AN EMPIRICAL STUDY OF THE RELATIONSHIP BETWEEN SOCIAL NETWORKING AND PURCHASING DECISION ON TYPES OF MOBILE PHONE

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ABSTRACT

This research was conducted in order to study the relationship of how being members of social networking websites would impact on consumer's decisions to choose a particular type of mobile phone. Target respondents were office workers, who have social network accounts and also mobile phones, working in Sathorn road, Bangkok, Thailand. In addition, the researcher utilized questionnaires as an instrument. Three hundred and eighty-five questionnaires were distributed and data was analyzed by using the SPSS program. The results show that being a member of social network websites, the duration of visiting social network websites, and age are related significantly to the purchasing decision for a particular type of mobile phone. Consequently, the target respondents who were members of social network websites purchase mobile phones that support such social network applications now and in the future.

KEY WORDS: SOCIAL NETWORK / MOBILE PHONE / PURCHASING DECISION / BANGKOK METROPOLITAN AREA

54 Pages

การศึกษาความสัมพันธ์ระหว่างโซเชียลเน็ทเวิร์คและการตัดสินใจซื้อโทรศัพท์มือถือประเภทต่างๆ
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บทคัดย่อ

รายงานฉบับนี้ศึกษาถึงความสัมพันธ์ระหว่างการเป็นสมาชิกโซเชียลเน็ทเวิร์คเว็บไซต์จะมีผลต่อการตัดสินใจเลือกซื้อโทรศัพท์มือถือประเภทต่างๆ กลุ่มเป้าหมายคือพนักงานบริษัทบนถนนสาทรที่มีบัญชีโซเชียลเน็ทเวิร์คและโทรศัพท์มือถือ ผู้วิจัยได้ใช้แบบสอบถามจำนวน 385 ชุด เป็นเครื่องมือในการเก็บข้อมูล และวิเคราะห์ข้อมูลด้วยโปรแกรม SPSS ผลจากการศึกษาพบว่า การเป็นสมาชิกโซเชียลเน็ทเวิร์คเว็บไซต์ ระยะเวลาการเข้าชมโซเชียลเน็มเวิร์คเว็บไซต์ในต่อวัน และอายุ มีนัยสำคัญเชิงบวกกับการตัดสินใจเลือกซื้อโทรศัพท์มือถือประเภทต่างๆ โดยกลุ่มเป้าหมายที่เป็นสมาชิกโซเชียลเน็ทเวิร์คเว็บไซต์จะซื้อโทรศัพท์มือถือที่รองรับโซเชียลเน็ทเวิร์คแอพพลิเคชั่นในอนาคต

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CHAPTER I
INTRODUCTION

1.1 Rationale

In the 21st century, social networking has become a phenomenon around the world. Reports on social networks demonstrate that social networks and blogs are now the fourth most popular online activity ahead of personal email (Nielsen, 2009). Online social network communities were visited by 67 percent of the global online population and the time spent was growing at 3 times the overall internet rate, accounting for almost 10 percent of all internet time. Facebook, MySpace, and Twitter, these social websites were amongst the most visited websites in the cyber world (Alexa, 2008). Social networking websites are easier to join and to connect with co-workers, keep in touch with friends and family, socialize with new people or communities within a similar geographical area or worldwide, and to share common interests on a number of topics. People use social network websites as a means of communication with their friends, co-workers, and family. For example, members of social websites normally update their present status with their friends by writing about

what they are doing now, what has just happened to them, or posting pictures of recent activities on their profiles page. Nevertheless, most users (to be more precise in the case of teens) seem to use social network websites for friendship rather than dating, and use them mainly to maintain existing friendships, as stated in the previous example, about half of them hope to make new friends by selecting to add new friends or people in whom they might be interested, from their friends' networks (Pew Research Center for the People and the Press, 2007). Friends can help friends get a job or a chance to have an interview for a company job by posting recruitment news on their social network websites and the news is then spread through the networks.

The rapid growth in popularity of social networking websites has drawn wide interest from various fields, such as the marketing and academic fields, like university and libraries. In 2009, Palmer and Koenig-Lewis conducted research about the social network-based approach to direct marketing with the purpose of providing a review of the changing media landscape of direct marketing. Marketers might be attracted by the availability of demographic and lifestyle information available on users' profiles and activities on each social network website, which could improve their targeting of individual members of each network. The experience of using a social network website was the integrative framework for reconciling the needs and expectations of buyers so that the community and firms' involvement in social network communities can mutually reinforce the buyers' experience. Thus it can be implied that social network websites are a challenge for people in the direct marketing field (Palmer and Koenig-Lewis, 2009).

An obvious example of the popularity of social network websites in the academic field is the symbolic links (as illustrated on figure 1.1) to Facebook and Twitter that have also appeared on the homepage of Mahidol University as another alternative way for students to communicate and be updated with news from the university. Students and academic personnel can click the symbolic link directly from the homepage of the university's website in order to join or participate in the university's social network websites.

Figure 1.1: Facebook and Twitter icons on the Mahidol University homepage

In addition, social networks are also used by libraries as tools for promoting programs, services, and new resources, as well as for providing general information to their subscribers. Many libraries around the world have accepted the networking and promotional powers of Facebook. To illustrate, many academic librarians use personal profiles to connect with students. Furthermore, any library activities including services updates, resources, and events would be announced on library Facebook pages. Also, librarians may answer any reference questions directly to a specific user by Twitter (Steiner, 2009).

Furthermore, McEleny indicated that according to new research from a research company in the United Kingdom, mobile internet subscribers increased by 26 percent, helped by the growing use of smart phones over the past year of 2008 (McEleny, 2009). In addition, the figure has revealed a huge increase in the use of social networks on mobile phones. The numbers of users of Facebook on mobile phones have increased 26 percent from 3.8 million in January 2009 to 4.8 million in June 2009, while Twitter has rocketed 318 percent from 144,894 mobile users in January 2009 to 605,795 in June 2009.

Additionally, pulse report has shown an average usage frequency of applications, in various categories, including entertainment, games, lifestyle, news, and social networking on iPhone and Android. One out of every five downloaded applications from App Store and Android Market include stats-counter from Flurry

Company (Flurry, 2010). The report has provided the results as shown in figure 1.2 that social networking application is the most frequently used application on both iPhone and Android with an average usage of 20 times per month, double the news application, and still higher than the combination of entertainment, games, and lifestyle applications. According to this report, this could be another confirmation that social networking has become an essential part of online activities in daily life of internet users around the world.

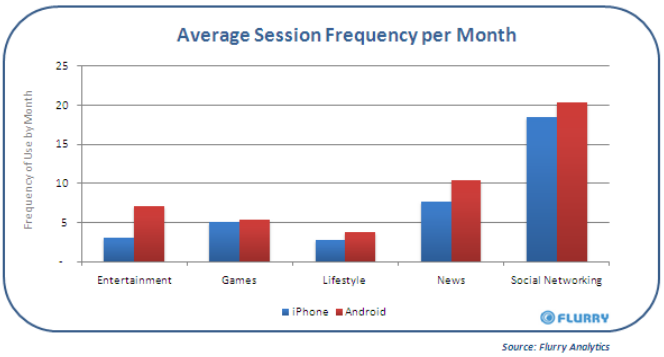

Figure 1.2: Average session frequency of use per month via iPhone and Android

In many respects, the mobile phone is another extension of the personal computer (PC) social-networking experience. Further, mobile phones can provide an immediacy which is not quite possible on a personal computer (Baig, 2007). People could update their status, upload pictures, view or comment on friend's profile more easily with an available mobile phone.

In accordance with a press release from Gartner, worldwide mobile phone total sales in the first quarter of 2009 had decreased 8.6 percent from the first quarter of 2008; however, smart phone sales in the first quarter of 2009 rose to 36.4 million units with a 12.7 percent increase from the same period last year. Smartphone sales represented 13.5 percent of all mobile device sales in the first quarter of 2009, compared with 11 percent in the first quarter of 2008 (Gartner, 2009).

With the increasing popularity of social network websites and the rising sale of smart phones, it is interesting to study the relationship between them. Therefore, this research was conducted in order to study whether being member of a social network website would impact on a consumer's decision to choose a particular type of mobile phone.

Target respondents are office workers, who have social network accounts and a mobile phone, on Sathorn road, Bangkok, Thailand. Three hundred and eighty-five questionnaires will be distributed. Data will be analyzed by using the SPSS program.

1.2 Objectives of the study

1.2.1 To investigate the comparison of frequency of response and participation in social network activities on mobile phones and computers, and the comparison of frequency of response and participation in social network activities on computers after buying mobile phones that support social network applications.

1.2.2 To examine the relationship between demographic variables such as gender, age, marital status, education, and monthly income related to the purchasing decision on mobile phones that support social network applications.

1.2.3 To study the relationship between being a member of social network websites and the duration of participating in social network activities each day with the purchasing decision on mobile phones that support social network applications.

1.3 Research questions

1.3.1 Are demographic variables, such as gender, age, marital status, education, and monthly income related to the purchasing decision on mobile phones that support social network applications?

