

WANIDA KANACHAN : THE ROLE OF MEDIA AND FACTORS AFFECTING THE
ADOPTION OF KWAN NAKORN CREDIT CARDS IN BANGKOK METROPOLIS.
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The main purpose of this research was to examine the role of the mass media, specialized media, interpersonal media and factors affecting the adoption of Kwan Nakorn Credit Cards in Bangkok Metropolis. Two hundred holders of Kwan Nakorn Credit Cards had been randomly selected as samples. Questionnaires were used to collect data. In terms of data analysis, Percentage, t-test, One-way ANOVA, Pearson's Product Moment Correlation Coefficient and Multiple Regression were employed. The SPSS^x program was used to compute the statistics.

It was found that there was positive correlation between the benefit of Kwan Nakorn Credit Cards and the adoption of Kwan Nakorn Credit Cards with statistical significance at 0.01. Besides, there was a correlation between the exposure to magazines and the adoption of Kwan Nakorn Credit Cards with statistical significance at 0.05. However, the persuasiveness of the mass media, specialized media, and interpersonal media, economic status and communication behavior were not found to be statistically correlated with the adoption.

Of all independent variables, the variables which best jointly explained the adoption of Kwan Nakorn Credit Cards about 23.3 percent were the benefit of comfort and safety and the benefit of social status respectively.