

The Consumers' Satisfaction to Purchase Goods and Services over Internet: in Muak Lek and Kaeng Khoi Districts, Saraburi Province, Thailand

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Abstract

The objectives of this research were to study satisfaction level of consumers to purchase goods or services over internet and to compare difference of consumers' satisfaction. The sample of this study consisted of 450 people who live in Muak Lek and Kaeng Khoi District, Saraburi Province, Thailand. A questionnaire was used as the instrument to collect data. Statistical analyses were percentage, mean, standard deviation, t-test, and One – Way ANOVA. To compare all pairwise differences, Scheffe's method was utilized at the statistical significance level of 0.05. The results showed that the overall consumers' satisfaction to purchase goods and services over internet was in satisfaction level. Considered by demographic characteristics; male, monthly income 20,001 – 30,000 bath, master degree, age 19-20 years old, private business, and single status were most satisfied to purchase goods and services over internet. In additional, to compare difference satisfaction found that different consumers did not have different satisfaction.

Keywords: Consumer, Satisfaction, Purchase, Internet, Marketing mix, Website, e-commerce

Introduction

Currently, the competition is more intense. The extended competitions between operators are not just in local but the competitors can be business friendly or close to or different counties from all over the world. Likewise, the operator is required to adjust the business to survive. One of the factors in causing this change is computer technology and internet to business enterprises. By these technologies can increase the capacity and efficiency of doing business today. Computer technology and internet has become so important in our society, allow carrying out human life more convenient. It is a tool for searching knowledge and entertainment including consumer of goods and services. We human being can do such things are possible with a single click. Computer technology and internet cause network social. The networking reduces the barrier of distance between the messengers away. Humans can communicate each other in just a second, have complete transactions even living in different locations, countries or continents by a single click. Computer technology and internet has made the world more progress from the past. Internet is a large network that shared the global computer types. Humans can communicate to each other within a short time. Phanitchakul and

Pongsasakulchai (2009) have provided a definition of internet as a large computer network that crosses the borders. It is due to connect different types of networks together by using protocol as a medium of communication. Also, enables computers around the world to exchange information thoroughly as a spider web.

The entrepreneurs have embraced computer technology and internet increasingly used in their business. This nature of business is called e-commerce. To add channel to generate revenue for their business makes the business more successful and up-to-date at all times. It can be seen that the current entrepreneurs have increased the format from previous traditional trading patterns to meet each other and agreed between buyers and sellers to purchasing goods or services via internet channel. Even the modern enterprises use internet to sell goods or services for which no store shelves. There is no need a staff to recommend for selling products or services. This benefit can reduce the cost of goods or services as well. The entrepreneurs have only a website to be stored goods pictures for display and information. Moreover, the information of products or services can be switched to different languages. Essentially, it is the language of entrepreneurs and English, which can be used over domestic distribution. It is able to sell goods and services worldwide and

increase revenue for the business. In addition, the current systems of international shipping systems such as postal service or transport companies are more convenient than the former - the delivery to the customer is quick and easy, which is another encourages of doing business e-commerce and it has been very popular nowadays. Eimsiriwong (2013) provided the meaning of E-commerce that it is a commercial transaction conducted through electronic that relate to the processes of purchase, sales, delivery, exchanging of goods or services and information via internet. According to statistics of the National Statistical Office (2014) had reported the number of internet users in the year 2014 for 21,729,382 people (6 years old and above) of the total population 65,124,716 people and tends to have more and more every year. This figure shows that Thai people starts to move into a more social network. For that reason, the entrepreneurs can make e-commerce business easier and more convenient, because internet is extremely important to maximize the potential of the business.

