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KEY WORD: ENVIRONMENTAL PRESERVATION / MEDIA USE

PATRAPORN HONGTONG : STRATEGIES FOR MEDIA USE AND CAMPAIGN TOWARDS ENVIRONMENTAL PRESERVATION,CASE STUDY OF THE BODY SHOP

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There are 3 prospectives in researching the strategies for Media Use and Campaign Towards Environmental Preservation,case study of The Body Shop. Firstly, to study all the strategies for media use and campaign. Secondly,to analyzise the factor of those strategies. Thirdly,to study the relations among the environmental preservation exposure, the consumer knowledge gained from the exposure,and lastly, to study the consequences of success / failure from such strategies.

Methodology used in this study is the content analyses,dept interview and survey research that administered to 50 samples.

The results of this study are as follows :

1. The strategies for media use and campaign towards environmental preservation show that all of the media are used,both active and passive. The most frequently use are specialized media . For the campaign ; of which , it shows that all the strategies used can be classified into 2 groups : product oriented and corporate image.
2. The factors of the strategies show that all of them are divided into 2 groups. Firstly, internal factor such as Head Office 's policy ,sales promotion campaign . Lastly,external factor such as marketing situtation, competition among companies and natural conditions.
3. The customer's exposure to environmental preservation from mass media such as newspaper, magazine,radio ,TV and specialized media such as folders,posters,exhibition are significantly related to the consumer attitude and the consumer participation towards Green cosmetic.
4. The consequence of environmental preservation campaign are as follow : Firstly,specialized media has more effective than mass media in giving consumer knowledge,especially they work well on application. Secondly , the effectiveness of consumer behavior in affecting the behavioral component are good but only on occuring to the level of instantancous behavior without changing the consumer behavior.

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