

การศึกษาทัศนคติในองค์ประกอบด้านความรู้สึกพบว่า ผู้ตอบแบบสอบถามส่วนใหญ่ มีแนวโน้มที่จะไม่ให้ความสนใจกับโฆษณาแฝงในรายการละครโทรทัศน์ ถึงแม้จะสังเกตเห็นโฆษณาแฝงในรายการละครโทรทัศน์

การศึกษาทัศนคติในองค์ประกอบด้านพฤติกรรมพบว่า ผู้ตอบแบบสอบถามส่วนใหญ่ ไม่แน่ใจว่าการโฆษณาแฝงในรายการละครโทรทัศน์มีผลต่อการตัดสินใจซื้อสินค้าหรือบริการ โดยผู้ตอบแบบสอบถามรู้สึกไม่แน่ใจว่า การเห็นสินค้าอยู่ในละครโทรทัศน์มีส่วนช่วยให้นำมาพิจารณาประกอบการตัดสินใจซื้อหรือไม่



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
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Independent Study Title	Attitude of Women Consumers in Mueang Chiang Mai District Towards Product Placement in Television Drama Series
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Abstract

This independent study aimed to investigate the attitude of women in Mueang Chiang Mai district towards product placement in television drama series. The instrument tool used in this study was the questionnaires distributed to 400 samples on the basis of convenience sampling. The data collected was then analyzed through descriptive statistics including frequency, percentage, and means.

The findings indicated that the respondents were divided into 4 age groups, under 20, between 20 and 29, between 30 and 39 and above 40 years old. The most respondents held a qualification lower than an undergraduate degree, with an average income less than 5,000 baht per month and most of them were undergraduate students.

Regarding the television watching's behaviors, most respondents spent approximately 4 days on average watching television weekly and took approximately 3.09 hours on average watching TV each time. In addition, they mostly watched television on Mondays to Fridays and on Saturdays to Sundays from 09.01p.m. to 12.00 p.m. Also, channel 7 was watched by most respondents followed by channel 3.

Regarding the respondents' attitude towards product placement in television drama series, this study was based on the attitude model which comprises three main components,

namely the cognitive components, affective component, and behavioral component. Firstly, in terms of cognitive component, most respondents had medium understanding about the product placement in television drama series. The percentages of the first three most understanding were knowing that using products in drama content is the product placement, noticing the product placement in television drama series and realizing that the product placement enhanced familiarity of the presented products.

Secondly, in terms of the affective component, most respondents were likely to give no interest in the product placement in television drama series although they noticed the product placement in television drama series. As for the behavioral component, the study results found that most respondents were not certain that the product placement in television drama series could have an effect on their decision making on the purchase. They were uncertain that noticing a product in television drama series could play a role in making their purchase, either.