

CHOMPUNUCH PRATIMAPRAKORN : THE RELATIONS AMONG DEMOGRAPHIC FACTORS, MEDIA EXPOSURE, ATTENTION TO PERSUASIVE FORMS AND COMPREHENSION, SATISFACTION TOWARD PUBLIC SERVICE ADVERTISING ON TELEVISION OF BANGKOK INHABITANTS. THESIS ADVISOR : ASST. PROF. PATCHANEE CHEYJUNYA, 164 PP. ISBN 974-579-203-9

The Objectives of this research are as follow:

1. To study the relations between demographic factors and comprehension, satisfaction toward Public Service Advertising.
2. To study the relations between media exposure and comprehension, satisfaction toward Public Service Advertising.
3. To study the relations between giving importance to persuasive forms and comprehension, satisfaction toward Public Service Advertising.

The Research used questionnaire as the instrument in collecting the data from 240 Bangkok inhabitants. The collected data was computerized by using SPSS^X Program. Percentage, t-test, Oneway ANOVA, Product Moment Correlation Coefficient and Regression are used for statistical analysis.

This Research reveals that demographic factors, media exposure and, attention to persuasive forms significantly relate to comprehension and satisfaction except 2 variables, "SEX" and "LOGOS".