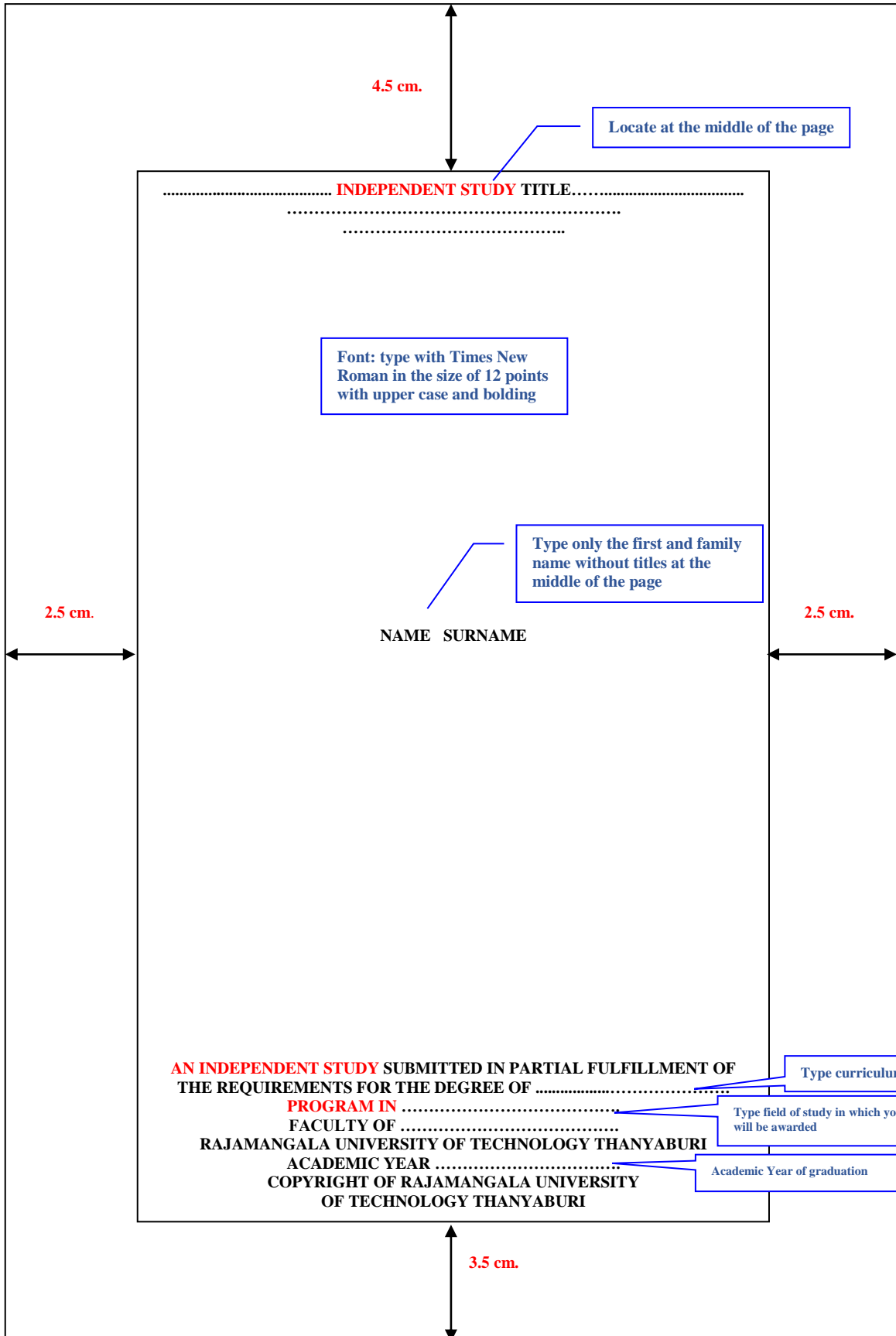


Cover Page of Independent Study



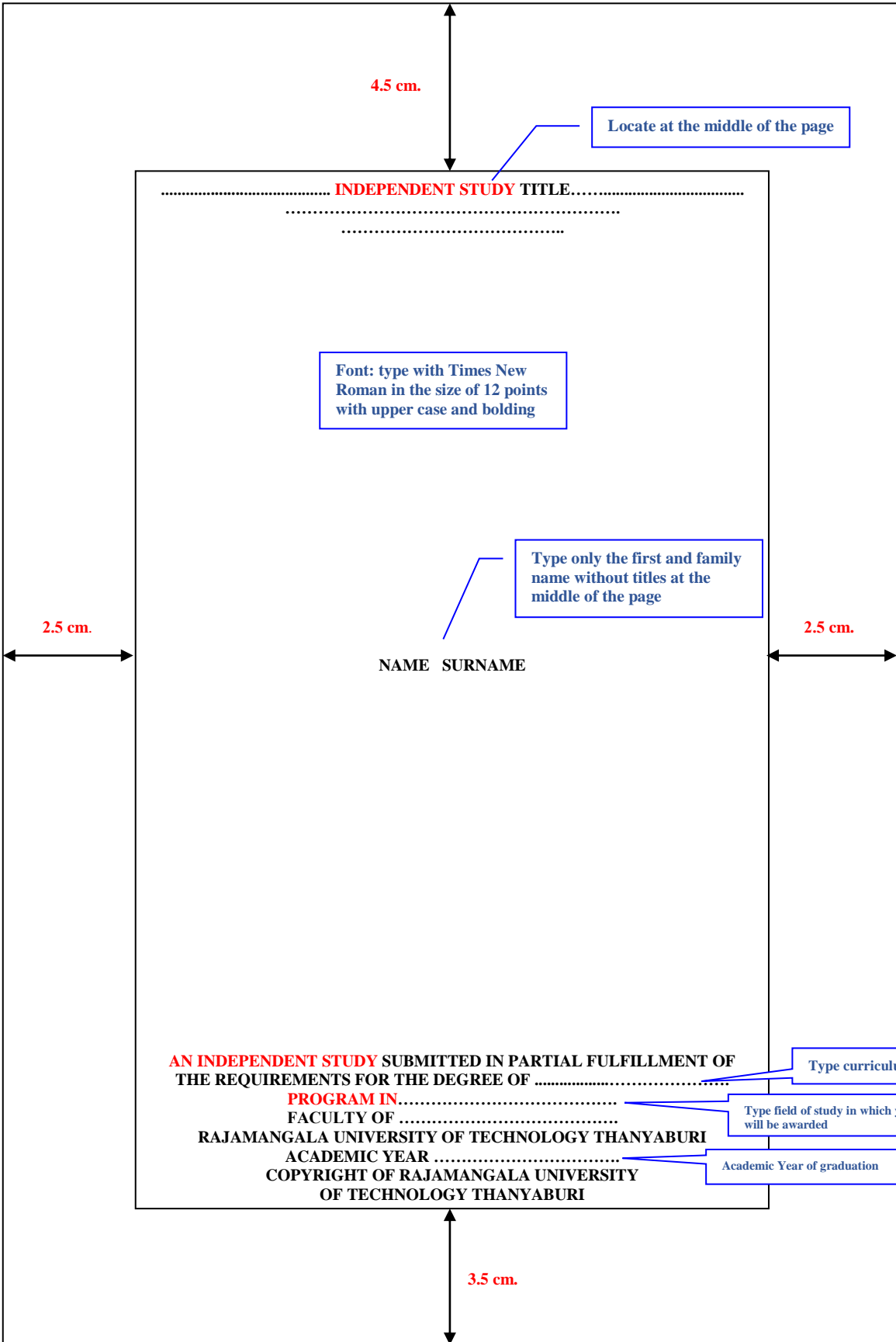
Example of Cover Page of Independent Study

**FACTORS AFFECTING THAI CONSUMER INTENTION IN
ONLINE SHOPPING**

YILIN ZHANG

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION PROGRAM IN GENERAL MANAGEMENT
FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2020
COPYRIGHT OF RAJAMANGALA UNIVERSITY
OF TECHNOLOGY THANYABURI**

Entitled Page of Independent Study



Example of Entitled Page of Independent Study

**FACTORS AFFECTING THAI CONSUMER INTENTION IN
ONLINE SHOPPING**

YILIN ZHANG

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL **FULFILLMENT OF
THE REQUIREMENT FOR THE DEGREE OF MASTER OF BUSINESS
ADMINISTRATION **PROGRAM IN** GENERAL MANAGEMENT
FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
ACADEMIC YEAR 2020
COPYRIGHT OF RAJAMANGALA UNIVERSITY**

Example of Spine of the Independent Study

FACTORS AFFECTING THAI CONSUMER INTENTION IN ONLINE SHOPPING YILIN ZHANG 2020

Approval Page of Independent Study

Thesis Title: Type with Times New Roman in the size of 12 points with regular and capital letter for the initial letter except for articles and prepositions e.g. in, on, at and of

Type with Times New Roman in the size of 12 points and bolding

3.5 cm.

Name-Surname: Type name and surname with any titles, ranks, or religious rank e.g. Mr., Ms., Mrs., Lt. and Sub Lt.

Academic year that student pass the IS defense exam

Independent Study Title
Name – Surname
Major Subject
Independent Study Advisor Academic Position First name Last name, Degree
Academic Year

INDEPENDENT STUDY COMMITTEE

If there is no academic position, type “Mr., Mrs. or Miss”

..... Chairman
(Academic Position First name Last name, Degree)

..... Committee
(Academic Position First name Last name, Degree)

..... Committee
(Academic Position First name Last name, Degree)

..... Committee
(Academic Position First name Last name, Degree)

3.5 cm.

2.5 cm.

Approved by the Faculty of, Rajamangala University of Technology Thanyaburi in Partial Fulfillment of the Requirements for the Master’s Degree

..... Dean of Faculty of.....
(Academic Position First name Last name, Degree)
Date.....Month.....Year.....

Please provide the date of the IS examination in the format of day, month, and year (e.g., 31 May 2023).

3.5 cm.

Example of Approval Page of Independent Study

Independent Study Title	Factors Affecting Thai Consumer Intention in Online Shopping
Name - Surname	Miss Yilin Zhang
Major Subject	General Management
Independent Study Advisor	Associate Professor Wasun Khan-am, MS.
Academic Year	2020

INDEPENDENT STUDY COMMITTEE

..... Chairman
(Assistant Professor Krit Jarinto, D.B.A.)

..... Committee
(Assistant Professor Nachayapat Rodprayoon, D.B.A.)

..... Committee
(Assistant Professor Jantima Teeka, Ph.D.)

..... Committee
(Associate Professor Wasun Khan-Am, MS.)

Approved by the Faculty of Business Administration, Rajamangala University of Technology Thanyaburi in Partial Fulfillment of the Requirements for the Master's Degree

..... Dean of Faculty of Business Administration
(Assistant Professor Nartraphee Tancho, Ph.D.)

5 July 2020

English Abstract Page of Independent Study

Thesis Title: Type with Times New Roman in the size of 12 points with regular

Type with Times New Roman in the size of 12 points with bolding

3.5 cm.

Name-Surname: Type name and surname with any titles, ranks, or religious rank e.g. Mr., Ms., Mrs., Lt. and Sub Lt.

Independent Study Title
Name - Surname
Major Subject
Independent Study Advisor
Academic Year

Thesis Advisor: Type Academic Position First name Last name, Degree
Note: If there is no academic position, type "Mr., Mrs. or Miss"

Academic year that student pass the IS defense exam

ABSTRACT

Type with Times New Roman in the size of 12 points with bolding, uppercase and 16 point line spacing before and after

(Tab 1.6 cm.)

(Tab 1.6 cm.)

The abstract should include 3 paragraphs, type with Times New Roman in the size of 12 points with regular and fits on 1-1.5 page

(Tab 1.6 cm.)

3.5 cm.

2.5 cm.

Type with Times New Roman in the size of 12 points with bolding

Keywords should be phrases of 3-5 words and **type** with Times New Roman in the size of 12 points with regular and use commas to separate words

Keywords:

3.5 cm.

