



THE RELATIONSHIP BETWEEN DEGREE OF INVOLVEMENT OF
THAI CONSUMER IN BANGKOK AND EFFECTIVENESS OF
AUTOMOBILE ADVERTISEMENTS

By
SUDARAT KOSITPIPAT

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok Thailand

November 2003

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Abstract

A highly competitive market of automobiles has driven the marketers and advertisers to be more concerned about consumers, who today have a better chance to gather needed information from various sources on the internet. However, the level of consumer involvement in automobiles is a major variable relevant to advertising strategy because different involvement clusters have different responses to advertising effectiveness for a same product.

This research attempts to study the consumer product involvement for automobiles among Thai consumers by using consumer involvement degree to explore the consumer characteristics segmented by demographic and lifestyle factors, and also determine the relationship between consumer involvement degree and the importance of advertising contents over directed to the effectiveness of auto advertisements.

Statistical methods as Chi-square test, Independent Sample T-test, and Pearson Correlation Coefficient were used to test the research hypotheses. The results are summarized based on 400 respondents who are potential consumers, male or female, from students to working people aged at least 20 years old and living in the area of Bangkok.

The research results illustrate that some demographic factors are different among these two clusters (high and low involvement clusters) when segmented by gender, occupation, monthly personal income and lifestyles. The level of consumer involvement could effectively segment the market. However, the results also proved that different

involvement clusters responded to the importance of advertising contents and advertising effect hierarchy differently. The analysis showed that product introduction is important items of auto advertisements in attracting favorable feeling and creating awareness toward the purchase of automobiles for both clusters.

In conclusion, the importance of advertising contents of auto advertisements represents as advertising executional device to influence the effectiveness of the advertisements. The degree of consumer involvement is very useful for the marketers in designing the effective communication strategy as product introduction in order to attract consumer's favorable feeling and finally convince them to purchase the products. Moreover, a positive relationship was shown between the degree of consumer involvement and advertising effectiveness. A high degree of consumer involvement directed a high advertising effect. Thus the degree of consumer involvement was an important indication for advertising strategy.

However, the further researcher may adapt this research methodology to apply to other products such as mobile phone, shampoo, etc.

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CHAPTER 1

Introduction

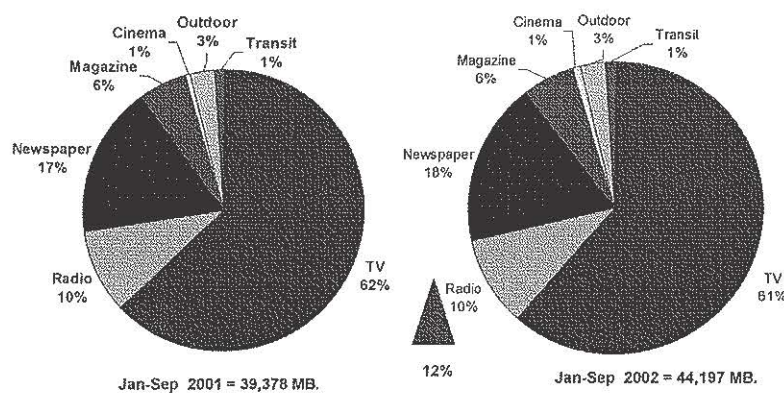
1.1 Background of the study

The drives to understand the purchasing and consumption behavior of individuals and marketing segments have created significant interest in the construction of involvement. Consumer involvement in products is important to advertising strategy. Researchers of consumer behavior have developed a variety of complex theories in an attempt to explain, understand and predict consumer behavior (Zaichkowsky, 1985), which creates a subjective situation leading to a new understanding of the relationship between the consumer and the product, the prediction of specific behaviors, and a new approach for market segmentation. The degree of consumer involvement in a product category is now widely recognized as a major variable relevant to advertising strategy (Laurent and Kapferer 1985, Ray 1982; Rothschild 1979; Vaughn 1980). Depending on their level of involvement, individual consumers differ in extent of their decision process as different in their need recognition, ways of searching for information, comparing product alternative, selecting the best choice to purchase, and post-purchase evaluation. Depending on their level of involvement, consumers may be passive or active when they receive advertising communication, and limit or extend their processing of this communication. To adapt to these differences, advertisers may consider a number of operational variables such as the type of media, the degree of repetition, the length of the message, the tone of the message, and the quantity of information (Tyebjee, 1979).

The construct of involvement has become an important factor in studying advertising effectiveness, the relationship between a person and a product, and purchasing decisions. Understanding the involvement concept is important for advertisers, providing a basis for deciding whether to emphasize transformational advertising appeals or raise the level of involvement. Therefore, to segment the consumers by measuring the level of their involvement with a specified product is very useful for advertisers to study the behavioral characteristics of large groups of people and create advertising aimed at those groups.

In a parity marketplace, the only real differentiating feature that a marketer can bring to consumers is what those consumers believe about the company, product, or service and their relationship with that brand. The only place that real product or brand value exists is within the minds of the customers or prospects. All the other marketing variables, such as product design, pricing, distribution, and availability, can be copied, duplicated, or overcome by competitors. What exists in the mental network of the consumer or the prospect is truly where marketing value resides. This is what people believe, not what is true. This is what people want, not what is available; what people dream about, not what they know that really differentiates one product from another in a parity marketplace. Therefore, most of powerful players have turned to deploy a series of advertising as shown in figure 1-1 are rapidly becoming the major marketing force of today and certainly tomorrow as effective communication tools to publicize product information as well as its potential stimulus to boost consumer spending.

