

C852101 : MAJOR ADVERTISING

KEY WORD: ATTITUDES / THAI CONSUMERS / STANDARDIZED ADVERTISING

MONAKARN HONGKRAI : THAI CONSUMERS' ATTITUDES TOWARD STANDARDIZED ADVERTISING. THESIS ADVISOR : M.L. VITTRATORN CHIRAPRAVATI, Ph.D. 91 pp ISBN 974 - 635 - 997 - 5

The objectives of this research are 1) to study Thai consumers' attitudes and opinions toward standardized advertising ; 2) to study Thai consumers' acceptance to standardized advertising; and 3) to investigate whether Thai consumers' understand standardized advertising objectives.

This research is qualitative in nature . Depth interview and focus group discussion were conducted.

The results indicate that :

1) Thai consumers are likely to have positive attitudes toward standardized advertising, especially those emphasize : humour, music and jingles, original and new advertising concepts, and beautiful scenery.

Nevertheless, it is also founded that Thai consumers have negative attitudes toward standardized advertising that contradicts with Thai culture, utilizes unbelievable concepts, intervenes individuals' privacy, and is difficult to understand.

2) Thai consumers have tendencies to accept standardized advertising, particularly advertisements focusing on : humour and amusement, current situation in Thai society, and new generation.

3) Thai consumers are likely to understand the standardized advertising objectives.

ภาควิชา..... การประชาสัมพันธ์.....

สาขาวิชา..... การโฆษณา.....

ปีการศึกษา..... 2539.....

ลายมือชื่อนิสิต..... *Monakarn*.....

ลายมือชื่ออาจารย์ที่ปรึกษา..... *อ. วิทรรณ ชिरพรวาตี*.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....