Abstract

Over past decades online marketing has developed, adapted and applied to the core of the business. Many firms have utilized online marketing as the main marketing tool for getting the word out to create awareness and build the reputation to survive in the competition. Hence, it seems not successful in order to apply online marketing. Since every firm has done the online marketing, customers have their own choice to or not to participate in such activities that have been arranged by firms. However, this is an opportunity for firms to compete and win their competitors whether big or small by doing the right online marketing. Therefore, social media is the preferred tools in online marketing because the response rate of activities and less budgeting to invest. Nevertheless, many businesses feel unsuccessful to utilize social marketing. Thence, it appears necessary for businesses in this field to study the sharing behavior of content in order to result from the effectiveness of social media utilization and understanding the potential factors leading customers to share the information or content of products or the firms.

The purpose of this study is to research factors affecting sharing behavior of content towards social media in Thailand by focusing on eight potentially influencing factors such as attitude, trust, subjective norm, perceived behavioral control, extrinsic reward, reciprocal relationship, enjoyment in helping others, and intention to share information. The descriptive analysis was applied in this study, along with non-probability sample including convenience sampling procedure. The data were collected by using questionnaires that were distributed on social media platforms and using Google Form as a questionnaires host. In total, 400 respondents who have the experience of sharing information and content on social media, aged 18 years old and above, own social media account were collected to be the sample size of the target population in this study.

The results from analyzing 400 respondents’ valid samples by using Simple Linear Regression analysis and Multiple Linear Regression analysis technique showed that trust has a significant influence on trust. The researcher also found that attitude, trust, subjective norm, reciprocal relationship, and enjoyment in helping others have the significant influence on intention to share information. Moreover, the potential factors were found the significant influence on sharing behavior including attitude, trust, subjective norm, perceived behavioral control, and intention to share information. In addition, all findings were analyzed and transform to be the recommendation to enhance sharing behavior of content towards social media in Thailand.