

C851955 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: MEDIA/FACTORS/AFFECTING/WINE DRINKING.

SUNEE ROJANAOLARNRAT : ROLE OF MEDIA AND FACTORS AFFECTING BUSINESS EXECUTIVES' ACCEPTANCE OF WINE DRINKING IN BANGKOK METROPOLIS.

THESIS ADVISOR : ASSO. PROF. PARAMA SATAWEDIN, Ph.D. 90 pp. ISBN 974-635-927-4

The purposes of this research were to study an acceptance of wine drinking; media exposure and the role of media and other factors affecting wine drinking acceptance of business executives in Bangkok Metropolis. Questionnaires were used to collect the data from a total of 370 samples. Frequency, percentage, mean, Peason's product moment correlation coefficient and one-way ANOVA were employed for the analysis of the data. SPSS* programme was used for data processing.

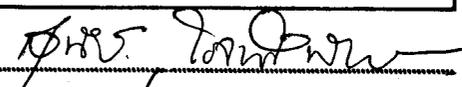
The results of the study were as follows:

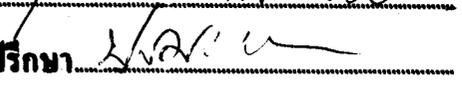
1. Exposure to magazines correlated with wine drinking acceptance.
2. Exposure to information about wine from T.V. negatively correlated with wine drinking acceptance.
3. Exposure to information about wine from friends, salesman and husband/wife correlated with wine drinking acceptance.
4. Attitude toward wine in terms of health and taste correlated with wine drinking acceptance.
5. Difference in socio-economic status, i.e. age, income, position and marrital status was different in wine drinking acceptance.

ภาควิชา การประชาสัมพันธ์

สาขาวิชา นิเทศศาสตร์พัฒนาการ

ปีการศึกษา 2539

ลายมือชื่อนิสิต 

ลายมือชื่ออาจารย์ที่ปรึกษา 

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม