

THE STUDY OF PERCEIVED PUBLIC RELATIONS BEHAVIOR ONLINE MEDIA, COLLEGE OF LOGISTICS AND SUPPLY CHAIN.

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ABSTRACT

The objectives of this research were 1) to learn about the social media exposure on the college of logistics and supply chain 2) to learn about the effectiveness of educational media 3) to guide the development of media that can provide educational information effectively. The sample used in this research was a group of students in the college of logistics and supply chain, Suan Sunandha Rajabhat University at 400 people. This research was quantitative research. The questionnaire was a tool for this research and analyzed by percentage, mean and standard deviation of the variables. The research study found that most samples were females aged between 17-25 years old. Most of them were logistics management disciplines. The online media exposure behavior was available for daily use of 6-10 Access frequency per day. It was the most active in the period of 18.01-22.00. The device was a mobile phone. The reason for choosing online media was to track the information. The volume had been received 2-3 times a day. The appearance of perception through the most engaged online media was pressing the button to enjoy the content offered.

Keywords: PR, Online behavior

INTRODUCTION

Research on "Behavior on public relations awareness through online media (Social Media)" as a guideline for developing public relations media. Caused by the researcher observed that currently the use of online media. There is a lot of influence on Thai society and the world. Probably cannot deny that the current advances in information and communication technology have become part of the life of the digital age especially the internet media that has created various roles to life in social, economic, political, educational and entertainment. From the individual level organization to the country level as well as the modernization of technology, allowing people to access easily and quickly without restrictions on space and time, and can use communication tools for accessing the internet in a variety of formats, as a result, creating new media for different communication channels especially communication via social networks.

Social media or social media Have come to have a lot of influence and popularity by being a social networking website that can spread information quickly in the form of social interaction to create a network of large people with a variety of people which is different from traditional media that is one-way communication also, users can be both content consumers and content producers as well. (Phisek Chai Nirun, 2010). Based on the statistics of the internet and social media usage behavior around the world, the most popular social networking website from Thai people is Facebook (Tana, 2016) use contact to talk about sending various video images. There are a variety of formats that have been created, such as pressing likes, sharing information and various comments, which users often have different

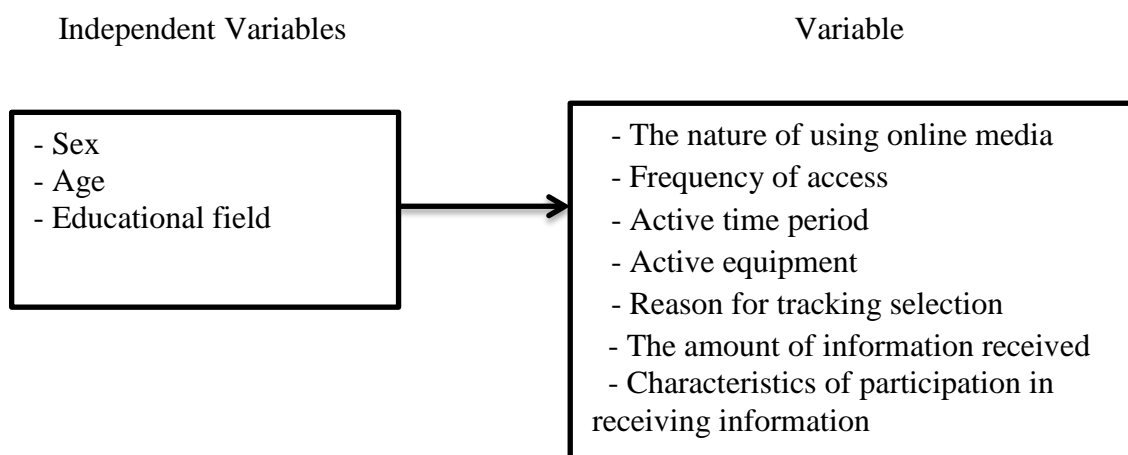
usage objectives such as for communication, entertainment, encouragement want to have a group of friends helps reduces loneliness, etc. (Quinn, 2016), which is not only used as an important communication tool many organizations have used Facebook as a channel for marketing communications, public relations as well as the dissemination of important knowledge. By means of creating a community on Facebook called fan page to be an online area for promoting brands, products or services educating information on various matters for those who are interested in various matters together (Proud Arunrangsiwed and Rosechongporn Komolsevin, 2014). The study of the research process on digital advertising with mixed research methods. In the future, a combination of quantitative and qualitative research will help to design tools for collecting data that are appropriate for the answers to research on digital advertising. This is because digital advertising is a medium used by many people and it is necessary to understand the opinions and decisions of the recipients Integrated research should, therefore, be studied in order to obtain clear and reliable information from consumer groups. (Ayasanond C, 2019).

