

##C851341 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD : EXPOSURE/CAR RADIO LISTENING AND SHOPPING BEHAVIOR

KHANUNGNIJ SEA-UNG : CAR RADIO LISTENING AND SHOPPING BEHAVIOR OF
DEPARTMENT STORE AND SUPERMARKET PATRONS IN THE BANGKOK
METROPOLITAN AREA. THESIS ADVISOR : ASSO.PROF.PANA THONGMEARKOM.
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The purposes of this study are (1) to examine car radio listening behavior and shopping behavior of department store and supermarket patrons (2) to study the correlation between car radio listening behavior and shopping behavior (3) to study the differences among demographic groups such as sex, age, educational level, occupation, income and status in car radio listening and (4) in their shopping behavior. The research is the one-shot descriptive survey. Data were collected from 500 department store and supermarket patrons in the Bangkok Metropolitan area during December, 1996 to January, 1997. Percentage was used to analyzing data in descriptive analysis. In inferential analysis, Chi-Square and Pearson's Product Moment Correlation Coefficient were applied to test the hypotheses.

Results of the study were as follow:

Significant positive correlation was found between car radio listening behavior and shopping behavior of department store and supermarket patrons.

Significant relationships were found among demographic variables except for sex and car radio listening and shopping behavior.

ภาควิชา.....การประชาสัมพันธ์.....

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