(4)

Type the page number in parentheses at middle of the page and spacing 2 cm. from the bottom of page

Example of English Abstract Page of Independent Study

Independent Study Title	Factors Affecting Thai Consumer Intention in Online Shopping
Name - Surname	Miss Yilin Zhang
Major Subject	General Management
Independent Study Advisor	Associate Professor Wasun Khan-am, MS.
Academic Year	2020

ABSTRACT

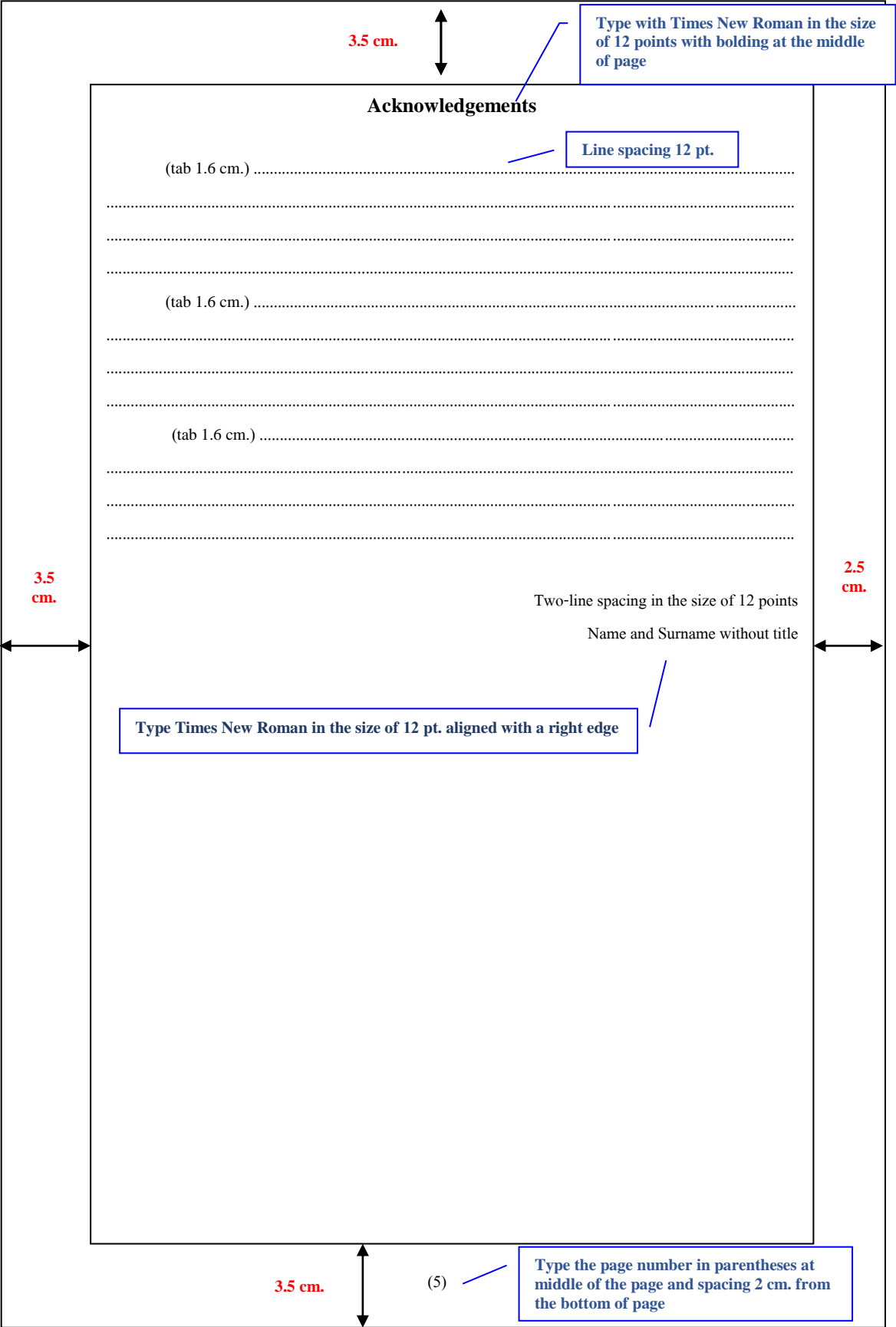
This independent study aimed to investigate: 1) demographic factors affecting consumer intention in online shopping, 2) online buying behaviors affecting consumer intention in online shopping, and 3) consumer attitudes toward online shopping affecting consumer intention in online shopping.

The population of this study was online consumers and the sample group, selected using purposive sampling, included 400 online consumers. The research instrument used for collecting data was questionnaires. The data were analyzed using frequency distribution, percentage, mean, standard deviation, one-way ANOVA, simple regression analysis, and multiple regression analysis.

The study revealed that 1) demographic factors consisting of gender, monthly income, time spent on online shopping per day, and online shopping frequency per year affected consumer intention in online shopping. 2) Online buying behaviors including risk perception, consumer-perceived convenience, benefit perception, and consumer experience had an influence on consumer intention in online shopping. 3) Consumer attitudes toward online shopping significantly affected consumer intention in online shopping at the statistically significant level of 0.05.

Keywords: online buying behaviors, attitudes toward online shopping, intention in online shopping

Acknowledgements Page of Independent Study



Example of Acknowledgements Page of Independent Study

Acknowledgements

I would like to thank all the people who have supported me during the time of my research with valuable suggestions, encouraging and motivating words.

A special thanks belongs to my family which always encouraged me. Further I would like to acknowledge the help of my assessor Assoc. Prof. Wasun Khan-am, which accompanied me during my researches with valuable and useful insights and comments.

