Abstract

Title  The development of e-Commerce prototype to promote local business in Bangkok

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Semester  2017

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 (\( \bar{X} = 3.91, \text{SD} = 0.92 \)). Each of the results was; Samples understand the basic of using e-Commerce prototype in “more” level (\( \bar{X} = 3.55, \text{SD} = 1.05 \)). The e-Commerce prototype was easy to use in “moderate” level (\( \bar{X} = 3.35, \text{SD} = 0.89 \)). The e-Commerce prototype was appealing in “more” level (\( \bar{X} = 4.11, \text{SD} = 0.71 \)). The e-Commerce prototype meets the requirement in “the most” level (\( \bar{X} = 4.38, \text{SD} = 0.65 \)). Appropriation of the website’s name in “the most” level (\( \bar{X} = 4.69, \text{SD} = 0.47 \)). Appropriation of product’s detail part in “more” level (\( \bar{X} = 3.62, \text{SD} = 1.01 \)). Appropriation of information part in “more” level (\( \bar{X} = 3.85, \text{SD} = 0.93 \)). Appropriation of practicing service part in “more” level (\( \bar{X} = 3.78, \text{SD} = 0.92 \)). Appropriation of contact part in “more” level (\( \bar{X} = 4.18, \text{SD} = 0.75 \)). Samples can use the e-Commerce prototype in “moderate” level (\( \bar{X} = 3.36, \text{SD} = 0.85 \)). The satisfaction with the e-Commerce prototype in “more” level (\( \bar{X} = 4.16, \text{SD} = 0.74 \)). 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 (\( \bar{X} = 2.47, \text{SD} = 0.51 \)) while after using the program was in the “more” level (\( \bar{X} = 3.40, \text{SD} = 0.68 \)). The number of customers before using the program was in the “low” level (\( \bar{X} = 2.23, \text{SD} = 0.43 \)) while after using the program was in the “the most” level (\( \bar{X} = 4.30, \text{SD} = 0.75 \)).
The number of trainer in the weaving courses before using the program was in the “lowest” level (̅X = 1.43, SD = 0.50) while after using the program was in the “more” level (̅X = 3.97, SD = 0.72). Total order before using the program was in the “low” level (̅X = 2.37, SD = 0.56) while after using the program was in the “the most” level (̅X = 4.40, SD = 0.72). Total income before using the program was in the “low” level (̅X = 2.37, SD = 0.50) while after using the program was in the “more” level (̅X = 3.53, SD = 0.57). The member’s attitude to activity before using the program was in the “moderate” level (̅X = 3.30, SD = 0.47) while after using the program was in the “more” level (̅X = 3.90, SD = 0.76). The family’s attitude to joining activity before using the program was in the “moderate” level (̅X = 3.30, SD = 0.47) while after using the program was in the “more” level (̅X = 4.17, SD = 0.70). The satisfaction with local business before using the program was in the “low” level (̅X = 2.43, SD = 0.68) while after using the program was in the “the most” level (̅X = 4.37, SD = 0.72).

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