

A STUDY OF THE EFFECT OF ADVERTISEMENTS AT BUS SHELTERS
ON ATTITUDE OF PASSERBY CONSUMERS

A MASTER'S PROJECT
OF
SUMALEE VIBOONVECHVANICH

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

March 2007

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This study attempts to investigate the effect of advertisings at bus shelter toward passerby consumers. The objectives of the study are 1) to study the consumers' behaviors and attitudes toward advertisings at bus shelters, 2) to explore the effect of bus shelters' advertisements on consumers in terms of awareness, 3) to identify the main factors which make consumers recall advertisings at bus shelters. The questionnaires were randomly distributed to sixty respondents in three major areas in Bangkok : Siam Square, Silom and Sukhumvit. The results revealed that most of the respondents paid attention to advertisings at bus shelters and they were interested with the overall advertisements at bus shelters. The most powerful factors that affected passerby consumers were colors and creative designs of advertisements. The other influential elements were pictures and brand names or logos. Additionally, the results also showed that due to the outstanding color and design of advertisement, McDonald's was the brand which respondents remembered the most.

การศึกษาผลกระทบของการโฆษณาที่ศาลาที่พักผู้โดยสารต่อทัศนคติ
ของผู้บริโภคที่พบเห็นป้ายโฆษณา

บทคัดย่อ
ของ
สมาลี วิบูลย์เวชวานิชย์

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
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การวิจัยฉบับนี้มีจุดมุ่งหมายที่จะศึกษาผลกระทบของการโฆษณาที่ศาลาที่พักผู้โดยสารต่อ

ทัศนคติของผู้บริโภคที่พบเห็นป้ายโฆษณา วัตถุประสงค์ของการศึกษาในครั้งนี้คือ 1) เพื่อศึกษาพฤติกรรม และทัศนคติของผู้บริโภคที่มีต่อโฆษณาที่ศาลาที่พักผู้โดยสาร 2) เพื่อศึกษาผลกระทบของโฆษณาที่ศาลาที่พักผู้โดยสารต่อผู้บริโภคในด้านการรับรู้ 3) เพื่อสำรวจปัจจัยสำคัญที่ทำให้ผู้บริโภคจำโฆษณาที่ศาลาที่พักผู้โดยสารได้ โดยใช้วิธีการสุ่มตัวอย่างจากประชากรจำนวน 60 คนในเขตพื้นที่หลักของกรุงเทพมหานคร ได้แก่ สยามสแควร์ สีลม และ สุขุมวิท ผลการศึกษาพบว่าประชากรส่วนใหญ่ให้ความสนใจต่อโฆษณาที่ศาลาที่พักผู้โดยสาร และมีทัศนคติความพึงพอใจโฆษณาดังกล่าวโดยรวมอยู่ในระดับดี ปัจจัยสำคัญที่มีผลต่อผู้บริโภคที่พบเห็นโฆษณาคือ สีฉูดฉาดและการออกแบบตกแต่งโฆษณาที่ศาลาที่พักผู้โดยสาร ส่วนปัจจัยอื่นที่มีอิทธิพลรองลงมาคือรูปภาพและตราสินค้าหรือโลโก้ นอกจากนี้ ผลการสำรวจยังพบอีกว่าผลิตภัณฑ์ที่มีผลต่อผู้บริโภคมากที่สุด คือ แมคโดนัลด์ ทั้งนี้เนื่องมาจากสีฉูดฉาดและการออกแบบตกแต่งป้ายโฆษณา

The Master's Project Advisor, Chair of Business English for International Communication Program, and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakharinwirot University.

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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 Srinakharinwirot University.

..... Dean of The Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

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TABLE OF CONTENTS

Chapter	Page
1. INTRODUCTION.....	1
Background.....	1
Statement of the Problem.....	4
Objectives of the Study.....	5
Research Questions.....	5
Significance of the Study.....	5
Scope of the Study.....	6
Expected Outcome.....	7
Definition of Terms.....	7
2. REVIEW OF RELATED LITERATURE.....	8
3. METHODOLOGY.....	19
4. FINDINGS.....	22
5. CONCLUSIONS.....	33
BIBLIOGRAPHY.....	39
APPENDIX A.....	42
APPENDIX B.....	50

LIST OF TABLES

Table	Page
1. Estimated Advertising Expenditures.....	2
2. General Information of Respondents.....	23
3. Behavior of Consumers toward Bus Shelters' Advertisements.....	25
4. Attitude of Consumers toward Bus Shelters' Advertisements.....	27
5. Brands which consumers could recall.....	29
6. Factors that make advertisings remembered.....	31

LIST OF FIGURES

Figure	Page
1. Three-component Attitudes Model	12
2. Four Elements of Marketing Mix	13

CHAPTER 1

INTRODUCTION

Background

Advertising is a communication system which conveys messages to a large number of people. It is an important part of all business activities that plays the crucial role in our lives and society. Nowadays, advertising media is highly competitive, and it penetrates both indoors and outdoors wherever people can reach through various kinds of media such as television, newspapers, billboards, bus shelters, bus body, and BTS. These advertisements have played significant roles in influencing consumers' awareness and perception.

Why advertise ? Frank Jefkins (1992) indicated that when we have something we want to sell, or someone may have something we want to buy, thus we know the existence of those able to supply and those with a demand. Advertising begins with the advertiser, the person or organization that "needs to get out a message" (Wells, Burnett & Moriarty. 1992: 16) and provides the message to consumers through advertising which is used as a tool to give information about the products, promote its sales and provide reminders. Dr. Johnson said "People more often need to be reminded than to be informed" (Jefkins. 1973: 26). Advertising helps consumers to be reminded about the name of products, its benefits and value which finally influence their decisions.

In the world of business, every company wants to gain profits as much as it can. In order to do so, each company has to make its products, which can be goods, services or ideas, initially known to the public. There are a number of ways that products can be introduced to consumers. One of the most effective methods is through advertising. (Montakarn. 2006: 1).

