

Abstract

Research Title : Shoe buying behavior through electronic commerce students of secondary Watsing schools.”

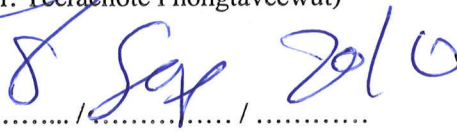
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The research “Shoe buying behavior through electronic commerce students of secondary Watsing schools.” was aimed to: 1) To study the demographic characteristics of the upper secondary students Watsing school. 2) To study the decision to buy shoes through electronic commerce students of secondary students Watsing school. 3) To study the relationship between demographic characteristics and buying behavior through electronic commerce student shoe secondary students Watsing school. Using quantitative research methods. The data were collected from a group of students, male Grade 6, 25, and a group of students female Grade 6 to 25 people, so this study used a sample of 50 people for the statistical methods used to analyze data. frequency, percentage, and Chi Square-test.

The results showed that the test results independently by the individual factors. Sex concluded that the behavior of the judge in the shoes of Commerce secondary students Watsing school of respondents no difference.

Test results independently by individual factors, conclude that the age-old habit of judging in the shoes of students through electronic commerce secondary students Watsing school of respondents different.

The test results are independent of each other by factors of personal income has concluded that the behavior of the judge in the shoes of Commerce secondary students Watsing school of respondents different.