

Abstract

Tariff, a government income normally used for national development has never been successfully implemented as it should be. One reason for this is that there are many ways of getting goods through custom houses in the southern border provinces without tax. A number of smuggling operations are quite open, claiming to be part of tourism. If the illegal movement of goods could be stopped in the southern region it could almost be said that the problem of smuggling would be solved. Thus a custom house in a region such as the southern region is the discrete unit to look at in a study of the reasons behind the network of officers' operations inside and outside of offices. The "use and gratification" framework will be studied in regard to the characteristics of individuals and society, including the media structure, basic needs, perceived problems, perceived solutions, motives, and other behaviors.

The research design which is used is a cross-sectional survey focusing on a sampling frame of 318 customs officers from the customs department and Interior Ministry. Of these 235 or 73.90 % of the total members in the sampling frame are "perfect samples". The survey tools used are interview forms which are in two parts. The first is a background study and the second a study of the variables in a framework of "use and gratification" in which validity is tested for the Bogardus scaling. ANOVA, QUICK CLUSTER, and PATH ANALYSIS are statistical models used in data analysis in the first, second, and third hypotheses respectively which have a level of 0.05 significance. The findings are:

1. Media exposure and human interaction patterns among customs officers differ in their main effects by background factors of officer types, operating area, aging, marital status, education, salary, and terms of working.

2. Factors in the "use and gratification" theory including other factors in the organization communication could cluster the customs officers into 3 types based on factors of high, mid, and low intensity. The communication structure of these clusters are similar to the social structure, being pyramidal.

3. The circuit of the "use and gratification" system can not explain a phenomena in the communication organization because of a lack of linkage in most paths.

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