

ABSTRACT

This research was conducted to examine the relationship between audio and visual cues components of In-cinema advertising with emotional response toward In-cinema advertising. In this study, the Viewer Response Profile (VRP), including entertainment, confusion, relevant news, brand reinforcement, empathy, familiarity and alienation, was used to measure the emotional response. The audio and visual cue components of In-cinema advertising included four variables, which were quality, performance, components or contents and availability.

This research data was collected by using self-administered questionnaires, which were distributed in theatres in and around the Siam Square area to 400 respondents, who had seen movies, including In-cinema advertisements at theatres.

The results of the hypothesis tests of audio and visual cue components of In-cinema advertising, VRP components of entertainment, relevant news, brand reinforcement, empathy and alienation had relationships with quality. Performance had a positive relationship with VRP in terms of entertainment, confusion, relevant news, brand reinforcement, empathy, and alienation. Components or contents showed a relationship with VRP in terms of entertainment, confusion, relevant news, brand reinforcement, empathy, and alienation. Finally, VRP in terms of entertainment, relevant news, brand reinforcement and empathy, were significantly related with availability.

Based on the findings, the study offered recommendations and suggestions for further research.