College of Logistics and Supply Chain, which is a newly established college under supervision Suan Sunandha Rajabhat University, 2014 with the objective to provide educational services to youth and the general public who are interested in studying and developing themselves. Open Bachelor of Business Administration courses in 6 subject areas, including Logistics Management, Maritime Business Management, Retail Management, Transportation Management, Logistics Management (International Program) and Air Cargo Management to develop logistics resources to meet the needs of both public and private sectors supporting growth in the business sector and the production of qualified personnel to enter the ASEAN community. Public relations operations the organization is a division that has a mission to create awareness about college activities so that external agencies can get to know more colleges as well as create a brand image for the college. The scope of responsibility covers works on public relations courses through online media.

Facebook "College and Supply Chain, Suan Sunandha Rajabhat University" has been used as a channel to disseminate educational information that communicates that people can talk about matters that are considered social communication tools. The researcher is interested in studying the behavior of public relations via online media and the use of the recipients via Facebook "College of Logistics and Supply Chain, Suan Sunandha Rajabhat University" and applied for future benefits.

CONCEPTUAL FRAMEWORK

Status Behavior of receiving information through public relations media



OBJECTIVES OF THE RESEARCH

1. To study the behavior of social media exposure in education of the College of Logistics and Supply Chain
2. To study the effectiveness of educational media
3. To be a guideline for developing public relations media that can provide educational information effectively.

RESEARCH METHODOLOGY

The researcher has set the scope of research as follows:

1. Demographics and sample groups

The sample group used in this research is a group of students in the College of Logistics and Supply Chain. Suan Sunandha Rajabhat University by using a total sample size of 400 people.

2. Content

The study of online media exposure behavior and utilization of instructional media, learning materials and various knowledge media has content about education for the benefit and satisfaction of people receiving social media. Facebook, YouTube and Pantip.

3. Time

From 1 October 2018 to 31 July 2019.

4. Location

College of Logistics and Supply Chain Suan Sunandha Rajabhat University

Research Instrument

The researcher has established guidelines for conducting research studies. By focusing on research on public relations media as a whole and the knowledge and understanding of receiving public relations media which is a survey study. Using questionnaires as a tool to collect data by surveying online media exposure behavior in terms of accessibility, frequency, time, equipment, reasons for choosing to receive online media the amount of information received characteristics of awareness through online media. The research instrument is a questionnaire which composes of 3 parts as follows

Part I - Status of respondents

Part II - Behavior of receiving information through public relations media

Part III - Attitude towards online media

Data Analysis

Researchers analyzed data from data collected from questionnaires for public relations behavior of students in the College of Logistics and Supply Chain, by using the scores obtained from the questionnaire to analyze the arithmetic mean (\bar{x}) standard deviation (S.D) and the percentage.

RESEARCH RESULT

From collecting data by using questionnaires and 400 sample groups. The status of respondents found that most sample groups of Facebook members "College of Logistics and Supply Chain Suan Sunandha Rajabhat University " 298 females, 74.50 percent and 102 male, 25.50 percent, aged between 17-25 years, with the largest number of 400 people, representing 100 percent. Respondents were classified by subject, found that most of them are logistics management students with the highest number of 194 people, accounting for 48.50 percent.

The behavior of online media exposure, found that in the daily use ($\bar{x} = 4.73$, S.D. = 0.48), the frequency of access is 6-10 times a day ($\bar{x} = 4.73$, S.D. = 0.44) most active in the period 18.01-22.00 ($\bar{x} = 4.70$, S.D. = 0.54). The device is the mobile phone ($\bar{x} = 4.65$, S.D. = 0.61). The reason for choosing online media is tracking information ($\bar{x} = 4.72$, S.D. = 0.46) with the amount of data received 2-3 times per day ($\bar{x} = 4.07$, SD = 0.26) and the nature of being perceived through online media that has the most participation is to press the favorite content of the proposed content ($\bar{x} = 4.14$, SD = 0.29).

The attitude towards online media, found that the presentation of the content is appropriate ($\bar{x} = 4.89$, SD = 0.31). The content presented is interesting and useful ($\bar{x} = 4.83$, SD = 0.38), easy to understand and interesting ($\bar{x} = 4.76$, SD = 0.50). The content presented is up-to-date and always updated with new information ($\bar{x} = 4.60$, SD = 0.69) is a channel that answers questions and provides information when students have problems ($\bar{x} = 4.44$, S.D. = 0.80) going to chat with others in society ($\bar{x} = 4.31$, SD = 0.86) is a space to exchange opinions with people who have similar interests ($\bar{x} = 4.52$, SD = 0.69). Participation in various activities that Public relations via Facebook ($\bar{x} = 4.69$, SD = 0.60)

DISCUSSION

Research "The study of perceived public relations behavior via online media College of Logistics and Supply Chain" according to studies, it has been found that there are interesting findings of media exposure behavior, attitudes and uses of students via Facebook "College of Logistics and Supply Chain Suan Sunandha Rajabhat University "makes students' comments there are differences according to demographic characteristics about the channels of online media awareness which is in accordance with the research objectives can discuss the research results as follows.