The current economy has more e-commerce business, but not every entrepreneur can be successful in this business at all. It must be understood that the e-commerce business is not that different from doing the traditional business. However, the entrepreneurs have to be knowledgeable about the business strategy, such as marketing planning and marketing strategy. To analysis of the various factors that affect revenue generation for the business. There for, doing business e-commerce is simply a matter of making the move from the old pattern that need to meet each other between buyers and sellers become online on internet. This will have something more complicated than building a website to buy a product or service that people understand. How the entrepreneurs will make a product or service to reach customers more effectively. One factor that entrepreneurs must take into account is the satisfaction of customers, whether they are satisfied with the product, place, price, promotion, websites system and the creditably of website. The new business will focus on building great relationship with clients that must meet the highest customers' satisfaction to fulfill customer satisfaction possible. When customers are satisfied the needs of need they will have to buy product or services again in the next times. But, if the goods or

services were first experience was not satisfied, costumers would stop buying and could lead to inhibition other buyers, too. So, long as the customers are satisfied with the various aspects of buying product or services will enable the businesses to generate income.

Research Objectives

1. To study the level of satisfaction of consumers on purchasing goods or services over internet of people in Kaengkhohi and Muaklek District of Saraburi Province, Thailand.
2. To compare or contrast the satisfaction of consumers that buy goods or services over internet.

Research Hypotheses

1. Different consumers to purchase goods or services over internet do not have different satisfaction on product.
 2. Different consumers to purchase goods or services over internet do not have different satisfaction on pricing.
 3. Different consumers to purchase goods or services over internet do not have different satisfaction on place or distribution.
 4. Different consumers to purchase goods or services over internet do not have different satisfaction on marketing promotion.
 5. Different consumers to purchase goods or services over internet do not have different satisfaction on reliability and security of website.
- Different consumers to purchase goods or services over internet do not have different satisfaction on website system.

Benefits of Study

1. To guideline and suggestion on improving the business development of business e-commerce.
2. To use as a guideline to increase distribution channel- internet distribution channel in addition to the regular store.
3. To new operators who want to do business e-commerce, information is used for business planning or marketing strategies.

Literature Reviews

When consumers have had experienced

of any products that meet their needs or satisfy them better. Whenever the customers need or want a product or service again, they will return to buy a product or service to consume again. Pongsakornrangsin (2012) had said that the basic idea of the market is business practices, weather in era, in any market. The first priority for marketers to concenter is to satisfy the customer as much as possible in order to build brand loyalty and strong relationships between business and customers. Customers are the cost investment of business to allow customers to buy a competitor's product it means the business is losing and less opportunity to profitability. According to Eimsiriwong (2013) gave the definition of customer loyalty to a brand or services that it is promising of a client towards the purchase of goods or services from a merchant continuing. That is causing a repeat purchase of the same brand from the regular store. Even, it happens or marketing efforts by competitors business which affect buying behavior of customers. So, loyal to purchase from same store will start from getting customer's satisfaction to goods and services. To meet customers demand for the product or service it will make them satisfying. Similarly, Tantiwongpanit, Niruttikun, Loapudjan, Phomphed, Ngamdan, and Taweepai boonwong (2011) said that the task of marketer does not end when a product is sold. After making a purchase consumers will feel satisfied or are not satisfied with our products and services. It is purchase behavior-marketers need to pay more attention to them. What to take into account is that consumers are satisfied or not. It is to consider the relationship between the expectations of consumers for a product or other relevant factors. If it is lower than expected, consumers would be disappointed. But if expected, consumers feel satisfied or exceeded expectations they will be delighted to make repurchase again. Ruangrujira (2000) said that purchases of consumers need to be motivated, the involve motivation is Marketing Mix - 4Ps; composed from Product - stimulus are appearance, colour, and usefulness of the product. Place or distribution - stimulus are middlemen as the main selling including distributing and delivery products. Price - determining the right price. Promotion - marketing campaign targeted more effectively. Eimsiriwong said that enhancements to the website are news content delivery to customers

and process the transitions with completely, reliable, and quickly. The entrepreneurs will want their website to meet the expectations of their customers. There are at least 3 main factors of enhancements to the website. 1) Content design - effective design reduce two to five minutes to respond customers to access the website. 2) Origination pages - you can speed up the server with multiple options to help perform specific tasks producing the workload processing. 3) Speed up the delivery of webpage by expanding bandwidth or edge-caching service which behaves like a proxy server. According to Sakulsawapak, Siriwattanakul, Soonhawet, and Nimkhomphai (2008), a good website design is properly for its target and nature of business. The ease of use of users must be taken into account. Website design element effectively contains of simplicity, regularity, uniqueness, useful content, easy to use system, attractive to users, use unlimited, designing quality, and accurately operating system.