Figure 1-1: Total Industry Spending 2001 VS 2002 (Jan.-Sep.)



Source: website “http://adassothai.com/Download.files/ad_ex_2002/08_IndustryspendingJuly_02.ppt”, AC Nielsen (Thailand) Co., Ltd. /Prepared by CIA Media Innovation, retrieved on 15 June 2003.

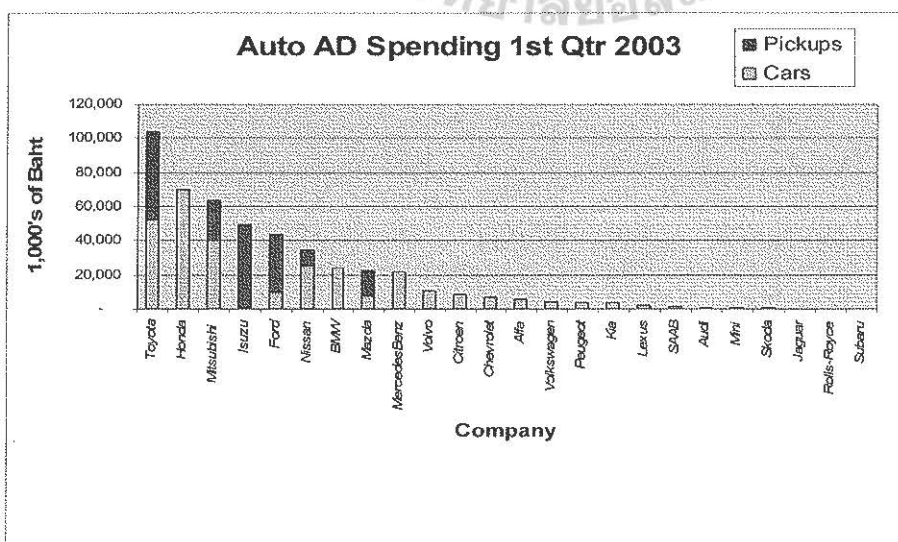
Advertising can reach huge audiences with simple messages that present opportunities to allow receivers to understand what a product is, what its primary function is and how it relates to all other similar products. This is the main function of advertising: to communicate with specific audiences. These audiences may be consumers, but wherever they are located, the prime objective is to build or maintain awareness of a product.

Advertising about a brand provides consumers with persuasive information or positive associations designed to increase purchase probability. However, many consumer decisions about a brand may be made at the point of purchase, and memory difficulties may inhibit advertising effectiveness. All advertisers find the factors that make the store information in their memory from ad exposure.

Communication with a competitive product such as the automobile is very important. Because of the growth of the automobile market in early the 1990s, an expanding domestic demand offers unprecedented brand marketing opportunities. However, aggressive marketing campaigns by car distributors have increased advertising budgets.

Attractive promotions offered by car firms and the availability of new products are the inevitable reasons to increase customers and volume sales (Thai autobiz, media & marketing, April 2002). As absolutely increased the competition, each baht spent should be the most effective and can achieve the marketing and communication objectives. In the automobile market, automotive companies spend a lot of money by using auto advertisements to communicate with consumers as shown in figure 1-2, in hope that they can capture the consumer's attention and they will catch them as they are about to consider the purchase of a new automobile (Tim McHale, Tom Hespos and Eric Porres, The Key to Auto Advertising: Integration, Underscore Marketing, July 10, 2002). The amount of an advertising budget weighted by more than a million baht, especially for television commercials, must be large in order to communicate with the mass target group. Therefore, consideration of advertising effectiveness should not be forgotten and they should try to have the most effectiveness because each year companies invest millions of baht in testing, production, and implementation of advertising campaigns. Moreover, the key to successful advertising is staying sensitive to the consumer's needs and wants.

Figure 1.2: Auto Ad Spending 1st Qtr 2003



Source: Asean Autobiz Magazine, May 2003, p.31

Automobile industry and competition

The automobile industry is designated as one of the main industries for national industrial and economic development. As table 1.1 and figure 1.3 show the trend of total car sales in Thailand from 1992-2002, indicating Thailand's economic recession brought a substantial shrinkage of domestic sales during late 1997 and throughout 1998. Automobile producers turned to export sales to make better use of production capacity. In 1997, sales dropped to 363,156 units from 589,126 units in 1996. In 1998, automobile sales continued to tumble, declining to 144,065 units – a drop of 76 percent from 1996 sales.

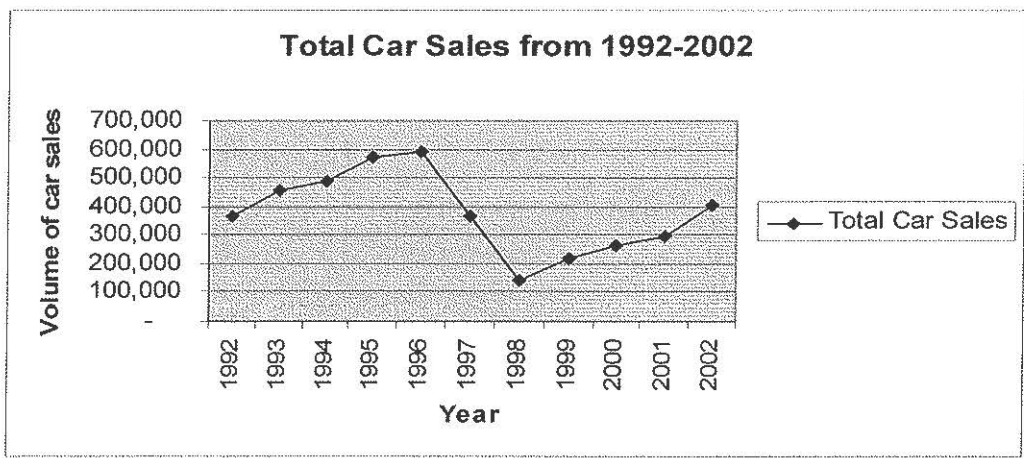
In the midst of the economic debacle in 1997, plus trade liberalization under the World Trade Organization (WTO) and Asean Free Trade Agreement (AFTA), as well as production base relocation by the world's largest car firms, the Thai automotive industry has evidently changed gears and directed itself more toward export markets. In the meantime, the government has established a policy for Thailand to become a production base for global markets.

