A STUDY OF MEDIA USAGE BEHAVIOR AND MOTIVATION FOR USING SOCIAL MEDIA OF GRADUATE STUDENTS. COLLEGE OF LOGISTICS AND SUPPLY CHAIN

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ABSTRACT

The objectives of this research were 1) to study social media usage behaviors of graduate students. College of Logistics and Supply Chain 2) to study the motivations for using social media among graduate students. College of Logistics and Supply Chain The sample used in this research was a group of graduate students, at College of Logistics and Supply Chain Suan Sunandha Rajabhat University

This research is a quantitative research. The sample used in the research were graduate students 400 students. The questionnaire is preliminary data by finding percentage, mean and standard deviation.

The results of the study revealed that 1) Most of the samples were males. aged between 17-25 years old, 2) Behavior of using social media in the form of accessing 6-7 hours/day, 3) Behavior of using social media for work within the organization. Overall, the mean was at the highest level ($\bar{x}$= 4.65, S.D.= 0.53). to work outside the organization. Overall, the average was at a high level ($\bar{x}$= 4.38, S.D.= 0.57). for personal use / Personal use. Overall, the average is at a high level, which is ($\bar{x}$= 4.30, S.D.= 0.54) and 4) the motivation within the use of social media. Overall, the average was at a high level ($\bar{x}$= 4.47, S.D.= 0.61). Extrinsic motivation for using social media. Overall, the average was at a high level ($\bar{x}$= 4.43, S.D.= 0.55).

Keyword: Behaviors, Motivations, Social Media

INTRODUCTION

Research on "Study the media use behavior and motivation for using social media of graduate students. College of Logistics and Supply Chain" was born from the researcher's observation that today's communication. It has evolved and changed with the times. and in line with the advancement of technology In the past, the dissemination of news could be done by using postal mail, telegrams, newspapers, etc., which were mostly one-way communications and required time to receive and receive information. However, nowadays communication has developed to the point where it has progressed along with the development of technology. Internet network system and with technology Advances in communication allow communication to be fast and not limited to a narrow circle like in the past. But it is more realistic. People have therefore turned their attention to the internet and accepted it as a part of their daily life.
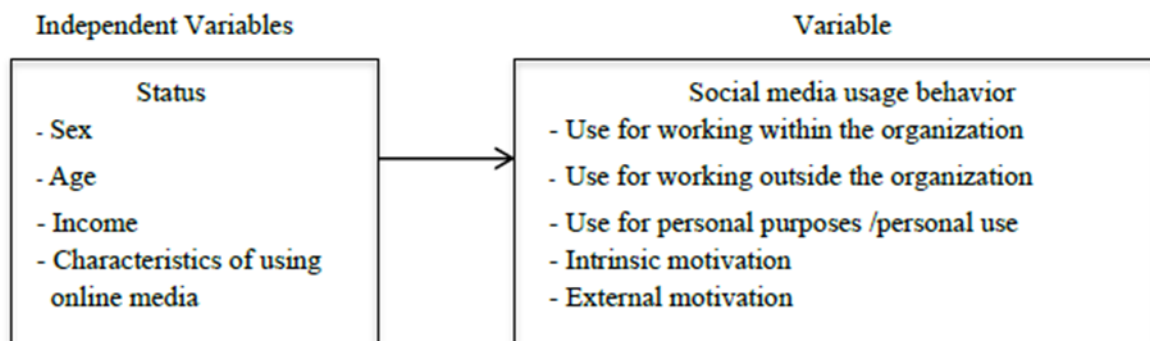
Users of services through various online media can share and exchange information without borders, through a channel called "Social media" or "social media". It is a channel used to communicate via the internet. Currently, there are many service providers such as Facebook, Twitter, Google, Line, YouTube, etc. In addition, the development of electronic devices such as portable computers, mobile phones or tablets to use these devices to access

services on the internet conveniently and more quickly because technology helps meet the needs of users widely. Therefore, users should be aware of information security among users.

Social media has become very influential and popular. As a social networking website, information can be distributed quickly in the form of social interaction. To create a large network of people with whom to chat. This is different from traditional media which is a one-way communication format. In addition, users can be both content consumers and content producers (Phisek Chainirand, 2010). From statistics on Internet and Social Media usage behavior around the world, it is found that online social networking websites that The most popular among Thai people is Facebook (Tana, 2016), a communication tool that users can use to chat, send pictures, videos, and have various formats for creating interactions. such as pressing "Like", sharing information and expressing various opinions. The user usually has a purpose. It is different uses, such as for communication for entertainment for giving encouragement wanting to have a group of friends helps reduce loneliness, etc. (Quinn, 2016). In addition to using it as an important communication tool, many organizations have used Facebook as a channel for marketing communications. public relations as well as disseminating important knowledge How to create a community on Facebook It is called a fan page in that it is an online space for promoting brands, products or services, giving knowledge News information on various matters for those who have common interests in various matters

