

Tul Akkanibutr 2013: The Influences of Advertising that Used Korean Singers as Presenters on Attitude and Purchase Intention among Female Teenagers in Bangkok. Master of Arts (Communication Arts and Information), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Nottakrit Vantamay, Ph.D. 127 pages.

The objectives of this research are 1) to study the influence of advertising exposure that used Korean singer as presenters on attitude among female Adolescents 2) to study the influence of advertising that used Korean singer as presenters on purchase intention among female Adolescents 3) to study the influence of attitude towards on purchase intention among female Adolescents. This study is quantitative research and sample group 400 female Adolescents aged between 18-24 who live in Bangkok. Analysis and data processing used descriptive analysis including frequency, percentage, mean, standard deviation and inferential statistical analysis used simple regression analysis at statistically significant level 0.05.

This research studies 3 brand products including TWELVE PLUS, SCOTT PURE and EVERSENSE. The research found that 1) Advertising exposure that used Korean singer as presenters has influence on attitude among female Adolescents 2) Advertising exposure that used Korean singer as presenters has influence on purchase intention among female Adolescents 3) Attitude among female teenagers has influence on purchase intention among female Adolescents.

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Thesis Advisor's signature