Finally, I would also like to thank the friends I met in Thailand, they are very enthusiastic and friendly. Because of their help and care, my study and life in Thailand are full of happy and beautiful memories

Yilin Zhang

Table of Content Page of Independent Study

Table of Contents

	Page
Abstract	(3)
Acknowledgements.....	(4)
Table of contents.....	(5)
List of Tables.....	(6)
List of Figures.....	(9)
CHAPTER 1 INTRODUCTION.....	10
1.1 Heading Level 1.....	10
1.2 Heading Level 2.....	13
CHAPTER 2 REVIEW OF THE LITERATURE	20
2.1 Heading Level 1.....	20
2.2 Heading Level 2.....	25
CHAPTER 3 RESEARCH METHODOLOGY.....	30
3.1 Heading Level 1.....	30
3.2 Heading Level 2.....	35
CHAPTER 4 RESEARCH RESULT.....	39
4.1 Heading Level 1.....	39
4.2 Heading Level 2.....	42
CHAPTER 5 CONCLUSION AND RECOMMENDATIONS.....	50
5.1 Heading Level 1.....	50
5.2 Heading Level 2.....	58
Bibliography.....	60
Appendices.....	70
Appendix A.....	71
Appendix B.....	73
Biography.....	90

(5)

Type with Times New Roman in the size of 12 points with bolding at the middle of page

Single line spacing in the size of 12 points

3.5 cm.

3.5 cm.

2.5 cm.

3.5 cm.

Type the page number in parentheses at middle of the page and spacing 2 cm. from the bottom of page

Example of Table of Content Page of Independent Study

Table of Contents

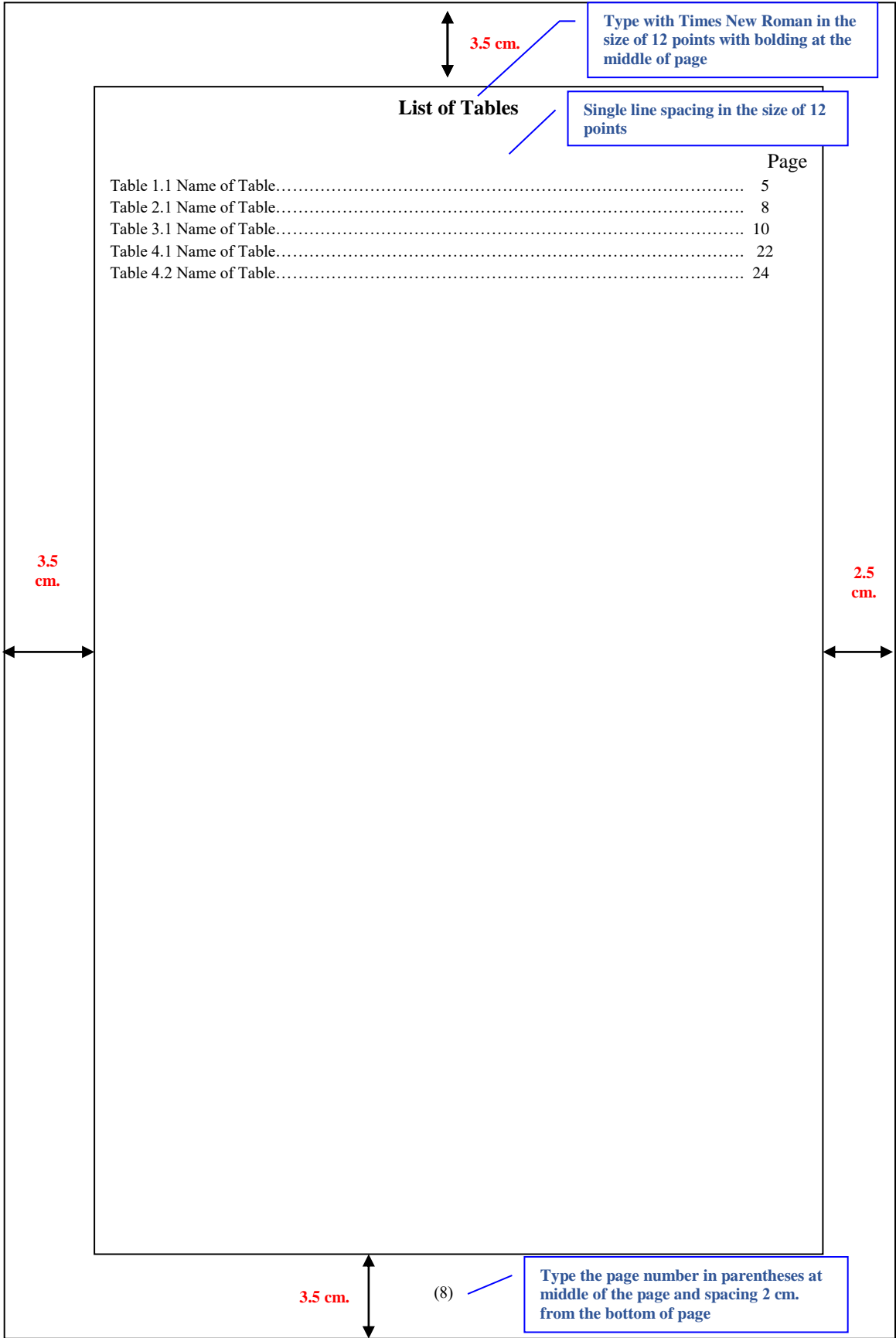
	Page
Abstract	(3)
Acknowledgements.....	(4)
Table of Contents.....	(5)
List of Table.....	(6)
List of Figures.....	(9)
CHAPTER 1 INTRODUCTION	10
1.1 Background and Statement of the Problem	10
1.2 Purpose of the Study.....	12
1.3 Research Questions and Hypothesis.....	14
1.4 Theoretical Perspective.....	18
1.5 Definition of Terms	20
1.6 Delimitations and Limitations of the Study.....	22
CHAPTER 2 REVIEW OF THE LITERATURE	28
2.1 An Importance of Leadership in the Organization	28
2.2 The Perspective and Evolution of Leadership Theory	30
2.3 Trait Theory.....	32
2.4 Behavior Theory	33
2.5 Contingency and Situational Leadership Theory	35
2.6 Performance and team effectiveness	36
CHAPTER 3 RESEARCH METHODOLOGY	37
3.1 Theoretical Framework.....	37
3.2 Sampling Technique	37
3.3 Instrumentation.....	39
3.4 Procedure of the Data Collection.....	40
3.5 Data processing and analysis	42
3.6 Statistical analysis.....	44

Example of Table of Content Page of Independent Study

Table of Contents (Continued)