Following table shows the Estimated Advertising Expenditures since 2002 till 2005

Table 1 Estimated Advertising Expenditures (Million Baht)

Media	2005	%	2004	%	2003	%	2002	%
TV	50,016	56.24	47,173	56.07	42,288	59.17	37,339	61
Radio	7,055	7.93	6,850	8.14	6,662	9.32	6,180	10.10
Newspapers	18,159	20.42	18,030	21.43	13,342	18.67	11,116	18.16
Magazines	6,638	7.46	6,121	7.27	4,550	6.37	3,627	5.93
Cinema	1,705	1.92	1,334	1.59	896	1.25	596	0.97
Outdoor	4,530	5.09	3,935	4.68	3,169	4.43	1,718	2.81
Transit	713	0.08	579	0.69	558	0.78	634	1.04
In Store	114	0.13	117	0.14	0	0	0	0
Total	88,931	100	84,139	100	71,465	100	61,210	100

Source : Nielsen Media Research

According to the research concerning advertising expenditures, thousand million budget is dramatically spent through various media every year by advertisers. This is because every business function requires an efficient communication system to fulfill its operation and performance. So advertising is a crucial marketing strategy for marketers to achieve the

business goal. The advertising purposes of each business are various. Broadly, advertising is used to inform people about products and services, or increase sales. According to Wilmshurst, (1985: 21), advertising may have a wide variety of specific tasks : it's used as a means to create brand awareness among consumers that use a long-term duration to remind or reinforce them in changing their attitude and behavior; or it may be used to build a long-term profit to a firm or to improve the firm's corporate image; while some businesses employ advertising to get an immediate response by conducting activities of sales promotion such as demonstration, premium, and sweepstake in order to stimulate sale volumes in a short-term period. For example, Pepsi spent a large amount of budget in 2005 through various media such as TV 63.5%, radio 4%, press 0.7%, magazine 0.9%, cinema 13.4%, outdoor 3.5% and transit 14% (Nielsen Media Research 2005), in order to maintain its market share and create brand awareness. That's why advertising is the important device to enhance business.

One major goal of advertising is to link information to a product or a service in consumer's mind. (Rachanee. 2004: 9). Psychologically, to build a familiarity of products or brands by using advertising frequency is an effective strategy to create awareness and arouse consumers' desires. In addition, it is also the way to change consumer behavior and attitude to be familiar with those products or brands. Russell and Lane. (1993: 696) indicated that familiarity is one of the fundamental ways in which advertising contributes to profitability. By familiarizing, the message is established in the consumer's mind because it is memorable and frequently exposed.

For example, Breeze Detergent is presently remembered by consumers to replace Fab Detergent due to its advertising frequency through various media.

Since people spend their lives working in different places, they have to commute from home to work or other places everyday. Due to the present oil crisis and time management, public transportations such as bus, BTS and MRTA are then the alternative. Bus shelter is one of the public utilities which people approach everywhere they commute. Therefore, we will see many kinds of advertisements shown at bus shelter everywhere. The finding of this study will explain the effect of advertising at bus shelter toward passerby consumers.

Nowadays, bus shelter's advertisements are rapidly improved and more attractive. Particularly, an innovative design used to decorate the ads at bus shelter is one of the strategies to attract the attention of passerby customers.

Statement of the Problem

People are today surrounded by many kinds of advertisements wherever they go. For instance, when they are at home, they see advertisements from television, radio or newspaper. While being outside, they find various advertisements everywhere on streets such as shelter advertising, phone booth advertising, drinking fountain including the latest smart sign. Accordingly, these advertisements attempt to create the culture of consumerism and encourage the luxurious value among consumers.

As consumers, people have to understand advertising strategy which advertisers use to persuade them and be analytical about those strategies. Actually, advertising helps consumers to gain a lot of information about products and services, in the meantime it also assists consumers to develop sound judgment and purchasing decision.

Objectives of the study

1. To study the consumers' behaviors and attitudes toward advertisings at bus shelters.
2. To explore the effect of bus shelters' advertisement on consumers in terms of awareness.
3. To identify the main factors which make consumers recall advertisings at bus shelters.

Research Questions

1. What are consumers' attitudes toward bus shelter's advertisements ?
2. In what way, do bus shelter's advertisements effect passerby consumers, and what is the main factor which influences them ?

Significance of the study

As advertising is the important part of business activities, it not only serves to convey information about products and services to consumers, but it also attempts to influence them on their purchasing decision.

Bus shelter's advertisements are outdoors advertisings found throughout Bangkok. Therefore people are familiar with these kinds of advertisings because they see the advertisements everyday when they commute. The investigation will focus on the effect of bus shelter's advertisements on passerby consumers and identify the factors which influence them. This study is beneficial for consumers to analyze the advertising strategy. This will help readers to understand the art of advertising in everyday life.

Scope of the study

This study investigated the effect of bus shelter's advertisements on passerby consumers in order to identify the factor that makes consumers recall advertising. The instrument employed in the study consisted of two sets of questionnaires in English and in Thai. The questionnaire is divided in three parts: the personal data, the behavior and attitude of consumers toward bus shelter's advertisement and factors that made consumers remember them. The questionnaires were randomly distributed to sixty passerby consumers in Siam Square, Silom and Sukhumvit areas. The respondents' ages were from 15 – 35 years old. These samples were the commuters who mostly traveled by public transportation especially by bus. Moreover, they were the groups who could make their purchasing decision.

Expected Outcomes

Bus shelters' advertisements are media found throughout Bangkok. Certainly, commuters always see these advertisements every day and are familiar with them. Although, consumers are unaware that these advertisements are likely to stimulate their desires, they should understand the objectives of those advertisements and avoid being imposed by its influence when making a purchasing decision.

Definition of terms

1. Bus shelter advertising

Bus shelter advertising is a traditional outdoors advertising. Bus shelter advertising is viewed by commuters : pedestrians and passengers traveling by public transit or private vehicles.

2. Public transportation

Public transportation includes all transport systems which the passengers use apart from their own vehicle. It is also called public transit or mass transit.

3. Passerby consumers

Passerby consumers in this study mean all commuters who travel on the road, which include passengers, car drivers and pedestrians.

CHAPTER 2

REVIEW OF RELATED LITERATURE

In order to conduct the research on the effect of bus shelter's advertisements on passerby consumers, it is essential to understand the general idea of related literature as follows:

1. Advertising
2. Brand
3. Consumer Behavior and Attitude
4. Marketing Mix and Promotion Mix
5. Previous Research

1. Advertising

1.1 What is advertising ?

Advertising is a process to convey an information, message or idea about products and services, via various media, to consumers to persuade and motivate them to yield with the belief and make a purchasing decision.

According to White (1988: 54), advertising is a form of communication to the consumer about a product. But it is not just trying to get the recipient to learn the ad by rote: it is surely trying to give information-persuasive information-about the product, so that the consumer will prefer it to its competitors and buy it.

Advertising is the way to tell many people about a product in the fastest time at the lowest cost per message. (Kleppner. 1973: 33)

Weilbacher (1979: 4) mentioned that “Advertising affects my choice of products, interferes with my enjoyment of the entertainment media; brings me information about new products and product improvements; makes me and other people buy things we shouldn't buy.”

1.2 The objective of advertising

Advertising is designed to achieve a business objective consistent with the goals of the firm which may include a long-run profit maximization, stability, growth, social responsibility, and so on. (Cohen. 1972: 30)

According to Brierley (1995: 45), advertising aims to provide coverage and frequency via the mass media and add brand values to the product. Advertising objectives tend to create awareness and change attitude.

2. Brand

2.1 What is brand ?

Jones (1999: 55) stated that the vast majority of advertising is about brand.

Brand and product are different. Jeremy Bullmore (1991) described that “A product is an object or service that’s available. A brand is a complex set of satisfactions delivered.”

