THE RELATIONSHIP BETWEEN CONSUMERS' PERCEPTION OF MEDIA
CREDIBILITY AND PURCHASE INTENTION:
A CASE STUDY OF THE BANGKOK POST NEWSPAPER

By

RUJ VANASUNTAKUL

A Thesis submitted in partial fulfillment
of the requirement for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok, Thailand
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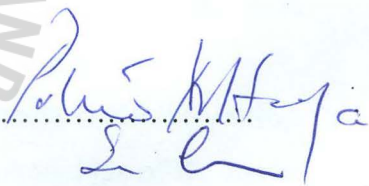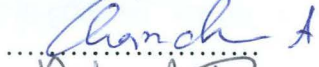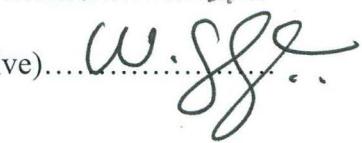
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ABSTRACT

Based on the belief that the business success of a media organization is dependent on its credibility, an increase in level of media credibility will return an increase in more audience, and will consequently result in revenues from sales of product and advertising or higher levels of purchase intention. The Bangkok Post is a broadsheet English language daily newspaper published in Bangkok, Thailand. It has a history which spans 60 years making it Thailand's first English-language newspaper.

The main purpose of this research was to investigate the relationship between the respondents' perception of media credibility factors (content, trustworthiness and expertise) and purchasing intention toward the Bangkok Post newspaper. In addition, the study also examined the differences in respondents' demographic variables (age, gender, income, education and nationality) and their purchase intention toward the Bangkok Post newspaper. The data was collected by using self-administered questionnaires, which were distributed to 3 groups; students, working professionals, and general public at selected venues in Bangkok. These included universities teaching programs in English, business districts such as Silom and Sathorn, and well-known bookstores located in downtown areas and shopping centers. Out of the 390 questionnaires distributed, a total of 382 were considered valid for analysis.

The researcher found significant relationships between all media credibility factors and respondents' purchase intention. Based on the findings, all sub-variables of the media credibility showed strong positive relationships. Following the hypothesis testing of demographic characteristics, there was a difference in age, gender, education level and monthly income with respondents' purchase intention. Nationality, however, was the only demographic factor to show no such difference.

The findings showed that content, trustworthiness and expertise are all factors that are related to respondents' purchase intention. In addition, the publishers of the Bangkok Post need to pay special attention to the content factor, as this evidenced the highest mean in terms of respondents' perception of credibility. Finally, this study concluded by offering recommendations, and suggestions for future research.

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Ruj Vanasuntakul

June, 2008

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GENERALITIES OF THE STUDY

1.1 Introduction of the study

The press in Thailand has been one of the most free in Asia for decades, and continues to be to date. Thai newspapers are remarkable for their hard-hitting exposes of powerful politicians and entrenched organizations in Thailand, as well as their articles on community service, their intellectual editorials on cultural issues, and their select incorporation of articles from international newswires.

Thailand has two major English language newspapers on general news, the Bangkok Post and The Nation. Both are large and widely read newspapers, and over the years have been leading newspapers in Asia, having won many awards by international trade organizations. Many foreign readers have consistently rated Thailand's newspaper status as among the best in Asia.

Some people who compare the editorials in the Bangkok Post and The Nation feel that The Nation is usually more critical of the government, though clearly both are critical to similar degrees. Many feel that the Bangkok Post gives a more "internationalist" view of sorts, whereas The Nation is a little better at publishing local news and analysis. The Nation is sometimes qualitatively measured as fairly radical in this culture, and it seems to address questionable cultural values more often (**www.thailandguru.com.** Accessed 21 October, 2007)

Many foreigners who prefer the Bangkok Post seem to do so because of its international style, which is in turn, due to higher influence by foreign journalists within. Bangkok Post is a little bit more of an establishment sort of conservative newspaper, and The Nation is a little more courageous, cutting edge and ambitious. Nonetheless, each paper has excellent pieces missing in the other, especially in the analysis sections. However, consumers do see differences between the two.

In terms of popularity of these 2 newspapers, reported by Nielsen Media Research (June 2007), the readership of Bangkok Post and The Nation newspaper are 63,000 and 39,000 readers per day, respectively. In operating a newspaper, like any other business, profitability is most important. A business cannot run without customers, and without good quality, customers will not continue to buy the product. People already are getting their information delivered by text messaging on cell phones, for example. E-mail news alerts and RSS feeds are providing new delivery methods. News will be highly customizable in the near future. Advertising will be individualized. If one looks at what it costs to produce and distribute a newspaper, there comes a time when the subscriber base cannot sustain the production and distribution costs. That is why it is critical for newspapers to reinvent themselves in terms of sources of revenue.

1.1.1 Bangkok Post Newspaper

The Bangkok Post is a broadsheet English language daily newspaper published in Bangkok, Thailand. The first issue came out on August 1, 1946 (4 pages and cost 1 Baht). The paper was founded by Alexander MacDonald, a former OSS (Office of Strategic Services, United States Intelligence Agency) and his Thai associate Prasit Lulitanond. Thailand at that time was the only Southeast Asia country to have a Soviet Embassy, and felt it needed an independent but pro-American paper to present its views. Nevertheless, under MacDonald's stewardship, the Bangkok Post was reasonably independent and employed many young newsmen. In a country where media censorship is common, the Bangkok Post portrays itself as having been comparatively free. There are notable instances where this is clearly untrue and the newspaper has often been accused of self-censorship in order to avoid controversy or conflict with powerful individuals. An example of self-censorship, until recent years, is a traditional unwillingness to accuse influential individuals of corruption (www.acnielsen.co.th/mediareport/html. Accessed 7 November, 2007).

Alex Macdonald left Thailand after a military coup in the 1950s, and the paper was later acquired by Lord Roy Thomson. The paper has since change hands. Major current share holders in Post Publishing include the Chirathivat family (owner of Central Group), the South China Morning Post of Hong Kong and GMM Grammy PCL (Thailand's biggest media and entertainment company).

1.2 Statement of the Problem

Based on the belief that the business success of a media organization is dependent on its credibility, the increase in level of media credibility will return an increase in more audience, consequently result in revenue from sales of product and advertising or higher levels of purchase intention. The commercial interests of media institutions have stimulated the concern with the level of media credibility. People in the media industry generally believe that audience members are more likely to read a medium that they think is more credible than one that they think is not.

Bangkok Post newspaper has been established with a history of 60 years, it is quite challenging to determine the reader's perception of this newspaper in terms of media credibility. On the other hand, this study on media credibility will provide a perspective of potential success factors for establishing an ideal newspaper for Thai society. Besides media credibility, measuring customer's purchase intention is also important, as it can indicate the industry's growth.

In order to understand the perception of media credibility and purchase intention, the researcher proposed the main question for this study as follows:

- Is the purchase intention toward Bangkok Post correlated with consumers' perception of media credibility?
- Are there differences in consumers' demographic factors and their purchase intention toward Bangkok Post?

1.3 Research Objectives

The main purpose of this research is to investigate the relationship between the consumers' perception of media credibility and purchasing intention toward one of Thailand's English language newspapers: Bangkok Post. Therefore, the researcher set the objectives of this study as follows:

- To study the relationship between overall trustworthiness and consumers' purchase intention toward Bangkok Post newspaper.
- To study the relationship between overall expertise and consumers' purchase intention toward Bangkok Post newspaper.
- To study the relationship between overall content and consumers' purchase intention toward Bangkok Post newspaper.
- To study the differences in demographic factors and consumers' purchase intention toward Bangkok Post newspaper.

1.4 Scope of the Research

According to research objectives, this study intends to examine the consumers' perception of media credibility and its association with purchase intention toward Bangkok Post newspaper. Hence, influential motives on perception of media credibility are identified through literature review and from previous studies. The independent variables are consumer's perception of media credibility and demographic characteristics, the dependent variable is consumers' intention to purchase Bangkok Post newspaper.

There are 2 methods of acquiring Bangkok Post newspaper; buying from news stands and via subscription. Subscribers have already made the decision to buy the paper and in most cases, have paid in advance for it to be delivered. As this study focuses on purchase intention, only those consumers who buy at newsstands or kiosks are included. This study focuses only on the Bangkok area because of its high population density as well as its potential for the largest number of English language newspaper readers in Thailand. The target respondents are persons who read Bangkok Post newspaper but are not subscribers of the Bangkok Post newspaper yet. Hence, the study surveys potential buyers who have the opportunity to purchase the Bangkok Post newspaper in the future.

1.5 Limitations of the Study

This research focuses only on the examination of the relationship between perception of media credibility and consumers' purchase intention of Bangkok Post newspaper. The area of this research is limited only in Bangkok. The results of this research may not be generalized to other regions of Thailand. This research is conducted under a certain time period (Nov 2007), therefore the results may vary in other periods reflecting changes in consumer behavior. This research focuses only on the Bangkok Post newspaper hence results of the study are limited to this publication only.

1.6 Significance of the Study

The results of this study are expected to explain the relationship between consumers' perception of media credibility and purchase intention. The results, also, provide information to the Bangkok Post's editors for better understanding and measuring the perceived media credibility of customers. Moreover, the findings can help Bangkok Post's managers to develop their strategies as well as innovations. The results are expected to explain the effects of perceived media credibility in terms of content. Hence, the findings can help the Bangkok Post to better match the newspaper sections to potential subscribers, as it is more than likely that satisfied customer who purchase through newsstand may turn into long-term customers or subscribers. This study's findings are also useful for the competitors of Bangkok Post, such as The Nation newspaper and other Thai publications to understand the relationships between perception of media credibility and consumers' purchase intention toward newspapers.

1.7 Definition of Terms

Attitude: A person's consistently favorable or unfavorable evaluation, feelings, and tendencies toward an object or idea (Kotler and Armstrong, 2004).

Consumer: People who buy or use products to satisfy needs and wants (Wells, 2000). In this study, a consumer is a reader of the Bangkok Post but not a subscriber.

Content: A newspaper's coverage of information emphasizing sports, politics/ government/war, police/crime, health/home/ food/ fashion/ travel and business stories (Readership Institute, Northwestern University, 2004).

Perception: It is the process by which an individual selects, organizes, and interprets information inputs to create meaningful picture (Kotler, 2000).

Media: The communication channels through which the message moves from sender to receiver (Schiffman and Kanuk, 2004).

Credibility: A construct of attributes possessed by message sender, stemming from either (or both) expertise and trustworthiness (Ismach, 1975).

Media Credibility: A construct of attributes stemming from either (or both) expertise and trustworthiness toward a specific communication channel after the message moves from sender to receiver.

Purchase Intention: Consumer's willingness to buy or likelihood of purchasing a product (Dodd, Monroe and Grewal, 1991).

Trustworthiness: The confidence, a consumer places in a brand and brand's communications, as to whether the brand's message would be in the consumer's interest (Lassar, Mittal and Sharma, 1995).

CHAPTER II

LITERATURE REVIEW

In this chapter, related theories and concepts are explained. This research focuses on studying the relationship between consumers' perception of media credibility and purchase intention toward an English newspaper, Bangkok Post. Variables associated with the concept of credibility and purchase intention are intrinsic to many theoretical models and pervasive in most documented studies on media. In this literature search, the first section reviews the nature of credibility, the theories related to credibility, measures of expertise and content as well as demographic variables and their relationship to purchase intention. The second section covers the dependent variable, purchase intention. Finally, previous studies related to the topic are presented. All theories and concepts are necessary to develop a theoretical and conceptual framework for this research.

2.1 Definition and Feature of Perception of Media Credibility (Independent Variable)

2.1.1 Credibility Perspectives

Credibility

In the past, communication researchers defined credibility as the attitude toward a speaker held by a listener. The first approach for studying source credibility was presented by Hovland, Janis, and Kelley (1953). They perceived credibility as consisting of two components: expertise and trustworthiness. McCroskey (1966) presented the second approach when he investigated how message recipients perceived a particular communicator without simply assuming that credulity consist of x or y components.

Persuasion

Persuasion theories are embedded in a number of ancient writings most of which came from the great Greek philosophers: Socrates, Plato, and Aristotle. In 300 BC, Socrates (470-399BC) engaged his learners by asking questions (know as the Socratic or dialectic method). He often insisted that he really knew nothing, but his questioning skills allowed others to learn by self-generated understanding. Plato (428-348 BC), who was a student of Socrates and the teacher of Aristotle, wrote the Dialogues, which have inspired

thinkers for more than two thousand years. Historians called this process the *d i a l e c t i c*, and considered it the pinnacle of learning by debate and persuasion.

According to Perloff (1993), communication credibility may be the oldest concept in persuasion research. It dates to Aristotle, who wrote in the fourth century B.C. that,

"Of the modes of persuasion furnished by the spoken word, there are three kinds. The first kind depends on the personal character of the speaker. We believe good men more fully and more readily than others. The personal goodness revealed by the speaker contributes nothing to his power of persuasion; on the contrary, his character may almost be called the most effective means of persuasion he possesses" (p.24-25)

However, most of the empirical knowledge about the importance of source credibility comes from persuasion research, which began in the 1940s. Persuasion theories are the umbrella for a number of theories such as learning theory, functional theory, conflict-resolution theory, categorizing theory, and source credibility theory. Source credibility is one of the first, and the most varied, of the persuasion and message in the literature.

2.1.2 Source Credibility

Hovland and Weiss (1951) designed an experiment to test the following two aspects of the effectiveness of source credibility: checking the effects of the source in a situation in which the subject's own opinion was obtained without reference to the sources, and the extent to which opinions derived from high and low credibility sources were retained over a period of time. Another method was to test the differences in the retention and acquisition of identical communications when presented by "trustworthy" and by "untrustworthy" sources. The results of the study indicated that neither the acquisition nor the retention of factual information appears to be affected by the trustworthiness of the source. However, researchers found that changes in opinion are significantly related to the trustworthiness of the source used in the communication.

On the other hand, Hovland et al (1953) found that communicators of high credibility increase the amount of opinion change, and communicators of low credibility

may bring about a decrease in opinion change. In the same study, the authors made a distinction between credibility and other source-related variables such as affection, admiration, power, fear, and awe. They conclude that persuasion varies positively with credibility, although "from the results, it is not possible to disentangle the effects of the two main components of credibility – trustworthiness and expertise – but it appears that both are important variables."

Source credibility is a term commonly used to describe a communicator's positive characteristics as they affect the receiver's acceptance of a message (Applbaum and Anatol, 1974; Ohanian, 1990). It is the audience's judgment or evaluation of the source (O'Keefe, 1990). Ohanian's (1990) endorser credibility scale incorporated not only the dimensions of expertise and trustworthiness, but also included attractiveness. The author's decision to include attractiveness as a dimension of source credibility was prompted by research suggesting that physically attractive communicators are often liked more and have a positive impact on opinion change and product evaluations (Joseph, 1982).