	Page
CHAPTER 4 RESEARCH RESULT	46
4.1 Demographic data.....	46
4.2 Descriptive Statistics of Variables.....	50
4.3 Preliminary Analysis	55
4.4 Normality Testing	58
4.5 Linearity Testing.....	60
4.6 Multi collinear Testing.....	70
4.7 Structural Equation Modeling Analysis.....	75
CHAPTER 5 DISCUSSION AND RECOMMENDATION.....	80
5.1 Discussion and Recommendation.....	80
5.2 Implication for Practice and Future Research	84
Bibliography	90
Appendices.....	96
Appendix A Amari Group Career Path Development.....	97
Appendix B Questionnaire	100
Biography.....	115

List of Table Page of Independent Study



Example of List of Table Page of Independent Study

List of Tables

	Page
Table 3.1 COD concentration assessment along a channel	16
Table 4.2 Compare COD concentration at the discharge point at node 1, 3, 5 (<i>mg/l</i>).....	26
Table 4.3 Optimal cost of wastewater treatment	28

List of Figure Page of Independent Study

List of Figures

	Page
Figure 1.1 Name of Figure.....	7
Figure 2.1 Name of Figure	9
Figure 3.1 Name of Figure	12
Figure 4.1 Name of Figure	25
Figure 4.2 Name of Figure	28

(9)

3.5 cm.

3.5 cm.

2.5 cm.

3.5 cm.

3.5 cm.

Type with Times New Roman in the size of 12 points with bolding at the middle of page

Single line spacing in the size of 12 points

Type the page number in parentheses at middle of the page and spacing 2 cm. from the bottom of page

Example of List of Figure Page of Independent Study

List of Figures

	Page
Figure 2.1 Screen Capture of Doctor HTML.....	11
Figure 2.2 Doctor HUML Compatibility Report.....	15
Figure 2.3 WebSpeed.....	17
Figure 2.4 Designer.....	21
Figure 2.5 Bobby	22
Figure 2.6 Macromedia Dreamweaver Dialog	22
Figure 2.7 Macromedia Dreamweaver Site Report	23
Figure 3.1 Primary Entities in the System	24
Figure 4.1 Use Case Overview of the System	24
Figure 4.2 Screen Selection Prototype.....	25

List of Abbreviation of Independent Study

The diagram illustrates the layout of a page titled "List of Abbreviations of Independent Study". The page is enclosed in a large rectangular border. At the top center, the title "List of Abbreviations" is displayed in bold. Below the title, there are two columns of text, each consisting of five lines of ".....Abbreviations....." followed by ".....Equivalence.....".

Dimensions and formatting instructions are provided in blue boxes with arrows pointing to the relevant parts of the page:

- A vertical double-headed arrow at the top center indicates a height of **3.5 cm.** for the main content area.
- A box at the top right contains the instruction: "Type with Times New Roman in the size of 12 points with bolding at the middle of page".
- A box at the top right, below the first, contains the instruction: "Single line spacing in the size of 12 points".
- A horizontal double-headed arrow on the left side indicates a width of **3.5 cm.** from the left margin to the start of the text.
- A horizontal double-headed arrow on the right side indicates a width of **2.5 cm.** from the end of the text to the right margin.
- A vertical double-headed arrow at the bottom center indicates a height of **3.5 cm.** from the bottom margin to the bottom of the text.
- A box at the bottom right contains the instruction: "Type the page number in parentheses at middle of the page and spacing 2 cm. from the bottom of page".

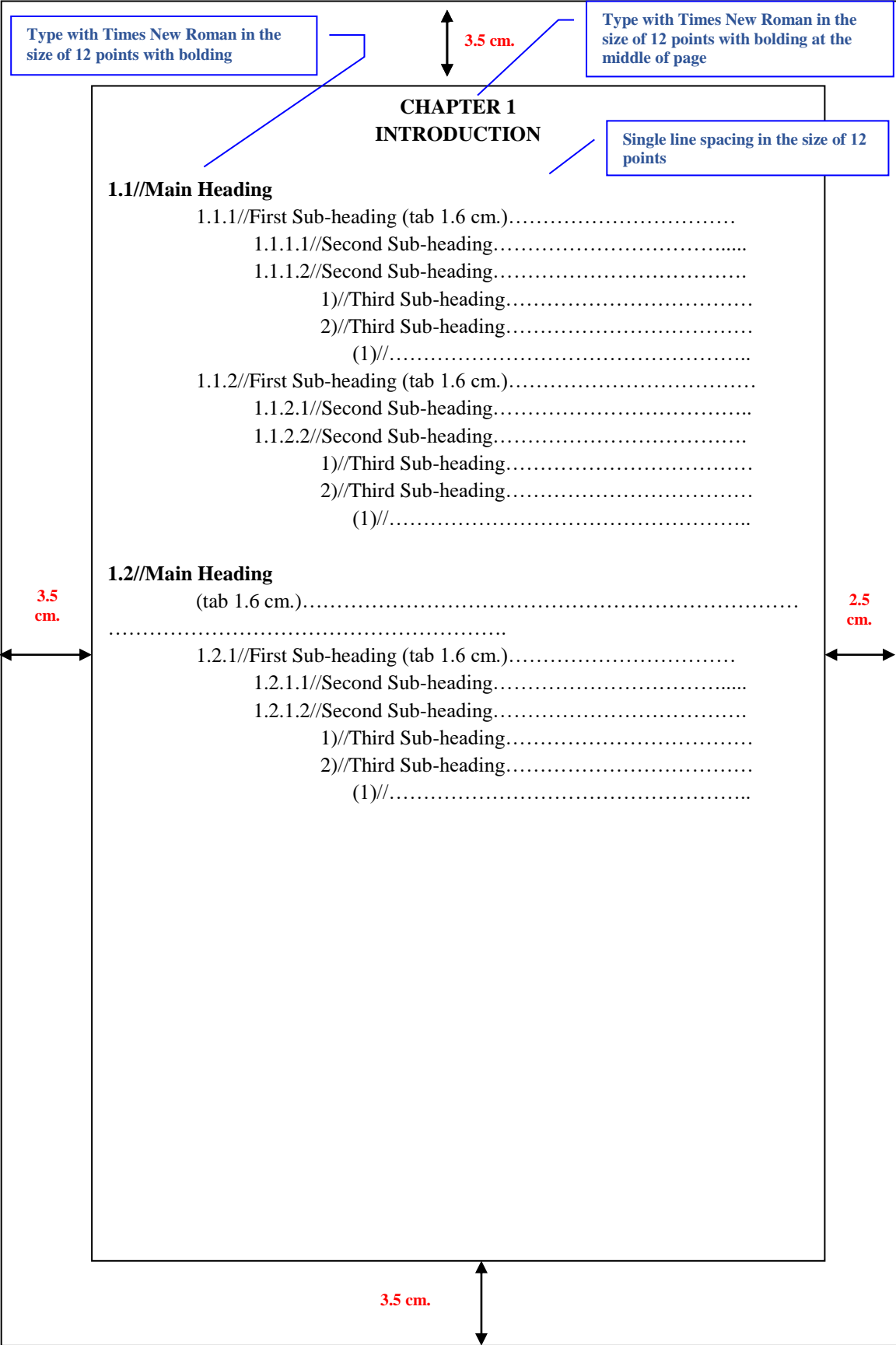
The page number "(10)" is positioned at the bottom center, 2 cm from the bottom margin.