(Butterfield. 1999: 29)

Brands are essentially devices for identification purposes and as such provide several advantages for both branders and consumers. For consumers, the brand name (or symbol, emblem, or device) permits quick and easy identification of the maker of the product. It may connote the reputation of the firm and it may communicate a mental image of the company of its product. The brand provides the consumer with a symbol of quality and enables him/her to pinpoint the firm responsible for that quality. For branders, quick identification reduces the amount of selling time required in the purchase of their items. The brand carves out a market for the product and serves to make it a specialty good, one which the consumer may go out of his way to buy. To some extent the brand permits the manufacturer to take his item out of competition by establishing strong consumer preferences. (Cohen. 1972: 88-89)

According to Churchill and Peter (1995: 366), a brand is “a name, term, design, symbol, or any other feature that identifies a seller’s good or service as distinct from those of other sellers”.

3. Consumer behavior and attitude

3.1 The definition of consumer behavior

Consumers are people who buy or use products to satisfy needs and wants.

There are two types of consumers : those who shop for and purchase the product and those who actually use the product. This distinction is important because the two groups can have different needs and wants. (Wells, Burnett, Moriarty. 2003: 97). Advertising is the main device to persuade the consumers to do something, especially to purchase a product. In order to achieve this, the advertisers must understand their consumers and learn how they behave, the ways they think, and the factors that motivate them including the environment they live.

As indicated by Statt (1997: 6), a typical definition of consumer behavior would therefore be: the mental, emotional and physical activities that people engage in when selecting, purchasing, using, and disposing of products and services so as to satisfy their needs and desires.

3.2 What is attitude ?

An attitude is a state of mind or feeling with regard to a person or thing which involves beliefs, values, evaluations and intentions. As a consumer, people somehow express their attitude toward products, goods, services and objects because it is psychologically concerned with their feeling and thought which have the effect on their satisfaction or dissatisfaction.

According to Scheffman and Kanuk. (2002: 200), an attitude is a learned pre-disposition to behave in a consistently favorable or unfavorable way with respect to a given object.

Clow and Baack (2002: 151) defined that attitude is a mental position taken toward a topic, a person, or an event that influences the holder's feeling, perceptions learning processes, and subsequent behaviors. An attitude consists of three components: (1) affective, (2) cognitive, and (3) conative. The affective component contains the feelings or emotions a person has about the object, topic, or idea. The cognitive component refers to a person's mental images, understanding, and interpretations of the person, object, or issue. The conative component is an individual's intentions, actions or behaviors.

Fill (1995. 106) explained that this three-component approach (Figure 1) to attitude is based upon attitudes toward an object, person, or organization. The sequence to attitude formation is learn, feel and do.

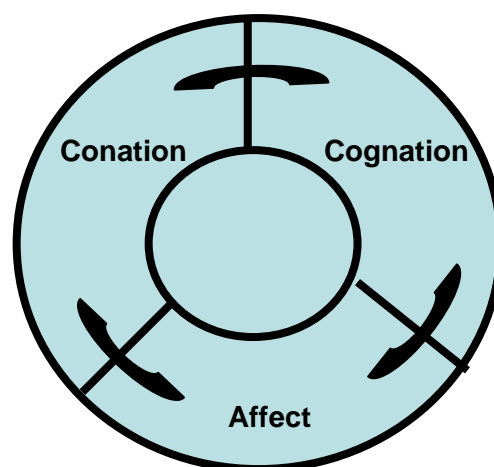


Figure 1 Three-component Attitude Model

4. Marketing Mix and Promotion Mix

4.1 Marketing Mix

Marketing mix is the set of tools and techniques – the product, its pricing and distribution, and its marketing communication – used by an organization to market its products at a profit. (Keegan, Moriarty, and Duncan. 1995: 18). It consists of four primary elements: product, price, place and promotion.



Figure 2 Four Elements of Marketing Mix

Source: www.marketingteacher.com

Product is concerned with making the right product or service available for the target market. It involves a physical good, a service, or a combination of both elements which should lead to satisfy customers' needs.

Place is about putting the right product to the target market's place where the customers can buy the products available at any time they want.

Promotion is the way to tell the target market about the right product. Promotion includes: personal selling, advertising, sales promotion and public relations.

Price is concerned with informing the target market about the offering's price. To set the price, we have to consider the kind of competition in the target market.

Briefly, marketing mix is the process that we develop a product to satisfy the target customers; then we find the way to reach the target customers' place; next we use promotion to tell them about the product available; and we determine the competitive price.

4.2 Promotion Mix

Promotion is one of the elements of marketing mix, used as the tool to inform the target market about the products and service. In other words, promotion is a similar meaning as communication, consisting of four elements: personal selling, sales promotion, advertising and public relations. These are referred as the promotional mix.

4.2.1 Personal selling is a direct communication between sellers and customers which involves face-to-face activities or other forms of communication. Personal selling lets the salesperson apply the marketing mix to different customers. Russell and Lane (1993: 26) stated that personal selling is the most often used as a follow-up to mass communication to close the sale or develop a long-term relationship that will eventually result in a sale.

4.2.2 Sales promotion comprises of various marketing techniques which are often used tactically to provide added value to an offering, with the aim of accelerating sales and gathering marketing information. (Fill. 1995: 6). Sales promotion involves all promotion activities to stimulate interest and make an immediate purchase. It includes coupons, deals, premiums, sweepstakes, samples rebates and point of purchase displays. Sales promotion is a marketing technique to boost short-term sales.

4.2.3 Advertising is any paid form of communication that is broadcast, published, or otherwise displayed in public and in which an identified sponsor promotes ideas, goods or services. (Keegan, Moriarty, & Duncan. 1995: 560). Advertising is then the part of marketing process in carrying out the promotion element of marketing mix.

4.2.4 Public relations defined by The Institute of Public Relations as “the deliberate planned and sustained effort to institute and maintain good relations between a company and its public”. (Wilmshurst. 1985: 105). Unlike advertising, public relations is an unpaid form of nonpersonal presentation of ideas, goods or services. According to Fill (1995: 7), there are a wide range of other tools used by public relation, such as event management, sponsorship and lobbying. These forms have a better impact to target market in terms of persuasion, than advertising.

5. Previous Research

The researcher has gathered some previous studies regarding the influences of advertising in order to view different ideas and effectiveness involved as the following:

According to the research entitled “A Study of Influences of Television Advertising on the Decision to Purchase Whitening Products of Thai Adolescents’ by Siriluk Junsri (2004), The findings revealed that TV advertisements influenced the decision of Thai adolescents to purchase whitening products. The most important TV ad element was the brand and other influential factors were presenters and advertising message. As for adolescents, an attractive presenter and design of the advertisement can obviously grab their attention. Thus, it was finally found that TV commercials have a big influence on their purchasing decision.

Claire O'Donnell and Cleopatra Veloutsou (2005: online) studied “Exploring the Effectiveness of Taxis as an Advertising Medium”. Using data collected from a sample of 425 people living in two cities and on rural in Scotland, this exploratory study investigated the perceptions towards a non-traditional, outdoor, transit advertising medium; traditional black cabs. It revealed that the medium was far from being unnoticed by the respondents, who accepted it better than anticipated. In addition, the findings implied that the extent to which the medium was consciously noticeable very much depends on the perceived contact with outdoor advertising, the region in which the participants live, and their attitude towards outdoor advertisings and advertising in general.

Another study by Einar Breivik and Herbjorn Nysveen (2005: online) entitled “The Influence of Media on Advertising Effectiveness a Comparison of Internet, Posters and Radio”. This study compared the effectiveness of internet advertisements (pop-ups), print advertisements (posters) and radio advertisements for an airline ticket and for a weekend stay at a hotel. The advertisements were developed to utilise specific medium characteristics, and the control of advertisement content was attained through the brief. Furthermore, the relative quality of the advertisements was used as a covariate in the analysis of media effects. The test situation reflected a high elaboration condition in that the respondents were asked to assess presented ads on various outcome variables. The results indicated that both advertising media and the relative quality of the advertisements presented in the various media influence the effectiveness of the advertisements. Internet and posters were found to be more effective advertising media than radio.

Similarly, Renita Coleman and Anne Cunningha (2004: online) carried out a study entitled, “Outdoor Advertising Recall. A Comparison of Newer Technology and Traditional Billboards”. This study added to our understanding of how new technology such as the 'smartboards' affect consumers' recall of outdoor messages. This study showed that the newest technology, the smartboard, produced the lowest level of aided recall. Two related factors, consistency and repetition of the message, may account for these findings. Recall of the new technology formats may be related to repetition insofar as the

smartboard rotates at eight-second intervals multiple advertisers, such that each is likely to have fewer exposures thus failing to achieve wear-in, while the tri-vision boards repeat multiple messages for one advertiser, reducing the chance of early wear-out.

CHAPTER 3

METHODOLOGY

The methodology used in the research consists of four parts: population, research instrument, data collection and data analysis. Details will be describes as follows:

1. Population

The population of this study consisted of sixty passerby consumers who were commuters in Bangkok. Passerby consumers in this study mean all commuters who travel on the road, which include passengers, car drivers and pedestrians. They were both male and female aged between 15 – 35 years old. Most of them used public transportation.

2. Research Instrument

The instrument in the research consisted of two sets: one in English and the other in Thai. Thai version questionnaires were designed for the respondents who were not comfortable to answer in English. Each of them consisted of three parts as follows :

- The first part was general information of participants. It consisted of sex, age, occupation and traveling.
- The second part covered two segments: the behavior and attitude of passerby consumers toward bus shelter's advertisement.

- The last part was the factors that made consumers remember ads. This part described the level of factors that made ads memorable. There were four levels : extremely high, high, moderate and low. All respondents were asked to rate the following factors : color, picture, catchy word, advertising message, design of advertisement, presenter, price and brand name.

3. Data Collection

Data were collected from the questionnaires distributed in the first semester, during July 1 – 15, 2006. Twenty sets of questionnaires were randomly distributed to the respondents in each area : Siam Square, Silom and Sukhumvit. These areas were chosen because they were located in the main routes for traveling by a large number of various groups of people.

Those areas were covering following places :

- Siam Square : Siam Center and MBK Center
- Silom : Silom Complex and Robinson Silom
- Sukhumvit : Emporium

These participants were the major groups who mostly used public transportation. So each of them was asked to complete the questionnaire. They were also asked about the opinion of bus shelters' advertisements which they responded in different ways.

4. Data Analysis

The collected data from participants were analyzed and presented in percentage.

In addition, tables and graphs were used to illustrate the scores and rate the respondent's reply.

All results were analyzed in accordance with the research questions.

CHAPTER 4

FINDINGS

This chapter presents the findings of data collected from the questionnaires. The data are presented in tables, consisting of three sections. Section I presents general information of the respondents. Section II presents the consumer's behavior and attitude toward bus shelters' advertisements. The last section presents the factors that make consumers recall advertisements.

1. General Information of Respondents

Sixty sets of questionnaires were randomly distributed to passerby consumers in the three major areas : Siam Square, Silom and Sukhumvit during July 1 – July 15, 2006. Details are presented in Table 2.

According to Table 2, the result indicated that 41.67% of the respondents were male and 58.33% were female. All of them were aged from 15-21 years old (16.67%), 22-28 years old (46.67%), and 29-35 years old (36.67%). Their occupations were categorized as students or graduate students (21.67%), employee (51.67%), government officers (16.67%), and self-run business (10%). Regarding to their journey, 49.30% of them commuted by buses, 25.35% by BTS/MTRA, 21.13% by personal cars and the remaining 4.23% commuted by motorcycles.

Table 2 General Information of Respondents

Heading	Number	Percentage
Sex		
Male	25	41.67%
Female	35	58.33%
Total	60	100
Age		
15 – 21	10	16.67%
22 – 28	28	46.67%
29 – 35	22	36.67%
Total	60	100
Occupation		
Student/Graduate Student	13	21.67%
Employee	31	51.67%
Government Official	10	16.67%
Self business	6	10.00%
Housewife	0	0.00%
Total	60	100
How to commute*		
1. By bus	35	49.30%
2. By BTS / MTRA	18	25.35%
3. By car	15	21.13%
4. By motorcycle	3	4.23%
Total	71	100

* The respondents can choose more than one choice

From the results, most of the respondents were employees at the age from 22-28 years old. It was observed that the bus shelters' advertisements have different effects on various occupation groups. Students or graduate students may get the influence from advertising the most. Because of their youth and immaturity, they lack rational judgments. So it is easy for them to be influenced by those ads. The employees and government officers who were classified in the similar working group, responded to advertisings according to their income. Therefore, the advertisings may somehow affect them on their purchasing decision.

2. The Behavior of Consumers toward Bus Shelters' Advertisements

As the respondents spend most of their time out of home, they are the road commuters who have the chance to see advertisings particularly those at bus shelters every day. In this section, the behavior and attitude of consumers toward advertisings at bus shelter were investigated and presented in Table 3 and Table 4.

Table 3 Behavior of Consumers toward Bus Shelters' Advertisements

Questions	Percentage
Do you pay attention to the advertisings ?	
Yes	86.67%
No	13.33%
How often do you see the advertisings ?	
Everyday	50.00%
3 - 4 times a week	18.33%
1 - 2 times a week	26.67%
Once a month	5.00%
How long do you wait for the bus ?	
5 - 10 minutes	27.66%
10 - 15 minutes	38.30%
15 - 20 minutes	21.28%
More than 30 minutes	12.77%
Do you look at the advertisings while waiting for the bus ?	
Frequently	33.33%
Sometimes	47.37%
Rarely	17.54%
Never	1.75%

Table 3 (continued)

Questions	Percentage
When seeing the advertisings, consumers..	
Read everything	30.00%
Read only the messages	21.67%
Read only the brands	41.67%
Pay no attention	6.67%

As seen in Table 3, most of the respondents paid attention to the advertisings at bus shelters at 86.67%; and only 13.33% were not interested in the advertisings. When referring to the frequency to see the advertisings, 50% of them saw those ads everyday, while 26.67% and 18.33% of the respondents saw the advertisings 1-2 times a week and 3-4 times a week, respectively, and just only 5% saw them once a month. It was said that most people were interested in bus shelters' advertisements because firstly, they saw these ads everyday; secondly, the designs of advertisings were changed to be more creative and colorful. Those who were not interested in the advertisings because they knew that the objective of these ads is to influence consumers. Moreover, they buy product because it is essential for their daily lives.

The respondents were also asked how long they had to wait for the bus, 38.30% said that they waited for 10-15 minutes, 27.66% spent around 5-10 minutes, 21.28% waited for 15-20 minutes, and the remaining of 12.77% spent more than 30 minutes waiting for the bus. While they were waiting for the bus, 47.37% of them sometimes looked at the advertisings at bus shelters, 33.33% frequently did, 17.54% rarely did and only 1.75% never looked at advertisings.

When the respondents looked at advertisements at bus shelters, the result revealed that 41.67% of them read only the brand, 30.00% and 21.67% read everything and read only the messages, respectively. While 6.67% paid no attention to the advertisements.

Actually, while people are waiting for the bus, each individual's behavior is different. Some may see whether the bus comes, the other may look at the advertisements and read only the brands. If they spend longer time for the bus, they may read the messages or everything from those ads.

Table 4 Attitude of Consumers toward Bus Shelters' Advertisements

Attitude Inquiries	Extremely high	High	Moderate	Low
You pay attention to ads at bus shelters.	3.33%	56.67%	35.00%	5.00%
Exposure of ads can draw your attention.	13.33%	38.33%	43.33%	5.00%
You are satisfied with ads picture related to products.	3.33%	43.33%	46.67%	6.67%
You are satisfied with catchy words.	6.67%	26.67%	58.33%	8.33%
You are satisfied with creative designs.	18.33%	41.67%	33.33%	6.67%
You get useful information from ads.	13.33%	31.67%	45.00%	10.00%
You can recall brand advertised at bus shelters.	6.67%	50.00%	41.67%	1.67%
You can recall brand due to the frequency of advertising.	10.00%	46.67%	40.00%	3.33%

Table 4 described the level of consumers' attitude toward bus shelter's advertisements. The result showed that 56.67% of respondents paid attention to advertisements at bus shelter at

high level, while 35% of them were at moderate level. For the exposure of ads, 43.33% of the respondents said that the advertising could draw their attention at moderate level, and 38.33% at high level. The satisfaction of advertising picture related to products was also indicated at moderate level (46.67%), and at high level (43.33%). The advertising catchy words were found the most at moderate level (58.33%), followed by 26.67% at high level. The creative designs of advertising were satisfied by respondents at high level (41.67%), and moderate level (33.33%). Regarding the advertising information, most respondents (45%) indicated that they got useful information from ads at bus shelters at moderate level, and 31.37% mentioned at high level. In terms of brand recall, 50% of them could remember advertising at high level, followed by 41.67% at moderate level. As well, the respondents recalled brand because of advertising frequency at high level (46.67%) and at moderate level (40%).

In short, the majority of respondents paid attention to bus shelters' advertisements at high level. According to their opinion, the advertising exposures, the satisfaction of ads picture and catchy words were shown at moderate level, while the creative design was at high level. Most of them indicated that the information of bus shelter's ads were useful for them at moderate level. But they could recall brand due to the advertising frequency at high level because they saw ads everywhere.

3. The factors that make advertisings memorable

When products are advertised and consumers can recall their brands and make purchasing decision, the advertisings are effective.

Table 5 Brands which consumers could recall (the pictures are shown at Appendix B)

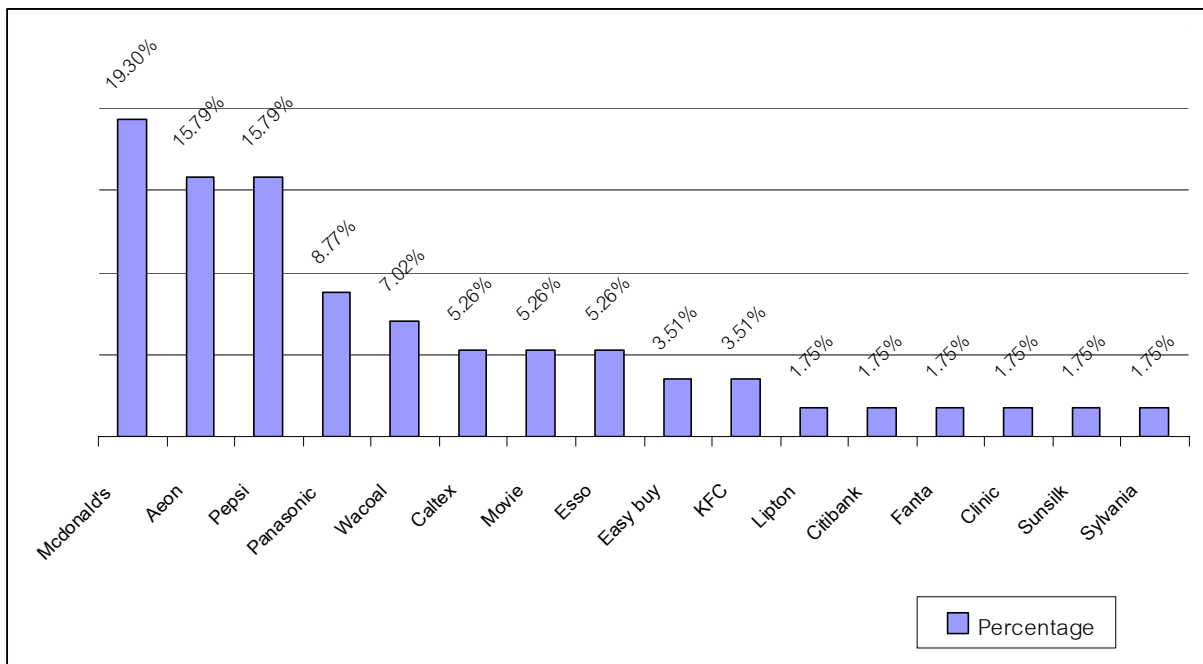


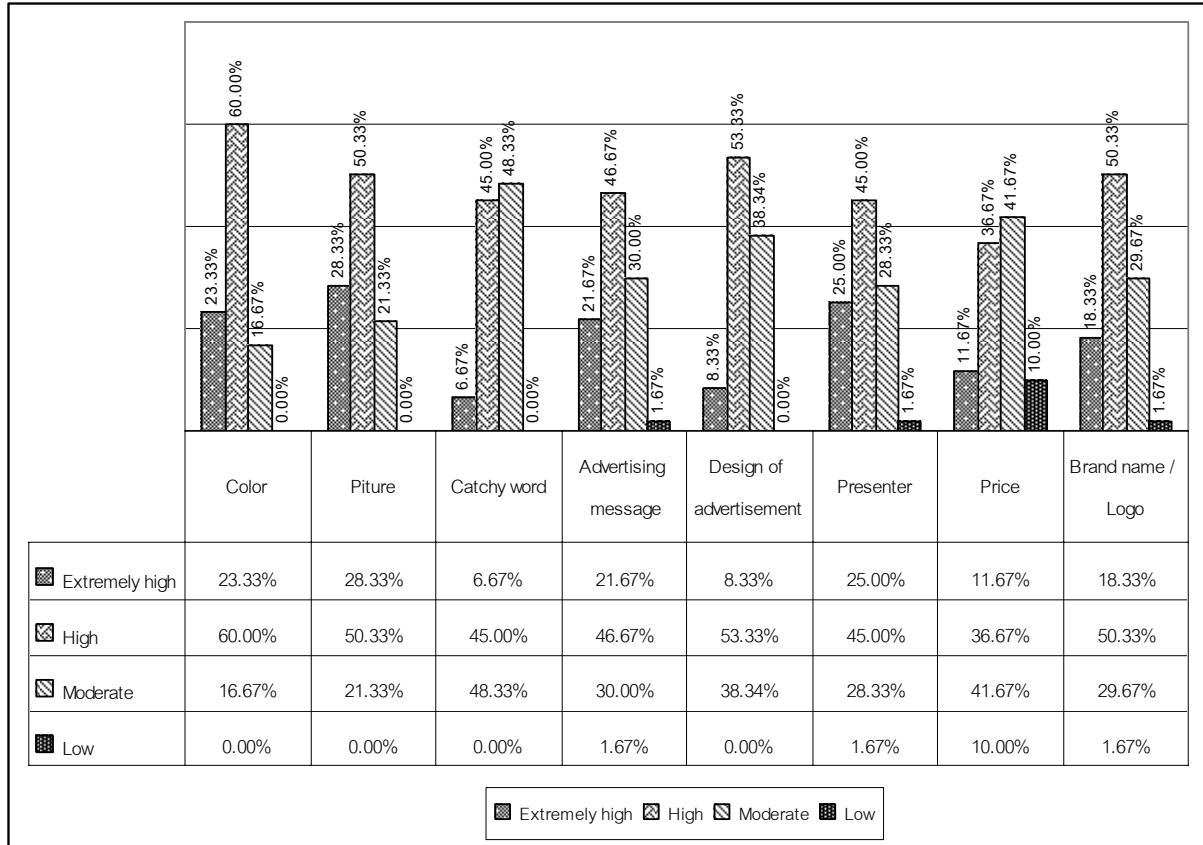
Table 5 presented the effect of bus shelters' advertisement on consumers in terms of awareness. As a lot of products were advertised at bus shelters, sixteen brands were mentioned by the respondents due to various reasons : advertising frequency, designs of advertisements, attractive pictures, outstanding colors, well-known presenters or brand royalty.

From the sixty respondents, 75% of them could recall the brands advertised while 25% could not remember. However, some of them could recognize more than one brand. The results

revealed that 19.30% of the respondents recalled McDonald's the most, followed by Aeon and Pepsi with the same percentage at 15.79%. While Panasonic and Wacoal were recalled at 8.77% and 7.02%, respectively. Just 5.26% of them mentioned the three brands : Caltex, Esso and Movies, whereas 3.51% could remember KFC and Easy Buy. The remaining 1.75% saw the other six brands : Lipton, Fanta, Citibank, Sunsilk, Clinic and Sylvania.

It was also found that McDonald's was the brand which created awareness to consumers the most. This is because the advertising of McDonald's was designed to attract the passerby consumers by decorating its logo on the bus shelter which made this advertisement highly outstanding. Next, Aeon and Pepsi were ranked in the second. The reasons were explained by respondents that they saw Aeon everywhere. For Pepsi, they were impressed by the nice canvas decorated on the roof of bus shelter.

Table 6 Factors that make advertisings remembered



As indicated in Table 6, color is the factor which influenced the respondents at high level (60%), followed by extremely high level at 23.33%. Regarding pictures, 50.33% could memorize them at high level while 28.33% at extremely high level. When mentioning catchy words, 48.33% could get it at a moderate level, followed by 45% at high level. For an advertising message, the respondents remembered the advertising at high level at 46.67%, and moderate level at 30.00% while 53.33% of them memorized the design of advertisement at high level, followed by 38.34% at moderate level. The presenter is another factor that affected the respondents, the findings showed that 45% recalled it at high level while 28.33% could remember it at moderate level.

Whereas 41.67% of them indicated the price at the moderate level, and 36.67% at high level.

Brand name or logo is one of the most important factors which made 50.33% of respondents remember at high level, while 29.67% at moderate level.

There are many factors that make consumers recall those advertisings, products or brands as well as making their purchasing decision. From the results, most elements: color, picture, advertising messages, design of advertisement, presenter and brand name were all the factors that influence consumers at the high level. Only catchy word and price were remembered at moderate level. However, it was found that color and design of advertisement are the major powerful factors to effect consumers. Other influential elements are pictures and brand names or logo.

Additionally, the results also revealed that the factors that made advertisements remembered at extremely high level were pictures (28.33%), presenters (25%) and colors (23.33%), respectively.

CHAPTER 5

CONCLUSIONS

This chapter presents the conclusion of the study. It consists of four sections: conclusions, discussions, limitations of the study and recommendations for further studies.

1. Conclusions

Presently, most people spend their lives out of home. They have to commute every day and spend their time on the road. Outdoor media have played more important role to people's lives. Bus shelter's advertisings are then the outdoor media which consumers are familiar with the most, because they are found on every route throughout Bangkok. Not only do people who commute by bus see the advertisings at the bus shelters while they are waiting for the bus, but also the drivers during the traffic jam do. At least, they may have the chance to see the ads once a day.

The objective of this study was to investigate the effect of bus shelter's advertisements on passerby consumers and identify the main factors that make them recall advertisings. The samples were sixty respondents aged from 15 – 35 years old, who were the commuters in Bangkok. They were selected at three major areas: Siam Square, Silom and Sukhumvit which are the main routes for their journeys.

The results of the study revealed that 86.67% of the respondents paid attention to advertisings at bus shelter. Most of them were from 22 to 28 years old and worked as employees who commuted by bus. Further, they had the opportunity to see advertisings at bus shelters every day. While they were waiting for the bus, most of them looked at the advertisings at bus shelters and read only the brands advertised. They would read everything from the ads if they had to spend longer time.

