

บทคัดย่อวิทยานิพนธ์ภายในกรอบสาขาวิชาปริญญาโท

# # 4065117026 : MAJOR ADVERTISING  
KEY WORD:

STRATEGY/EFFICIENCY/CONSUMER'S RIGHTS PROTECTION BY F.D.A.

SUCHANYA LIMSAKUL: STRATEGY AND EFFICIENCY OF AN ADVERTISING CAMPAIGN OF THE RAISING AWARENESS TO PROTECT THE CONSUMER'S RIGHTS PROJECT "CONSUMER'S RIGHTS PROTECTION BY F.D.A. (THE FOOD AND DRUGS ADMINISTRATION)".

THESIS ADVISOR : M.L.VITTRATORN CHIRAPRAVATI, Ph.D. ,154 pp. ISBN 974-331-884-4.

The purposes of this research were to study the strategy of advertising campaign used by the "Consumer's Right Protection by FDA" project and its efficiency by examining through assessing the sample's exposure to this campaign, the awareness of the project, the attitude to TVC and the behavior of the samples when they face any problems from consumption. Questionnaires were used to collect data from 410 samples in Bangkok Metropolis. The research was under the two-study procedure as follows: Firstly, in-depth interviewing the F.D.A. officer accompanying the campaign planner of the advertising agency to study the strategy of the campaign. Secondly, face-to-face interviewing the 410 samples to study the efficiency of the campaign.

The results of the study revealed that the principal strategies were to publicize the campaign's objectives and information through the mass media, and the main medium was television, supporting media were newspapers, magazines and radio, and the specialized media and activities were brochure, poster, exhibition and concert in order to inform the consumers about the complaint sources and raise the consumer's awareness to protect themselves by complaining through F.D.A.

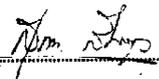
The result of efficiency of advertising campaign was found that the samples were mostly exposed the various main media used by the project. Furthermore, it was also revealed that those media had extremely influenced the samples' recognition. The samples' attitude to both of TVC was revealed that they possessed the positive attitude towards them.

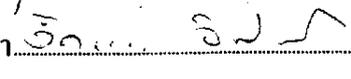
This research was also found that the samples realized the consumer's rights and contributed the knowledge of the project under the face-to face interview procedure and complaint sources as well. It was however revealed that the majority of samples didn't apply the complaint procedure. Finally, from data analysis about correlation between variables, the research was also found that the samples possessed the awareness of consumer's rights and positive attitude towards TVC of the project; nevertheless, the least of the samples paid attention to protect their rights by complaint procedure.

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