

4. Summary of the Study

The purpose of the study is to determine consumer behavior and level of consumer satisfaction on purchasing products and services through Facebook application. This study was the quantitative study with the samplings for this study was 400 people whom purchased products and services through Facebook application by using a questionnaire as a tool. The statistics used for data analysis were percentage, mean, standard deviation, t-test, one-way Anova, and multiple regression analysis.

From data analysis study can be concluded that most of 400 respondents were females, yielding a 59 percent response rate, age over 40 years old, yielding a 30.50 percent response rate, government services or state enterprise workers, yielding a 36.50 percent response rate, bachelor or equivalent degree graduated, yielding a 57.50 percent response rate, and average monthly income over 20,000 baht, yielding a 57.50 percent response rate.

The overall picture of opinions of consumer behavior and level of consumer satisfaction on purchasing products and services through Facebook application were at high level at significant 0.05.

5. Reference

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