

## ABSTRACT

Abstract of thesis submitted to the Graduate School of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

FACTORS AFFECTING OF INFORMATION RECEPTION BEHAVIORS IN  
ORGANIZATION AMONG STAFFS OF BANGKOK BANK PUBLICS  
COMPANY LIMITED IN AMPHUR MUANG,  
CHIANGMAI PROVINCE, THAILAND

By

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The objectives of this study were: 1) to identify demographics properties and organizational information reception behavior of the bank staffs 2) to identify information reception problems within the organization 3) to compare demographics characteristics and within-organization's information reception behavior of the bank staffs 4) to compare demographics characteristics and information reception problems of the bank staffs, and 5) to relate within-organization's information reception behavior to problems of the bank staffs.

This study was a one shot study, survey research from the sample of 273 Bangkok Bank Publics Company Limited (except branch administrator) in Amphur Mueng, Chiangmai. Data were collected by means of questionnaires and analyzed to descriptive statistics and inferential statistics.

The findings indicated that most of respondent were male, 30-39 years old, married, bachelor degree graduated, less than 8 years work experience, with a salary of 10,000-15,000 bath. Most of the respondent showed high-level of information reception behavior, to develop their image in their work, to access the information, to maintain relationship in the workplaces, and to entertain themselves, respectively.

The study also revealed that the bank staffs had low level of problems in within-organization's information reception. The problems concerned from high to low were senders, messages, medium and receivers, respectively.

Tests of hypotheses revealed that:

- 1) Bank staffs with different sexes and positions had different information reception behaviors.
- 2) Bank staffs with different married status and educational levels had different information reception problems.
- 3) Bank staffs with more information reception behaviors, had less information reception problems.
- 4) Bank staffs with different ages, married status, incomes, experiences and educational level had no different information reception behaviors.
- 5) Bank staffs with different sex, ages, incomes, experiences and positions had no different information reception problems.