

## ABSTRACT

Title : Behavior Following Information via TrueMove H Line Official Account of the Service User True Move H in Bangkok.

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The study was aimed to study the Behavior following information via TrueMove H Line official account of the service user True Move H in Bangkok. By sampling of 400 people in Bangkok. Using the tool to collect data was a questionnaire and collected data were analyzed. by using Freq (Frequency) the percentage (Percentage) Average (Mean), standard deviation (Standard deviation) and Chi-square (Chi-square) to test the hypothesis.

The results showed that the most respondents were female. Aged between 31-35 years. A bachelor's degree, single, career as a staff / employee organizations. The average income per month between 15,001-20,000 baht. The behavior tracking data showed that most of the playing time Line applications for 3-4 hours / day. The period of the most active during 16:01 pm. - 22:00 pm. The number of times to follow the information via True Move H Line official account per week. Most follow the information 1-2 times / week. The purpose of following the information via TrueMove H Line official account. Most are intended to tracking promotions and privileges from TrueMove H. The second is to follow up marketing activities from TrueMove H. The reason for the choice of TrueMove H Line official account a friend in line applications is to download the free stickers from True Move H. The second is the need to follow up promotions and privileges from True Move H. Influential People in the following the information via TrueMove H Line official account. Most self-determination and actor / actress was influential in the decision, respectively. Respondents are importance the factors that influence the following the information via TrueMove H Line official account by including as many as possible. The nature

of the information, The time and frequency of delivery, The presentation style message and the usefulness of the information received.

The hypothesis testing found that demographic characteristics: gender, age, level of education, marital status, occupation and income of the overall relationship with Behavior following information via TrueMove H Line official account of the service user True Move H in Bangkok in the course of the play line applications per day. The period of follow the information per week. The number of times to follow the information, The purpose of follow information, The reason for the follow TrueMove H Line official account and influential person in the follow the information. Statistically significant at the 0.05 level. The factors that influence the following the information via TrueMove H Line official in The nature of the information, The time and frequency of delivery, The presentation style message and the usefulness of the information received is associated with Behavior following information via TrueMove H Line official account of the service user True Move H in Bangkok. Statistically significant at the 0.05 level.

**Keyword:** Behavior following information TrueMove H Line official account Line applications