

THESIS TITLE	MEDIA EXPOSURE BEHAVIOR FACTORS INFLUENCING SURGICAL DECISION MAKING OF UNIVERSITY STUDENTS
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ABSTRACT

The purpose of this study was 1) to study the social factors affecting the decision of surgical treatment of university students; 2) to study the media exposure behavior affecting the decisions of the university students. 3) To investigate the factors affecting the marketing mix of services affecting the decisions of the university students. The samples used in the study were Undergraduate students the research instruments used in this study were the statistical questionnaire used for the analysis, the percentage, the mean, the standard deviation T-test and one-way ANOVA using LSD (Least Significant Difference).

1) The social factors affecting the decisions of surgical patients at the university level were sex, age, education level and year of study. Statistically significant at the 0.05

2) Media exposure behavior that influences decision making in surgery of university students is the type of media exposure. Open Media Type Opening date Opening time Reason for exposure Reason for exposure and have had surgery. Statistically significant at the 0.05

3) The marketing mix of services affecting decision-making in the surgical field of university students is the product factor. Price factor Location factor Marketing Promotion Factor Personal factors Process factor and physical evidence. Statistically significant at the 0.05