1.3.2 Is the frequency of response and participation in social network activities different on mobile phones and a computers, and is the rate of participation on mobile phones higher than on computers after acquiring a mobile phone that supports social network applications?

1.3.3 Are being a member of social network websites and the duration of participating in social network activities each day related to the purchasing decision on mobile phones that support social network applications?

1.4 Hypotheses

1.4.1 Demographic variables such as gender, age, marital status, education, and monthly income are significantly related to the purchasing decision on mobile phones that support social network applications.

1.4.2 Being a member of social network websites and the duration of participating in social network activities each day are significantly related to the purchasing decision on mobile phones that support social network applications.

1.5 Significance of the study

1.5.1 This study would benefit mobile phone makers. If social networks have some influence on the purchasing decision for a particular type of mobile phone, the companies could prepare the right marketing plan and continue developing the social network applications, creating more opportunities for any mobile application developers to develop social network applications on mobile phone to serve and satisfy this market.

1.5.2 Service providers, developers, and carriers would better understand these social networking trends and would be able to provide proper services to satisfy customer needs in the future. For example, most users prefer to update themselves and their friends status and leaving comments via their mobile phone. However, users still prefer to upload pictures and playing quizzes and games on computer rather than mobile phone.

1.6 Scope of the research

This research examines the relationship between social networks and purchasing decisions on mobile phone types. Respondents would at least have a mobile phone or at least one account with any social network website. For instance, target respondents are office workers, who have social network accounts and a mobile phone. The researcher would use surveys as the methodology and questionnaires as an instrument which are beneficial as being able to collect the data from target

respondents in a short period of time. Three hundred and eighty-five questionnaires will be distributed to target respondents on Sathorn road, Bangkok, Thailand.

1.7 Limitations of research

1.7.1 The target respondents are office workers only on Sathorn road, Bangkok, Thailand. Findings of this research might not be generalized to all people in Bangkok or every member of social network websites, who have mobile phones, in Thailand.

1.7.2 The time frame of the study i.e. only from March to June, 2010 is another factor which limits the research. For instance, the data collection process was quite hard to accomplish. Some people were in hurry and did not allow the researcher to distribute the questionnaire. That is normal and has to be respected. Then, the researcher needed to keep looking for new target respondents, who were willing to complete the questionnaire.

CHAPTER II
LITERATURE REVIEW

This chapter provides literature reviews on the concepts of the social network, social network websites, and examples of popular social network sites, types of mobile phone as well as the sales trends of mobile phones.

2.1 Social network

There have been a number of research papers trying to define what a social network is, why people take part in a social network, and what the benefits of social networks are. A social network is described as a set of people, organization, or other social entities, which are connected by a set of socially meaningful relationships, such as friendship, co-working, by sharing news and information, expertise, , and resources (Lea *et al.*, 2006; O'Murchu *et al.*, 2004; Kempe *et al.*, 2003; Garton *et al.*, 1997). A social network normally provides participants with opportunities of discovering social support, building new social or business contacts (Hogg and Academic, 2004), exploring and application of knowledge transfer (Hustad, 2004), as well as creating social wealth (Lea *et al.*, 2006).

According to the advancement of technology, there were researchers who indicated that social networks have grown from personal interactions of humans over time, from the technological infrastructure that connects those humans, and have evolved into online social networks through a medium like computer networks (Kimball and Rheingold, 2000). Traditionally, interactions between people take place face to face. However, the online social networks elevate the benefits of traditional social networks across time and space, as well as expedite and globalize the process of communication. For instance, members are able to locate and transfer information, which results in providing knowledge, from and to different geographical locations across the globe at any time once they start participating in the communication

activities and access the networks (Lea *et al.*, 2006). In the online communities, information is transferred directly between the computers of the users to another user which are linked to the same network that they were joined to (Krishnan *et al.*, 2004).

Additionally, a social network is a continual revolution with a clear indication that the users are the participants, who participate in the available activities of that particular network; for example, friends in a social network could not only see the updates of user profiles as the audience but they can also participate by leaving the comment on the updates. As shown on figure 2.1, a social network can be drawn as a web where direct or indirect social relationship encircles each individual. For example, John has direct relationship with Joe and Joe is a friend of Bob, Lisa, and Jane. Being Joe's friends, John already has indirect relationships with Bob, Lisa, and Jane. Both direct and indirect relationships promote social integration and also provide the participants with the opportunities to be engaged with their peers in social network ties in the future (Lea *et al.*, 2006).

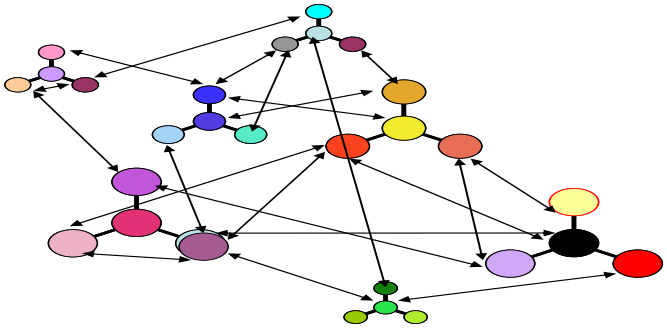

Figure 2.1: A social networks are web of relations.

Source: Lea *et al.*, (2006, p.122)

2.2 Social network websites

The social network websites connect and present people in online communities, based on the data about them stored in user profiles. User profiles determine the way individuals are able to access content or view other users on the network, drawing on the effect of identification and social participation in their communities (Neumann *et al.*, 2005). Typically, users profile pages would

demonstrate user's short biography, photographs, and some other personal comments (Thelwall, 2008).

Social networking websites make our life easier and enable us to join and connect to friends, co-workers, family, new people or communities within a similar geographical area or worldwide, and to share common interests in a number of topics. The majority of social networking websites have no restrictions as to who can join or when, mostly allowing visitors to register and connect to each other in order to communicate or share information by simply completing a form of required details, such as name, location, e-mail address and desired password, for example. Once an account is activated, users can start socializing by adding friends to their networks.

In general, the purposes of using social network websites, include a multiple communication medium for the owner and their friends; for example, a posting or a comment section of the homepages (some websites called a "wall"), a blog, text messaging, and e-mail service. Additionally, most users seem to use social network sites for friendship rather than dating, and use them mainly to maintain existing friendships, although about half of the users hope to make new friends (Pew Research Center for the People and the Press, 2007). In summary, general social network websites support communication between friends and the making of new friends in addition to pleasurable activities that lend themselves to sharing, such as music listening and posting pictures and videos (Thelwall, 2008). This implies that social network websites introduce an easy and efficient way to build and control offline social networks online (Neumann *et al.*, 2005).

2.3 Examples of online social network websites

This research focuses on social network websites that provide general features such as personal profile pages with space for a biography, photographs, and some other personal comments to users. Social network websites that have features for specific target audiences and purpose like flickr supports the posting, commenting and tagging of images and YouTube supports the same for video will be omitted (Thelwall, 2008). However, an example of LinkedIn, a specialist social network website for those who aim to create useful business contacts and relationships, will be

presented in this research as a reference to support target respondents who are business workers. These social websites; Facebook, MySpace, and Twitter are amongst the most visited social network websites on the internet (Alexa, 2008). Therefore, these three websites are selected to represent as examples of this research. The characteristics and applications of each website are also demonstrated in this section.

2.3.1 Facebook

Facebook begun as a social networking community strictly limited to only college and university students in 2004 (Steiner, 2009). As of May 2009, Facebook flourished to over 200 million users worldwide (half of which log on everyday) and the recent announcement from Facebook in January, 2010 (see www.facebook.com) that the number of users has reached 400 million already. This social network website motivates sociability by representing your existing "real world" social connections in a virtual space (Keenan and Shiri, 2009).

In addition, the minimum age of users that are allowed to join Facebook is 13 years old. Further, a profile skin cannot be updated. There is only one default profile skin using worldwide. In Facebook, a profile page is called "a wall". Once users have updated anything on their walls; for example, update status (called "share what is on your mind"), upload photos (with the maximum size of 4MB) and videos, joining a group, or becoming a fan of their favorite artists, doing quizzes and selecting to publish, these would also appear on another user's wall that have been added as friends to their networks.

Moreover, people can socialize by commenting on what has been updated by their friends. Asides from commenting, users may choose to click the "like" button, if they favor the updates. Users can also write on each other's walls as a general greeting, sending personal messages like an e-mail to any specific users, have live a chat through the Facebook instant message feature, and play online games with their friends.

Lastly, there would also be automated suggestions to add a person that users might have known or would like to know which would be randomly selected by Facebook. In addition, a user may send a suggestion to another user to add a person that they both might know in common. Each comment or "like" message will be

notified via an e-mail address, or on the notification button on the Facebook profile page.

2.3.2 MySpace

MySpace is still the top social networking website in USA despite the high popularity of Facebook worldwide (Steiner, 2009). The emphasis in MySpace is to provide a public virtual space for users' public identity that can be accessible to anyone, allowing users outside their network to view their profile page. This model of sociability is more public than Facebook which has restricted access to view profiles only to users in the network.

