

ABSTRACT

At present, online shopping represents one alternative for in-home shopping. Due to the increasing number of internet users in Thailand, the growth of online shopping is now rising rapidly. Several researchers have examined online shopping behavior; albeit in the Western context. Attitude is one of the most important factors to predict online shopping behavior. This research focuses on investigating factors that are associated with consumer attitude toward online shopping, and how attitude in turn, relates to online purchasing behavior.

The attitude model (Fishbein, 1975), the study of Wu (2003), and George (2004) are adapted for the conceptual framework used in this research. Demographic characteristics and computer usage, benefits perception, and psychographics are tested for their relationship toward online purchasing behaviors. The target sample of 400 respondents was Thai and foreign consumers, both male and female, who are familiar with computer and the internet, aged 18 and over, and living in Bangkok. The frequency and mean are used to explain the respondent profiles. The One-way analysis of variance (ANOVA), Pearson correlation coefficient, and Spearman correlation coefficient are used for analyzing hypotheses in this study.

From the findings, age and education are found to have relationship with online shopping. Benefits perception and psychographics are also related to attitude toward online shopping. Attitude toward online shopping is found to have positive relationship with online purchasing in all three aspects (money spent, average time spent, and frequency of purchasing).

In conclusion, the findings of this study provide valuable implications for marketers and individuals who study Thai online consumer behavior.