

Hathairat Noodaeng 2012: Consumers' Perceptions and Attitudes toward Online Social Networks in Bangkok. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Yupawan Vannavanit, M.B.A. 164 pages.

The purposes of this research were 1) to study consumers' behaviors toward online social networks 2) to study consumers' perceptions toward online social networks 3) to study consumers' attitudes toward online social networks 4) to study the relationship between consumers' perceptions (perceived usefulness, perceived ease of use, perceived enjoyment, perceived credibility and perceived interactivity) and attitudes toward online social networks. The samples were collected from a total of 400 online social networks users who have online social networks account in Bangkok. Questionnaires were used as a tool for data collecting. The statistics used for data analysis were percentage, mean and standard deviation. Hypothesis was analyzed by Pearson's product moment correlation coefficients at the 0.05 level of significance.

The research results revealed that the majority were females between the age of 21-30 years old, single, private employee, Bachelor's degree with monthly income of 10,001-20,000 bahts. The sample spent 1-3 hours using online social networks each time everyday between 20.01 p.m. - 00.00 a.m. at home/apartment by mobile phone/smartphone and used Facebook. The activity and reason to use online social networks was to communicate with their friends. Online social networks usage was mostly influenced by families/friends/acquaintances. The samples had high level of perceived usefulness, perceived ease of use, perceived enjoyment, perceived credibility, perceived interactivity and the overall perceptions. The samples attitude in the component of cognitive was understood correctly, the affective was good, conation or behavioral was supported and the overall attitudes was good. Hypothesis test results found that all consumers' perceptions were significantly positive with consumers' attitudes toward online social networks in Bangkok. Perceived usefulness, perceived ease of use, perceived enjoyment and perceived interactivity was in moderate and above and perceived credibility was under moderate.

Recommendations from this research: Businesses should engage consumers with their business by holding activities such as playing games through online social networks duration 20:01 p.m. - 0:00 a.m. and using time around 1-3 hours. Perceived enjoyment and attitude will increase.

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Thesis Advisor's signature