By having publicly accessible profiles, MySpace users are highly visible, and searchable through search engines like Google, yahoo, and others. The high visibility on MySpace draws lots of musicians to join this community. MySpace has also designated a new profile format "MySpace Music" for musicians and other artists (Sandoval, 2008). This became a popular ways for musicians to connect with their fans, providing upcoming concert schedules, information on upcoming recordings, and previews of their music (Keenan and Shiri, 2009).

Moreover, users are able to update the profile skin as well as posting both audio and video on their profile pages by using embedded flash content. An embedded audio is a major strategy for a musician whose pages are often full of rich audio and video contents as tools help in presenting themselves. MySpace also encourages user creativity by allowing users to choose their own domain name that is directly linked to their profile pages.

2.3.3 Linkedin

Founded in May 2003, this social network website focuses on professional users creating networks of colleagues, co-workers, and other business associates. It allows members to look for jobs, seeking out experts in a particular area, or to make contact with other professionals through trusted connections (Neumann et al, 2005). All services on the websites function solely to promote professional relationship.

2.3.4 Twitter

Firstly, a recent article from Milstein indicates that Twitter is built for transferring information rather than a broadcast medium (Milstein, 2009). Twitter had entered the social networking world in 2006 and had experienced an exponential growth since then. Twitter's global unique visitor numbers have increased from 19 million in March 2009 to 32 million in April same year (Schonfeld, 2009).

According to the home page of Twitter, "Twitter is a service for friends, family and co-workers to communicate and stay connected through the exchange of quick, frequent answer to one simple question: What's happening?" (Keenan and Shiri, 2009). Users can update what they are doing in 140 characters as this approach came from the concept of SMS-length updates. Twitter is also called a micro-blogging for users to have quick status updates limited to 140 characters. A little difficulty may be the language used and symbols used in Twitter. To add people to your network is called "follow". Once users have followed other users, the information that they updated would appear on the timeline (user's home page). RT indicates a "re-tweet" of a statement from another user. "@" would indicate that you are directing a tweet at another user and it would appear on their "replies" tab. Figure 2.2 below would show an example of Twitter interface and the examples of some tweets.

Figure 2.2: Example of Twitter interface

Source: www.twitter.com (retrieved date: 15/2/2010)

2.4 Types of mobile phone

As of now, there are four generations of mobile phone systems. First is analog cellular telephony (1G). The first commercial fully automated cellular network (1G generation) was launched in Japan by NTT in 1979. The original launch network covered the full urban area of Tokyo's over 20 million plus residents with a cellular network of 23 base stations. Within five years, the NTT network had been expanded to cover the whole of Japan and became the first nationwide 2G network. Second is digital mobile communication (2G). The first data service appeared on mobile phones starting with person-to-person SMS text messaging in Finland in 1993 and is still the main service in Thailand. Third is wideband mobile communication (3G) and there are only limited areas in Thailand that could provide 3G services.

Previously, mobile devices have been classified based on criteria such as mobile technology generation such as 2G and 3G phone, or categorized by the capability of installing third party applications to the device (Sugai, 2007). As illustrated on Table 2.1, mobile phone types have been classified into two groups by the capability of installing third party applications and type of operating system running in the device (Smura *et al.* 2009).

Table 2.1: Classification of mobile types

Type	Operating system	Examples
Mobile phones	Mobile-optimized, closed from 3-rd party applications	Nokia 3100, Motorola RAZR V3
Smart phones and PDAs	Mobile-optimized, open for 3-rd party applications	Nokia N97, Apple iPhone, RIM Blackberry

Source: Smura *et al.*, (2009, p.58)

Mobile phones are actually small computers that are able to run a number of software applications and normally required for delivering certain services such as voice calls and SMS messages, which are usually deeply integrated into the software platforms of general mobile phones. Additionally, the latest and more advanced mobile devices also support various other functionalities and applications such as organizer, GPS navigator, and Wi-Fi connectivity.

In this research, the mobile phone that can install a social network and other third party applications would be considered a smart phone.

2.5 Mobile phone trends

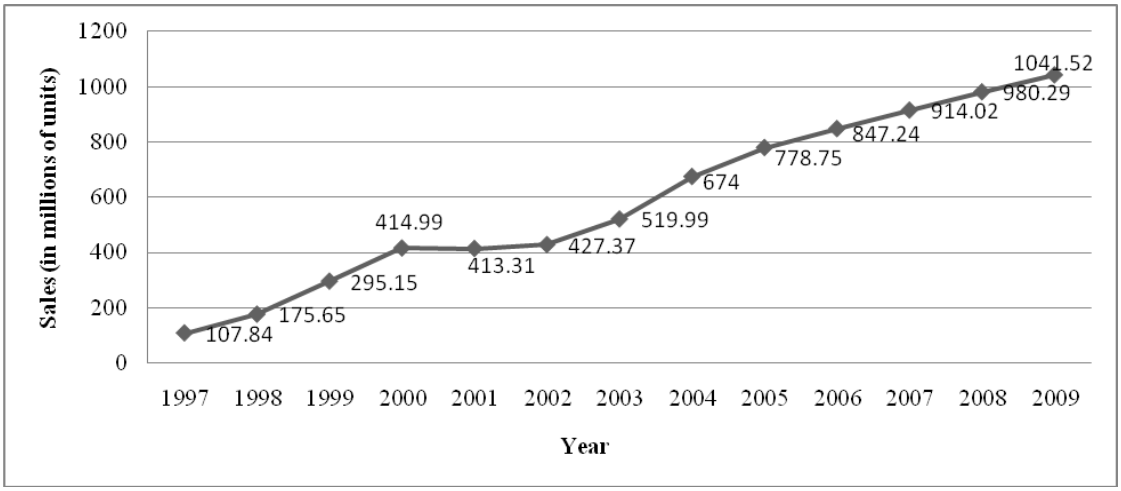

Figure 2.3: Worldwide terminal sales from 1997 to 2009 (in Millions of units)
Source: Gartner Dataquest (July 2005) (retrieved date: 11/2/2010)

In recent years, the phenomenal growth in the use of the internet and in the number of mobile phone users has resulted in a remarkable growth of mobile commerce for meeting people's needs in all areas of their lives (Lu and Su, 2009). The number of people, who own and use mobile phones, on a daily basis keeps increasing (iMedia Connection, 2002). In 2005, there were 180 million mobile phone subscribers (Thottam, 2005), which was about 60.5 percent of the total US population (Kim *et al.*, 2009). Additionally, Gartner (2005) has revealed a global forecast report on mobile phones in 2005, as shown on figure 2.3, that the numbers of worldwide mobile phone sales have been increasing every year. In addition, some researchers also mentioned the forecast from the Market Intelligence Center (MIC) in 2006 which suggested that the number of mobile phone subscribers worldwide will increase from 2 billion in 2005 to 3.3 billion in 2010 (Lu and Su, 2009).

Another press release from Gartner company in 2009 indicated that worldwide mobile phone total sales units in the first quarter of 2009 had a 8.6 percent decrease from the first quarter of 2008; however, smart phone sales in the first quarter of 2009 exceeded 36.4 million units with a 12.7 percent increase from the same period last year. Smartphone sales represented 13.5 percent of all mobile device sales in the first quarter of 2009, compared with 11 per cent in the first quarter of 2008 as demonstrated below in figure 2.4. This report shows the trend of the increasing popularity of smart phones nowadays.

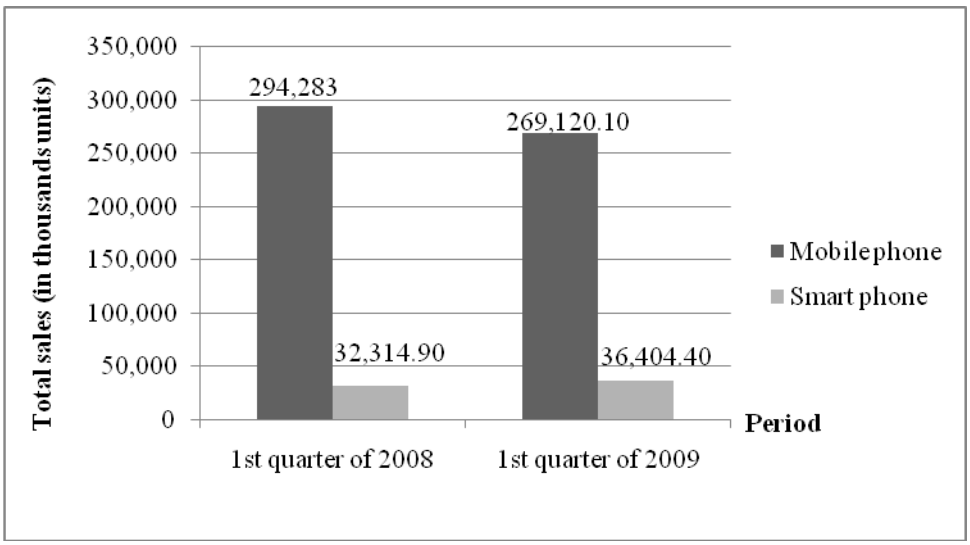

Figure 2.4: Comparison of mobile phones and smart phones in the 1st quarter of 2009 and 2008. (in Thousands of units)
Source: Gartner (May 2009) (retrieved date: 11/2/2010)

In summary, this chapter provides relevant information regarding the background and definition of social network, some basic characteristics of social network websites, types of mobile phones and their trends. Next chapter will describe the methodology that is applied in this research papers.

