

Abstract

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E-commerce, trading via electronic, in Thailand is growing rapidly and has become a main driver of internet development. E-commerce is considered as best alternative direct approach for business to customer (B2C) all around the world. This study will be focusing on how E-commerce's trend in Thailand and user's views on this trading; Certified Quality, Trustworthy, Fast Services and Support have an impact on E-Commerce. The trend is now changing, everyone is now using internet for trading business where many customers get easily attracted and reachable. There are many things that e-commerce has made people's life easy and get awareness of such product and services in short time, one can say high-speed information.

The design of this research is such that the target population is mainly in Bangkok City Areas with accessible population in Thailand and sampling units in Bangkok, Thailand. For the sampling method, this study has chosen Non-Probability sampling (Convenience Sampling) because of the convenient accessibility & proximity to the researcher. The data collection is based on both manual and online distribution to survey questionnaire.

Success E-commerce business is how ones approach and be one of the best internet trading. Awareness is also one of the main that that create well-know of the business to people.

Data has been collected through a national survey in Thailand with 178 respondents. The statistical analysis results strongly support the hypotheses. The results are interpreted and the implications of this study are subsequently discussed. This study finds that the hypothesis testing resulted into rejected of the null hypothesis meaning that there is relationship between the dependent and independent variables. In other words, hypothesis developed based on the variables that affect the customer acceptance of E-commerce and its relationship to the 3 factors, Certified Quality, Trustworthy, and Fast Services and Support have impacted on E-commerce. The conclusions of the study revealed that E-commerce customer satisfaction has an influenced by Certified Quality, Trustworthy and Fast Services & Support.

Nevertheless, with the rapid expansion of the Internet e-commerce in the 21st century is playing a very important role and will open up new opportunities which will be accessible for both small companies and large corporations. To conclude, this research have made ones to know the current trend of E-commerce and what people have a view point on this. For those companies who are doing business on Logistics field can get the ideas and know how to approach their customers. From this study, ones can also conduct another research and get more information about online shopping as well as attending any courses that is just focused on E-commerce Market or even attending the exhibition related to this field.

Keywords: Trading, Electronic, E-commerce, Internet, Quality, Trustworthy, Services, high-speed, customer satisfaction.