

Kritin Puangmalit 2011: Development of Social-commerce for Fresh Vegetable Business. Master of Science (Agricultural Research and Development), Major Field: Agricultural Research and Development, Faculty of Agriculture at Kamphaeng Saen. Thesis Advisor: Associate Professor Borpit Tangwongkit, M.Eng. 89 pages.

This research developed method to sell hygienic fresh vegetables through the social network. Two questionnaires were employed to the 40 respondents. The first questionnaire was emphasized to study differences between demographic characteristics that affected the decision to buy hygienic fresh vegetables by using the social network and an acceptance of the respondents to use the social commerce. The second questionnaire was used to study the customer satisfaction of social commerce for hygienic fresh vegetables by using the social network. Descriptive statistics included percentage and arithmetic mean. Inferential statistics was Chi-square test to test the hypotheses. The results revealed that gender, age, monthly incomes, frequency of using internet, concerns of health and behavior of vegetable consumption were the demographic characteristics affected the decision to buy hygienic fresh vegetables by using the social network. The high acceptance of the respondents to use the social commerce was obtained at level of 92.5%. The high level of consumers satisfaction was gain from the social commerce because the consumers recieved more convenience and reliability. Furthermore, the social commerce also provided more products accessibility and more opportunity to communicate among groups of consumers.

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