

Internet Usage Behavior on Mobile Phones of the Faculty of Management Science Students at Suan Sunandha Rajabhat University

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Abstract : The objectives of this research were to study the internet usage, including; date, time, description of using service, network service, telephone charge, and to study the internet usage behavior on mobile phones of the Faculty of Management Science students at Suan Sunandha Rajabhat University. The samples consisted of 395 students from the Faculty of Management Science. Questionnaires were used for collecting the data. Descriptive statistics used in this research including percentage, mean, and standard deviation. The findings of this research found that most respondents were female, aged between 21 and 25 years old, used the monthly AIS network service calls on Monday to Friday around 6.01-12.00 p.m., the internet usage behavior on mobile phones for entertainment was found in the highest level in all aspects, and education, business and commerce, and communication were found in the moderate level and using the internet to watch YouTube in the highest level also.

Keywords : faculty of management science, internet usage behavior, mobile phones, Suan Sunandha Rajabhat University

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