Therefore, source credibility, in particular, involves three dimensions: attractiveness, trustworthiness and expertise (Baker and Churchill, 1977). These dimensions can make independent contributions to source effectiveness and can induce an attitude change when they are effectively used in conjunction with an endorser.

2.1.3 Structure of Credibility

Credibility factors, as defined in modern studies, include qualities such as trustworthiness, expertise, status, extroversion, composure, sociability, and similarity to the audience. How sources use different media also has an impact on their credibility.

Several studies use factor analysis of ratings. Whitehead (1968) found four dominant factors: trustworthiness, professionalism or competence, dynamism, and objectivity. This result was similar to Hovland and Weiss' (1951) original suggestion that trustworthiness and expertise are important dimensions. Many factor analysis studies confirmed their place as the most highly valued factors (O'Keefe, 1990). The trustworthiness factor relates to the extent to which a source is perceived as sincere, safe, family-oriented, honest, hardworking, supportive of laudable causes, socially responsible,

and willing to take a stand with the audience. On the other hand, the expertise factor relates to the degree to which a source is perceived as qualified, knowledgeable, intelligent, and experienced in relevant area (Ferguson, 1999).

Lee (1978) found the factors of media credibility and their structures varied according to the different concepts rates, while some factors appeared to overlap among the news concepts or sample groups. Expertise and trustworthiness have consistently emerged, whereas other factors, such as dynamism, composure, and sociability, have emerged only in particular investigations. According to Perloff (1993), the effects of communicator characteristics, such as expertise, trustworthiness, similarity, and attractiveness, vary with the person and the situation. Therefore, much of credibility depends on the biases and beliefs that audience members bring to the persuasion situation. The extents to which receivers are motivated and able to process the questions underlie the effects of expertise, trustworthiness, similarity, and attractiveness.

2.1.4 Dimensions of Credibility

The two major dimensions of the credibility of a source are generally agreed to be expertise and trustworthiness (Baker and Churchill, 1977; Benoit, 1987; McCracken, 1989; Ohanian, 1990,1991). These two dimensions are also among the basic dimensions of credibility used in this study.

Trustworthiness

Trustworthiness is, generally considered the major dimension underlying source credibility (Friedman and Friedman, 1979). While expertise is important, the target audience must also find the source believable.

According to Hovland (1953), one of the most important variables in assessing source credibility is trustworthiness. For a communicator to be effective, he or she must be perceived as being worthy of trust. According to Hovland, Janis and Kelley (1967), this is partially due to the mental armor an audience member establishes when exposed to different types of communications.

There is evidence that the trustworthiness of a communicator can affect the audience's attitude change. Miller and Basheart (1969) examined the influence of source trustworthiness on the persuasiveness of the communication. Their findings indicated that when the perceived trustworthiness of a source was high, an opinionated message was more effective than non-opinionated communication in producing attitude change. This relationship was not significant when trustworthiness was low.

Definitions of Trustworthiness

Despite a considerable amount of attention, the literature provides no definitive position on either the meaning or the role of trust in marketing thought and practice. For example, in the communications literature, Pearce (1974) distinguishes between "trustworthy" and "trust" to develop a model of the construct in person-to-person relationships. Although numerous definitions of the term trust have been offered over the years, this study uses the definition of Rotter (1967), who argued that trust is a generalized expectancy held by an individual that the word of another can be relied on.

According to Coleman (1990), situations involving trust constitute a subclass of those involving risk. They are situations in which the risk one takes depends on the performance of another actor. This perspective also includes the ones presented in the marketing literature because trust focuses on reliance - the extent to which a customer must rely on the marketer (i.e. the performance of a marketing entity) to be sure that a marketplace offering meets needs and wants.

The consumer behavior and relationship marketing literatures both demonstrate the important role that memory plays in customer decision making (e.g. Alba, Hutchinson and Lynch, 1991; Madhaven, Shah and Grover, 1994). Focusing on trust as an element of customer decision making, depicts customer experience with a marketer or marketing entity. Other factors also influence a customer's memory, which in turn, shapes customer perceptions of whether the marketer or marketing entity is knowledgeable, competent, or well-intentioned. These perceptions determine whether the marketer or marketing entity is thought to be trustworthy.

Marketers have a wide variety of tools and tactics available to them to influence such perceptions of trust (e.g. warranties, guarantees, customer participation strategies).

Indeed, in some marketing contexts, a more competitive strategy might be to make trusting behavior on the part of the customer unnecessary. For example, minimizing the customer's perceived risk and/or reducing customer perceptions of reliance on a firm can serve to preclude the need for trusting behavior, while not having an adverse impact on the customer's perceptions of the trustworthiness of the marketing entity (the firm).

In the communication literature, Hoveland et al (1953) has defined trustworthiness as the perceived willingness of a communicator to make valid assertions (McCracken, 1989; Myers and Aaker 1982). Trustworthiness also refers to the receiver's confidence in the communicator for offering information in an honest and objective manner (Ohanian, 1991). Bettinghaus and Cody (1987) also mention that a person rated high on trustworthiness might be described as kind, friendly, warm, congenial, agreeable, gentle, pleasant, unselfish, fair, hospitable, sociable, ethical, calm, and patient.

Trustworthiness, according to Ohanian (1990) is 'the listener's degree of confidence in, and level of acceptance of, the speaker and the message'. Erdogan et al. (2001) also define trustworthiness as 'the honesty, integrity, and believability of an endorser as perceived by the target audience.' In terms of the effect of trustworthiness on attitude change, Miller and Baseheart (1969) conducted an experiment and found supporting evidence that when the perceived communicator's trustworthiness is high, attitude change is more likely to occur. Many prior research studies (Friedman and Friedman 1976; Friedman, Santeramo, and Traina 1978) also found that trustworthiness has high correlation with 'a respondent's perceived similarity to the source, the level of source's expertise, and the source's attractiveness'. Friedman et al. (1978) also found that trustworthiness is the important factor in source credibility. However, interestingly, Ohanian (1990) suggests that a celebrity's trustworthiness does not have significant relations with purchase intentions

2.1.5 Expertise

A review of the literature in marketing on the impact of expertise on persuasion shows that there is little agreement about the definition of expertise. Hovland *et al.* (1953), define expertise as the extent to which a communicator is perceived to be capable of making correct assertions. McGuire (1969, p. 182) defines expertise as an individual's

"perceived ability to know the correct stand on the issue." These two definitions are very similar but not very precise.

Alba and Hutchinson (1987) define expertise "as the ability to perform product-related tasks successfully." The term expertise is often confused with experience. Therefore, it may be helpful to more precisely define experience and expertise. Jacoby *et al.* (1986) maintain that expertise and experience are "conceptually different." In other words, an individual can possess considerable experience in a specific field but nevertheless not be an expert on the subject matter. Also, individuals with the same level of expertise may possess differing amounts of experience. *Expertise* is defined as having a high degree of skill in/knowledge of a certain subject area, which is obtained through some type of formal training (e.g. an auto mechanic who went through vocational training would be considered to be an expert).

Thus, one reason for the confusing of experience and expertise is that both involve the acquiring of skills and/or knowledge. However, although a personal encounter with a subject area or object might lead to experience it does not mean a person is an expert. Jacoby et al. (1986) further maintain that the major distinction between experience and expertise is that the latter involves a qualitatively higher level of knowledge and/or skill that can be compared to some external standard.

As research in marketing has shown, in general a source high in expertise tends to be more persuasive than a source low in expertise (Crano, 1970; Homer and Kahle, 1990; Maddux and Rogers, 1980; Wood and Kallgren, 1988). For example, Crano's findings (1970) indicate that individuals exposed to an expert source tend to exhibit more agreement with the expert's advocated position than those individuals exposed to a source low in expertise.

Wood and Kallgren (1988) investigated the relationship between communicator attributes and persuasion and found expert sources to be more persuasive than non-expert ones. The findings further indicate that experts, relative to non-experts, might be perceived to present fairer and more carefully thought-out ideas. It has further been found that a source high in expertise as compared to one low in expertise leads to more positive attitudes toward the source (Maddux and Rogers, 1980; Wood and Kallgren, 1988) and toward the advertisement (Homer and Kahle, 1990).

While it is thus apparent that much work has focused on the effects of source expertise on attitude formation and change, there seems to be very little research examining the impact of source experience on persuasion. That is probably, at least in part, due to the common practice of measuring source expertise in terms of source experience (Jacoby *et al.*, 1986).

Furthermore, it has not been argued that source expertise and source experience might have differential effects on individuals exposed to persuasive communications. According to Jacoby *et al*. (1986), however, it might be worthwhile to consider the degree of both expertise and experience possessed by a specific source. Consequently, a source might have:

- a high level of both expertise and experience;
- a high level of expertise and a low level of experience;
- a low level of expertise combined with a high level of experience; or
- a low level of both expertise and experience.

Based on the above, it appears to be reasonable to expect a source that is high in both expertise and experience to be, under general conditions, more persuasive than a source possessing any of the other three possible combinations. It further seems to be likely that, in general, a source low in both expertise and experience should be the least persuasive.

Ohanian (1990) contends that the perceived expertise of celebrity endorsers is more important in explaining purchase intentions rather than their attractiveness and trustworthiness. In short, a celebrity who is perceived as an expert by consumers carries more persuasiveness than others. The source's perceived expertise has a positive effect on consumers' attitude change (Ohanian 1990; Horai, Naccari, and Fatoullah 1974).

2.1.6 Product Attributes

According to Crawford and Bernedetto (2000), attributes are of three types: features, functions, and benefits: benefits can be broken down in an almost endless variety – uses, users, used with, used where, and so forth. Theoretically, the three basic types of attributes occur in sequence. A feature permits a certain function, which in turn, leads to a benefit.

Keller (1998) defined attributes as descriptive features that characterize a product or service, such as what a consumer thinks the product or service is or has and what is involved with its purchase or consumption. Attributes can be categorized in a variety of ways. Product-related attributes are defined as the ingredients necessary for performing the product or service function sought by consumers, and non-product- related attributes are defined as external aspects of the product or service that often relate to its purchase or consumption in some way. Non-product-related attributes may affect the purchase or consumption process but do not directly affect the product performance (i.e. price, user imagery, usage imagery, feeling and experiences, and brand personality (Keller, 1998).

Keller (1998) also mentioned that consumers consider benefits for product attribute. Benefits are the personal value and meaning that consumers attach to the product or service attributes. Benefits can be distinguished into three categories: functional benefits, symbolic benefits, and experiential benefits.

- *Functional benefits* are the more intrinsic advantage of product or service consumption and usually correspond to product-related attributes. These benefits are often linked to fairly basic motivations such as physiological and safety needs and involve a desire to satisfy problem removal or avoidance.
- *Symbolic benefits* are the more extrinsic advantages of product or service consumption and usually correspond to non-product-related attributes. Symbolic benefits relate to underlying needs for social approval or personal expression.
- *Experiential benefits* related to what it feels like to use the product or service and can correspond to both product-related attributes as well as non-product-related attributes.

2.1.7 Newspaper Contents

Consumers expect different types of information and news coverage in the newspaper they buy. The first, obvious difference in content is in the sheer quantity. Newspapers with circulations between 10,000-25,000 average 32 pages and 72 stories per weekday issue; newspapers of more than 200,000 run 104 pages with 162 stories. Regardless of size, newspapers dedicate about 8 percent of all printed pages to listings (The Readership Institute, Northwestern University, 2004).

A typical weekday newspaper – regardless of size – offers a story mix emphasizing sports, politics, government, war, police, crime, health, home, food, fashion, travel and business stories. These five categories take up almost 75 percent of the typical weekday newspaper's space. The other 25 percent is a mix of entertainment, science, arts, disasters, etc. The quantity of local coverage is another important dimension of what's covered in the newspaper. A look at front page stories shows that smaller newspapers put more emphasis on local stories than do larger papers – 58 percent compared to 43 percent of front page space. Larger newspapers devote more space to national and international stories on the front page (The Readership Institute, Northwestern University, 2004).

The product attributes for this research are mainly related to the contents of newspapers as follows:

- Accurate contents: Refers to the accuracy, correctness and precise content of the newspaper.

- Up-to-date content: Refers to the fast, fresh, and up-to-date content of the newspaper.

- Insightful content: Refers to the in-depth, comprehension, and insightful contents of the newspaper.

- Good formatted style: Refers to the literary composition, and format style of the newspaper.

In a nationwide consumer study, The Readership Institute at Northwestern University (2001) surveyed 37,000 readers and non-readers in the newspaper markets to examine how important different types of information and news were to them. They were also asked how satisfied they were with their local newspaper's coverage of that topic. Researchers then measured news content in those same local newspapers, documenting exactly to what consumers were reacting. The findings are shown below:

- Larger newspapers run more stories written in a feature-style or commentary/criticism style. The emphasis on narrative storytelling, rather than a straight-news approach is more pronounced on Sundays.

- Large newspapers run more stand-alone sections, averaging more than 10 on Sundays, and cover more stories. Small newspapers offer more "go and do" information – with 12 percent of stories including phone numbers, addresses, times, prices and other information to make stories more useful.

- Another dimension of how stories are covered is the diversity of people quoted and photographed. After excluding international stories to remove distortion, larger papers show greater diversity on their front pages, reflecting their location in more diverse communities.

- The study also investigated gender diversity in sourcing. Men are more likely to be quoted in stories about politics, business, parenting, religion and science. Women are more likely to be quoted in stories about health/home/food/fashion/travel.

- The study found that factors outside of newspapers' control (such as demographics and time starvation) are not nearly as important as newspapers' content and service. Importantly, it was found that even the slightest increase in overall content satisfaction increases readership.

Scripps, a large American multimedia company, launched a study in 2004 in which it asked almost 9,000 people in 14 newspaper markets about their readership satisfaction. In one Scripps market, readers were asked about content they cared about, and how likely they were to recommend the newspaper as a source for that desired information. In the Figure 2.1 shown below, the upper left-hand quadrant is the area most important to readers, but the newspaper did not cover health; friends and family; and schools and education. The upper right-hand quadrant shows content areas of importance that the newspaper does cover well. Readers said they were particularly interested in health and deep school district content, and they were not getting that kind of coverage from the paper. Based on this information, the various Scripps newspapers are now working on individual plans to roll out editorial content to meet the needs of the readers hungry for health and schools information, and more.

Figure 2.1: The Scripp Survey
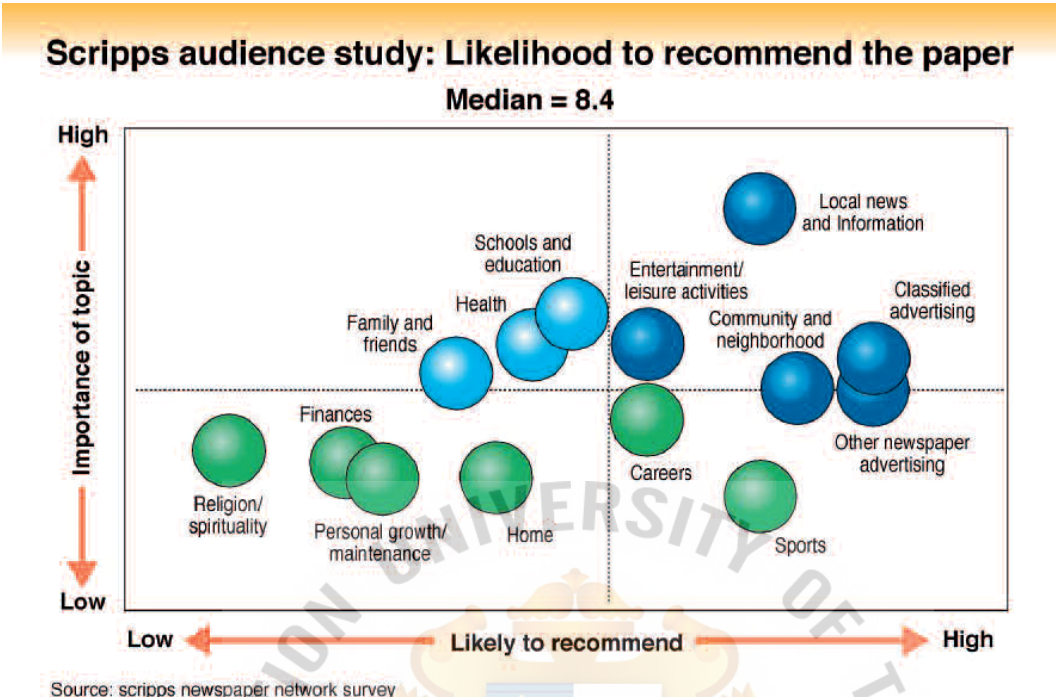
Source: The Readership Institute, Northwestern University, December, 2004.

2.1.8 Theories related to perception

Consumer Perception

Before buying or using a product, consumers have an idea about the product characteristics and the extent to which it will satisfy their needs and wants. Depending on the amount of information they received regarding the product and their experience, the certainty with which they can predict the product's properties will vary. Consumers base product choice decisions largely on these expectations (Kotler et al., 1999).

Leon (1998) stated that perception is the interpretation process by which consumers make sense of their own environment. Many people believe that perception is passive or rather that we see and hear what is out there very objectively. However, the truth is quite the contrary. People actually actively perceive stimuli and objects in their surrounding environments. Consumers see what they expect to see, and what they expect to see usually depends on their general beliefs and stereotypes. Since different groups (segments) of

people have different general beliefs and stereotypes, they tend to perceive stimuli in the marketing environment differently.

According to Kotler (1996) perception is the process of becoming aware of stimulates impinging on one's sense-influences, what messages one takes in and what meaning it holds for individuals. It is how consumers see and experience the product and brand. People act on the basis of their perception regardless whether it accurately or inaccurately reflect reality. In fact, reality is what the person perceives it to be. Schiffman and Kanuk (2007) argued that perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world. Perception depends not only on the physical stimuli, but also on the stimuli's relation to the surrounding field and on conditions within the individual. The key point is that perceptions can vary widely among individuals exposed to same reality. One person might perceive a fast talking salesperson as aggressive and insincere, another as intelligent and helpful. Each will respond differently to the salesperson. People's perceptions are more important than reality.

2.1.9 Demographic Variables

Solomon (2007) stated the marketers are interested in studying the changes and trends revealed in demographics, because the data can be used to locate and predict the size of markets for many products. Bagozzi (1998) also stated that demographics are popular as a segmentation tool because these data are standardized and readily available and that consumer preferences and behaviors are highly correlated with the demographic variables. Demographic variables such as age, stage in the family life cycle, gender, income, occupation, education, religion, nationality and race, correlates with consumer preference, needs and usage rates (Hanna and Wozniak, 2001). Numerous studies have been conducted to address the parallel between demographics and media viewing behaviors, however research results are still inconclusive (Jack, 1999). In this study, five demographic variables are examined: age, gender, income, occupation, and nationality.

Gender

Marketers notice an opportunity for gender segmentation. Gender influences consumer's thinking, values, attitude, behavior, wants and buying decision (Kotler, 1997). It means that males and females have different thinking, values, attitudes, behavior, wants in their purchase decisions. Women place more importance on personal gratification exemplified by such things as a comfortable life, pleasure, and happiness, which in turn is conducive to an increase in their television viewing habits. According to McCarty and Shrum (1993), "females may perceive a certain amount of fulfillment of personal gratification through television viewing" (p. 92). Men on the other hand, do not find fulfillment of such values as a comfortable life, etc. in watching television (McCarty and Shrum, 1993). Men tend to be more regular readers of newspapers than women (Besley and Shanahan, 2003). They also have a tendency to obtain information (including sports) from newspapers as it is a medium that is seen to produce the most reliable information (Hudson, 2001).

In addition to media use, gender frequently has been considered as a variable which may influence people's evaluation of media credibility. Some early works established that males tended to believe newspapers more than TV news, whereas females trusted the TV more than newspapers (Abel and Wirth,1977; Westley and Severin, 1964). However, Mulder (1980) indicated that males believed TV news more than other media, and females rated newspapers more credible than other media. Similar to the conflicting evidence of the relationship between time use and perceived media credibility, findings considering gender differences are often contradictory.

Age

Product needs often vary with consumer age. Many marketers have curved themselves a niche in the marketplace by concentrating on a specific age segment (Schiffman and Kanuk, 1994). Parrama (1995) also explained that age influences buying decision since age is one factor influencing consumer behavior and thinking. In the case of print, a study conducted by the National Opinion Research Center found that 75 percent of those who are aged 65 to 74 read a newspaper on a daily basis, compared with 42 percent of the total population (Polyak, 2000). As far as television viewing is concerned, the same study found that 33 percent of those 75 and older watch five or more hours of television a day on a regular basis, which is more than any other age group (Polyak, 2000).

Income

Income is a factor related to buying behavior. Consumers having different income can cause different buying behavior. The major problem with segmenting the market on the basis of income alone is that income simply indicates the ability (or inability) to pay for a product (Schiffman and Kanuk, 2007). Kotler (1997) stated that the customer forms a purchase intention based on such factors as expected family income, price and expected benefits from the products and services.

Nationality

Many prior studies in international business have examined differences in consumer behavior in traditional shopping environments on the basis of cultural differences. Like psychological studies, studies in marketing mainly compare consumer behaviors in eastern countries to those in western countries. Research has examined various reasons for the differences in consumer behavior across cultures/countries. One of the primary reasons identified for such differences in comparative studies is based on the belief that western countries generally have individualism and a low context culture whereas eastern countries generally have collectivism and a high context culture, and that this difference would influence consumer behavior (Wang, 1999).

2.2 Definition and Feature of Purchasing Intention (Dependent Variable)

Related Concepts and Theories of Purchase Intention

Once consumer has selected a product alternative, the next step in consumer decision-making model is to complete the purchase. The purchase part of the transaction is influenced by the buyer's intention and other special conditions that exist in the market place (Douglas and Dalrymply, 2000). Purchase intention, or willingness to buy, has been defined as the consumer's likelihood of purchasing the product (Dodd et al., 1991). Purchase intention has been widely used in the literature as a predictor of subsequent purchase (Nevin and Houston, 1980). Li, Daugherty and Biocca (2002) stated that purchase intention is a common effectiveness measure and often used to anticipate a response behavior. Dodds and Monroe (1985) suggest that willingness to buy or purchase intention is a behavioral tendency that the consumer will purchase the product. Consumer forms preferences among the brands in the choice set in the evaluation stage the consumers might also form an intention to buy the most preferred brand (Kotler, 2005).

It is important for every product and service to predict consumer's future behavior for forecasting and conducting appropriate business strategies. Behaviors are specific actions directed to some goal. Behaviors always occur in a situational context or environment and a particular time (Ajzen and Fishbein, 1980).

2.2.1 Conation as Purchase Intention

Conation is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. According to some interceptions, the conative component may include the actual behavior itself. In marketing and consumer research, the conative component is frequently treated as an expression of the consumer's intention to buy. Buyer intention scales are used to assess the likelihood of a consumer purchasing a product or behaving in a certain way (Schiffman and Kanuk, 2004). The behavioral component may take the form of overt behavior. Assael (1981) suggested that a consumer's rush to purchase and use the product after reading any article is a manifestation of the response to the positive feeling generated by the article, this is generally measured in terms of intention to buy. Measuring purchase intention is

particularly important in developing marketing strategy. Marketing managers frequently test the components of marketing mix to determine what most effectively influences purchase behavior (Assael, 1981).

Researchers draw on the Fishbien's theories of attitude-behavior in order to explain the intention to purchase a product. Behavioral intention is a proposition connecting self and future action. Behavioral intention is created though a choice / decision process in which beliefs about two types of consequences – performing behaviors and social influence – are considered and integrated to evaluated behaviors and select among them (Peter and Olson, 2002).

There is a connection in between behavioral intention and attitudes as attitudes can predict a consumer's behavioral intention. According to Ajzen and Fishbein, attitude and behavioral phenomena comprise of fours elements: the action, the target of that action, the context within which the action occurs, and the time at which it takes place (Ajzen and Fishbein, 1980).

The Fishnbein and Ajzen's theory of reasoned action is based upon the frequently substantiated finding that an individual's behavior is predictable from his/ her beliefs about consequences of performing a particular behavior (in a given situation), the way in which he /she evaluated these consequences, social norms which describe correct behavior in that situation, and his/her (learned) motivation to exhibit correct behavior (Fishbein, 1980).

All of determinants of behavioral intention and behavior itself are situational modified; the relative importance of attitude toward the act and subjective norm in any particular behavior prediction is itself determined by the nature of the behavior in question, the contextual conditions specified for its performance and the personal characteristics of the individual (Fozall, 1996). The relevant past behavior can account for a significant amount of variability in present behavior, which is not mediated by behavior intentions (Bentler and Speckart, 1981).

Figure 2.2: Schematic Representation of Fishbein's Intention Models
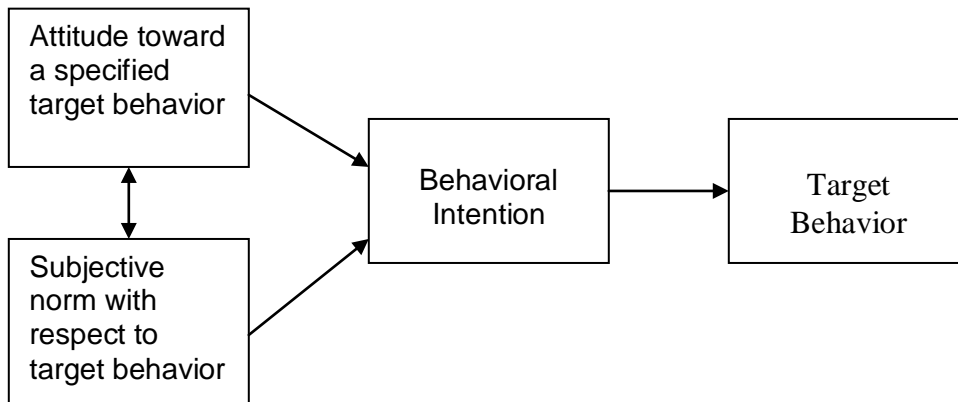
Source: Ajzen, I., and Fishbien, M. (1980). <u>Understanding Attitudes and Predicting Social Behavior.</u> Englewood Cliffs. New Jersey. Prentice-Hall

The model of behavior intention advanced by Ajzen and Fishbien represents one of the most sophisticated means of relating behavioral intentions to actual behavior. This model actually predicts behavior intentions rather than behavior, but the assumption is that under the right conditions these will approximate behavior. It arrives at its prediction of behavioral intention by summing two others measures:

- A measure of the respondent's attitude toward behaving in some stated way toward of an object, and
- A measure of the individual's subjective norm, i.e., his or her belief about other people's evaluation to comply with what they think (Foxall, 1996).

Product Involvement

Another concept that can illustrate the consumer's purchase intention is product involvement. Product involvement is related to a consumer's motivation to attain the goal influences his or her desire to expand the effort necessary to attain the products or services believed to be instrumental in satisfying that objective (Solomon, 2000).

Involvement is defined as a person's perceived relevance of the objective based on their inherent need, values, and interests (Zaichknowsky, 1985). The word object is used in the generic sense and refers to a product (or a brand), an advertisement or a purchase situation. Consumers can find involvement in all these objects. Because involvement is a

motivational construct, it can be triggered by one or more of the different antecedents. The antecedents are something about the person (e.g. needs, interests), something about object (e.g. differentiation of alternative) and something about situation (e.g. purchase situation, occasion of use). The possible results of involvement are; for example, perceive differences in trustworthiness, preference of a particular brand, purchase intention, type of decision rule used in choice, etc.

Blythe (1997) mentioned that involvement is the perceived importance or personal relevance of an object or event. It is about the degree to which the consumer feels attached to the product and brand, and the loyalty felt towards it. Attitude toward a particular product of those consumers who have a high product involvement are likely to be quite different from that of the consumers with lower involvement. It is widely believed that consumer's attitude formation and decision making process is different among high-involvement and low-involvement consumers (Table 2.1)

Table 2.1: Comparisons of Involvement Levels

High Involvement	Medium Involvement	Low Involvement
Attribute strongly linked to end goals	Attributes only linked to function	Attribute irrelevant to consequences
Important to get it right first time	Need to have reasonable reliable results	Results perceived be the same whichever product chosen
Consumer has in-depth knowledge and strong opinions	Consumer has knowledge of the product group, no strong feeling	No strong feelings, knowledge of product group irrelevant
Discrepant information ignored or discounted	Discrepant information considered carefully	Discrepant information ignored

Source: Blyth, J. (1997). The Essence of Consumer Behavior. London. Prentice-Hall. p. 139

Although the level of involvement does not always increase in proportion to price, if the purchase of a particular product comes up with higher risks, such as high price, consumer needs to have a high product involvement to make a decision to buy it. Hence in the purchasing process of high-involvement goods, a consumer tends to show extended information seeking and problem solving behavior. Therefore, in general, purchasers of high involvement goods form relatively clear attitudes in advance of actual purchase behavior. On the other hand, in the case of low-involvement goods, attitudes do not always lead to purchase behavior since purchasers may buy products on trial before having enough information on the product (Krugman, 1965; Ray and Webb, 1974; Robertson, 1976).

2.3 Media Credibility and Purchase Intention

Research reveals that the focus of most of the studies conducted has been on the structure of the concept of credibility and the level of public trust in the media. Investigation of the structure has been done mainly by factor analysis, but there has been little progress made with this approach (e.g., Carter, and Greenberg, 1965; Gazizno and McGrath, 1986; Ibelema and Powel, 2001; Newhagen and Nass, 1989).

However, due to the belief that the business success of a media organization is dependent on its credibility, the increase in level of media credibility will return an increase in more audience, consequently result in revenue from sales of product and advertising or higher levels of purchase intention. The commercial interests of media institutions have stimulated the concern with the level of media credibility. People in the media industry generally believe that audience members are more likely to read a medium that they think is more credible than one that they think is not.

People depend on mass media as their main source of information. The media in return must maintain credibility in what they present to the public. One assumption when studying source credibility is that the credibility of the source influences the effect of the message. The competition among the mass media to gain the trust and attention of the public as the source of news, information, entertainment, or advertising is the core component of all media functions.

2.4 Previous Studies

Albuloushi (2000) studied consumer's perspective of media advertising credibility in Kuwait. Specifically, the study focused on concepts and research in media advertising credibility from an audience-oriented perspective and discusses how such an approach helps to explain the audience's evaluation of media. The study analyzed the credibility of advertising in four media and the audience evaluation of each medium's credibility. Data were gathered in Kuwait via telephone interviews on a random sample of 529 Kuwaiti nationals to test the hypotheses and research questions. The research applied the theoretical concepts of source credibility perspective in a non-Western culture. The study revealed that there was a relationship between the source of news and the source of advertising. The study found that there was a strong relationship between advertising functions and credibility dimensions in various media.

Dube (1998) conducted a study on a behavioral perspective of media credibility. Data were gathered in United States of America via personal interviews on a random sample of 412 American nationals. The study revealed that models of communication and persuasion are different problems for media providers to consider. In communication, receivers pay attention to the message first, rather than the sender. Trust in the sender is an assumption of the situation, and is subject to loss. In persuasion, receivers pay attention to the sender because they have been asked to do something, and the sender must produce trust within the situation.

O'Cass and Lim (2002) examined the preference and purchase intentions of young South-east Asian consumers. The study focused on the non-product brand associations proposed by Keller (1998) and tested their effects on brand preference rating and purchase intention toward different brands of fashion apparel. Data were gathered in Singapore via a self-administered survey and the results indicate differential effects of brand associations, such as, price perceptions, brand personality, brand-elicited feelings, self-image and brand-user-image congruency on consumer brand preference and purchase intention. The result shows significant relationship between brand preference, brand association, and purchase intention.

Hung-Yi Lu and Andrews (2006) studied students' perception of media credibility in Taiwan. The objective of this study was to explore college students' perception of the media credibility of newspapers about SARS-related news during the 2003 SARS outbreak in Taiwan. A cross-sectional survey was conducted using cluster sampling of students (N=836) from four colleges in southern Taiwan between May 25 and June 20, 2003. Among the key findings were that the credibility of newspaper coverage of SARS-related news was shown to be highest in comparison to that of other media; also, media use was significantly related to respondents' perception of the credibility of newspapers, radio, magazines, and the Internet regarding SARS-related news, but it was not significantly related to respondents' perception of the credibility of television.

O'Connell, Wong, Frith, and Kwami (2007) studied "Staff-Generated Newspaper Content: Does Quality Matter to Readers?" Their underlying assumption was that credibility is something that editors can control with content. Their research involved looking at 1,044 articles published in the 30 sample newspapers to measure specific characteristics of staff-produced news articles, such as news type (hard v. soft news), news value (timeliness, impact, prominence, proximity, etc.), number of sources, and total column inches. Using content analysis of the dominant newspaper in each of those markets, they found much variance in editors' content choices and approaches. However, none of the content variables predicted newspaper credibility. Expanding the sample to 30 newspapers and looking at each paper's ability to maintain home-county circulation penetration over time, they found little in content that appeared to make a difference. In sum, the researchers concluded that aside from adding "go and do" information to their news articles, newspaper editors have little ability to affect how much readers trust their newspapers.

Kiousis (2001) studied the perceptions of news credibility for television, newspapers, and online news. The author administered a survey to a randomly selected sample of residents in Austin, Texas, to assess people's attitudes toward these 3 media channels. Contingent factors that might influence news credibility perceptions, such as media use and interpersonal discussion of news, were also included in the analysis. The findings showed that people were generally skeptical of news emanating from all 3 media channels; however, they rated newspapers with the highest credibility, followed by online

news and television news, respectively. Furthermore, opinions about news credibility seem to be correlated across media outlets. The data also show a moderate negative linkage between interpersonal discussion of news and perceptions of media credibility for television news but not for newspapers. When controlling for basic demographics, a positive correlation was found between interpersonal communication and online news credibility. Finally, a moderate relationship was found between media use and public perceptions of credibility across all 3 media channels.

CHAPTER 3

THEORETICAL AND CONCEPTUAL FRAMEWORKS

In this chapter, the study's theoretical framework, conceptual framework, and hypotheses are discussed. The theoretical framework is based on theories and concepts used as a reference drawn from the literature review. A conceptual framework is then developed by the researcher. Finally, after developing the conceptual framework, the researcher generated the research hypotheses related to this study.

3.1 Theoretical Framework

A theoretical framework is a conceptual model of how one theorizes or makes logical sense of the relationship among the several factors that have been identified as important to the research. After reviewing the theories and concepts related to the research, the researcher can identify the relationship between independent and dependent variables.

For this study, the perception of media credibility and demographic are used as the independent variables. The researcher adopted the dimensions of the credibility of source provided by Ohanian (1990) as the framework of credibility in this research.

Figure 3.1: Theoretical Framework
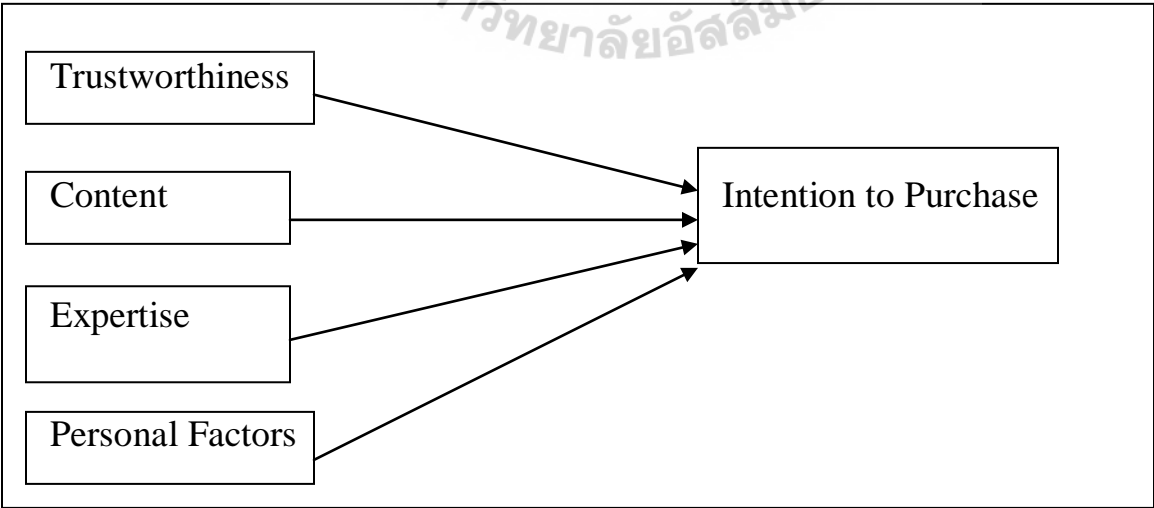
Source: Adapted from Ohanian (1990), Journal of Advertising, 19, 3, pp.39-52.

The elements of credibility are trustworthiness and expertise, plus the content of the newspaper. The demographic factors, such as age, gender, education, occupation and nationality, are also used as independent variables to verify if there is any relationship with purchase intention (dependent variable).

The dependent variable of this research is purchase intention. Buyer intention scales are used to assess the likelihood of a consumer purchasing a product or behaving in a certain way (Schiffman and Kanuk, 2004). According to Kotler and Armstrong (1992), consumer behavior is influenced by 4 factors (cultural, social, personal and psychological), perception is considered as a psychological factor. Therefore, the purchase intention of a consumer is driven by perception. Purchase intention is also driven by factors of value.

3.2 Conceptual Framework

The conceptual framework is the researcher's own model that explains the relationship between independent and dependent variables. The independent variable is one that influences the dependent variable in either a positive or negative way and dependent variable is the variable of primary interest to the researcher (Sekaran, 1992). The researcher developed the conceptual framework to examine whether the media credibility and demographic factors are related to consumers' purchase intention toward the Bangkok Post newspaper, according to literature reviewed in the previous chapter. In this research, expertise, trustworthiness, and content, as well as demographic variables have been chosen as independent variables. Purchase Intention toward Bangkok Post has been chosen as the dependent variables. Figure 3.2 shows the conceptual framework of this study.

