

## C851510 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: MEDIA EXPOSURE / KNOWLEDGE / ATTITUDE / ADOPTION

SOPIDSUDA MONGKOLKASEM : MEDIA EXPOSURE, KNOWLEDGE, ATTITUDE  
AND THE ADOPTION OF AUTOMOBILE SEAT BELTS BY BANGKOK DRIVERS.

THESIS ADVISOR : ASSO. PROF. ORAWAN PILUNOWAD, Ph.D. 263 PP.

ISBN 974-635-703-4

The objective of this research was to study differences of media exposure, knowledge, attitude and the adoption of automobile seat belts by Bangkok drivers. Samples were 400 Bangkok drivers selected by accidental sampling. Questionnaires were used as a tool for data collection and the data was analysed with t - test, One - way ANOVA, Scheffe Test by SPSS<sup>®</sup> computer program.

The results indicated that :

1. Car drivers differing in sex, age, education, marital status, number of children, occupation, income and types of driving car had media exposure concerning automobile seat belt differently.
2. Car drivers differing in age, marital status, occupation, car accidental experience and types of driving car had knowledge of automobile seat belt differently.
3. Car drivers differing in education, occupation, income and types of driving car had attitude toward automobile seat belt differently.
4. Car drivers differing in education, occupation and types of driving car had the adoption of automobile seat belts differently.
5. Car drivers differing in friend and billboard exposure had knowledge of automobile seat belt differently.
6. Car drivers differing in television, brochure and sticker exposure had attitude toward automobile seat belt differently.
7. Car drivers differing in sticker exposure had the adoption of automobile seat belts differently.
8. Car drivers differing in knowledge of automobile seat belt had no attitude and no adoption of automobile seat belts differently.
9. Car drivers differing in attitude toward automobile seat belt had the adoption of automobile seat belts differently.

ภาควิชา การประชาสัมพันธ์

สาขาวิชา นิเทศศาสตร์พัฒนาการ

ปีการศึกษา 2539

ลายมือชื่อนิสิต ไสวฤกษ์ งามคงเกษม

ลายมือชื่ออาจารย์ที่ปรึกษา อรวณ พิลุนาวาด

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม -