

Phakawat Rattanarat 2013: The Attitude of Cars Brand through Advertising Media in Car Racing Circuit in Thailand. Master of Arts (Communication Arts and Information), Major Field: Science Communication Arts and Information, Department of Communication Arts and Information. Thesis Advisor: Mr. Kajohn Fyeted, Ph.D. 206 pages.

The main objective of this study the behavior of the audience exposed to advertising in the race cars though competition and study attitude of cars brand through Advertising Media of the audience after advertising that cars. That objective has used survey research 1) Participatory 2) Questionnaire from the competition in Bhira Internationnal Circuit (Pattaya) and Kengkrachan Circuit. For example in this investigation was that the audience in the track were 400 people. Analysis and data processing methods used inferential statistical analysis. To approach demonstrate by hypothesis by using t-test, One-way ANOVA select post hoc and Regression.

The results found that the type of advertising media on billboards. Can be divided into 4 types. 1) Outdoor advertising 2) Billboards 3) Building advertising 4) Advertising on a car chassis. Advertising brand cars and the tire. Exposed to advertising on the car race with good posture. The billboards are the most obvious. The majority of respondents were male. Aged 25-29 years, from the information indicative of a relative/ friend. Audience interested in advertising in the medium level in the track and some brand could recognition. The Attitude of Cars Brand were measured in four areas: Performance, Good level, Popular, and Buy. The sample saw an advertising for the Honda, followed by Toyota and Isuzu and advertising on a car chassis to create the most attitudel, followed by billboards. After seeing the advertising, attitude toward the overall sample have a Toyota at a medium level. The Honda and Isuzu are high.

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Student's signature

Thesis Advisor's signature