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KEY WORD: INFORMATIVE EXPOSURE/ BEHAVIOR/ CREATE/ TRAFFIC DISCIPLINE

KULVADI ORAVADHANAPHAN : INFORMATIVE EXPOSURE BEHAVIOR TO CREATE TRAFFIC DISCIPLINE OF DRIVERS IN BANGKOK METROPOLITAN AREA.

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The research has the objectives 1. to study the traffic rules' knowledges, traffic disciplines' attitudes and driving behaviors of drivers 2. to study informative exposure background on traffic disciplines of drivers 3. to study informative exposure behavior*of drivers.

The population involved in this study was 250 vehicle drivers. The questionnaires were used to collect the data. Descriptive analysis was employed in data presentation.

The results of the study were as follows:

1. Most of the drivers had high level of the traffic rules' knowledges.
2. Most of the drivers had medium level of the traffic disciplines' attitudes.
3. Most of the drivers had medium level of the driving behaviors by the traffic disciplines.
4. Most of the drivers used to receive the information about the traffic disciplines' creation from the television and radio media which had the characteristic message was requesting the drivers to act following to the traffic rules.
5. Informative exposure behavior of drivers: found that most of the drivers had the pursuit of information by using the radio and television media the most and the media's influence which mostly effected to the drivers were radio and television media.