Figure 3.2: Conceptual Framework

Independent Variable   **Dependent Variable**

```
┌────────────────────────────────┐
│ Demographic                    │
│      -   Age                   │
│      -   Gender                │          ┌──────────────────┐
│      -   Education             │─────────▶│                  │
│      -   Income                │          │    Purchase      │
│      -   Nationality           │          │    Intention     │
│                                │          │                  │
└────────────────────────────────┘          └──────────────────┘
                                        ▲
┌────────────────────────────────┐     │
│ Perception of Media Credibility│     │
│      -   Trustworthiness       │─────┘
│      -   Expertise             │
│      -   Content               │
└────────────────────────────────┘
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3.3 Research Hypotheses

The main objective of this study is to examine the relationship between perception of media credibility, demographic factors and purchase intention toward the Bangkok Post newspaper. According to conceptual framework, the hypotheses for this research are constructed as follows:

Group A: Demographic and Purchase Intention toward the Bangkok Post newspaper

$H1_0$:	There is no difference in purchase intention toward Bangkok Post when segmented by age levels.
$H1_a$:	There is a difference in purchase intention toward Bangkok Post when segmented by age levels.
$H2_0$:	There is no difference in purchase intention toward Bangkok Post when segmented by gender.
$H2_a$:	There is a difference in purchase intention toward Bangkok Post when segmented by gender.

H3_0:	There is no difference in purchase intention toward Bangkok Post when segmented by education levels.
H3_a:	There is a difference in purchase intention toward Bangkok Post when segmented by education levels.
H4_0:	There is no difference in purchase intention toward Bangkok Post when segmented by income levels.
H4_a:	There is a difference in purchase intention toward Bangkok Post when segmented by income levels.
H5_0:	There is no difference in purchase intention toward Bangkok Post when segmented by nationalities.
H5_a:	There is a difference in purchase intention toward Bangkok Post when segmented by nationalities.

Group B: Perception of Media Credibility and Purchase Intention

H6_0:	There is no relationship between trustworthiness and consumers' purchase intention toward Bangkok Post
H6_a:	There is a relationship between trustworthiness and consumers' purchase intention toward Bangkok Post.
H7_0:	There is no relationship between expertise and consumers' purchase intention toward Bangkok Post.
H7_a:	There is a relationship between expertise and consumers' purchase intention toward Bangkok Post.
H8_0:	There is no relationship between content and consumers' purchase intention toward Bangkok Post.
H8_a:	There is a relationship between content and consumers' purchase intention toward Bangkok Post.

3.4 Operationalization of the Independent and Dependent Variables

A concept is a generalized idea about a class of objects, occurrences, or process (Zikmund, 2000). A concept should be made operational in order to be measured. Operational definitions helps the researcher to specify the rules for assigning numbers. The values assigned in the measuring process can be manipulated according to certain mathematical rules. Once the variables of interest have been identified and defined conceptually, a specific type of scale must be selected. Table 3.1 below explains and clarifies the operational definitions of independent and dependent variables.

Table 3.1 Operationalization of Independent Variables and Dependent Variable

Concept	Conceptual Definition	Operational Component	Level of Measurement
Independent Variable Trustworthiness	People's confidence in the communicator for offering information in an honest and objective manner	- Perceived trustworthiness on overall contents of Bangkok Post newspaper - Perceived reliability on overall contents of Bangkok Post newspaper - Perceived sincerity on overall contents of Bangkok Post newspaper - Perceived sense of ethics on overall contents of Bangkok Post newspaper	Interval Scale

Expertise	The extent to which a communicator is qualified to discuss a particular subject	- Bangkok Post newspaper provides me with knowledgeable contents. - All sections of the Bangkok Post newspaper are written by experts - The news coverage of Bangkok Post newspaper is carried out by experienced reporters	Interval Scale
Content	The perception of a product's physical composition that determine the nature and level of product performance (in a newspaper it is the different types of information and news coverage)	- Bangkok Post newspaper provides me with accurate contents - Bangkok Post newspaper provides me with timely and up-to-date contents - The contents of Bangkok Post are well formatted in terms of style	Interval Scale
Demographic Variables	Dividing the market into groups based on demographic variables such as sex, income, occupation, education	- Age - Gender - Education - Income - Nationality	Ordinal Nominal Ordinal Ordinal Ordinal

Dependent Variable			
Purchase Intention	Consumer's willing to buy, tendency to purchase a product	- Bangkok Post newspaper is my preferred newspaper - Bangkok Post is worth purchasing - Bangkok Post is my first choice of English newspaper	Interval Scale
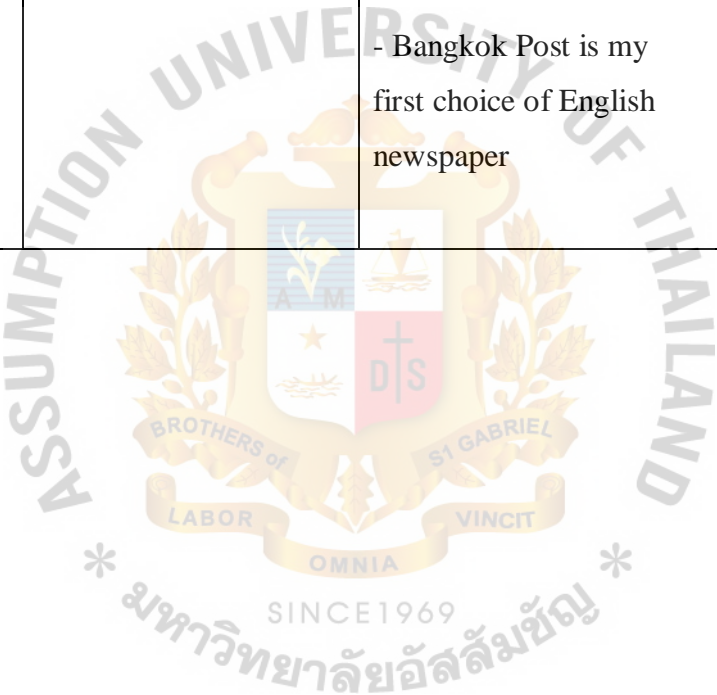
CHAPTER 4

RESEARCH METHODOLOGY

This chapter contains a description of research design, methodology, sampling design, questionnaire design, data collection, and statistical treatment used to test hypotheses. The purpose of this chapter is to explain which method will be used for each process of the research.

4.1 Research Method

Descriptive research is used in this research, which is designed to describe the characteristics of a population. Descriptive research seeks to determine the answer to who, what, when, where, and how questions (Zikmund, 2003). Therefore, descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible. It provides the number of times something occurs or frequency, and lends itself to statistical calculations such as determining the average number of occurrences or central tendencies. The research technique used in this study is the survey method. The survey was conducted by using self-administered questionnaires to collect the data. This technique provides quick, inexpensive, efficient and accurate means of assessing information about a population (Zikmund, 2003).

4.2 Respondents and Sampling Procedures

4.2.1 Target Population

The target population for this research was persons who were readers of the Bangkok Post newspaper. Those who already subscribed to the Bangkok Post were not included, as they already expressed their intention to buy at least for 1 year and other factors such as special offers or premiums may have influenced their decision. Only potential subscribers living in the Bangkok area were surveyed.

4.2.2 Sampling Element

Sampling element is the individual member of a specific population (Zikmund, 2003). In this study, the sampling element is a reader of Bangkok Post newspaper in the Bangkok area.

4.2.3 Sampling Unit

Sampling unit is the place where the researcher can find the sampling element (Zikmund, 2003). In this study, the sampling unit is bookstores, universities, newspaper kiosks, and public libraries.

4.2.4 Sample Size

The approximate number of people who subscribe to the Bangkok Post newspaper is 11,560 in the Bangkok area (Bangkok Post Annual Report, 2005) however, the number of readers of the Bangkok Post as reported by Nielsen Media Research in June 2007, is 63,000 readers per day. Because this study did not include subscribers, the researcher used a total of 51,440 (63,000-11,560) as the population. The researcher requires the sample size at 5% for tolerable error, therefore the appropriate number of sample size should be 382 as per the Anderson Table shown below:

Table 4.1 Theoretical sample sizes for different sizes of population and 95 percent level of certainty

Population / Sampling Frame	Required Sample for Tolerable Error			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	**382**	596	1,055	2,344
1,000,000	384	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source: Anderson, Fundamentals of Educational Research, 1996, p. 202.

4.2.5 Sampling Procedure

Zikmund (2003) stated that sampling is the process of using small number of items or parts of the whole population to make conclusions regarding the whole population. In this research, non-probability sampling will be used for selecting the respondents. In non-probability sampling the probability of any particular member of the population being selected is unknown (Zikmund, 2003). Also, since elements are chosen arbitrarily, there is no way to estimate the probability of anyone element being included in the sample.

For this study the researcher collected data from the customer at selected well-known bookstores, universities, and office buildings in Bangkok areas. The researcher used judgment sampling, which is a non-probabilistic method and is an extension of convenience sampling, to gather data.

4.3 Research Instrument

The mode of data collection in this study is a self-administered questionnaire. Self-administered questionnaire is a survey delivered to the respondent via personal (intercept) or non-personal (computer-delivered, mail-delivered) means that is completed by the respondent without intervention from the interviewer (Cooper and Schindler, 2001).

In this research, the questionnaire is divided into three different parts:

Part I

The first part of the questionnaire consisted of screening questions, as this study focus on purchase intention, the newspaper's subscribers are considered as already paid for the newspaper, so the subscriber are excluded from the survey. The respondents are asked the following questions:

- Do you know Bangkok Post newspaper?
- Are you currently a subscriber of Bangkok Post newspaper?

Part II

The second part of the questionnaire consisted of questions regarding respondents' perception of media credibility of the Bangkok Post newspaper. For the construction of this section, the researcher adapted the questionnaire used by Gaziano and McGrath (1986) in

their study entitled "Measuring the concept of media credibility". The researcher used the Likert five point scale ranging from 1 to 5 where 1 (Strongly agree), 2 (Agree), 3 (Neutral), 4 (Disagree), 5 (Strongly Agree), to measure the respondent's opinion. Likert scale is a widely accepted and adopted technique. Using Likert scale, the respondents indicate the amount of agreement and disagreement with a variety of statements about some attitude or object. The scale is highly reliable when it comes to the ordering of people with regard to a particular attitude (Zikmund, 2003).

Part III

The third part of the questionnaire consisted of demographic factors of the respondents. The variables consist of:

- Age
- Gender
- Education
- Personal Income
- Nationality

4.3.1 Pre-Testing of questionnaire

Pre-testing is an established practice for discovering errors in questions, question sequencing, instructions, skipped directions (Cooper and Schindle, 2001). To conduct a pilot survey, the number of respondents should be at least 25 (Vanichbuncha, 2001). Therefore the number of pre-test questionnaires for this research was 30 sets of questionnaires. These were distributed to Thais and foreigners who worked in the office buildings located in Silom business district from 29[th] October to 7[th] November, 2007. The data were coded and processed by SPSS program to find the reliability by using the Cronbach's Coefficient Alpha test. Malhotra (2000) pointed out that if the reliability value is more than 0.6, it is considered reliable. The result of reliability of the pre-test is shown in Table 4.2.

Table 4.2: Cronbach Alpha Values of Pre-Testing

Variables	Reliability value (Alpha)
Trustworthiness	0.8172
Expertise	0.8647
Content	0.7577
Purchase Intention	0.7480

4.4 Data Collection Procedure

The data collection procedures are the details and stages of the survey which includes the duration of the survey, as well as when and how to reach the respondents. In this study, the researcher gathered information from two sources, which are primary data and secondary data.

The primary data were collected using self-administered questionnaires that were distributed to three groups of respondents: students at selected universities having international programs; working people (professionals) at selected office buildings around Silom and Sathorn Business District; and general public at bookstores located in selected areas of Bangkok. These areas were selected because they had a larger mix of both local people and foreigners.

After determining the sample elements, researcher used quota sampling method by setting 130 samples for each of the 3 groups in order to get the total sample of respondents to be equal to 382 respondents. The questionnaires were distributed in the following manner:

Students

(Bangkok University, Assumption University,

Chulalongkorn University, AIT)   130 questionnaires

Working People (Professionals)

Silom Business District

Sathorn Business District   130 questionnaires

General Public

Asia Books, The Emporium Department Store,   130 questionnaires

Se-Ed Bookstore, Central Department Store – Bangna

The secondary data was collected from textbooks, journals, magazines, newspapers, articles, and empirical studies.

4.5 Statistical Treatment of Data

The researcher used the Statistical Package for Social Science (SPSS) program in calculating data from the questionnaire. Pearson correlation coefficient was used to measure the relationship between media credibility factors and purchase intention of the respondents towards the Bangkok Post newspaper. The statistical treatments used in this research were as follows:

❖ Descriptive Statistics

Descriptive statistics help to summarize the characteristics of large sets of data using only a few numbers (Wilson, 2003). Descriptive statistics involve transformation of raw data into a form that provides information to describe a set of factors in a situation (Sekaran, 2003). Normally the descriptive statistics measures the central tendency (mean, mode and median) and measures of variability (range, inter-quartile range and standard deviation).

The objective of the descriptive statistics is to develop sufficient knowledge to describe a body of data by showing the level for the measurements that the researcher wants to study. Descriptive statistics, frequency tables, and average mean were used for analyzing the demographic profile of the respondents in terms of age, gender, education, income and nationality as well as respondents' purchase intention toward the Bangkok Post newspaper. The Arbitrary Level given below and Descriptive Rating was used for grouping responses into levels:

Table 4.3: The Arbitrary Level

Arbitrary Level	Weighted Score	Descriptive Rating
1.00 – 1.80	1 point	Strongly Disagree (SD)
1.81 – 2.60	2 points	Disagree (DA)
2.61 – 3.40	3 points	Indifference (I)
3.41 – 4.20	4 points	Agree (A)
4.21 – 5.00	5 points	Strongly Agree (SA)

❖ Inferential Statistics

The primary purpose of inferential statistics is to make judgments about the population or the collection of all elements about which one seeks information (Zikmund, 2000). The sample is the subset or relatively small fraction of the total number of elements in the population. It is useful to distinguish between the data computed in the sample and the data or variables in the population. The term sample statistics designates variables in the sample or measures computed from the sample data and sample statistics are used to make inferences about population parameters; the variables or measured characteristics of the population. Thus, this type of statistics is used to make judgment or inference about the population on the basis of a sample or a small group drawn from the large group.

4.5.1 Pearson's product moment correlation coefficient

Pearson Correlation Coefficient was used to find the relationships between Media Credibility factors (Trustworthiness, Expertise and Content) and consumers' purchase intention toward the Bangkok Post newspaper. Malhotra (2004) claimed that the product moment correlation, r, is the most widely used statistic, summarizing the strength of association between two metric (interval or ratio scaled) variables, say X and Y. It is an index used to determine whether a linear, or straight line, relationship exists between X and Y. It indicates the degree to which the variation in one variable, X, is related to the variation in another variable, Y.

Because it was originally proposed by Karl Pearson, it is also known as Pearson correlation coefficient. It is also referred to as simple correlation, bivariate correlation, or merely the correlation coefficient. From a sample of n observations, X and Y, the product moment correlation, r, can be calculated using the following formula:

$$r = \frac{\sum (X-\overline{X})(Y-\overline{Y})}{\sqrt{\sum (X-\overline{X})^2 (Y-\overline{Y})^2}}$$

The hypothesis to test Pearson correlation coefficient is as follows:

$H_0: \rho = 0$

$H_a: \rho \neq 0$

The null hypothesis (H_0) will be rejected when the P-value (significance of correlation) is less than the value of α, then (H_a) will be accepted.

To measure the level of correlation of each variable, a range of confidence level was set at 95 percent, and the interpretation of the correlation results were as the Table 4.4 below:

Table 4.4: *r*-value and measure the strength of association.

Correlation (r)	Interpret
1	Perfect positive linear association
0	No linear association
-1	Perfect negative linear association
0.90 to 0.99	Very high positive correlation
0.70 to 0.89	High positive correlation
0.4 to 0.69	Medium positive correlation
0 to 0.39	Low positive correlation
0 to -0.39	Low negative correlation
-0.40 to -0.69	Medium negative correlation
-0.70 to -0.89	High negative correlation
-0.90 to -0.99	Very high negative correlation

Source: Hussey (1997), "Business research: A practical guide for undergraduate and postgraduate students, page 227.

4.5.2 Analysis of variance (ANOVA)

Cooper and Schindler (2003) identified that Analysis of Variance (ANOVA) is the statistical method for testing the null hypothesis that the means of several populations are equal. One-way analysis of variance will be adopted in this study. It uses a single factor, fixed-effects model to compare the effects of one factor on a continuous dependent

variable. ANOVA uses squared deviations of the variance so computation of distances of the individual data points from their own mean or from the grand means can be summed. The total deviation of any particular data point may be partitioned in to between groups' variance and within-groups variance. The test statistic for ANOVA is the F ratio. It compares the variance from the last two sources:

$$SS_T = \sum x^2 \frac{(\sum x_T)^2}{N}$$

$$SS_b = \sum \frac{(\sum x_.)^2}{n} - \frac{(\sum x_T)^2}{N}$$

$$SS_w = SS_T - SS_b$$

$$df_b = \text{(number of groups - 1)}$$

$$df_T = \text{(number of subjects - 1)}$$

$$df_w = df_T - df_b$$

$$MS_b = \frac{SS_b}{df_b}$$

$$MS_w = \frac{SS_w}{df_w}$$

$$F = \frac{MS_b}{MS_w}$$

where: MS_b = Mean square between group

SS_b = Sum of squares between group

df_b = Degrees of freedom between group

MS_w = Mean square within group

SS_w = Sum of squares within group

df_w = Degrees of freedom two group

If the null hypothesis is true, there should be no difference between the populations and the ratio should be close to 1. If the population means are not equal, the numerator should manifest this difference, and the F ratio should be greater than 1. The F distribution determines the size of ration necessary to reject the null hypothesis for a particular sample size and level of significance.

Table 4.5: Statistical Treatments

No	Null hypothesis	Statistics used
H1o – H5o	There is no significant difference in purchase intention toward Bangkok Post when segmented by consumers' age, gender, education level, occupation, and nationality.	ANOVA
H6o	There is no relationship between trustworthiness and consumers' purchase intention toward Bangkok Post.	Pearson Correlation Coefficient
H7o	There is no relationship between expertise and consumers' purchase intention toward Bangkok Post.	Pearson Correlation Coefficient
H8o	There is no relationship between content and consumers' purchase intention toward Bangkok Post.	Pearson Correlation Coefficient

CHAPTEP 5

RESEARCH FINDINGS

This chapter contains the summaries of the data collected from questionnaires. The data was interpreted by using SPSS program. The analysis is derived from all responses, including media credibility, demographics and purchase intention. The data analysis is divided into 2 parts: descriptive analysis and hypotheses testing.

A total of 390 questionnaires were distributed to 3 groups; students, working professionals, and general public at selected venues in Bangkok. These included universities teaching programs in English, business districts such as Silom and Sathorn, and well-known bookstores located in downtown areas and shopping centers. Out of the 390, a total of 382 were considered valid for analysis and the findings of SPSS are discussed in the sections below

5.1 Descriptive Analysis

Descriptive analysis provides the summary measures of the data collected from respondents. Descriptive analysis refers to the transformation of data into forms that will make them easy to understand and interpret. The data collected from respondents was analyzed by using the SPSS program to calculate frequency distribution and percentage distributions.

5.2 General Demographic Information

Table 5.1 Personal factor item - age

Age	Frequency	Percent
Below 20 yrs	2	0.5
20 to 29 yrs	70	18.3
30 to 39 yrs	123	32.3
40 to 49 yrs	116	30.4
50 to 59 yrs	46	12.0
Above 59 yrs	25	6.5
Total	382	100.0

As presented in table 5.1, the majority of respondents, 123, were 30 – 39 years accounting for 32.2%, 116 respondents were aged 40 – 49 years, accounting for 30.4%, 46 respondents were aged 50 - 59 years, accounting for 12%, and those above 59 years accounted for 6.5%.

Table 5.2 Personal factor item - gender

Gender	Frequency	Percent
Male	172	45.0
Female	210	55.0
Total	382	100.0

As presented in table 5.2, Result 55.0% of the respondents were female, and 45.0 % were male.

Table 5.3 Personal factor item - education

Education	Frequency	Percent
Secondary School	8	2.2
Diploma	57	14.9
Bachelor Degree	172	45.0
Master Degree or above	125	32.7
Other	20	5.2
Total	382	100.0

As presented in table 5.3, the majority of respondents or 172, had earned bachelor degrees accounting for 45%. A total of 125 respondents or 32.7% had Master Degrees or above. Fifty seven respondents or 14.9% had diplomas, 8 respondents or 2.2% had secondary school education, and 20 respondents or 5.2%, indicated they had other education.

Table 5. 4 Personal factor item - income per month

Income per month	Frequency	Percent
Below 10,000 baht	5	1.3
10,000 to 19,999 baht	30	7.9
20,000 to 29,999 baht	46	12.0
30,000 to 39,999 baht	56	14.7
40,000 to 49,999 baht	71	18.6
50,000 and above baht	174	45.5
Total	382	100.0

As presented in table 5.4, the highest group of respondents or 174 of them, earned 50,000 baht and above per month, these accounted for 45.5% of the sample. The next largest group was 71 respondents or 18.6% who had incomes ranging from 40,000 to 49,999 baht per month. A total of 56 respondents or 14.7% earned 30,000 to 39,999 per month, 46 respondents or 12% earned 20,000 to 29,999 baht per month. Thirty respondents or 7.9% earned 10,000 to 19,999 baht per month and the smallest group of 5 respondents or 1.3% earned below 10,000 baht per month.

Table 5.5 Personal factor item - nationality

Nationality	Frequency	Percent
Thai	250	65.4
Asia (exclude Thai)	48	12.6
Americas	17	4.5
Europe	30	7.9
Australia	18	4.7
Africa	7	1.8
Other	12	3.1
Total	382	100.0

As shown in table 5.5, the largest group of respondents comprising 250 persons or 65.4% were Thai. The next largest group comprising 48 persons or 12.6% were Asians but not of Thai nationality. Of the remaining, 17 or 4.5% were Americans, 30 or 7.9% were

Europeans, 18 or 4.7% were Australians, 7 or 1.8% were from Africa and the group indicating other nationalities numbered 12 or 3.1%.

5.3 Perception of Media Credibility

Figure 5.1 Respondents' overall perception of media credibility of the Bangkok Post newspaper
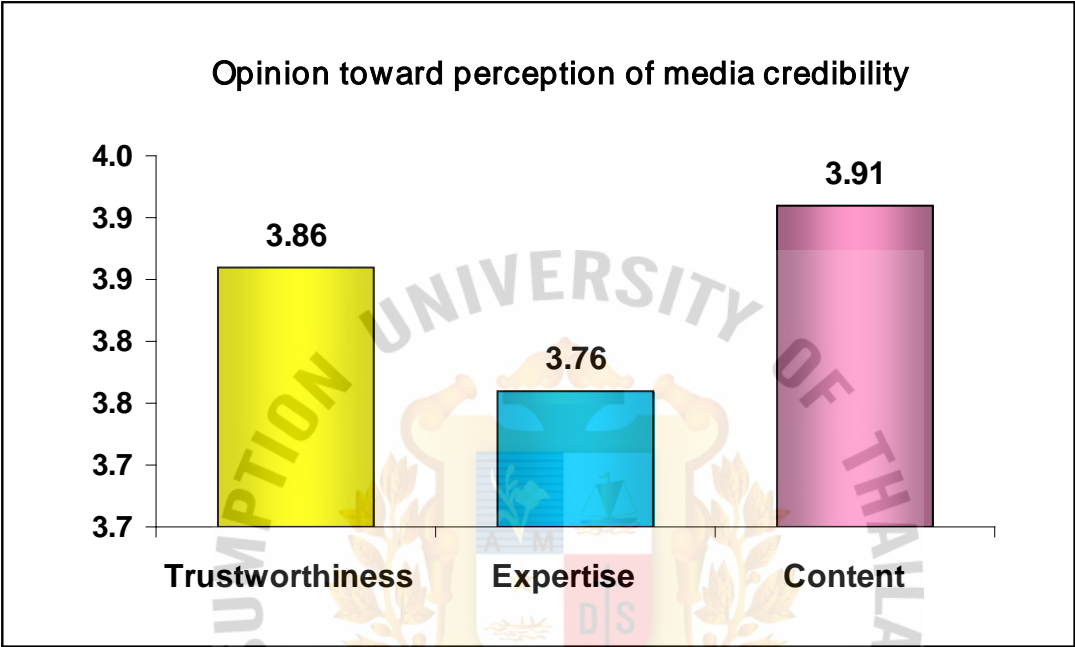
As presented in figure 5.1, the respondents' perception of media credibility of the Bangkok Post newspaper overall falls in the agree level. Moreover, the most positively perceived factor was content (mean=3.91), followed by trustworthiness (mean=3.86) and expertise (mean=3.76).

Table 5.6 Respondents' perception of trustworthiness of the Bangkok Post newspaper

The trustworthiness (N = 382)	$\overline{x}$	SD.	Interpretation
The overall contents of Bangkok Post newspaper are trustworthy	3.96	0.91	Agree
The overall contents of Bangkok Post newspaper are reliable	3.93	0.81	Agree
The overall contents of Bangkok Post newspaper are sincere	3.78	0.85	Agree
The overall contents of Bangkok Post newspaper	3.75	0.88	Agree

are ethical			
Overall	**3.86**	**0.86**	Agree

As presented in table 5.6, respondents' perception of trustworthiness fell in the agree level with a mean of 3.86 and a standard deviation of 0.86. The statement that scored the highest mean was "the overall contents of Bangkok Post newspaper are trustworthy" (mean=3.96), followed by the statement "the overall contents of the Bangkok Post newspaper are reliable" (mean= 3.93). The statement scoring the lowest mean of 3.75 is "the overall contents of Bangkok Post newspaper are ethical". Nonetheless, the differences in mean are negligible as all items fall in the agree level.

Table 5.7 Respondents' perception of expertise of the Bangkok Post newspaper

The expertise (N = 382)	$\overline{x}$	SD.	Interpretation
Bangkok Post newspaper provides knowledgeable contents	3.77	0.86	Agree
The contents of Bangkok Post newspaper are provided by experts	3.69	0.88	Agree
The content of Bangkok Post newspaper is created by experienced reporters	3.83	0.81	Agree
Overall	**3.76**	**0.85**	**Agree**

As presented in table 5.7, respondents' perception on expertise of the Bangkok Post newspaper fell in the agree level with a mean of 3.76 and a standard deviation of 0.85. The statement scoring the highest mean of 3.83 was 'the content of Bangkok Post newspaper is created by experienced reporters". This was followed by the statement " Bangkok Post newspaper provides knowledgeable contents" at 3.77, and "the contents of Bangkok Post newspaper are provided by experts, with a mean of 3.69.

Table 5.8 Respondents' perception of the content of Bangkok Post newspaper

The content (N = 382)	$\overline{x}$	SD.	Interpretation
The overall contents of Bangkok Post newspaper are accurate	3.95	0.78	Agree
The overall contents of Bangkok Post newspaper are timely and up-to-date	3.92	0.76	Agree
The overall contents of Bangkok Post newspaper contain insightful information	3.89	0.79	Agree
The overall contents of Bangkok Post newspaper are well-formatted in terms of style	3.90	0.78	Agree
Overall	**3.91**	**0.78**	**Agree**

As presented in table 5.8, respondents' perception of the content of the Bangkok Post showed the highest score of all three factors of media credibility at 3.91, with a standard deviation of 0.78. The highest scoring statement, with a mean of 3.95, was "the overall contents of Bangkok Post newspaper are accurate". This was followed by the statement "the overall contents of Bangkok Post newspaper are timely and up-to-date" (mean=3.92), "the overall contents of Bangkok Post newspaper are well-formatted in terms of style" (mean=3.90). The lowest scoring statement was "the overall contents of Bangkok Post newspaper contain insightful information" (mean=3.89).

5.4 Purchase Intention

Table 5.9 Respondents' purchase intention toward the Bangkok Post newspaper

Purchase Intention (N = 382)	$\overline{x}$	SD.	Interpretation
Bangkok Post newspaper is one of your preferred newspapers.	3.93	0.77	Agree
Bangkok Post newspaper is worth your purchase.	3.95	0.73	Agree
Bangkok Post newspaper is your first choice of English newspaper.	4.07	0.70	Agree
Overall	**3.98**	**0.73**	**Agree**

As presented in table 5.9, the respondents' purchase intention toward Bangkok Post fell in the Agree level with a mean of 3.98 and a standard deviation of 0.73. The statement with the highest score was "Bangkok Post newspaper is your first choice of English newspaper" with a mean of 4.07. This was followed by the statement "Bangkok Post newspaper is worth your purchase" with a mean of 3.95, and "Bangkok Post newspaper is one of your preferred newspapers" with a mean of 3.93.

5.5 Inferential Testing of Research Hypotheses

In this study, Pearson correlation was used to test the relationship between the demographic and media credibility factors and the purchase intention toward the Bangkok Post newspaper. One way ANOVA and Independent T-test were used to test the different socio-demographic groups and purchase intention toward the Bangkok Post newspaper.

When deciding whether the hypotheses is rejected or accepted, the researcher has to examine the significance value. If the significance value is less than 0.05 or 0.01 the null hypotheses is rejected.

Hypotheses Testing

Hypotheses group A: Demographic and Purchase Intention toward the Bangkok Post newspaper

Hypotheses 1:

Ho1 : There is no difference in purchase intention toward Bangkok Post when segmented by age.

Ha1 : There is a difference in purchase intention toward Bangkok Post when segmented by age.

Table 5.10   Respondents' purchase intention and age using ANOVA

ANOVA

purchase

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.616	5	1.323	3.230	.007
Within Groups	154.056	376	.410		
Total	160.673	381			

The analysis of variance in table 5.10 showed that the sig. at .007 is less than 0.05 (0.007 <0.05). It means the null hypothesis was rejected. Thus, it indicates that there is a difference in purchase intention toward Bangkok Post when segmented by age.

Hypotheses 2:

Ho2 : There is no difference in purchase intention toward Bangkok Post when segmented by gender.

Ha2 : There is a difference in purchase intention toward Bangkok Post when segmented by gender.

Table 5.11 Respondents' Purchase Intention and gender

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
purchase	Equal variances assumed	.875	.350	4.351	380	.000	.28398	.06526	.15565	.41230
	Equal variances not assumed			4.395	376.293	.000	.28398	.06461	.15693	.41103

The analysis of paired sample t-test in table 5.11 shows that the sig. (2-tailed test) is equal to 0.000 which is less than 0.05 (0.000<0.05). It means the null hypothesis was rejected. Therefore, it can be implied that there is a difference in purchase intention toward Bangkok Post when segmented by gender.

Hypotheses 3:

Ho3 : There is no difference in purchase intention toward Bangkok Post when segmented by education.

Ha3 : There is a difference in purchase intention toward Bangkok Post when segmented by education.

Table 5.12   Respondents' Purchase Intention and their educational level using ANOVA

ANOVA

purchase

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.580	4	2.645	6.644	.000
Within Groups	150.092	377	.398		
Total	160.673	381			

The analysis of variance in table 5.12 showed that the sig. at .000 is less than 0.05 (0.000 <0.05). It means the null hypothesis was rejected. Thus, it indicates that there is a difference in purchase intention toward Bangkok Post when segmented by education.

Hypotheses 4:

Ho4   :   There is no difference in purchase intention toward Bangkok Post when segmented by income.

Ha4   :   There is a difference in purchase intention toward Bangkok Post when segmented by income.

Table 5.13 Respondents' Purchase Intention and their income levels using ANOVA

ANOVA

purchase

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.617	5	2.123	5.321	.000
Within Groups	150.056	376	.399		
