

AN INVESTIGATION OF THE EFFECTIVENESS OF PRODUCT PLACEMENTS IN THAI
TV SITCOMS ON THAI CHILDREN



Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

May 2011

AN INVESTIGATION OF THE EFFECTIVENESS OF PRODUCT PLACEMENTS IN THAI
TV SITCOMS ON THAI CHILDREN



Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

May 2011

Copyright 2011 by Srinakarinwirot University

AN INVESTIGATION OF THE EFFECTIVENESS OF PRODUCT PLACEMENTS IN THAI
TV SITCOMS ON THAI CHILDREN



Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

May 2011

Orawan Thititanakarn. (2011). *An Investigation of the Effectiveness of Product Placements in Thai TV Sitcoms on Thai Children*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Dr. Phnita Kulsirisawad.

The aim of the study was to investigate the effectiveness of product placements in Thai TV sitcom on Thai children by using the AIDA model for measuring. The AIDA model consists of four steps: to raise awareness (A), then stimulate interest (I) which leads to desire (D) and eventually action (A). 'Baan Nee Mee Rak' was selected as the target sitcom because it focuses on family bond. In this study, three types of product placements (visual placements, auditory placement and plot connection) were investigated. The participants in this study were 30 children at Santacruzsuksa School. They were divided into two groups according to their age: 10 to 12 years old and 13 to 14 years old. There were 15 children in each group. After watching the sitcom, the participants were asked to complete a questionnaire immediately. The findings showed that the visual placements had the most influence on recognizing ability of the participants in both groups (eight products for the younger group and nine products for the older group). In addition, the product placements could lead the participants to 'Action', the fourth step in the AIDA model. The findings showed that the participants decided to buy or request their parents to buy at least one product after watching the sitcom.

การสำรวจประสิทธิผลของโฆษณาแฝงในโซเชียลมีเดียของประเทศไทยที่มีต่อเด็ก



บทคัดย่อ
ของ
อรรรรณ วุฒินทรการ

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
พฤษภาคม 2554

อรวรรณ จิตินทรการ. (2554). การสำรวจประสิทธิผลของโฆษณาแฝงในชิทคอมทางโทรทัศน์ของ

ไทยที่มีต่อเด็ก. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ).

กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัย ศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์:

ดร. พณิตา กุลสิริสวัสดิ์.

วัตถุประสงค์ของการศึกษาในครั้งนี้เพื่อสำรวจประสิทธิผลของโฆษณาแฝงในชิทคอมทางโทรทัศน์ของไทยที่มีต่อเด็กโดยใช้ AIDA โมเดล โมเดลนี้ประกอบด้วย 4 ขั้นตอน เริ่มต้นจากการสร้างความตระหนักถึงการมีอยู่ของสินค้า (A) แล้วกระตุ้นความสนใจ (I) ซึ่งนำไปสู่ความต้องการ (D) ในท้ายที่สุดเกิดการซื้อ (A) ผู้วิจัยเลือกละครชิทคอม “บ้านนี้มีรัก” เนื่องจากเป็นละครที่มุ่งเน้นไปที่ความสัมพันธ์ภายในครอบครัว ในตอนตัวอย่างมีโฆษณาแฝงอยู่ 3 ชนิด (แบบที่มีการจัดวางสินค้าหรือผลิตภัณฑ์ให้เห็นหรือมีตัวละครใช้สินค้านั้นๆ แบบได้ยีนตัวละครกล่าวถึงชื่อสินค้าหรืออธิบายสรรพคุณ และแบบที่แฝงสินค้าหรือผลิตภัณฑ์ในเนื้อเรื่อง) ผู้เข้าร่วมงานวิจัยในครั้งนี้คือนักเรียนโรงเรียนชางตาครูส์ศึกษาจำนวน 30 คน ผู้วิจัยแบ่งเด็กออกเป็น 2 กลุ่มตามช่วงอายุ 10 – 12 ปี และอายุ 13 – 14 ปี กลุ่มละ 15 คน หลังจากชมละครชิทคอมแล้วผู้เข้าร่วมงานวิจัยตอบแบบสอบถามทันที ผลการวิจัยแสดงให้เห็นว่า โฆษณาแฝงแบบที่วางสินค้าให้เห็นหรือมีตัวละครใช้สินค้านั้นๆ มีอิทธิพลต่อความสามารถในการจดจำของผู้เข้าร่วมงานวิจัยทั้งสองกลุ่มมากที่สุด (เด็กกลุ่ม 10 – 12 ปี จำสินค้าได้ 8 ชิ้นและเด็กกลุ่ม 13 – 14 ปี จำสินค้าได้ 9 ชิ้น) นอกจากนี้ยังพบว่าโฆษณาแฝงยังนำผู้เข้าร่วมงานวิจัยไปถึงขั้นที่สี่ใน AIDA โมเดล คือขั้น “กระทำ” โดยจากผลการวิจัยพบว่าผู้เข้าร่วมงานวิจัยตัดสินใจที่จะซื้อหรือขอให้ผู้ปกครองซื้อสินค้าอย่างน้อยหนึ่งชิ้นหลังจากชมละครชิทคอม

The Master's Project Advisor, Chair of Business English for International Communication and Oral Defense Committee have approved this Master's Project, *An Investigation of the Effectiveness of Product Placements in Thai TV Sitcoms on Thai Children*, by Orawan Thititanakarn as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakarinwirot University.

Project Advisor:

.....

(Dr. Phnita Kulsirisawad)

Chair of the Program:

.....

(Dr. Saiwaroon Chumpavan)

Oral Defense Committee:

....., Chair

(Dr. Prapaipan Aimchoo)

....., Committee Member

(Dr. Saiwaroon Chumpavan)

....., Committee Member

(Dr. Phnita Kulsirisawad)

This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakarinwirot University.

....., Dean of the Faculty of Humanities

(Dr. Wanee Aujsatid)

May....., 2011

ACKNOWLEDGEMENTS

I wish to express my deep gratitude to Dr. Phnita Kulsirisawad, my master's project advisor, for her dedication and patience to give helpful advice and constructive comments for this study. Her valuable guidance and comments made this research project possible.

I am very grateful to Dr. Prapaipan Aimchoo and Dr. Saiwaroon Chumpavan, my oral defence committee for their value comments and recommendations.

I would like to extend my thanks to Mr. Leroy A. Quick, Assistant Professor Penny Diskaprakai, and Ms. Sopin Chantakloi for their valuable suggestions.

Special thanks to my friends and classmates for their support and encouragement during the precious time at Srinakarinwirot University.

Finally, I am indebted to my parents and brothers for their love, encouragement, and understanding during the study.

Orawan Thititanakarn

TABLE OF CONTENTS

Chapter	Page
1 INTRODUCTION	1
Background	1
Scope of the Study	4
Research Questions	4
Significance of the Study	4
Methodology of the Study	5
Definitions of Terms	5
2 RELATED LITERATURE REVIEW	6
Advertising	6
Advertising and Children	8
Product Placements	11
The AIDA Model	13
The Concept of Sitcoms	14
Related Studies	14
3 METHODOLOGY	18
Research Participants	18
Research Instruments	19
Research Procedures	21
4 FINDINGS	26
Personal Information of the Respondents	26
The Findings to the Research Questions	26
Research Question 1	27
Research Question 2	31

TABLE OF CONTENTS (Continued)

Chapter	Page
5 CONCLUSIONS AND DISCUSSION	40
Conclusions	40
Discussion	42
Limitations of the Study and Recommendations for Further Studies	43
REFERENCES	45
APPENDICES	50
APPENDIX A: Examples of Product Placements	51
APPENDIX B: English Questionnaires	55
APPENDIX C: Thai Questionnaires	61
APPENDIX D: Tables of Findings	67
APPENDIX E: Memorandum to the Experts	71
APPENDIX F: Letters of Consent	73
VITAE	76

LIST OF TABLES

Table	Page
1 Five-point Likert scale	20
2 Range and meaning of rating scale	21
3 Products and types of product placements in 'Mai Suay Tae Lerk Dai' episode	23
4 Product placement types	24
5 A summary of the two groups of respondents' identification of placed products in the target sitcom	27
6 The effectiveness of the visual placement type of product placement employed in the sitcom 'Baan Nee Mee Rak': episode 'Mai Suay Tae Lerk Dai'	28
7 The effectiveness of the auditory placement type of product placement employed in the sitcom 'Baan Nee Mee Rak': episode 'Mai Suay Tae Lerk Dai'	29
8 The effectiveness of the plot connection type of product placement employed in the sitcom 'Baan Nee Mee Rak': episode 'Mai Suay Tae Lerk Dai'	30
9 The awareness of products/brands in the sitcom 'Baan Nee Mee Rak' among 10- to 12-year-old respondents	32
10 The interest in products/brands in the sitcom 'Baan Nee Mee Rak' among 10- to 12-year-old respondents	33
11 The desire for products/brands in the sitcom 'Baan Nee Mee Rak' among 10- to 12-year-old respondents	34
12 The awareness of products/brands in the sitcom 'Baan Nee Mee Rak' among 13- to 14-year-old respondents	36
13 The interest in products/brands in the sitcom 'Baan Nee Mee Rak' among 13- to 14-year-old respondents	37
14 The desire for products/brands in the sitcom 'Baan Nee Mee Rak' among 13- to 14-year-old respondents	38
15 Age Distribution	68
16 Experience in watching Thai sitcoms	68
17 Experience in watching the sitcom 'Baan Nee Mee Rak'	68
18 Frequency of watching the sitcom 'Baan Nee Mee Rak' per month	68

LIST OF TABLES (Continued)

Table	Page
19 The 10-to-12-year-old respondents' identification placed products in the target sitcom	69
20 The 13-to-15-year-old respondents' identification placed products in the target sitcom	70



LIST OF FIGURES

Figure	Page
1 Examples of Visual Placements	52
2 Examples of Auditory Placements	53
3 Example of Plot Connection	54



CHAPTER 1

INTRODUCTION

Background

Product placement is a type of marketing that advertises products or services by presenting them in movies or television programs. Sanders (2004) classifies product placements used in television into three main types: visual placements, auditory placements, and plot connections. According to Sanders (2004), visual placements occur when a product, service, or logo is viewed within a television program. Auditory placements occur when a character refers to a product or service that is scripted into the program, while plot connections occur when a brand is mixed into a storyline making a low or high-level contribution to the plot (Sanders, 2004). Belch and Belch (2004) indicate that product placement is an effective way to advertise a product because the audience cannot avoid seeing products or services placed on the set. Therefore, products or services can always be seen in many programs such as game shows, news reports, and situation comedies.

