



**MOTIVES INFLUENCING THE USE OF SOCIAL MEDIA BEHAVIOURS AMONG
BABY BOOMER GENERATION IN SONGKHLA PROVINCE**

Jindaporn Pussara

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Title Motives influencing the use of social media behaviours among
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Author Miss Jindaporn Pussara

Major Program Business Administration (International Program)

Major Advisor

.....
(Dr. Nuttida Suwanno)

Examining Committee:

..... Chairperson
(Dr. Nuttida Suwanno)

..... Committee
(Assoc. Prof. Dr. Sasiwemon Sukahbot)

..... Committee
(Asst. Prof. Dr. Suthinee Rurkkhum)

.....
(Asst. Prof. Dr. Suthinee Rurkkhum)

Director of Master of Business Administration
(International Program)

Minor Thesis Title	Motives influencing the use of social media behaviours among baby boomer generation in Songkhla province
Author	Miss Jindaporn Pussara
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ABSTRACT

The main purpose of this study is to explore the behaviours of baby boomers generation of social media and the motivations behind these behaviours. Many of the researches done on consumer online behaviour have focused on the motivation to use or not to use with very few focusing the interaction between motivation and behaviour of social media users. This study therefore examined the motives influencing the behaviours of the use of social media of generation Baby Boomers. The social media behaviours were categorized based on previous study into consuming, participating and producing behaviour while the motivations were categorized into information, entertainment and social connection motives. Quantitative research method was used by administering questionnaire to 411 Baby Boomers in Songkhla province of Thailand. The data was analysed with descriptive statistics and multiple regression analysis.

The result from this study showed that the most common motivation for using social media by Baby Boomers is the entertainment motive and the most common social media behaviour is the consuming behaviour. The multiple regression analysis results showed that consuming behaviour on social media by Baby Boomers is influenced by entertainment and social connection motives. Participation behaviour on social media by Baby Boomers is influenced by social connection motive. The production behaviour on social media by Baby Boomers is influenced information, entertainment and social connection motives.

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CHAPTER 1

INTRODUCTION

1.1 Background of this study

Currently, the society has entered into globalization with the advancement of computer technology. Furthermore, the successive growth of internet network and communication technology makes communication much easier. As a consequence, this also stimulates the new form of society where people can interact with each other at any time through Internet also known as "Social Networking". Social Networking allows people to exchange and share information, of which they are interested in, and activity or specific interest individually. As a result, social networking is rapidly influencing or changing the way of life, the way of running a business and the communication of the people.

We Are Social, a digital agency company in Singapore that collected statistics on the movement of the digital world, provided annual statistics that showed that at the beginning of the year 2017, the number of internet users around the world was as high as 3.773 billion people or 50% of the world population. North America gains the most internet users which are considered as 88% of internet users worldwide, and 2.789 billion people are online users, or 37% of the world population (We Are Social, 2017). According to the results of the survey of Internet user behavior in Thailand in 2017 by the Office of Electronic Transaction Development (Public Organization) found that Thai people spend 45 hours on the Internet per week or average 6.4 hours per day. According to the figure 1.1 below, sixty seven percent of Thailand population uses the internet. The statistic on internet usage in Thailand as at January 2017 is presented below:

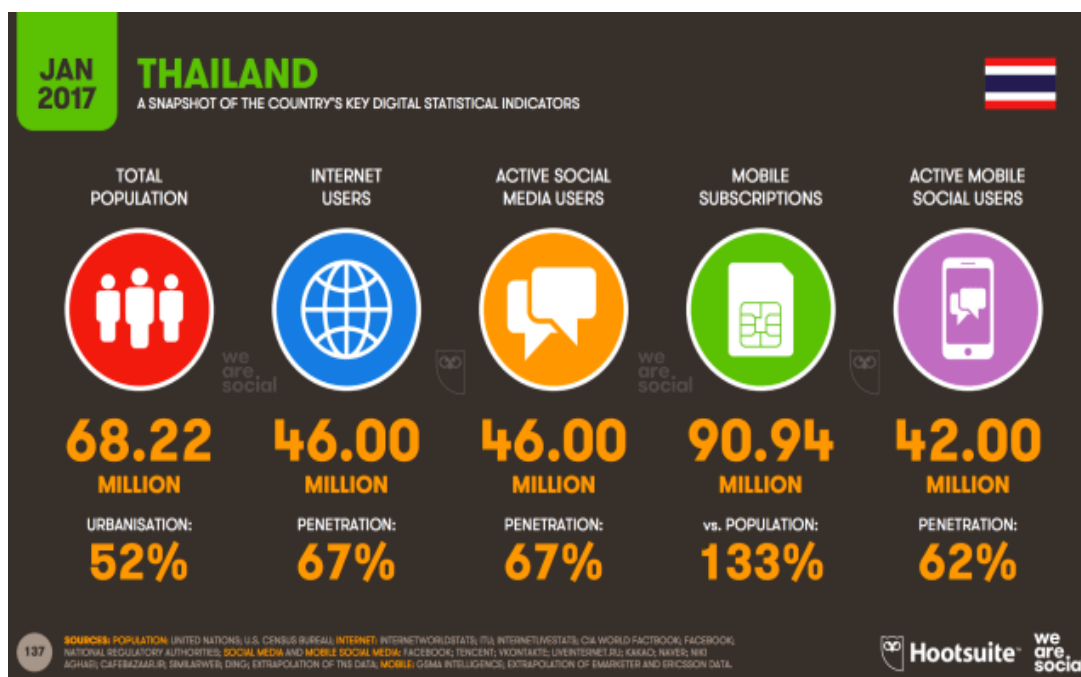


Figure 1.1 Thailand Key Digital Statistics

Source: Funk (2017)

Songkhla province is the largest of province of lower southern of Thailand. It is a center of education, a center of trade and business of the south, which is rapidly advancing and is a gateway to neighboring countries; Malaysia and Singapore. The factors that make Songkhla province successful are that it is a center of commerce, transportation, education and tourism (Department of the Interior Ministry of Interior, 2012). According to a survey of Internet users in Thailand, 2007-2016, Songkhla province ranked 6th in the province with the highest internet usage in 2009, the total number of 298,859 people. By the year 2011, Songkhla has moved up to No. 5, Internet users increased to 355,750 people and in the year 2016 Songkhla province has an increase of 778,363 Internet users as shown in Figure 1.2 (National Statistical Office, 2016). This shows an increase in the number of Internet users in Songkhla province

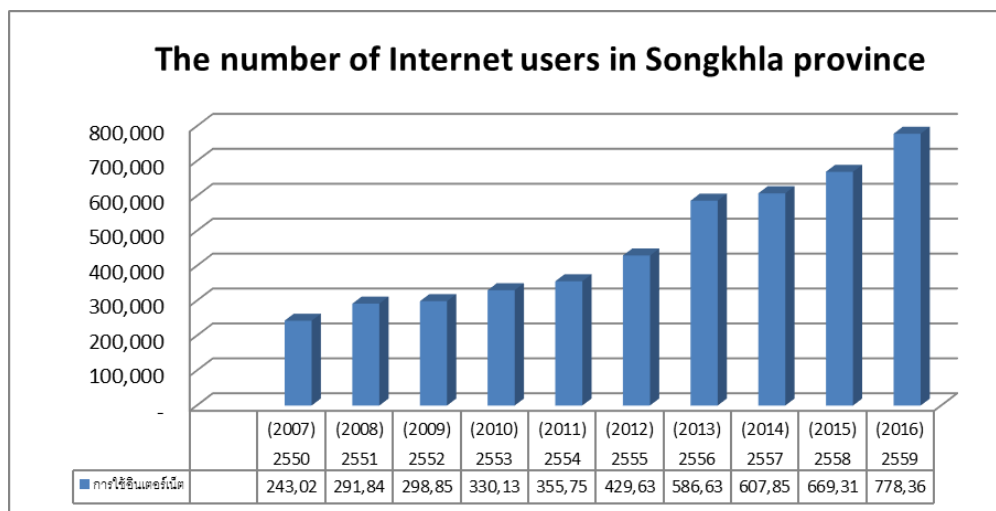


Figure 1.2 The number of Internet users in Songkhla province 2007-2016

Source: National Statistical Office, 2016

According to figure 1.2, the bar chart represents the gradual increase of number of internet users, illustrating the more access to the internet by the locals. Hence, the plan of development for the digital economy and society of the Ministry of Information and Communication is to emphasize on establishment of a society which possesses equal opportunity through digital technology. This will further help promote the opportunities and equality in accessing and utilizing digital technologies, especially for the elders, the disabled and the rural population.

From figure 1.1 above, it can be seen that the number of internet users is the same as the number of active social media users. This shows that social media sites are the most frequent destination for people online.

1.2 Problem statement

The prevalent of internet users has led to an increase in consumer activity on social media. According to Stewart and Pavlou (2002), the social media interaction has empowered consumers and changed their role from being passive recipients of information to active generators of information. Consumers are taking part in a variety of activities ranging from consuming content, participating in discussions, and sharing knowledge with other consumers to

contributing to other consumers' activities (Heinonen, 2011). This active consumer behavior is changing the media and marketing landscape as consumers are invading companies' marketing sphere (Berthon, Pitt & Campbell, 2008). Consumers are actively contributing to marketing content through their user-generated content on social media like Facebook, Line, Youtube and others. Hence, the need for marketing companies and indeed all companies who must do marketing of their product to understand the changing behaviour of consumers in order to create mutual benefit from the use of social media (Heinonen, 2011).

