

Prapas Nualnetr 2009: Results of Marketing Communication on Video Media Adoption of Working People. Doctor of Education (Educational Technology), Major Field: Educational Technology, Department of Educational Technology. Thesis Advisor: Assistant Professor Squadron Leader Sunchai Pattanasit, Ed.D. 144 pages.

The purpose of this research was to study results of marketing communication on video media adoption of working people. The video media content was the prevention and curing of overweight problem.

The samples of this research were sixty people residing in Amphor Nakornchaisri and Kamphaengsaen, Nakhonprathom province. The samples were 41- 60 years old and had overweight problems. The thirty samples in Nakornchaisri received the video media using marketing communication while the thirty samples in Kamphaengsaen received the same video media using ordinary communication. Comparison between the two communications was done by collecting data every week during the eight weeks period. Statistic was analyzed by percentile and mean.

Results of the research at the first four weeks after video media dissemination showed that marketing communication resulted in faster acceptance of the video media at 2.67 times compared to ordinary communication. In term of media adoption which resulted in successful practice, the marketing communication showed better acceptance, at 4.33 times, compared to ordinary communication. Studied results during five to eight weeks showed that the sample group receiving marketing communication continued to practice constantly while the sample group receiving ordinary communication did not reach maximum adoption. This group showed an increase in video media adoption which was a normal trend in media adoption; therefore, sustainability of media adoption could not be measured within the eight week period.

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Thesis Advisor's signature