Regarding the attitude of the respondents toward bus shelter ads, it was found that they were satisfied with the overall advertisings at bus shelters; particularly the creative design of advertising was the main factor that made them recognize the brands. The results also showed that most respondents could recall the category of food. The remarkable brand which affected consumers the most was McDonald's (19.30%) because of its outstanding color and creative design, followed by the same percentage of Pepsi and Aeon (15.79%). The most powerful factors that made advertising memorable are colors (60%) while the designs of advertisement is 53.33%. The other influential elements are pictures (50.33%) and brand names (50.33%).

In conclusion, bus shelter advertising is one of the most powerful outdoor media. The different advantage is its position which is clearly visual and approachable everywhere on the street by a large number of people : commuters, passengers and car drivers. Particularly, the execution of unusual techniques is the advertising strategy to establish the eye catching visibility and produce the strong effect on memory which lead to the high recall among consumers. Politz (1929: online) stated that the creative execution was psychologically influential.

Advertising is the commercial system of business. Many billions are spent on advertising because of various reasons : to increase sales, to provide coverage and frequency via the mass media, to add brand value to the products, to create awareness and change attitudes, to promote the business, to create long-term profit or to improve the firm's corporate image. In short, advertising is the marketing instrument to achieve the business goal.

2. Discussions

Obviously, out of home media has presently played a more important role in influencing consumers. Particularly, the advertisings at bus shelters are found everywhere in Bangkok where commuters can see them every day. Apparently, advertisings attempt to create awareness among consumers and persuade them to buy the products. Commuters are gradually influenced by advertisings. They become familiar with those ads and finally make their purchasing decision.

The results revealed that most of the respondents (86.67%) paid attention to advertisings at bus shelter. Furthermore, from the findings, the most influential factors recognized in advertisings are the colors and the designs of the advertisements. Color is the main factor for outdoor advertisings because it can first attract commuters' attention. The creative design of the advertisements is also an important component because people are naturally interested in innovation. According to David McEvoy (2002: online), the medium is increasing in popularity due to its effective creative treatments. As there are various out of home advertisings, different designs of advertisements will attract more consumers. Similarly, McDonald's is the remarkable

brand that affected consumers the most due to colors and designs of its advertisements. McDonald's has launched the campaign by decorating its logo on the roof of the bus shelter as if McDonald's branches owned the bus shelter. This is one of the marketing strategies to attract the consumers' attention. In this way, it created awareness among consumers.

On the contrary, there was a slight percentage of respondents (13.33%) who paid no attention to these advertisements. For this group, various advertisements could not affect them at all. These people buy products because they are basically essential for their daily lives. The other element is its quality, not advertising.

Imagine if you see an ad somewhere, supposing it is Sunsilk Shampoo, will you buy it immediately? You won't. You will buy it when the old one is nearly empty. It is not advertising that makes you buy the product. What makes you buy is normally the need to replace something you have used up. Advertising in mature markets that is, most advertising works after the need to buy has arisen. It directs a choice from one brand to another (Broadbent, online: 2001). The consumers who have the choice of various brands may not have any idea how one product is better than another. Therefore, the previous repeated advertisement which they approached will arouse the acknowledgement.

All elements: colors, pictures, messages, brand names or innovation are factors to grasp the consumers' attention. These are the advertising strategies to enhance brand awareness and communicate effectively to the target audiences.

The frequency of repetition is an equally important factor. Hugo Munsterberg (1913: online) mentioned that we know from our daily life how an indifferent advertisement can force itself on our mind if it appears daily in the same place in the newspaper or is visible on any street corner. Consequently, bus shelter advertising is a powerful medium because it offers high visibility and generates maximum frequency.

In summary, advertising plays an important role to our lives and business society. That is why it is widely used to promote sale. Ads today not only inform but also give consumers a real experience.

3. Limitations of the study

Bus shelters' advertisements were took place many years ago. There have been certainly more than one hundred brands advertised at bus shelters. However, the respondents could capture only sixteen brands which were advertised during 2003 – 2006. Therefore, these findings do not apply to the bus shelters' ads before year 2003.

4. Recommendations for further studies

4.1 There are presently various kinds of outdoor media, and this study aims to analyze only the effect of bus shelters' advertisements toward passerby consumers.

Thus, other outdoor advertisings such as BTS, Bus body, or the latest Intelligent Traffic Sign are also interesting because of their different characteristics. Therefore, the further study is suggested.

4.2 This study is focused on respondents in only three major business areas in Bangkok. Therefore, it is recommended that other crowded peripherals should be investigated in order to obtain the other responses.

4.3 Creative designs of advertisement are outstanding elements that make advertising or brands recognized, furthermore it is one of the advertising strategies to create appeal among consumers, so further study should be focused on what the effect of design and other visual elements employed to enhance business.

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APPENDIX A
QUESTIONNAIRES

QUESTIONNAIRES

This questionnaire is designed to explore the effect of bus shelter's advertisement toward passerby consumers to find out factors that make consumers remember advertising or brand perceived. Your cooperation in filling out this questionnaire will be appreciated and your information will be kept confidential.

Directions: Please answer the questions below by marking \surd in front of the response that represents your idea.

Part I : General Information

1. Sex

Male

Female

2. Age

15 - 21

22 – 28

29 – 35

3. Occupation

Student

Government Official

Employee

Housewife

Merchant / Self Business

Others.....

4. How do you regularly commute ?

By bus

By car

By BTS / MRTA

By motorcycle

Part II : The behavior and attitude of consumers toward bus shelter's advertisement

5. Do you pay attention to advertising at the bus shelter ?

Yes

No

6. How often do you see the advertising at the bus shelter ?

Always

Almost always

Sometimes

Rarely

7. If you commute by bus, how long do you usually wait for the bus ?

5 – 10 minutes

10 – 15 minutes

15 – 20 minutes

more than 30 minutes

8. While waiting for a bus, do you look at the advertising at the bus shelter ?

Frequently

Sometimes

Rarely

Never

9. When you see the advertising at bus shelter, do you ?

read everything

read only the messages

read only the brand

pay no attention

The attitude toward advertising at bus shelter.	Extremely High	High	Moderate	Low
10 You pay attention to ads at bus shelters.				
11 Exposure of ads at bus shelter can draw your attention.				
12 You are satisfied with the picture of ads in relation to the product.				
13 You are satisfied with the catchy words.				
14 You are satisfied with the creative design of ads.				
15 You get useful information from ads at bus shelters.				
16 After seeing ads at bus shelter, you can recall the brand.				
17 You can recall the brand due to its advertising frequency.				

Part III : Factors that make consumers remember ads

18. The category of ads that you recall at bus shelter	Extremely High	High	Moderate	Low
18.1. Category of food				
18.2. Category of beverage				
18.3. Category of credit cards				
18.4. Category of mobile phone / mobile system				
18.5. Category of appliances				
18.6. Category of entertainment				
18.7. Others.....				

19. Could you identify which brand do you recall (effect you the most)?

.....

