

## ABSTRACT

In Thailand, there are 3 categories of instant-milk products, which are pasteurized milk, sterilized milk and UHT milk. UHT milk has the highest market value, and the competition is also high. Each brand tries to prepare many strategies for competing with the others. One of them is advertising.

This research studied the relationship between advertising exposure and advertising recall, and the relationship between advertising exposure and the behavior of drinking UHT milk as well as studied advertising recall and the behavior of drinking UHT milk of public education institution students when segmented by gender and educational levels.

The data collected for this research are from 450 respondents. The samples are from public education institution students in Bangkok. There were 150 respondents for each level. From junior and senior of secondary school students from 3 secondary schools; and undergraduate students from 3 universities in Bangkok.

Pearson's product moment correlation coefficient was used to test the relationships between advertising exposure and advertising recall of public students in Bangkok; and advertising exposure and the behavior of drinking UHT milk of public students in Bangkok. T-test independent analysis was used to test whether there was significant difference in the advertising recall of public students in Bangkok when segmented by gender. It was also used to test whether there was any difference in the behavior of drinking UHT milk of public students in Bangkok when segmented by gender. Finally, ANOVA was used to test whether there was difference in the advertising recall of public students in Bangkok when segmented by educational levels. It was also used to test whether there was any difference in the behavior of

drinking UHT milk of public students in Bangkok when segmented by educational levels

This study found that there is a weak relationship between advertising exposure and advertising recall. There is a very weak relationship between advertising exposure and the public students in Bangkok behavior in drinking UHT milk. There is a difference in the advertising recall of public students in Bangkok when segmented by gender. There are no differences in the behavior of drinking UHT milk of public students in Bangkok when segmented by gender and in the advertising recall of public students in Bangkok when segmented by educational levels. However, there is a difference in the behavior of drinking UHT milk of public students in Bangkok when segmented by educational levels.

For the recommendations, the advertisers should create advertising by emphasizing on interesting stories and using popular or strange presenter in advertising. Furthermore, advertisers should be on air advertising from 6.01 p.m.- 12.00 p.m. during entertainment programs such as game show programs etc.