A situation comedy or “sitcom” is a type of comedy program which first originated on the radio in America during World War II to entertain people (Suwannaphan, 2007). When they were broadcast on TV, sitcoms became popular among the viewing audiences. Sitcoms generally consist of staple characters in a common environment such as in a house or in a workplace. The essence of the sitcom is that the characters ultimately remain in the same situation from episode to episode. Sitcoms in Thailand are produced by several entertainment companies such as Workpoint Entertainment Public Co., Ltd., TV

Thunder Co., Ltd and Exact & Scenario Co., Ltd. Kanhayuwa (2006) reveals that sitcoms from Exact & Scenario such as *Pen Tor*, *Bangrak Soi 9*, and *Heng Heng Heng* are very popular among Thai audiences, as evidenced from high rating reports collected by AC Nielsen (Thailand) Co., Ltd. In the year 2006, Exact & Scenario Co., Ltd. launched another sitcom called 'Baan Nee Mee Rak'.

'Baan Nee Mee Rak' or 'Happy Family' is about a chaotic, extended family. Rak, the middle son, has to help his family members solve problems. This sitcom aims to emphasize the importance of the family bond (Exact, 2008). It has been broadcast since February 2006. In 2007, this program received 'Best Social Creativity Award' and 'Best Program Promoting the Family Institution' in the 22nd Golden Television Awards. In 2008, 'Baan Nee Mee Rak' was broadcast on Channel 9 from 18.00 to 19.00 every Sunday. After five school days, children usually spend their Sundays in front of a television. According to a survey on the mass media conducted by the National Statistical Office (NSO) in 2008, children in the 10 to 14 age range watched television the most (97.54%). Moreover, it was found that children aged 6 to 14 years old watched entertainment programs (95.16%) more than other types of television programs (NSO, 2008).

Children can easily be swayed because of their innocence and inexperience. They tend to absorb and imitate what they see (Gunter and McAleer, 1997). For example, a 6-year-old girl washed her body with bleaching liquid because she saw an advertisement for whitening products, an advertisement which associated the idea of white skin with beauty and class (Soopies, advertising bad for youngsters, 2008). In addition, parents today have a tendency to spoil their children. According to a study conducted by Sathienthip and Khonglarb (2004), it has been found that parents often comply with their children's requests

for snacks like the ones presented on TV advertisements or a dress that an actress wore in a movie. Krugman, Reid, Dunn, and Barban (1994) and Gunter and McAleer (1997) posit that after viewing TV commercials, children normally make a request and put pressure on their parents to purchase products that they have seen on television, and their parents usually agree to buy the products to avoid conflicts within the family. Therefore, even though children do not have their own purchasing power, they do have power over the real buyers, i.e. the parents (Krugman et al., 1994; Gunter & McAleer, 1997). As a result, children are considered a big target group for marketers.

According to Belch and Belch (2004), to deliver or explain the message to the consumers effectively, marketers need to understand the consumers' response process. Therefore, the marketers have developed many models to measure this response; for example, the innovation adoption model, the information processing model and the AIDA model.

Among these models, the marketers and advertisers frequently use the AIDA model because it is simple and convenient to use (Sereerat, 1997). The process of advertising in the AIDA model is to prompt consumers to move through a series of states of mind when they encounter any forms of advertising. Marketers follow the four steps of the AIDA model i.e. to raise awareness (A), then stimulate interest (I) which leads to desire (D) and eventually action (A), i.e. buying the product or service advertised (Belch & Belch, 2004; Brierley, 1998; Cannon, 1980).

Therefore, this study aims to investigate the effectiveness of product placements in Thai TV sitcoms on Thai children by using the AIDA model.

Scope of the Study

The scope of this study was limited to the children studying in Santacruzsuksa School. They were allowed to participate in this study by their parents. Their age ranges were between 10 and 14 years old. The researcher selected the children of this particular age group as participants due to the 2008 report of the National Statistical Office (NSO) which examined the numbers of people viewing television. Then, the children were split into two groups according to Hurlock's life span theory (1959) which divides the life line into eleven periods according to the forms of development. One group of the participants was 10- to 12-year-old students and the other was 13- to 14-year-old students.

Research Questions

This study aims to answer the following questions:

1. Which type of product placements used in the sitcom 'Baan Nee Mee Rak' influences the children's products recognition?
2. To what level in the AIDA model do product placements in the sitcom 'Baan Nee Mee Rak' influence the children of both groups?

Significance of the Study

The findings of this study will help advertisers, marketers and product companies to select and apply appropriate types of product placement to advertise their products in Thai sitcoms to boost their sales. In turn, parents will learn about product placements and will

probably be able to find ways to minimize the chance of their children being “victimized” by product placements or at least to understand their children’s behaviors and actions.

Methodology of the Study

The researcher adapted the questionnaire developed by Ms. Nuangthong who did a study on the effectiveness of product placements in American movies with Thai audiences. The questionnaire was used to collect data on the effectiveness of product placements in the sitcom ‘Baan Nee Mee Rak’ on Thai children. The questionnaire consists of three parts: participant profile, products placed and types of product placement, and the influence of product placement on viewers of the products placed. The data was statistically analyzed using percentages and means.

Definitions of Terms

Children	Students aged between 10 and 14 years old at Santacruzsuksa School
Product placement	A type of advertising used to promote products or services by presenting them subtly in TV sitcom
Sitcom	The sitcom “Baan Nee Mee Rak” which is broadcast on Channel 9 at 6 pm. every Sunday

CHAPTER 2

RELATED LITERATURE REVIEW

Nowadays, advertisements are designed to attract and persuade audiences, especially children, to purchase or at least remember the featured products. As a result, children who have “the real purchasing power” (i.e. power over their parents) are principally targeted by advertisers. Marketers have been trying to expand and embed their products in TV programs such as animations, game shows and sitcoms that children watch. This strategy is known as “product placement”. However, to fully comprehend this study, some background on advertising and product placements is needed. This chapter is designed to review related literature with reference to six major aspects:

1. Advertising
2. Advertising and Children
3. Product Placement
4. AIDA Model
5. The Concept of Sitcoms
6. Related Studies

Advertising

Since advertising plays an important role in consumers’ purchasing decisions, we can see advertisements everywhere. The term ‘advertising’ has been defined by several researchers. The following is a collection of definitions of advertising.

Cohen (1972) describes advertising as a nonpersonal communication and a controlled business activity to present and promote ideas, goods, or services by an identified sponsor. It employs creative techniques to design identifiable, persuasive communications in mass media to develop product demand and/or create a company image in order to achieve the firm's objectives, to deliver the consumer satisfaction and to develop social and economic welfare.

According to O'Guinn, Allen and Semenik (1998), advertising is more than just a business, rather an art. They explain that advertising is paid communication by a client or sponsor to deliver its information to an audience via mass media with an aim to persuade customers.

Russell and Lane (1999) and Well, Burnett and Moriarty (2003) posit that advertising should embody certain characteristics such as having an identified sponsor. In addition, it should persuade or influence consumers to take a particular action and messages must be presented by mass media to large groups of potential customers.

With regard to the role of advertising, White (1999) states that advertising aims to support sales by creating awareness, providing essential information, helping to build a brand image and persuading customers to try, buy or use the brand.

Belch and Belch (2004) define advertising as any paid form of nonpersonal communication about an organization, product, service or idea by an identified sponsor. They add that advertising has three advantages. First, it is a very cost-effective method for communicating with a large audience. Second, it can be used to create brand images with symbolic appeals for a company or brand. Finally, when elements of the marketing mix are uniquely different, advertising can reach an audience effectively and yield good responses.

In summary, advertising is a nonpersonal communication. The message or information is paid for by an identified sponsor to persuade and influence large groups of viewers via mass media. The role of advertising is to create awareness, to provide essential information, to build a relevant brand image and to serve as a regular reminder for consumers regardless of nationalities, genders or ages to try, buy or use the brand.

Advertising and Children

Nowadays, advertisers and marketers employ a variety of tactics in presenting their products. Frequently, advertisements are heavily targeted at children due to their vulnerable nature and susceptibility to media influence. It is, therefore, crucial to understand the relationship between children and advertising and its concomitant effects. A brief overview of studies concerning children and advertising is presented below.

Hurlock (1959) divides a person's life span into eleven periods according to the forms of development. He indicates that there are two periods in life when changes are quite radical; one of which is puberty or pre-adolescence. Children who are going through puberty experience rapid physical and psychological changes (Hurlock, 1959). Such rapid development leads to confusion and feelings of insecurity and might cause some young people to exhibit unfavorable behaviors. Hurlock (1959) points out that it is not easy to define puberty. However, he assumes the approximate age range for this period to be from 10 or 12 to 13 or 14 years.

Krugman et al. (1994) indicate that many organizations such as the Federal Trade Commission (FTC), the National Association of Broadcasters (NAB) and the Council of the

Better Business Bureaus (CBBB) have been established to issue guidelines for children's advertising because they consider children not to have sufficient cognitive abilities to defend themselves against advertising. Krugman et al. (1994) have collocated a number of studies relating to children and advertising. They conclude that because of the greater degree of exposure to advertising, children can easily recall advertisements regardless of whether a particular advertisement targets them or adults. The specific age of children also has an impact on how they perceive what they are watching, i.e. children at a very young age may have difficulties differentiating the ads and TV programs (Krugman et al., 1994).

Gunter and McAleer (1997) indicate that advertisers are likely to use persuasive language in order to attract children. The children, in turn, put pressure on their parents to buy the advertised products. They further state that children can easily be influenced by all sorts of advertisements. According to them, the three most memorable products that children of 6 to 12 years old could recall were detergents, beer, and cigarettes. Hence, a significant factor that influences the children's purchasing decisions is memory (Gunter & McAleer, 1997). Among brands of similar products, children will choose one for whatever reason persists in their memory rather than the most recent television advertisement seen or heard. However, the child's memory for advertisements was a complex issue. Sometimes, brand names are not the only aspect that children can recall; lively music or sound effects also have a role to play as well (Gunter & McAleer, 1997).

Khonglarb (2004) explains that children are considered important target consumer. Therefore, advertisers have tried to attract and persuade their "consumers" by employing various advertising techniques in order to achieve their goal.

