

## **Abstract**

In the high competition market of many products or brands, marketers heavily try to make sale and drive them to the market leader position. A key tool that marketers need to use is effective communication. Marketers and advertisers must co-ordinate together to create the successful communication campaign to achieve the objectives that is not easy. In the information technology era, consumers receive more information, thus only impact information will attract consumer's mind and motivate them into action.

In this study, the researcher studied about advertising effectiveness of chewing gum product in Bangkok Metropolis that used television as a key tool to communicate with the target consumers. Television is a mass medium that people have to spend a large amount of budget to register brands or products with the consumers. Therefore, every Baht spent need to be circumspect. One thing that marketers and advertisers should consider is the messages that are sent to target consumers. Did the messages achieve advertising effectiveness?

The purpose of this study is to determine whether the components of advertising messages and advertising appeals can classify advertising effectiveness. The data was gathered through the use of self-administrated questionnaires with 384 respondents who are studying in Bangkok in the level of high school and university and all of them have ever chewed gum for the past month and seen chewing gum television commercials. All data were analyzed and summarized by using the Statistical Package for Social Science (SPSS). This thesis applied Discriminant Analysis: Stepwise Method as a statistic tool to test.

The findings indicated two effective components, which could contribute to the prediction of advertising effectiveness group membership. One component from advertising message is “slogan” and another from advertising appeal is emotional appeal “positive feeling”.

Therefore, the researcher concluded that marketers and advertisers should emphasize and give importance to the chewing gum brand’s slogan. It should differentiate and impact in order to make the consumer memorized. In the same way, chewing gum advertising should appeal to the consumer with emotional appeal especially with a positive feeling. Whenever consumers feel good with the advertisement, their response also should be positive.