CHAPTER III
RESEARCH METHODOLOGY

This chapter demonstrates an overview of the methodology of this research. The chapter is divided into four sections. In addition, the conceptual model is also demonstrated in this chapter. The second part is the research methodology and the third is the respondents and sampling procedures. The fourth section is the research instrument which is the questionnaire. And the final part is the collection and statistical treatment of data.

3.1 Conceptual Model

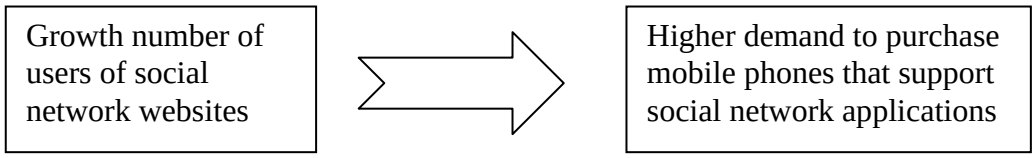

Figure 3.1: Conceptual model

Source: Author

According to the literature review in the previous chapter, the growth of social network websites and the sales of smart phones are growing rapidly worldwide. Accordingly, the researcher constructed a model to illustrate whether the increasing popularity of social network websites would be related to the higher demand to purchase mobile phones that supports social network applications. In addition, this research was conducted to study the relationship between the duration of participating in social network activities each day and the purchasing decision on mobile phones that support social network applications. Further, the researcher also observed that the demographic variables such as age, gender, marital status, education, and monthly income of the users of social network websites may have an impact on the purchasing decision for a particular type of mobile phone.

3.2 Research Methodology

The researcher analysed data by applying descriptive statistics and inference statistics as follows:

Objective 1: The researcher used descriptive statistics to demonstrate the results in frequency and percentage.

Objective 2: The researcher applied linear regression to find the relationship between variables with a purpose of predicting the relationship between the demographic variables and the purchasing decision on mobile phones that support social network applications. In addition, the demographic variables in this research paper include gender, age, marital status, education, and monthly income.

Objective 3: The researcher used chi-square (χ^2) in order to find the relationship between being a member of social network websites and the purchasing decision on mobile phones that support social network applications, as well as the relationship between the duration of visiting social network websites per day and the purchasing decision on mobile phones that support social network applications.

The researcher collected primary data by using the survey technique and 385 questionnaires would be used as an instrument. The questionnaire would be designed and distributed to the respondents who would at least have a mobile phone and at least one account with any social network website, in order to gather data for further analyses. Additionally, the researcher also used secondary data which are the data that have been collected by others for another specific purpose, but could be applied and useful to this research (Davis, 2005). Thus, other related information in this study was taken from textbooks, articles, academic journals, news and internet sources, related to this study.

3.3 Respondents and sampling procedures

3.3.1Target population

The target population was defined as the entire set of individuals or an object of interest obtained from all the subjects of interest (Lind et al, 2008). This research focused on office workers, who had social network accounts and a mobile phone, on Sathorn road, Bangkok, Thailand. Sathorn road is an important "Business road" in Thailand. There are many office workers on this road since there are many office towers located here and thus it would be convenient to find target respondents on this road.

3.3.2 Sampling procedure and Sampling Unit

Convenient sampling and judgment sampling are used in this study. This technique involves personal judgment somewhere in the selection process and it was imposed by the researcher as well as being left to individual field workers (Churchill and Icobucci, 2005). Office workers on Sathorn road are targeted as respondents. This sampling procedure was used to obtain people to study, who are conveniently available on Sathorn road. Furthermore, this technique leads to economical, easy and quick way to collect the data. The researcher would also use personal judgment to select a target respondent who would at least have a mobile phone and at least one account with any social network website. Office workers on Sathorn road, Bangkok, Thailand were sampling units of this study.

3.3.3 Sample size

An appropriate sample size should be determined before collecting data then this appropriate sampling size would identify the numbers of population in the study. The equation below would demonstrate how to calculate an appropriate sample size in this research with the condition of an infinite population.

n = Number of items in samples

P = the sample percentage we will gather from the total population

e = the range of error, we assume the range of error to be 0.05

Z = the confidence interval, we will use a 95% confidence level in our research.

$$n = \frac{P(1-P)(Z)^2}{e^2}$$

The P value needs to be equal or greater than 50%, thus the sample will be reliable; therefore, the researcher will conduct the sample at 50% of the total population.

$$n = \frac{(0.50)\ (1-0.50)\ (1.96)^2}{(0.05)^2}$$

$$= 384.16 \text{ or } 385 \text{ samples}$$

Therefore, an appropriate sample size should be approximately 385 respondents in order to study the relationship between being a member of social network websites and the purchasing decisions of mobile phone type, among office workers, who have social network accounts and a mobile phone, on Sathorn road, Bangkok, Thailand. Questionnaires were distributed and collected by hand from respondents, during the third week of April till the first week of May 2010.

3.4 Research instruments and Questionnaires

The researcher has gathered the secondary data, including academic journals, articles and previous thesis, from reliable third party sources. In order to collect data to clarify the hypotheses, the researcher distributed questionnaires to the respondents who have social network accounts and mobile phones, on Sathorn road, Bangkok, Thailand. This type of instrument is beneficial to collect data from target respondents in a short period of time. The questionnaire was prepared in both Thai and English and divided into four parts as follows:

Part 1: To study personal data of respondents

This part consists of five questions including age, gender, marital status, education level, and monthly income of the respondents.

Part 2: To screen out people who do not have social network accounts or do not join social networks on a mobile phone.

In this section, there will be questions to screen out a person who might not be a target respondent of this research.

Part 3: To study the usage characteristics of members of social websites.

This part consists of a screening question at the beginning of the section as to whether respondents have ever experienced socializing on social networking websites. The rest of the questions in part 3 ask about their usage characteristics of social network websites.

Part 4: To study relationship between being a member of social networking websites and purchasing decision on mobile phone type, as well as to compare the frequency usage of social network websites on mobile phones and computers.

In this part, there will be a 10-point rank order question to test the relationship between being a member of social networking websites and the purchasing decision on mobile phone type.

3.5 Collecting and statistical treatment of data

3.5.1 Primary Data

Three hundred and eighty-five returned questionnaire surveys are the first hand information that the researcher obtained directly from target respondents.

3.5.2 Secondary Data

The information presented in chapter 1 and chapter 2 is taken from textbooks, articles, academic journals, news and internet sources which were related to this study.

For data collection, the researcher would obtain 385 questionnaires directly from respondents who are office workers whose office towers are located on Sathorn road, Bangkok, Thailand.

After the surveys were collected, data were encoded and analyzed by Statistical Package for Social Sciences (SPSS) which provides research findings based on statistical results such as frequencies, mean, and standard deviation.

In conclusion, this chapter provides the conceptual model and the overview of methodology of this research. The researcher uses personal judgment and convenience to select 385 target respondents on Sathorn road. In addition, the research instruments and data collection process are presented in this chapter. Further, next chapter will provide results obtained from the questionnaires.

CHAPTER IV
RESULTS

In this chapter, the data was analysed by using the Statistical Package for Social Sciences (SPSS) to calculate the frequency and percentage. In addition, the hypotheses were tested by using linear regression and Chi-square (χ^2).

4.1 General information of respondents

The first part of the questionnaire sought personal data concerning age, gender, marital status, education, and monthly income of the respondents. All information was displayed in the form of frequency and percentages as follows:

According to table 4.1, the respondents, aged 21-25 years old, were males 98 and females 89. Further, the respondents aged 26-30 years old were males 60 and females 93. In addition, there were 17 males and 19 females, who were under the age of 31-35 years. Moreover, those under the age of 36-40 years old, three were males and five were females. And there was only one respondent who was over 40 years old.

According to table 4.2, 268 of single respondents graduated with a Bachelor's degree, 81 people with a Master's degree, and 1 person with Doctoral. Additionally, 17 married respondents graduated with a Bachelor's degree, 12 with a Master's degree, and none with Doctoral degree. Lastly, there was 1 divorced respondent who graduated with a Bachelor's degree, and none that graduated with a Master's degree or Doctoral degree.

As demonstrated in table 4.3, about 36.9% of the respondents earned 12,000 - 24,000 baht/month, 26.0% of the respondents earned 24,001 - 36,000 baht/month, 16.9% of the respondents earned less than 12,000 baht/month, 15.1% of the respondents earned 36,001 - 48,000 baht/month, and 5.2% of the respondents earned more than 48,000 Baht/month.

In summary, the results showed that the majority of the respondents were aged of 21-25 years old. They were more females than males. Moreover, the majority of them were single with Bachelor's degree and most of them earned 12,000 - 24,000 baht/month.

