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Article Abstract

Title: Electronic commerce for low involvement consumer goods: success factors of Thai online merchants

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Abstract: Many Thai businesses have used websites to offer sales via the Internet. In reality, consumers have not flocked to Internet. A quantitative survey with data from 143 Thai website owners examined nine major success factors for business to consumer electronic commerce: government support, security and privacy, customer service, administrative support, online promotion, product uniqueness, logistics, product variety, and image creation. Analysis indicated that online promotion was the key factor contributing to the growth of online sales and the return on investment. The other factors were not significant predictors of these two performance measures.

Keywords: electronic commerce; e-commerce; business-to-consumer websites; B2C; success factors; Thailand; consumer goods; online promotion; online sales; performance measures; return on investment; ROI; electronic CRM; customer relationship management; ECRM.

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