

### Abstract

<b>Title</b>	The development of e-Commerce prototype to promote local business in Bangkok
<b>Researchers</b>	Songkran Chanchalanimit Anuchama Toobkaew
<b>Faculty</b>	Business Administration , Department of Business Computer
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The objective of this research was to develop an e-Commerce prototype for promoting the local business in Bangkok. The sample was the local business named “Premruethai”. The procedure comprised of surveying the local business and creates an e-Commerce prototype of their requirement. After the sample using an e-Commerce prototype, the data were collected by using satisfaction survey and analyzed to the interval scores. The 69.09% of total samples (55 Persons) was female at the ages about 61-70 years (56.36%) and 71-80 years (18.18%) The 69.10% of sample never access to the internet while 7.27% is accessible to internet 1-3 times/week. The type of e-Commerce prototype they required was recommendation and public relation. Researchers have designed an e-Commerce prototype in 3 ways: 1) website 2) facebook 3) instagram. The mean of overall results was in “more” level ( $\bar{X} = 3.91$ ,  $SD = 0.92$ ). Each of the results was; Samples understand the basic of using e-Commerce prototype in “more” level ( $\bar{X} = 3.55$ ,  $SD = 1.05$ ). The e-Commerce prototype was easy to use in “moderate” level ( $\bar{X} = 3.35$ ,  $SD = 0.89$ ). The e-Commerce prototype was appealing in “more” level ( $\bar{X} = 4.11$ ,  $SD = 0.71$ ). The e-Commerce prototype meets the requirement in “the most” level ( $\bar{X} = 4.38$ ,  $SD = 0.65$ ). Appropriation of the website's name in “the most” level ( $\bar{X} = 4.69$ ,  $SD = 0.47$ ). Appropriation of product's detail part in “more” level ( $\bar{X} = 3.62$ ,  $SD = 1.01$ ). Appropriation of information part in “more” level ( $\bar{X} = 3.85$ ,  $SD = 0.93$ ). Appropriation of practicing service part in “more” level ( $\bar{X} = 3.78$ ,  $SD = 0.92$ ). Appropriation of contact part in “more” level ( $\bar{X} = 4.18$ ,  $SD = 0.75$ ). Samples can use the e-Commerce prototype in “moderate” level ( $\bar{X} = 3.36$ ,  $SD = 0.85$ ). The satisfaction with the e-Commerce prototype in “more” level ( $\bar{X} = 4.16$ ,  $SD = 0.74$ ). The potential development level and life quality of local business before using the e-commerce program was compared to the after. The number of website visitors before using the program was in the “low” level ( $\bar{X} = 2.47$ ,  $SD = 0.51$ ) while after using the program was in the “more” level ( $\bar{X} = 3.40$ ,  $SD = 0.68$ ). The number of customers before using the program was in the “low” level ( $\bar{X} = 2.23$ ,  $SD = 0.43$ ) while after using the program was in the “the most” level ( $\bar{X} = 4.30$ ,  $SD = 0.75$ ). The number of people that asking the local

business for information before using the program was in the “lowest” level ( $\bar{X} = 1.37$ ,  $SD = 0.49$ ) while after using the program was in the “more” level ( $\bar{X} = 4.03$ ,  $SD = 0.62$ ). The number of trainer in the weaving courses before using the program was in the “lowest” level ( $\bar{X} = 1.43$ ,  $SD = 0.50$ ) while after using the program was in the “more” level ( $\bar{X} = 3.97$ ,  $SD = 0.72$ ). Total order before using the program was in the “low” level ( $\bar{X} = 2.37$ ,  $SD = 0.56$ ) while after using the program was in the “the most” level ( $\bar{X} = 4.40$ ,  $SD = 0.72$ ). Total income before using the program was in the “low” level ( $\bar{X} = 2.37$ ,  $SD = 0.50$ ) while after using the program was in the “more” level ( $\bar{X} = 3.53$ ,  $SD = 0.57$ ). The member's attitude to activity before using the program was in the “moderate” level ( $\bar{X} = 3.30$ ,  $SD = 0.47$ ) while after using the program was in the “more” level ( $\bar{X} = 3.90$ ,  $SD = 0.76$ ). The family's attitude to joining activity before using the program was in the “moderate” level ( $\bar{X} = 3.30$ ,  $SD = 0.47$ ) while after using the program was in the “more” level ( $\bar{X} = 4.17$ ,  $SD = 0.70$ ). The satisfaction with local business before using the program was in the “low” level ( $\bar{X} = 2.43$ ,  $SD = 0.68$ ) while after using the program was in the “the most” level ( $\bar{X} = 4.37$ ,  $SD = 0.72$ ).

**Keywords:** Electronic Commerce , e-Commerce, Local Business