Wilailert (2004) conducted a study called '*Thai television, go further than thinking*'.

He indicates that most children watched television on weekends. Wilailert (2004) found that children would recall an advertisement well if it was short and funny. Almost all of them cited the jingle as the part of advertising that they could recall first. They stated that they decided to buy certain products because of advertising. For high-priced products, the children indicated that they would buy them when they grew up and earned enough money.

Peter and Olsen (2008) said that children play a big role in family purchasing decisions since the birth of a child can create demand for a wide variety of products. Moreover, there were many instances pointing out that the marketers and companies in the tourism treated children as a consumer; for example, Hyatt Hotels Corporation mailed the promotion brochures to the children who stayed at its resorts in order to pose indirect influence on their parents (Peter & Olsen, 2008).

To sum up, children are exposed to and influenced by all kinds of advertisements. Memory is a significant factor in children's purchasing decisions. Moreover, children have a strong influence over a family's purchasing decisions. Therefore, advertisers are likely to use persuasive, attractive words or jingles in their advertisements so that the children can remember them easily.

Product Placements

According to O'Guinn et al. (1998), product placements not only affect consumers' perceptions of brands, but they also help boost sales. For example, the sales of Nike sneakers rose after the Oscar-winning movie 'Forrest Gump' was released and Tom Cruise with his sunglasses in the film 'Risky Business' increased the sales of Bausch and Lomb Ray Ban sunglasses immensely (O'Guinn et al., 1998). The process of product placement is quite simple. It starts with the script of a movie or television production team. Then the scripts are sent to target companies for approval. Finally, when the sponsors or target companies agree, a sample of the product is sent to the studio (O'Guinn et al., 1998). Nevertheless, the level of success of the product placement strategy depends on how the product is presented. If the characters mention the brand out loud or use the product prominently, the audience should recognize it easily.

Belch and Belch (2004) point out several advantages of product placements in movies. For instance, a large number of people seeing the products in a theater renders an opportunity for repeated exposure. In addition, prominently displayed placements lead to strong recall. Moreover, product placements can bypass the regulations of some countries that do not allow TV commercials to advertise on TV. Finally, viewers are not against product placements and in general evaluate them positively.

Kinney and Sapolsky (2004) indicate that product placement is a form of advertising which is intentionally positioned in general media. Products include brand names, packages, signs and corporate logos. Product placements can be presented in many forms such as in a dialogue, as a prop used by a character in a film, on a vehicle or

on a billboard. However, news programs and sitcoms are popular channels for product placements. The products which have been frequently presented include automobiles, food and beverages, and corporation logos.

Sanders (2004) classifies product placements in movies into three types: visual placements, auditory placements and plot connections. Visual placements occur when a product, service or logo is simply observed within the setting of a film. Auditory placements occur when a character verbally refers to a product or service in a movie. Plot connections occur when a brand makes a contribution to a storyline.

Drewniany and Jewler (2008) state that companies such as *Ford*, *Aston Martin* or *Omega* have invested over a hundred thousand dollars to have their products used by superstars on the screen. Product placement ranges from a background shot to a product-centered episode. However, the product placement strategy can be risky. If it is embedded too subtly, viewers will not notice it. On the other hand, if it is too blatant, it could turn viewers off and devalue the brand (Drewniany & Jewler, 2008).

To sum up, product placement is another advertising tactic that integrates products and services into media. Product placements vary according to how the products are presented. Three major types of product placement are visual placements, auditory placements and plot connections. The strong points of product placement are that it can be presented subtly and to a large number of viewers. It helps increase sales and viewers seem to accord it a positive evaluation.

The AIDA Model

Cohen (1972) indicates that an evaluation of advertising's effectiveness should be conducted in accordance with the theory of the response process. The theory suggests that there is a relationship between changes in a person's knowledge or attitudes about products or services and changes in the purchase of products and services. Marketers and advertisers use many response process models for evaluation; however, the AIDA model which was developed by Strong in 1925 remains a very popular method (Cohen, 1972).

According to Cannon (1980), the AIDA model explains that the task of advertising is to prompt consumers to progress through a series of states of mind, starting with "unawareness" and ending in "action". The AIDA model consists of A-awareness, I-interest, D-desire, and A-action.

According to Behm (2006), there are four steps in the AIDA model. The first step requires the marketer to use advertisements to attract an audience's attention in order to create an awareness of a product. Secondly, the audience's interest is aroused. This step is done by convincing them that the product will satisfy their need. Then, the marketer persuades their audience that the products have special qualities making them unique and better than other similar products in order to stimulate the creation of a desire. Finally, they have to spur the audience into action; to make them buy the product.

Dolak (2011) describes the AIDA model as traditional conceptual model for creating any advertising or marketing communications message. The steps in the AIDA model are getting *attention*, holding *interest*, arousing *desire*, and then obtaining *action*.

In summary, the AIDA model developed by Strong (1925) is frequently used among marketers and advertisers. This model posits that the task of advertising is to help consumers progress through a series of states of mind, starting with “awareness” and ending in “action”.

The Concept of Sitcoms

Kaewthep (2004), in a survey of Thai TV programs in 1985, found that entertainment programs constituted 60% of all TV programs at that time. Moreover, TV dramas were often at the top of the list of entertainment programs. Kaewthep (2004) classified dramas into six types: Drama special, TV series, TV serials, Mini series, Anthology series or drama, and Sit-com. Situation comedy or sit-com is a type of comedy program. Its remit is to entertain the audience by presenting a parody and/or satire of a real situation in society. Producers frequently raise current or looming problems and make fun of them. Such concerns can be old or perennial as well as new, for example, problems in family life in ‘*Sam Noom Sam Moom*’ or the relationship between the rural and the urban in ‘*Bang Rak Soi 9*’.

Related Studies

Nowadays, product placements are becoming popular. We can see products in TV dramas, books or even news reports. Therefore, many studies have been conducted on product placements because of this trend.

Thammaragsa (1999) studied the process and the effectiveness of product placement techniques in TV drama. His subjects were 35 university students. He found that

the process of product placement involved several parties such as TV drama producers, advertisers, and/or advertising agencies. The process started with a script review by the TV drama producer. Then a proposal was submitted to the advertisers or advertising agencies. After terms and conditions had been agreed upon, the product would be put on display. Finally, the drama was broadcast on air. With regard to its effectiveness, he found that most of the subjects were not against product placements. In fact, they had positive attitudes towards them. However, a few subjects had negative attitudes toward product placements; they felt that they were forced to see the product placement (Thammaragsa, 1999). However, the researcher found that the product placement did not affect the purchasing behavior of the subjects.

Pounglek (2004) studied attitudes of 400 people in Bangkok towards product placements in television drama. He found that both males and females in Bangkok from 12 to 46 years old watched television mostly during the period from 8.01 p.m. to midnight. The research revealed that they had a neutral attitude on product placements in drama. They recalled the products' shape, color and packaging well because of the product placements. However, the participants were annoyed when the products placed had no correlation with the set or the storyline. The product that was recognized the most was Nokia mobile phones.

Edwards (2006) conducted a study on product placements and children. He mentioned that in 2006 the Federal Communications Commission (FCC) had no rules on advertising during prime-time TV for children. Consequently, many programs during prime-time TV had embedded product placement. According to the statistics on "Placements in Top Shows for Kids" collected by Nielson Production Placement, it was found that a lot of

products were placed in the 10 most popular prime-time network TV shows in 2005, especially in reality shows. Edwards (2006) also added that this issue was controversial among parents, consumers and marketers. Parents and some consumers argued that children below eight years old could not tell the difference between advertising and regular program content according to the American Psychological Association (APA)'s research in 2004.

Nuangthong (2007), in her study of the effectiveness of product placements in American movies on Thai audiences, used 45 Thai air traffic controllers as her subjects and employed the AIDA model. She claimed that the participants enjoyed watching English language movies and had sufficient income to purchase products in which they were interested. She found that all types of product placements had a limited effect on the respondents. Only one type of product, Pepsi, was purchased after watching the sample movies. A character's creative use of the products was found to be the most effective way to embed them. In addition, the placements affected only at the level of "Interest" in the AIDA model.

Suwannaphan (2007) conducted research on attitudes towards product placement in television situation comedy. He found that among sitcoms produced by the Exact Co., Ltd., 'Bang Rak Soi 9' was the most popular among both females and males. However, the respondents preferred 'Pen-Tor' because of its storyline. Suwannaphan also added that nearly all participants agreed on having noticed products the most when they were placed in the scene as props. However, almost all respondents did not pay attention to the product or service placed in the sitcoms. In fact, they were not happy with the way the TV production team placed products or services.

In summary, most people had a neutral attitude on product placements as long as the products were relevant to the set or storyline. Although product placements had a limited effect on consumers' purchasing decision, children were an exception because they did not have enough understanding of product placements. Moreover, the frequent and creative use of the product was the most effective way to make people recall them.



CHAPTER 3

METHODOLOGY

This chapter describes the methodology of the study and is divided into three parts:

1. Research Participants
2. Research Instruments
3. Research Procedures

Research Participants

According to the regulations of the Ministry of Education (2006), the ratio between teacher and students in Primary and Secondary school should be 1:30. Therefore, the researcher selected 30 students of Santacruzsuksa School as the sampling group in this research since the researcher was able to control them during the test. The participants' ages ranged between 10 and 14 years old. Such an age range was selected because the National Statistical Office (NSO) (2008) reported that children of 10 to 14 years old watched TV the most (97.54%) compared to children under 10 and over 14. The letter of permission issued by Srinakharinwirot University had been sent to the school before the study was conducted. Then, the sampling students were given a letter of consent seeking a signature of permission from their parents.

Research Instruments

The sitcom 'Baan Nee Mee Rak' was selected as the target sitcom because it focuses on the family bond (Exact, 2008). Moreover, this program received two awards recognizing the positive examples it sets regarding society and the family institution in the 22nd Golden Television Awards in 2007. This sitcom can be watched online at Gmember website (Scenario Co., Ltd., 2008).

This study used a questionnaire for collecting data. The questionnaire was adapted from Ms. Nuangthong who conducted a study on the effectiveness of product placements in American movies with Thai audiences by using the AIDA model. The questionnaire was assessed with regard to its general facility and language by two experts. On their advice, the researcher adjusted the direction and questions in part 3 to make it easier to understand. The questionnaire was written in two versions: Thai for the respondents and English for the research publication. Then, the questionnaire was piloted with 10 students in order to ensure the participants' comprehension of the questions in the questionnaire. The questionnaire consisted of three parts as follows.