Carrying out corporate public relations work is a section whose mission is to create awareness of activities related to the college so that outside agencies can get to know the college better as well as creating an image for the college. Scope of responsibility covers course public relations work, through online media

CONCEPTUAL FRAMEWORK

Independent Variables

Status
- Sex
- Age
- Income
- Characteristics of using online media

Variable

Social media usage behavior
- Use for working within the organization
- Use for working outside the organization
- Use for personal purposes /personal use
- Intrinsic motivation
- External motivation

OBJECTIVES OF THE RESEARCH

1. To study the social media use behavior of graduate students. College of Logistics and Supply Chain

2. To study the motivation for using social media among graduate students. College of Logistics and Supply Chain

RESEARCH METHODOLOGY

Research methods

1. Population and sample

The population includes master's degree students, College of Logistics and Supply Chain, Suan Sunandha Rajabhat University. The sample group is representative of the

population Obtained by simple random sampling, using Yamane's random table, total sample size 400 people.

       2. Study methods

       The researcher has established guidelines for conducting the research study. The aim is to conduct research on media use behavior and motivation for using social media among graduate students, College of Logistics and Supply Chain. This was a survey research where the researcher applied a questionnaire, as a tool for collecting data, divided into 3 parts, consisting of

            Part 1 Status of the respondent

            Part 2 Social media usage behavior

            Part 3: Motivation for using social media

Data Analysis

       Information obtained from collecting data from questionnaires. (Questionnaire) that from the sample will be processed and analyzed using ready-made computer programs. Data were analyzed according to the intended assumptions and statistics were used to analyze this research data as follows.

       1. Information regarding personal factors and behavior in using social media Will be explained using frequency and percentage.

       2. Information regarding media use behavior and motivation for using social media used to enumerate frequencies For each answer, find the mean ($\bar{x}$) and find the standard deviation (S.D.) of each aspect of the questionnaire. All aspects are included individually.

RESEARCH RESULT

       Research on Study of media use behavior and motivation for using social media of Master's degree students in the College of Logistics and Supply Chain. The researcher has taken 400 sets of questionnaires, divided into 3 parts as follows.

       Part 1 Results of data analysis regarding personal factors and behavior in using social media, classified by gender, age, income, and nature of using online media. By finding the frequency and percentage .

       From the results of the study of the status of the respondents, it was found that there were more males than females, 217 people, accounting for 54.25 percent, and 183 females, accounting for 45.75 percent. Most of the respondents Aged between 17-25, there were 197 people, accounting for 49.25 percent, and with an income of 20,001-30,000 baht, there were 199 people, accounting for 49.75 percent.

       Overall, the nature of using social media is mostly 6-7 hours/day. There are 219 people, accounting for 55.03 percent.

       Part 2: Results of data analysis related to social media usage behavior. used to enumerate frequencies For each answer, find the mean ($\bar{x}$)and find the standard deviation (S.D.) of each aspect of the questionnaire. All aspects are included individually.

       From the study results, it was found that social media usage behavior for working within the organization Overall, the average is at the highest level, which is ($\bar{x}$= 4.65, S.D. = 0.53). When considering each item, it is found that the first is used to communicate with the supervisor, which is ($\bar{x}$= 4.87, S.D. = 0.33). The second is used for Communicating between co-workers within the organization is ($\bar{x}$= 4.83, S.D.= 0.38) and third is using to find new friends in the organization ($\bar{x}$= 4.76, S.D.= 0.50), respectively.

       Social media usage behavior for working outside the organization Overall, the average is at a high level, which is ($\bar{x}$= 4.38, S.D. = 0.57). When considering each item, it is found that the first is used to publicize the organization to the public, which is ($\bar{x}$= 4.78, S.D. = 0.58). The second is used to receive Listening to suggestions, complaints, comments, and

answering questions is ($\bar{x}$ = 4.35, S.D. = 0.48) and the third is using to find information that helps in decision making or organizational development is ($\bar{x}$ = 4.28, S.D. = 0.93) respectively.

Social media usage behavior For personal use /personal use Overall, the average is at a high level, which is ($\bar{x}$ = 4.48, S.D. = 0.56). When considering each item, it is found that the first is used to recognize events/follow the movement of situations that occur in daily life, which is ($\bar{x}$ = 4.67, S.D. = 0.48) Rank 2 is used for entertainment, enjoyment and emotional relaxation ($\bar{x}$ = 4.53, S.D. = 0.62) and rank 3 Used to bring news and knowledge to use in conversations with others, which is ($\bar{x}$ = 4.47, S.D. = 0.62), respectively.

