

RCGR^{4th} 2019

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PROCEEDINGS OF

THE 4th REGIONAL CONFERENCE ON GRADUATE RESEARCH

THEME “TRANSFORMING INNOVATION BUSINESS TO THE FUTURE”

8 December 2019

Sripatum University, Bangkok, Thailand



Editors:

Vichit U-on

George C. Hadjinicola



มหาวิทยาลัยศรีปทุม
SRIPATUM UNIVERSITY

GRADUATE COLLEGE OF MANAGEMENT

วิทยาลัยบัณฑิตศึกษาด้านการจัดการ



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Proceedings of
The 4th Regional Conference on Graduate Research

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2019

Theme “Transforming Innovation Business to the Future”
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Prof. Dr. George C. Hadjinicola, University of Cyprus, Cyprus

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Welcome Address from Conference Honorary Chair

It is a great pleasure and honor for me, on behalf of *The 4th Regional Conference on Graduate Research*, to welcome you all to the world famous festival. First of all, I would like to thank the co-organizers, namely Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates) for organizing this conference, which is a major multidisciplinary regional platform and important event in the Asean region.

To support the Asean destination for international visitors, the organizers selected Bangkok as a conference venue due to its capital and most populous city of Thailand. Bangkok is a city of contrasts with action at every turn. Marvel at the gleaming temples, catch a tuk tuk along the bustling Chinatown or take a longtail boat through floating markets. Food is another Bangkok highlight, from local dishes served at humble street stalls to haute cuisine at romantic rooftop restaurants.

To conclude my address, I would like to thank Sripatum University, University of Cyprus, and University of Wollongong in Dubai that have assisted in the organization to this conference to promote a tourist destination in Bangkok to our delegates and guests.

I wish good results in your deliberations.



Dr. Rutchaneeporn Pookayaporn Phukkamarn
President, Sripatum University, Thailand
RCGR 2019's Honorary Chair

Welcome Address from Conference General Chairs

On behalf of Sripatum University (Thailand); Graduate College of Management, Sripatum University (Thailand); University of Cyprus (Cyprus); and University of Wollongong in Dubai (United Arab Emirates), we would like to welcome you to participate in *The 4th Regional Conference on Graduate Research* which will take place at Sripatum University on 8 December, 2019 in Bangkok, Thailand.

The conference will be an exciting event bringing international and interdisciplinary expertise in a rapidly developing field together for one day. It will provide an opportunity for experts in business, management, marketing, accounting, communication arts, social sciences, humanities, science, and engineering from worldwide to exchange and discuss ideas and information.

In a present and future issue, we will cover more on the following topic as “Transforming Innovative Business to the Future”. This Conference delivers the most up-to-date issues, and also provides opportunity for CIOs, CEOs, industry leaders, managers, academics, and government officials to exchange ideas on future business co-operation trends and best practices. This one day conference is an excellent opportunity for you to meet with other professional members from all over the world, share the view of graduate research internationally.

We would also like to take this opportunity to express our sincere thanks to all the presenters, delegates, reviewers, advisory committee members, local organization committee members, and guest speakers for their interesting and valued contributions. On behalf of the organizers, we would like to personally apologize for any difficulties you might have encountered while attending this conference and wish all of you a very successful and fruitful deliberations.



Assoc. Prof. Dr. Vichit U-on
Sripatum University, Thailand
RCGR 2019's General Chair



Prof. Dr. George C. Hadjinicola
Lecturer, University of Cyprus, Cyprus
RCGR 2019's General Chair



Assoc. Prof. Dr. Ioannis Manikas
University of Wollongong in Dubai, United Arab Emirates
RCGR 2019's General Chair

Welcome Address from Conference Program Chairs

Welcome to *The 4th Regional Conference on Graduate Research* in Bangkok, Thailand. This professional meeting is thought to provide an excellent opportunity for faculty, scholars, Ph.D. students, administrators, and practitioners to meet well-known experts from all over the world and to discuss innovative ideas, results of research, and best practices on various topics of Business, Management, Marketing, Accounting, Communication Arts, Social Sciences, Humanities, Science, and Engineering, and many other related issues.

The RCGR conference continues to be highly competitive and very well perceived by the international community, attracting excellent contributions and active participation. We thank all authors who dedicated a particular effort to contribute to the conference. Each submitted paper has been reviewed by several members of the international program committee and international external referees. We would like to thank all of them for their help with review process of submitted papers. We expect the RCGR 2019 international conference to be an outstanding international forum for the exchange of ideas and results on management, business, economics, tourism, transport, logistics, production, operations, and supply chain, and provide a baseline of further progress in such areas.

We wish you a pleasant stay in Bangkok, and a successful conference.



Asst. Prof. Dr. Ungul Laptaned
Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand
RCGR 2019's Program Chair



Prof. Dr. Andreas C. Soteriou
Lecturer, University of Cyprus, Cyprus
RCGR 2019's Program Co-Chair

Speaker Background



Mick Elmore

Mick Elmore is an American who while living in Australia decided to drive a car with a colleague from Melbourne to Bangkok including across seven Indonesian islands in 1991. He has since been based in Thailand with long stays in Cambodia, and Laos. He earned his master's degree in Southeast Asian Studies in 2014 from Chulalongkorn University writing his thesis on the continuing problem of unexploded ordnance along the Ho Chi Minh Trail in Laos. Now he divides his time between teaching at King Mongkut's University of Technology North Bangkok, a class at Chulalongkorn University and writing.

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Session Schedule

**RCGR^{4th}
2019**

**The 4th Regional Conference on Graduate Research
Sripatum University, Bangkok, Thailand
Theme: Transforming Innovative Business to the Future**

Sunday (S) 8 December 19	Room	Floor 11, Room 1108			
	08:30 – 09:15	REGISTRATION			
	09:15 – 09:30	WELCOME ADDRESS: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand			
	09:30 – 10:45	KEYNOTE ADDRESS: “The Continuing Problem of Unexploded Ordinance: An Exemplary Case Study” Mick Elmore United States of America			
	10:45 – 11:00	SUNDAY AM BREAK			
	11:00 – 12:20	SA1 Business and Marketing Management 1	SB1 Business and Marketing Management 2	SC1 Communication Arts 1	SD1 Organization and Human Resource Management 1
	12:20 – 13:20	SUNDAY LUNCH BREAK			
	13:20 – 15:00	SA2 Business and Marketing Management 3	SB2 Business and Marketing Management 4	SC2 Communication Arts 2	SD2 Organization and Human Resource Management 2
	15:00 – 15:20	SUNDAY PM BREAK			
	15:20 – 17:00	SA3 Business and Marketing Management 5	SB3 Business and Marketing Management 6/ Accounting, Finance, and Banking	SC3 Laws and Public Administration	SD3 Educational Administration and Psychology
	19:40 – 21:40	WELCOME DINNERS: White Orchid River Cruise, Bangkok, Thailand			
	21:40 – 21:50	CLOSING ADDRESS: Asst. Prof. Dr. Ungul Laptaned, Program Chair Thai Researchers' Consortium of Value Chain Management and Logistics, Thailand			

Sunday, 8 December 2019

Code	Session	Chair	Room	Start	Finish
SRE	Registration Sunday	Khotchaporn Moonthichan	Floor 11, Room 1108	08:30	09:15

Code	Session	Chair	Room	Start	Finish
SOA	Opening Addresses	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1108	09:15	09:30
	09:15	09:30	Welcome Address: Assoc. Prof. Dr. Vichit U-on, General Chair Sripatum University, Thailand		

Code	Session	Master of Ceremonies	Room	Start	Finish
SKA	Keynote Addresses	Asst. Prof. Dr. Uthairat Muangsan	Floor 11, Room 1108	09:30	10:45
	09:30	10:45	The Continuing Problem of Unexploded Ordinance: An Exemplary Case Study		

Code	Session	Room	Start	Finish
SAB	Sunday AM Break	Hall	10.45	11.00

Code	Session	Chair	Room	Start	Finish
SA1	Business and Marketing Management 1	Asst. Prof. Dr. Uthairat Muangsan	Floor 13, Room 12A01	11:00	12:20
0001	11:00	11:20	Tourist Satisfaction of Laos and Foreign Tourists Towards Tham Nang Ane Cave, Thakaek District, Khammoune Province, Lao PDR <i>Chantha Xaiyavohan and Nathakrit Aekwannang</i>		
0007	11:20	11:40	Marketing Factors of Consumers in Bangkok: An Empirical Study <i>Chayut Thianphut and Niwat Chantharat</i>		
0009	11:40	12:00	The Study of the Relationship between Technological Factors Affecting the Satisfaction of Online Shopping Decision of Consumers in Bangkok <i>Kasidet Dangkong, Niwat Chantarat, and Onanong Phoocharoen</i>		
0013	12:00	12:20	Studying of Management Factors Affecting the Success of Retail Business in Chatuchak Market <i>Thitipong Sangsuriyarit and Nilubon Sivabrovornvatana</i>		

Code	Session	Chair	Room	Start	Finish
SB1	Business and Marketing Management 2	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 13, Room 12A02	11:00	12:20
0029	11:00	11:20	Relationship Between the Marketing Factor Affecting the Loyalty in Online Purchase Decision of Consumer in Bangkok <i>Vorragit Hu and Supin Chaisiripaiboon</i>		
0031	11:20	11:40	Online Purchasing Decision Behavior of Consumers Affecting the Satisfaction in the Purchase of Consumers in Bangkok <i>Aussanee Eaimlaor and Niwat Chantharat</i>		
0032	11:40	12:00	The Study of Relationship between Consumer Attitudes Affecting the Satisfaction with Online Purchase Decisions of Consumers in Bangkok <i>Pattara Sub-udom and Supin Chaisiripaiboon</i>		

0036	12:00	12:20	A Study of the Relationship between Attitudes Affecting Loyalty in Online Shopping Decision Making of Consumers in Bangkok <i>Natkamon Sujbruem and Niwat Chantharat</i>
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Code	Session	Chair	Room	Start	Finish
SC1	Communication Arts 1	Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1101	11:00	12:20
0002	11:00	11:20	Factors of Political Party Presentations and Public Perception via Online Media Affecting the Decision to Elect Political 2019, in Bangkok <i>Kanakorn Khongpratheep and Kanchana Meesilapavikkai</i>		
0003	11:20	11:40	Public Relations Strategy of Television Drama via Social Media of CH 7HD after News Programme <i>Sirilapas Kongtragran and Tanachart Junveroad</i>		
0004	11:40	12:00	Marketing Mix and Online Marketing Communication Influencing the Decision Making Through Stage Play of Gen Y Audience <i>Kotchaphan Puagpipat and Tanachart Junveroad</i>		
0005	12:00	12:20	Sales Communications in the Digital Age Influencing The Consumer Purchasing Decision of Insurance through Siam Smile Broker (Thailand) Co., Ltd. <i>Techasit Donteeruk and Virunrat Phontaveechot</i>		

Code	Session	Chair	Room	Start	Finish
SD1	Organization and Human Resource Management 1	Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1108	11:00	12:20
0010	11:00	11:20	That Affects the Work Motivation of the Staff in Office of Defense Budget <i>Pakin Saleepan and Nilubon Sivabrovornvatana</i>		
0011	11:20	11:40	Relationship between Organizational Culture and Task Performance of Staff at TOT Public Company Limited <i>Wichuda Praneetpolkrang and Praphan Chaikidurajai</i>		
0012	11:40	12:00	Relationship between Quality of Work Life and Organization Commitment of Staff at Risland (Thailand) Company Limited <i>Natapong Potiratrungekool and Praphan Chaikidurajai</i>		
0015	12:00	12:20	Studying of Motivation of Sandee Rice (Thailand) Co., Ltd.'s Employees <i>Phitchanan Wittayabundit and Nilubon Sivabrovornvatana</i>		

Code	Session	Room	Start	Finish
SLB	Sunday Lunch Break	Lounge Floor 12A	12:20	13:20

