

ABSTRACT

A challenge faced by all marketers is how to influence the purchase behavior of consumers in favor of the product or service they offer. Additionally, in today's highly competition in the advertising market, it is necessary for marketers to understand the consumer behavior. The main objective of this study encompasses as follows: To determine media use can be able to link product involvement.

This research study on independent of product involvement and media uses. In this study, the primary data was collected through the survey by using the questionnaire that was distributed to the sample of 384 respondents in Bangkok area. The results were analyzed by both descriptive and quantitative statistic.

The results of the study indicate that product involvement is not independent from the media uses. There is not independent between price of product, frequency of purchase, evaluation for time—Information search, pre-purchase evaluation and time spent on buying, level of risk and personality expression and media uses. Thus the result of the test reveals the fact that media uses would take into consideration product involvement. Addition to Television and Radio was considered low involvement products. Newspaper and Internet was considered high involvement products.

Thus, the researcher recommends that the advertiser should take the advantage of targeting tools in order to deliver the right medium to the right product, which helps the advertisers to ensure the efficiency of their campaigns.