Part I: The Respondents' Profile

This part was to provide descriptive information about the respondents' gender and history of watching Thai sitcoms.

Part II: Product Placements and Types of Product Placements

The respondents were asked to name the product(s) they saw in a particular episode and the method(s) by which the product(s) was/were presented.

Part III: The Influence of Product Placements

The respondents were asked to copy the product names they had written earlier and then they were asked to tick the box that best described their feelings of the product.

In this part, there were five questions as follows:

Question 1 was designed to check the respondents' awareness of the products/brands.

Question 2 and Question 3 aimed to evaluate the respondents' interest in and desire for the products/brands. The researcher used the five-point Likert scale for these questions.

Table 1 shows a summary of the five-point Likert scale.

TABLE 1 Five-point Likert scale

Degree	Scale value of favorable statement
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

The researcher adapted the rating scale of Puanglek (2004) to analyze and interpret the scores. The range and meaning of the rating scale is presented in Table 2 below.

TABLE 2 Range and meaning of rating scale

Range of scale	Level of attitudes towards products/brands
4.21 – 5.00	Strongly positive
3.41 – 4.20	Positive
2.61 – 3.40	Neutral
1.81 – 2.60	Negative
1.00 – 1.80	Strongly negative

Question 4 aimed to check the respondents' action-taking.

Question 5 sought to survey the products/brands which the respondents could recall and the reasons why they could remember such products/brands.

Research Procedures

The following procedure was used to collect the data:

1. Selecting an episode of 'Baan Nee Mee Rak'
2. Listing products and types of product placements
3. Collecting the data
4. Analyzing the data

1. Selecting an episode of 'Baan Nee Mee Rak'

The researcher previewed all episodes and selected one target episode for the study. The selected episode was 'Mai Suay Tae Lerk Dai' which contained 27 products and brands with three types of product placements: visual placement, auditory placement and plot connection. The selected episode was broadcast on Channel 9 on October 19th, 2008.

2. Listing products and types of product placements

After selecting the target episode, the researcher made a list of products and brands together with types of product placements that appeared in the selected episode.

The products and types of product placements employed in this episode are presented in Table 3. Examples of the types of product placements included in the study are presented in Appendix A.

TABLE 3 Products and types of product placements in 'Mai Suay Tae Lerk Dai' episode

Products or Brands	Types of Product Placements		
	Visual Placements	Auditory Placements	Plot Connections
1. Mai Suay Lerk Dai (pop song)		Yes	Yes
2. Mamy Poko (baby diaper)	Yes		
3. Coke (soft drink)	Yes		
4. Brand's (chicken essence)	Yes		
5. Modess (sanitary napkin)	Yes		
6. Listerine (mouthwash)	Yes		
7. Hale's Blue Boy (syrup)	Yes		
8. Mr. Muscle (multi surface cleaner)	Yes		
9. Duck (toilet washer)	Yes		
10. Johnson & Johnson (skin products)	Yes		
11. Cadbury (chocolate)	Yes		
12. CP (instant food)	Yes		
13. Thai Life Insurance	Yes		
14. Ovaltine (cocoa-flavored dairy drink)	Yes		
15. Twelve Plus (deodorant)	Yes		
16. Off (insect repellent lotion)	Yes		
17. Pedigree (dog food)	Yes		
18. Raid (insect killer spray)	Yes		
19. Double A (copier paper)	Yes		
20. Dentyne (chewing gum)	Yes		
21. Glade Touch 'n Fresh (air freshener)	Yes	Yes	
22. Beger (decorative paint)	Yes		
23. Carefree (feminine hygiene product)	Yes		
24. Nokia (mobile phone)	Yes		
25. Fanta (soft drink)	Yes		
26. Dailynews (newspaper)	Yes		
27. Panasonic (instant water heater)	Yes	Yes	

Almost all products and brands in this episode were presented via visual placements, such as '*Dentyne*' gum, '*Nokia*' mobile phone and '*Off*' insect repellent lotion. In addition, a character used auditory placement and visual placement to present '*Glade*' air freshener. '*Panasonic*' employed two types of placements which were visual placement and auditory placement. Finally, a Thai pop song, '*Mai Suay Lerk Dai*', was presented by using auditory placement and plot connection.

This episode contained 27 products and brands with three types of product placements. Some products such as '*Mamy Poko*' were employed more than once and some such as '*Panasonic*' were presented by using different types of product placements. Table 4 presents the types and numbers of product placements employed in this episode. The types of product placements are ranked in the order of their frequency.

TABLE 4 Product placement types

Types of Product Placements	No. of Placements	Percentage (%)
Visual Placements	26	86.67
Auditory Placements	3	10.00
Plot Connections	1	3.33
Total	30	100.00

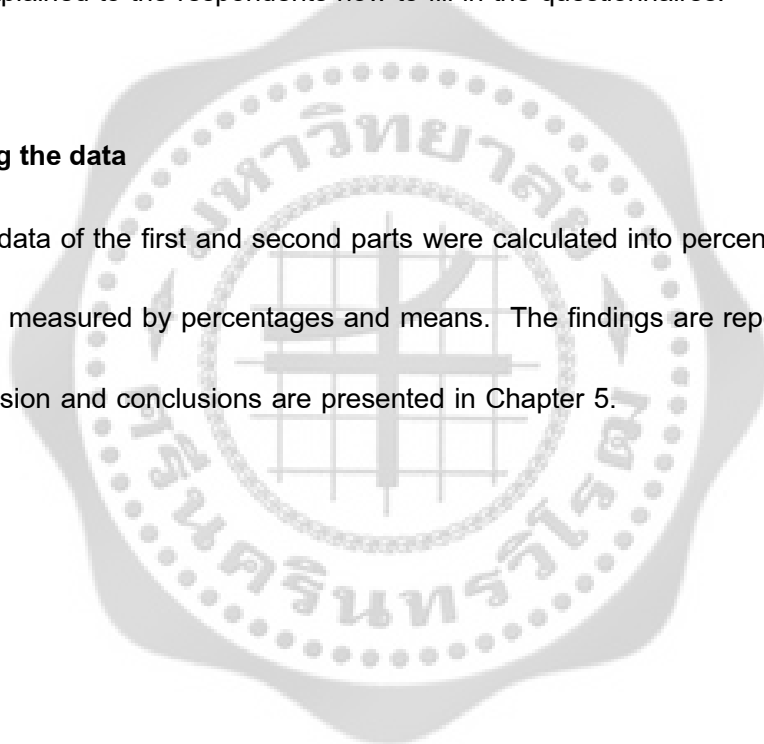
In conclusion, the most frequent product placement strategy used in this episode was visual placements which represent 86.67%. It was followed by auditory placements and plot connections which constituted 10% and 3.33% respectively.

3. Collecting the data

The participants were asked to view the sitcom 'Baan Nee Mee Rak' for 40 minutes. However, they were not informed as to the specific reasons they had been asked to do so. In addition, they were not allowed to see the questionnaires before viewing because it might have prejudiced the objectivity of the study. After viewing the sitcom, the respondents were asked to complete the questionnaires without consulting their peers. Before they started, the researcher explained to the respondents how to fill in the questionnaires.

4. Analyzing the data

The data of the first and second parts were calculated into percentages, while the final part was measured by percentages and means. The findings are reported in Chapter 4, and discussion and conclusions are presented in Chapter 5.



CHAPTER 4

FINDINGS

This chapter presents the findings on the effectiveness of product placements in Thai TV sitcoms on Thai children. The findings start with a summary of personal information. It is followed by the presentation of the answers to the two research questions.

Personal Information of the Respondents

In brief, there were 15 respondents in each group; 10 to 12 years old and 13 to 14 years old. All respondents in both groups (100%) had watched Thai sitcoms. All 15 respondents of the younger group had watched the sitcom 'Baan Nee Mee Rak', whereas two respondents in the older group had never watched it before. More than 50% of the 10- to 12-year-old respondents watched 'Baan Nee Mee Rak' four times or more a month, while 40% of the respondents in the 13- to 14-year-old group only watched it once a month (See Tables 15 to 18 in Appendix D).

The Findings to the Research Questions

The findings to the two research questions are presented on the next page.

Research question 1: Which type of product placements used in the sitcom 'Baan Nee Mee Rak' influences the children's products recognition?

In part two, the respondents gave the details of which products/brands they could recall after watching the target episode, 'Baan Nee Mee Rak', and how the products were presented. A summary of findings is presented in Table 5, corresponding to Tables 19 and 20 in Appendix D.

TABLE 5 A summary of the two groups of respondents' identification of placed products in the target sitcom

Respondents	Number of correctly recalled respondents	%	Number of products/brands	%
10 – 12 years old	12	80.00	8	29.63
13 – 14 years old	14	93.33	9	33.33

According to Table 5, 12 out of 15 respondents aged 10 to 12 years old (80%) were able to remember at least one product/brand in the target sitcom. They correctly recalled eight out of 27 products/brands (29.63%) placed in the sitcom.

Regarding the group of 13 to 14 years old, 14 out of 15 respondents (93.33%) could remember at least one product/brand. Nine products/brands (33.33%) were correctly recalled by this group.

Concerning the types of placement, Tables 6 to 8 present the effectiveness of product placement types employed in the sitcom 'Baan Nee Mee Rak'.

The effectiveness of visual placement in the sitcom 'Baan Nee Mee Rak': episode 'Mai Suay Tae Lerk Dai' is presented in Table 6 on the next page.

TABLE 6 The effectiveness of the **visual placement** type of product placement employed in the sitcom 'Baan Nee Mee Rak': episode 'Mai Suay Tae Lerk Dai'

Product/Brands	10 – 12 years old		13 – 14 years old	
	Respondents	%	Respondents	%
Mamy Poko	7	46.67	-	-
Coke	5	33.33	13	86.67
Brand's	2	13.33	3	20.00
Modess	-	-	1	6.67
Listerine	1	6.67	4	26.67
Hale's Blue Boy	1	6.67	-	-
Mr. Muscle	-	-	-	-
Duck	-	-	-	-
Johnson & Johnson	-	-	-	-
Cadbury	-	-	-	-
CP	-	-	2	13.33
Thai Life Insurance	1	6.67	-	-
Ovaltine	-	-	3	20.00
Twelve Plus	-	-	-	-
Off	-	-	-	-
Pedigree	-	-	1	6.67
Raid	-	-	-	-
Double A	1	6.67	-	-
Dentyne	-	-	-	-
Glade Touch 'n Fresh	-	-	2	13.33
Beger	-	-	-	-
Carefree	-	-	-	-
Nokia	-	-	6	40.00
Fanta	-	-	-	-
Dailynews	-	-	-	-
Panasonic	1	6.67	-	-
Total	19	4.87	35	8.97

Twenty-six products/brands were embedded in the sitcom via visual placements.

