

## ABSTRACT

The Internet is a technological innovation which is very important and critical to life nowadays. The Internet is also designed to be one of the driving factors to keep an on-going relationship between consumers and online retail stores.

The objectives of this research were to study how the perceived factors influence consumers' satisfaction with online shopping using the website www.tohome.com in terms of responsiveness, reliability, enjoyment, product quality, and price, and how each of these factors can explain the relationship of consumers' satisfaction in online shopping with www.tohome.com. The data were collected from 360 respondents who are graduate students at Assumption University and had experience using www.tohome.com. Self-administrative questionnaires were used to collect the data and data was collected by convenience sampling method. All the data were analyzed and summarized by using Statistical Package for Social Science (SPSS). The statistical treatments of data in this study were based on two methods, Descriptive Analysis and Pearson's Product Moment Correlation Coefficient.

The results of Pearson's Product Moment Correlation Coefficient shows that all five factors have a significant relationship with consumer's satisfaction with online purchasing toward the website tohome.com. Price was found to be the most important factor that contributed to consumers' satisfaction in online shopping using www.tohome.com followed by reliability, enjoyment, and product quality, while responsiveness was found to be the least important factor.

Therefore, the major recommendation that can be implied from the findings of the study is that online firms should build up a new pricing strategy to gain competitive advantage and to retain existing consumer. The promised services that the sites offer to customers must be carried out accurately. The website should not promise what cannot be done. The website also should decrease all unnecessary graphics, which will cause the websites to slow down. In addition, further research can be focused on other types of websites such as portal websites or job seeking websites. Perceived factors can be added and the target respondents can be spread to include a wide range universities in Thailand.

