

C 851903 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: INFLUENCES / MARKETING COMMUNICATION / CREDIT CARD

APHIRADEE NITUTHORN : THE INFLUENCES OF MARKETING
COMMUNICATION ON CREDIT CARD BRAND SELECTION AMONG NEW
GENERATION IN BANGKOK METROPOLIS : ASSIST. PROF. SUWATTANA
WONGKRAPAN, 102 pp. ISBN 974-636-669-6.


The purpose of this research was to identify : 1. Marketing communication factors on credit card selection of new generation in Bankok, 2. And 3. The correlations between marketing communication mix factors, the exposure of marketing information and new generation's credit card selecting behaviours. Questionnaires for interview were used to collect data from 400 Bangkok new generation between the age of 25-30 years old. Chi-square, Pearson's Product Moment Correlation, Anova, T-test and Multiple Regression statistical methods were used to analyze data through SPSS computer program. The results of this research are as folloes : Individual, social and marketing communication mix factors do not correlate with the number of new generation credit card holders in Bangkok. However, the exposure of marketing information on special media which are direct mail and billboard have correlation with number of credit card holders at the significant level of .05 and .01.

Individual factors do not correlate with types of credit card selection, however, social factors which are father and friends have the influences on holders's opinions for selection. In addition, father is the only factor which has the influence on type of credit card selection at the significant correlation level of .05. "Product" is the only variable of marketing communication mix factor which has correlation with type of credit card selection at significant correlation level of .05. Exposure of interpersonal communication which are friends and credit card officer and marketing media which are direct mail, billboard and bus shelther advertisement has significant correlation with type of credit card selection. The four variables of marketing communication mix factors which are firstly owner's photograph on credit card, the second is supplementary card, the third is advertisement on magazines / journals and the last one is holder's leadership image can consequently explain the selecting behaviours of credit card holders.

ภาควิชา..... การประชาสัมพันธ์

สาขาวิชา..... นิเทศศาสตร์พัฒนาการ

ปีการศึกษา..... 2539

ลายมือชื่อนิติ..... 

ลายมือชื่ออาจารย์ที่ปรึกษา..... 

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....