According to the respondents aged 10 to 12 years old, the product/brand which was recalled the most was 'Mamy Poko' (46.67%). The second most frequently recalled product/brand was 'Coke' (33.33%) and the third was 'Brand's' (13.33%). 'Listerine', 'Hale's Blue Boy', 'Thai Life Insurance', 'Double A' and 'Panasonic' were recognized by one respondent each (6.67%). The total percentage of visual placement recognition in this group was 4.87%.

Regarding the respondents aged 13 to 14 years old, the most recalled product/brand was 'Coke' (86.67%), followed by 'Nokia' (40%) and 'Listerine' (26.67) respectively. Two out of 15 respondents recalled 'CP' and 'Glade Touch 'n Fresh' each (13.33%) while 'Modess' and 'Pedigree' were only recalled by one respondent each (6.67%). The total percentage of visual placement recognition in this group was 8.97%.

Table 7 presents the effectiveness of auditory placement embedded in the sitcom 'Baan Nee Mee Rak': episode 'Mai Suay Tae Lerk Dai'.

TABLE 7 The effectiveness of the **auditory placement** type of product placement employed in the sitcom 'Baan Nee Mee Rak': episode 'Mai Suay Tae Lerk Dai'

Product/Brands	10 – 12 years old		13 – 14 years old	
	Respondents	%	Respondents	%
Mai Suay Lerk Dai	-	-	-	-
Glade Touch 'n Fresh	-	-	2	13.33
Panasonic	2	13.33	-	-
Total	2	4.44	2	4.44

Three products/brands were employed in the sitcom via auditory placements.

Among the 10- to 12-year-old respondents, only '*Panasonic*' was recalled, by two respondents (13.33%). The total percentage of auditory placement recognition in this group was 4.44%.

Regarding the respondents aged 13 to 14 years old, two out of 15 respondents (13.33%) recalled '*Glade Touch 'n Fresh*'. The total percentage of auditory placement recognition for this group was 4.44%.

The effectiveness of the plot connection type of placement employed in the sitcom '*Baan Nee Mee Rak*': episode '*Mai Suay Tae Lerk Dai*' is presented in Table 8.

TABLE 8 The effectiveness of the **plot connection** type of product placement employed in the sitcom '*Baan Nee Mee Rak*': episode '*Mai Suay Tae Lerk Dai*'

Product/Brands	10 – 12 years old		13 – 14 years old	
	Respondents	%	Respondents	%
Mai Suay Lerk Dai	-	-	-	-
Total	0	0	0	0

One product/brand was presented in the sitcom via plot connections. It was found that no one in either group of respondents recalled the product/brand that was placed via plot connections. So, the total percentage of plot connection recognition was 0%.

To sum up, 12 respondents aged 10 to 12 years old (80%) were able to recall eight products/brands in the target sitcom while 14 respondents aged 13 to 14 years old (93.33%) could recall nine products/brands. Visual placements affected the respondents in both groups of subjects the most; the 10- to 12-year-old respondents at 4.87% and the 13-

to 14-year-old respondents at 8.97%. The most recalled product/brand among the respondents aged 10 to 12 years old was 'Mamy Poko' (7 out of 15 respondents), while 'Coke' was recalled the most by the respondents aged 13 to 14 years old (13 out of 15 respondents).

Research question 2: To what level in the AIDA model do product placements in the sitcom 'Baan Nee Mee Rak' influence the children of both groups?

The third part of the questionnaire consisted of five questions asking the respondents about the products/brands they could recall after watching the sitcom.

The questions were designed to determine the level of the AIDA model that the product placements affected in the respondents: Awareness of the products/brands (A), Interest in the products/brands (I), Desire to own or use the products/brands (D) and Action to buy the products/brands (A). This part involved only the recalled products/brands.

The findings regarding the 10- to 12-year-old respondents are presented in Tables 9 to 11 and Tables 12 to 14 summarize the findings regarding the respondents who were 13 to 14 years old.

The respondents aged between 10 and 12 years old

The findings relating to the 10- to 12-year-old respondents with regard to each question are presented on the next page.

Awareness of the products/brands

A summary of the findings from question 1 regarding the awareness of products/brands of the respondents aged 10 to 12 years old is presented in Table 9.

TABLE 9 The awareness of products/brands in the sitcom 'Baan Nee Mee Rak' among 10- to 12-year-old respondents

Question 1 Did you know the product(s)/brand(s) before seeing it/them in 'Baan Nee Mee Rak'?						
Product/Brand	Number of respondents who recalled the products/brands		Yes	%	No	%
Mamy Poko	7		7	100	-	-
Coke	5		5	100	-	-
Brand's	2		2	100	-	-
Listerine	1		1	100	-	-
Hale's Blue Boy	1		1	100	-	-
Thai Life Insurance	1		1	100	-	-
Double A	1		1	100	-	-
Panasonic	3		3	100	-	-
Total	21		21	100	-	-

Regarding *awareness* of the products placed, all respondents (100%) aged 10 to 12 years old knew the products/brands they recalled before seeing it/them in the sitcom.

Interest in the products/brands

Table 10 presents an analysis of the interest levels among the respondents aged 10 to 12 years old.

TABLE 10 The interest in products/brands in the sitcom 'Baan Nee Mee Rak' among 10- to 12-year-old respondents

Interest of product/brand	Product/Brand	\bar{x}	Level of response
Question 2 When I saw the product/brand, I was interested in it.	Mamy Poko	2.71	Neutral
	Coke	4.60	Strongly Positive
	Brand's	4.50	Positive
	Listerine	3.00	Neutral
	Hale's Blue Boy	4.00	Positive
	Thai Life Insurance	3.00	Neutral
	Double A	5.00	Strongly Positive
	Panasonic	3.67	Positive
	Total	3.81	Positive

In terms of *interest*, the respondents aged 10 to 12 years old reported that they were interested in the products/brands when noticing it/them in the sitcom at a positive level with a mean score of 3.81.

Desire for the products/brands

Table 11 presents an overview of the desire response of the respondents aged 10 to 12 years old.

TABLE 11 The desire for products/brands in the sitcom 'Baan Nee Mee Rak' among 10- to 12-year-old respondents

Desire of product/brand	Product/Brand	\bar{x}	Level of response
Question 3 When I saw the product/brand, I wanted to buy it.	Mamy Poko	2.14	Negative
	Coke	4.40	Positive
	Brand's	4.00	Positive
	Listerine	1.00	Strongly negative
	Hale's Blue Boy	4.00	Positive
	Thai Life Insurance	3.00	Neutral
	Double A	5.00	Strongly positive
	Panasonic	3.67	Positive
	Total	3.40	Neutral

With regard to the level of *desire* to own or use the products placed in the sitcom, the attitude of the respondents aged 10 – 12 years old was at a neutral level with a mean score of 3.40.

Action taking on the products/brands

Concerning action taking, to buy or request their parents to buy products placed in the sitcom, 10 out of 12 respondents who recalled the products/brands in the sitcom reported that they would buy or request their parents to buy five products/brands: 'Mamy Poko', 'Coke', 'Brand's', 'Hale's Blue Boy' and 'Panasonic', because the respondents or a

member of their family had some history of consuming those products/brands. Therefore, ten respondents (83.33%) in this age group were led to the *Action* step in the AIDA model.

In summary, the 12 respondents of 10- to 12-year-old who recalled eight products/brands placed in the sitcom were highly aware of the products/brands before seeing them in the sitcom. The product placements attracted their interest at a positive level. The respondents desire to own the products/brands registered at a neutral level, and more than eighty percent of the respondents were affected by the product placements to the level of the action step.

The respondents aged between 13 and 14 years old

The findings from the respondents aged 13 to 14 years old with regard to each question are presented below.

Awareness of the products/brands

A summary of the findings from question 1 regarding the awareness of products/brands of the respondents aged 13 to 14 years old is presented in Table 12 on the next page.

TABLE 12 The awareness of products/brands in the sitcom 'Baan Nee Mee Rak' among
13- to 14-year-old respondents

Question 1 Did you know the product(s)/brand(s) before seeing it/them in 'Baan Nee Mee Rak'?					
Product/Brand	Number of respondents who recalled the products/brands	Yes		No	
		Yes	%	No	%
Coke	13	13	100	-	-
Brand's	3	3	100	-	-
Modess	1	1	100	-	-
Listerine	4	3	75	1	25
CP	2	2	100	-	-
Ovaltine	3	3	100	-	-
Pedigree	1	1	100	-	-
Glade Touch 'n Fresh	4	3	75	1	25
Nokia	6	6	100	-	-
Total	37	35	94.59	2	5.41

Regarding awareness of the products placed, 35 out of 37 respondents (94.59%) aged 13 to 14 years old knew the products/brands they recalled before seeing it/them in the sitcom while 5.41% of them (2 out of 37 respondents) did not previously know it/them.

Interest in the products/brands

Table 13 presents an analysis of the interest level among the respondents aged 13 to 14 years old.

TABLE 13 The interest in products/brands in the sitcom 'Baan Nee Mee Rak' among 13- to 14-year-old respondents

Interest of product/brand	Product/Brand	\bar{x}	Level of response
Question 2 When I saw the product/brand, I was interested in it.	Coke	3.62	Positive
	Brand's	3.33	Neutral
	Modess	3.00	Neutral
	Listerine	2.75	Neutral
	CP	3.00	Neutral
	Ovaltine	3.00	Neutral
	Pedigree	3.00	Neutral
	Glade Touch 'n Fresh	3.75	Positive
	Nokia	3.17	Neutral
	Total	3.18	Neutral

With regard to *interest* level, the respondents aged 13 to 14 years old reported that they were interested in the products/brands when noticing it/them in the sitcom at a neutral level with a mean score of 3.18.

Desire for the products/brands

Table 14 presents an overview of the desire response of the respondents aged 13 to 14 years old.

