

## : MAJOR

KEY WORD :

## C 250318 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD : BUDDHA COMMERCIALISM/ MEDIA EFFECT/ ATTITUDE  
AND BELIEFS : CHAINUM PAVAVIMOL: BUDDHA COMMERCIALISM : MEDIA EFFECTS OF BUDDHA IMAGE ADVERTISING UPON THE ATTITUDE OF BUDDHIST IN TERM OF BUDDHISM SYMBOLS. THESIS ADVISOR : ASSIST. PROF. JARANAI GLAEGOSOL , M.A. in public relations , 115 pp.  
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The purpose of the research is to find the attitudes, beliefs and impact of media advertising on Buddha commercialism viewing as an outstanding variable in social and cultural change. The research is the survey research using questionnaire as the instrument of data gathering . The acquired data from the 3 groups of samples, Buddha image collector, sanctuous Buddhist and general people is analyzed by chi-square test at level of significance 0.01.

The result of the research could be summed up as follows :

1. There are significance relationship between group attitudes and beliefs in Buddha secrecy and in Buddha image commercialism.
2. The attitude and belief of the sample groups in Buddha's image miracle is significantly related to media advertising of the image.
3. Most of the respondents have the attitude that certain regulation should be put up in control of mass media Buddha image advertising.