

พิมพ์ต้นฉบับบทคัดย่อวิทยานิพนธ์ภายในกรอบสี่เหลี่ยมนี้เพียงแผ่นเดียว

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The objectives of this research are to analyse and compare the uses and the message of marketing media of five Automobile Companies in Thailand ; namely, Toyota, Honda, Hyundai, Volvo and Chrysler. Marketing and Media Planning Theories are used as framework for this research.

Data are collected from documents and information as well as media productions provided by the above mentioned companies and their Advertising Agencies. Moreover, interview of staff was also used in the analysis.

The results of this research show that each Automobile Company uses different marketing media strategies. Among all, Toyota spends the largest amount of budget and depends largely on television. Printed media and radio are only used as support media. Honda, Hyundai, Volvo and Chrysler basically use printed media. Television and radio are limitedly used as support media. Honda and Hyundai use much bigger amount of budget with printed media compared to television. Volvo and Chrysler do not spend much different between printed media and television. Radio is used the least by all five Automobile Companies. Special media such as billboard, direct mail and brochure are used occasionally.

In terms of message analysis presented through marketing media strategies, Toyota creates the concept of credibility using celebrity presenters and also confirming the safety system installed with the car. Honda and Volvo try to keep good images of their products. Hyundai portrays full details of all discount and free gift campaigns while Chrysler focuses on the touch of imported car from U.S.A. of which technology is well-accepted.

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