Nuntipong and Kongsawadkiet (2012) had studied the consumer's behavior to purchase via internet in Bangkok found that demographic characteristics include gender, age, occupation, educational, marital status, income, to purchase behavior via internet was no different. Personal behavioral factors and factors of trust between buyers and sellers to purchase behavior were different. Also, Srisarunyakul (2012) studied the behavior of buying products via internet of students of Chiang Mai University. The researcher found that the most satisfied of customers was place and distribution of product.

Which are consisting of simple, convenient, and fast way, consumers can buy the product at any time and there are so many websites to choose. The followed satisfactions were the safety and reliability on websites, product, pricing and marketing promotion, respectively. The research of Paisalwongdee and Kumdetch (2013) had studied the factors influencing the decision to buy women's clothing on internet in Bangkok found that most women who decided to buy via internet was in the age range of between 26 to 35 years, bachelor degree, single, employees of private company and monthly income more than 30,000 baht. The samples were most satisfied with the ease of finding a products or services. The second

satisfaction was to save time in choosing a product or service. However, minimum satisfied was the security of payments for goods or services. In terms of the marketing mix – the samples most satisfied with the product and distribution channel. And followed satisfactions were the pricing and marketing promotion, respectively. Yapan (2010) had studied about factors influencing commodity trading over internet of students of Economics Faculty of Chiang Mai University found that the behavior of the respondents used internet mostly for information reporting or homework. Secondly, update to the news, to communicate, website for products and gaming, respectively. The most popular website was entertainment variety. The second was selling products, website on education, sport site, job site, and trading site, respectively. Mostly, the samples used internet 3-4 days a week, and when found the website of advertising the sale of goods or services, mostly just clicked on and saw it but they did not interest in purchase. Also, Julomkorn (2012) had studied about factors influencing purchasing behavior the product through internet of undergraduate of

science faculty of Burapha University. The researcher found that the behavior of the samples had access to internet over two years and using internet more than two hours per session. They had internet using more than 12 times a week. The most commonly used interval is during 09.01 - 12.00 pm. Most of them used it to search for information, entertainment, social networking, conversation, downloading games and music, shopping channel, and e-mail, respectively.

Research Methodology

Data were collected from 450 people in the Muak Lek and Kaeng Khoi District, Saraburi Province between January and June 2015 as research samples. Data collection tool was using the rating scale questionnaire of Likert's concept. The samples selection was a simple random sampling, and selects those who had purchased, or purchase goods or services over internet. The simple size was calculated using the formula of Taro Yamane. The statistical used for data analysis were percentage, mean, standard deviation, t-test, and One-Way ANOVA.

Table 1: Satisfaction level of purchase goods or services over internet

Satisfaction	\bar{x}	S.D.
Overall Satisfaction	3.765	0.568
Product	3.89	0.62
Price	3.53	0.78
Place and Distribution	3.97	0.65
Promotion	3.50	0.80
Reliability and Safety of Website	3.80	0.67
Website System	3.81	0.64

Research Results

Research data from the 450 samples were received showed that the demographic characteristic majority were; female 330 people (73.70%), monthly income of between 10,000 - 20,000 baht 184 people (41.20%), holding bachelor degree 253 people (57.40%), Age 35 years and above 99 people (22.20%), employees private companies 204 people (45.30%), and single status 295 people (65.60%).

Table 1 shows the overall and items

satisfaction of purchase goods and services over internet. The overall satisfaction is in satisfaction level. The average value is 3.765. The items result show that the average scores are ranged from 3.50 to 3.97. It can be sorted by descending as follows 1) place and distribution (\bar{x} =3.97) 2) products (\bar{x} =3.89) 3) website system (\bar{x} =3.81) 4) reliability and safety of website (\bar{x} =3.80) 5) Pricing (\bar{x} =3.53) 6) Marketing promotion (\bar{x} =3.50).

