

## ABSTRACT

This project is a descriptive research, its objectives are to study newspaper acceptant of consumer, factors affecting the decision making of buying newspaper, newspaper business and growth of newspaper business by using questionnaires as an instrument for collecting data from sample; 200 people who buy the newspaper in Bangkok and 50 staffs of newspaper business in Bangkok. Program SPSS/PC+ is used to analyze questionnaire. Statistic value for analyzing are distribution, percentage, mean, standard deviation, chi-square, t-test and F-test at 0.5 level of significance.

From studying this project, it can be concluded that newspaper is an important media in presenting data and news which are essential for human life, because it can completely provide information and people can trail the useful or interesting information. In addition, newspaper is cheap media and distributed in many places, easy to buy. Newspaper can be divided in 2 types: Popular Newspaper and Quality Newspaper. Popular Newspaper as a newspaper, which presents interesting news. It does not emphasize on hard news such as Thairat, Daily news. Quality Newspapers as a newspaper which specifies side by side and is a hard news such as Tharnsettakit and Phuchatkarn. Due to large market with many competitors, turning the business heavy competition in order to meet the market share. Newspaper producers have to develop and improve marketing strategy: price, place, product and promotion in order to make target market interested for example: increase distribution channels, fast transportation, presentation of updated news, accurate and correct sources of news, interesting pattern and add more interesting column by studying from physical data, gender, age, occupation and level of education and consumer behavior, place of buying, columns of interest other related to improve marketing strategy to serve target market's need.