Table 1.1: Total Car Sales in Thailand (1992-2002)

Year	Total Car Sales
1992	362,987
1993	456,461
1994	485,678
1995	571,580
1996	589,126
1997	363,156
1998	144,065
1999	218,330
2000	262,189
2001	297,052
2002	404,060

Source: website "<http://www.toyota.co.th/eng/inside/volume.asp>", retrieved on 18 June, 2003.

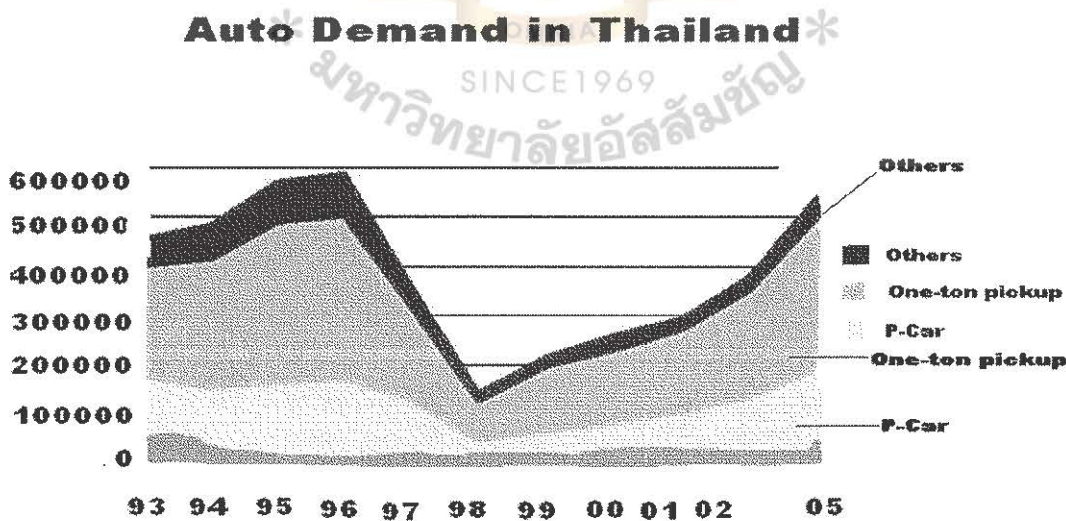
Figure 1.3: 'Total car sales' trend in Thailand (1992-2002)



Source: website “<http://www.toyota.co.th/eng/inside/volume.asp>”, retrieved on 18 June, 2003.

After the automobile market dropped in 1998, the automobile sales recovered to be 218,330 units, 262,189 units, 297,052 units and 404,060 units in 1999-2002, respectively. At the present time automobile’s sales trend is still rising as a result of the easing economic condition in Thailand, consumers are more confident about spending as we can see the auto demand in Thailand from figure 1.4.

Figure 1.4: Auto Demand in Thailand



Source: website “http://boi.go.th/japanese/whatsnew/Secgen_AutoPresentation.pdf”, Office of the Board of Investment, retrieved on 9 June 2003.

For table 1.2 shown that Thai auto industry is experiencing healthy growth as year 2002, the total sales volume of all brands was 404,060 by having the growth rate of 36.02% comparing with year 2001's total car sales.

Table 1.2: The Comparison of Automobile Sales

Automobile Sales 2001 & 2002			
Brand	2002	2001	Growth Rate
	(Units)	(Units)	(%)
Toyota	130,052	83,514	55.72%
Isuzu	92,730	70,484	31.56%
Honda	52,561	38,820	35.40%
Nissan	44,354	34,658	27.98%
Mitsubishi	32,912	24,870	32.34%
Mazda	7,405	5,920	25.08%
Other Japanese cars	2,795	2,220	25.90%
Hundai	0	323	0.00%
Kia	1,795	1,591	12.82%
Ford	18,884	17,422	8.39%
Benz	4,712	4,476	5.27%
BMW	3,965	3,149	25.91%
Chevrolet	3,846	2,316	66.06%
Volvo	1,866	1,707	9.31%
Peugeot	426	555	-23.24%
Chrysler	344	444	-22.52%
Other European cars	2,640	1,770	49.15%
Other brands	2,773	2,813	-1.42%
Total	404,060	297,052	36.02%

Source: website "<http://www.toyota.co.th/eng/inside/volume.asp>", retrieved on 18 June, 2003.

