

T#C250115 : MAJOR JOURNALISM

KEY WORD: SUPPLEMENT/ BUSINESS ORGANIZATION/ GRATIFICATIONS/ READERS
WORARAT TEEKAMONGKUL : FACTORS AFFECTING THE DECISION TO PUBLISH
NEWSPAPER SUPPLEMENTS OF BUSINESS ORGANIZATION EXECUTIVES AND THE
USES AND GRATIFICATIONS OF THEIR READERS. THESIS ADVISOR :
DUANGKAMOL CHARTPRASERT, Ph.D. 260 pp. ISBN 974-584-597-3

This study examined factors affecting business organization executives' decision to publish newspaper supplements and readers' opinion about and their uses and gratifications of the medium. It also attempted to find out whether general readers and business readers differed significantly in these respects.

Thirty business executives and 200 readers responded to the survey questionnaires. Data were analyzed using SPSS PC Program. Percentage, Mean, S.D., t-test, Oneway ANOVA, Pearson's Product Moment Correlation Coefficient were used for statistical analyses.

Results were as follows:

1. The business organization executives published supplements primarily to enhance the organizations' image, making use of the large circulation of the newspaper to reach the audience throughout the country, and of the form of the supplement which can provide more details as compared to other media. The registered capital did not have a significant affect on their decision whereas age and income were negatively related to some of the reasons given by the executives at .05 level of significance.
2. Demographic factors: sex, age, education and income were not related to readers' uses and gratifications.
3. The extent of exposure and the uses and gratifications of general readers & business readers differed significantly at 0.5, but no significant differences were found among non-readers.