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MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: EXPOSURE/EXPECTATION/UTILIZATION/GRATIFICATION/MEMBER MAGAZINE

UTILIZATION OF MEMBER MAGAZINE AMONG THAI FARMERS BANK GOLDCARDMEMBERS.THESIS
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The purpose of this research is to investigate mass media exposure, expectations, utilizations and gratifications on variety of media contents among Thai Farmers Bank Goldcard magazine members. Questionnaires were used to collect data. Frequency, percentage, mean, t-test, one-way Anova and Pearson's Product Moment Correlation Coefficients were used to analyze data through SPSS/FW.

The results of the research are as follows :

1. Newspaper is the most frequently exposed by members, following by television, radio, journals/ magazines and cableTV, respectively.
2. Thai Farmers Bank Goldcard members mostly expect, utilize and gratificate entertaining contents of the member magazine following by privileged membership information and various knowledge.
3. Personal profile factors such as sex, age, education, profession, position, marital status and income make difference in utilization of the magazines among its members. Social status does not make any difference in their utilization of the magazine.
4. Gratification and expectation of the magazine have positive correlations with its members' satisfaction at the significant level of 0.05.

ภาควิชา.....การประชาสัมพันธ์.....

สาขาวิชา.....นิเทศศาสตร์พัฒนาการ.....

ปีการศึกษา.....2539.....

ลายมือชื่อนิติ.....ศุภชัย อ่อนชัย.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....จก.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....