

Saowapha Phornphiroonroj 2006: Information Exposure and Knowledge on Consumer Rights of Public University Students in Bangkok Metropolis. Master of Arts (Home Economics Education), Major Field: Home Economics Education, Department of Vocational Education. Thesis Advisor: Miss Narumon Saratapun, Ph.D. 123 pages.
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The purposes of this study were to investigate: 1) Information exposure on consumer rights; 2) knowledge on consumer rights; and 3) the relationship between information exposure and knowledge on consumer rights of public university students in Bangkok Metropolis. A questionnaire was used for data collection. Multi-stage sampling technique was used to draw a sample of 480 students from public university students in Bangkok Metropolis. Data analysis comprised of percentage, mean, standard deviation and Chi-Squared test; using computer program.

The findings of this study were as follows: Sixty point eight percent of the respondents were female and thirty-nine point two percent, male; 20.4 years old in average. Resided with parents. The proportion of junior and sophomore were almost the same. They learned about “consumer rights” in secondary schools. The majority of their parents owned business, held bachelor degree. Students were exposed to almost everyday of information from television as mass media. Besides, radio, newspaper and internet were also indicated. Students had moderate level of knowledge on consumer rights.

The results of hypothesis testing showed statistical significance as follows: Information exposure was related to knowledge on consumer rights at the .05 level. Information exposure from newspaper as mass media was related to knowledge on consumer rights at the .05 level.

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Thesis Advisor's signature

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