Code	Session	Chair	Room	Start	Finish
SA2	Business and Marketing Management 3	Asst. Prof. Dr. Uthairat Muangsan	Floor 13, Room 12A01	13:20	15:00
0014	13:20	13:40	Studying of Consumer Attitudes Affecting The Online Purchasing Decisions in Bangkok <i>Watchainan Sirilek and Supin Chaisiripaiboon</i>		
0016	13:40	14:00	The Study of Marketing Factors of Consumers in Bangkok <i>Rattanapon Pormboot and Niwat Chantharat</i>		
0018	14:00	14:20	The Study of the Relationship Between Consumer's Online Decision Making and Satisfaction of Elderly Consumer's Online Shopping Behavior in Bangkok <i>Lalita Waranont</i>		
0019	14:20	14:40	The Study of the Customers' Attitudes Which Affect Customers' Online Purchasing Behaviors in Bangkok <i>Jarukit Chutatutchai and Cheewan Charoensook</i>		

0020	14:40	15:00	The Relationship between Marketing Factors Affecting the Loyalty of Online Shopping Behavior of Consumers in Bangkok <i>Ploynaphat Sakkvamdee</i>
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Code	Session		Chair	Room	Start	Finish
SB2	Business and Marketing Management 4		Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 13, Room 12A02	13:20	14.40
0039	13:20	13:40	A Study of the Relationship between Technological Factors and Online Shopping Decision among Consumers in Bangkok <i>Rasita Maprasop</i>			
0043	13:40	14:00	The Study of Relationship between Consumer Attitudes and the Satisfaction Affecting Purchasing Decision <i>of Online Products for Consumers in Bangkok</i> <i>Pennapa Nawakijtowerat and Vichit U-on</i>			
0044	14:40	15:00	Attitude Factors Influencing the Decision to Buy Nile Water of Consumers in Sing Buri Province <i>Krittin Songjaroen and Niwat Chantarat</i>			
0045	14:00	14:20	Marketing Mix Factors Affecting Consumer Behavior in Purchasing Golf Products and Equipment Online <i>Ammata Konchan</i>			
0047	14:20	14:40	Technological Factors Influencing Loyalty to a Purchase through its Online Consumers in Bangkok <i>Wiranpat Nakthananan and Vichit U-on</i>			

Code	Session		Chair	Room	Start	Finish
SC2	Communication Arts 2		Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1101	13:20	14.40
0037	13:20	13:40	Openness and Attitude towards Website Components for Communication and Branding: A Case Study of CIMB Thai Bank <i>Napawan Samerjit and Siraya Kongsompong</i>			
0040	13:40	14:00	Infographic based Communication Model Affecting Travelling Page Followers of Y-Generation <i>Matee Akaraundomchai and Tanachart Junveroad</i>			
0042	14:00	14:20	Behavior and Attitude Influencing Addiction to Country Song Singing Contest Show on Digital Television in Bangkok <i>Chayapa Pongsupachakit and Tanachatr Junverode</i>			
0046	14:20	14:40	Online Media Strategies for Children's Television Programs Production Case Study of Thai Fairy Tales Channel on YouTube <i>Adisorn Maipradit and Tanachart Chandraweroj</i>			

Code	Session		Chair	Room	Start	Finish
SD2	Organization and Human Resource Management 2		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1108	13:20	14.40
0026	13:20	13:40	A Study of the Competency of the Personnel that Affects the Work Efficiency of the New Entrepreneur (In the Coffee Business Sector) <i>Anchitha Kasiwat and Nilubon Sivabrovornvat</i>			
0027	13:40	14:00	Relationship between Quality of Work Life and Organizational Commitment of Employees at Ek-Chai Distribution System Co., Ltd. <i>Kanyanut Pimpagun and Praphan Chaikidurajai</i>			
0034	14:00	14:20	Compensation Affecting Performance Efficiency of Staff in Comptroller General's Department <i>Wichit Sangphan and Praphan Chaikidurajai</i>			
0041	14:20	14:40	A Study of the Teamwork of Staffs in the Royal College of Chulabhorn <i>Peeyanut Khemthong and Nilubon Sivabrovornvatana</i>			

