

ABSTRACT

The Internet provides tremendous opportunities for many companies to do business in cyberspace. The use of the Internet as a shopping and purchasing medium has seen surprising growth. In addition to this, the existence of the global electronic market constitutes an exceptional opportunities for companies to reach existing and potential customers more efficiently thereby replacing traditional brick and mortar stores with web-based businesses. Virtual marketplaces are different from selling in the physical marketplaces, and it requires a critical understanding of consumer behavior. If online companies can identify what factors can explain online purchasing then they can systematically follow through in developing marketing strategies.

This research was carried out with its main objective to investigate the online shopping characteristics affecting online purchase decisions of books through Amazon.com and thereby to determine a best model explaining the online purchase decision. The independent variables are security, site awareness, convenience, product information quality, service information quality and price and the dependent variable is the online purchase decision. The respondents were students of Assumption University. A total of 377 valid questionnaires were obtained by sample survey. Convenience and non-probability sampling were used. The data were analyzed using Descriptive Statistics and Multiple Regression. The major findings are;

The results from the descriptive statistics showed: 216 students were male and 161 were female. The maximum number of students was found to be in the age-group between 18-25 years which accounted for 284 respondents of the total respondents. In addition to this, 237 respondents out of total 377 students were aware of Amazon.com and have not purchased online before were undergraduate students. Majority of the

respondents reported their monthly income to be between baht 0-5000, i.e. 214 students or 56.8% of the total respondents.

The results from multiple regression analysis showed that there are four out of six factors (convenience, security, site awareness and product information quality) which are positively related to the online purchase decision and included in the equation explaining online purchase decision. The excluded factors are price and service information quality.

An analysis of the data provides valuable managerial implications for people who are doing businesses related to books online. (Moreover, with a better understanding about the factors related to online purchase decision better strategies and policies can be made by existing and future online businesses.)