The status of respondents most of them is female, age 17-25 years old, being a logistics management student. It can be seen that most students are female. Because females are sexes that use social networking online rather than males. In accordance with the study of Panuwat Kongarat (2011) on the behavior of using social networks of teenagers in Thailand, a case study of Facebook found that females use social networking online more than males (Sivajant Chanthasupharn, 2011) on attitude towards online media exposure on social networks case studies of students at Rajamangala University of Thanyaburi It was found that most of the students who received media on social networks were female.

The above results it can be seen that the status of different students will have different media exposure behavior according to the concept of Phisekchai Niran (2010), saying that the social network is communication tools that influence the lives of people today. It is a network that is used to communicate, connect with people and become a society in the online world and is able to spread with social interaction corresponding to the study of Wimolphan Apawet and faculty (2011) studying the behavior of communication on Facebook of students at Rajamangala University of Technology Phra Nakhon said that social networking is a social phenomenon that connects people on the internet by creating communities for various benefits. That is to create a Facebook page for people who are interested in the same subject. The members have to be very satisfied with (Like) to be a member, showing that Facebook social network users have good behavior in receiving media from Facebook fans.

The results of the study of online information exposure behavior it was found that in the most daily use, the frequency of access is 6-10 times per day and used during the period 18.01-22.00. From the study of Bantarotthasana (2011) on Facebook usage behavior and satisfaction with administration customer relationship through Facebook King Power, it was found that the sample group had access to the fan page every day. The time period is 18.01 - 20.00 hrs. and the equipment used by the sample group is mostly mobile phones. The results

of this research are in line with the research of Kamon Natthachinda (2013). SocialNetwork Of Chiang Mai University students which found that all sample groups use Facebook services to use popular services via mobile phones most of the features are used every day and the most active period is before bedtime. The reasons for the sample group that chose to receive online media is tracking information. The news is an important factor in making decisions in various activities. The amount of information received 2-3 times a day according to McCombs and others (2011), which says that information exposure is a fundamental measure of interest. By the various news content that recipients receive can be used as a tool to measure the behavior of recipients such as the amount of news received per day or per week. In addition, the presence of awareness through online media is the most engaging is to press the favorite button on the proposed content in accordance with the study of Wattanaphong Nimsuwan and Weeraphong Pholnikitkit (2013), the study of the concept of using communication tools in Facebook fans on Facebook and the motivational attitude that affects decision making. "Like" provides communication tools for Facebook fans on the face of small and medium enterprises found that consumers pay attention to the presentation of pictures with the behavior of pressing buttons like very much in different content and like most image content.

The study of attitude towards online media found that the sample group had an attitude about presenting content that was appropriate, interesting, readable and easy to understand. And the presentation of content is up-to-date and always updated with new information according to Mansour's concept (2015), the attitude arises from having an incentive to learn, resulting in a response to something. In the form of likes or dislikes, which is a personal evaluation emotional and expressive Come out in the form of actions or ideas. Belief is an attitude that leads to an attitude that can be used to analyze various things. The psychological aspect of the person is having a positive attitude towards that thing or retreating from that by creating an attitude on online media that will lead to entertainment reliability and value to the media (Ledbetter, 2014) on Online Communication Attitude Similarity in Romantic Dyads: Predicting Couple's Frequency of E-Mail, Instant Messaging, and Social Networking Site Communication has studied the communication on online media that can create attitudes from the media received found that the attitude of using online media in the scope of individual communication, it is important for living in society. The information received can change lives' attitudes towards using online media and how to interact will make communication on the online world of people more closely and creating good social knowledge as well.

CONCLUSION AND RECOMMENDATION

From the results of the study of perceived public relations via online media College of Logistics and Supply Chain, the academic year 2018, found that the sample group gave importance and popularity to use the online media service for Facebook to talk/contact with known people. Which will be used everyday frequency of access 6-10 times per day via smartphone. The researcher has suggestions from this research as follows.

1. Educational institutions should have communication dissemination of information and knowledge to students via Facebook to connect relationships and facilitate students to receive information news and knowledge thoroughly at all times
2. Instructors of various subjects should focus on bringing online media as a channel for application in teaching both inside and outside the classroom. For learner, development can be used in many ways, such as being a channel for students to communicate consultation about learning with teachers and fellow group members content sharing lessons learned in the

room ordering and sending assignments finding information related to learning public relations, news, etc. which will help make teaching and learning more effective.

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