Table 2: Satisfaction level of purchase goods or services over internet by gender

Satisfaction	Male		Female	
	\bar{x}	S.D.	\bar{x}	S.D.
Overall Satisfaction	3.835	0.595	3.740	0.558
Product	3.91	0.71	3.88	0.59
Price	3.74	0.76	3.45	0.78
Place and Distribution	3.95	0.74	3.97	0.62
Promotion	3.65	0.80	3.45	0.79
Reliability and Safety of Website	3.89	0.67	3.77	0.67
Website System	3.82	0.65	3.81	0.64

Table 2 shows the overall and items satisfaction of purchase goods and services over internet by gender. Male are more satisfied than female. When considered by items, male and female are most satisfied with

Table 3: Satisfaction level of purchase goods or services over internet by monthly income

Currency : Thai Bath

Satisfaction	Less than 10,000		10,000 - 20,000		20,001 - 30,000		More than 30,000	
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.
Overall Satisfaction	3.772	0.524	3.717	0.624	3.842	0.537	3.834	0.476
Product	3.93	0.55	3.85	0.66	3.96	0.60	3.86	0.67
Price	3.45	0.77	3.49	0.81	3.63	0.75	3.71	0.70
Place and Distribution	3.95	0.60	3.97	0.67	4.02	0.59	3.97	0.73
Promotion	3.50	0.74	3.42	0.86	3.65	0.82	3.59	0.65
Reliability and Safety of Website	3.83	0.61	3.74	0.73	3.84	0.66	3.92	0.58
Website System	3.85	0.57	3.75	0.71	3.90	0.60	3.86	0.54

gender. The overall satisfactions of male and female are in satisfaction level, male are more same. But male

satisfaction with the marketing promotion, the female has least satisfaction with the pricing.

Table 3 shows the overall and items satisfaction of purchase goods and services over internet by monthly income. The overall

the place and distribution as

satisfactions of monthly income groups are in satisfaction level. Overall, group monthly income 20,001 – 30,000 baht is most satisfied. When considered by items; Group monthly income less 10,000 baht is most satisfied with the

place and distribution, and least satisfied with the pricing. Group monthly income 10,000 – 20,000 baht is most satisfied with the place and distribution, and least satisfied with the marketing promotion. Group income 20,001 – 30,000 baht is most satisfied with the place and distribution and least satisfied with the pricing. And group monthly baht is satisfied with the place and distribution income more than 30,000 Table 4 shows the overall and items satisfaction of purchase goods and services over internet by education level. The overall satisfactions of education levels are in satisfaction level. Overall,

group master degree is most satisfied. When considered by items; Group lower than bachelor is most satisfied with the place and distribution, and least satisfied with the pricing. Group bachelor degree is most satisfied with the place and distribution, and least satisfied with the marketing promotion. Group master degree is most satisfied with the place and distribution and least satisfied with the marketing promotion. And group doctoral degree is most and least satisfied with the marketing promotion.

Table 4: Satisfaction level of purchase goods or services over internet by education level

Satisfaction	Lower than bachelor		Bachelor		Master		PhD	
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.
Overall Satisfaction	3.734	0.537	3.748	0.600	3.959	0.442	3.615	0.558
Product	3.86	0.63	3.88	0.62	4.10	0.52	3.50	0.77
Price	3.44	0.82	3.50	0.78	3.87	0.57	3.53	0.58
Place and Distribution	3.91	0.63	3.98	0.65	4.16	0.48	3.14	1.26
Promotion	3.45	0.74	3.49	0.84	3.70	0.69	3.42	0.72
Reliability and Safety of Website	3.80	0.66	3.77	0.69	3.98	0.62	3.90	0.57
Website System	3.81	0.62	3.79	0.66	3.93	0.59	3.87	0.57

satisfied with the reliability and safety of website and least satisfied with the place and distribution.

