

ABSTRACT

Title of Research Paper : Attitude of Motorcyclists in Bangkok toward the Yamaha
Motorcycle Advertising
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The three major purposes of the study were : 1) to find out the attitude of motorcyclists in Bangkok toward the Yamaha motorcycle advertising, 2) to identify the factors affecting their attitude toward the Yamaha motorcycle advertising in terms of the advertising form, the advertising content, and the value of the advertising, and 3) to reveal the problems and suggestions about the use of advertising, especially the form, the content and the value.

The data were collected from 300 motorcyclists in Bangkok by using a questionnaire. The questionnaire was composed of 3 parts. The first part dealt with the general background of the motorcyclists in Bangkok. The second part contained questions about the consumption of the Yamaha Motorcycle Advertising. The last part measured their attitude toward the Yamaha Motorcycle Advertising. The three dimensions measured were the form, the content and the value of the advertising. Also included in the last part was open-ended questions to seek suggestions from the respondents.

Percentage, mean and standard deviation were used to describe the data and t-test and F-test were employed to test the hypothesis at the 0.05 significance level.

It was found that the motorcyclists in Bangkok had a rather good attitude toward the Yamaha motorcycle advertising. That is, they had a rather good attitude toward all the dimensions considered.

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The general background variables found to have no influence on the motorcyclists's attitude were age, occupation, work position, motorcycle brand, and type of advertising media.

It was therefore recommended that in preparing an advertisement, the factors affecting the attitude of motorcyclists should be studied before the form, content and value of the advertising are developed so that they will meet the taste of motorcyclists and it should be a valuable media for benefit of public and social as a whole.