

3836378 LCCD/M : MAJOR : LANGUAGE & CULTURE FOR COMMUNICATION & DEVELOPMENT ; M.A. (LANGUAGE & CULTURE FOR COMMUNICATION & DEVELOPMENT)

KEY WORDS : BEHAVIOR PATTERNS OF FEMALE GOVERNMENT OFFICIALS IN RECEIVING MESSAGES / MAGAZINES / FEMALE GOVERNMENT OFFICIALS

POTCHANARD TANCHAROON : THE BEHAVIOR PATTERNS OF FEMALE GOVERNMENT OFFICIALS IN MAHIDOL UNIVERSITY RESPONDING TO MESSAGES RECEIVED FROM MAGAZINES. THESIS ADVISORS : ASST.PROF. DUANGPORN KAMNOONWATANA, M.A., ASST.PROF. WACHIRAPORN WANDEE, M.A., MR.YONGYUTH BURASITH, M.A. 152 p. ISBN 974-662-348-6

This study utilized a survey research instrument to examine the behavior patterns of female government officials of Mahidol University in responding to messages received from magazines. Possible correlations/interrelationships between four demographic characteristics (age, educational level, income and work experience) and four receiving behaviors (buying behaviors, reading behaviors, magazine managing behaviors and the effect after receiving the message) were investigated. The sample consisted of a total of 209 research subjects. The 209 research subjects belonged to three sample groups : government officials Line A (25 subjects), government officials Line B (117 subjects) and government officials Line C (67 subjects). The data were collected by the use of a self-administered questionnaire.

The data were analyzed for frequency by percentage and the Chi-Square Test was used to identify any correlations between the demographic characteristic factors and the message receiving behaviors (at the 0.05 level). The data collection was carried out over a five month period (November, 1997 to March, 1998) at various faculties of Mahidol University : Faculty of Medicine Siriraj Hospital, Faculty of Medicine Ramathibodi Hospital, Faculty of Science, Faculty of Graduate Studies, Tropical Medicine Hospital, Faculty of Dentistry, Office of the Dean Siriraj Hospital, Institute of Nutrition and Office of Salaya Library.

The results indicated that there were no correlations between the demographic characteristic factors and the message receiving behaviors at the 0.05 level of significance. There were no significant differences in the message receiving behavior patterns among female government officials in Mahidol University.

The major sample group read magazines irregularly. There were three main consumption patterns: buying and not buying alternately, not buying, and buying. buying behaviors depended mostly on ease of access. After reading sample groups could be divided into two main subgroups : the keeping and not-keeping groups. The effect after receiving the message from the magazines was that the message was more likely to become the topic of conversation. When female government officials disagreed with some content in magazines, they were more likely to choose to talk to other people about this.