TABLE 14 The desire for products/brands in the sitcom 'Baan Nee Mee Rak' among 13- to 14-year-old respondents

Desire of product/brand	Product/Brand	\bar{x}	Level of response
Question 3 When I saw the product/brand, I wanted to buy it.	Coke	3.23	Neutral
	Brand's	3.33	Neutral
	Modess	3.00	Neutral
	Listerine	2.50	Negative
	CP	3.00	Neutral
	Ovaltine	3.00	Neutral
	Pedigree	3.00	Neutral
	Glade Touch 'n Fresh	3.75	Positive
	Nokia	3.17	Neutral
	Total	3.11	Neutral

With regard to the level of *desire* to own or use the products placed in the sitcom, it was found that the respondents aged 13 to 14 years old did not really desire the products placed in the sitcom. Their answers were at a neutral level with a mean score of 3.11.

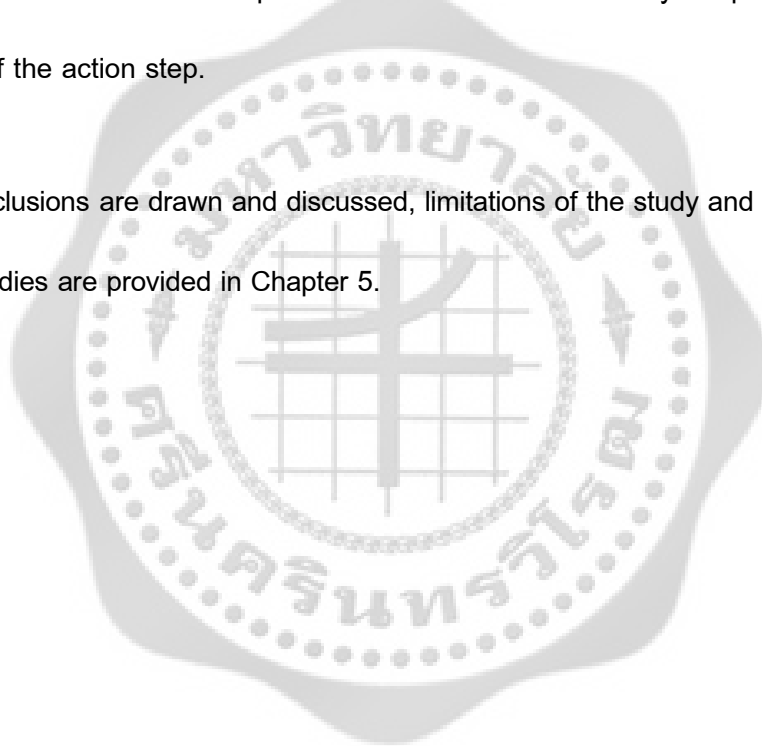
Action taking on the products/brands

Concerning action taking, to buy or request their parents to buy products placed in the sitcom, 14 respondents (100%) reported that they would buy or request their parents to buy seven products/brands: 'Coke', 'Brand's', 'Listerine', 'CP', 'Ovaltine', 'Glade Touch 'n

Fresh and *Nokia*, because the respondents had tried those products/brands before or they would like to buy them in order to try new things.

In conclusion, 12 out of the 14 respondents of 13- to 14-year-old who recalled nine products/brands placed in the sitcom were aware of the products/brands before seeing them in the sitcom. The product placements attracted their interest at a neutral level. The respondents' desire to own the products/brands registered at a neutral level, and all respondents who could recall the products/brands were affected by the product placements to the level of the action step.

Conclusions are drawn and discussed, limitations of the study and recommendations for further studies are provided in Chapter 5.



CHAPTER 5

CONCLUSIONS AND DISCUSSION

This research aimed to investigate the effectiveness of product placements in Thai TV sitcoms on Thai children by using the AIDA Model. This chapter presents the answers to the two research questions followed by a discussion, and limitations of the study and recommendations for further studies.

Conclusions

The answers to the two research questions are presented below.

Research question 1: Which type of product placements used in the sitcom 'Baan Nee Mee Rak' influences the children's products recognition?

The study revealed that the children were able to recognize products and brands embedded via visual placements the most, and this applied to the respondents of both group. The respondents aged 10 to 12 years old recalled eight products/brands 19 times (4.87%) while the 13-to-14-year-old respondents recalled nine products/brands 35 times (8.97%).

It can be seen that the product placements had an effect on Thai children's recollection ability. Almost all respondents in both groups were able to recall at least one product/brand placed in the target sitcom: 12 respondents (80%) of the 10 to 12 years old group and 14 respondents (93.33%) of the 13- to 14-year-old.

However, the age of the respondents also had a limited impact on their perceptions. The findings revealed that the older respondents could recall more products/brands than the younger group at 33.33% and 29.63% respectively. However, such difference is not statistically significant.

Research question 2: To what level in the AIDA model do product placements in the sitcom 'Baan Nee Mee Rak' influence the children of both groups?

The study revealed that the product placements in the sitcom 'Baan Nee Mee Rak' led the two different age groups of children to the *action* level of the AIDA model.

Regarding the correctly recalled products/brands in the sitcom 'Baan Nee Mee Rak', there were 12 out of 15 respondents aged 10 to 12 years old who recalled them. All 12 respondents were aware of them before seeing them in the sitcom. By comparison, 14 out of 15 respondents aged 13 to 14 years old correctly recalled the products/brands. Twelve of them were aware of the products/brands they recalled before seeing them. Only two respondents in this group did not know 'Listerine' and 'CP'. Therefore, this suggests that both groups of respondents were at the *awareness* step of the AIDA model.

In terms of *interest* and *desire*, the findings show that the products/brands placed in the sitcom stimulated the interest and desire of the group of 10- to 12-year-old respondents at positive (3.81) and neutral (3.40) levels respectively. Two products/brands ('Coke' and 'Double A') elicited strong interest among the respondents aged 10 to 12 years old and 'Double A' stimulated one respondent to the level of strong desire. In contrast, the respondents aged 13 to 14 years old were interested in the products/brands placed in the

sitcom at a neutral level (3.18) and wanted to own the products at a neutral level (3.11).

There were two products ('Coke' and 'Glade Touch 'n Fresh') that triggered the respondents' interest at a positive level while 'Glade Touch 'n Fresh' was able to lead some respondents in this age group to the *desire* step. Hence, it can be concluded that some respondents of both groups also reached the *interest* and *desire* steps of the AIDA model.

With regard to *action*, the findings show that 10 out of 12 respondents (83.33%) in the younger group and 14 out of 14 respondents (100%) in the older group decided to take some actions regarding at least one of the products/brands they recalled from the sitcom. Hence, it implies that at least some respondents of both groups were led to the *action* step of the AIDA model.

Discussion

O'Guinn et al. (1998) indicate that the presentation method of placing a product in a movie or drama is related to the level of success of the product placements. The audience will remember products/brands well if a character mentions them out loud or uses them prominently. This clearly explains why the respondents of both groups could recall the products/brands embedded by visual placements more than the products/brands embedded by other types of placements. The product which the children aged between 10 and 12 years old recalled the most was 'Mamy Poko' which was presented as the billboard. The children reported that they recalled this product because the billboard was very big and always presented at the beginning of the scene. Moreover, their parents purchased this product for their little siblings, so they were quite familiar with it.

The product that was recalled the most by the children aged 13 to 14 years old was 'Coke'. They stated that they recalled 'Coke' because of its color and logo. When they saw the red refrigerator in the sitcom, they knew that it was a 'Coke' refrigerator. Moreover, the taste of 'Coke' also affected their purchasing desire. After seeing it in the sitcom, some reported that they would buy it because they felt thirsty. These findings are consistent with those of Ponglek (2004) as stated in Chapter 2 that the products' color, shape and packaging affect the participants' memory.

The findings suggest that children can recall products which were embedded by visual placements the most. Hence, advertisers and marketers should focus on using this method and develop it if they would like to target on children.

However, product placements are a contributing factor influencing the children's perception and decision making, if the children do not know or have no experience of using the products, they will probably ignore them. In such cases, the product placements are wasted.

Limitations of the Study and Recommendations for Further Studies

The limitations of this study and recommendations for further studies are presented as follows:

1. With regard to the types of product placements, the selected episode had only one product linked by plot connection. Therefore, it was not easy for the children to remember and pick up. Hence, further study should examine sitcoms that embed prominent

plot connections in order to evaluate more precisely the effectiveness of this type of product placement.

2. An analysis of the frequency of the product placements was not included in the study. Some products/brands were presented more often than others which might pose an effect on the children's memory. A further study should consider focusing on the frequency of the product placements.





REFERENCES

REFERENCES

- Behm, J. (2006). *The AIDA model - Wrong spelling in advertisements as an attention-seeking device*. Retrieved April 19, 2011, from <http://www.grin.com/e-book/54914/the-aida-model-wrong-spelling-in-advertisements-as-an-attention-seeking>
- Belch, G. E., & Belch, M. A. (2004). *Advertising and promotion: an integrated marketing communications perspective*. (6th ed.). Boston: McGraw-Hill/Irwin.
- Brierley, S. (1998). *The advertising handbook*. London: Routledge.
- Cannon, Tom. (1980). *Basic Marketing: Principles and Practices*. New Jersey: W&J Mackay.
- Chiewwongkul, K. (Director). (2008, October 19). Mai suay tae lerk dai [Television series episode]. In Scenario Co., Ltd. (Producer), *Baan nee mee rak*. Bangkok: Scenario Studio.
- Cohen, D. (1972). *Advertising*. New York: John Wiley & Son, Inc.
- Dolak, D. (2011). *Advertising*. Retrieved April 20, 2011, from <http://www.davedolak.com/advtg.htm>
- Drewniany, B. L., & Jewler J. A. (2008). *Creative strategy in advertising*. Belmont, CA: Thomson/Wadsworth.
- Edwards, J. (2006). *On TV, kids and placements often show up together*. Retrieved August 29, 2007, from http://vnweb.hwwilsonweb.com/hww/results/results_fulltext_maincontentframe.jhtml;hwwilsonid=3WIEFH2UOIRXPQA3DILSFF4ADUNGKIV0

