

Tan Nillamath 2014: Factors Affecting of Behavior Stickiness The Online Social Network Usage of Undergraduate Students Kasetsart University Bangkheng Campus. Master of Arts (Social Development), Major Field: Social Development, Faculty of Social Sciences. Thesis Advisor: Mr. Wirot Manopimok, Ph.D. 136 pages.

The objective of research is to study the online social network stickiness behavior and the factors affecting the online social network stickiness behavior of students. Study in the form of quantitative research by the group of 379 undergraduate students of Kasetsart University Bangkheng Campus example. Use the Accidental Sampling Method, Tools to keep data is questionnaire , used as descriptive statistics, using percentage , mean, standard deviation and range to describe the value of statistics, and statistics for the difference testing. Statistical analysis is the T-test, F-test to analysis, for find out the relationship between factors of the online social network stickiness behavior by using the Pearson correlation determines the level statistically significant at .05 .

The study found the most of the sample was female, under 20 years old, monthly current income is between 4,001 - 8,000 baht, the most of online social network services is facebook about 97.1 percentage, 1 - 5 times and 2 - 3 hours a day, the period of using online social network are between 18:00 - 24:00 pm, the most activities through online social networks is chat with friend, follow friends activities, They realize the risk of using online social network in high level, the sample has the online social network stickiness behavior in a medium level, most of them will be read message and keep looking for the online social network movement during wake up in the morning and on the bed before slept in a high level.

The result of Hypothesis testing found the sample who had monthly income between 0 - 4,000 baht have online social network stickiness behavior less than the sample who had monthly income more than 12,000 baht, the sample of living alone has online social network stickiness behavior more than people who living with friends or family. Those who use facebook and line has online social network stickiness behavior in higher level than who doesn't. Who have a few online social network activities, had online social network stickiness behavior less than the sample who made in a medium level. Moreover a perception of the risk of online social network using the factors in social surrounding on the communication technology and trading, socialize/companionship, religious and culture and education has relationship with the online social network stickiness behavior.

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Student's signature

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Thesis Advisor's signature