

4085129528 : MAJOR ADVERTISING

KEY WORD: ADVERTISING/ CELEBRITY/ ENDORSER/ CARTOON/ ATTITUDE/ PURCHASE INTENTION

ATCHA SUNTORNPITUG: THE INFLUENCE OF FAMOUS CARTOON CHARACTERS ON TEENAGE AND EARLY ADULTHOOD CONSUMERS' ATTITUDE AND PURCHASE INTENTION. THESIS

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This survey research intends to study teenage and early adulthood consumers' attitude and purchase intention towards the products endorsed by famous cartoon characters. It also aims to discover correlation between sex, age, and educational level of consumers with those attitude and purchase intention. The findings have implication for the use of cartoon characters on or associate with products and advertising. There are 2 hypotheses;

1. Teenage consumers' attitude and purchase intention differ from early adulthood consumers'.
2. Consumers' attitude correlate with purchase intention.

To collect the data, a close-ended questionnaire is developed. Sample composed of 400 shoppers aged between 12 - 29 years selected for interview at 10 department stores in Bangkok area. The findings are as follow;

1. Teenage consumers' attitudes (toward the use of cartoon characters) ranged from neutral to positive while early adulthood's are both negative and positive
2. Both groups of consumers have high intention to purchase products endorsed by animal cartoon characters but low on the purchase intention of products endorsed by human characters.
3. Both groups of consumers have high intention to purchase endorsed products as gifts.
4. In some cases, sex, age, and educational level of consumers correlate with those attitude and purchase intention.

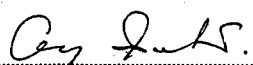
The hypotheses tested found that;


1. Teenage consumers' attitudes significantly differ from early adulthood consumers' at the .01 significant level.
2. Teenage consumers' purchase intentions significantly differ from early adulthood consumers' at the .01 significant level. Exceptionally, the intention to buy product endorsed by Shin chun and Maruko chun as gift.
3. Consumers' attitudes significantly correlate with purchase intention at the .01 significant level.

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