

Thaweewat Putta-Ongruksa 2012: Responsiveness toward Product Placement on Musical Videos of the Youth in Bangkok Metropolitan. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration.
Thesis Advisor: Associate Professor Yupawan Vannavanit, M.B.A. 171 pages.

The aim of this study is 1) To study the media exposure on Music Videos, 2) To study the responsiveness toward Product Placement on Music Videos, 3) To study the relationship of personal factors toward the media exposure on Music Videos, and 4) To study the levels of responsiveness toward Product Placement on Music Videos according to personal factors. The sample consisted of 400 people and the data of the media exposure on Music Videos of Thai youths in Bangkok Metropolitan. Region on the study were collected by using the questionnaires. The statistics used for data analysis were percentage, mean and standard deviation. To test the hypothesis, each issue was tested by Independent Samples with Chi-Square Test, t-test, One-Way ANOVA (F-test) and LSD analysis at 0.05 level of significant.

The research found that: Thai youths is stayed at homes or condos. Activities took the most is using the computers, Watch music videos via computer, watched less than 3 hours per week, for the duration of 06.01-12.00 pm, The most common of manner Product Placement on Music Videos was picking, handling, using product or services of artiste, The famous people influence the most watching, Watching the music videos medium. The findings found that the responsiveness toward Product Placement on Music Videos of Thai youths was at intermediate level.

Hypothesis test results found: Gender, age and hobby had a relationship with the media exposure on Music Videos of Thai youths. The responsiveness toward Product Placement on Music Videos of Thai youths was varied to age and salary. The suggestion was should present Music Videos in time 6.01 – 12.00 p.m. by the target group is 18 – 21 years old, the person who had a reputation as a artist. product or services of using Product Placement which must consistent the story and not expensive prices.

Student's signature

Thesis Advisor's signature