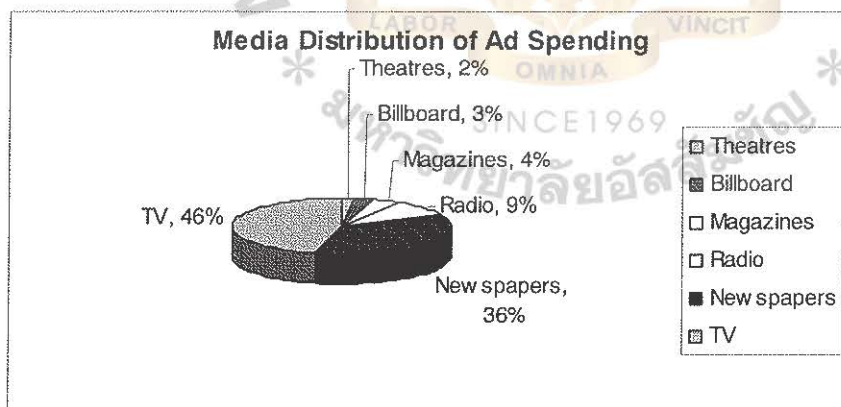
This is a good sign for the automobile industry to allocate more resources for human resource development, upgrading product's standard, and R&D. So, it may be able to improve its competitiveness and catch up with the advances in technology. Customers who purchased vehicles prior to 1996 started to spend again for replacement cars while car companies went through significant restructuring and the auto market grew as shown in table above. However, as a result of the economic recovery, intense competition in the auto market is relatively high.

In crisis, of course, there was opportunity. These were a new phenomenon that transformed the Thai automotive sector from import substituting to export industry. As many world-class auto makers, rather than moving out of Thailand, began to use their factories as their production base for export markets, not just for Southeast Asia, but also for other countries around the world.

The importance of auto advertisements in automobile industry

According to, the growth of the automobile industry is giving a boost to the advertising industry and spot TV has come to dominate auto advertising as the result of flexibility, cost-effectiveness and build relationships with local dealerships as shown in figure 1.5 represented the distribution of Ad spending by each media. Car advertising provides a highly favorable field for analyzing how advertising works, given the weight of the investments and the level of consumer involvement.

Figure 1.5: Media Distribution of Ad Spending for 1st Qtr 2003

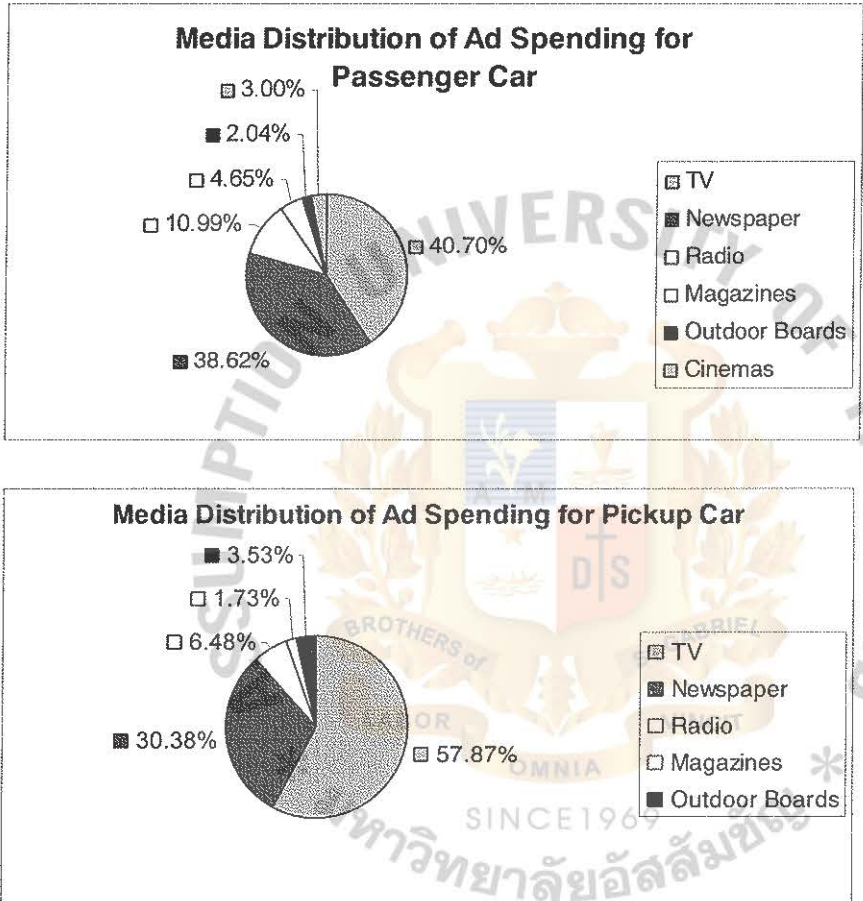


Source: Asean Autobiz, May 2003, p.31

When the auto industry has a lot of movement, that means advertising and public relations activities will be implemented accordingly. It is a major tool for the marketing side of selling cars, which is measured by the results of sales statistics and

market share figures. In figure 1.6 shown that media distribution of ad spending for passenger cars and pickup cars, auto companies spent heavily on television media followed by newspapers, radio, magazines, outdoor boards and cinemas, respectively.

Figure 1.6: Media distribution of ad spending for passenger cars and pickup cars for 1st Qtr 2003



Source: Asean Autobiz, May 2003, p.31.

From the report of Media Data Resort Pacific Co., Ltd. (MDR Pacific Co., Ltd., 2003), there is the expansion of Thai auto market, so many automobile companies spent a huge of money in advertising to build brand image and create positive attitude.

1.2 Statement of problem

Many reasons were attributed to the mentioned growth in car sales starting with increased advertising budgets, attractive promotions offered by car firms and the availability of new product launches are the stimulus for the advertising spending spree. Nowadays, marketers who are responsible for sales of the company's products should be aware in spending. Especially, investing in promotion, every baht that they spend should be effective, create response from consumers, and at last, make sales happen. Therefore, it is necessary for marketers to motivate consumers to buy their product. They often use advertising to do this. In the automobile market, the amount spent on advertising is relatively high as shown in table 1.3.