Table 4.1: Age & gender of the respondents

Age	Gender		Total
	Male	Female	
21-25 years old	98	89	187
26-30 years old	60	93	153
31-35 years old	17	19	36
36-40 years old	3	5	8
More than 40 years old	-	1	1
Total	178	207	385

Table 4.2: Marital status & education of the respondents

Marital status	Education				Total
	Bachelor's Degree	Master's Degree	Doctoral Degree	Others	
Single	268	81	1	5	355
Married	17	12	-	-	29
Divorced	1	-	-	-	1
Total	286	93	1	5	385

Table 4.3: Monthly income of the respondents

Monthly income	Frequency	Percentage
Less than 12,000 Baht	65	16.9
12,000 - 24,000 Baht	142	36.9
24, 001 -36,000 Baht	100	26.0
36,001 - 48,000 Baht	58	15.1
More than 48,000 Baht	20	5.2
Total	385	100.0

4.2 Screening the respondents

The second part of the questionnaire screens out the respondents who did not have social network accounts, providing results of respondents who participated in social network activities on mobile phones and with a tendency to buy mobile phones that support social network applications in the future. All information was displayed in the form of frequency and percentage of the respondents in the following table:

Table 4.4: Members of social network websites such as Facebook, Twitter, MySpace, and others of the respondents.

Members of social network	Frequency	Percentage
Yes	366	95.1
No	19	4.9
Total	385	100.0

Table 4.5: Participating in social network activities on mobile phones of the respondents

Play	Frequency	Percentage
Yes	273	74.6
No	93	25.4
Total	366	100.0

Table 4.6: Future intended purchase of mobile phones that support social network applications in of the respondents

Buy mobile that support social network application	Frequency	Percentage
Yes	346	89.9
No	39	10.1
Total	385	100.0

As displayed in table 4.4, about 95.1% of the respondents were members of social network websites such as Facebook, Twitter, MySpace, and others.

According to table 4.5, most of the respondents who were members of social network websites such as Facebook, Twitter, MySpace, and others particapated in social network activities via their mobile phone (74.6%) and the rest did not participate via mobile phone (25.4%).

As shown in table 4.6, it is interesting that about 89.9% of the respondents will buy mobile phones that support social network applications in the future. The percentage if respondents who intended to buy was quite impressive but the remaining 10.1% of the respondents will not buy.

In conclusion, most of the respondents were members of social network websites such as Facebook, Twitter, MySpace, and others. The majority of the respondents who were members of social network websites such as Facebook, Twitter, MySpace, and others participated in social network activities via their mobile phones. Moreover, they will buy mobile phones that support social network applications in the future.

4.3 Study of the usage characteristics on social network websites

The third part of the questionnaire sought for the usage characteristics on social network websites of the respondents. All information was displayed in the form of frequency and percentage as follows:

Table 4.7: Numbers of social network accounts of the respondents

Amount	Frequency	Percentage
No answer	67	18.3
1 account	183	50.0
2 accounts	94	25.7
3 accounts	22	6.0
Total	366	100.0

According to table 4.7, most of the respondents had one account of social network, followed by two accounts (25.7%), and three accounts (6.0%) respectively.

Table 4.8: Social network accounts of the respondents

Amount	Frequency	Percentage
Facebook	292	79.8
Twitter	112	30.6
MySpace	33	9.0
Multiply	8	2.2
hi5	117	32.0

*Choose more than one (n=366)

According to table 4.8, most of the respondents were members of Facebook (79.8%), followed by Twitter (30.6%), hi5 (32.0%), MySpace (9.0%), and Multiply (2.2%).

Table 4.9: The number of days per week that respondents visited social network websites

Amount	Frequency	Percentage
1 days	22	6.0
2 days	16	4.4
3 days	21	5.7
4 days	14	3.8
5 days	28	7.7
6 days	11	3.0
7 days	254	69.4
Total	366	100.0

As shown in table 4.9, about 69.4% of the respondents visited social network websites every day, 7.7% visited social network websites 5 days/week, 6.0% visited social network websites 1 day/week, 5.7% visited social network websites 3 days/week, 4.4% visited social network websites 2 days, and 3.0% visited social network websites 6 days/week.

Table 4.10: The length of time that respondents spent, visiting social network websites each day

Length of time	Frequency	Percentage
Less than 30 minutes	51	13.9
30 minutes	80	21.9
1 hour	74	20.2
2 hours	52	14.2
3 hours	16	4.4
More than 3 hours	93	25.4
Total	366	100.0

According to table 4.10, most of the respondents spent more than 3 hours visiting social network websites each day (25.4%), followed by 30 minutes (21.9%), 1 hour (20.2%), 2 hours (14.2%), less than 30 minutes (13.9%), and 3 hours (4.4%) respectively.

Table 4.11: The reasons for being a member of social network websites

Reason	Frequency	Percentage
To keep in touch with friends	293	80.1
To update what was happened with friends	278	76.0
To post or look at photos	249	68.0
To play games/ quizzes	200	54.6
To update my current status	177	48.4
To response to someone contacting me on the site	159	43.4
Because you can send a message to multiple people	95	26.0
Everyone is doing it	74	20.2
Others	1	0.3

As shown in table 4.11, about 80.1% of the respondents are members of social network websites in order to keep in touch with friends, 76.0% to update what has happened with friends, 68.0% to post or look at photos, 54.6% to play games/ quizzes, 48.4% to update their current status, 43.4% use it only in response to someone contacting them on the site, 26.0% because they can send a message to multiple people, 20.2% for the reason that everyone is doing it, and 0.3% others.

Table 4.12: The frequency of updating their status on social network websites

Frequency	Frequency	Percentage
Every time something new happens to me	138	37.7
Once a day	41	11.2
Once in a few days	55	15.0
Once a week	99	27.0
Others	33	9.0
Total	366	100.0

According to table 4.12, most respondents update their status on social network websites every time something new happens to them (37.7%), followed by once a week (27.0%), once in a few days (15.0%), once a day (11.2%), and others (9.0%).

In summary, the obtained results showed that the majority of the respondents have one social network account and most were members of Facebook. Furthermore, the majority of the respondents visited social network websites everyday and they spent more than 3 hours visiting a social network website each day.

In addition, the main reason for being a member of a social network website was to keep in touch with friends.

4.4 Brand of mobile phones that respondents currently use, general usage of their mobile phone, and a comparison of the frequency of use of social network activities on mobile phone and computer

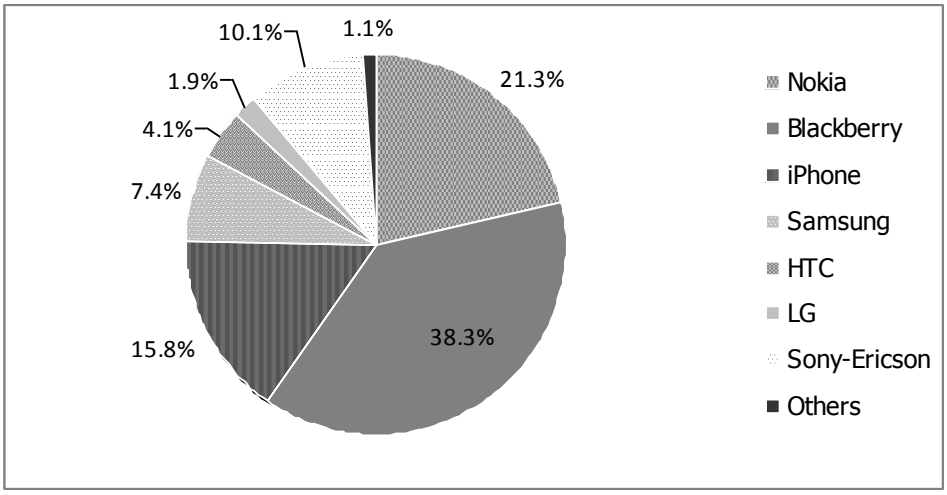

Figure 4.1: Description of the brands of mobile phone that the respondents currently use.

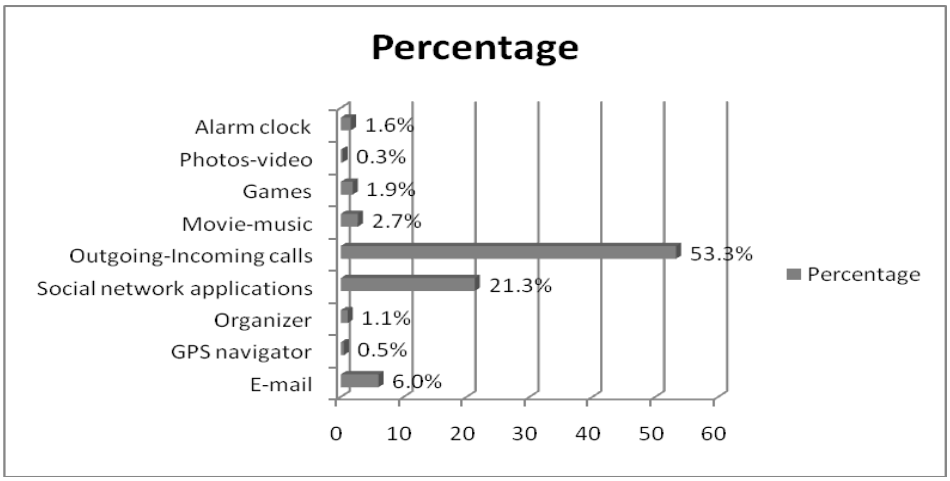

Figure 4.2: Description of the features of mobile phone that the respondents rank what they mostly use.