Part 3: Results of data analysis regarding motivation for using social media. used to enumerate frequencies For each answer, find the mean ($\bar{x}$)and find the standard deviation (S.D.) of each aspect of the questionnaire. All aspects are included individually.

From the results of the study, it was found that the internal motivation for using social media Overall, the average was at a high level ($\bar{x}$ = 4.47, S.D. = 0.61). When considering each item, it was found that the first place was for entertainment ($\bar{x}$ = 4.78, S.D. = 0.58). The second place was for relaxation ($\bar{x}$ = 4.69, S.D.= 0.60) and 3rd place to be able to interact and communicate freely anywhere and anytime ($\bar{x}$ = 4.64, S.D.= 0.48) respectively.

Extrinsic motivation for using social media Overall, the average was at a high level ($\bar{x}$ = 4.43, S.D. = 0.55). When considering each item, it was found that first, executives and personnel saw the importance of social media ($\bar{x}$ = 4.78, S.D. = 0.58). Number 2 was Potential to bear various expenses arising from the use of social media ($\bar{x}$ = 4.64, S.D. = 0.48) and ranked 3rd Access to social media is easy ($\bar{x}$ = 4.47, S.D. = 0.62), respectively.

DISCUSSION

Research on "Study the media use behavior and motivation for using social media of graduate students. College of Logistics and Supply Chain". From the study found that There are interesting findings regarding the behavior of using social media for working within the organization. Personal use/personal use Intrinsic motivation for using social media and extrinsic motivations for using social media There are differences according to demographic characteristics, about the channels for awareness of online public relations media which is in line with the research objectives The research results can be discussed as follows.

Results of the above study It can be seen that different student statuses have different media usage behaviors and motivations for using social media as well. The sample group was over 46 years of age and had behaviors and motivations for using social media. both used for working within the organization. It use for working outside the organization and personal use / personal use is minimal. This is because in general, older people have conservative ideas. It is be quite careful in your lifestyle. This is consistent with the research of Panicha Nitipornmongkol (2011) who studied the behavior of using online social networks of working age people. In Bangkok it was found that the behavior of using online social networks of working people with different ages and incomes has different behaviors. Consistent with the research of Amika Hemin (2013), studying the usage behavior and opinions about the results from using social media (Social Media) of people in Bangkok. The results of the study found that People of different ages and incomes There are different behaviors in using online social networks and is consistent with the research results of Pannika Phumchan (2015) who studied the behavior of using social media of pre-clinical medical students at the faculty of Medicine. It was found that students in different years have different behaviors in using social media in education. In summary, the age and income factors of the sample in this study affect their behavior in using social media.

Results of the study of behavior in using online media, it was found that the highest usage was 6-7 hours/day. The results of this research are consistent with the research of Kamonnat Tojinda (2013) who conducted a research study on the behavior of using Social Network services of Chiang Mai University students. It was found that everyone in the sample used Facebook and preferred to use the service via mobile phone. Most of them are characterized by daily use and the time of greatest use is before bedtime. Reasons for the sample group choosing to receive online media is to follow news information News is considered an important factor used in making decisions in various activities. The amount of information received 2-3 times per day according to the concept of McCombs and others (2011) that news exposure is one of the basic measures of interest level. By the content of various news that the receiver receives. It can be used as a tool to measure the behavior of the receiver, such as the amount of news received per day or per week.

Results of the study of social media use behavior for working within the organization It was found that the sample group had an attitude towards finding new friends in the organization and behavior in using social media. For working outside the organization publicize the agency to the public. Social media usage behavior for personal use /personal use to be aware of events/follow the movement of situations that occur in daily life according to the concept of Mansour (2015) that attitude arises from having an incentive to learn, resulting in a response to something. In the form of liking or not liking things, which is a personal evaluation Emotions, feelings, and expressions comes out in the form of actions or thoughts. Belief is what leads to attitude, which can be used to analyze various things The psychological aspect of a person in developing a good attitude towards that thing or retreating from it. By creating attitudes on online media will lead to entertainment reliability and value to that media. This is consistent with Ledbetter's (2014) study, Online Communication Attitude Similarity in Romantic Dyads: Predicting Couple's Frequency of E-Mail, Instant Messaging, and Social Networking Site Communication. It conducted a study on online communication that can create attitudes from the media received. It was found that attitudes towards using online media In the sphere of communication of an individual it is important for living in society. The information received can change lives. Attitudes towards using online media and methods of interaction It will make communication in the online world of people closer together, and create good social knowledge as well

CONCLUSION AND RECOMMENDATION

1. There should be continuous exhibitions to provide knowledge about the use of social networks to students in order to develop the use of social networks in education. To follow news and increase knowledge This will affect efficiency in studying and working.

2. For agencies, the use of social media should be promoted in working within the organization and Working more outside the organization Executives in the agency should increase the importance of using social media in their work and provide necessary equipment to make social media easier to access.

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