

ABSTRACT

We are at the dawn of an Internet era. It's time of excitement and confusion, opportunities and risk. No one is certain of what's happening now or what's coming next. The Internet is at the crossroad of different new technologies but it's mainly an innovative process opening the way to a multiplication of new services. In the industrial sector, we usually start with the product and then move to the most suitable production process. In the service sector, it's often the new process, in this case the new network, that will lead to new services and products.

This document is proposed to conduct the feasibility study for E-commerce in new economic model regarding the introduction of the electronic coupon online into Thai market. The feasibility study for electronic market especially e-coupon market and the suitable business model for e-coupon business in Thai environment. The result of the study indicates that implementation of the E-coupon online is feasible in terms of business model idea that the project is well useful for entrepreneurs who want to own e-coupon web site.

E-coupon market is the new category's web site in Thailand. Although coupon paper is the traditional promotion marketing tools that many people used and have long known about it. Coupon means ticket or paper document that producer or retailer gives for buyers there is or many offers such as offer to discount price, offer for free sample, offer to sweepstake, etc. The coupon online (E-coupons) process is different from traditional coupon because they are distributed by digital transaction.

E-coupons have no charge, but they earn their income from banner advertising and database of their members. Coupon web sites are offered free of charge to consumers as well as, local, regional and national subscribers. It simply downloads the software from the coupon web site and selects from more than a dozen coupon

categories, including apparel, athletics, automotive, books and videos, computers, dining, gift etc.

In coupon web site one can print from coupon web site at home, office or anywhere that can connect to Internet. We can break in 2 sections that are real coupon web site and retailer web sites that provide coupon.

From the interested research we found that many people didn't know about coupon web site, but they are interested to visit and prompt to download coupon from web site. The consumer behaviors are prompt to be changing every time. We must educate, create knowledge and build awareness about E-coupons.

However, the decision for the implementation of the e-coupon business should also combine both of positive and negative factors for the real situation.