Researches on consumer activity in social media and on user-generated content have examined the motivations for using or not using social media (Baker & White, 2011; Park, Kee & Valenzuela 2009; Raacke & Bonds-Raacke, 2008; Shao, 2009). It has been proposed that consumers are either active as posters or contributors or passive as onlookers or consumers of content (Shang, Chen & Liao, 2006; Shao, 2009; Schlosser, 2005). In an online brand community context, practice oriented research has focused on describing the practices related to brand communities (Schau, Muñiz Jr, & Arnould 2009). However, there are few existing researches with detailed investigation of the different levels of activities consumers engage in (Heinonen, 2011). Heinonen (2011) further stated that understanding the consumer motives for engaging in social media will provide insight into consumer's activities. Much of these researches however, have been done aggregately on all types of consumers or with focus on the young generation because of they are known to be actively involved in the social media. For instance, according to the results of the survey of Internet users behaviour in Thailand in 2017 by the Office of Electronic Transaction Development (Public Organization), Internet usage for Gen Y (born 1977-1995) is as high as 53.2 hours per week, while Gen X (born in 1965-1976), Gen Z (born 1996-2012 and onward) and Baby Boomers (born in 1946-1964) average internet usage were 44.3, 40.2 and 31.8 hours per week, respectively.

Baby boomers seem to be least users of internet and social media. This is understandably so because the huge rise of social media occurred when Baby Boomers already turned adult and they are used to the way things are when they were teenagers, causing some of them get stuck in between the old form and new form of communication.

However, in recent years, there has been a sharp increase in the number of elder persons worldwide (Hafez, Bagchi & Mahaini, 2000) and this represents the more aggregate

population of elder people nowadays than at any period in the past years (McMurdo, 2000). The proportion of the population aged 60 and over, is also growing each year. It is strongly believed that the world will have 1.2 billion people aged 60 and over by the year 2025, as well as rising to 1.9 billion in 2050 (World Population Prospects, 2003). Based on the forecast by the Office of the National Economic and Social Development Board, the Thai population aged 55 years and over will become approximately 20% of the Thai population in 2025. Moreover, the size of the Thai population is also very low and is likely to slow down for the next twenty years from 2005 due to changes in population structure. This influences Thai society becoming fully integrated into the aging society as this group of people is increasing rapidly over the past years. It is expected that over the next forty years, the total population of elderly population will surpass the children population or 25 percent of the population (Prasartkul & Vapattanawong, 2011). This shows that the number of baby boomers generation consumers will continue to increase. This also means that more products designed for this generation will increase and the need for marketing these products will also increase. The social media has become a great channel for marketing of products these days.

Little attention, however, has been placed on understanding the activities of baby boomers generation on the social media. Much of the researches done to understand consumer behaviour on social media has been done on all generations with no special attention paid to the Baby Boomers (Brodie, Hollebeek, Jurić, & Ilić, 2011; Gummerus, Liljander, Weman, & Pihlström, 2012; Heinonen, 2011; Krishnamurthy and Dou, 2008; Shao 2009; Sashi, 2012). This research therefore attempts to understand to the behaviour or activities of baby boomers generation of social media and the motivations behind these activities or behaviours.

1.3 Significance of the Study

This study aims to provide understanding into the behaviour of baby boomers on social media. As Thailand is gradually becoming ageing society due to the increase in the percentage of baby boomers, it is important to note that this generation will be dependent on the other generations in the upcoming future. Hence, understanding their social media behaviour and the motivation for this behaviour will give insight into how to support the baby boomers.

Understanding the social media behaviour and motivation of baby boomers will also help business on how to design their products and market them for these set of increasing customers.

1.4 Research questions

1.4.1 What is the social media behavior of Baby Boomers generation in Songkhla province?

1.4.2 What is the motivation for using social media by Baby Boomers generation in Songkhla province?

1.4.3 Is there any association between the motivation and social media behaviour of Baby Boomer generation in Songkhla province?

1.5 Research objectives

1.5.1 To study the behavior of using online social media by Baby Boomers generation in Songkhla province.

1.5.2 To study the motivation for using social media of Baby Boomers generation in Songkhla province.

1.5.3 To examine the association between the motives and behaviour of using social media by Baby Boomers generation in Songkhla province

1.6 Expected benefits

1.6.1 This study is expected to provide further understanding of the behaviour of using the online social media by Baby Boomers generation in Songkhla province.

1.6.2 This study is expected to provide understanding of the motivation for using social media by Baby Boomers thereby providing businesses and supporters of baby boomers insight into their needs.

1.6.3 The result of this study is also expected to provide brand managers and marketers insight into the behaviour of Baby Boomers generation which is a section of their target consumers.

1.7 Scope of research

1.7.1 Demographics scope, study generation of Baby Boomers who were born in 1946-1964 who had used or are currently using online social media and live in Songkhla province.

1.7.2 Content scope, study personal factors, motivation and behavior of using online social media of Baby Boomers generation in Songkhla province.

1.7.3 The scope of the area, study with a sample of Baby Boomers generation in Songkhla province.

1.8 Definitions

Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video, and information in general increasingly fluid among internet users. Social Media has relevance not only for regular internet users, but business as well. Popular social media services are Facebook, Twitter, Youtube, Instagram, Google+, Line etc

Social network means to engage with people who expect that these contacts will always have a strong desire and what you give to each other is good. Online community helps you find friends on the internet easily and we are able to create a private space to introduce yourself such as Hi5, Friendster, MySpace, Facebook, and OrkutBebo Tagged etc

The Baby Boomers were born in 1946-1964.

The behavior of using online social media means the activities or expression of an online social media user.

CHAPTER 2

LITERATURE REVIEW

As mentioned in chapter one, this study seeks to understand the social media behaviour of Baby Boomers in Songkhla province and their motivation for using social media. This chapter therefore reviews relevant concepts and the theoretical foundation for this study. In addition this chapter also reviews past related studies on the behavior and motivation for the use of social media and also studies related to Baby Boomers in Thailand. This chapter is structured as follows:

- 2.1 Conceptual definitions
- 2.2 Theoretical foundation
- 2.3 Related studies
- 2.4 Research Framework

2.1 Conceptual Definitions

This section reviews conceptual definitions that mainly used in this study.

2.1.1 The concept of social media

Kaplan and Haenlein (2010) define social media as a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User-Generated contents. Social media can also be defined as the website platform or application that allows users to create, share content or to participate in social networking (Oxford Dictionaries, n.d). Social media has created an environment where consumers assemble information and build buying decision. It also stands as networked platform, spanning all connected devices that encourage collaboration in terms of the creation, organization, linking and sharing of content including a collection of technologies such as blogs, micro blogs, wikis, content sharing sites, social networking sites (Chang & Kanan, 2008). In conclusion, Social media can be perceived as the gathering of online communication channels that foster community based input, content sharing, interaction and collaboration.

Clearly, social media is where consumers assemble and businesses want to be on social media (Baird & Parasnis, 2011). Messages launched through this media have a strong influence over various aspects of consumer behaviour, including: awareness, information acquisition, opinions, attitudes, purchase behaviour, post-purchase communication and evaluation (Manglod & Faulds, 2009). When businesses and consumers meet online then this is termed as online brand community. Online brand community is defined as the place on the Internet where businesses and customers can interact and engage with each other (Gummerus et al., 2012), share ideas, information and opinions about a certain brand (Habibi, Laroche, & Richard, 2014). This online brand community has no geographical boundary (Muniz & O'guinn, 2001). Businesses can promote their products and receive quick feedback from the online brand community. The online brand community can also facilitate end user participation in the development of products as consumers could give suggestion to the companies based on their needs. This brand community is increasingly possible with the social media.

Bantadthong (2015) stated that online social media can be categorized by looking at the main purpose of the sites and features. She categorized social media sites into seven types based on their purpose as follows:

1. Identity Network

This type of social network is used by the visitors to create their presence on the site and to publish their stories on the Internet. The nature of the release may be a video image, writing a message to the blog. It is also a web site emphasizing on finding new friends or finding out old friends. Writing articles freely. This may be used in two forms:

1.1 Blog: Blog is a short name of a Weblog that comes from the word "Web", combined with the word "Log", which is a virtual record or detailed information stored. So blogs are web-based applications that keep track of stories. The content written by the owner expressed the feelings. In general, the owner which is called "Blogger", writes a record or tell the event that the readers wants to know or offer his or her views and ideas into the blog itself.

1.2 Micro Blog. This type of social network allow user to post short messages via web service provider and can send the message to mobile phones such as Twitter etc.

2. Creative Network

This type of social networking is a society for users who want to express themselves and present their work and can show their works from all over the world. There are sites that provide virtual space as Gallery to showcase their own works such as videos, pictures, music. It also has the main purpose to share content between users of the web. But this web is focused only on multimedia files. These social networking providers include YouTube, Flickr, Multiply, Photobucket, and Slideshare.

3. Passion Network

It's an online social network that stores what you like on the web. It creates an online bookmarking. The idea is to allow users to keep pages of the bookmarks on the same person is kept on. The website has to be shared with people who have the same passion. It also can be used as a reference source for information and they can also vote to rate with an online bookmark that users find useful and popular. This type of social network includes Digg, Zickr, Ning, del.icio.us, and Reddit.

4. Collaboration Network

It is a social network that needs knowledge and extension from the knowledgeable user. The knowledge that has come out constantly updated and developed in the end. If you look at the motives that occur, people who come into this society are often proud to publish what they know and bring benefits to society. Another reason to join this platform is to gather information on various topics in the academic content, geography, history, goods or services from most often academic or specialist. Examples of social networking service providers in a collaborative platform are Wikipedia, Google earth and Google Maps.

5. Virtual Reality

This type of social network is an online game, which is a very popular website because it is a source of many games. It provides video games that users can play on the Internet. This online game looks like a 3D game where users present their role-playing roles in the game. Players can interact with other players as in the real world. It's like having a social network of like-minded players. It also has attractive graphics and activities that players like such as Second Life, Audition, Ragnarok, Pangya and World of Warcraft.

6. Professional Network

Professional Network is a social network for work. The aim of using these social networks is to distribute their work and create networks with others in similar career or not. In addition, companies that need people to join can access the history of users in this social network. The social networks of this type such include LinkedIn, etc.