Table 5: Satisfaction level of purchase goods or services over internet by age

Satisfaction	Less than 19 years old		19-22 years old		23-26 year old		27-30 year old		31-34 years old		35 years old and above	
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.
Overall Satisfaction	3.825	0.457	3.854	0.504	3.723	0.633	3.689	0.559	3.696	0.536	3.812	0.613
Product	3.93	0.51	4.01	0.56	3.82	0.65	3.87	0.65	3.92	0.58	3.87	0.69
Price	3.48	0.71	3.60	0.74	3.45	0.84	3.43	0.80	3.52	0.74	3.65	0.79
Place and Distribution	3.98	0.66	3.98	0.59	3.88	0.76	3.91	0.58	3.96	0.60	4.07	0.66
Promotion	3.61	0.62	3.60	0.74	3.50	0.88	3.40	0.80	3.39	0.80	3.52	0.82
Reliability and Safety	3.90	0.57	3.91	0.59	3.79	0.69	3.69	0.70	3.67	0.67	3.86	0.73

of Website												
Website System	3.90	0.55	3.92	0.51	3.78	0.71	3.75	0.60	3.71	0.67	3.84	0.70

Table 5 shows the overall and items satisfaction of purchase goods and services over is most satisfied with the place and distribution and least satisfied with the marketing promotion. Group 31-34 years old is most satisfied with the and above is most satisfied with the place and marketing promotion. distribution and least satisfied with the internet by age.

The overall satisfactions of ages are in satisfaction level. Overall, group age 19-22 years old is most satisfied. When considered by items; Group less than 19 years old is most satisfied with the place and distribution, and least satisfied with the pricing. Group 19-22 years old is most satisfied with the product, and least satisfied with the pricing and marketing promotion. Group 23-26 years old is most satisfied with the place and distribution and least satisfied with the pricing. Group 27-30 years old

place and distribution and least satisfied with the marketing promotion.

And group 35 years old Table 6 shows the overall and items satisfaction of purchase goods and services over internet by occupation. The overall satisfaction of occupations are in satisfaction level. Overall, group private business is most satisfied. When considered by items; group students is most satisfied with the product and least satisfied with the pricing. Group government agency employee is most satisfied with the place and distribution, and least satisfied with the marketing promotion. Group private company employee is most satisfied with the place and distribution and least satisfied with the marketing promotion. And group private is most satisfied with the pricing and least satisfied with the marketing promotion.

Table 6: Satisfaction level of purchase goods or services over internet by occupation

Satisfaction	Student		Government agency Employee		private company Employee		Private business	
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.
Overall Satisfaction	3.784	0.552	3.792	0.511	3.717	0.612	4.094	0.443
Product	3.93	0.57	3.91	0.57	3.85	0.68	4.00	0.69
Price	3.44	0.75	3.54	0.72	3.52	0.83	4.22	0.60
Place and Distribution	3.92	0.68	4.02	0.59	3.94	0.65	4.12	1.04
Promotion	3.52	0.73	3.53	0.79	3.45	0.84	3.87	0.64
Reliability and Safety of Website	3.86	0.65	3.81	0.64	3.75	0.71	4.16	0.39
Website System	3.88	0.61	3.85	0.60	3.73	0.67	4.15	0.52

satisfied with the place and distribution and least satisfied with the marketing. And divorced status

is most satisfied with the reliability and safety of website and least satisfied with the pricing.

Table 7: Satisfaction level of purchase goods or services over internet by marital status

Satisfaction	Single		Married		Divorced	
	\bar{x}	S.D.	\bar{x}	S.D.	\bar{x}	S.D.
Overall Satisfaction	3.775	0.554	3.750	0.559	3.698	1.000
Product	3.91	0.60	3.88	0.63	3.73	1.10
Price	3.52	0.77	3.55	0.78	3.55	1.07
Place and Distribution	3.97	0.66	3.98	0.59	3.67	1.01
Promotion	3.51	0.78	3.46	0.80	3.65	1.12
Reliability and Safety of Website	3.82	0.66	3.76	0.67	3.91	1.07
Website System	3.83	0.63	3.79	0.63	3.58	0.99

Table 8 shows the difference comparison of overall and items satisfaction of purchase goods or services over internet by gender. The table shows that overall satisfaction is not different at statistically significant level of satisfaction level. Overall, group single status is most satisfied. When considered by items; Single status is most satisfied with the place and

distribution, and least satisfied with the marketing promotion. Married status is most 0.05. However, considered by items found that there are difference of two items as follows; 1) Male is more satisfied than female with the pricing. 2) Male is more satisfied than female with the marketing promotion.

Table 8

Satisfaction	t	P
Overall Satisfaction	1.572	0.117
Product	0.421	0.674
Price	3.521	0.000 *
Place and Distribution	-0.269	0.788
Promotion	2.362	0.019 *
Reliability and Safety of Website	1.682	0.093
Website System	0.114	0.909
* Statistically significant level of 0.05		

Table 9 shows the difference comparison of overall and items satisfaction of purchase goods or services over internet by monthly income. The table shows that overall satisfaction is not different at statistically. Table 10 shows the difference comparison of overall and items satisfaction of purchase goods or services over internet by education level. The table shows that overall satisfaction is not different at statistically significant level of 0.05. However, considered by items found that there are difference of three items as follows; 1) Bachelor degree is more satisfied than lower bachelor with the product. Master degree is more satisfied than bachelor degree with the product. And master degree is more satisfied than doctoral degree with the product. 2) Master degree is more satisfied than lower bachelor with the pricing. And master

degree is more satisfied than bachelor degree with the pricing. 3) Lower bachelor is more

satisfied than doctoral degree.

Table 9: Compare different of satisfaction level of purchase goods or services over internet by monthly income

Satisfaction	F	P
Overall Satisfaction	1.181	0.317
Product	0.708	0.548
Price	2.218	0.085
Place and Distribution	0.184	0.907
Promotion	1.638	0.180
Reliability and Safety of Website	1.301	0.273
Website System	1.210	0.306
* Statistically significant level of 0.05		

Table 10: Compare different of satisfaction level of purchase goods or services over internet by education level

Satisfaction	F	P
Overall Satisfaction	2.027	0.109
Product	2.711	0.045 *
Price	3.538	0.015 *
Place and Distribution	5.032	0.002 *
Promotion	1.138	0.333
Reliability and Safety of Website	1.212	0.305
Website System	0.553	0.646
* Statistically significant level of 0.05		

Table 11: Compare different of satisfaction level of purchase goods or services over internet by age

Satisfaction	F	P
Overall Satisfaction	1.123	0.347
Product	0.882	0.493
Price	1.082	0.369
Place and Distribution	0.939	0.455
Promotion	0.828	0.530
Reliability and Safety of Website	1.570	0.167
Website System	1.101	0.359
* Statistically significant level of 0.05		

Table 11 shows the difference comparison of overall and items satisfaction of purchase goods or services over internet by age. The table shows that overall satisfaction is not different at statistically significant level of 0.05. Also when considered by items there are not difference too.

services over internet by age. The table shows that overall satisfaction is not different at statistically significant level of 0.05. Also when considered by items there are not difference too.

Table 12: Compare different of satisfaction level of purchase goods or services over internet by occupation

Satisfaction	F	P
Overall Satisfaction	2.098	0.100
Product	0.537	0.657
Price	3.841	0.010 *
Place and Distribution	0.828	0.479
Promotion	1.302	0.273
Reliability and Safety of Website	1.902	0.128
Website System	2.862	0.037 *
* Statistically significant level of 0.05		

Table 12 shows the difference comparison of overall and items satisfaction of purchase goods or services over internet by occupation. The table shows that overall satisfaction is not different at statistically significant level of 0.05. However, considered by items found that there are difference of two items as follows; 1) Private business is more satisfied than student with the

pricing. Private business is more satisfied than employee of government agency with the pricing. And private business is more satisfied than employee of private company with the pricing. 2) Private business is more satisfied than employee of private company with the website system.

Table 13: Compare different of satisfaction level of purchase goods or services over internet by marital status

Satisfaction	F	P
Overall Satisfaction	0.178	0.837
Product	0.492	0.612
Price	0.091	0.913
Place and Distribution	1.223	0.295
Promotion	0.384	0.681
Reliability and Safety of Website	0.458	0.633
Website System	0.913	0.402
* Statistically significant level of 0.05		

Table 13 shows the difference comparison of overall and items satisfaction of purchase goods or services over internet by marital status. The table shows that overall satisfaction is not different at statistically significant level of 0.05. Also when considered by items there are not difference too.

Conclusion

This research aimed to determine the level of satisfaction towards the purchase of goods or services over internet. And compare the satisfaction of customers. The scope of research study was the samples of people who living in Muaklek District or Kaeangkhroi District, Saraburi Province. Entrepreneurs can apply the finding to the business planning or marketing strategy to increase sales to their businesses.

The results showed that the overall consumers were satisfied via internet at a satisfaction level (agree level). However when considered by the items, the samples were most satisfied with the place and distribution and least satisfaction with the marketing promotion. To compare consumers' satisfaction that had purchased and purchases goods or services over internet by the demographic characteristics as follows;

- 1) Genders, male and female were most satisfied with the place and distribution as same. But male had least satisfaction with the marketing

promotion and female had least satisfaction with the pricing.

- 2) Monthly income groups, all monthly income groups were most satisfied with the place and distribution.

However, the group has monthly income; less than 10,000 baht and 20,001-30,000 baht had least satisfaction with the pricing. Group has monthly income; 10,000-20,000 baht and 30,000 baht above had least satisfaction with the marketing promotion.

- 1) Levels of education, lower bachelor, bachelor degree and master degree were most satisfied with the place and distribution. Doctoral degree was most satisfied with the reliability and safely of website. However, lower bachelor had least satisfaction with the pricing. Group bachelor degree and group master degree had least satisfaction with the marketing promotion. Group doctoral degree had least satisfaction with the place and distribution

- 2) Age ranges, the group less than 19 years old, group 23-26 years old, group 27-30 years old, group 31-34 years old and group 35 years old above were most satisfied with the place and distribution. Group 19-22 years old was most satisfied with the product. However, group less than 19 years old and group 23-26 years old had least satisfaction with the pricing. Group 19-22 years old, group 27-30 years old, group 31-34 years old and group 35 years old above had least satisfaction with the marketing promotion.

- 3) Occupations, student was most satisfied with the product. Employees of government agency and employees of private company were most satisfied with the place and distribution. And private business was most satisfied with the pricing. However, student had least satisfaction with the pricing. Employees of government agency and employees of private company and private business had least satisfaction with the marketing promotion.
- 4) Marital statuses, single status and married status were most satisfied with the place and distribution. The divorced was most satisfied with the reliability and safety of website. However, single status and married status had least satisfaction with the marketing promotion. And divorced status had least satisfaction with the pricing.

To compare the difference of satisfied to purchase goods or services over internet by demographic characteristics. The difference genders had difference satisfaction of purchasing goods or services over internet to pricing and marketing promotion. Male was more satisfied than female at both. Different monthly income, age, and legal status were not different satisfied to purchase goods or services over internet. But different education level and occupation had different satisfaction on purchasing goods or services over internet. The master degree was more satisfied than lower bachelor, bachelor degree, and doctoral degree with the product. And the master degree was more satisfied than lower bachelor and bachelor degree with the pricing. The lower bachelor, bachelor degree, and master degree were more satisfied than doctoral degree with the place and distribution. The private business was more satisfied than student, employee of government agency, and employee of private company with the pricing. And private business was more satisfied than employee of private company with the website system.

Discussion

The results showed that the samples are satisfied with purchasing via internet at the high level, but satisfaction of minimal marketing promotion. In addition, when comparing the satisfaction of purchase the goods or services on internet. By demographic groups, the majority