Remark: 41 out of 366 respondents did not answer this question

According to figure 4.1, most of the respondents currently use Blackberry now (38.3%), followed by Nokia (21.3%), iPhone (15.8%), Sony-Ericson (10.1%), Samsung (7.4%), HTC (4.1%), LG (1.9%), and others (1.1%).

As demonstrated in figure 4.2, about 53.3% of the respondents mostly made outgoing-incoming calls with their mobile phones, 21.3% for social network applications, 6.0% for e-mail, 2.7% for movie-music, 1.9% for games, 1.6% for alarm clock, 0.5% for GPS navigator, and 0.3% for photos-video.

Table 4.13: Frequency of response and participation in social network activities on mobile phone and computer

Social network activities	Computer		Mobile phone		Total	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Upload pictures	197	61.2	125	38.8	322	100.0
Leave a comment	156	48.6	165	51.4	321	100.0
Play games and quizzes	291	91.8	26	8.2	317	100.0
Update you and your friends recent status	129	40.2	192	59.8	321	100.0

According to table 4.13, for computer, the main social network activities that respondents participated in were games and quizzes (91.8%), followed by uploading pictures (61.2%), leaving a comment (48.6%), and least were updating themselves and their friends recent status (40.2%). On the contrary, the results on mobile phone showed that most respondents tended to update themselves and their friends recent status to participate in social network activities (59.8%), followed by leaving a comment (51.4%), uploading pictures (38.8%), and playing games and quizzes (8.2%).

In summary, frequencies of response and participation in social network activities such as leaving a comment and updating themselves and their friends' recent status on mobile phone were higher than on computer. But frequency of response and participation in social network activities such as uploading pictures and playing games and quizzes on mobile phones was less than on computer.

Table 4.14: Descriptive for the level of participation in social network activities on computer ***after*** purchasing mobile phone that supports social network application

Social network activities	Less		Unchanged		More	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
Upload pictures	97	30.4	160	50.2	62	19.4
Leave a comment	125	39.2	129	40.4	65	20.4
Play games, quizzes	40	12.6	251	79.2	26	8.2
Update you & your friends recent status	138	43.4	107	33.6	73	23.0

According to table 4.14, after purchasing mobile phones that support social network applications, the frequency of uploading pictures, leaving a comment, playing games and quizzes on computer was unchanged. Surprisingly, it was the same as before purchasing a mobile phone that support social network applications. However, they updated less themselves and their friends recent status on computer after purchasing mobile phones that support social network application. In comparison, ***the majority*** of the respondents uploaded pictures and played games and quizzes via mobile phone less than on computer. On the contrary, most of the respondents left comments and updated themselves and their friends' recent status via mobile phone more than on computer.

4.5 Hypothesis Testing

This section will provide the results of the hypothesis testing. The first hypothesis was tested by linear regression and the second hypothesis was tested by Chi-Square (χ^2).

4.5.1. Hypothesis 1: Demographic variables such as gender, age, marital status, education, and monthly income are significantly related to the purchasing decision on mobile phones that support social network applications.

This hypothesis was tested by linear regression in order to predict the relationship between demographic variables such as gender, age, marital status, education, and monthly income, and the purchasing decision on mobile phones that support social network applications.

Table 4.15: Prediction value of demographic variables such as gender, age, marital status, education, and monthly income, and the purchasing decision on mobile phones that support social network applications.

Factors	**Model Summary R Square**	**ANOVA Sig.**	**Coefficients**	
			t	**Sig.**
(Constant)	0.03	0.05	12.08	0.00*
Age			2.07	0.04*
Gender			0.06	0.95
Marital status			1.32	0.19
Education			-1.26	0.21
Monthly income			-1.82	0.07

*Significant at level 0.05

From table 4.15, after testing demographic factors such as gender, age, marital status, education, and monthly income, with the purchasing decision on mobile phones that support social network applications, the results show that those five demographic factors had influenced the predicted results by only 3 percent (R Square=0.03).

However, by examining in detail those five factors to the prediction results of the purchasing decision on mobile phones that support social network applications, it was found that there were some factors which were significantly related to the purchasing decision on mobile phones that support social network applications (ANOVA : Sig. at 0.05).

Hence, from the five factors of demographic variables, including gender, age, marital status, education, and monthly income, the results demonstrated that age had a significant impact on the purchasing decision on mobile phones that support social network applications at level 0.05 (Coefficients : Sig. at 0.04). In addition, the other demographic variables were not related to the purchasing decision on mobile phones that support social network applications.

4.5.2. Hypothesis 2: Being a member of social network websites and the duration of participating in social network activities each day are significantly related to the purchasing decision on mobile phones that support social network applications.

The data was analysed by Chi-Square (χ^2) in order to find the relationship between both being a member of social network websites and the duration of participating in social network activities each day and the purchasing decision on mobile phones that support social network applications.

Table 4.16: The relationship of being a member of social network websites and the purchasing decision on mobile phones that support social network applications.

Are you members of social network websites such as Facebook, Twitter, MySpace, and others?	Will you buy mobile phones that support social network applications in the future?				Pearson Chi-Square	Pearson's R	P-value
	Yes		No				
	Frequency	Percentage	Frequency	Percentage			
Yes	342	98.8	24	61.5	103.97	0.52	0.000*
No	4	1.2	15	38.5			
Total	346	100.0	39	100.0			

*Significant at level 0.05

According to table 4.16, the results show that 98.8 percent of respondents who are currently members of social network websites intended to buy mobile phones that support social network applications in the future. In contrast, 61.5 percent of respondents who currently are members of social network websites did not intend to buy mobile phones that support social network applications in the future. Thus, the relationship of being a member of social network websites is related to the purchasing decision on mobile phones that support social network applications with a significance level of 0.05 (P-value = 0.000) and the relationship level of 52 percent (Pearson's R = 0.52).

Table 4.17: The relationship of the duration of participating in social network activities each day and the purchasing decision on mobile phones that support social network applications.

How much time do you spend time visiting social network websites each day?	Will you buy mobile phones that support social network applications in the future?				Pearson Chi-Square	Pearson's R	P-value
	Yes		No				
	Frequency	Percentages	Frequency	Percentages			
Less than 30 minutes	42	12.1	14	51.9	33.13	0.21	0.000*
30 minutes	75	21.7	6	22.2			
1 hour	72	20.8	2	7.4			
2 hours	51	14.7	2	7.4			
3 hours	15	4.3	1	3.7			
More than 3 hours	91	26.3	2	7.4			
Total	346	100.0	27	100.0			

*Significant level at 0.05

From table 4.17, 26.3 percent of the respondents who intended to buy mobile phones that support social network applications visited social network websites for more than 3 hours per day, while 51.9 percent of the respondents who intended not to buy mobile phones that support social network applications visited social network websites less than 30 minutes per day. Consequently, the researcher studied the relationship between variables and discovered that the duration of participating in social network activities each day is related to the purchasing decision on mobile phones that support social network applications with a significant level of 0.05 (P-value = 0.000) and the relationship level of 21% (Pearson's R = 0.21).

To summarise, this chapter presents many interesting results of the relationship between social networking and the purchasing decision for particular types of mobile phones. The following chapter, which is the final chapter, will provide the conclusions, discussions, and recommendations according to the obtained results.

CHAPTER V
CONCLUSIONS, DISCUSSIONS, AND RECOMMENDATIONS

This chapter is a summary of the study, a summary of the findings and conclusions, recommendations for social network websites, and recommendations for further research.

5.1 Summary of the study

The study was summarized as follows:

5.1.1 Objectives of the Study

The main purposes of this research were (1) to investigate the comparison of frequency of response and participation in social network activities on mobile phones and computers, and the comparison of frequency of response and participation in social network activities on computers after buying mobile phones that support social network applications, (2) to examine the relationship between demographic variables such as gender, age, marital status, education, and monthly income related to the purchasing decision on mobile phones that support social network applications, and (3) to study the relationship between being a member of social network websites and the duration of participating in social network activities each day with the purchasing decision on mobile phones that support social network applications.

5.1.2 Subject, Materials, and Procedures

The subjects of this study consists of 385 office workers, who had social network accounts and a mobile phone that supported social network applications, on Sathorn road, Bangkok, Thailand. They were selected by accidental and judgmental sampling. A self-administered questionnaire was used as the research instrument to collect data.

5.2 Summary of the findings and conclusion

The results of the research can be summarized as follows:

Firstly, the results showed that the majority of the respondents were aged 21-25 years old and there were more females than males. Moreover, the majority of them was single and graduated with a Bachelor's degree. As a result, most of the respondents were at the age of starting their career and had just graduated from university, it is not surprised that most of the respondents were members of social network websites, such as Facebook, Twitter, MySpace, and others. In addition, the majority of the respondents who were members of social network websites, partook of social network activities via their mobile phone. Moreover, they will buy mobile phones that support social network applications in the future.

Additionally, the obtained results showed that most of the respondents have one social network account and most were members of Facebook. This strongly emphasized the popularity of Facebook nowadays. Further, the majority of the respondents visited social network websites everyday and spent more than 3 hours visiting social network websites each day. In addition, the main reason for being a member of a social network website was to keep in touch with friends. And they update their status on social network websites every time something new happens to them.

In addition, the results demonstrated that the majority of the respondents currently use a Blackberry now (38.3%), followed by Nokia (21.3%), iPhone (15.8%). These results have proved the popularity of Blackberry and iPhone in Thailand. Besides making outgoing-incoming calls, the respondents opted to use social network applications from their mobile phone. However, most of them chose to play games and quizzes on social network websites on computer. On the contrary, they mostly left comments and updated themselves and their friends' recent status via their mobile phones. Additionally, ***the majority*** of the respondents uploaded pictures and played games and quizzes via mobile phone less than on computer. These results demonstrated that some of the features of social network websites could not run properly on mobile phones. More development and cooperation from social network website developers and mobile phone producers should be implemented to create better products and services for their customers.

5.3 Major findings

5.3.1 The comparison of frequency of response and participation in social network activities on mobile phones and computers, and the comparison of frequency of response and participation in social network activities on computers after buying mobile phones that support social network applications.

It was found that the frequency of response and participation in social network activities such as leaving comments and updating themselves and their friends' recent status on mobile phones were higher than on computers and the level of such participation on computers also decreased after acquiring mobile phones that support social network applications. However, the frequency of response and participation in social network activities such as uploading pictures and playing games and quizzes on mobile phones were lower than on computers and the level of participation on computers also decreased after acquiring mobile phones that support social network applications.

5.3.2 The relationship between demographic variables such as gender, age, marital status, education, and monthly income, and the purchasing decision on mobile phones that support social network applications.

According to the results, there are some factors of demographic variables that influence the purchasing decision on mobile phones that support social network applications with a significant level of 0.05. As mentioned, age is the most significantly related factor at the level of 0.05 to the purchasing decision on mobile phones that support social network applications.

5.3.3 Being a member of social network websites and the duration of participating in social network activities each day are significantly related to the purchasing decision on mobile phones that support social network applications.

Based on the findings, it is found that being a member of social network websites and the duration of participating in social network activities each day are related to the purchasing decision on mobile phones that support social network applications with a significant level at 0.05, and the relationship level at 52% and 21% respectively.

5.4 Recommendations for social network websites and producers of mobile phones

For social network websites and producers of mobile phones, the following recommendations are given.

According to the statistics and researcher's experience, Nokia used to be the market leader in Thailand; however, the popularity of its mobile phone brand among Thai consumers has changed now. The results have shown that most respondents use Blackberry, rather than Nokia, and iPhone which stressed the point that Blackberry and iPhone are currently popular worldwide, including Thailand. Nokia may need to adjust its design, functionalities, and marketing plans to compete with those two companies and cope with this situation. Additionally, the trends of mobile phone are constantly developing; all the producers of mobile phones should monitor them carefully so that they can adapt and produce phones that match market needs.

Additionally, most of the respondents have one social network account and most were members of Facebook. Previously, hi5 was very popular among Thais, especially in the teenage group; however, it was fading, by the time that Facebook, Blackberry, and iPhone entered the Thai market. Hi5 did not have applications for any mobile phone. They just had a mobile version which might not be convenient enough for their users. Current social network website developers and mobile phone producers should try to avoid the situation like Hi5. They should provide their best and prepare themselves for the threat of new entrants.

In addition, the results have shown that being members of social network websites and the duration of visiting social network websites each day are significantly related to the purchasing decisions of types of mobile phones. Further, the target respondents who were members of social network websites would purchase a mobile phone that supports social network applications in the future. This is an incentive for both developers of social network websites and producers of mobile phones to improve, produce and develop products that suit consumers' needs in the future. However, management from every company may need to consider whether the duration of visiting and responding to social network websites has distracted the concentration on work of their employees or not.

Furthermore, since the results have shown that age is significantly related to the purchasing decision on mobile phones that support social network applications, marketers from all parties, including mobile phone producers, service providers, and social network websites developers should take this information into consideration. From the analysis, it was found that the majority of Facebook users fall between the ages of 21-26 years old. This finding correlates to the Facebook's global users trend that identifies that the majority of its users are under the age of 26. This finding would have a contribution to the marketers to design effective marketing plan and strategies for their businesses to reach their target customers. Moreover, it is interesting that most of the respondents are still uploading pictures, and playing games and quizzes, more on computer even though they had mobile phones that support social network applications. Developers of social network websites and mobile phones should develop their products to be more integrative to increase the usage rate of those applications on mobile phones and increase in sales as a result. This might be a market opportunity for producers of mobile phones, who could produce full function social network applications on their mobile phones, which would satisfy the current needs of mobile users, who use social network applications, on their mobile phone, or be able to attract non-users to the market.

5.5 Recommendations for further research

The following reasons are given for the future research and study.

A similar study may be conducted in other business areas of Bangkok like on Silom road, the shopping area of Rajprasong road so that the results can be generalized to all Bangkokians or other big cities of Thailand, so that results can be generalized to all Thai mobile phone users.

In addition, a further replication of the research study on the same topic with bigger samples by using simple random method might be conducted in order to gain a better understanding and more accurate of information about the relationship among the variables. It would also be interesting to conduct a replicated research with equal distribution in age group so that it can be compared to the different usages of social networks between age group and whether there is a variation in this research.

Moreover, the qualitative methods may be applied to obtain more detailed information on a similar topic. Conducting an interview or a focus group of respondents may bring about more insights to the topic.

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APPENDIX

Questionnaire

Subject: The relationship between being member of social network website and purchasing decision on types of mobile phone.

This questionnaire prepared by Mahidol University International College, Master Degree student. The purpose is to study about consumer's attitudes toward being members of social network websites and purchasing decision on type of mobile phone.

Part 1: Personal Data

1. Age: 1.□ 21-25 2.□ 26-30 3.□ 31-35
   4.□ 36-40 5.□ more than 40

2. Gender: 1.□ Male 2.□ Female

3. Marital status: 1.□ Single 2.□ Married
   3.□ Divorced 4.□ Others

4. Education:
   1.□ Bachelor's Degree 2.□ Master's Degree
   3.□ Doctoral Degree 4.□ others (Please specify).....

5. Monthly income:
   1.□ Less than 12,000 Baht 2.□ 12,000 - 24,000 Baht
   3.□ 24, 001 -36,000 Baht 4.□ 36,001 - 48,000 Baht
   5.□ More than 48,000 Baht

Part 2: Screening Questions

6. Are you members of social network websites such as Facebook, Twitter, MySpace, and etc.?

(If "**Yes**" please continue)

(If "**No**" please specify reason and end your questionnaire here)

1.□ Yes 2.□ No (Please specify)……

7. Do you play social network activities via your mobile phone?

(If "**No**" please specify reason and **finish questionnaire at the end of part 3**)

1.□ Yes 2.□ No (Please specify)……

8. Will you buy mobile that support social network applications in the future?

1.□ Yes 2.□ No

Part 3: To study the usage characteristics on social network websites

9. How many social network account(s) that you have? ……
Please indicate the name ……..

10. How many days per week that you visit social network websites? .....days

11. How long do you spend time visiting social network website each day?

1.□ Less than 30 minutes 2.□ 30 minutes
3.□ 1 hour 4.□ 2 hours
5.□ 3 hours 6.□ More than 3 hours

12. What is (are) the reason(s) why you being a member of social network website?

1.□ To keep in touch with friends
2.□ Play games/ quizzes
3.□ To post or look at photos
4.□ I use it only in response to someone contacting me on the site
5.□ Everyone is doing it
6.□ Because you can send a message to multiple people
7.□ To update my current status
8.□ To update what had happened with friends
9.□ Others (Please specify).....

13. How often do you update your status on your social network website?

1.□ Each time something new happens to me

2.□ Once a day 3.□ Once in a few days

4.□ Once a week 5.□ Others (Please specify).....

Part 4: To study the relationship between being member social network websites and purchasing decision on types of mobile phone, and compare the usage frequency of social network activities on mobile phone and desktop.

14. What is the brand of mobile phone that you are currently used now?

1.□ Nokia 2.□ Blackberry 3.□ iPhone 4.□ Samsung

5.□ HTC 6.□ LG 7.□ Sony-Ericson 8.□ others.....

15. Please rank the features of mobile phone that you mostly used

(1= Mostly used, 10 = Least used)

_____ E-mail _____ GPS navigator

_____ Organizer _____ Social network applications

_____ Outgoing-Incoming calls _____ Movie-music

_____ Games _____ Calculator

_____ Photos-video _____ Alarm clock

16. Which channel that you mostly use to participate in social network activities below?

Please mark ✓on an appropriate box.