20. Factors which makes you recall products advertised at bus shelter.	Extremely High	High	Moderate	Low
20.1 Color				
20.2 Pictures				
20.3 Catchy word				
20.4 Advertising message				
20.5 Design of advertisement				
20.6 Presenter				
20.7 Price				
20.8 Brand name / Logo				

แบบสอบถาม

เรื่อง การศึกษาผลกระทบของการโฆษณาที่ศาลาที่พักผู้โดยสารต่อทัศนคติของผู้บริโภคที่พบเห็นป้ายโฆษณา

เรียน ท่านผู้ตอบแบบสอบถาม

ด้วยนิสิตปริญญาโทหลักสูตรศิลปศาสตรมหาบัณฑิต คณะมนุษยศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒ มีความประสงค์ที่จะทำการวิจัยเรื่อง “การศึกษาผลกระทบของการโฆษณาที่ศาลาที่พักผู้โดยสารต่อทัศนคติของผู้บริโภคที่พบเห็นป้ายโฆษณา” ในเขตกรุงเทพมหานคร จึงใคร่ขอความร่วมมือจากทุกท่านในการตอบแบบสอบถามตามความเป็นจริงและตามความคิดเห็นของท่าน เพื่อจะได้นำผลการวิจัยไปใช้ประโยชน์ทางการศึกษาต่อไป โดยข้อมูลที่ท่านตอบในแบบสอบถามทั้งหมดจะถือเป็นความลับ ซึ่งจะนำเสนอผลการวิจัยในลักษณะโดยรวมเท่านั้น

ส่วนที่ 1 ข้อมูลส่วนบุคคล

คำชี้แจง โปรดพิจารณาข้อความและทำเครื่องหมาย หน้าข้อที่ตรงกับความเห็นของท่าน

1. เพศ

ชาย หญิง

2. อายุ

15 - 21 22 - 28 29 – 35

3. อาชีพ

นักเรียน / นักศึกษา รัฐบาล / รัฐวิสาหกิจ
 พนักงานบริษัทเอกชน แม่บ้าน / พ่อบ้าน
 ธุรกิจส่วนตัว อื่น ๆ

4. โดยปกติท่านเดินทางอย่างไร

รถโดยสารประจำทาง รถยนต์ส่วนตัว
 รถไฟฟ้า / รถไฟใต้ดิน รถมอเตอร์ไซด์

ส่วนที่ 2 พฤติกรรมและทัศนคติของผู้บริโภคต่อโฆษณาที่ศาลาที่พักผู้โดยสาร

5. ท่านให้ความสนใจกับโฆษณาที่ศาลาที่พักผู้โดยสารหรือไม่

สนใจ ไม่สนใจ

6. ท่านเห็นโฆษณาที่ศาลาที่พักผู้โดยสารบ่อยแค่ไหน
- () ทุกวัน () 1-2 ครั้งต่อสัปดาห์
 () 3-4 ครั้งต่อสัปดาห์ () 1 ครั้งต่อเดือน
7. กรณีที่ท่านเดินทางโดยรถประจำทาง ท่านใช้เวลาในการรอรถโดยสารโดยประมาณนานเท่าใด
- () 5 – 10 นาที () 10 – 15 นาที
 () 15 – 20 นาที () มากกว่า 30 นาที
8. ขณะที่ท่านกำลังรอรถโดยสารประจำทาง ท่านดูโฆษณาที่ศาลาที่พักผู้โดยสารหรือไม่
- () บ่อย ๆ () บางครั้ง
 () นาน ๆ ครั้ง () ไม่เคย
9. เมื่อท่านดูโฆษณาที่ศาลาที่พักผู้โดยสาร ท่านมักจะ
- () อ่านทั้งหมด () อ่านเฉพาะข้อความ
 () อ่านเฉพาะตราสินค้า () ไม่สนใจ

ทัศนคติของผู้บริโภคต่อโฆษณาที่ศาลาที่พักผู้โดยสาร	มากที่สุด	มาก	ปานกลาง	น้อย
10. ท่านให้ความสนใจต่อโฆษณาที่ศาลาที่พักผู้โดยสาร				
11. โฆษณาที่ศาลาที่พักผู้โดยสารดึงดูดความสนใจของท่าน				
12. ท่านมีความพอใจภาพโฆษณาที่สอดคล้องกับสินค้า				
13. ท่านมีความพอใจข้อความที่ใช้บรรยายโฆษณา				
14. ท่านมีความพอใจการออกแบบที่สร้างสรรค์ของโฆษณา				
15. ท่านได้รับข่าวสารที่เป็นประโยชน์จากโฆษณาที่ศาลาที่พักผู้โดยสาร				
16. หลังจากที่ท่านเห็นโฆษณาที่ศาลาที่พักผู้โดยสารแล้ว ท่านจำตราสินค้าได้				
17. ท่านสามารถจำตราสินค้าได้ เนื่องจากความถี่ในการโฆษณาของสินค้า				

ส่วนที่ 3 ปัจจัยที่ทำให้จำผู้บริโภคจำโฆษณาที่ศาลาที่พักผู้โดยสารได้

18. ประเภทของสินค้าโฆษณาที่ศาลาที่พักผู้โดยสารที่ท่านจำได้	มากที่สุด	มาก	ปานกลาง	น้อย
18.1. โฆษณาสินค้าประเภทอาหาร				
18.2. โฆษณาสินค้าประเภทเครื่องดื่ม				
18.3. โฆษณาสินค้าประเภทธนาคาร/บัตรเครดิต				
18.4. โฆษณาสินค้าประเภทโทรศัพท์เคลื่อนที่หรือระบบโทรศัพท์เคลื่อนที่				
18.5. โฆษณาสินค้าประเภทเครื่องใช้ไฟฟ้า				
18.6. โฆษณาสินค้าประเภทบันเทิง				
18.7. อื่น ๆ โปรดระบุ.....				

19. กรุณาระบุตราสินค้าที่ท่านจำได้หรือมีผลกระทบต่อท่านมากที่สุด

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20. ปัจจัยที่ทำให้ท่านจำสินค้าที่โฆษณาที่ศาลาที่พักผู้โดยสาร	มากที่สุด	มาก	ปานกลาง	น้อย
20.1 สีสีน				
20.2 รูปภาพ				
20.3 ข้อความที่ไขบรยายโฆษณา				
20.4 ข้อความโฆษณา				
20.5 รูปแบบโฆษณา				
20.6 พรี่เซ็นเตอร์				
20.7 ราคา				
20.8 ตราสินค้า / โลโก้				

APPENDIX B

THE PICTURES OF BRANDS RECALLED AT BUS SHELTER



AEON



CITIBANK



EASY BUY



ESSO



CALTEX



PANASONIC



LIPTON



PEPSI



FANTA



WACOAL



SYLVANIA



MOVIE



MCDONALD'S



KFC



CLINIC



SUNSILK

VITAE

VITAE

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