7. Peer to Peer

Peer to Peer (P2P) is a social network that connects directly between users. It makes communication or sharing of information quickly and directly to the user. The provider of this type of online social networks includes BitTorrent, Skype etc

2.1.2 Consumer behaviour on social media

Attempt to define consumer behaviour started as far back as the early 1960s. For instance Meyers and Reynolds (1967) refer to consumer behaviour as human behaviour as it relates to buying situation. Engel, Blackwell and Miniard (1968) define consumer behavior as the action of individuals that is directly involved in getting and using economic goods and services as well as the decision processes that precede or determine the actions. More recently, Engel et al. (2006) defines consumer behaviour as activities that people undertake when they obtain, consume and dispose goods and services. Solomon (2010) further stated that consumer behaviour is the study of the processes involved when individuals or group select, purchase, use and dispose goods, services, ideas or experiences in order to satisfy their needs and desires. One thing that is common to all these definitions is that consumer behaviour relates to people's acts, actions or activities.

In the context of social media, consumer behaviour has been described based on the activities of user of social media. For instance consumers have been described as active or passive on social media (Schlosser, 2005; Shang et al., 2006; Shao, 2009).

2.1.3 Motivation for using social media

Discussions on what motivate people to behave in certain ways are timeless and varied. Motivation of human behaviour has been studied in the field of Sociology, Psychology, Business and Management and other fields. In the 1920s, human behaviour was believed to be motivated by the instinct of life and death (Freud, 1920). Several theories have been developed to

understand the motivation for human behaviour or actions. One of the popular ones is the Maslow's hierarchy of needs which is a product of Maslow's *A Theory of Human Motivation* (1943). Maslow concluded that human beings are motivated to act or behave in certain ways based on their needs and that individuals strive to seek higher needs once the lower needs are met. Motivation is therefore defined as the reason or reasons for acting or behaving in a certain way (Oxford Dictionaries, n.d).

In the context of social media, researches on consumer activity or behaviour in social media and on user-generated content have examined the motivations for using or not using social media (Baker & White, 2011; Park et al., 2009; Raacke & Bonds-Raacke, 2008; Shao, 2009). Understanding the behaviour of consumers on social media is therefore incomplete without understanding the motivations for these behaviours.

2.1.4 The concept of generation

Early idea on generation was advanced by Karl Mannheim in 1920 when he wrote about generation and developed generational theory (Edmunds & Turner, 2002; Luecke, 2009). In this context, generation does not refer to the biological generation which refers to people or descendants with common ancestor, but it refers social generation which refers to people born in a similar period of time (Mannheim, 1970). Mannheim (1970) mentioned that the concept of generation comes from the background that the people face common historical events to make the union. This concept corresponds with the assumption that one generation has to pass through similar process in the specific context of the country and culture and it forms an accumulated experience. Riley (2014) explained that people of the same generation typically have similar experiences of events which constitutes or shapes the fate of the generation and can encompass both negative and positive events and affect certain definite modes of behaviour or feelings or thought.

The study of generation is an interesting issue for a lot of people. Especially, in the social science in programs such as sociology, mass communications or marketing about consumer behavior in order to apply the aspect or concept about generation to be the criterion in the group separation following the westerner's concept, dividing the population into 3 groups

following the age and specific character of each generation such as Baby Boomer, Generation X, Generation Y.

Generation X is the people born during A.D. 1965-1979 or B.E. 2508-2522. It is the economic recession so there are few children comparing the generation "Baby Boomer" or it is called that Baby Bust Generation. The person group in this generation emphasizes the work and they can apply the technology so well (Jurkiewicz, 2000)

Generation Y refers to the people born during A.D. 1980-1996 or B.E. 2523-2539 by this group is children of Baby Boomer who have a child late. The characters of this group is confident and focus on themselves so the other generations think that this generation is selfish, disobedient and they like the technology because they are born during the advanced technology (Sheahan & Sheahan, 2005). Generation Y are particularly important for marketers because of the influence they have on families' purchase decisions (Renn & Arnold, 2003).

Generation "Baby Boomers" or sometimes so called generation "B" is the group of people born during A.D. 1946-1964 or B.E. 2489-2507 (Kumar & Lim, 2008). This group of people has passed through major events like world war, great recession and other negative and positive events that have shaped their lifestyle, believe and behaviour. This group of people is very important to the economy of a country because of their spending power (Kumar & Lim, 2008). For instance in 2003, Baby Boomers accounted for about \$2 trillion annual spending in the U.S.A. (Paul, 2003) and Matorin (2003) further stated that they control half of the wealth of the U.S.A.

In Thailand, from case study about life style of Thais in Baby Boomers groups in 2011 by the team of graduate students in College of Management Mahidol University find out that Baby Boomers group is the population during 53-71 years old and they are people to have high life experience, much money and they have the roles to drive the country numerously.

Traditionally people who are older are perceived to be averse to technology and may be vulnerable online consumers, but the aging Baby Boomers do not fit this description (Kim, Jolly, & Kim, 2007). Kumar and Lim (2008) said that Baby Boomers appear to be experienced users of modern technologies and are more open to social media and new technologies than the previous generation.

In conclusion, generation “Baby Boomers” means the person group born A.D. 1946-1964 or B.E. 2489-2507. In the present time, they are retired but they have the roles and they are important for economic development because they have the flexibility and high work experience so they can face the changing situation more than the new generations.

2.2 Theoretical Foundation

2.2.1 Consumer behaviour theory

Kotler (2003) focuses on the aims of consumer behaviour to understand and explain how people buy, service, organize and group select ideas. Kotler (2003) also draws attention to the way people use or discard goods to satisfy their needs and wants. As well as Kotler (2003), Zeithamal and Bitner (2000) have researched consumer behaviour too. They believe that 'consumer behaviour as an activity people undertake when disposing of products and services, consuming and obtaining'. Kumar et al. (2006) thought that if the marketer is to understand consumer behaviour, they will have to approximate the probability that a consumer will choose to purchase a special product and at a particular time. This will allow the marketer to know that what time and which product the consumer will buy in order for them to satisfy their needs and wants.

Furthermore, Schiffman and Kanuk (2004) have clarified that consumer behaviour is revealed when the consumer is searching for, purchasing, using, evaluating or disposing of products and services that they expect will satisfy their needs. In these examples the consumer's behaviour, the consumer's decision making process has shown how they spend their money, time and effort on purchases. Hence, they can conclude that consumer behaviour involves the buying habits of an individual and group buyers who buy the product and service for their own use as a final consumer.

2.2.1.1 Factors Influencing on Consumer's behaviour

Shepherd and Dennison (1996) stated that consumer's behaviour diet in the many individual, child or adult is the result of many factors which are conflicting and complex. Clark and Fletcher (2003) stated that consumer behaviour is influenced and shaped by many factors that can be organized into two terms. These are the individual influences, otherwise

referred to as the internal factors, and environmental influences which can be referred to as the external factors.

1. Individual Influences (Internal)

The important and primary individual influences consist of demographic, personality, knowledge, attitudes, psychographic, motivation and values. Jobber (2001) recognized that the Individual factors would have influence on a consumer's behaviour and include information processing, lifestyle, life cycle and personality. An effective example to show individual influence within society would be to use the some of the European countries. A specific few countries in the E.U including Italy, France, and Spain spend generous amounts of money when eating out. This spending is part of their culture and lifestyle. The spending taking place in these countries is purely down to the individual which makes these countries a prime example of internal influence taking place.

Tying in with the patterns that Jobber has identified within internal influences above, Soriano (2002) believes that individual factors are strongly influenced by demographics, lifestyles, life cycles, national or regular customer. In addition, the marketer should be considering that groups or market segments consist of individuals who are different from one and other. They also added that, individual influences have a direct effect on the customer's understanding. Therefore, it does not only address demographic structure markets but the marketer has to consider what people believe, respect their opinions and attitudes.

2. Environmental Influences (External)

The environmental influences consist of family, social class, culture, personal situation and personal influences. Kotler et al. (2001) expressed that social, his or her cultural, personal and psychological factors are influenced by the buyers' purchase decision.

Adding to Kotler's opinions, Jobber (2004) also stated that consumer behaviour is influenced by reference groups and geo demographics. In addition to these perspectives on environmental influences, Soriano (2002) suggested that the restaurant sector can be significantly influenced by the volume of business, the country's economic situation and developments in tourism. Brassington and Pettitt (2003) defined that all of these elements must consider and examine what drives the customers to buy a product or service. Due to all of the varying factors

when purchasing a new product or service there are many different requirements from each customer.

3. Cultural Factors

Brassington and Pettitt (2003) defined culture as “the values, attitudes, beliefs, ideas, and other meaningful symbols represented in the pattern of life adopted by people, that help individuals communicate, interpret and evaluate members of society”. Kotler and Armstrong (2006) defined the social class as the society’s structure which is based on similarities of education, occupation and income by members of social groups that share similar interests, behaviours and values between the members of the same social class.

4. Social Factors

Kotler (2003) defined that reference groups, a personal reference group that consist of all social groups, have a direct group (face to face) or indirect group influencing on the people’s behaviour or attitudes. This can help formulate different reference groups.

Barak (2001) stressed that norms and values influence to consumer’s behaviour. The reference groups may be famous people such as actors, models, singers or sportsmen, so the company or organization might to use appropriate reference groups to promote their products and services. Additionally, family is an important group of people and the most influential group. A family help to reflect what can be afforded. Family orientation consists of one’s parents. This helps to obtain knowledge of economic, political, religion, ethnic behaviour and patterns as well.

Furthermore, Kotler and Armstrong (2006) stress that family is the most important organization of society because of the members could strongly influence buyer behaviour. In addition to these opinions, Harrell (2002) argues that many customers purchase the same brand or the same product as their family did in various kinds of product. Family can contribute factors that may influence their relation. This is especially noticeable for standard or consumption products. For example, in terms of a restaurant business, it depends on what kind of restaurant people want to go to. The leader will always make the final decision.

5. Personal Factors

Kotler P. (2003) believes that age and life cycle stage, occupation or profession, economic circumstances, lifestyle and personality and self-concept. Additionally, age of life cycle stage means that the people change, buy products or services different over their lifetime.