Total	160.673	381			

The analysis of variance in table 5.13 showed that the sig. at .000 is less than 0.05 (0.000 <0.05). It means the null hypothesis was rejected. Thus, it indicates that there is a difference in purchase intention toward Bangkok Post when segmented by income.

Hypotheses 5:

Ho5   :   There is no difference in purchase intention toward Bangkok Post when segmented by nationality.

Ha5 : There is a difference in purchase intention toward Bangkok Post when segmented by nationality.

Table 5.14 Respondents' Purchase Intention and their nationality using ANOVA

ANOVA

purchase

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.542	6	.757	1.818	.094
Within Groups	156.131	375	.416		
Total	160.673	381			

The analysis of variance in table 5.14 showed that the sig. at .094 is not less than 0.05 (0.000 >0.05). It means the null hypothesis has failed to reject. Thus, it indicates there is no difference in purchase intention toward Bangkok Post when segmented by nationality

Group B: Perception of Media Credibility Factors and Purchase Intention

Hypotheses 6:

Ho6 : There is no relationship between trustworthiness and consumers' purchase intention toward Bangkok Post.

Ha6 : There is a relationship between trustworthiness and consumers' purchase intention toward Bangkok Post.

Table 5.15 The analysis of the relationship between Trustworthiness and Purchase Intention

Correlations

		trustworthiness	purchase
trustworthiness	Pearson Correlation	1	.616**
	Sig. (2-tailed)		.000
	N	382	382
purchase	Pearson Correlation	.616**	1
	Sig. (2-tailed)	.000	
	N	382	382

**. Correlation is significant at the 0.01 level (2-tailed).

The analysis of Pearson correlation in Table 5.15 indicated that the sig. is equal to 0.000 which is less than 0.01 (0.000< 0.01). It means that the null hypothesis was rejected. Thus,. there is a relationship between trustworthiness and consumers' purchase intention toward Bangkok Post.

Correlation coefficient value is 0.616, which means there is a strong positive correlation between trustworthiness and consumers' purchase intention toward Bangkok Post. Therefore, given an increase in trustworthiness, the consumers' purchase intension toward Bangkok Post will most likely increase.

Hypotheses 7:

Ho7 : There is no relationship between expertise and consumers' purchase intention toward Bangkok Post.

Ha7 : There is a relationship between expertise and consumers' purchase intention toward Bangkok Post.

Table 5.16 The analysis of the relationship between Expertise and Purchase Intention

Correlations

		expertise	purchase
expertise	Pearson Correlation	1	.641**
	Sig. (2-tailed)		.000
	N	382	382
purchase	Pearson Correlation	.641**	1
	Sig. (2-tailed)	.000	
	N	382	382

**. Correlation is significant at the 0.01 level (2-tailed).

The analysis of Pearson correlation in Table 5.16 indicated that the sig. is equal to 0.000 which is less than 0.01 (0.000< 0.01). It means that the null hypothesis was rejected. Thus, there is a relationship between expertise and consumers' purchase intention toward Bangkok Post.

The correlation coefficient value of 0.641 means there is a strong positive correlation between expertise and consumers' purchase intention toward Bangkok Post. Therefore, given an increase in expertise, the consumers' purchase intention toward Bangkok Post would likely increase.

Hypotheses 8:

Ho8 : There is no relationship between content and consumers' purchase intention toward Bangkok Post.

Ha8 : There is a relationship between content and consumers' purchase intention toward Bangkok Post.

Table 5.17 The analysis of the relationship between Content and Purchase Intention

Correlations

		content	purchase
content	Pearson Correlation	1	.705**
	Sig. (2-tailed)		.000
	N	382	382
purchase	Pearson Correlation	.705**	1
	Sig. (2-tailed)	.000	
	N	382	382

**. Correlation is significant at the 0.01 level (2-tailed).

The analysis of Pearson correlation in Table 5.17 indicated that the sig. is equal to 0.000 which is less than 0.01 (0.000< 0.01). It means that the null hypothesis was rejected. Thus, there is a relationship between content and consumers' purchase intention toward Bangkok Post.

The correlation coefficient value is 0.705, which means there is a strong positive correlation between content and consumers' purchase intention toward Bangkok Post. Therefore, given an increase in content, consumers' purchase intention toward Bangkok Post would most likely increase.

5.6 Summary of hypotheses testing

Table 5.18   Summary of hypotheses testing

No.	Hypothesis	Sig.	Result
Group-A			
01	H_0: There is no difference in purchase intention toward Bangkok Post when segmented by age levels. H_1: There is a difference in purchase intention toward Bangkok Post when segmented by age levels.	.007	Reject H_0 / Accept H_a
02	H_0: There is no difference in purchase intention toward Bangkok Post when segmented by gender. H_2: There is a difference in purchase intention toward Bangkok Post when segmented by gender.	.000	Reject H_0 / Accept H_a
03	H_0: There is no difference in purchase intention toward Bangkok Post when segmented by education levels. H_3: There is a difference in purchase intention toward Bangkok Post when segmented by education levels.	.000	Reject H_0 / Accept H_a
04	H_0: There is no difference in purchase intention toward Bangkok Post when segmented by income levels. H_4: There is a difference in purchase intention toward Bangkok Post when segmented by income levels.	.000	Reject H_0 / Accept H_a

05	H_0: There is no difference in purchase intention toward Bangkok Post when segmented by nationalities. H_5: There is a difference in purchase intention toward Bangkok Post when segmented by nationalities.	.094	Accept H_a/Reject H_0
	Group-B		
06	H_0: There is no relationship between trustworthiness and consumers' purchase intention toward Bangkok Post. H_6: There is a relationship between trustworthiness and consumers' purchase intention toward Bangkok Post.	.000	Reject H_0 / Accept H_a
07	H_0: There is no relationship between expertise and consumers' purchase intention toward Bangkok Post. H_6: There is a relationship between expertise and consumers' purchase intention toward Bangkok Post.	.000	Reject H_0 / Accept H_a
08	H_0: There is no relationship between content and consumers' purchase intention toward Bangkok Post. H_6: There is a relationship between content and consumers' purchase intention toward Bangkok Post.	0.000	Reject H_0 / Accept H_a

CHAPTER 6

SUMMARY FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter is divided into four parts. The first part contains a summary of findings of the research, which includes demographic characteristics of the respondents, and hypotheses testing. The second part presents the conclusions and the third part offers recommendations. The last part presents suggestions for further research.

6.1 Summary of Findings

This study was designed with the expectation that the results would serve as a supporting tool for examining the differences between respondents' purchase intention for Bangkok Post newspaper when segmented by demographic characteristics. The study also focused on the relationship between media credibility factors (content, expertise and trustworthiness) and purchase intention. The study had two objectives:

- To study the differences among demographic factors and respondents' purchase intention for Bangkok Post newspaper
- To study the relationship between media credibility factors and respondents' purchase intention for Bangkok Post newspaper

To accomplish the research objective, a survey was conducted from 29th October to 7th November, 2007, by using questionnaires as a tool. A total of 400 questionnaires were distributed to 3 groups; students, working professionals, and general public at selected venues in Bangkok. However, only 382 questionnaires were deemed valid for data analysis. The respondents of this research included those respondents who bought the Bangkok Post in news stands, book stores and kiosks but were not subscribers of Bangkok Post. The summary of the research results are as follows:

6.1.1 Summary of Demographic Characteristics of Respondents

The majority of respondents was female, aged between 30 to 39 years old, and had earned a Bachelor's Degree. They also had monthly income of more than 50,000 Baht. The majority were Thai nationals.

6.1.2 Summary of Hypotheses Tests

No	Null Hypotheses	Failed to Reject H_o	Rejected H_o
1	**$H1_o$:** There is no difference in purchase intention toward Bangkok Post when segmented by age.		X
2	**$H2_o$:** There is no difference in purchase intention toward Bangkok Post when segmented by gender		X
3	**$H3_o$:** There is no difference in purchase intention toward Bangkok Post when segmented by educational level		X
4	**$H4_o$:** There is no difference in purchase intention toward Bangkok Post when segmented by income		X
5	**$H5_o$:** There is no difference in purchase intention toward Bangkok Post when segmented by nationality	X	
6	**$H6_o$:** There is no relationship between trustworthiness and respondents' purchase intention toward Bangkok Post		X
7.	**$H7_o$:** There is no relationship between expertise and respondents' purchase intention toward Bangkok Post		X
8	**$H8_o$:** There is no relationship between content and respondents' purchase intention toward Bangkok Post		X

The table 6.1 shows the hypotheses test results of the difference among demographic factors (age, gender, education level, monthly income, and nationality) and purchase intention toward the Bangkok Post newspaper. It indicates a significant difference among all the demographic factors, except for nationality, and respondents' purchase intention toward the Bangkok Post newspaper. It also indicates a significant relationship between all the three factors of media credibility and respondents' purchase intention.

6.2 Conclusions

Findings related to Demographic Variables

Newspaper readership is significantly and positively related to age, education, and income (Robinson, Skill and Taylor, 2004). These findings are also evidenced in this study on the Bangkok Post. For example, the analysis showed that almost 64 percent of the sample fell in the age group between 30-49 years old. This is similar to what has been found in the US, where it has been reported that older Americans are more likely than younger ones to be newspaper readers (Newspaper Audience, 2006). The older generation generally came of age at a time before the emergence of the Web as a mass information tool. Moreover, they are usually more likely to have higher incomes to spend on a newspaper subscription. The youngest adults, for example, those below 25 years, look first to the Internet for news. In a study for the Carnegie and Knight foundations, Merrill Brown found that baby boomers read newspapers a third less than their parents and Gen Xers another third less than the boomers (Brown, 2005). In the case of the Bangkok Post newspaper, the contents are geared more toward political and business news with less emphasis on entertainment and fashion. Thus, based on the contents, older people might be more interested in purchasing the Bangkok Post than young adults.

The study also found that the majority of respondents were female. Generally, women read more than men, the affluent among them reading twice as much (Robinson and Godbey, 1999). Gibbons (2008) found women respond most strongly to news that is both local and international, has an accessible graphic presentation, is solutions-oriented (this is especially important in foreign and political reporting) and is told in a storytelling style, rather than a factual approach. The contents of Bangkok Post fits the description above. The increase in education levels among women in Bangkok and their participation in the workforce could also be factors explaining the larger number of female readers. Surveys have consistently shown that educated women, who work outside the home, are somewhat more likely to be newspaper subscribers and readers, both daily and Sunday. They also have broader informational needs and recreational interests (Newspaper Audience, 2006).

It is not surprising that almost 77 percent of the sample of respondents had earned Bachelor and Master degrees. Higher levels of education have been correlated with increased newspaper reading. For instance, Fielder and Tipton surveyed the readership research for the American Society of Newspaper Editors in 1986 and concluded that education, not race, is the significant determinant of newspaper reading. Education levels are also linked to online newspapers as is evident in the biennial news consumption survey by the Pew Research Center for the People & the Press, conducted among 3,204 adults from April 27 to May 22, 2006. It was found that the largest audience for newspapers are the most educated Americans. Nearly a quarter (22%) of people who have had at least some post-graduate education read a newspaper on a typical day, compared with 15% of college graduates with no postgraduate training; 9% of those who attended some college; 6% of high school graduates; and just 2% of adults who have not finished high school. Because of this pattern, newspapers contribute greatly to the overall readership of the most educated 62% of people with post-graduate education who read a newspaper on a typical day but does little to increase the use of newspapers among those with less education.

Studies have also correlated income levels and newspaper readership. Burnett (1991) found newspaper readership to vary among income levels of adults. Specifically, he found that affluent elderly males read the news section, business section, travel section, and magazine section of the newspaper more than less affluent male counterparts. In addition, Burnett (1991) found that female readers with high income levels were more likely to read the news sections, food section, lifestyle section, and travel section than females with lower levels of income.

The study did not find any differences in nationality and purchase intention and this may be caused by the large number of Thai respondents who answered the questionnaire. Hence, no solid conclusions can be drawn on the basis of nationality.

Findings related to Media Credibility Factors:

Media credibility is a complex concept. Researchers have used a wide range of approaches to evaluate it and to understand its components. All three of the media credibility factors: content, expertise, and trustworthiness, were positively correlated to purchase intention in this study. In the descriptive analysis, content of the Bangkok Post

scored the highest mean at 3.91, whereas trustworthiness was 3.86, and expertise, 3.76. Recently, the Bangkok Post has revamped its design to become more reader-friendly. The paper has incorporated more visual effects to draw attention to top stories, and has changed the front page to make it easier to navigate to the jump stories.

In the earlier cited Pew Research Center for the People & the Press, conducted among 3,204 adults from April 27 to May 22, 2006 in the US, 42 percent of the sample favored newspapers for their content. In particular,13% said that coverage of local news is what most sets newspapers apart from TV, radio and the internet, and 12% said that newspapers provide more in-depth, detailed and informative coverage than other sources. The emphasis on in-depth coverage is viewed as a feature both in terms of content and format by many readers. As one put it: "There is usually deeper coverage that is more detailed. And there's a leisure...I can set it aside and go back and read it."

At least three studies have suggested that newspaper trustworthiness matters partly because low assessments of newspaper trustworthiness are associated with low levels of newspaper use and of support for the freedom of expression rights (Blake, 2002). In this study, respondents' cited the second strongest perception on the trustworthiness of Bangkok Post, after content. Both daily newspapers and television are widely used sources of news and information, and each is perceived to have specific competitive advantages. Many newspaper readers would agree that the major job of the press is to report the truth, even if it's painful or shocking to a lot of people. However, in a national survey of 3,000 telephone interviews (23 minutes on average, and completed in April and May 1998, on credibility of the press, 52 percent of the sample felt that newspapers run a lot of stories without checking them just because other papers have published them, not because they know they're true (Urban, 1999).

