

SUCHEERA PHATTCHARAYUTTAWAT : EFFECTS OF PRELIMINARY  
NOTIFICATION, INK COLOR, AND RETURN DEADLINE ON RESPONSE  
RATES AND SINCERE ANSWERS OF MAILED QUESTIONNAIRES.

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The purpose of this reseaech was to determine the effects of preliminary notification, ink color, and return deadline on response rates and sincere answers of mailed questionnaires. A sample consisted of 800 teachers from Public Secondary School in Bangkok Metropolis. Questionnaires were designed to collect the data which were analyzed by the Analysis of Variances and Z-proportional. Major findings were as follow :

1. The response rates and sincere answers of the preliminary notification questionnaires were higher than that non-preliminary notification ones.

2. The response rates and sincere answers of the blue and green ink color questionnaires were higher than that of red and black ones.

3. The response rates and sincere answers of the specification return deadline questionnaires did not differ from that of the non-specification return deadline ones.

4. There were no interactions between preliminary notification and ink color; preliminary notification and return deadline; and ink color and return deadline. There was no interaction among the 3 variables (preliminary notification  $\times$  ink color  $\times$  return deadline)