- Exact & Scenario Co., Ltd. (2008). *Company profile 2006*. Retrieved October 3, 2008, from <http://www.exact.co.th/profile/main.htm>
- Gunter, B., & McAleer, J. (1997). *Children and television*. (2nd ed.). London: Routledge.
- Hurlock, E. B., (1959). *Developmental psychology*. (2nd ed.). New York: McGraw-Hill Book.
- Kaewthep, K. (2004). *Media analysis : concepts and techniques*. (4th ed.). Bangkok: Love and Lip Press.
- Kanhayuwa, S. (2006). *Consumers' attitude towards product placement in television situation comedy "Pen-Tor" on channel 3 MCOT Thailand*. (Unpublished master's thesis). Thammasat University, Bangkok.
- Khonglarb, L. (2004). Children and TV advertisings. In K. Wirunraphan, A. Sathientip, & L. Khonglarb (Eds), *Children, television and advertising*. (pp. 46-47). Bangkok: Foundation for Child Development (FCD).
- Kinney, L., & Sapolsky, B. (2004). *Product placement*. Retrieved November 20, 2008, from <http://comm2.fsu.edu/faculty/comm/sapolsky/research/ProductPlacement.doc>
- Krugman, D. M., Reid, L. N., Dunn, W. S., & Barban, A. M. (1994). *Advertising its role in modern marketing*. (8th ed.). Texas: Dryden Press.
- Ministry of Education. (2006). *The regulations of Ministry of Education on the standards of Private Schools: Pre-elementary school, Elementary school, And Secondary school in 2006*. Retrieved April 18, 2011, from http://www.ed-law.moe.go.th/index.php?option=com_content&view=article&id=205&Itemid=46

- National Statistical Office. (2008). *Number of population 6 years of age and over by viewing television, age group, sex and area, whole kingdom: 2008*. Retrieved October 1, 2008, from http://service.nso.go.th/nso/nso_center/project/table/files/S-media-tv/2551/000/00_S-media-tv_2551_000_000000_00200.xls
- Nuangthong, N. (2007). *A study of the effectiveness of product placements in American movies on Thai audiences*. (Unpublished master's thesis). Srinakharinwirot University, Bangkok.
- O'Guinn, T. C., Allen, C. T., & Semenik, R. J. (1998). *Advertising*. Cincinnati, Ohio: South-Western College Pub.
- Peter, P. J., & Olson, J.C. (2008). *Consumer behavior and marketing strategy*. (8th ed.). Singapore: McGraw-Hill International Edition.
- Pounglek, W. (2004). *The survey of the attitude of people in Bangkok toward product placement in television drama*. (Unpublished master's thesis). Thammasat University, Bangkok.
- Russell, T. J., & Lane, R. W. (1999). *Kleppner's advertising procedure*. Englewood Cliffs, NJ: Prentice Hall.
- Sanders, A. (2004). *Product placement*. Retrieved August 31, 2007, from <http://www.cbt.wiu.edu>
- Sathientip, A, & Khonglarb, L. (2004) Children are the victims of TV advertising! Is that true?. In K. Wirunraphan, A. Sathientip, & L. Khonglarb (Eds), *Children, television and advertising*. (pp. 54-56). Bangkok: Foundation for Child Development (FCD).
- Sereerat, S. (1997). *Advertising and promotion*. Bangkok: A.N. Printing.

Soapies, advertising bad for youngsters. (2008, May 12). *Bangkok Post*, p. 4.

Suwannaphan, S. (2007). *Audiences' attitude towards product placement in television situation comedy: case study Exact Company Limited*. (Unpublished master's thesis).
Thammasat University, Bangkok.

Thammaragsa, S. (1999). *Process and effectiveness of product placement in TV drama*.
(Unpublished master's thesis). Chulalongkorn University, Bangkok.

Well, W., Burnett, J., & Moriarty, S. (2003). *Advertising principles and practices*. (6th ed.).
Upper Saddle River, NJ: Prentice Hall.

White, R. (1999). Brands and Advertising. In *How to Use Advertising to Build Strong Brands*. John Philip Jones (Eds.) pp. 57-58. California: SAGE Publications Inc.

Wilailert, S. (2004). Thai Television, Go Further Than Thinking. In *Children, Television and Advertising*. Kemporn Wirunraphan; Absorn Sathientip; & Luksamee Khonglarb (Eds). pp. 23-27. Bangkok: Foundation for Child Development (FCD.).

APPENDICES





APPENDIX A

Examples of Product Placements

FIGURE 1 Examples of Visual Placement



'Mamy Poko' embedded as a billboard advertisement



A character with 'Cadbury' chocolate in his hand

FIGURE 2 Examples of Auditory Placements



A character carrying an instant water heater 'Panasonic'



'Glad Touch n' Fresh' mentioned by a character

FIGURE 3 Example of Plot Connections



A Thai pop song from Grammy 'Mai Suay Lerk Dai' contributed to the storyline



APPENDIX B

English Questionnaires

QUESTIONNAIRE

This questionnaire is designed for a graduate research project at Srinakarinwirot University. Your cooperation in completing this questionnaire will be greatly appreciated.

Part 1: Profile

Directions: Please mark (x) in the space that best applies to you.

1. Age: 10 – 12 years old 13 – 14 years old
2. Have you watched sitcoms? Yes No
3. Have you watched “Baan Nee Mee Rak”? Yes No
4. How often do you watch “Ban Nee Mee Rak” per month?
..... 4 times or more 3 times
..... 2 times 1 time

Part 2: Products/Brands placed and types of product placements

Directions: Please fill in the table below with as much detail as possible about the products/brands you have seen in “Baan Nee Mee Rak”.

Product(s)/Brand(s)	1. What products/brands do you remember from the sitcom? (Write one product or brand name that you saw in the sitcom in each of the rows below.)	2. How was/were the product(s)/brand(s) presented in the sitcom? (You can choose more than one by giving the letter a, b, c.) a) The product(s)/brand(s) was/were placed in the set(s). b) The character(s) talked about it/them. c) The product(s)/brand(s) was/were part of the storyline.
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

Part 3: Influence of the identified product(s)/brand(s)

Directions: Please write the product or brand name(s) that you identified on the previous page in the boxes on the top of the column and answer the questions below.

1. Did you know the product/brand before seeing it in "Baan Nee Mee Rak"?	() Yes () No	() Yes () No	() Yes () No	() Yes () No	() Yes () No	() Yes () No

Directions: How strongly do you agree/disagree with the following statements?

2. When I saw the product/brand, I became interested in it.	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree
3. After I saw the product/brand, I wanted to buy it.	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree

Part 3: Influence of the identified product(s)/brand(s)

Directions: Please write the product or brand name(s) that you identified on the previous page in the boxes on the top of the column and answer the questions below.

1. Did you know the product/brand before seeing it in "Baan Nee Mee Rak"?	() Yes () No	() Yes () No	() Yes () No	() Yes () No	() Yes () No	() Yes () No

Directions: How strongly do you agree/disagree with the following statements?

2. When I saw the product/brand, I became interested in it.	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree
3. After I saw the product/brand, I wanted to buy it.	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree	() Strongly disagree () Disagree () Neutral () Agree () Strongly agree



APPENDIX C

Thai Questionnaires

แบบสอบถาม

แบบสอบถามนี้ออกแบบเพื่อสำรวจประสิทธิผลของโฆษณาแฝงในซีทคอมทางโทรทัศน์ของไทยที่มีต่อเด็ก

ขอขอบคุณที่ให้ความร่วมมือ

ส่วนที่ 1 ข้อมูลส่วนตัว

คำแนะนำ: กรุณาทำเครื่องหมาย (x) ในช่องว่างที่ตรงกับคุณที่สุด

- อายุ: 10 – 12 ปี 13 – 14 ปี
- คุณเคยชมรายการซีทคอมหรือไม่ เคย ไม่เคย
- คุณเคยชม "บ้านนี้มีรัก" หรือไม่ เคย ไม่เคย
- คุณชม "บ้านนี้มีรัก" กี่ครั้งต่อเดือน
..... 4 ครั้งหรือมากกว่า 3 ครั้ง
..... 2 ครั้ง 1 ครั้ง

ส่วนที่ 2 โฆษณาแฝงและชนิดของโฆษณาแฝง

คำแนะนำ กรุณาเติมชื่อสินค้าหรือยี่ห้อที่เห็นในละคร บ้านนี้มีรัก ลงในตารางให้มากที่สุดเท่าที่เป็นไปได้

ผลิตภัณฑ์	1. คุณจำสินค้าได้บ้างจากละครซีทคอม (เขียนชื่อสินค้าหนึ่งชื่อจากละครลงในตาราง ข้างล่างช่องละหนึ่งชื่อ)	2. สินค้า/ยี่ห้อที่นำเสนอในลักษณะใด (สามารถเลือกได้ มากกว่า 1 ข้อ โดยตอบเฉพาะตัวอักษร a, b หรือ c) a) เห็นสินค้านั้นในฉากต่างๆ b) ตัวละครกล่าวถึงสินค้านั้นๆ c) สินค้ามีความเกี่ยวข้องกับการดำเนินเรื่อง
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		
11		
12		

Part 3: อิทธิพลของสินค้า/ยี่ห้อ

คำแนะนำ: กรุณาเขียนชื่อสินค้า/ยี่ห้อที่ท่านเขียนในตารางในส่วนที่ 2 ก่อนหน้านี้ลงในช่องว่างด้านบนแล้วตอบคำถามข้างล่างนี้

1. คุณเคยรู้จักสินค้า/ยี่ห้ออื่นๆ ก่อนจะ เห็นมันในละคร “บ้านนี้มีรัก” หรือไม่	() เคย () ไม่เคย	() เคย () ไม่เคย	() เคย () ไม่เคย	() เคย () ไม่เคย	() เคย () ไม่เคย	() เคย () ไม่เคย

คำแนะนำ: คุณเห็นด้วย/ไม่เห็นด้วยกับข้อความต่อไปนี้มากน้อยระดับใด

2. เมื่อเห็นสินค้า/ยี่ห้อ ฉันรู้สึกสนใจมัน	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ
3. หลังจากที่เห็นสินค้า/ยี่ห้อ ฉันต้องการ จะซื้อมัน	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ

Part 3: อิทธิพลของสินค้า/ยี่ห้อ

คำแนะนำ: กรุณาเขียนชื่อสินค้า/ยี่ห้อที่ท่านเขียนในตารางในส่วนที่ 2 ก่อนหน้านี้ลงในช่องว่างด้านบนแล้วตอบคำถามข้างล่างนี้

