source credibility of social information to increase online purchase intent or designing marketing communication campaigns that raise the prestige associated with Internet shopping to increase identification should be developed and tested. Similar to the subjective norms, attitude towards online purchase intent can be managed by cultivating a positive attitude towards online purchase, for instance, creating positive site experience or evoking positive feelings during the shopper's visit so that higher intentions to purchase via Internet will be achieved.