Example of List of Abbreviation of Independent Study

List of Abbreviations

ADPCM	Adaptive Different Pulse Code Modulation
ANN	Artificial Neural Network
CPU	Central Processing Units
DMR	Digital Mobile Radio
DSP	Digital Signal Processing
FFT	Fast Fourier Transform
FS1016	Federal Standard 1016
IP	Internet Protocol
ITU-T	International Telecommunications Union-Telecommunications
KBPS	Kilo Bits Per Second
KSOFM	Kohonen Self-organizing Feature Maps

Heading and Subheading of Independent Study



Example of Heading and Subheading of Independent Study

**CHAPTER 1
INTRODUCTION**

Chapter 1 gives an overview about the relevant aspects about this thesis and why this research should be have done.

1.1 Background and Statement of the Problem

Digitization, networking and information as the characteristics of the 21st century is changing the way of people's lives, learning and work. The Internet has brought a lot of convenience to people, not only provides people with a large amount of rich information, a variety of entertainment methods, but also brings a new way of shopping to people-Online Shopping.....

1.2 Purpose of the Study

Research the factors that influence consumers' choice of online shopping, investigate how online retail can meet the expectations of these potential online consumers and make them choose to shop online.

1.3 Research Question and Hypothesis

Research question is what factors that affecting to web user for transforming to online shopper. And what is the relationship between these factors and consumers' attitudes and intentions to accept online shopping?

DI Marketing's "Thai Internet Shopping Survey Report" mentioned that Thai consumers believe that online shopping is convenient and time-saving and convenient payment methods are the reasons why many consumers choose online shopping, and worrying about quality, size, after-sales and other problems The main reason for choosing online shopping.....

1.4 Definition Terms

Perceives Online Shopping to be Useful

A core content of TAM is that individuals believe that the use of specific technologies can increase performance, improve efficiency and produce favorable results. Consumers are rational and will follow the cost-benefit theory.....

