

Title : The Factors of Decision Making in Bangkok High School Students Effected to Study in Bachelor of Mass Communication (English Program)

Researcher : Apinyapat Kusiyarungsit

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ABSTRACT

The objectives of this research is to study (1) The factor of decision making in Bangkok high school students affected to study in bachelor of Mass Communication (English Program), (2) The factor that is correlated in decision making in Bangkok high school students affected to study in bachelor of Mass Communication (English Program). The sample population consisted of four hundreds high school students in Bangkok. The instrument of research was a questionnaire. The Statistical Package for the Social Sciences (SPSS) for Windows computer program was applied for analyzing, formulating and tabulating the data collected. The techniques of descriptive statistics used were percentage, mean and standard deviation. Techniques of inferential statistics utilized were t-test, one-way analysis of variance (ANOVA) in order to analyze differences between variables taken as a group. If there is a statistically significant differences found between pairs in a group, Scheffé's pair testing were deployed. Multiple Regression Analysis were applied, in order to analyze the factors of decision making in Bangkok high school students affected to study in bachelor of Mass Communication (English Program). If there is a statistically significant found in Multiple Regression, Coefficient of Correlation under paired testing will be used to identify the correlation between factors.

The results were as following:

1. The factors of student program in high school affected the decision making to study in bachelor of Mass Communication (English Program) were high school program.

2. The marketing factor of Mass Communication Technology affected to Bangkok high school students decision making to study in Bachelor of Mass Communication (English Program) is **product, price, place, promotion.**