Occupation or profession is a person's consumption pattern is influenced by his or her occupation also. Economic circumstances depend on savings and assets, income, attitude toward spending and saving and borrowing power. Lifestyle changes mean that people might be have different lifestyle though they come from the same culture, subculture, social class, occupation but the lifestyle of each person is a pattern which depends on opinions, attitude, activities and interests. All personal factors helping the marketer to identify changes in the consumer's values and understand how these factors can affect consumer purchasing behaviour to relate by service marketing mix.

6. Psychological Factors

Kotler and Armstrong (2008) proposed that everyone has an individual need. In terms of biological discomfort, thirst and hunger. These needs later become the strong motives and stimulate people to try to reach their satisfaction. The marketer needs to understand what product it is that the consumer needs to satisfy their needs at that specific time.

2.2.2 Theory of motivation

Maslow's A Theory of Human Motivation (1943) refers to a hierarchy of needs which relates to the concept of self-actualisation. Maslow's hierarchy of needs is a motivational theory in psychology containing a five-tier model of human needs, usually described as hierarchical levels within a pyramid (McLeod, 2008). Maslow's theory shows how individuals continue to seek a higher need when lower needs are satisfied. When a lower-level need is fulfilled, it no longer serves as a source of motivation. Therefore, needs are motivators only when they are unfulfilled. Maslow's five-leveled hierarchy of needs was simplified down to three by Alderfer through his ERG theory (1969) (see Fig. 2.1 below).

Maslow's and Alderfer's Needs Theories

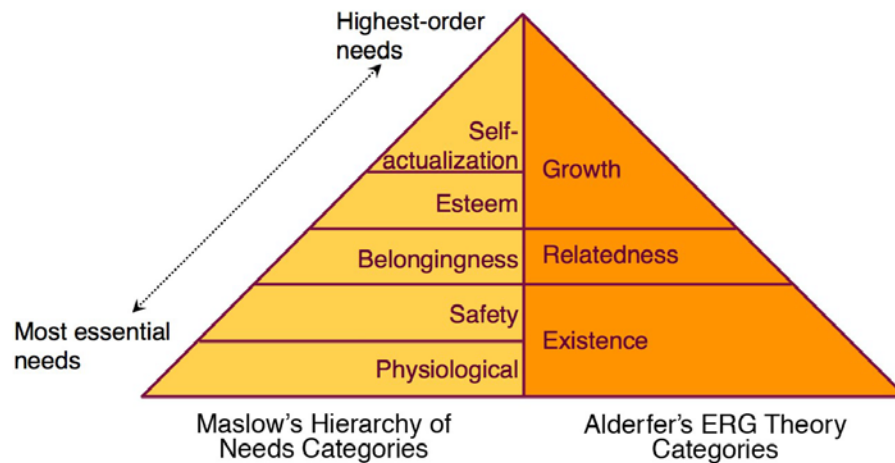


Figure 2.1 Maslow's Hierarchy of Needs and Alderfer's ERG Theory

Source: Maslow's Hierarchy of Needs, 2018

Motivation has also been studied in relation to stimulating individuals, employees or a group of people to perform better. Herzberg through his two-factor motivation-hygiene theory stated that motivators can be intrinsic and extrinsic (Herzberg, Mausner & Snyderman, 1959). He argues that these two factors motivate in different ways. 'Hygiene factors' are extrinsic motivators that include financial reward, a good or adequate salary, job-security and good working conditions. If these factors are not met, individuals will not be significantly motivated. The second factors, 'motivators' are intrinsic and relate to a sense of achievement, recognition and for personal development or gratification. Essentially, hygiene factors are considered to determine dissatisfaction and can be de-motivational if not present or met. Motivators determine satisfaction. Nevertheless, it must be noted that satisfaction does not always result in better performance or productivity.

McClelland's Achievement Need Theory (1961) proposed three basic needs developed and acquired from life experiences. Although each of these needs is not exclusive, one tends to dominate more than others.

1. Needs for achievement: this relates to people who need challenging achievement goals to attain a sense of accomplishment. They often require feedback as they

progress and possess a high level of personal responsibility.

2. Needs for affiliation: this relates to peoples need for agreeable connections with others and they are, therefore, people-oriented rather than task-oriented.

3. Needs for power: this relates to people who have the need to control or command or direct other people.

2.3 Related Research

Nyemba, Mukwasi, Mhakure, Mosiane, and Chigona (2011) studied about “Golden Baby Boomers’ Perceptions of Online Social Networking Sites” since they expected to understand more about beliefs and feelings of elder people or so called “golden baby boomers” so as to create the possibility of participation on the social network sites. Based on this study, the researchers focused on elder people in connection with technology barriers which could distract them from participation. Their study employed qualitative research method and an interpretive research to figure out the research. Finally, the results of this study turned out six major feelings and beliefs that are barriers to joining social media by Baby Boomers consisting of; 1.Inability to retain security/privacy, 2.Problems in adapting to culture, 3.Excessive exposure to information, 4.Lack of time, 5.Inability to authenticate other users, and 6.The perception that Social Network Sites provides no value.

In Thailand, Baby Boomers are also the generation with the lowest internet adoption. According to the results of the survey of Internet users behaviour in Thailand in 2017 by the Office of Electronic Transaction Development (Public Organization), Internet usage for Gen Y (born 1977-1995) is as high as 53.2 hours per week, while Gen X (born in 1965-1976), Gen Z (born 1996- 2012 and onward) and Baby Boomers (born in 1946-1964) average internet usage were 44.3, 40.2 and 31.8 hours per week, respectively.

Schlosser (2005) stated that users of social media can either be passive communicators or active communicators. They are described passive when they only look and not post their opinions and active when users post or communicate their experiences with others.

De Valck, Van Bruggen and Wierenga (2009) identified six different virtual community member types based on members’ communication/participation patterns: 1) Core members were those who contributed to the community the most by retrieving, supplying, and

discussing information. 2) Conversationalists focused on discussing information. 3) Informationalists mainly retrieved and supplied information. 4) Hobbyists focused on maintaining and updating their personal information on the website. 5) Functionalists were interested in retrieving information. 6) Opportunists only retrieved marginal content from the website.

Shao (2009) and Heinonen (2011) summarized or grouped the activities of consumers on social media to three activities based on the level of contribution to social media namely; consumption, production and participation. Consumption is when users of social media only consume the social media content like read the news, gist and gossips. Production is when users generate content for social media like post pictures and post news and experiences. Participation is when users of the social media contribute to the content of social media through reviews, likes and other forms of participation. Muntinga, Moorman and Smit (2011) referred to these social media behaviour as consuming, contributing and creating. Although the nomenclature is different from Shao (2009) and Heinonen (2011), the meaning and measurement is very similar.

Consuming behaviour is the least possible behaviour on social media. Heinonen (2011) also found out that consumers are mostly consuming the content of online social media using a sample of 285 young respondents. Considering the level of internet adoption by Baby Boomers and the barriers to their adoption of social media, this research therefore proposes the first hypothesis as stated below.

H1: Consuming behaviour is the most common social media behaviour among Baby Boomers in Songkhla province of Thailand

Heinonen (2011) classify the activities based on consumer input and consumer motives. Consumer input refers principally the consumption and participation, and barely to production. Further, the motives that incite consumers to visit social media networks are: information, entertainment and social connection (Heinonen, 2011). This classification is based on the motivation behind the activity.

Information Motives: This group include activities such as: acquire information about products or download content, gather information from more formal user-generated sources, share information and access to knowledge online, such as opinions and comments; follow current news from all over the world and use knowledge for personal benefits, such as processing content or exchanging products.

Entertainment Motives: Heinonen, (2011) declares that consumers in social media develop four different types of entertainment activities: escaping the real world and relaxing, looking for inspiration and encouragement, enjoying oneself online and self-expression which include self-articulation and self-promotion.

Social Connection Motives: Finally, related to social connection activities, Heinonen (2011) identify that users develop the following activities in social media: learning about friends and acquaintances, sharing and experiencing with others, connecting with people, knowing what is happening in one's own community, keeping up relationships within one's own network and creating and managing a social network of friends and acquaintances.

Considering the level of internet adoption by Baby Boomers and the barriers to their adoption of social media, this research therefore proposes the second hypothesis as stated below.

H2a: Information motive is the most common motivation for using social media by Baby Boomers in Songkhla province

H2b: Entertainment motive is the most common motivation for using social media by Baby Boomers in Songkhla province

H2c: Social connection motive is the most common motivation for using social media by Baby Boomers in Songkhla province

Shao (2009) explained that the three groups of activities discussed above are interrelated and may show the path for users of social media. He stated that users of social media

usually start as consumers of the content and they graduate to participating in the social media content and may graduate to producers of the social media content. Shao (2009) further explained that each group of activity is motivated by different needs. He presented a model as shown below.

