

The Public Relations Activities on Social Networking Sites for Communication to the Customer: Case Study the Company in Thailand

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Abstract : The purpose of this investigation is to ascertain Internet users' behaviours towards companies' public relations activities on social networking sites. In order to conduct a study of Internet users' behaviour, data was collected using the quota sampling method from a total of 100 Internet users who are members of SNS and used the Internet during the period 10 December 2009 to 9 January 2010. An online self-administrated questionnaire was distributed through Facebook, Hi5 and Twitter to Internet users by using snowball sampling technique. Results of the study showed that the majority of the respondents were using social networking sites with the main purpose to contact their friends. Presently, most of the respondents were not regularly receiving companies' public relations activities on social networking sites. The highest frequency of survey responses by the respondents was for hiding or deleting information introducing new products or services from companies on SNS also as well.

Keywords : media uses and gratification, online activities, public relations activities, social networking sites

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