

Research Title	The Corporate Survey Image of Huachiew Chalermprakiet University :a case study of 25 upper secondary schools in Samutprakarn Province
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ABSTRACT

This research entitled “The Corporate Image Survey of Huachiew Chalermprakiet University: a Case Study of 25 Upper Secondary Schools in Samutprakarn Province” focuses on studying demographics 25 Upper Secondary Schools Students. Their general and Huachiew Chalermprakiet public relations news and information consumption behavior. The research surveys whether 25 Upper Secondary Schools Students have ever received the university public relations news and information. The research also examines their reasons and interests in pursuing their study at Huachiew Chalermprakiet university as well as their perceived image towards the university.

The research employed a quantitative approach using survey design and questionnaires as a data-collection technique to gather information from 375 Matthayom 6 students in 19 upper secondary schools under the Office of the Basic Education Commission and 6 upper secondary schools under the Office of the Private Education Commission in Samutprakarn province.

The sampling techniques used quota sampling. Descriptive statistics (percentage, mean and standard deviation) and inferential statistics (one sample t-test and chi square) were used for data analysis and hypothesis testing, all of which were done through SPSS PC for window.

The results are as follows:

1. There were more female than male respondents. Most of them were 17 years of age and earned grade point average between 3.01-3.50. Most of their parents were employees with family income between 10,001-20,000 baht per month.

2. Most of the sample were exposed to general news and information through the internet.

3. Most (or 67.2 percent) sample obtained the university public relations news and information through the internet and the university's education counseling activities.

4. The reason the sample were interested in pursuing their study at Huachiew Chalermprakiet university was that the university offers various undergraduate degrees.

5. The sample also expressed the possibility to pursue their study at Huachiew Chalermprakiet university.

The perceived image of the reputation, the stability, the study management, the internationality, the academic service for the public and the public relations activity of Huachiew Chalermprakiet university in general was geared towards a positive image.

In short, the results have shown that the 6 dimensions of Huachiew Chalermprakiet university images, which were reputation, stability, study management, internationalization, public relations activities were perceived as positive.