McGuire (1969, p. 182) defines expertise as an individual's "perceived ability to know the correct stand on the issue." Newspaper journalists have a unique role in society. They continually work to balance business and social responsibility, while trying to maintain their role as social activists, responsible to both their sources and their readers. In this study, expertise was rated the lowest at 3.76 of all three media credibility factors. Many western readers who prefer the Bangkok Post seem to do so because of its "more

farang" style, which is in turn due to higher influence by western journalists who work there as compared with those at the Nation.

(http://www.squidoo.com/thailandnewspapers, accessed on 14 May, 2008).

6.3 Recommendations

Based on the study's findings, the researcher recommends the following:

The more important trend today may be what is happening to readers between the ages of 30 and 49, the people who should be the prime target for becoming citizens engaged in civil society. These are the people buying houses, having children, worrying about schools, building their careers, running for office, becoming leaders in their communities. By understanding the demographics of readers, what they read and which type of news they clip, editors and publishers could serve them better by tailoring content and advertising. In fact, many believe that the readership movement is absolutely critical to the future success of the industry. The more a newspaper knows about its current readers, the better that paper will be able to showcase its advantages to potential readers. Knowing its current readers and also conducting surveys from time to time, is a step that Bangkok Post needs to take in order to remain competitive in the English language newspaper market.

The survey findings included more women than men. McGrath (1993) found the gender gap in newspaper readership was widening because women do not consider newspapers relevant and approach news differently than do men. Specifically, she recommended content and tone changes to represent women's interests better. The Bangkok Post could overcome this by improving its performance with female readers and providing local advertisers with unique access to them. As reported earlier, Burnett (1991) found that female readers with higher incomes were more likely to read the news sections, food section, lifestyle section, and travel section than females with lower levels of income. The Bangkok Post should restyle the paper to make it more rewarding for women, insert articles on fashion, family and health which are important to women readers and launch a monthly supplement for women.

As access and availability of newspapers grow, the concern for quality of information will also increase. News consumers concerned about sources of information and its trustworthiness, content, and other characteristics will demand and seek sources of news that are reliable and credible. The Bangkok Post's credibility is based on content, expertise and trustworthiness. But its credibility must be perceived to be balanced in story telling, complete in providing information, objective and fair, accurate, and unbiased. The journalists who write for the Bangkok Post should also be honest in their presentation of news, be believable, and trustworthy.

While the competitior, The Nation newspaper, has already updated its format to a more reader-friendly one, in order to capture a higher share of market, this has not been the case with the Bangkok Post. The researcher recommends a number of steps to help improve the newspaper's credibility with readers, including making reporters and editors more accessible through e-mail; using new technologies to track errors; posting complete documents and interview transcripts online; and even considering a Post blog (that Thai newspapers already have) that promotes interaction with readers.

Finally, a newspaper's credibility is strongly affected by its content, and it should be content that has no grammatical, spelling and factual errors. For instance, Meyers (2005) argues that the newspapers with the highest accuracy ratings were generally held to be the most credible both by their news sources and their readers, and these papers also the highest rates of circulation penetration in their core markets. The Bangkok Post should take greater advantage of electronic tools, both for gathering and checking information and as part of the production and corrections processes. Instruction on using electronic fact-checking tools should be encouraged for all reporters and editors of the newspaper.

6.4 Further Research

The findings of this study have set the ground work for additional investigation. Further analysis based on psycho-demographic characteristics of respondents is needed. These should include news consumption preferences, high and low level users, computer literacy levels, online access, geographic location and occupation.

It would also be valuable to analyze each of the three factors of media credibility to determine the comparative ratings of newspapers, television news, and online news. A side-by-side-by-side comparison of newspapers, television, and online news may yield insights into respondents' views of each of the three news media relative to each other. In-depth analysis of non-users may provide insights needed to better understand the findings presented in this study.

While this study has shown relationships between all factors of credibility and purchase intention for the Bangkok Post, there is also a strong need to further test the link between content and credibility since content was the factor most strongly related to credibility. The demonstrated value of credibility should motivate future researchers to find how credibility can be created through content or whether content makes a significant difference in newspaper readership.

The two English-language newspapers, the Nation and the Bangkok Post have their own strengths and weaknesses; however, there has never been a comparative study done to assess these. The researcher believes that such a study would offer insights to both newspaper editors and publishers to improve their contents and thus attract a wider readership base.
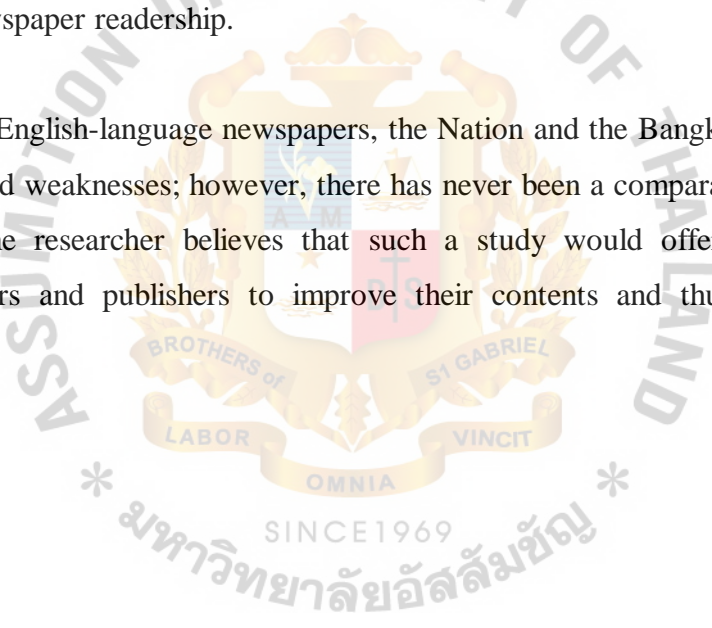
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APENDIX A

Questionnaire

Questionnaire

The Relationships Between Perception of Media Credibility and Purchase Intention: A Case Study of Bangkok Post newspaper

Dear Sir/madam,

This academic research is conducted as partial requirement for the completion of my Master Degree in Business Administration at Assumption University. Your response is very useful for this research. Thank you in advance for your precious time and efforts in answering this questionnaire. In following questionnaire, I would like you to evaluate each statement as accurately as possible. Your participation is truly appreciated.

Screening Questions

Q.1   Do you know Bangkok Post newspaper?

__ Yes

__ No (Please end here)

Q.2   Are you currently a subscriber of Bangkok Post newspaper?

__ Yes (Please end here)

__ No

		Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Q.3	**Trustworthiness**					
3.1	The overall contents of Bangkok Post newspaper are trustworthy	5	4	3	2	1
3.2	The overall contents of Bangkok Post newspaper are reliable	5	4	3	2	1
3.3	The overall contents of Bangkok Post newspaper are sincere	5	4	3	2	1
3.4	The overall contents of Bangkok Post newspaper are ethical	5	4	3	2	1
Q.4	**Expertise**					
4.1	Bangkok Post newspaper provides knowledgeable contents	5	4	3	2	1
4.2	The contents of Bangkok Post newspaper are provided by experts	5	4	3	2	1
4.3	The content of Bangkok Post newspaper is created by experienced reporters	5	4	3	2	1
Q.5	**Content**					
5.1	The overall contents of Bangkok Post newspaper are accurate	5	4	3	2	1
5.2	The overall contents of Bangkok Post newspaper are in time and up-to-date	5	4	3	2	1
5.3	The overall contents of Bangkok Post newspaper contain insightful information	5	4	3	2	1
5.4	The overall contents of Bangkok Post newspaper are good formatted in style	5	4	3	2	1
Q.6	**Purchase Intention**					
6.1	Bangkok Post newspaper is one of your preferred newspapers.	5	4	3	2	1
6.2	Bangkok Post newspaper is worth your purchase.	5	4	3	2	1
6.3	Bangkok Post newspaper is your first choice of English newspaper.	5	4	3	2	1

General Demographic Information

1. Age:
     1) Below 20 yrs
     2) 20 to 29 yrs
     3) 30 to 39 yrs
     4) 40 to 49 yrs
     5) 50 to 59 yrs
     6) Above 59 yrs

2. Gender:
     1) Male
     2) Female

3. Education:
     1) Secondary School
     2) Diploma
     3) Bachelor Degree
     4) Master Degree or above
     5) Other

4. Income/month:
     1) Below 10,000
     2) 10,000 to 19,999
     3) 20,000 to 29,999
     4) 30,000 to 39,999
     5) 40,000 to 49,999
     6) 50,000 and above

5. Nationality:
     1) Thai
     2) Asia (Exclude Thai)
     3) Americas
     4) Europe
     5) Australia
     6) Africa
     7) Others

ความสัมพันธ์ระหว่างความน่าเชื่อถือของสื่อและเจตจำนงในการซื้อสินค้า

กรณีศึกษาหนังสือพิมพ์ภาษาอังกฤษในประเทศไทย
โดยพื้นฐานของหนังสือพิมพ์บางกอกโพสท์

เรียนท่านผู้ตอบแบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของการทำวิทยานิพนธ์ของนักศึกษาปริญญาโท คณะบริหารธุรกิจมหาวิทยาลัยอัสสัมชัญ กรุณาเลือกคำตอบที่ตรงกับความเห็นของท่านมากที่สุด

ขอขอบคุณอย่างสูงในความร่วมมือตอบแบบสอบถาม

คำถามเบื้องต้น

1   คุณรู้จักหนังสือพิมพ์บางกอกโพสท์ (Bangkok Post) หรือไม่?
 __ ใช่
 __ ไม่ใช่ (กรุณาจบการตอบแบบสอบถาม)

2   คุณเป็นสมาชิกหนังสือพิมพ์บางกอกโพสท์ (Bangkok Post) หรือไม่?
 __ ใช่ (กรุณาจบการตอบแบบสอบถาม)
 __ ไม่ใช่

		เห็นด้วยอย่างสูง 5	เห็นด้วย 4	เฉยๆ 3	ไม่เห็นด้วย 2	ไม่เห็นด้วยอย่างสูง 1
Q.3	**ความน่าเชื่อถือ**					
3.1	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ มีความน่าเชื่อถือ	5	4	3	2	1
3.2	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ ไว้วางใจได้	5	4	3	2	1
3.3	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ มีความตรงไปตรงมา	5	4	3	2	1
3.4	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ มีจริยธรรม	5	4	3	2	1
Q.4	**ความเชี่ยวชาญ**					
4.1	หนังสือพิมพ์บางกอกโพสท์ มีเนื้อหาที่ส่งเสริมความรู้	5	4	3	2	1
4.2	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ เขียนโดยผู้เชี่ยวชาญ	5	4	3	2	1
4.3	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ เขียนโดยนักข่าวที่มากประสบการณ์	5	4	3	2	1
Q.5	**เนื้อหา**					
5.1	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ มีความถูกต้องแม่นยำ	5	4	3	2	1
5.2	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ รวดเร็วและทันเหตุการณ์	5	4	3	2	1
5.3	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ มีข้อมูลที่ลึกซึ้ง	5	4	3	2	1
5.4	เนื้อหาโดยทั่วไปของหนังสือพิมพ์บางกอกโพสท์ มีสำนวนการเขียนที่ดี	5	4	3	2	1
Q.6	**เจตจำนงในการซื้อ**					
6.1	หนังสือพิมพ์บางกอกโพสท์ เป็นหนังสือพิมพ์ที่คุณชื่นชอบ	5	4	3	2	1
6.2	หนังสือพิมพ์บางกอกโพสท์ ให้ความคุ้มค่าจากการซื้อ	5	4	3	2	1
6.3	หนังสือพิมพ์บางกอกโพสท์ เป็นหนังสือพิมพ์ภาษาอังกฤษเล่มแรกที่คุณเลือกซื้อ	5	4	3	2	1

ข้อมูลด้านประชากรศาสตร์

1 อายุ	1)	ต่ำกว่า 20 ปี
	2)	20 – 29 ปี
	3)	30 – 39 ปี
	4)	40 – 49 ปี
	5)	50 – 59 ปี
	6)	มากกว่า 59 ปี

2 เพศ	1)	เพศชาย
	2)	เพศหญิง

3 การศึกษาขั้นสูงสุด	1)	มัธยมศึกษา
	2)	ปวส
	3)	ปริญญาตรี
	4)	ปริญญาโท หรือ สูงกว่าปริญญาโท
	5)	อื่นๆ

4 รายได้ต่อเดือน	1)	ต่ำกว่า 10,000 บาท
	2)	10,000 – 19,999 บาท
	3)	20,000 – 29,999 บาท
	4)	30,000 – 39,999 บาท
	5)	40,000 – 49,999 บาท
	6)	มากกว่า 50,000 บาท

เชื้อชาติ (ทวีป)	1)	ไทย
	2)	เอเชีย (ยกเว้นไทย)
	3)	อเมริกา
	4)	ยุโรป
	5)	ออสเตรเลีย
	6)	แอฟริกา
	7)	อื่นๆ

APENDIX B

Pre-Test Reliability Analysis – Scale (Alpha)
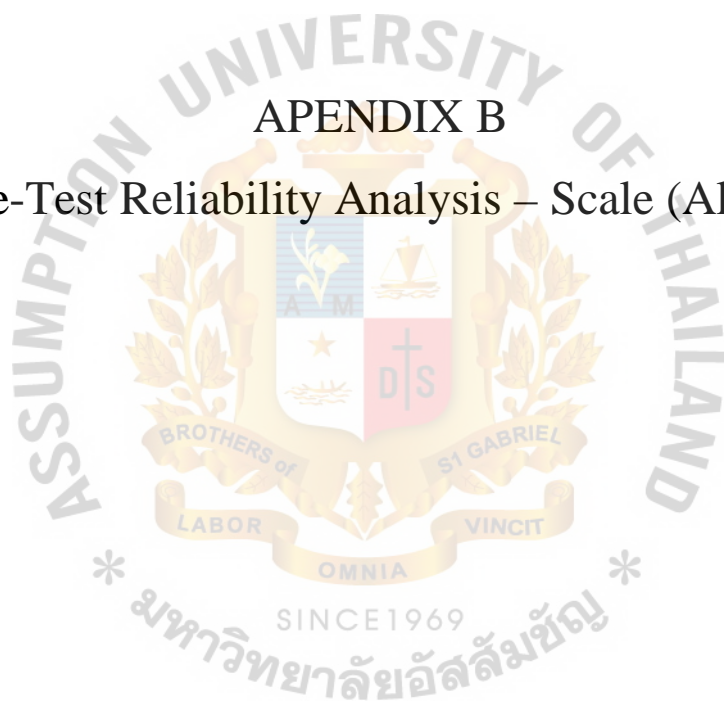
Table of Reliability (Pilot Test)

Variable	Alpha	Standardize Item Alpha
Trustworthiness	.8172	.8158
Expertise	.8647	.8667
Content	.7577	.7622
Purchase Intention	.7480	.7497

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******
—

  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

                    Correlation Matrix

                 TRUST1   TRUST2   TRUST3   TRUST4

TRUST1   1.0000
TRUST2   .7618   1.0000
TRUST3   .3766   .5952   1.0000
TRUST4   .2461   .4131   .7599   1.0000

        N of Cases =   30.0

Item Means   Mean   Minimum   Maximum   Range   Max/Min
Variance
                  3.5750   3.4333   3.7667   .3333   1.0971
.0284

Item-total Statistics

                  Scale   Scale   Corrected
                  Mean   Variance   Item-   Squared
Alpha
                 if Item   if Item   Total   Multiple
if Item
                 Deleted   Deleted   Correlation   Correlation
Deleted

TRUST1   10.5333   2.9471   .5542   .5896
.8085
TRUST2   10.6333   2.5161   .7438   .6916
.7168
TRUST3   10.8667   2.6713   .7065   .6757
.7371
TRUST4   10.8667   3.0851   .5561   .5800
.8059

Reliability Coefficients   4 items

Alpha =   .8172   Standardized item alpha =   .8158

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******
—

  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

                    Correlation Matrix

                  EXPERT1   EXPERT2   EXPERT3

EXPERT1   1.0000
EXPERT2   .6661   1.0000
EXPERT3   .6075   .7790   1.0000

        N of Cases =   30.0

Item Means   Mean   Minimum   Maximum   Range   Max/Min
Variance
                  3.5333   3.3667   3.7667   .4000   1.1188
.0433

Item-total Statistics

                  Scale   Scale   Corrected
                  Mean   Variance   Item-   Squared
Alpha
                  if Item   if Item   Total   Multiple
if Item
                  Deleted   Deleted   Correlation   Correlation
Deleted

EXPERT1   6.8333   2.3506   .6769   .4637
.8724
EXPERT2   7.1333   2.1195   .8020   .6658
.7527
EXPERT3   7.2333   2.4609   .7596   .6209
.7996

Reliability Coefficients   3 items

Alpha =   .8647   Standardized item alpha =   .8667

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******
—

  R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

                     Correlation Matrix

                 CONTENT1   CONTENT2   CONTENT3   CONTENT4

CONTENT1   1.0000
CONTENT2   .4722   1.0000
CONTENT3   .4807   .4996   1.0000
CONTENT4   .3318   .4885   .3964   1.0000

           N of Cases =   30.0

Item Means   Mean   Minimum   Maximum   Range   Max/Min
Variance
                    3.5250   3.3667   3.6667   .3000   1.0891
.0218

Item-total Statistics

                  Scale   Scale   Corrected
                  Mean   Variance   Item-   Squared
Alpha
                  if Item   if Item   Total   Multiple
if Item
                  Deleted   Deleted   Correlation   Correlation
Deleted

CONTENT1   10.7333   3.2368   .5370   .3065
.7170
CONTENT2   10.4333   3.5644   .6250   .3948
.6685
CONTENT3   10.4667   3.3609   .5846   .3461
.6843
CONTENT4   10.6667   3.8161   .4931   .2733
.7328

Reliability Coefficients   4 items

Alpha =   .7577   Standardized item alpha =   .7622

Reliability

****** Method 2 (covariance matrix) will be used for this analysis ******
_

   R E L I A B I L I T Y   A N A L Y S I S   -   S C A L E   (A L P H A)

                    Correlation Matrix

                 INTENT1   INTENT2   INTENT3

INTENT1   1.0000
INTENT2   .8810   1.0000
INTENT3   .3380   .2796   1.0000

        N of Cases =   30.0

Item Means   Mean   Minimum   Maximum   Range   Max/Min
Variance
                    3.5111   3.4000   3.5667   .1667   1.0490
.0093

Item-total Statistics

                  Scale   Scale   Corrected
                  Mean   Variance   Item-   Squared
Alpha
                 if Item   if Item   Total   Multiple
if Item
                 Deleted   Deleted   Correlation   Correlation
Deleted

INTENT1   7.1333   2.3264   .7684   .7854
.4368
INTENT2   6.9667   2.2402   .7012   .7766
.5049
INTENT3   6.9667   3.2747   .3172   .1157
.9351

Reliability Coefficients   3 items

Alpha =   .7480   Standardized item alpha =   .7497