

พิมพ์ต้นฉบับบทคัดย่อวิทยานิพนธ์ภายในกรอบสี่เหลี่ยมนี้เพียงแผ่นเดียว

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The aim of this research was two-fold :

- a) To analyze Amway's communication strategies of image building towards environmental conservation in the process from sender to receiver
- b) To evaluate the impact of communication strategies on organization of image perception of the distributor who is the target receiver of Amway communication plan on environmental conservation knowledge and behavior.

These aims were achieved by using communication for image building, green marketing, integrated marketing communication, and interpersonal communication as the theoretical framework to analyze communication strategy of the organization sequence of factors in the communication process.

The results from documentary research, content analysis, and interviews show that the sender organization employs communication strategies for image building towards environmental conservation by emphasizing green marketing using integrated marketing communication, especially using personal media which is a distinctive feature of direct selling in order to communicate environmental policy. It was found that these media play an important role in persuading customer to use environmentally friendly products and participate in many varied environmental projects for enhancing this organization's image.

Moreover, survey research also found that communication strategy as well as media and message characteristics of the organization effects the receiver perception of this organization image as follows :

- 1) Media exposure of sender organization is related to environmental conservation knowledge and behavior of the receiver. The medium which can provide knowledge most effectively is "Amagram" magazine which is a regular public relations medium in the organization.
- 2) The receiver who is exposed to environmental messages from the sender organization feels the need to get more of these kinds of messages from other general sources.
- 3) The sender organization, having a clear environmental policy, effects increasing environmental conservation knowledge and behavior of the receiver.
- 4) Most of the receiver's think that the sender organization uses many varied media and activities to enhance the receiver's environmental conservation knowledge and behavior.
- 5) The receiver thinks that the most expected results from getting environmental messages from the sender is having a more responsible environmental awareness & conscience and knowing how to conserve the environment more than previously.
- 6) 98.7% of the distributors who function as personal media of the organization stated that they encouraged/persuaded customers to participate in environmental conservation activities which could positively effect sales volume.

ภาควิชา..... การสื่อสารมวลชน.....

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