

**SOCIAL MEDIA MARKETING: A STUDY OF CHARACTERISTICS AND AFFECTS
OF MEANINGFUL MESSAGE AND INTERACTION BETWEEN THAI MOBILE
OPERATORS AND CONSUMERS THROUGH SOCIAL MEDIA**

by

BENJALUCK YUTTISEE

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ABSTRACT

The purposes of this dissertation are to identify the characteristics of meaningful posts/interactions on mobile operators' social media as perceived by Thai mobile users, to understand potential affects resulting from these meaningful posts/interactions and to provide appropriate recommendations for Thai mobile operators.

Many researches have discussed the advantages of Social Media Marketing (SMM) which firms may benefit. However, not much attention is paid to the consumers' point of view, especially regarding the context in which they prefer to be reached by brands via social sites. This study, therefore, focuses on consumers' perspectives and expectations.

The research fits the positivist paradigm and applies the quantitative method. A review of literature is presented in order to provide a critical analysis of existing research as well as relevant information about social media marketing, online word of mouth and mobile industry, particularly in Thailand. Available research methods are acknowledged and justifications for the ones adopted are given. Results from 130 questionnaires are analyzed and key research findings are explained in relation to the research questions and hypotheses.

The main conclusion drawn from this study is that Thai consumers consider a social media post/interaction as meaningful when it provides them benefit(s) or conveys their genuine feeling(s). Therefore, this dissertation recommends Thai mobile operators to ensure customers' privileges are updated and published regularly on their social media sites, to provide adequate spaces for customers' voices and to actively response to customers' enquiries and feedbacks.

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