See figure 2.2

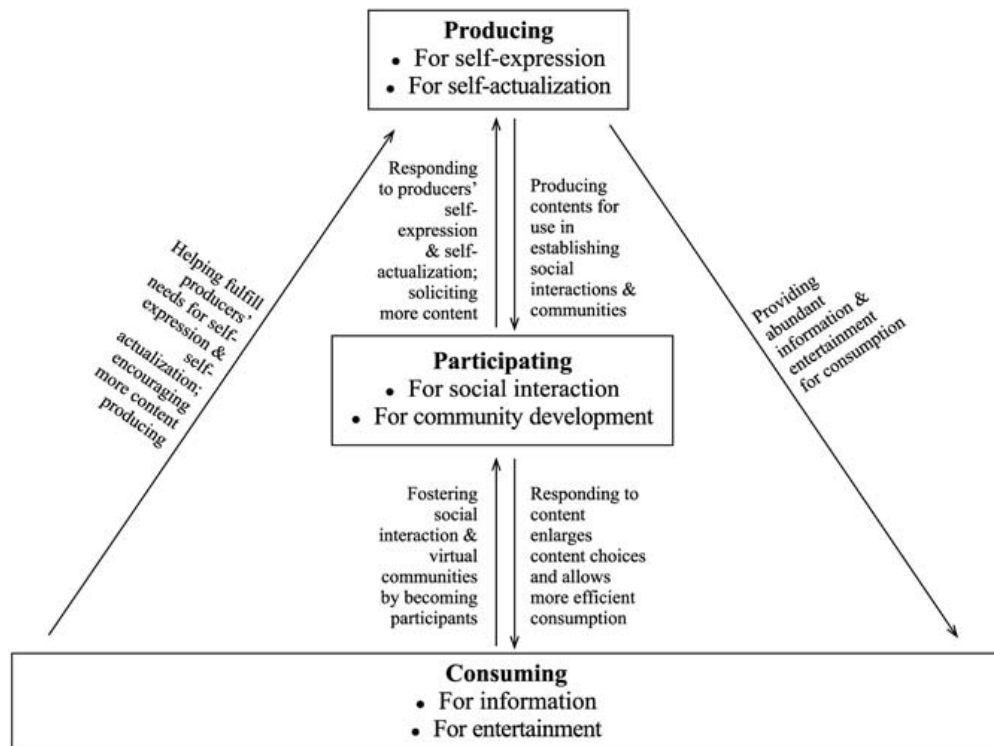


Figure 2.2 Interdependence of social media behaviour.

Source: Shao (2009)

Based on this interdependence, this research proposes the third hypothesis below;

H3: There is association between the motivation and social media behaviour of Baby Boomers in Songkhla province

2.4 Research Framework

From previous studies, scholars have examined the relationship between the motivation and the behaviour of social media users. This study examines the motivation and the behaviour of the use of social media by Baby Boomers generation. The relationship between motivation and behaviour is supported by the motivation theory discussed earlier. The motivations and social media behaviours are derived from previous studies. The motivations in this study include; information motive, entertainment motive and social connection motive while the behaviours include; consuming behaviour, participating behaviour and producing behaviour. Based on the review of previous literature, this study adopts the framework model as shown in figure 2.3 below.

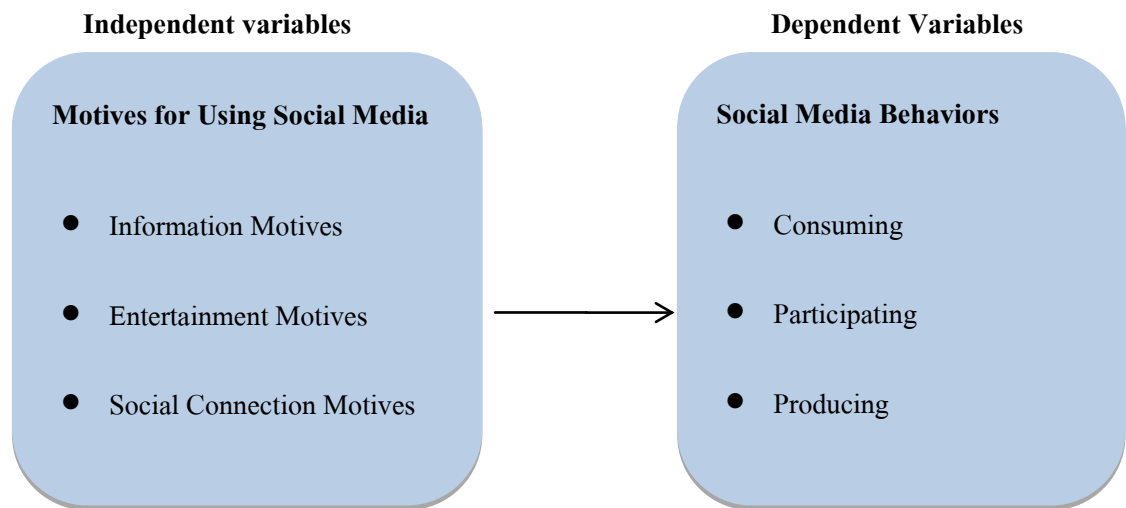


Figure 2.3 Research Framework Model

CHAPTER 3

RESEARCH METHODOLOGY

As the researcher expects to meet the number of sample from the population of elder people in Songkhla in order to gain the most accurate and reliable results, quantitative research was employed in this research. Based on this quantitative research, the researcher conducted the survey research method and the data collection method (Questionnaire) to study behaviour of using online social media of Baby Boomers generation in Songkhla province. This section explains the methodology as follows:

1. Population, sample, and sampling
2. Data collection methods
3. Variable measurement
4. Data analysis techniques

This research has a conceptual framework based on the study of the behaviour of using online social media among Baby Boomers generation in Songkhla province. This research was studied with Baby Boomers generation living in Songkhla province as a focus.

3.1 Population, sample, and sampling

The population for this study was Baby Boomers generation age between 53-72 years in Songkhla province. According to population data in Songkhla province, survey in December 2016 found that the population of Songkhla was 597,067 people, with a population aged 53-72 years was 242,440 people (Official Statistics Registration Systems). The required sample size was calculated based on Yamate (1973) method at a 95% confidence level. Acceptable tolerance - + 5%

From the formula $n = N / (1 + Ne^2)$

n is the size of the sample

N is the size of the population.

e is the tolerance of the acceptable sample is set to 5 percent.

Substitute in formula

$$N = 242,440$$

$$n = 242,440 / (1 + 242,440 (0.05)^2)$$

$$n = 399.34113$$

The minimum sample size required for this study is therefore at least 400 people.

Sampling method: researcher used convenient sampling method to collect data by using the questionnaire. Data were collected from Baby Boomers generation in Songkhla province. The researcher collected information in places such as universities, government centres, department stores, etc.

3.2 Data collection methods

This research used questionnaire to collect data from the 411 Baby Boomers in Songkhla province of Thailand.

3.3 Variable Measurement

The dependent variable for this research is the social media behaviour and the independent variable is the motivation for using online social media. The research instrument was a questionnaire, which was divided into 3 parts.

Part 1 was a questionnaire about the demographic information of the respondent to the questionnaire. The questionnaires were closed-ended questionnaires with the characteristics of check list, including gender, age, occupation, income, and education level.

Part 2 was a questionnaire about the motivation for using online social media. This part uses Likert Scale to determine on the scale levels of five potential choices (strongly agree, agree, neutral, disagree, strongly disagree). Motivation has been categorized as Information need, entertainment need and social connection needs in the chapter two of this study. This research adopts the survey questions used by Shao (2009) and Heinonen (2011) which has been reported to have

average Cronbach's alpha of .82 (Hwang, 2014). The questions and the Cronbach's alpha in this study are as stated below.

Information motives is measured with the following statements

(Cronbach's alpha: 0.67):

- I use social media because it is easier to get information about what is happening in the province and country
- I get inspiration on social media

Entertainment motives is measured with the following statements

(Cronbach's alpha: 0.69):

- I use social media just to entertain myself
- I use social media when I am bored and need to spend free time

Social connection motives is measured with the following statements

(Cronbach's alpha: 0.73):

- I use social media because I need to interact with family and friends
- I use social media because it is cheaper means of communication
- I use social media to express myself and my feelings
- I use social media because it shows I am trendy and socially exposed
- I use social media because I want to gain the respect of friends and other people

The levels of agreement can be interpreted as follows:

Level of agreement	5 means	Strongly agree.
Level of agreement	4 means	Agree.
Level of agreement	3 means	Neutral.
Level of agreement	2 means	Disagree.
Level of agreement	1 means	Strongly disagree

Part 3 is a questionnaire on the behaviour of using online social media of Baby boomers generation. The behaviour has been categorized into consuming, participating and producing as discussed in Chapter 2 of this study. The measurements of the behaviours are similar to that of the motivation mentioned above. The questions and the Cronbach's alpha for this study are as stated below.

Consuming behaviour is measure by the following statements

(Cronbach's apha: 0.78):

- I log in just to see what is on social media
- I log in to see online celebrity gossip
- I watch videos on social media
- I follow the news on social media
- I shop online on social media

Participating behaviour is measured with the following statements

(Cronbach's apha: 0.76):

- I exchange information of mutual interest with friends and other people on social media
- I follow friends, acquaintances, stars and popular person on social media
- I find new friends

Producing behaviour is measured with the following statements

(Cronbach's apha: 0.81):

- I post status and post picture on social media
- I comment on someone else's post
- I share what is happening around me with friends and other people
- I promote products, service and company

Level of agreement	5 means	Strongly agree.
Level of agreement	4 means	Agree.
Level of agreement	3 means	Neutral.
Level of agreement	2 means	Disagree.
Level of agreement	1 means	Strongly disagree

3.3.1 Reliability test

The researcher was created 30 sets of questionnaires as a pilot study for validity test and reliability test for ensuring the appropriate wording and scale, in addition to examining the understanding of respondents before launching actual questionnaire surveys.

This study considered Cronbach's alpha to indicate reliability of the questionnaires. Cronbach's alpha is the most common measure of reliability. It is most commonly used when researcher have multiple Likert questions in a survey or questionnaire that form a scale and researcher wish to determine if the scale is reliable (Laerd Statistics, 2015). Reliability investigation through Cronbach's alpha as a method that is often used to assess the consistency of the entire scale. Appropriate questionnaires should have Cronbach's alpha exceed 0.70 to have reliability (Hair et al.,1998).

Table3.1 Reliability result

Scale	Number of item	Cronbach's Alpha Coefficient
Information motives	2	0.67
Entertainment motives	2	0.69
Social connection motives	5	0.73
Consuming behaviour	5	0.78
Participating behaviour	3	0.76
Producing behaviour	4	0.81
All variable	21	0.74

3.4 Data analysis techniques

All questionnaires were analysed using statistical software. The statistics were based on the following characteristics:

Part 1 analysed the general data of the respondents.

