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KEY WORD: TELEVISION COMMERCIALS INFLUENCE / USING BEHAVIOR / SANITARY NAPKIN / COLLEGE STUDENTS

SIRIPANVADEE RUNGWUTTIKAJORN : THE INFLUENCE OF TELEVISION COMMERCIALS IN SANITARY NAPKIN USING BEHAVIOR OF COLLEGE STUDENTS IN BANGKOK.

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The purposes of this research are 1) to study the influence of television commercials on sanitary napkin using behavior 2) to study the influence of other factors on sanitary napkin using behavior of college students in bangkok.

The research was conducted by three methods : Survey research, content analysis and documentary research. Questionnaires were used to collect data from 200 college students in bangkok,

The results are as follow :

1. Television commercials has no direct influence on the sanitary napkin using behavior but there are other factors which have significant influence on purchase intent, such as product quality and optimal benefit. Even though, it has no direct influence but it is able to induce to try the product at starting point. Since the study is found that most of students are low in the brand loyalty and prefer brand switching. Television commercials then will play a key role in appealing and persuading them if it communicates effective selling messages.

2. The most effective strategy of advertising is having a presenter, which helps to create brand recall and brand preference more than the one without a presenter. However, the key decision to purchase among students is still product quality, product demonstration and influencing from the product.

3. Besides advertising, there are three factors influencing students' purchase intent. Such factors are personal factor, i.e. past experience, product trial, prices, and promotion. Most students make their own decision in purchasing napkins while have no own income. Thus, intimates i.e. mother are also found to be influential : either to enhance or to obstruct students' napkin using behavior.

ภาควิชา..... การสื่อสารมวลชน.....

สาขาวิชา..... การสื่อสารมวลชน.....

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