Code	Session		Room	Start	Finish
SPB	Sunday PM Break		Hall	15:00	15:20

Code	Session	Chair	Room	Start	Finish
SA3	Business and Marketing Management 5	Asst. Prof. Dr. Uthairat Muangsan	Floor 13, Room 12A01	15:20	17:00
0021	15:20	15:40	Marketing Factors Affecting the Online Shopping Habits of Elderly Consumers of Bangkok <i>Werasak Meboon and Vichit U-on</i>		
0022	15:40	16:00	The Study of the Relationship between Consumer's Online Decision MAKING Behavior Influencing the Loyalty of the Consumer's Online Shopping Decision in Bangkok <i>Kanwich Suwannahong</i>		
0023	16:00	16:20	The Study of the Relationship between Marketing Factors Affecting to the Satisfaction of the Purchase Decision for Online Products for Consumers in Bangkok <i>Malisa Chubkhunthod</i>		
0024	16:20	16:40	Technology Adoption Factors and Demographic Factors Related to the Behavior of the Mobile Banking Service to Pay for Online Purchases <i>Kulawadee Sripahannapong and Niwat Chantharat</i>		
0025	16:40	17:00	The Relationship between Consumer Attitude and Loyalty in Online Shopping Decisions among Consumers in Bangkok <i>Sirivilai Junwong</i>		

Code	Session	Chair	Room	Start	Finish
SB3	Business and Marketing Management 6/ Accounting, Finance, and Banking	Asst. Prof. Dr. Nilubon Sivabrovornvatana	Floor 13, Room 12A02	15:20	16.40
0048	15:20	15:40	The Study of Factors Affecting the Decision to Use the Air Force Don Muang Driving Ranges <i>Pathompong Saisakoldet and Uthairat Muangsaen</i>		
0028	15:40	16:00	Factors Affecting to Decision-Making to use Mobile Banking Application of Siam Commercial Bank Public Company Limited In Bangkok <i>Pinatda Pinyo and Natsapun Paopun</i>		
0030	16:00	16:20	The Study on Efficiencies of Working Capital Management, Asset Management of Listed Companies in Stock Exchange of Thailand, Construction Industry <i>Seree Ongkasuwan and Natsapun Paopun</i>		
0033	16:20	16:40	The Relationships between Financial Performance and Market Price of The Real Estate Development Group Registered in The Stock Exchange of Thailand <i>Phimphaka Yodsuwan and Natsapun Paopun</i>		

Code	Session	Chair	Room	Start	Finish
SC3	Laws and Public Administration	Asst. Prof. Dr. Natsapun Paopun	Floor 11, Room 1101	15:20	16.20
0006	15:20	15:40	The People Opinions of the Practices Good Governances Principle of the Government Offices of Loei Province and Nongbualamphu Province <i>Kalaya Yotcamlue</i>		
0008	15:40	16:00	Balance between Fundraising through Issuance of Debt Instruments by Limited Companies and Investor Protection <i>Somjit Sersansie</i>		
0035	16:00	16:20	Impact of Business Consolidation on Trade Competition and Business Consolidation Regulations under the Competition Act. B.E. 2560 <i>Rungsaeng Kittayapong</i>		

Code	Session		Chair	Room	Start	Finish
SD3	Educational Administration and Psychology		Asst. Prof. Dr. Ungul Laptaned	Floor 11, Room 1108	15:20	16:00
0017	15:20	15:40	Development of a Digital Literacy Assessment Tool: A Case Study of Health Sciences Academic Staff of Higher Education Institutions <i>Bhanubhong Prommalee and Suang Rungpragayphan</i>			
0038	15:40	16:00	The Correlation between "The PERMA Profiler" Characteristics of Adolescents and Their Parents <i>Phawinee Pivngam and Sirichai Hongsanguansri</i>			

Code	Session		Chair	Room	Start	Finish
SWD	Welcome Dinners		Asst. Prof. Dr. Ungul Laptaned		19:40	21:40
	19:40	21:40	Welcome Dinners: White Orchid River Cruise, Bangkok, Thailand			

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0032

The Study of Relationship between Consumer Attitudes Affecting the Satisfaction with Online Purchase Decisions of Consumers in Bangkok