Dodge (2006) descriptive statistics aim to summarize a sample, rather than use the data to learn about the population that the sample of data is thought to represent. This generally means that descriptive statistics, unlike inferential statistics, are not developed on the basis of probability theory. In this study, descriptive statistics has been used in analysing data based on frequency, percentage, mean, and standard deviation.

Part 2 compared the motivations for using online social media of Baby Boomers generation in Songkhla province and their social behaviours.

Jason, and Glenwick (2016) stated that the objective of quantitative analysis was to develop and employ mathematical models, theories and/or hypotheses pertaining to phenomena. The data obtained were therefore analysed by using statistical software called IBM Statistical Package for the Social Sciences (IBM SPSS) 21st version. The SPSS was used to analyse all data including reliability test, descriptive analysis, and multiple regression analysis. The first and second hypotheses were analysed with descriptive statistics in the categories of behaviour and motivations while the third hypothesis was analysed with multiple linear regression.

CHAPTER 4

RESULTS

In this chapter, the author presents results on the motives and social media behaviour of Baby Boomer generation in Songklha province of Thailand. This chapter starts with the demographics and background information of the respondents. Secondly, it explains the frequency of social media usage and the level of activities on various social media applications or site. Thirdly, it explains the motivation and behaviour of Baby Boomers on social media. Finally, it presents the correlation and relationship between the motivation and behaviour of Baby Boomers on social media.

4.1 Demographic and Background Information

The demographic and background information were stated in this section included gender, age, marital status, education, occupation, and income. The descriptive statistics of frequencies and the percentages are presented in table 4.1 below. The data collection was conducted in June 2018. The questionnaires were filled by 426 Baby Boomers in Songklha province. The two locations for the collection of the questionnaires are Hatyai and Songklha town. Out of the 426 returned questionnaires, 15 were not completely filled and were removed from data analysis leaving the total number of respondents to be 411 Baby Boomers.

Table 4.1 Demographic Data of Respondents

Variables	Description	Frequency (n=411)	Percentage
Gender	Male	203	49.40
	Female	208	50.60
	Total	411	100.00
Age	53-55 years	123	29.90
	56-58 years	55	13.40
	59-61 years	71	17.30

Variables	Description	Frequency (n=411)	Percentage
	62-64 years	60	14.60
	65-67 years	82	20.00
	68-72 years	20	4.90
	Total	411	100.00
Marital Status	Single	60	14.60
	Married	257	62.50
	Divorced	68	16.50
	Widowed	26	6.30
	Total	411	100.00
Education	Primary School	60	14.60
	High School	216	52.55
	Bachelor degree	76	18.50
	Master degree or higher	27	6.60
	Other	32	7.79
	Total	411	100
Occupation	Agriculturist	134	32.60
	Pensioner	88	21.40
	Business Owner	126	30.70
	Retired/unemployed	63	15.30
	Total	411	100.00
Income	10,000 baht or less	88	21.40
	10,001-15,000 baht	193	47.00
	15,001-20,000 baht	54	13.10
	20,001-25,000 baht	26	6.30
	25,001-30,000 baht	29	7.10
	30,001 or higher	21	5.10

Variables	Description	Frequency (n=411)	Percentage
	Total	411	100

From table 4.1 above, the 49.40% of the respondent to the questionnaires are male while the remaining 50.60% are female. Dividing the respondents into age groups, the highest number of participants is the 53 to 55 years old age bracket which is 123 people (29.90% of the respondents). This is followed by 65-67 years old group which is 20% of the respondents. The 56 to 58 years old group represents 13.40% of the population, the 59 to 61 years old group represents 17.30% of the respondents, the 62 to 64 years age group represents 14.60% of the respondents while the 68 to 72 years age group represents only 4.90% of the respondents. Most of the respondents are married with 62.50% of the respondents being married, 16.50% of the respondents divorced, 14.60% of the respondents single and 6.30% of the respondents are widows or widowers. In terms of highest level of education, most of the respondents are high school certificate holders which make up 52.55% of the respondents, 18.50% of the respondents hold Bachelor degree, 14.60% of the respondents are primary school certificate holders, 6.60% of the respondents holds Master degree or higher and 7.79% of the respondents had other forms of formal education training which may include college diploma and others. 32.60% of the respondents are agriculturist, 30.70% of the respondents own their own business, 21.40% are pensioners and 15.30% are retired and unemployed. 47% of the respondents receive or make monthly income that ranges between 10,001-15,000 Baht. 21.40% of the respondents receive or make 10,000 Baht or less monthly, 13.10% receive or make between 15,001 and 20,000 Baht, 7.10% make or receive between 25,001 to 30,000 Baht, 6.30% make or receive between 20,001 Baht to 25,000 Baht, while 5.10% make or receive 30,001 Baht or higher monthly income.

4.2 Description of Social Media Usage

This section describes the frequency and the level of activity on some social media sites among the respondents Baby Boomers in Songkhla province.

Table 4.2 Description of social media usage

Variable	Description	Frequency (n=411)	Percentage
Usage	1-3 times per week	43	10.50
	Every day	368	89.50
	Total	411	100.00
Channel	Smartphone	188	45.70
	Smartphone and Tablet or Ipad	163	39.70
	Smartphone and PC or I Mac	46	11.20
	Smartphone and Notebook or Macbook	14	3.40
	Total	411	100.00

According to the table 4.2 above, 89.50% of Baby Boomers in Songkhla use social media every day and 10.50% use social media 1 to 3 times in a week. None of the respondent selected the options of 1-3 times in a month, Rarely and Never as stated in the questionnaire. 45.70% of the respondents access the social media through their smartphones only. 39.70% of the respondents access the social media through their smartphones and their tablet or Ipad. These two channels form a cumulative percentage of 85.40%. Which means that majority of the respondents use these two channels to access the social media.

The respondent were told to rank their level of activity on social media sites like Facebook, Line, Whatsapp, Facebook Messenger, Google Plus, Instagram, Twitter, Pinterest, Skype, and LinkedIn using a 5 point likert scale of inactive, Somewhat active, Slightly active, Active, and Very active. Following Allen and Seaman (2007), the mean of the responses were ranged by dividing the highest possible response (5) minus lowest possible response (1) over number of scale (i.e $5-1/5 = 0.8$). Therefore mean range of 1-1.8 means Inactive, 1.81-2.6 means Somewhat active, 2.61-3.4

means Slightly active, 3.41-4.2 means Active, and 4.21-5 means Very active. Table 4.3 presents the result.

Table 4.3 Level of activity on social media sites

Social Media Site	Mean Score	S.D.	Interpretation
1. Facebook	4.53	0.76	Very Active
2. Line	4.76	0.47	Very Active
3. Facebook Messenger	2.39	1.55	Somewhat Active
4. Google Plus	1.27	0.92	Inactive
5. Instagram	1.73	1.34	Inactive
6. Twitter	1.40	0.96	Inactive
7. Pinterest	1.00	0.00	Inactive
8. Whatsapp	1.00	0.00	Inactive
9. Skype	1.08	0.39	Inactive
10. Linkedin	1.00	0.00	Inactive

From table 4.3 above, the respondents were very active on Facebook and Line applications and somewhat active on Facebook messenger. The respondents are inactive on other social media sites like Google Plus, Instagram, Twitter, Pinterest, Whatsapp, Skype, and Linkedin. It should however be noted that 177 respondents indicated that they are active on Youtube with the mean score of 4.81 (SD= 0.59), meaning that the 177 respondents are very active on Youtube.

4.3 Motives for using Social media

This section presents the result of the motives for using social media. The mean and the standard deviation of the motives are presented in table 4.4 below. The reliability of the instrument was also done using the Cronbach alpha.

Table 4.4 Motives for using social media

Variable	Items	Mean Score	SD
Information Motive	1. I use social media because it is easier to get information about what is happening in the province and country 2. I get inspiration on social media	4.66	0.30
Entertainment Motive	1. I use social media just to entertain myself 2. I use social media when I am bored and need to spend free time	4.70	0.31
Social Connection Motive	1. I use social media because I need to interact with family and friends 2. I use social media because it is cheaper means of communication 3. I use social media to express myself and my feelings 4. I use social media because it shows I am trendy and socially exposed 5. I use social media because I want to gain the respect of friends and other people	3.95	0.34

From table 4.4 Entertainment motive has the highest mean score among the three motives for using social media with (\bar{x} = 4.70, S.D. 0.31). This is followed by Information motive with (\bar{x} = 4.66, S.D. 0.30), and then social connection motive (\bar{x} = 3.95, S.D. 0.34). This shows that entertainment motive is the most common reason or motivation for using social media among generation Baby Boomer in Songkhla province of Thailand.

4.4 Social media behaviour

This section presents the result of the social media behaviour of Baby Boomers in Songkhla province. The mean and standard deviation are presented along with the reliability test for the items used to measure the behaviours.

Table 4.5 Social media behaviour

Variable	Items	Mean Score	SD
Consuming Behaviour	1. I log in just to see what is on social media	4.39	0.33
	2. I log in to see online celebrity gossip		
	3. I watch videos on social media		
	4. I follow the news on social media		
	5. I shop online on social media		
Participating Behaviour	1. I exchange information of mutual interest with friends and other people on social media	4.01	0.41
	2. I follow friends, acquaintances, stars and popular person on social media		
	3. I find new friends		
Producing Behaviour	1. I post status and post picture on social media	3.85	0.58
	2. I comment on someone else's post		
	3. I share what is happening around me with friends and other people		
	4. I promote products, service and company		

From table 4.5 above, it shows that consuming behaviour has the highest mean score (\bar{x} = 4.39, S.D. 0.33) followed by participating behaviour (\bar{x} = 4.01, S.D. 0.41) and lastly producing

behaviour (\bar{x} = 3.85, S.D. 0.58). This shows that consuming behaviour is the most common social media behaviour of generation Baby Boomer in Songkhla province of Thailand.

