

Abstract

Research Title : Consumer commitment communicating through social medias
to consumer behaviors in Phasi Charoen distric

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This research aims to study the binding of consumers commitment communicating through social media types , Facebook fan page to consumer behavior. This study was a survey from a sample of the population is living in Phasi Charoen distric. Aged 15-40 years. By collecting data from questionnaires. And statistical processing, including frequency, percentage, average, and standard deviation.

The research found that Most of the respondents were female, aged 21-25 years. of undergraduate education. Job Student / Student With revenues of approximately 10,001-20,000 baht and the exposure of Bush-type beauty. Interested Facebook fanpage of most beauty. There exposure of acquaintances recommended. The frequency of exposure, 3-4 days / week possible. And duration of exposure, 30 minutes to 1 hour / day.

The level of commitment of consumers to communicating through Facebook fan pages. The overall level. The most confident, followed by integrity, pride and passion respectively. The response level of consumer behavior in the overall level.

A study about consumer commitment through social media to communicating. In various aspects mentioned above. Whether it is the confidence, integrity, pride and passion. It's very important for the market because customer commitment can be encouraged to happen then. It can affect consumer behavior. In response to the various aspects of the consumer too. (Doorn et al., 2010). Including businesses should plan presented by the various activities. The questions that the fans in the mentioned period. The content of the presentation has a chance to reach the most fans. Brings to attend such events. So time is another factor affecting the creation of a bond with the fans.