



How Are Thai University Students Gaining Experience and Opportunity from Their Online Businesses

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Abstract

The authors want to create awareness to a growing trend in Thai university students, which is studying and having an online business using social media as the platform. The first objective is to investigate factors that influence sales success from social media. The second objective is to explore perceptions about how having a social online business can improve academics, social environments, and career prospects. The methodology is as follows: the key participants are Thai university students in Phitsanulok who have an online business. Snowball sampling will be utilized to ensure that participants meet the inclusion criteria. Interviews would be an ideal form of collecting data so these, and potential future online business owners gain awareness and insight into this trend. There are pros and cons to having an online social media business, and relevant discourse in this area would be fruitful for all those considering making this choice. Results/Discussion: A theory that can be directly related to this study is Uses and Gratifications Theory, which states simply that media users have an idea or goal and feel the need to use media in such a way to meet those needs or desires. A high level of media literacy and social awareness is paramount. The real key idea here is how these students are finding opportunity, in a real-world way to put their learning in class to work for them, while continuing to experience social change. Coding and content analysis will be used to express and interpret the data that is collected.

Keywords: *Social media, Online business, University students, Gaining experience, Opportunity*