4.5 Pearson correlation matrix

Table 4.6 shows, the correlation matrix were applied to determine relationship between each independent variables and dependent variables. These six variables were used to analyze in correlation and the coefficients were positive ranging from 0.11 to 0.43. The strongest correlation is between participating behaviour and social connection motive with correlation coefficient (r) of 0.43. The lowest correlation was between consuming behaviour and information motive with the correlation coefficient (r) of -0.11. The values of the correlation coefficient show that there is no multicollinearity among the independent variables. The rule of thumb is that correlation of 70% and above between two independent variables is a sign of multicollinearity.

Table 4.6 Pearson Correlation for Measurement Scale

Variables	Mea	SD	1	2	3	4	5	6
	n							
Information Motive (1)	4.66	0.30	1					
Entertainment Motive (2)	4.70	0.31	-0.34***	1				
Social Connection Motive (3)	3.95	0.34	-0.12**	0.07	1			
Consuming Behaviour (4)	4.39	0.33	-0.11*	0.13**	0.36***	1		
Participating Behaviour (5)	4.01	0.41	-0.02	0.08*	0.43***	0.27***	1	
Producing Behaviour (6)	3.85	0.58	-0.01	0.19***	0.38***	0.14**	0.15**	1

Variables	Mea	SD	1	2	3	4	5	6
	n							

Significant at *** $p < 0.001$, ** $p < 0.01$, * $p < 0.05$

4.6 Regression Analysis

To test the relationship between the motives and the behaviour on social media, this study used multiple regression analysis. The result of the multiple regression is presented in this section. The motives are regressed on the three previously identified social media behaviours which are Consuming behaviour, Participating behaviour, and Producing behaviour.

4.6.1 Motives and consuming behaviour

The multiple regression result of motives and consuming behaviour is presented in the table 4.7 below:

Table 4.7 Regression analysis of Consuming behaviour

Independent variables	Standardized regression coefficients	<i>t</i>	VIF	Tolerance
Information Motive	-0.04	-0.75	1.14	0.87
Entertainment Motive	0.10*	1.99	1.13	0.88
Social Connection Motive	0.35***	7.44	1.01	0.98
R ²	0.14			
F	22.02***			

* $p < 0.05$, *** $p < 0.001$.

The result of the multiple regression shows that out of the three motives, entertainment and social connection motives have positive and statistically significant effect on consuming behaviour on social media. The social connection motive has a stronger effect on consuming behaviour ($\beta = 0.35$, $p < 0.001$) than the entertainment motive ($\beta = 0.10$, $p < 0.05$). The information motive has no statistically significant effect on consuming behaviour. These variables are able to predict 14% of the variance in consuming behaviour. Additionally the VIF and the tolerance

show that there is no multicollinearity among the independent variables. According to Tabachnick and Fidell (2007), tolerance value that is more than 0.10 and VIF value lower than 10 indicate that there is no multicollinearity.

4.6.2 Motives and Participating Behaviour

The three motives were regressed on participating behaviour and the result is presented in the table below:

Table 4.8 Regression Analysis for Participating Behaviour

Independent variables	Standardized regression coefficients	<i>t</i>	VIF	Tolerance
Information Motive	0.06	1.18	1.14	0.87
Entertainment Motive	0.07	1.54	1.13	0.88
Social Connection Motive	0.43***	9.55	1.01	0.98
R ²	0.19			
F	29.87***			

*** $p < 0.001$.

From the table 4.8 above, the result of the multiple regression shows that only social connection motive has a statistically significant effect on participation behaviour ($\beta = 0.43$, $p < 0.001$). The information and entertainment motives have no statistically significant effect on participating behaviour. The regression model is able to predict 19% of the variation in participating behaviour.

4.6.3 Motives and Producing Behaviour

The three motives were also regressed on the producing behaviour and the result of the multiple regression is presented below:

Table 4.9 Regression Analysis for Producing Behaviour

Independent variables	Standardized regression coefficients	<i>t</i>	VIF	Tolerance
Information Motive	0.10*	2.06	1.14	0.87
Entertainment Motive	0.19***	4.15	1.13	0.88
Social Connection Motive	0.38***	8.36	1.01	0.98
R ²	0.18			
F	31.61***			

* $p < 0.05$, *** $p < 0.001$.

From the table 4.9 above the result of the multiple regression shows that all the three motives have statistically significant effect on producing behaviour. The social connection motive has the strongest effect on producing behaviour ($\beta = 0.38, p < 0.001$), followed by entertainment motive ($\beta = 0.19, p < 0.001$) and information motive has the least effect on producing behaviour ($\beta = 0.10, p < 0.05$). These independent variables are able to predict the 18% of the variation in producing behaviour.

H2a: Information motive is the most common motivation for using social media by Baby Boomers in Songkhla province

H2b: Entertainment motive is the most common motivation for using social media by Baby Boomers in Songkhla province

H2c: Social connection motive is the most common motivation for using social media by Baby Boomers in Songkhla province

Summary of Hypotheses.

Hypothesis	Results
H ₁ : Consuming behaviour is the most common social media behaviour among Baby Boomers in Songkhla province of Thailand	Accepted
H _{2a} : Information motive is the most common motivation for using social media by Baby Boomers in Songkhla province	Rejected

H _{2b} : Entertainment motive is the most common motivation for using social media by Baby Boomers in Songkhla province	Accepted
H _{2c} : Social connection motive is the most common motivation for using social media by Baby Boomers in Songkhla province	Rejected
H ₃ : There is association between the motivation and social media behaviour of Baby Boomers in Songkhla province	Accepted

Chapter Summary

This result from the mean the multiple regression indicates that among the three previously classified social media behaviours, consuming behaviour is the most common activity of Baby Boomers on social media. The Baby Boomers are mostly motivated by entertainment need to use social media. Finally, the result of the multiple regression analysis showed that consuming behaviour on social media by Baby Boomers is influenced by entertainment and social connection motives. Participation behaviour on social media by Baby Boomers is influenced by social connection motive. The production behaviour on social media by Baby Boomers is influenced information, entertainment and social connection motives.

CHAPTER 5

DISCUSSION

5.1 Conclusion

This study has obtained data from the Baby Boomers in Songkhla province of Thailand to provide in-depth understanding of the behaviour of Baby Boomers on social media and the motivation for such behaviours. It has also tested if there is any relationship between the motivation and behaviour of Baby Boomers on social media. It can be concluded that entertainment and social connection motives have effect of consuming behaviour. Social connection motive also have effect on participating behaviour and all the three motives of information, entertainment and social connection motives have effect on producing behaviour.

5.2 Discussion

5.2.1 Research question one: What is the social media behaviour of Baby Boomers generation in Songkhla province?

The finding of this study presented in chapter four indicated that Baby Boomers in Songkhla province of Thailand are mostly consumers of social media content more than participating in the social media content generation or producing the social media content themselves. This is consistent with the findings of Shao (2009) and Heinonen (2011) that acquiring and consuming information are the main activities of their respondents. This is because the lowest level of activity or contribution on social media is consuming behaviour where the users of social media do not contribute nor create the content but just consume the information on social media. Higher level of social media behaviour like participation and production of user generated content shows higher level of technology knowledge (Heinonen, 2011). Baby Boomers are however less likely to be tech savvy compared to generation Y and X because most of the social media technology came when they have become adult and may not have much knowledge of technology like the generation Y and X.

5.2.2 Research question two: What is the motivation for using social media by Baby Boomers generation in Songkhla province?

The findings of this study show that Baby Boomers are mostly motivated by entertainment need for using social media. The information need and the social connection need are as well important but the entertainments need ranks first. This is consistent with the findings of Muntinga et al. (2011). This is because entertainments motive for using social media is supported by the concept of escapism. This means seeking distraction from normal boring activities. Baby Boomers are in the age that they are getting retired from work and need entertainment to be distracted from inactive or boring day. The social media provides lot of this entertainment (Muntinga et al., 2011).

5.2.3 Research question three: Is there any association between the motivation and social media behaviour of Baby Boomer generation in Songkhla province?

The findings from this study show that entertainment motive and social connection motive have a positive and significant relationship with consuming behaviour. Social connection motive has a positive and significant relationship with participating behaviour and all the three motives of information, entertainments and social connections have positive and significant relationship with producing behaviour. Social connection motive influences all the three types of social media behaviour. This result is similar to the findings of (Heinonen, 2011). This is because social connection need is related to the need of social media user to stay connected with friends and family which is the major essence of social media.

5.3 Practical Implication of Findings

The practical implication from these findings is that companies looking for different level of social media activities of consuming, participating and producing behaviours can know how to stimulate such by creating social media contents that satisfy different motives. Companies looking for consuming behaviour from Baby Boomers should focus on creating social media content that satisfy entertainment and social connection needs of Baby Boomers. This can be done by creating

entertaining online content and enabling interaction among the users of the company's product. For example creating an online brand community where the users of the company's product can interact through chat.

Companies looking for participating behaviour from Baby Boomers should focus on creating social media content that satisfy social connection need of Baby Boomers. This can be done by creating real time reviews and supporting interaction that reveals the company's image online. Finally companies looking for producing behaviour from Baby Boomers should focus on creating social media content that satisfy information, entertainment and social connection needs of Baby Boomers. This can be achieved by providing daily facilitation tools, entertaining content, inviting customers in development of new offerings and enabling new social connections among the company's brand community.

5.4 Limitations

This study is not without limitation. The first limitation is the bias that may occur due to the use of questionnaire as the respondent might answer inaccurately based on their thought. The questionnaire also may not be able to reveal hidden motivation as the questions are based on preconceptions (Muntinga et al., 2011; Tadajewski, 2006). Secondly, this study focuses on three classification of social media behaviour as observed in the literature and this may three behaviours may not be able to describe all the social media behaviours of Baby Boomers in Songklha province Thailand.

5.5 Recommendation for future study

Based on the limitation for this study, it is therefore recommended that future studies should also use unstructured interview rather than questionnaire to explore the motivation of social media behaviour of Baby Boomers. Tadajewski (2006) and Gruber *et al.* (2008) stated that unstructured interview will be able to provide meaningful data and deliver valuable insight into consumer behaviour. Also future studies should explore to know if there is any other kind of observed social media behaviour of Baby Bommers.

