


Pornpun Weerapat 2007: Factors Affecting to Members Perception through the Newsletter of Kasetsart University Saving and Credits Cooperative Limited. Master of Arts (Cooperative Economics), Major Field: Cooperative Economics, Department of Cooperatives. Thesis Advisor: Mr.Preecha Sitdhikornkrai, Ph.D. 95 pages.

The objectives of this research were to study the factors affecting to members perception through the newsletter of Kasetsart University Saving and Credits Cooperative Limited (KUSCCO) and the opinion and level of perception of members. The sample consisted 374 members of KUSCCO. Then classified into three groups of members and using stratified quota sampling. The questionnaire was used as the method of data collection. The statistics used to analyze the data were percentage, mean, standard deviation, Chi-Square and Pearson's Product Moment Correlation Coefficient.

The results of this study indicated that media exposure of members had 98.9 percent. There were composed of 78.6 percent from hard copy only, 1.1 percent from website of KUSCCO and the rest 20.3 percent from both of media. There were 57.84 percent of members read every issues of the KUSCCO Newsletter. The most popular of KUSCCO Newsletter was the issued of May 2006, 73.3 percent. For the reading styles of members were several combination as follows : 1) read only interested topics 40.4 percent, 2) read every pages of newsletter 21.4 percent 3) read skinskimming 12.6 percent and 4) Mixed combination 23.3 percent. The Mixed combination of reading styles were : read every pages and skinskimming 8.3 percent, read only interested topics and skinskimming 6.7 percent and read only picture and table of content 1.6 percent, etc. Regarding to result of relationship test between personal factors and perception factors, it was found that age, level of education and type of job position of members related to perception factor at the statistical level of significance of 95.

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