

C852142 : MAJOR ADVERTISING

KEY WORD: PRODUCT INVOLVEMENT / SEX APPEAL / ADVERTISING EFFECTIVENESS

DRANUCH RUENGYUTTAPRAKORN : THE INFLUENCE OF PRODUCT INVOLVEMENT AND SEX APPEAL ON ADVERTISING EFFECTIVENESS. THESIS ADVISOR : ASSO. PROF. PANA THONGMEEARKOM , Ph.D. 139 pp. ISBN 974-636-687-4.

The purposes of this study are to examine the advertising effectiveness at difference level of product involvement, to observe the effectiveness of advertisements that use difference degree of sex appeal, and to investigate the interaction effect between level of product involvement and degree of sex appeal on advertising effectiveness.

The theoretical frameworks are based on involvement theory , Elaboration Likelihood Model (ELM) and the effectiveness of sex appeal in advertising. This study use a total of 78 male and female undergraduate students at Chulalongkorn University as experimental subjects ; subjects were randomly assigned to each cell of the 2x2 factorial design.

The results of this study are as follows :

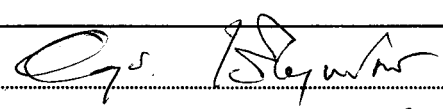
1. Attitude and purchase intention of female subject after being exposed to low sex appeal advertisement are more positive than subject who exposed to high sex appeal advertisement.
2. Attitudes toward the ads of female subjects are significantly changed only when the product is low involvement, and the attitude shown to increased positively after being exposed to low sex appeal advertisement. On the contrary, the subjects' attitude is decreased after being exposed to high sex appeal advertisement.
3. Purchase intention of male subjects after being exposed to the treatment advertisements under low involvement condition are more positive than high involvement condition.

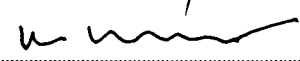
Due to the limitation of time and resources, this study use selected to commercials from the archive of a large advertising agency. Although they are tested for the degree of sex appeal and involvement, they are certainly not ideal experimental treatments. Future replication of this study, therefore, are needed to as certain the results.

ภาควิชา..... การประชาสัมพันธ์.....

สาขาวิชา..... การโฆษณา.....

ปีการศึกษา..... 2539.....

ลายมือชื่อนิสิต..... 

ลายมือชื่ออาจารย์ที่ปรึกษา..... 

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....