

Factors Affecting Users' Attitude toward Facebook Application in Thailand

Rungsiman Nararatwong*, Nattarat Pongsupankij*, Kanokwan Atcharyachanvanich**,
Nagul Cooharajanone*

** Department of Mathematics and Computer Science, Faculty of Science,
Chulalongkorn University, Phayathai Road, Patumwan, Bangkok, Thailand*

*** Faculty of Information Technology,
King Mongkut's Institute of Technology Ladkrabang, Bangkok, Thailand*

Rungsiman.N@student.chula.ac.th, Nattarat.P@student.chula.ac.th, kanokwan@it.kmitl.ac.th, Nagul.C@chula.ac.th

Abstract— Since Facebook was launched, privacy related issues had been discussed intensively. Facebook's third-party applications became a huge challenge in maintaining user's privacy since user's information can be shared to the developers outside Facebook. This paper studies factors that affect user's attitude on using Facebook application. Based on our hypothesis, three factors are: brand loyalty, user's self benefit and user's social benefit. We conducted an online survey which collected opinions from 246 respondents in Thailand. Respondents were asked to answer the online questionnaire twice, once before and again after reading the story about risk of information disclosure. We performed a regression analysis to test our hypotheses and the result showed that before reading the story, only self benefit affects user's attitude. However, after reading the story, brand loyalty becomes the only factor that user takes into consideration.

Keyword— Facebook, information disclosure, privacy, social networking application, attitude towards Facebook application



Rungsiman Nararatwong was born in Thailand in 1991. He is an undergraduate student at department of Mathematics and Computer Science, faculty of Science, Chulalongkorn University, Thailand. His research interests include user interface, human behavior in computer, e-marketing and e-commerce.