Table 1.3: Ad Spending of Car Companies for the 1st Qtr. 2003 (1,000 Baht)

Company	Cars	Pickups	Total
Toyota	52,334	51,702	104,036
Honda	70,095	-	70,095
Mitsubishi	39,958	23,766	63,724
Isuzu	-	49,750	49,750
Ford	10,035	33,629	43,664
Nissan	25,338	8,954	34,292
BMW	24,071	-	24,071
Mazda	7,983	14,806	22,789
MercedesBenz	21,960	-	21,960
Volvo	10,378	-	10,378
Citroen	8,199	-	8,199
Chevrolet	7,320	-	7,320
Alfa	5,751	-	5,751
Volkswagen	4,546	-	4,546
Peugeot	3,577	-	3,577
Kia	3,304	-	3,304
Lexus	2,030	-	2,030
SAAB	1,698	-	1,698
Audi	1,049	-	1,049
Mini	962	-	962
Skoda	600	-	600
Jaguar	162	-	162
Rolls-Royce	77	-	77
Subaru	63	-	63

Source: Asean Autobiz, May 2003, p.31.

In the battle to capture consumers, automobile companies use a wide range of tactics. They respond to their competitors by spending more money in their promotional activities, especially in advertising and sales promotion. Moreover, intense competition in the Thai auto market can be also attributed to the rising number of carmakers and the launching of new models. Manufacturers have continuously sought out new strategies to boost demand and capture a larger slice of the market. Some have pushed up supply in order to stimulate market demand, at the same time upgrading product quality and introducing new products. Other manufacturers have chosen to emphasize marketing strategies and continuous sale promotions. However, all of these new developments may have delayed the purchasing decisions of consumers in order to determine which brand has the most value-for-money and quality.

Consumers also must make decisions that are comparatively complicated in buying durable goods or unfamiliar product categories. It usually involves the need to obtain substantial information and a longer time to choose (Loudon and Bitta, 1993). Likewise, to purchase an expensive product such as an automobile, consumers need to consider many factors and set the criteria to be used in choosing a brand since the product category itself contains high-perceived risk. However, not only exploring the level of consumer involvement with automobiles, but also within the context of marketing, the degree of consumer involvement, advertising media and advertising tactics are viewed together since they are highly interdependent and together represent forces that influence the purchase behavior of consumers. Therefore, understanding the behavioral characteristics of potential consumers will encourage marketers to adjust advertising tactics properly because consumers have different levels of involvement and different responses to advertising for the same product.

When large amounts of money are spent, it is necessary to find out whether the money is effectively used. Therefore, the following questions are the interesting questions that need to find out from this research:

1. How do demographic factors and lifestyles have an influence on the differences in consumer involvement clusters with automobiles?
2. How do the differences among consumer involvement clusters with automobiles have a response to the importance of advertising contents (plot, slogan, product introduction, presenter and music & color) on auto advertisements?
3. How do the differences among consumer involvement clusters with automobiles have a response to the effectiveness of auto advertisements?

1.3 Research objectives

The researcher intends to determine the relationship between Thai consumer involvement and advertising effectiveness. This study segmented consumers into high and low involvement clusters by using Personal Involvement Inventory (PII) scale and then exploring the difference in consumers' responses to the effects of auto advertisements in order to efficiently utilize advertising tactics in the automobile market since consumers have different levels of involvement with the automobile. Thus, the objectives of this research are as following:

1. To explore consumer characteristics (demographics and lifestyles) that influence the differences in consumer involvement clusters with automobiles.
2. To study the effect of different consumer involvement clusters with automobiles on the importance of advertising contents (plot, slogan, product introduction, presenter and music & color) on auto advertisements.
3. To determine the relationship between different consumer involvement clusters with automobiles and the importance of advertising contents on auto advertisements.
4. To study the effectiveness of auto advertisements among different consumer involvement clusters with automobiles.
5. To determine the relationship between different consumer involvement clusters with automobiles and the effectiveness of auto advertisements.

1.4 Scope of the research

The focus of this research is aimed to determine the relationship between consumer involvement and advertising effectiveness by studying the differences in the advertising effect with different consumer involvement clusters, if there are significant differences between various consumer involvement clusters in the advertising effect hierarchy of automobiles. This study will segment consumers into various involvement clusters by using Personal Involvement Inventory (PII) scale in order to see the differences in their responses toward auto advertisements. Usually these are found in various advertising channels such as television commercials, radio

commercials, cinema, internet and print ads in magazine, billboard and newspaper (Smith 1993). Furthermore, the choice of attractive advertising media is also examined in order to enable the marketers to launch effective marketing campaigns either appropriate or necessary to target consumers by convincing them to purchase the products.

This research uses PII scale to determine the differences in consumer involvement clusters with automobiles since consumers have different level of involvement for the same product and five-point Likert scale of AIO (Activities, Interests, Opinions) is used to measure consumer lifestyle. Moreover, this study is conducted primarily to measure product involvement for automobiles only. It does not measure other aspects of involvement such as brand involvement, purchase involvement, etc.

However, this research is also applying Hierarchy of Effect Model of marketing communication to describe how different consumer involvement clusters respond to the effects of auto advertisements as well as the steps consumers complete before they purchase a product (Wells and Prensky 1996). The study is conducted in Bangkok area by distributing questionnaires to Thai potential consumers, male or female, aged at least 20 years old and living in the area of Bangkok.

