

## 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.