

Alisa Sahahirun 2007: Media Exposure Knowledge Opinion and Accepted Trend of GMOs Product of Consumer in Nakhon Pathom Province. Master of Science (Agriculture), Major Field: Agricultural Extension, Department of Agricultural Extension and Communication. Thesis Advisor: Associate Professor Jamnongrak Udomset, Ph.D. 138 pages.

The objectives of this study were to examine media exposure, knowledge, opinion and trend of acceptance of GMOs product of consumer in Nakhon Prathom. The total of 387 consumers served as respondent of this study. Questionnaire was used to collect data. Data were analyzed and presented through percentage, mean, t-test, F-test, Scheffe's test and Pearson Product Moment Correlation.

Finding showed that 57% were female, age was 21-30 years old. Most of them finished undergraduate degree with monthly income ranged between 5,000-1,000 Baht. Almost of respondent received GMOs news and information in moderate level and received from TV. Respondents (54%) had high level of GMOs knowledge especially the meaning of GMOs. The respondent has average opinion towards GMOs. The most needed was the label tag for GMOs product. Trend of acceptance of GMOs product, 69.2% was at moderate level. The respondent will accept GMOs, if they knew what is GMOs. The respondent did not have enough information of GMOs. Recommendations were the continuation of GMOs report and information should be publicized through mass media.

Hypotheses testing indicated that age education, career were significantly related to GMOs information exposure at .05 level. Media exposure was significantly related to knowledge, opinion and trend of GMOs acceptance at .05 and .01 level. Knowledge was significantly related to accepted trend of GMOs consumption at .01 level.

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*21 / 03 / 2007*