1.5 Limitations of the research

1. Only Thai people living in Bangkok are sampled. Other rural residents are excluded. The result of this research cannot be judged as being about Thai consumer involvement with automobiles as a whole since the target respondents are only in the Bangkok area.

2. This research cannot be generalized for other products since the study focuses only on the product involvement for automobiles.
3. The target respondents are only Thai potential consumers, male or female, aged at least 20 years old and living in the area of Bangkok.

1.6 Significance of the study

The construct of involvement has become an important factor in studying advertising effectiveness. Moreover, to study the relationship between consumer involvement and advertising effectiveness is essential for marketing success in the twenty-first century because it offers companies a way to strategically coordinate their message, establish a meaningful dialogue and attractive media to consumers. As automobile companies spent a lot of money on advertisements, this research will provide some practical information to automobile companies in Thailand, and those who are interesting to learn about successful advertising. With more understanding about consumer characteristics such as demographics and lifestyles, this can direct marketers to search for behaviors, information processing and persuasion of consumers. However, marketers should know what consumers expect from advertisements and whether the money was spent for enhancing the brand image and customer relationship. Therefore, this research will help marketers to identify opportunities for informing and persuading customers to buy their products in order to enhance customer loyalty. And, the results of this study may help marketers to centrally plan and coordinate communication campaigns available to achieve the company's objectives in sustaining a competitive position within the automobile market in Thailand.

1.7 Definition of terms

Advertising – A form of either mass communication or direct-to-consumer communication that is non-personal and is paid for by various business firms, nonprofit organizations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience (Shimp, 2000).

Advertising contents – Advertising executional devices influence the effectiveness of advertising such as plot, slogan, product introduction, representative person and expression of music & color (Tyebjee 1979).

Advertising effectiveness – advertising is effective if it accomplishes advertising messages, that is, television, magazines, newspapers, and so on (Shimp, 2000).

Consumer's attitudes – the mental state used by individuals to structure the way they perceive their environment and guide the way they respond to it (David; Kumar; George, 1998).

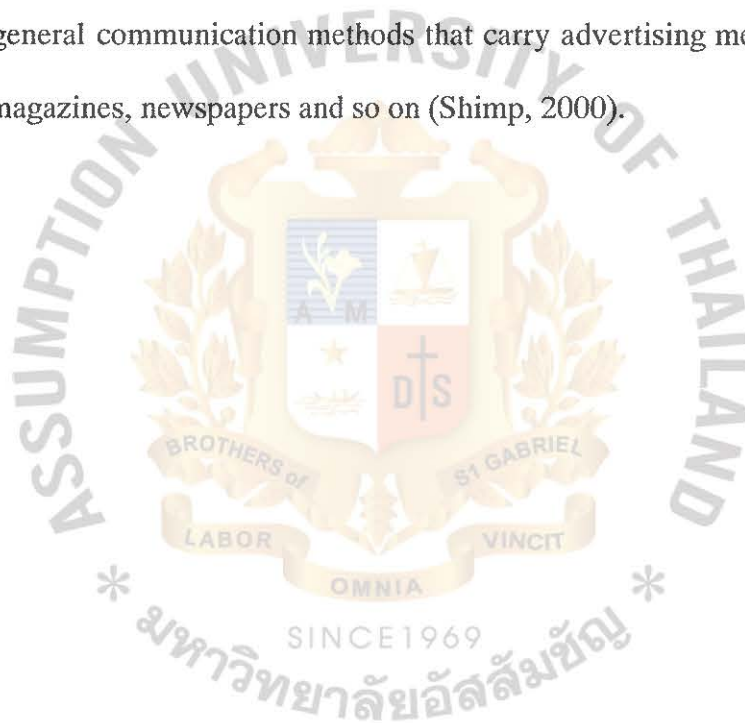
Consumer's behavior – The activities, actions, and influences of people who purchase and use goods and services to satisfy their personal or household needs and wants (Arens 1996).

Consumer Involvement – a person's perceived relevance of the object based on inherent needs, values, and interests. (Zaichowsky, 1985).

High consumer involvement – consumers feel that product attributes are strongly-linked to end goals or values. As a result, consumers are likely to engage in extended decision process or problem-solving behavior and move through of the decision stages in a more deliberate manner (Blythe, 1997).

Low consumer involvement – consumers have no strong feeling and product knowledge about attributes and functional are irrelevant to consequences. The results perceived to be the same whichever product has been chosen (Blythe, 1997).

Media – the general communication methods that carry advertising messages, which is television, magazines, newspapers and so on (Shimp, 2000).



CHAPTER 2

Literature Review

This chapter reviews prior research relevant to the study that are necessary to know definitions of theory and model. A theory is an interrelated set of statements of relation whose purpose is to explain and predict. And model is any highly formalized representation of a theoretical network, usually designed through the use of symbols or other such physical analogues (David and Cosenza, 1993). However, this chapter comprised of two sections: *Section one* involved in understanding the concept of consumer involvement degree and its influencing factors relevant to the possible results as the importance of advertising contents of auto advertisements, and the effectiveness of auto advertisements, which includes a six-step hierarchy of effect model; awareness, knowledge, liking, preference, conviction, and purchase to analyze in this section. The level of involvement and the effectiveness of auto advertisements must be interpreted. The empirical findings to support the theoretical framework are provided in *Section two*.

