

ABSTRACT

This project, the possibility of the music business through the Internet, is to study the possibility of the music business to be run through the Internet, to study the Internet users' behavior, identify the factors that will make it success and also identify the problems and constraints in music business through the Internet.

The survey instruments of this project are questionnaires. The target group of this website is the group of 15-30 years old who are the Internet users. Our sample group is 400 Internet users who live in Bangkok area. The limitation of this project is we can not define the population of the Internet users in Bangkok, because this information is confidential for each Internet Service Provider Company.

After studying this project, we will know whether there is a possibility of music business through the Internet or not. The results of this project also provide us the information of the Internet users' behavior, identify the factors that will make this success and find out the problems and constraints in this business. So anyone who is interested in this type of business can use the result to prepare, to solve and to cope with problems and constraints. They can use this to fulfill the customer satisfaction in order to be successful in this business.

The result shows that the most of the respondents are interested in this type of business. There are possibilities for the music business through the Internet in Thailand. There are also some problems and constraints to be solved. Most of them are the anxiety of the Internet users such as they don't see the goods before buying, the worry that the goods may not look like what is ordered and the problem of security.