

PAPER-16

CONSUMER INTENTION TO PURCHASE AFTER EXPOSURE TO ADVERTISEMENT-
A CASE STUDY OF THAI CONSUMERS IN BANGKOK

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Abstract: *Advertising is a social form of communication that conveys the cultural values of a given society in such a way that the audience finds similarity between themselves and the cultural norms, values, and attitudes presented in the advertisements. Advertising is used for promoting commercial products and services. This study shows the impact of advertising toward customer purchase intention that is affected by various independent variables.*

Keywords: *Advertising, Corporate Image, Customer, Involvement, Purchase Intention, Trust*