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Abstract

The purposes of this research were to identify (1) to study customers' opinion toward online purchase in the area of Bangkok. (2) to study customers' satisfaction with online purchase decision of customers in Bangkok. (3) to study the correlation between opinion and satisfaction with online purchase decision to buy online goods in the area of Bangkok. The research instruments used for the data collection questionnaires by 400 people and analysis were using descriptive statistics Frequency, Percentage, Mean and Standard deviation. That include were using inferential statistics T-Test, F-Test (ANOVA) and Pearson correlation method. The results of study were as follows 1) Most of the respondents are female, with 258 people and age between 20-29 years, 80 people are professions, 105 students and 204 bachelor's degree students. 2) Consumers' attitudes affecting online purchasing decisions of consumers in Bangkok. The results of the analysis have been shown to have the highest average values, most of which are ranked by the marketing factors which affect the consumers in the following order: reputation, convenience, time saving, safety, privacy awareness 3) The satisfaction in buying behavior that has an effect on the online purchasing decision of the consumers in Bangkok which affects the consumers The most is a topic The website helps you find information as much as possible.

Keywords: Consumers' Attitude, Satisfaction with Purchasing Decision, Online Purchase

1. Introduction

Internet has been playing an important role in our lives, directly and indirectly. Internet has variety of benefits to use, for example: searching for information, entertainment and various applications and programs which facilitate our lives.

Modern marketers should go extra miles in using technology to benefit their business, customers' different opinion should be considered, for example; privacy, security This led to the study on customers' opinion that influence their satisfaction in making online purchase decision.

Objectives

1. To study customers' opinion toward online purchase in the area of Bangkok.
2. To study customers' satisfaction with online purchase decision of customers in Bangkok.
3. To study the correlation between opinion and satisfaction with online purchase decision to buy goods and/or services online in the area of Bangkok.

Research Hypothesis

The differences in attitudes of consumers in Bangkok effect the satisfaction with online purchase decision as follow:

1. Demography (gender, age, occupation, education) differences effect the satisfaction with online purchase decision of consumers in Bangkok.
2. Consumers' opinion regarding company's reputation, convenience, time saving, security, apprehension, and privacy effects the satisfaction with online purchase decision of consumers in Bangkok.
3. The satisfaction with online purchase decision of consumers in Bangkok

Conceptual Framework

This research studies on consumers' attitude toward the satisfaction with online purchase decision of consumers in Bangkok

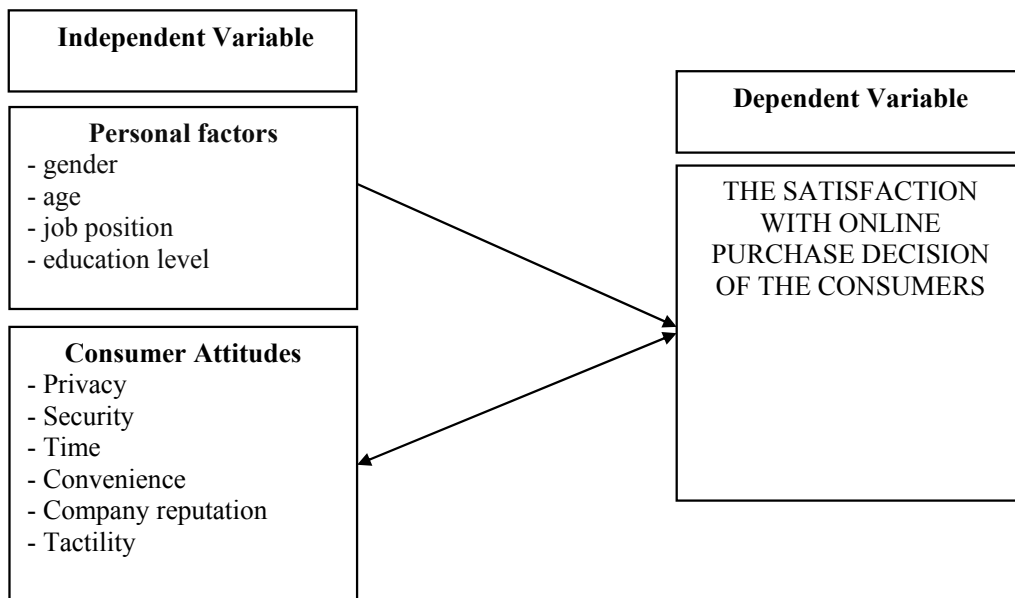


Figure 1 The conceptual framework of consumers' attitude toward satisfaction with online purchase decisions of consumers

