

THESIS TITLE	UTILIZATION BEHAVIOR OF APPLICATION THROUGH SOCIAL MEDIA AFFECTING DECISION MAKING FOR HAVING FOREIGN SPOUSE OF THAI WOMEN: A CASE STUDY OF UDON THANI PROVINCE
KEYWORDS	APPLICATION, SOCIAL MEDIA, DECISION, HAVING FOREIGN SPOUSE
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### ABSTRACT

The research of utilization behavior of application through social media affecting decision making for having foreign spouse of Thai women : a case study of Udon Thani Province aimed to 1) explore the demographic characteristics which affected decision making for having foreign spouse of Thai women : a case study of Udon Thani Province, 2) study utilization behavior of application through social media which affected decision making for having foreign spouse of Thai women: a case study of Udon Thani Province, 3) study utilization of application through social media which affected decision making for having foreign spouse of Thai women: a case study of Udon Thani Province, 4) study decision making for having foreign spouse of Thai women : a case study of Udon Thani Province. The sample used in the research was 400 Thai women aging between 16 - 60 years, living in Udon Thani Province. Questionnaires were used as a tool to collect data. Statistics used to analyze data were percentage, mean, difference comparison between two variables with Independent-Sample T-Test, and difference comparison between more than two variables with (ANOVA) F-Test and Pearson's Correlation for hypothesis testing.

The findings revealed that 1) Most of the samples aged between 36 - 45 years, having business owner /trade having Bachelor's degree, earning between 10,001 - 15,000 baht. The most appropriate average ages of foreign spouse was 41 - 45 years. The purpose to use application was to improve living status of their own and family. They thought that French was the most suitable foreigner which required to be their couples; 2) The utilization behavior of application through social media affecting decision making for having foreign spouse of Thai women: a case study of Udon Thani Province revealed that average time to use application through social media for having foreign spouse was 3 - 4 hours per day, average frequency to use application through social media for having foreign spouse was 6 - 10 times per hour, period of time to use application through social media for having foreign spouse was 18.01 - 24.00 hours. Application usage device through social media for having foreign spouse was smart phone. Place to use application through social media for having foreign spouse was home. Facebook was the most popular social media application which used to find foreign spouse, and thought to meet your need efficiently; 3) Utilization of application through social media of Thai women to find foreign spouse was overall at the high level. When considering each aspect, it found that the highest average was economy and society, followed by communication, education and technology, entertainment; and 4) Decision making to have foreign spouse of Thai women in Udon Thani Province was overall at the high level. When considering each aspect, it revealed that the highest average was decision making with surrounding information, followed by decision making on a routine basis and decision making with restricted information.

The results of hypothesis testing revealed that 1) The difference of age, status, monthly average income, average age of appropriate foreign spouse and objective to use application had affected decision making to have foreign spouse differently at significant statistics level of 0.05, except difference of education, occupation, average age of the most appropriate foreign spouse had affected decision making to have foreign spouse not differently at significant statistics level of 0.05. 2) Different behaviors of application utilization through social media for having foreign spouse had affected decision making to

have foreign spouse differently at significant statistics level of 0.05. 3) Utilization behavior of application through social media in regard to economy and society, education and technology, communication, entertainment had related to decision making to have foreign spouse on case study of Udon Thani Province. The frequency of application utilization through social media and reason to use application channel to find foreign spouse of Thai women through social media had related to decision making to have foreign spouse of Thai women on case study of Udon Thani Province at very low level. The average time and period of time to use application through social media had not related to decision making for having foreign spouse of Thai women on case study of Udon Thani Province.