

Duangnapha Lertkitkawin 2019: The Research about Online Marketing on Facebook Fanpage of Fertilizer Company to The Farmers. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural And Resource Economics. Independent Study Advisor: Dr. Decharut Sukkumnoed, M.S. 73 pages.

The purpose of this research is to study online marketing through the Facebook fan page of the chemical fertilizer company. The researcher studied with the group of chemical fertilizer users. In Tha Muang District 200 people in Kanchanaburi Province using descriptive statistics including frequency distribution, percentage value, average value to describe general characteristics of general information variables of respondents.

The results showed that Facebook fans on Facebook had a different number of posts, which affect higher the perception in knowledge and company activities. Moreover the purchase of the products of the company also links to awareness of through Facebook fan page.

It is clear that, Thai farmers have used Facebook regularly. Also, the number of posts via the company's Facebook fan page has affected farmers' awareness. Therefore, online marketing via on social media is an important choice to create brand awareness and may lead to future product purchase decisions.

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Independent Study Advisor's signature