

##C550873 :MAJOR PUBLIC RELATIONS

KEY WORD: EXPOSURE TO TELEVISION DAIRY PRODUCT ADVERTISING, CHILDREN DAIRY PRODUCT CONSUMING BEHAVIOR

KULLASAP ALEE : THE RELATIONSHIP BETWEEN EXPOSURE TO TELEVISION DAIRY PRODUCT ADVERTISING AND CHILDREN DAIRY PRODUCT CONSUMING BEHAVIOR. THESIS ADVISOR: ASSOC. PROF. PATCHANEE CHEYJUNYA. 76 PP. ISBN 974-584-533-7

The objectives of this research are to investigate 1. Children's exposure to television the exposure to television dairy product advertising, there recall and recognition and dairy product consuming behavior. 2. The relationship between children's exposure to television dairy product advertising and their recall and recognition 3. The relationship between children's recall and recognition and their consuming behavior. 4. The relationship between exposure to television dairy product advertising and children dairy product consuming behavior.

This study is a survey research. Samples are 191 students aged 10-12 in secondary school in Bangkok. Questionnaires, administered to all the samples, were used to collect the data for this research. Percentage, Pearson's Product Moment Correlation Coefficient were employed to analyze the data

The results are as follows:

1. There was no correlation between the exposure to television dairy product advertising and their recall and recognition of the advertising.
2. There was no correlation between children's recall and recognition and children consuming behavior.
3. There was no relationship between exposure to television dairy product advertising and children dairy product consuming behavior.