

Thesis title	Media Exposure, Knowledge and Right-claiming Behaviors among Consumers in Bangkok Metropolis
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Abstract

The study of “Media Exposure, Knowledge and Right-claiming Behaviors among Consumers in Bangkok Metropolis” was a descriptive quantitative research. The aims were to study the factors that affected exposure behaviors, knowledge and right-claiming behaviors among Thai consumers; and to investigate how demographic variables, media exposure behaviors and knowledge of consumers were relevant to right-claiming behaviors.

The sample involved four hundred and one consumers selected by using multi-stage sampling. The data collected from questionnaires were analyzed by means of descriptive statistic and inferential statistic: T-test, One-way Anova, Chi-Square and Pearson’s Product Moment Correlation Coefficient.

The data showed that most of the consumers were female and graduated in bachelor’s degree. Their ages ranged between 18-28 years old and their salaries ranged between 5,001-15,000 baht per month. According to the conclusion part of this study, it revealed that the quantity of media, especially televisions, newspapers and radios, that the sample exposed to was at the highest level but the frequency of using each media was at the lowest one. Most of the sample exposed to media in order to protect themselves from consumer transgression. Besides, their knowledge of consumer rights was at the medium level and related to their right-claiming behaviors. The findings also showed that most of the samples were infringed mostly on faulty goods and bad services. To solve these problems, they complained to the entrepreneurs.

According to the hypothesis testing part, the results revealed that (1) education was only the factor which affected the difference in media exposure behaviors either quantity of using media or frequency of media exposure behaviors; (2) the demographic variables such as sex, age, occupation, education and income were related to knowledge levels about consumer rights; (3) occupation was the only factor which affected right-claiming behaviors; (4) the quantity of using media did not affect right-claiming behaviors but the frequency of media exposing did; (5) levels of knowledge of consumer rights were related to right-claiming behaviors; and (6) the quantity of using media and frequency of media exposure behaviors positively related to knowledge levels of consumer rights.

Results of this study suggest that agencies and organizations related to consumer protection should inform consumers about their rights according to their interest. The information, which is sent via mass media, not only should be interesting, easy to understand and practicable but also the important ones that they don't know or have less knowledge of it. Besides, it should make consumers feel confident of consumer protection and cause them much more awareness of consumer rights transgression.