Theoretical Framework

The research in correlation between consumers' attitude and satisfaction with online purchase decision of consumers in Bangkok.

1. This research focus on the correlation between consumers' attitude and satisfaction with online purchase of consumers' in Bangkok.
2. The test subjects are internet users who experience online purchase.

2.Literature Review

Theories involved in research are shown as follows:

1. Concepts and theories regarding attitude
2. Concepts and theories regarding purchasing decisions
3. Concepts of demographic characteristics

3.Research Methodology

When the questionnaire has passed the data integrity check The researcher then coded And analyze statistical data by computer processing using ready-made programs The steps are as follows.

Step 1 Sample selection

For this research, the researcher has determined the sample group is internet users who purchased via online by comparing the use of attitude in purchased online goods or the experience of choosing to buy via online communities, which is an unpredictable demographic Therefore, the researcher specifies the sample size. The Yamane prefabricated table (1973) at 95 percent confidence level and 5 percent error, the value obtained from opening the table is equal to 400 samples.

Step 2 Data collection methods

The researcher conducted the questionnaire by developing the questionnaire from the questionnaire that has The content validity test and the reliability test of the content were tested.

Step 3 Program trial

The researcher brought all the answers received. To check the accuracy of the questionnaires and analyze the statistical data with the software.

Statistic used in hypothesis test finding t-test is to test 2(two) sets of variables and to analyze one-way ANOVA, depending on the situation. In order to analyze the fluctuation of the difference, Scheffe procedure will be used to test the difference by pair. The statistical significance test is set at 0.05.

After questionnaires are reviewed for raw data, the researchers then began labelling and analyze the statistic data using a manufactured computer program as follow:

1. The returned questionnaires
2. Percentage is used to analyze and define the variation of geography of the test subjects .
3. Mean and Standard deviation is used to analyzed and define the variation of attitudes of consumers toward the satisfaction with online purchase decisions of consumers in Bangkok.

Step 4 Evaluation

Demographic characteristics of the respondents, shown as:

4. Research Results

Gender: Female respondents. 64.50% (258 respondents) from the sample group are female, whilst the rest 35.50 (142 respondents) are male. Age: It is found that majority of the sample group are of average age with the same rate in all 5 age groups. Occupation: It is found that majority of the sample group of 26.25% (105 respondents) are students. Education: It is found that majority of the sample group of 51% (204 respondents) graduated bachelor's degree.

Causal factors include Consumers' attitude that affect the satisfaction with online purchase decisions.

From the study, Causal factors include Consumers' attitude that affect the satisfaction with online purchase decisions in Bangkok. The result is shown as follows:

The consumers' attitudes that affect the satisfaction of online purchase decision of consumers in Bangkok the most is: The company's reputation toward buying decision ($M = 4.05$ $SD = 0.780$)

The satisfaction toward online purchase decision of consumers in Bangkok

The sample group says what they are satisfied with the most is websites that help them surf for information easier ($M = 3.97$ $SD = 0.740$), whilst appealing design of websites comes second ($M = 3.95$ $SD = 0.798$).

Hypothesis Testing

Hypothesis #1: Difference in geography (gender, age, occupation, education) effect the satisfaction with online purchase decision of consumer are divided to:

Sub-hypothesis 1.1: difference in gender effect the difference in satisfaction with online purchase decision.

The statistic used in this hypothesis test is comparing the average value for 2 (two) independent sample groups (Independent t-test).

From Sub-hypothesis 1.1, it is found to be hypothesis rejection, male and female sample groups have no difference in satisfaction with online purchase decision ($p > 0.05$).