Social network activities	Desktop	Mobile phone
Upload pictures		
Leave a comment		
Play games, quizzes		
Update you & your friends recent status		

17. Do you participate in following social network activities **on desktop after** purchasing mobile phone that support social network applications **more, indifference, or less**?
Please mark ✓on an appropriate box

Social network activities	More	Indifference	Less
Upload pictures			
Leave a comment			
Play games, quizzes			
Update you & your friends recent status			

18. You **mostly** participate in social network activities via **mobile phone**.
Please mark ✓on an appropriate box.

Social network activities	Yes	No
Upload pictures		
Leave a comment		
Play games, quizzes		
Update you & your friends recent status		

*******Thank you for your cooperation*******

แบบสอบถาม

เรื่อง ความสัมพันธ์ระหว่างการเป็นสมาชิก Social network sites กับการเลือกซื้อโทรศัพท์มือถือประเภทต่างๆ

แบบสอบถามงานวิจัยนี้จัดทำโดยนักศึกษาปริญญาโท มหาวิทยาลัยมหิดล (วิทยาลัยนานาชาติ) จุดประสงค์เพื่อศึกษาเกี่ยวกับทัศนคติของผู้บริโภคที่มีต่อการเข้าเป็นสมาชิกของ Social network websites กับการเลือกซื้อโทรศัพท์มือถือประเภทต่างๆ

หมายเหตุ โปรด ☑ ลงในช่องที่เหมาะสม

ส่วนที่ 1: ข้อมูลส่วนตัว

1. อายุ: 1.□ 21-25 ปี 2.□ 26-30 ปี 3.□ 31-35 ปี
   4.□ 36-40 ปี 5.□ มากกว่า 40 ปี

2. เพศ: 1.□ ชาย 2.□ หญิง

3. สถานภาพ: 1.□ โสด 2.□ สมรส
   3.□ หย่าร้าง 4.□ อื่นๆ

4. ระดับการศึกษา:
   1.□ ปริญญาตรีหรือเทียบเท่า 2.□ ปริญญาโท 3.□ ปริญญาเอก
   4.□ อื่นๆ (โปรดระบุ).....

5. รายได้ต่อเดือน:
   1.□ น้อยกว่า 12,000 บาท 2.□ 12,000 - 24,000บาท
   3.□ 24, 001 -36,000 บาท 4.□ 36,001 - 48,000 บาท
   5.□ มากกว่า 48,000 บาท

ส่วนที่ 2: คำถามคัดกรองผู้ตอบแบบสอบถาม

6. คุณเป็นสมาชิก social network เว็บไซต์ต่างๆ เช่น Facebook, Twitter, MySpace, และอื่นๆ
(หาก "**ใช่**" โปรดตอบแบบสอบถามต่อ)
(หาก "**ไม่**" โปรดระบุเหตุผล และ**สิ้นสุดการตอบแบบสอบถาม**เพียงเท่านี้)
1.□ ใช่ 2.□ ไม่ (โปรดระบุเหตุผล)……

7. คุณเข้าใช้ social network เว็บไซต์ต่างๆ ผ่านมือถือที่คุณใช้อยู่ปัจจุบันบ้างหรือไม่
(หาก "**ไม่**" โปรดระบุเหตุผลสั้นๆ และ**ตอบแบบสอบถามถึงเพียงข้อ14**)

1.□ ใช่ 2.□ ไม่……

8. หากซื้อโทรศัพท์มือถือใหม่ คุณจะซื้อโทรศัพท์ที่รองรับแอพพลิเคชั่นของ Social sitesต่างๆ

□ ใช่ □ ไม่

ส่วนที่ 3: เพื่อศึกษาลักษณะการใช้งานของสมาชิก Social network เว็บไซต์

9. คุณมีบัญชี Social network เว็บไซต์ต่างๆ ที่เข้าใช้ประจำอยู่กี่บัญชี …….
โปรดระบุชื่อ เว็บไซต์ นั้นๆ ……..

10. คุณเข้าเยี่ยมชมหรือเล่น social network เว็บไซต์ กี่วันต่อสัปดาห์ ..... วัน

11. คุณใช้เวลาโดยรวมนานแค่ไหน สำหรับการเข้าเยี่ยมชมหรือเล่น social network เว็บไซต์ในแต่ละวัน
1.□ น้อยกว่า 30 นาที 2.□ 30 นาที
3.□ 1 ชั่วโมง 4.□ 2 ชั่วโมง
5.□ 3 ชั่วโมง 6.□ มากกว่า 3 ชั่วโมง

12. เหตุผลที่คุณใช้ Social network เว็บไซต์ต่างๆ (ตอบได้มากกว่า1ข้อ)
1.□ ไม่ให้ขาดการติดต่อกับเพื่อน 2.□ เพื่อความบันเทิง เช่น เล่นเกมส์ ทำควิซ
3.□ โพสท์หรือดูรูปถ่าย 4.□ ใช้ตอบเมื่อมีคนติดต่อผ่านทางsitesนั้นๆ
5.□ มีไว้ ใครๆก็มีกัน 6.□ สามารถส่งข้อความให้ผู้รับหลายคนได้
7.□ อัพเดทความเคลื่อนไหวของตัวเรา 8.□ อัพเดทความเคลื่อนไหวของเพื่อนๆ
9.□ อื่นๆ (โปรดระบุ).....

13. คุณอัพเดทสถานะใน Social network เว็บไซต์ต่างๆ บ่อยแค่ไหน

1.□ ทุกครั้งที่มีเรื่องใหม่ๆเกิดขึ้นกับฉัน

2.□ วันละครั้ง 3.□ 2-3วันครั้ง

4.□ อาทิตย์ละครั้ง 5.□ อื่นๆ (โปรดระบุ).....

ส่วนที่ 4: เพื่อศึกษาความสัมพันธ์ระหว่างการเป็นสมาชิก Social network เว็บไซต์กับการเลือกใช้โทรศัพท์มือถือแต่ละประเภท และเปรียบเทียบความถี่ในการใช้งาน Social network เว็บไซต์ผ่านโทรศัพท์มือถือและคอมพิวเตอร์

14. โทรศัพท์มือถือที่คุณใช้อยู่ปัจจุบันคือยี่ห้อใดต่อไปนี้

1.□ โนเกีย 2.□ แบล็คเบอรี่ 3.□ ไอโฟน 4.□ ซัมซุง

5.□ HTC 6.□ LG 7.□ โซนี่-อีริคสัน 8.□ อื่นๆ.....

15. โปรดเรียงลำดับความสำคัญลักษณะการใช้งานของโทรศัพท์มือถือ ที่คุณใช้บ่อยที่สุด

(1ใช้บ่อยที่สุด, 10ใช้น้อยที่สุด)

_____ อีเมลล์ _____ ใช้ GPSบอกเส้นทาง

_____ ออร์กาไนเซอร์ _____ social network แอพพลิเคชั่น

_____ รับสาย-โทรเข้า _____ ดูหนัง-ฟังเพลง

_____ เล่นเกมส์ _____ เครื่องคิดเลข

_____ถ่ายรูป-วิดีโอ _____ นาฬิกาปลุก

16. คุณทำกิจกรรมต่างๆใน Social network เว็บโซต์ ผ่านทางช่องทางใดมากกว่า

โปรดใส่เครื่องหมาย ✓ลงในช่องที่เหมาะสม

กิจกรรมต่างๆในsocial network	คอมพิวเตอร์	โทรศัพท์มือถือ
อัพโหลดรูปภาพ		
คอมเมนท์		
เล่นเกมส์, ทำควิซ		
อัพเดทสถานะของตนเองและข่าวสารข้อมูลของเพื่อนๆ		

17. **หลังซื้อ**โทรศัพท์มือถือที่รองรับ Social network แอพพลิเคชั่น คุณใช้งานกิจกรรม Social network ต่างๆดังต่อไปนี้ **บนคอมพิวเตอร์** มากขึ้น เท่าเดิม หรือ น้อยลง
โปรดใส่เครื่องหมาย ✓ลงในช่องที่เหมาะสม

กิจกรรมต่างๆในsocial network	มากขึ้น	เท่าเดิม	น้อยลง
อัพโหลดรูปภาพ			
คอมเมนท์			
เล่นเกมส์, ทำควิซ			
อัพเดทสถานะของตนเองและข่าวสารข้อมูลของเพื่อนๆ			

18. คุณทำกิจกรรมต่างๆใน Social network เว็บไซต์ **ผ่านโทรศัพท์มือถือมากกว่า**คอมพิวเตอร์ ใช่หรือไม่
โปรดใส่เครื่องหมาย ✓ลงในช่องที่เหมาะสม

กิจกรรมต่างๆในsocial network	ใช่	ไม่ใช่
อัพโหลดรูปภาพ		
คอมเมนท์		
เล่นเกมส์, ทำควิซ		
อัพเดทสถานะของตนเองและข่าวสารข้อมูลของเพื่อนๆ		

*********จบแบบสอบถาม ขอบพระคุณค่ะ*********

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