

Teekayu Chiangtha 2013: The Social Media's Lifestyle Toward Customer Decision Of The Rabbit Card. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mr. Paitoon Thamrongchai, Ph.D. 137 pages.

The purpose of this research is to study 1) The lifestyle on the social media. 2) The customers who used social media to make a decision process. 3) The difference on demography, which have the influence on lifestyle on the social media in case opinion. 4) The relation between demography profile and the decision process. 5) The difference lifestyle on the social media in case opinion, which have an influence on decision process. 6) The relation between lifestyle on the social media in case opinion and the online, which have an influence on decision process. In this dissertation is used quantitative method via questionnaire to collect the data from the 377 respondents, who have held the rabbit card. The during date was taken 26-30 December 2012. The data was analysed and described by using statistic term, which includes means score, percentages, standard derivation, the ranking process and inferential statistics to prove hypotheses. To find the result of χ^2 -test, F-test, t-test and LSD was used significant level at 0.05.

In this study, it found that the respondents are women, which is slightly more than men. Furthermore the respondents are between 21 - 30 years old. The most of them had graduated from bachelor's degree. During of this research more than half of them had employed in private or government organization. Finally their average income is between 20,001 - 30,000 Bath. So far, the result of the study, are 1) Demography profiles have an influence on their social media lifestyle. 2) There is relationship between decision process and demography profile in term of sex, ages and graduated level. In contrast there is not any relationship on demography in term of jobs and salary. 3) There is not relationship between the lifestyle on the social media in case opinion and the decision process. 4) There is not relationship between the lifestyle on the social media in case opinion and the online of the decision process to purchase rabbit card.

Student's signature

Thesis Advisor's signature