

SUNIMIT PRATEEPASEN : THE RELATION BETWEEN EXPOSURE OF PUBLIC SERVICE ADVERTISING AND CONSUMER BEHAVIOR. THESIS ADVISOR : ASST. PROF. PATCHANEE CHEYJUNYA. 90PP. ISBN 974-579-747-2

The objectives of this research are to study 1. The exposure of public service advertising on television behavior and recall and recognition 2. Consumer's image on organizations and products or services of those organizations and consumer behavior 3. The correlation of the exposure of public service advertising and recall and recognition 4. The correlation of the exposure of public service advertising and consumer's image on organizations and products or services of those organizations 5. The correlation of the exposure of public service advertising and consumer behavior 6. The correlation of consumer's recall and recognition and consumer behavior.

This study is a survey research. Samples are 272 consumers in Bangkok area who are 20-60 years old, employed and exposed to public service advertising. 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 positive correlation between the exposure of public service advertising and recall and recognition.
2. There was no correlation between the exposure of public service advertising and consumer's image on organizations and products or services of those organizations.
3. There was no correlation between the exposure of public service advertising and consumer behavior.
4. There was no correlation between consumer's recall and recognition and consumer behavior.