

Thanapong Buddhivanich 2012: Factor affecting Song Downloading on Mobile Phone among Undergraduate Students in Bangkok. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information.
Thesis Adviser: Mr. Kajohn Fyeted, Ph.D. 105 pages.

The study of Influence Factors on Song Downloading on Mobile Phone aims to investigate relationships and factors of demographic characteristics, song listening behavior, attitude and marketing factors that influence downloading behavior. The samples used 400 consumers between 18-24 years old by using questionnaires to collect data. Percentage and mean are used for descriptive statistics, Correlation, t-test and One-Way ANOVA are used for Hypotheses test

The results reveal that Factors that affecting downloading behavior are frequency of song listening behavior, type of mobile phones, attitude of downloading behavior and perceived quality of product.

Student's signature

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