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| Title | COLLEGE STUDENTS' INTENTION TO USE ONLINE SOCIAL NETWORKS FOR TRAVLE DECISION-MAKING |
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ABSTRACT

Online Social Networks (OSNs) have become significantly more popular on the Internet area in recent years. OSN is a global platform where tens of thousands of users meet each other and share and discuss their opinions with friends. It also is a promotional tool, which can bring business long-term benefits for tourism industry. It has been recognized as an important information source for consumers and is more and more influencing the trip planning of travelers nowadays, meanwhile, OSNs usage in Thailand is also growing very quickly, especially the college students are in the majority.

With the fast-growing OSNs market, tourism marketers and destination policy makers should pay more attention to college students using OSN with regard to traveling, because it is substantial and lucrative. In order to understand the intention to use OSN with regard to traveling among students in selected universities, this paper raised three research objectives are 1) To identify the respondents' perceived the use OSNs with regard to traveling. 2) To investigate the significant differences between the respondents' characteristics and their perception of the use of OSNs with regard to traveling. 3) To identify the significant relationships between the respondents' perception using OSNs and their intention to use them with regard to traveling.

Data of the research was collected by distributing questionnaires to college students at three universities in Bangkok. Data was analyzed statically, using the IBM SPSS Statistics to summarize information from many variables in the conceptual model. Descriptive statistics was used to summarize and describe data.

This research aimed to study the differences between the demographics of these college students and their perception of the benefits and incentives to use OSNs for travel purposes. The findings of this study are 1) The evidence from the findings indicates that each category responses were either very high, high or neutral which emphasizes a positive approach to use OSNs. 2) Identify the respondents' perception of the use of OSNs with regard to travel decision making. 3) Identify the relationship between the respondents' perception of using OSNs and their intention to use them with regard to their travel decision making. 4) Identify the relationship between the respondents' perception of using OSNs and their intention to use them with regard to their travel decision making. The final, recommendations for further development of the OSNs were discussed.

