

ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirements for the degree of Master of Arts in Communications

EFFECTS OF BILLBOARD ON CONSUMERS' PRODUCT PURCHASING-DECISION OF CHIANG MAI RESIDENTS

By

SAISUNEE SRISOMPETCH

SEPTEMBER 2001

Chairman : Associate Professor Dr. Wittaya Damrongkiattisak
Department/Faculty : Department of Agricultural Extension, Faculty of Agricultural Business

The objectives of this research were to study 1) billboard - exposure behavior, 2) consumers' product purchasing-decision behavior, and 3) effects of billboard on consumers' product purchasing-decision of Chiang Mai residents.

The data was collected by means of interview schedules from 204 randomly selected samples of people, 20-45 years old and residing in Muang district, Chiang Mai province. The reliability of all scales used in the interview schedules was 0.85 or higher. The data was then analyzed by the Statistical Package for the Social Sciences (SPSS/PC+) and the statistics used were percentage, mean and standard deviation. The results were as follows:

Part 1 : Billboard- exposure behavior

It was found that 81.87 percent of the respondents were exposed to the billboard

3-5 times a day. They read it every time they saw it and the reason for reading it was that it was fixed along the road. They read the billboard by scanning the words on the first line, the name of the store, and the price of the product advertised. What helped them to remember the billboard was the picture of the product.

Part 2 : Consumers' product purchasing-decision behavior

Knowledge and needs stage

Eighty-one point eight-seven percent (81.87) of the Chiang Mai residents knew of the advertised products from the billboard.

Information acquisition stage

Seventy-three point zero-three percent (73.03) of the Chiang Mai residents sought for more information after reading the billboard and wanted to buy the products.

Evaluation stage

Sixty-four point seven-zero percent (64.70) of the Chiang Mai residents evaluated alternatives before deciding to buy the products.

Purchasing-decision stage

Fifty-six point three-seven percent (56.37) of the Chiang Mai residents decided to buy the products after reading the billboard.

Post purchasing stage

Thirty point three-nine percent of the Chiang Mai residents were satisfied with the advertised products and would buy them again.

Part 3: Effects of billboard on consumer product purchasing-decision

Knowledge and needs stage

Eighty-one point eight-seven percent (81.87) of the Chiang Mai residents found that the composition of the billboard i.e. color, and location of the billboard influenced their awareness and needs for the products at very high and high levels respectively. The

composition with high influence was prices of the advertised products and sales promotion. Influence of the billboard was not found in other stages.