

SUMMARY OF MASTER'S DISSERTATION

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Title A Comparison of Thai and Japanese Consumers' Attitudes and Behaviors Toward Online Shopping			
Abstract <p>Internet penetration in Thailand is increasing every year since 2008. E-Commerce has more role for trading in Thailand especially B to C business. Since 2015, Thailand attended ASEAN Economic Community (AEC) that will increase the number of import and export in the future. However, according to UNTAD's B to C E-Commerce index year 2014, E-Commerce index value in Thailand is 47.2 which ranks 70th while Japan is 83.6 or ranks 12th in all 130 countries around the world. The purpose of this study is to identify and analyze factors which affect consumers' attitudes and behaviors in online shopping between Thai and Japanese in order to understand difference factors between E-Commerce market in Thailand and Japan. The goal of the research is to suggest Thai government and private sectors what the factors that need to be improved are and how to improve them in order to expand E-Commerce. This research focuses on consumers' behaviors in 4 P's of the marketing mix that are product, price, place and promotion. Consumers' attitudes will scope in price and quality of the product, delivery service, policy, after-sale-service, seller and interface of the website, and payment method. This research integrates a qualitative analysis and a quantitative analysis. Qualitative analysis is employed for formulating the research questions by in-depth interview to understand reasons why customer buy and do not buy from online channel, and difference on consumers' attitudes and consumers' behaviors between Thai and Japanese. Quantitative analysis by using conjoint analysis is for understanding delivery services system which is the key factor for online business. The result from in-depth interview shows that seller and delivery service are the main factors that affect consumers' attitudes and behaviors in online shopping.</p>			
Key Word (4 words) E-Commerce, Online Shopping, Consumer's Behavior, Consumer's Attitude			