

THESIS TITLE	MEDIA EXPOSURE, RELIABILITY OF DATA AND TRUST IN BRAND COMMUNICATION “ME by TMB”
KEYWORD	MEDIA EXPOSURE, RELIABILITY OF DATA, TRUST IN BRAND COMMUNICATION, ME by TMB
STUDENT	KAWEE NITIPITTAYANUSART
THESIS ADVISOR	ASSISTANT PROFESSOR DR. KANCHANA MEESILAPAVIKKAI
LEVEL OF STUDY	MASTER OF COMMUNICATION ARTS
FACULTY	COMMUNICATION ARTS SRIPATUM UNIVERSITY
ACADEMIC YEAR	2017

ABSTRACT

Media Exposure, Reliability of Data and Trust in Brand Communication “ME by TMB” The objectives of this research are 1.) Study customer’s media exposure of ME by TMB, 2.) Study the reliability of ME by TMB’s data, and 3.) Study customer’s trust in brand communication from ME by TMB.

Group of samples used in this study is 400 bank customers who have exposure with Me by TMB’s media. The descriptive statistic measured are frequencies, percentage, mean, and standard deviation. The Inferential statistic measured are t-test independence, one-way analysis of variance, and Pearson’s correlation. The sample group profiles are found as; minimum age is 18, maximum age is 60, average age is 28.40, 60.20 percent are female, 77.50 percent are single, highest educational level as a bachelor degree are 80 percent, labors and office workers are 37.20 percent, average wage of 15,000-29,999 Thai Baht are 37.50 percent. The media exposure, data reliability, and trust in brand communication of the sample group toward ME by TMB is at a high level.

According to the hypothesis, the study found that difference of population of the sample group yield significant different media exposure toward Me by TMB in the statistic at the level of 0.05. On the other hand, genders of the sample group does not affect the media exposure. The correlation of the media exposure to the data reliability yields significantly low in the statistic level of 0.01. The media exposure and the trust in brand communication are correlated in the medium at statistic level of 0.01. The difference of population of the sample group has the deviation of trust in brand communication of Me by TMB significantly at the statistic level of 0.05. However, the reliability of the data significantly correlate to customer's trust in brand communication at statistic level of 0.01.