

## ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirements for the degree of Master of Arts in Communications.

### THE INFLUENCE OF ADVERTISING MEDIA ON CONSUMER PURCHASE DECISION PROCESS IN DEPARTMENT STORES, CHIANG MAI

BY

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The purpose of this study was to study 1) the consumers perception of and access on media 2) the influence of media on consumers purchase decision making process in department stores. The data were gathered from a sample of 224 consumers in Muang district, Chiang Mai province, using questionnaires designed by the author for the purpose of study. The data were analyzed using SPSS/PC<sup>+</sup>. The results were as follow :

1. The sample consumers consisted of 58.90 percent female and 41.10 percent male with the average ages of 37.54 years. Most of them obtained the education level of bachelor's degree or equivalent. They were employed in private organizations performing general duties, for an average salary of 10,292.54 bath per month.

2. The study of the consumers' perception and access found that :

2.1 The consumers got or saw the department stores media from general notices followed by giveaway and knock-door distribution respectively. The consumers saw Auchant, Makro and Tesco Lotus's billboards at the highest level with the frequency of 1-5 times a month and the consumers got or saw Carefour's catalogues brochures and leaflets at the highest level with frequency of once a month.

The study also found that the consumers listen to Auchant's radio spot at the highest level with the frequency of 3-4 times a week, followed by Carefour, Tesco Lotus and

Makro's radio spots respectively. The consumers listen to the department stores radio spots between 9.00 - 10.00 a.m. on weekday and 1.00 - 2.00 p.m. on weekend at the highest level.

2.2 The study of the consumers access on the media found that :

2.2.1 For the interest in the form and content of media, the study found that the consumers were interested in catalogues, brochures and leaflets and direct mails at highest level.

2.2.2 For the consumers attention on viewing or reading the details of the media, the study found that the consumers paid attention on catalogues, brochures and leaflets and direct mails at highest level .

3. The study of the influence of media on the consumers purchase decision making process found that :

3.1 The consumers got the services and bought things in department stores at the frequency of 1-3 times a month at the highest level and the reason for buying things in department stores was because of cheap price.

3.2 The consumers found the information about the goods from the department stores media at the highest level and got the information from the billboard at the highest level followed by catalogues, brochures and leaflets relatively and the study found that the consumers made their decision to buy things at Tesco Lotus at the highest level followed by Auchan, Carefour and Makro relatively.

The study also found that the factors that influenced the consumers' purchase decision making were the cheap price and the quality of the products relatively.

3.3 The study of the influence of media on the consumers' perception or the acquaintance with goods found that catalogues, brochures and leaflets had the influence at high level.

3.4 The study of the influence of media on the consumers' need to consume the products found that catalogues, brochures and leaflets and direct mails had the influence at high level.

3.5 The study of the influence of media on the consumers' purchase decision making found that catalogues, brochures and leaflets, direct mail, cut-out and posters had the influence at an average level.

3.6 The study of the influence of media on the consumers' after-sale satisfaction found that catalogues, brochures and leaflets and direct mail had the influence at a high level.