Abstract

The purposes of this research are divided into 2 reasons. First, to know the mobile application behavior of consumer (e-book) of Payap University Students, Chiang Mai. Second, to know the expectation of Mobile application trend (e-book) which appeal for customers.

The populations in this study were bachelor's degree students of Payap University who used to download mobile application of e-book category. Using the criterions and formula of Taro Yamane on the confidence level was reported on 95 percent, or 0.05 significance level were used as a tool to collect 263 samples of this research. The statistics which use to analyze and record data are frequency, percentage, mean, standard deviation and hypothesis Testing by using Chi-square (χ^2) t – test Analysis.

From the results, it found that Bachelor's degree Payap University students who had been downloaded mobile applications based on e-book that the majority were female, age range 19-20 years old. Administration & Business students, average monthly income between 6,001 to 10,000 Baht. Second year grade of Students had Grade Point Average (GPA.) equal or more than 2.00, the behavior of using mobile application with e-book Category. The students who majority had been downloaded, using mobile application with e-book category, Time period 1-2 times per week for Magazine Category by spending time less than 1 hour to download through Smart phone. Choosing a Top free format download and downloaded when interesting books were coming. The other factors to give decision and take a part to download are friend or acquaintance. Next, Follow

by themselves, the way to purchase depends on fee and phone service. Checking and comparing information before pre-download, giving decision when receive useful information, illustration preview, video preview, advice or post comments. If they satisfy with mobile application on e-book category, would to use and re-downloaded again.

From the analysis of the difference of GPA and Mobile application behavior with e-book category those who had been downloaded e-book application, the test results revealed that the applicants or groups which GPA less than 2.00, equal or higher than GPA 2.00 had no significance difference at all aspects. In addition, the analysis were reported that the difference of GPA. Level and mobile application with e-book mixed marketing had a difference. They indicated that the reasons of e- book usage are consists of the difference of products, beauty with design, The accuracy of language, Data and information within e-book, Various kind of Letter Character, The balance of lay out, Information associated with social network and channel of distribution ; the method could be easily to download.