

C852210 ADVERTISING

: MAJOR
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VUTHINUN SUVIMOLPAN : INTERNET USERS' AWARENESS AND EXPOSURES TO
ADVERTISING ON THE INTERNET. THESIS ADVISOR : M.L. VITTRATORN CHIRAPRAVATI,
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The objectives of this research are : 1) to study Internet users' attitudes toward
advertising on Internet and products advertised on Internet and ; 2) to examine factors
influencing users' exposure to advertising on Internet.

The methodology applied in the study includes 2 aspects. First, survey research was
used to collect data of 200 samples. Second, depth interviews with 20 people who have
experienced in advertising on the Internet were conducted.

Results indicate that most of the Internet users are aware of advertising on Internet
and they are likely to have positive attitudes toward it. They viewed advertising on Internet as a
source of useful information with interesting presentation technique. When asked about users'
attitudes toward advertised and non-advertised goods via Internet, no discrepancy was found
among the Internet users.

Advertising on Internet differs from that in other kind of media in that the customers are
able to place their orders on the Internet immediately. This is a way to provide the customer with
convenience. Therefore some Internet users prefer to purchase goods which are unavailable in
Thailand via Internet.

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