

ABSTRACT

This research study is aimed to study the behavior and attitude of the online jewelry consumer. Moreover, it examined the acceptance in using the virtual store by using the theoretical model, which consists of perceived trust, perceived service quality, ease of use, compatibility and usefulness to determine the consumer's attitude towards using virtual store, behavior intentions to use and actual use of virtual store. The population of the study is jewelry manufacturer, wholesaler, retailer, importer, exporter, and broker who visits the 28th International Bangkok Gems and Jewelry Fair at Impact, Muang Thong Thani during 13th – 16th September, 2001. The findings reveal that the online jewelry consumer does not accept using virtual store due from lack of trust from the online supplier and have a negative attitude towards using online buying. Therefore, the strategy in doing online jewelry business has to be set up. In this study, the researcher considers 9 strategies in doing online jewelry business, which includes (1) ease of use (2) relationship marketing (3) create trust (4) value of Web Site (5) types of payment (6) language used (7) information richness (8) pricing strategy (9) company policy strategy. The goal of the strategy is to create high trust to the online jewelry consumer and finally change their negative attitude towards using a virtual store to be a positive one. In order to implement the strategy effectively, a prototype web application model is to be set up. Moreover, the study also introduces some strategies to launch the Web Site efficiently.