Consumer Behavior and Underlying Influencers on Consumer Behavior

The key to successful marketing strategy, both domestically and globally, is a thorough understanding of consumer behavior. Understanding consumer behavior is essential for appreciating how societies function, as it is an important activity in all cultures. Therefore, consumer behavior is the key to planning and managing in an ever-changing environment. By understanding consumer behavior, a marketer can develop effective marketing strategy that can be learned from consumer purchase and use behavior, demographics and household structure, information processing and

decision making. For example, after consumer behavior has been identified, various strategies can be developed such as positioning, market segmentation, new product development, marketing mix, etc.

Consumer behavior is the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they use it (Leon.G, 1994). All business success rests on something labeled a sale, which at least momentarily weds the company and the customer. Understanding and properly interpreting consumer wants is a whole lot easier said than done. Every week marketing research finds out (Hawkins, 1995). Most of consumers are living in complex environment. The decision process behavior is influenced by (1) culture; (2) social class; (3) personal influences; (4) family; and (5) situation (Engel, Blackwell and Miniard 1995).

Buyer behavior related to level of involvement

Keitz defined purchase involvement as the level of concern for, or interest in, the purchase process triggered by the need to consider a particular purchase. Thus, purchase involvement is a temporary state of an individual, family, or household unit, which is influenced by the interaction of individual, product, and situational characteristics (Kassarjian, 1981).

Purchase involvement is not the same as product involvement. A consumer may be very involved with a brand or a product category and yet have a very low level of involvement with the purchase process because of brand loyalty. Or, consumer may have a rather low level of involvement with a product but have high

level of purchase involvement because they desire to set an example for child, impress a friend who is on the shopping trip, or save money. Of course, there are individual differences in general involvement level and in the involvement response to particular situations.

Engel (1995) defined involvement as the level of perceived personal importance and/or interest evoked by a stimulus (or stimuli) within a specific situation. To the extent that it is present, the consumer acts with deliberation to minimize the risks and to maximize the benefits gained from purchase and use.

Mowen (1998) described consumer involvement as the perceived personal importance and/or interest consumers attach to the acquisition, consumption, and disposition of a good, a service, or and idea. It is about the degree to which the consumer feels attached to the product or brand, and the loyalty felt towards it. With the increasing in consumer involvement, consumers have a greater motivation to attend to, comprehend, and elaborate on information pertaining to the purchase. The most significant factors influencing a level of consumer involvement are as follows: (1) the type of product under consideration, (2) the characteristics of the communication the consumer receives, (3) the characteristics of the situation within the consumer is operating, and (4) the consumer's personality.

Ray and Batra (1984) showed that people process and respond to information differently according to their level of involvement with a message. Ray specifically proposes that "learning hierarchy" assumed by Hovland, in which knowledge gain leads to attitude change and then behavior change, should be expected only when the person's psychological involvement with the topic in question is high and there is a good deal of information available on the topic.

Many researchers in the mid-1960s believed that most consumer purchases did not follow this pattern. They believe that consumers first form a belief, and then purchase a product, after that, an attitude will be developed.

An implication to this result comes from *the level of involvement* of the consumer with the product and the purchase situation. As the amount of involvement in decision increases, the consumer will tend to engage in increased problem solving activities. Indeed, the greater the consumer involvement, the stronger linkage between beliefs, attitudes and intentions are. Consumers frequently buy low involvement products without forming a definite attitude about the brand. Beliefs are formed about a brand in a passive way. Therefore, any link between beliefs and attitudes is weak. There is also a weak relationship between attitudes and behavior for low involvement purchases. For high involvement, the problem solving activity will involve the consumer in extensively searching for information about alternative products and services that may be bought. As a result, a relatively large number of beliefs are likely to be formed about the alternatives. In addition, the consumer is likely to take the time to evaluate the alternatives and compare them. Through such activities, attitudes may be formed. With the formation of beliefs and attitudes, intentions to behave are likely to result, ultimately, the action of purchasing the product or service. In conclusion, when the consumer is highly involved in a particular purchase decision, he or she will tend to engage in extended problem solving activities and move through the standard learning hierarchy of belief formation leading to attitude formation leading to behavior (Mowen and Minor, 1998).

According to table 2.1 with the increase of consumer involvement, there is evidence suggesting that consumers process information more in depth. Therefore, as information processing increased, it would also increase arousal levels. Consumers are more likely to consider hard about a decision when it is made under high involvement circumstances. As a result, consumers are likely to engage in extended decision process and move through each of the decision stages in a more deliberate manner. High product involvement exists if consumer feels that product attributes are strongly-linked to end goals or values. Generally, the product that consumers pay high attention to or high involved with, the product will be known most about, and consumer will have strong opinions about it (Blythe, 1997).

Table 2.1: Comparison of Involvement Levels

High Involvement	Medium Involvement	Low Involvement
Attributes strongly linked to end goals	Attributes only link to function	Attributes irrelevant to consequences
Important to get it right first time	Need to have reasonably reliable results	Results perceived to be the same whichever product has been chosen
Consumer has in-depth knowledge and strong opinions	Consumer has knowledge of the product group, no strong feeling	No strong feelings, knowledge of product group irrelevant
Discrepant information ignored or discounted	Discrepant information considered carefully	Discrepant information ignored

Source: Blythe, Jim (1997), The Essence of Consumer Behavior, New York, Prentice-Hall, p. 139.

There are two types of involvement: personal sources and situational sources. Personal sources (intrinsic self-relevance) are the means-end knowledge stored in the individual’s memory, and are influenced both by the person and by the product. Intrinsic cues are physical attributes of a product such as gas mileage and style of an automobile (Lee and Lou, 1995-1996). Consumers who consider that the attributes of the product link strongly to important end goals are likely to be more heavily involved

with the product because the importance of the end goals means that it is essential to get the product right first time. It is always the case that there is a risk with any purchase behavior, and high involvement products are most important to the consumer. Consumers will usually engage in extended problem-solving behavior when first purchasing high-involvement products.

