

ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfilment of the requirements for the degree of master of Business Administration in Business Administration

THE BEHAVIORS OF WEBSITE BUYERS OF THE TARAD.COM

By

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The purposes of this research are to study buying behaviors of consumers who purchase goods through www.tarad.com, factors that affect the purchasing, causes that some consumers have never bought anything through the Internet, and problems and suggestions given buy users who buy things through the web. Data were collected from 431 consumers at random who used tarad.com and were willing to complete the questionnaire.

The results showed that consumers used a catalogue to search for merchandise. Within 6 months, most consumers never bought anything advertised in the web. Some bought because it was what they needed. The item bought most was communication-linked accessories which were not over 5,000 baht.

For factors that affect the purchasing is was found that the production factor fell to an average level for the decision made to purchase through the web as well as prices and promotion of the goods, convenience in delivery, encouragement to use the web and understanding in buying procedures. For a wide variety and the perfection of the merchandise factors, they were in a high level. The least level of purchasing went to reliability and quality, ways to sell the goods and psychological factors.

Users who never bought goods through the web stated that not seeing actual merchandise was the main problem.

Problems found from buying goods through tarad.com were that goods were not that standard quality, goods were not existing as advertised, higher price than that in the market, complicated buying procedures, goods stolen or lost along the way, and out-of-date advertisement in the web.

Suggestions gained from this research showed that there should be some measures to prevent deception for both sellers and buyers. About the service of the web, categories of the goods and their details should be up-to-date all the time.