

Phoomchai Banthuchai 2006: Address Terms, First Personal Pronouns, and Second Personal Pronouns of Department Store Vendors. Master of Arts (Applied Linguistics), Major Field: Applied Linguistics, Department of Linguistics. Thesis Advisor: Assistant Professor Kitima Indrambaraya, Ph.D. 142 pages.  
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The objectives of this research were: 1) to study the forms and the uses of address terms, first personal pronouns, and second personal pronouns by department store vendors; 2) to examine the relationship between social factors and usage of address terms, first personal pronouns, and second personal pronouns by department store vendors, namely, sex of buyers, age of buyers, dressing of buyers, intimacy of buyers, and kind of department stores.

The population of this research comprised 180 department store vendors who consisted of 60 vendors from a upper - level department store, 60 vendors from a middle - level department store, and 60 vendors from a lower - level department store. Each of these groups consisted of males and females equally. The data of this research were analyzed from the answer of the questionnaires by 180 department store vendors and observing conversations between department store vendors and buyers. The data analysis was analyzed by the SPSS/PC<sup>++</sup> program for chi - square values and percent. Then all the analyzed data about the data comparison and the examination of the social factor relationship.

The results of the research indicated that: 1) from observing, most department store vendors did not use address terms to call buyers 49.4 %, secondly used kinship terms 30.6 %; 2) from the questionnaires, most department store vendors used kinship terms as address terms 37.7 % ,secondly did not use address terms 28.6 %, as second personal pronouns 47.1 % and used first personal pronominals as first personal pronouns 44.1 %; 3) sex of buyers, age of buyers, dressing of buyers, intimacy of buyers, and kind of department stores had a statistically significant effect upon address terms, first personal pronouns, and second personal pronouns used by department store vendors from the questionnaires, but only kind of department stores had a statistically significant effect upon address terms used by vendors from observing.

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