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Appendix1: Questionnaire (English Version)

Part 1: Demographic Information

Instruction: Please tick for the most appropriate answer.

1. Gender

1. Male

2. Female

2. Age

1. 53-55years old

2. 56-58 years old

3. 59-61 years old

4. 62-64 years old

5. 65-67 years old

6. 68-72 years old

3. Marital status

1. Single

2. Marriage

3. Divorce

4. Widowed

4. Education level

1. Primary school

2. High school

3. Bachelor

4. Master or higher

5. Other (Please specify).....

5. Occupation

1. Agriculturist

2. Pensioner

3. Business owner

4. Retired / unemployed

5. Other (Please specify).....

6. Monthly income (Baht)

1. 10,000 or lower

2. 10,001 – 15,000

3. 15,001 – 20,000

4. 20,001 – 25,000

5. 25,001 – 30,000

6. 30,000 or higher

7. How would you define your level of activity within the following social media cite on a scale of 1-5, 1 being inactive and 5 being very active.

No.	Social media cites	1 Inactive	2	3	4	5 Very active
1	Facebook					
2	Line					
3	Facebook messenger					
4	Google Plus					
5	Instagram					
6	Twitter					
7	Pinterest					
8	WhatsApp					
9	Skype					
10	Linkedin					

8. Which channels do you use for social media?(you can answer more than 1 choice)

1. Phone, Smartphone, iPhone 2. Notebook, Mac book
 3. PC, iMac 4. Tablet, iPad

9. How often do you connect to social media

Never Rarely 1-3 times per month
 1-3 times per week Everyday

Part 2: Motivation for using social media

Instruction: Please tick for the most appropriate answer.

No.	The motivation for using online social media	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
	Information motives					
1	I use social media because it is easier to get information about what is happening in the province and country					
2	I get inspiration on social media					
	Entertainment motives					
3	I use social media just to entertain myself					
4	I use social media when I am bored and need to spend free time					
	Social connection motives					
5	I use social media because I need to interact with family and friends					
6	I use social media because it is cheaper means of communication					
7	I use social media to express myself and my feelings					

No.	The motivation for using online social media	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
8	I use social media because it shows I am trendy and socially exposed					
9	I use social media because I want to gain the respect of friends and other people					

Part 3 Social media behaviour

Instruction: Please tick for the most appropriate answer.

How would you agree with the following statements?

No.	Activities on social media	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
	Consuming					
1	I log in just to see what is on social media					
2	I log in to see online celebrity gossip					
3	I watch videos on social media					
4	I follow the news on social media					
5	I shop online on social media					

No.	Activities on social media	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
	Participating					
6	I exchange information of mutual interest with friends and other people on social media					
7	I follow friends, acquaintances, stars and popular person on social media					
8	I find new friends					
	Producing					
9	I post status and post picture on social media					
10	I comment on someone else's post					
11	I share what is happening around me with friends and other people					
12	I promote products, service and company					

Do you have problems and suggestions about how to use Social media?

.....

.....

.....

Thank you

Jindaporn Pussara

Appendix 2: Questionnaire (Thai version)

ส่วนที่ 1: ข้อมูลด้านประชากร

คำชี้แจง: กรุณาทำเครื่องหมาย ลงในช่องที่ตรงกับข้อมูลของท่าน

1. เพศ

1. ชาย

2. หญิง

2. อายุ

1. 53-55 ปี

2. 56-58 ปี

3. 59-61 ปี

4. 62-64 ปี

5. 65-67 ปี

6. 68-72 ปี

3. สถานะ

1. โสด

2. สมรส

3. หย่าร้าง

4. เป็นม่าย

4. ระดับการศึกษา

1. ประถมศึกษา

2. มัธยมศึกษา

3. ปริญญาตรี

4. ปริญญาโทขึ้นไป

5. อื่นๆ (โปรดระบุ).....

5. อาชีพ

1. เกษตรกร

2. ข้าราชการบำนาญ

3. เจ้าของธุรกิจส่วนตัว

4. ปลดเกษียณ / ว่างาน

5. อื่นๆ (โปรดระบุ).....

6. รายได้ต่อเดือน (บาท)

1. ต่ำกว่า 10,000 บาท

2. 10,001 – 15,000 บาท

3. 15,001 – 20,000 บาท

4. 20,001 – 25,000 บาท

5. 25,001 – 30,000 บาท

6. 30,000 บาทขึ้นไป

7. ระดับการใช้ social media ของคุณ โดยแยกจากประเภทของ social media โดยเริ่มจาก 1 ไม่ได้ใช้งาน ไปจนถึง 5 ใช้งานเป็นประจำ

ลำดับ.	ประเภทของ social media	1 ไม่ได้ใช้งาน	2	3	4	5 ใช้งานเป็นประจำ
1	Facebook					
2	Line					
3	Facebook messenger					
4	Google Plus					
5	Instagram					
6	Twitter					
7	Pinterest					
8	WhatsApp					
9	Skype					
10	Linkedin					
11	อื่นๆ (โปรดระบุ)					

8. ช่องทางไหนที่คุณใช้สำหรับเล่น social media (คุณสามารถตอบได้มากกว่า 1 ข้อ)

1. โทรศัพท์, สมาร์ทโฟน, ไอโฟน 2. โน้ตบุ๊ก, แมคบุ๊ก
 3. คอมพิวเตอร์ PC, ไอแมค 4. แท็บเล็ต, ไอแพด

9. คุณเชื่อมต่อ social media บ่อยแค่ไหน

- ไม่เคย นานๆ ครั้ง 1-3 ครั้งต่อเดือน
 1-3 ครั้งต่ออาทิตย์ ทุกวัน

ส่วนที่ 2: แรงจูงใจในการใช้ social media

คำชี้แจง: กรุณาทำเครื่องหมาย ลงในช่องที่ตรงกับความเห็นคิดเห็นของท่านมากที่สุด

ลำดับที่	แรงจูงใจในการใช้ social media	1 ไม่เห็นด้วยอย่างยิ่ง	2 ไม่เห็นด้วย	3 เฉยๆ	4 เห็นด้วย	5 เห็นด้วยอย่างยิ่ง
	Information motives					
1	ฉันใช้ social media เพราะว่ามันง่ายที่จะรับทราบข้อมูลเกี่ยวกับสิ่งที่เกิดขึ้นภายในจังหวัดหรือประเทศ					
2	ฉันได้รับแรงบันดาลใจจาก social media					
	Entertainment motives					
3	ฉันใช้ social media เพื่อสร้างความบันเทิงให้กับตนเอง					
4	ฉันใช้ social media ในช่วงเวลาที่ฉันมีเวลาว่างหรือช่วงเวลาที่ฉันรู้สึกเบื่อ					
	Social connection motives					
5	ฉันใช้ social media เพราะว่าการติดต่อกับเพื่อนและครอบครัว					
6	ฉันใช้ social media เพราะว่ามันลดต้นทุนในด้านการติดต่อสื่อสาร					
7	ฉันใช้ social media เพื่อตอบสนองความต้องการของตัวเอง					

ลำดับที่	แรงจูงใจในการใช้ social media	1 ไม่เห็นด้วยอย่างยิ่ง	2 ไม่เห็นด้วย	3 เฉยๆ	4 เห็นด้วย	5 เห็นด้วยอย่างยิ่ง
8	ฉันใช้ social media เพราะว่ามันแสดงให้เห็นว่าฉันเป็นคนทันสมัยและเป็นคนเปิดเผยต่อสังคม					
9	ฉันใช้ social media เพราะว่าการได้รับการยอมรับจากเพื่อนๆ และคนอื่นๆ					

ส่วนที่ 3 พฤติกรรมในการใช้ social media

คำชี้แจง: กรุณาทำเครื่องหมาย ลงในช่องที่ตรงกับความเห็นคิดเห็นของท่านมากที่สุด

ลำดับที่	กิจกรรมบน social media	1 ไม่เห็นด้วยอย่างยิ่ง	2 ไม่เห็นด้วย	3 เฉยๆ	4 เห็นด้วย	5 เห็นด้วยอย่างยิ่ง
	Consuming					
1	ฉันเข้าสู่ระบบ social media เพื่อเข้ามาดูความเคลื่อนไหวใน social media					
2	ฉันเข้าสู่ระบบ social media เพื่อเข้ามาดูข่าวคราว					
3	ฉันดูวีดีโอบน social media					
4	ฉันติดตามข่าวสารต่างๆ บน social media					
5	ฉัน shopping online บน social media					

ลำดับ ที่	กิจกรรมบน social media	1 ไม่เห็น ด้วย อย่างยิ่ง	2 ไม่เห็น ด้วย	3 เฉยๆ	4 เห็นด้วย	5 เห็น ด้วย อย่างยิ่ง
	Participating					
6	ฉันแลกเปลี่ยนข้อมูลที่น่าสนใจกับ เพื่อนและคนอื่นๆ บน social media					
7	ฉันติดตามเพื่อน คนรู้จัก ดารา และ บุคคลที่มีชื่อเสียงบน social media					
8	ฉันหาเพื่อนใหม่ๆ บน social media					
	Producing					
9	ฉันโพสต์สถานะและโพสรูปภาพลง บน social media					
10	ฉันคอมเมนต์หรือแสดงความ คิดเห็นลงในโพสต์ของคนอื่นๆ					
11	ฉันแชร์สิ่งที่เกิดขึ้นรอบๆตัวฉันกับ เพื่อนๆ และคนอื่นๆ					
12	ฉันโปรโมท โฆษณา ในสินค้า บริการ หรือบริษัทที่ฉันทำอยู่					

คุณมีปัญหาหรือมีข้อเสนอแนะเกี่ยวกับการใช้ social media หรือไม่?

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Thank you

Jindaporn Pussara

