

KEY WORD : OPINION/USAGE/GRATIFICATION/FACIMILE/BUSINESS

TIPPAPORN MAHASINPAISAN : A STUDY OF OPINION, USAGE BEHAVIOUR AND
GRATIFICATION TO FACIMILE IN BUSINESS SECTOR. THESIS ADVISOR :
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The purpose of this research is to study opinion, usage behaviour and gratification of facimile in business sector. The subjects of the study are 214 business firms in Bangkok. The data were collected by using questionnaire form and were analyzed by percentage, One-way Analysis of Variance, LSD-test and Pearson's Product Moment Coefficient of Correlation.

The results of this research are as follows: (1) Opinions towards facimile vary among different types of business. Significant differences were found between finance group and import-export group and also between finance group and service group. (2) Opinions towards facimile vary among those who use it at different quantities. Difference in opinions towards facimile was found between group with facimile usage over 80 percent and the under 50 percent group and also between the group with 70-80 percent usage and the under 50 percent group. (3) Gratification of facimile varies among groups with different usages, i.e. the group with usage over 80 percent and the under 50 percent group. (4) Gratification of facimile varies among groups with different opinion towards facimile.