are most satisfied with the place and distribution. But there are satisfied with minimal product prices and marketing promotion. It is seen that marketing promotion of e-commerce at present it is not clear as the marketing of goods or services with point of sale and direct sales. Because the online marketing it is done depends on the opportunity and convenience of the customers to click and get information by themselves. There is no stimulant similar to techniques used by direct salespeople. Some websites may have a promotion on their website or partnership websites, but it is just a window or a small area. This could not attract the attention of customers as they should. Moreover, e-commerce businesses operators are not paying attention to how to promote the market as expected. They think that having a website can make product or services sales increased more than ever, without the need to market a product or services from a storefront. For the efficiency of e-commerce business, operators must study the electronic marketing strategy, whether, the guidelines for implementation, planning, and selecting tools for online marketing. The online marketing has a lower cost than traditional marketing-storefront. It is also easy to markets; niche market or personalize marketing. It can also be accessed by customers worldwide as well. Yapan (2010) studied the Factors Influencing Commodity Trading over internet of students of Economics Faculty of Chiang Mai University found that internet usage habits of the samples most of the time when they see ads on websites for goods or services selling. Many of them had visited and seem but not interested in purchasing products or services. So, that online marketing is a challenging to business ecommerce. They have to do something to make people click to see and react according to their needs or encourage the purchase or service. In some websites are well done with the online marketing but the transmission or communication to the customers may lack of effective. Tuntiwongwanit and Team (2011) had said that responsibility of marketers do not end when a product is sold. Because after making a purchase consumers will feel satisfied or are not satisfied with our products and services. It becomes a purchase behavior that the marketers need to pay more attention. What to take into account is that consumers are

satisfied or not. If the product or service is lower than their expected, consumers would be disappointed. Contrast, it is according to the expectations, consumers feel satisfied or exceeded expectations will be delighted to buy a product or service again at the same store. Result from this study showed that the samples had minimal satisfaction with the pricing. Maybe the samples had have compared the price of goods or services purchased from storefronts that are not very different. Even, the quality and price comparison, it does not much different. And online ordering products or services cannot bargain like buying from a storefront. So, the costumers satisfied with the pricing less than other factors as well as the marketing promotion. Therefore, entrepreneurs should take advantage of the lower price compared to storefront to be marketing strategy. Compared unit cost of doing e-commerce business with the traditional sales, cost is less. So, the sales price can be set lower than from the stores. However, there are some operators do not take this advantage. They think that the sales price can be set as same as the storefront prices. This reason may make they think without any reason to reduce the sales price to a less, and they would like to preserve the bigger margin, too. But how to increase sales by lower prices it is another a marketing strategy that makes a profit as well. The e-commerce entrepreneurs have to consider more about this strategy when they set the sales price. Paisalwongdee and Kumdetch (2013), and Srisarunyakul (2012) had studied the marketing mix or other factors affect to satisfaction of consumers to buying products via internet. The outcomes showed the consumers were satisfied with the pricing and marketing promotion at second last level. That mean the entrepreneurs are not aware of these elements as expected.

To compare the difference of satisfaction to purchase the goods or services over internet found that male had different satisfaction from female. The male was more satisfied than female with the pricing and marketing promotion. This is because male by their nature, are seldom aware of the importance of this as much as female. Women are detailed character than men. Most men when they are pleasant or satisfied in products or services they just decided to order without much taking into account other factors. The group of master degree was most satisfies

from other educational levels with product and pricing of purchase goods or services over internet. This group does not have time for a walk to buy a product or service from stores or malls. They have spent all time with a family and work because most of them are on a head/supervisor department level. When they want to purchase the product or service, it is easier to purchase by online. The doctoral degree was satisfied with the place and distribution to purchase a product via internet lower than other education levels, because this group has less time to study the products information from the website or not to order via internet because they afraid of being deceived. Their beliefs the display on website is unlikely to be a real product to meet the orders. The private business was most satisfied with the pricing than other groups, because this group has most experience with doing business. When compare the prices with quality of goods or services, costing, and time are worthy when purchased over internet. Another reason many entrepreneurs and private business will not have much time for walking out of their stores, choosing quality products or services from department stores. So they decide to order via internet which is easier and more convenient.

Recommendations

1. Choose a random sampling method by using Systematic Sampling Method in order to get more accurate data.
2. The integrity and timeliness to customers is a key factor of the ecommerce business.
3. Government departments or relevant agencies have to support or promote the e-commerce business seriously.
4. The government should prepare the connection and reduced costing of using internet.
5. Law and regulation of e-commerce business must more rigorous.

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