

## C852119 : MAJOR ADVERTISING

KEY WORD: ADVERTISING EFFECTS / ATTITUDES / AWARENESS / PEOPLE OF WORKING AGE/  
PURCHASING DECISION.

NADDA TOMMEURD : THE AWARENESS AND ATTITUDES OF PEOPLE OF WORKING  
AGE TOWARDS ADVERTISING EFFECTS ON THEIR PURCHASING DECISION. THESIS  
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4.

The purpose of this research are 1) to study the advertising effects  
on people of working age's consumption, 2) to study the correlation between  
the exposure of advertising, awareness of advertising effects and purchasing  
behavior and 3) to study how people use advertising information for their  
purchasing decision.

Questionnaires were used to collect data from 400 people of working  
age in Bangkok. Percentage and One-way Anova were utilized.

The results are as follows :

1. Most of people of working age are aware that many of advertisements  
are overclaim.
2. Most of women believe and are interested in advertisements more than  
men.
3. Younger people of working age believe and interested in advertise-  
ments more than the older.
4. Product attributes, brandname, and advertising plot are utilized  
in purchasing decision by most of the people of working age.
5. Advertisements are used as essential information when people of  
working age purchase convenient goods such as household products, food, snacks  
and beverage.

ภาควิชา..... การประชาสัมพันธ์.....

สาขาวิชา..... การโฆษณา.....

ปีการศึกษา..... 2540.....

ลายมือชื่อนิสิต..... *Khan Kh*.....

ลายมือชื่ออาจารย์ที่ปรึกษา..... *วิภากร อึ้ง...*.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....