1. คุณเคยรู้จักสินค้า/ยี่ห้ออื่นๆ ก่อนจะ เห็นมันในละคร “บ้านนี้มีรัก” หรือไม่	() เคย () ไม่เคย	() เคย () ไม่เคย	() เคย () ไม่เคย	() เคย () ไม่เคย	() เคย () ไม่เคย	() เคย () ไม่เคย

คำแนะนำ: คุณเห็นด้วย/ไม่เห็นด้วยกับข้อความต่อไปนี้มากน้อยระดับใด

2. เมื่อเห็นสินค้า/ยี่ห้อ ฉันรู้สึกสนใจมัน	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ
3. หลังจากที่เห็นสินค้า/ยี่ห้อ ฉันต้องการ จะซื้อมัน	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ	() ไม่เห็นด้วยมากๆ () ไม่เห็นด้วย () เฉยๆ () เห็นด้วย () เห็นด้วยมากๆ



APPENDIX D

Tables of Findings

TABLE 15 Age Distribution

Age	Respondents	%
10 – 12 years old	15	50.00
13 – 14 years old	15	50.00
Total	30	100.00

TABLE 16 Experience in watching Thai sitcoms

	10 – 12 years old		13 – 14 years old	
	Respondents	%	Respondents	%
Yes	15	100.00	15	100.00
No	0	0.00	0	0.00
Total	15	100.00	15	100.00

TABLE 17 Experience in watching the sitcom 'Baan Nee Mee Rak'

	10 – 12 years old		13 – 14 years old	
	Respondents	%	Respondents	%
Yes	15	100.00	13	86.67
No	0	0.00	2	13.33
Total	15	100.00	15	100.00

TABLE 18 Frequency of watching the sitcom 'Baan Nee Mee Rak' per month

	10 – 12 years old		13 – 14 years old	
	Respondents	%	Respondents	%
Four times or more	8	53.33	3	20.00
Three times	6	40.00	1	6.67
Two times	0	0.00	3	20.00
Once	1	6.67	6	40.00
Never	0	0.00	2	13.33
Total	15	100.00	15	100.00

TABLE 19 The 10-to-12-year-old respondents' identification placed products in the target sitcom

Products/Brands	Respondent															Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Mai Suay Lerk Dai																0
Mamy Poko	/		/	/			/	/	/					/		7
Coke	/	/							/			/	/			5
Brand's	/											/				2
Modess																0
Listerine						/										1
Hale's Blue Boy				/												1
Mr. Muscle																0
Duck																0
Johnson & Johnson																0
Cadbury																0
CP																0
Thai Life Insurance									/							1
Ovaltine																0
Twelve Plus																0
Off																0
Pedigree																0
Raid																0
Double A	/															1
Dentyne																0
Glade Touch 'n Fresh																0
Beger																0
Carefree																0
Nokia																0
Fanta																0
Dailynews																0
Panasonic		/		/	/											3
Total	4	2	1	3	1	1	1	1	3	0	0	2	1	1	0	21

TABLE 20 The 13-to-15-year-old respondents' identification placed products in the target sitcom

Products/Brands	Respondent															Total
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Mai Suay Lerk Dai																0
Mamy Poko																0
Coke	/	/		/	/	/	/	/	/	/	/		/	/	/	13
Brand's		/									/			/		3
Modess								/								1
Listerine		/			/	/								/		4
Hale's Blue Boy																0
Mr. Muscle																0
Duck																0
Johnson & Johnson																0
Cadbury																0
CP													/		/	2
Thai Life Insurance																0
Ovaltine			/	/					/							3
Twelve Plus																0
Off																0
Pedigree										/						1
Raid																0
Double A																0
Dentyne																0
Glade Touch 'n Fresh	/	/			/									/		4
Beger																0
Carefree																0
Nokia		/	/		/	/					/			/		6
Fanta																0
Dailynews																0
Panasonic																0
Total	2	5	2	2	4	3	1	2	2	2	3	0	2	5	2	37



APPENDIX E

Memorandum to the Experts



บันทึกข้อความ

ส่วนราชการ บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ โทร. 5730

ที่ ศธ 0519.12/10540

วันที่ 3 พฤศจิกายน 2552

เรื่อง ขอเชิญเป็นผู้เชี่ยวชาญ

เรียน คณบดีคณะมนุษยศาสตร์

เนื่องด้วย นางสาวอรรฉน จูดิธนาการ นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์ เรื่อง “การสำรวจประสิทธิผลของโฆษณาแฝงในซีทคอมทางโทรทัศน์ของไทยที่มีต่อเด็ก” โดยมี อาจารย์ ดร.พนิตา นัครานนท์ เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในการนี้ บัณฑิตวิทยาลัยขอเรียนเชิญ ผู้ช่วยศาสตราจารย์เพ็ญณี ดิสกะประกาย และ อาจารย์ Leroy A. Quick เป็นผู้ช่วยควบคุมตรวจสอบการสำรวจประสิทธิผลของโฆษณาแฝงในซีทคอมทางโทรทัศน์ของไทยที่มีต่อเด็ก

จึงเรียนมาเพื่อขอความอนุเคราะห์ ได้โปรดพิจารณาให้ข้าราชการในสังกัดเป็นผู้เชี่ยวชาญให้ นางสาวอรรฉน จูดิธนาการ และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้

(รองศาสตราจารย์ ดร.สมชาย สันติวัฒนกุล)

คณบดีบัณฑิตวิทยาลัย



APPENDIX F

Letters of Consent



ศธ 0519.12/1๐๑1๒

บัณฑิตวิทยาลัย
มหาวิทยาลัยศรีนครินทรวิโรฒ
สุขุมวิท 23 กรุงเทพฯ 10110

/) พฤษจิกายน 2552

เรื่อง ขอบขออนุเคราะห์เพื่อการวิจัย

เรียน อาจารย์ใหญ่โรงเรียนช่างคานวศึกษา

เนื่องด้วย นางสาวรพรรณ จูติชนกร นิสิตระดับปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ได้รับอนุมัติให้ทำสารนิพนธ์ เรื่อง “การสำรวจประสิทธิผลของโฆษณาแฝงในชิตคอมทางโทรทัศน์ของไทยที่มีต่อเด็ก” โดยมี อาจารย์ ดร.พนิตา ฉัตรานนท์ เป็นอาจารย์ที่ปรึกษาสารนิพนธ์ ในกรณีนี้ นิสิตมีความจำเป็นต้องเก็บข้อมูลเพื่อการวิจัย โดยขอให้นักเรียนชั้นประถมศึกษาปีที่ 4 และ นักเรียนชั้นมัธยมศึกษาปีที่ 2 จำนวน 30 คน ตอบแบบสอบถามเรื่อง การสำรวจประสิทธิผลของโฆษณาแฝงในชิตคอมทางโทรทัศน์ของไทยที่มีต่อเด็ก ในระหว่างเดือนพฤษจิกายน 2552 - กุมภาพันธ์ 2553

จึงเรียนมาเพื่อขอขออนุเคราะห์ ได้โปรดพิจารณาให้ นางสาวรพรรณ จูติชนกร ได้เก็บข้อมูลเพื่อการวิจัย และขอขอบพระคุณเป็นอย่างสูง ณ โอกาสนี้

ขอแสดงความนับถือ

(รองศาสตราจารย์ ดร.สมชาย สันติวัฒนกุล)

คณบดีบัณฑิตวิทยาลัย

สำนักงานคณบดีบัณฑิตวิทยาลัย

โทร. 0-2649-5067

หมายเหตุ : สอบถามข้อมูลเพิ่มเติม กรุณาติดต่อ นิสิต โทรศัพท์ 02-653-2820, 081-733-5170

จดหมายขอความอนุเคราะห์

15 ธันวาคม 2552

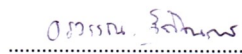
เรื่อง ขอความอนุเคราะห์เพื่อการวิจัย
เรียน ท่านผู้ปกครอง

เนื่องด้วยข้าพเจ้า นางสาวอรรรณ จูติชนการ นิสิตปริญญาโท สาขาวิชาภาษาอังกฤษธุรกิจ เพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ประสานมิตร ได้รับอนุมัติให้ทำสารนิพนธ์ เรื่อง “การสำรวจประสิทธิผลของโฆษณาแฝงในซีทคอมทางโทรทัศน์ของไทยที่มีต่อเด็ก” ในการนี้ ข้าพเจ้ามีความจำเป็นต้องเก็บข้อมูลเพื่อการวิจัย โดยมีกลุ่มตัวอย่างเป็นนักเรียนอายุ 10-14 ปี จำนวน 30 คน รับชมละครซีทคอมเป็นเวลาประมาณ 40 นาทีแล้วตอบแบบสอบถามจำนวน 3 ตอน 11 ข้อ ข้อมูลส่วนตัวเกี่ยวกับเด็กของท่านจะถูกเก็บเป็นความลับ ถ้าเด็กของท่านรู้สึกไม่สบายใจที่จะตอบแบบสอบถามสามารถออกจากกรวิจัยได้ตลอดเวลา

ถ้าท่านผู้ปกครองมีความสงสัยหรือต้องการจะขอข้อมูลเพิ่มเติม กรุณาติดต่อที่หมายเลข 081-733-5170 ข้าพเจ้ามีความยินดีที่จะตอบข้อสงสัยและปฏิบัติตามความประสงค์ทุกประการ

จึงเรียนมาเพื่อโปรดพิจารณาอนุญาต

ขอแสดงความนับถือ



(นางสาวอรรรณ จูติชนการ)

____ อนุญาตให้เด็กของข้าพเจ้าเข้าร่วมงานวิจัย โดยข้าพเจ้า

- ได้อ่านจดหมายขอความอนุเคราะห์โดยเข้าใจแล้ว
- รับทราบว่าเด็กของข้าพเจ้าสามารถปฏิเสธการวิจัยได้ตลอดเวลา

____ ไม่อนุญาตให้เด็กของข้าพเจ้าเข้าร่วมงานวิจัยนี้

(ลายเซ็น)

(.....)

.....

(วัน / เดือน / ปี)



VITAE

Name: Orawan Thititanakarn

Date of Birth: August 26, 1976

Place of Birth: Bangkok, Thailand

Address: 328 Thadindaeng Road, Klongsan,
Bangkok, 10600

Educational Background:

- 
- 1998 Bachelor of Education (English)
Srinakharinwirot University, Bangkok
- 2011 Master of Arts (Business English for International Communication)
Srinakharinwirot University, Bangkok