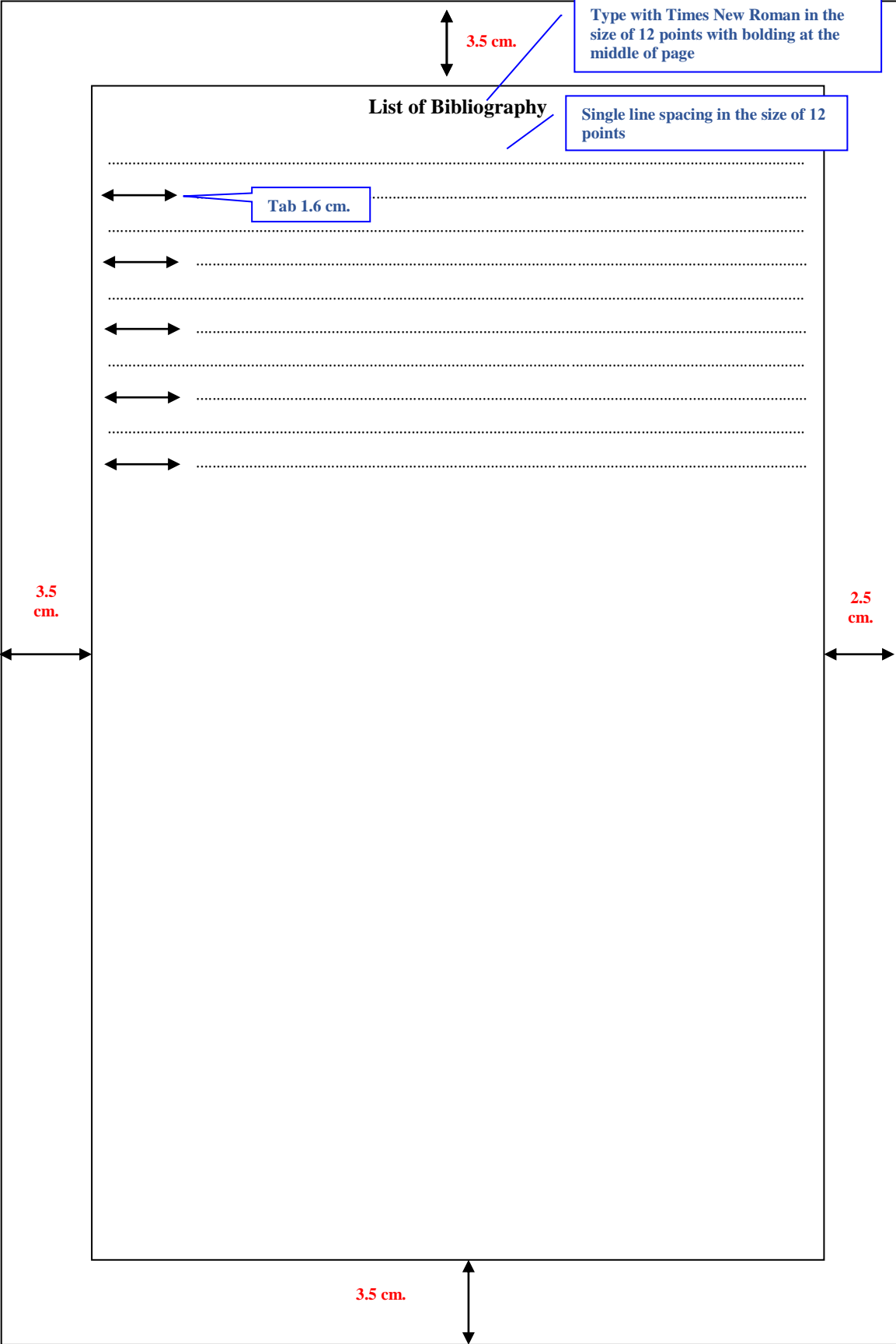
1.5 Significance of the Study

E-commerce has transformed traditional lifestyles, making it easier for people to shop. It has greatly speeded up consumers' access to various products and services, and greatly enhanced their richness. Thailand's e-commerce industry and overall online shopping are in a period of rapid development.....

1.6 Conceptual Framework

This research is based on the conceptual framework specified below:

Bibliography of Independent Study

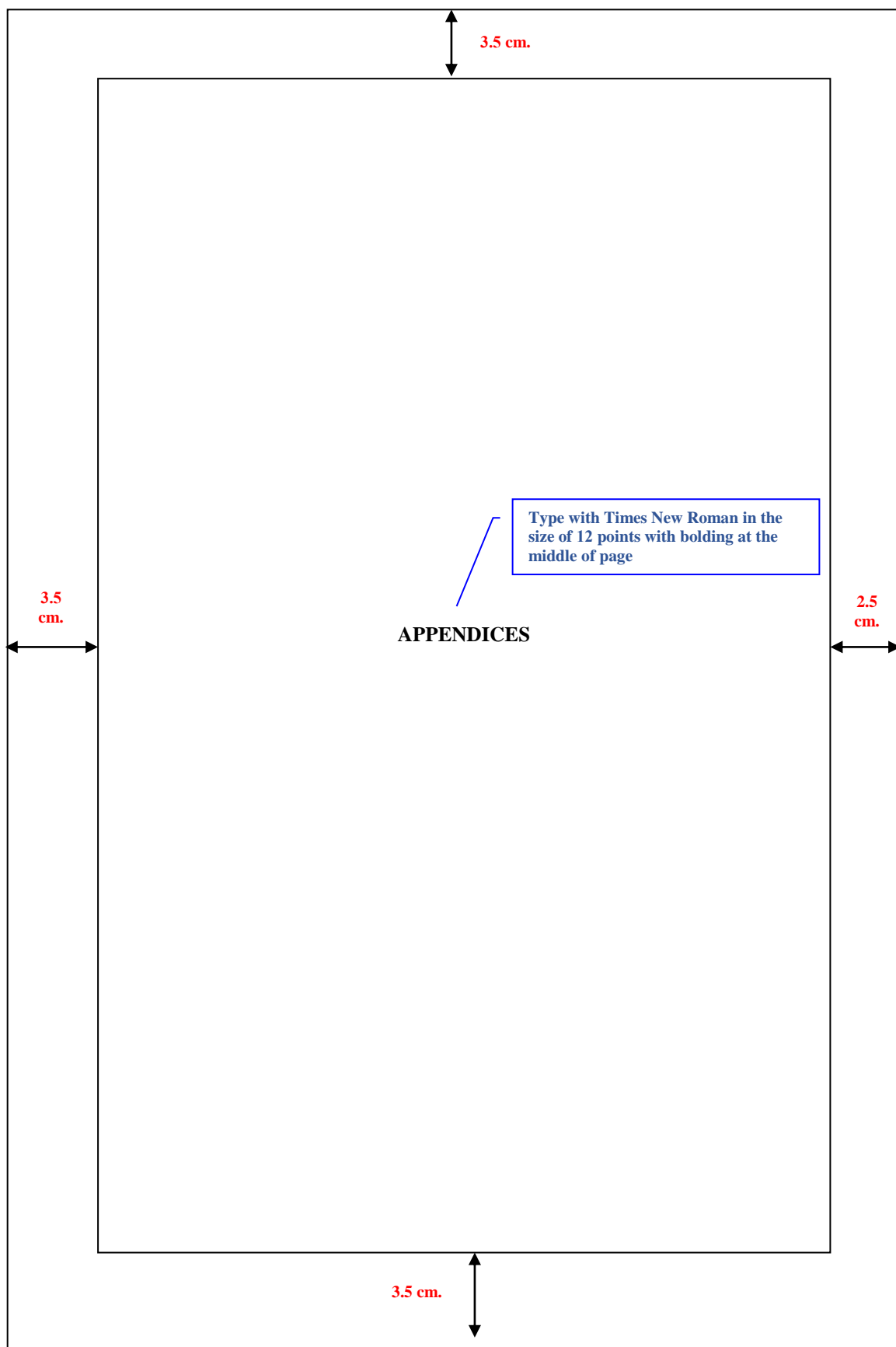


Example of Bibliography of Independent Study (APA Referencing Style)

List of Bibliography

- Aaker, D. A., Kumar, V., & Day, G. S. (2001). *Market research*. New York, John Wiler and Sons.
- Abel, A. B., & Blanchard, O. J. (1986). *Investment and sales: Some empirical evidence*: National Bureau of Economic Research Cambridge, Mass., USA.
- Baier, C., Hartmann, E., & Moser, R. (2008). Strategic alignment and purchasing efficacy: an exploratory analysis of their impact on financial performance. *Journal of Supply Chain Management*, 44(4), 36-52.
- Barney, J. B. (1986). Strategic factor markets: Expectations, luck, and business strategy. *Management science*, 32(10), 1231-1241.
- Daugherty, P. J., & Pittman, P. H. (1995). Utilization of time-based strategies: creating distribution flexibility/responsiveness. *International Journal of Operations & Production Management*, 15(2), 54-60.
- Lee, H., & Choi, B. (2003). Knowledge management enablers, processes, and organizational performance: An integrative view and empirical examination. *Journal of management information systems*, 20(1), 179-228.
- Zhou, H., & Benton, W. (2007). Supply chain practice and information sharing. *Journal of operations management*, 25(6), 1348-1365.

