

# \* C742631 : MAJOR SOCIAL PSYCHOLOGY

KEY WORD:

ATTITUDE ACCESSIBILITY / SELF-PERCEPTION PROCESS /

ATTITUDE CONSOLIDATION

KWANJAI NAKARARUENG : ACCESSIBILITY OF ATTITUDE TOWARD

THAI PRODUCT CONSUMPTION FOLLOWING A SELF-PERCEPTION

PROCESS AND ATTITUDE'S CONSOLIDATIONS. THESIS ADVISOR :

ASSO. PROF. THEERAPORN UWANNO, Ph.D. 88 pp. ISBN 974-636-270-4.

The purpose of this research was to study the effect of different self-perception process and attitude consolidation on accessibility of attitude toward Thai product consumption. The instruments consisted of questionnaire on various behaviors regarding product consumption; attitude toward Thai product consumption scale ; and attitude toward product consumption questions. One hundred and fifty students were randomly assigned equally to one of three conditions.

The results show that :

1. Students who recalled product consumption behavior in the past year answer attitude toward product consumption questions significantly faster than subjects who recalled childhood behavior and subjects who did not recall any behavior ( $p < .001$ ).
2. Students who went through attitude's consolidation process do not spend time on answering the attitude toward product consumption question differently from subjects who have not gone through attitude's consolidation process.

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