

Research Project Title: Factors Relating Consumers' Intentions to buy Apparel via the Internet

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ABSTRACT

This study focused on how to increase online apparel consumer's purchasing intention by determining the factors relating to consumer purchase intention that lead us to consumers' minds that expect to shop for clothes on the Internet. There were two objectives which were "to identify the factors relating online apparel consumer's purchasing intention" and "to determine the relationships between perceived usefulness, perceived ease of use, online shopping attributes and online apparel consumer's purchasing intention."

Questionnaires had been used as research instrument to collect data from 400 women who own the credit card in Bangkok. SPSS program was used to analyze data. The statistics used to analyze were frequency and percentage for demographics, mean and standard deviation for perception of respondents and Pearson correlation for finding out the relationship between perceived usefulness, perceived ease of use, online shopping attributes and purchase intention.

The perception of respondents, it had been revealed that the highest mean was perceived of usefulness followed by purchase intention of clothes on the internet, online shopping attributes and perceived ease of use consecutively. Those factors were located in the neutral level. Furthermore, perceived usefulness, perceived ease of use, online shopping attributes and purchase intention of clothes on the internet were tested correlation and it was found that all variables had strongly positive correlation with online purchase intention. The strongest association with online purchase intention was perceived usefulness followed by online shopping attributes and perceived ease of use respectively.