พิมพ์ต้นฉบับบทคัดย่อวิทยานิพนธ์ภายในกรอบสีเขียวนี้เพียงแผ่นเดียว

4085098728 MAJOR ADVERTISING
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KEY WORD: CASSETTAPE COVER / MEDIA EXPOSURE / PRODUCT KNOWLEDGE / ATTITUDES / TEENAGER

MANEERAT TREYAPONG ; AN INFLUENCE OF PRODUCTS ADVERTISED ON CASSETTE TAPE COVER ON BANGKOK TEENAGER. THESIS ADVISOR ; M.L. VITTRATORN CHIRAPRAVATI, Ph.D. 108 pp.

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The objective of this research are : (1) to study a relationship between characteristics of the population and media exposure of Bangkok teenagers towards advertisement on the cassette tape cover, (2) to study a relationship between media exposure of Bangkok teenagers towards advertisement on the cassette tape cover and their product knowledge received from that advertisement, (3) to study Bangkok teenagers' product knowledge received from advertisement on the cassette tape cover and their attitudes towards products advertised on the cassette tape cover, and (4) to study Bangkok teenagers' attitudes toward products advertised on the cassette tape cover and their purchasing behavior on those products.

The advertisement on cassette tape cover refers to financial or other forms of support offered by an advertiser. In return, an advertiser will have its logo, product pictures and slogan on the cassette tape cover, television spots, radio spots and print ad. Moreover, its brand will also be displayed on the concert stages at all times during a promotional period. This research is a survey research of 400 Bangkok teenagers who are 15-21 years old. Sampling was done by multiple-step process utilizing questionnaire. All data was analyzed to find basic statistics values, including percentage and means. In order to analyze the first assumption, all data was also processed to get values of t – test and One – way ANOVA, and to get coefficient of Pearson for the analysis of assumption 2, 3 and 4 by using SPSS+ for Windows.

Results of the research are as follows:

1. Different in personal characteristics (gender, age, education, monthly income) do not show any statistical difference in exposing to advertisement on the cassette tape cover.

2. An exposure of an advertisement on the cassette tape cover and the product knowledge received from that advertisement are positively related; however, they are mildly related with .05 critical values.

3. The product knowledge received from advertisement on the cassette tape cover is unrelated to the attitudes toward the product advertised.

4. The attitudes toward products advertised on the cassette tape cover and the purchasing behavior on those products are positively related; however, they are mildly related with .05 critical values.

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