Table 1: the test result on mean differences of the satisfaction with online purchase decision of consumers, generated by gender

Gender	n	Mean	S.D	Df	t	p
Male	142	3.89	0.642	398.000	0.459	0.646
Female	258	3.86	0.633	2286.813	0.457	0.648

*P > .05

Sub-hypothesis 1.2: difference in age effects the difference in satisfaction with online purchase decision.

The statistic used in this hypothesis test is One-Way Analysis of Variance – ANOVA)

From Sub-hypothesis 1.2, it is found to be hypothesis rejection, age difference in the sample groups have no difference in the satisfaction with online purchase decision ($p > 0.05$).

Sub-hypothesis 1.3: difference in occupation effects the difference in satisfaction with online purchase decision.

The statistic used in this hypothesis test is One-Way Analysis of Variance – ANOVA)

From Sub-hypothesis 1.3, it is found to be hypothesis rejection, occupation difference in the sample groups have no difference in the satisfaction with online purchase decision ($p > 0.05$).

Sub-hypothesis 1.4: difference in education effects the difference in satisfaction with online purchase decision.

The statistic used in this hypothesis test is One-Way Analysis of Variance – ANOVA)

From Sub-hypothesis 1.4, it is found to be hypothesis rejection, education difference in the sample groups have no difference in the satisfaction with online purchase decision ($p > 0.05$).

Hypothesis #2: consumers’ attitude on company’s reputation, convenience, time saving, security, recognition, and privacy effect the satisfaction with online purchase decision in Bangkok.

Pearson’s Product Moment Correlation Coefficient is used.

From hypothesis #2, it is accepted that consumer’s attitude toward company’s reputation, convenience, time saving, security, recognition, and privacy effect the satisfaction with online purchase decision in Bangkok, which mean: the more the sample groups value company’s reputation, convenience, time saving, security, recognition, and privacy, it is more likely that there will be more satisfaction of the purchase decision

Hypothesis #3: the satisfaction with online purchase decision of consumers in Bangkok

Pearson’s Product Moment Correlation Coefficient is used in this hypothesis.

From hypothesis #3, it is accepted that the satisfaction with online purchase decision of consumers in Bangkok has significantly positive correlation with the consumers’ purchase decision, which mean; the more sample groups have positive satisfaction, it is more likely that they will consider purchase online in Bangkok more. It could be concluded that the satisfaction is correlated with online purchase decision of consumers in Bangkok,

5. Conclusion

From the sample groups of 400 respondents. The majority of the respondents is female with over 258 (two hundred and fifty-eight) respondents, age between 20-29 (twenty to twenty-nine) with over 80 respondents, 105 (one hundred and five) respondents have occupation as students, and 204 (two hundred and four) respondents have bachelor's degree education.

The majority of the sample groups think that consumers' attitude that effect the satisfaction with online purchase decision of consumers' in Bangkok in many ways could be prioritize in this order: company's reputation. Satisfaction with online purchase decision of consumers in Bangkok that most effect the consumers is websites that help you find information more easily.

6. Discussion

From the test in hypothesis #1, it is found that demographic character does not affect the satisfaction with online purchase decision of consumers in Bangkok.

From the test in hypothesis #2, consumers' attitude effects the satisfaction with online purchase decision of consumers in Bangkok found that the attitude effects personal purchasing decisions (Personalized Products) through online platform significantly at the rate of 0.05. It could be said that attitude factor effects personal purchasing decisions (Personalized Products) through online platform.

From the test in hypothesis #3, it is found that the satisfaction with online purchase decision of consumers in Bangkok has a significantly positive correlation to consumers' online purchase decision.

7. Recommendation

From the correlation study, entrepreneurs who operate their business through online platforms or through e-commerce should focus on branding and store/company's reputation by introducing their brand to the market and determine brand positioning.

8. Suggestion for the next research

1. More various and diversity in demographic.
2. Additional factors that affect consumers' attitude in addition to factors that have been studied. This shall result in a wider and more complete research.
3. The satisfaction with online purchase in the international level.
4. Different data collecting method, e.g. interview or site-inspection.

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