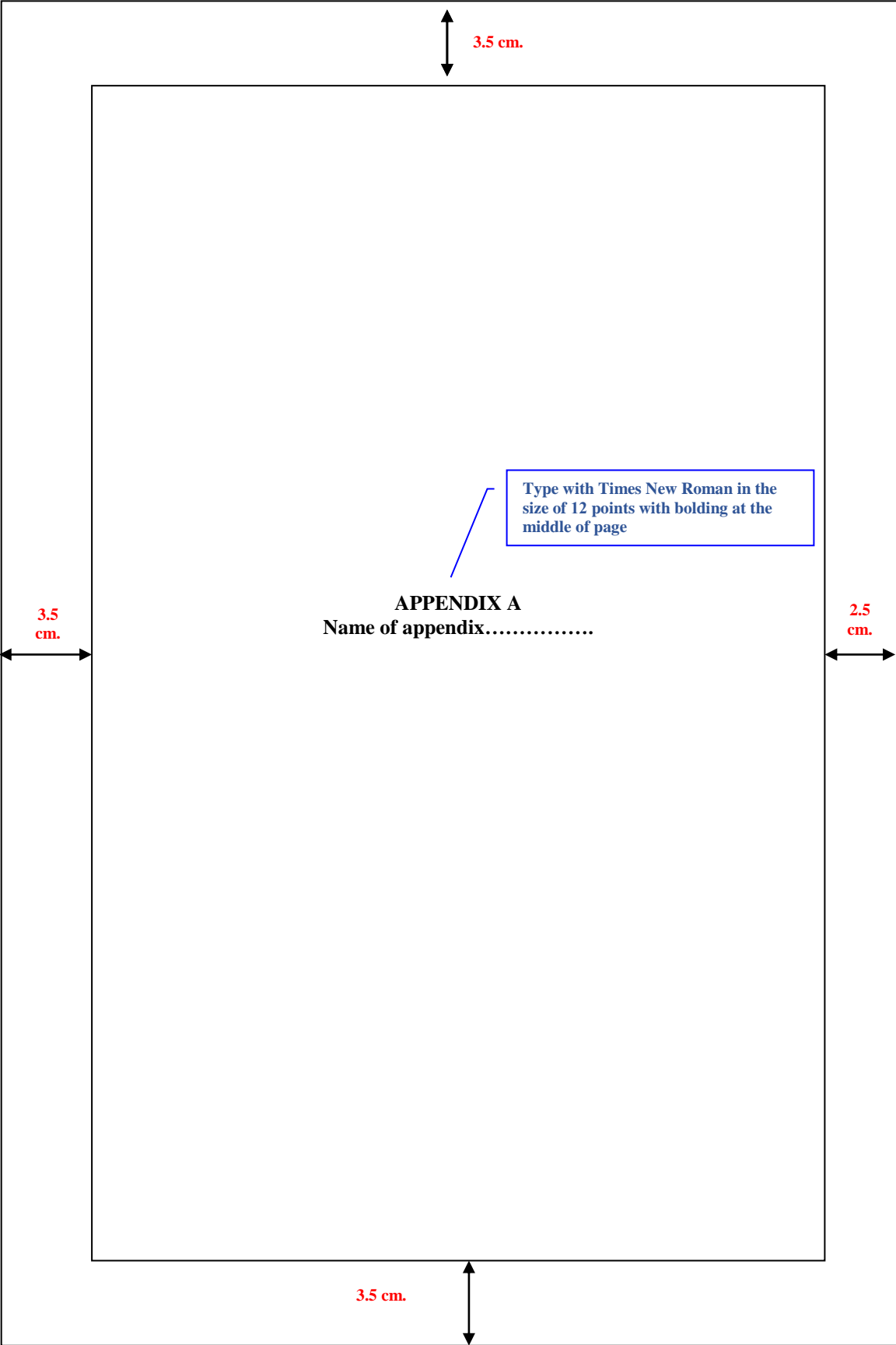
Cover page of Appendix of Independent Study



Example of Cover page of Appendix of Independent Study

APPENDICES

Appendix of Independent Study



Example of Appendix of Independent Study

APPENDIX A

Reagents for Preparation of Metacercariae

Biography of Independent Study

Biography

Type with Times New Roman in the size of 12 points with bolding at the middle of page

Single line spacing in the size of 12 points

Name - Surname

Date of Birth

Address

Education

Experiences Work

Telephone Number

Email Address

3.5 cm.

3.5 cm.

2.5 cm.

3.5 cm.

Example of Biography of Independent Study
--

Biography

Name - Surname	Miss Yilin Zhang
Date of Birth	xxxxxxx xx, xxxx
Address	Faculty of Business Administration, Rajamangala University of Technology Thanyaburi, Pathumthani, 12110
Education	Master of Business Administration (2012-2014)
Telephone Number	xx-xxxx-xxxx
Email Address	xxxx@rmutt.ac.th

Instructions for Submitting Independent Study

1. Students submit five hard copies of complete thesis.
2. Students submit five CDs containing the complete thesis as a PDF by naming the file as follows:

- 01_cov.pdf
- 02_tit.pdf
- 03_apv.pdf
- 04_abs.pdf
- 05_ack.pdf
- 06_tbc.pdf
- 07_ch1.pdf
- 07_ch2.pdf
- 07_ch3.pdf
- 07_ch4.pdf
- 07_ch5.pdf
- 08_bib.pdf
- 09_app.pdf
- 10_bio.pdf

3. Use a permanent CD-marker pen to write your name surname on CD (Do not use stickers on CDs.) and only use a thin CD envelope.
4. Write or print the following details and attach them to the front of the CD envelope.

Name Surname.....
Thai Thesis Title.....
English Thesis Title.....
Degree name..... Field of study.....
Faculty.....