

## FIGURE LIST

Figure 1.1 Logo of LINE Instant Messengger .....	4
Figure 1.2 Display and Features in Homepage of LINE Official Account.....	5
Figure 1.3 Message Function .....	10
Figure 1.4 Multimedia Message.....	11
Figure 1.5 Timeline .....	12
Figure 1.6 Research Page .....	13
Figure 1.7 PR Page Functtion .....	14
Figure 1.8 Keyword Answer Message .....	15
Figure 1.9 Graph of Instant Messengger Users.....	17
Figure 1.10 Example of Promotion Using LINE Official Account .....	19
Figure 2.1 Theoretical Framework .....	39
Figure 3.1 Research Stages .....	48
Figure 3.2 Continuum Line .....	58
Figure 4.1 Percentage of Respondents by gender .....	63
Figure 4.2 Percentage of Respondents by Age .....	64
Figure 4.3 Percentage of Respondents by Long time follow Official account .....	64
Figure 4.4 Continuum line Variable Business Ethics .....	67
Figure 4.5 Continuum line Variable User Perception.....	77