Situational sources of involvement are aspects of the immediate social or physical surroundings of the consumer. Change in social circumstances will increase involvement. Physical environment issues are about the circumstances that arise in the surrounding environment rather than those involving people. These situational sources can be changed over time. Situational involvement is transitory and is largely a function of short term changes in consumer's immediate environment (Lee and Lou, 1995-1996). It is operational on a temporary basis and wanes once purchasing outcomes are resolved. This is the case with fads such as clothing items in which involvement is high initially but quickly diminishes once the item is worn and fashions begin to change (Blythe, 1997).

Many products are bought under conditions of low consumer involvement and the absence of significant brand differences. Consider the purchase of salt. Consumers have little involvement in this product category. They go to the store and reach for the brand. If they keep reaching for the same brand, it is out of habit, not strong brand loyalty. There is good evidence that consumers have low involvement with most low cost, frequently purchased products.

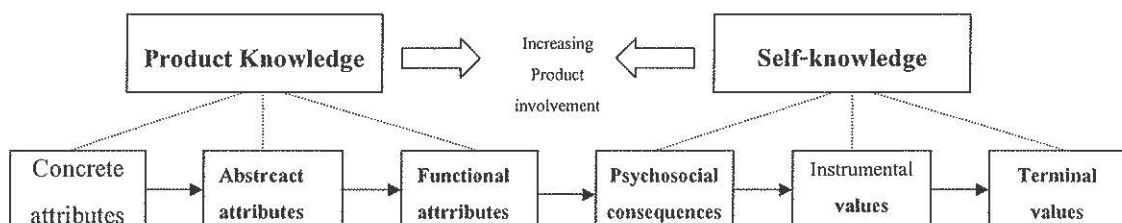
Marketers can try to convert the low-involvement product into one of high involvement. This can be accomplished by linking the product to some involvement issue. An important product feature might be added to a low-involvement product

such as by fortifying a plain drink with vitamins. Marketers of low-involvement products with few brand differences find it effective to use price and sales promotions as an incentive to product trial, since buyers are not highly committed to any brand. In advertising a low-involvement product a number of things should be observed. Visual symbols and imagery are important because they can easily be remembered and associated with the brand. The ad campaigns should go for high repetition with short duration messages. Use more effective low-involvement medium that is suitable for passive learning. Ad planning should be based on classical conditioning theory where the buyer learns to identify a certain product by a symbol that is repeatedly attached to it.

The Means-End Basis for Involvement

Mean-end chains as shown in figure 2.1, which can help marketers to understand consumer's product involvement because they show how knowledge about product attributes is related to knowledge about self (Peter and Olson 1987). Peter and Olson (1987) define the involvement as "the degree of personal relevance in which a stimulus or situation is perceived to help achieve consequences and values of importance to consumer" (Know, Walker and Marshall 1994).

Figure 2.1: Product Involvement as a means-end chain



Source: Know S., Walker D. and Marshall C. (1994), Journal of Marketing Management, p. 137-152.

Product involvement can be regarded as the extent to which consumer's product knowledge is related to their self-knowledge about desirable values and needs (Know, Walker and Marshall 1994). The more closely that product knowledge about attributes and functional consequences, the more involved the consumer is with the product.

Consumer involvement is considered to be function of the interaction between the level of enduring involvement and the level of situational involvement caused by the physical and social context of purchase (Bloch and Richin 1983, Know, Walker and Marshall 1994).

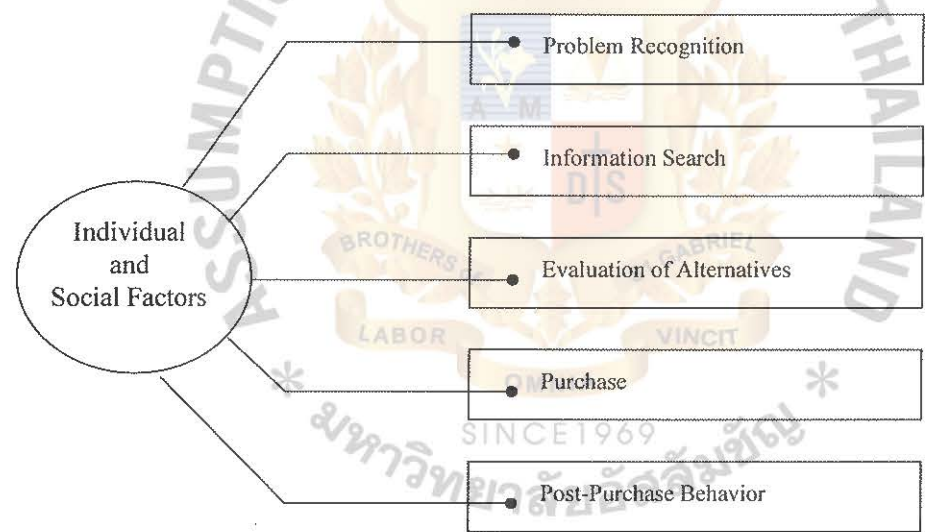
According to Peter and Olson (1996) they view enduring involvement or intrinsic self-relevance as the means-end knowledge of consumers that store in their memories. The consumers create the mean-end knowledge from their past experiences with the product. This mean-end knowledge is stored in the memory, so it can be defined as a potential intrinsic source of involvement. Peter and Olson (1996) also defined the situational involvement or situational self-relevance as the factor that is determined by the immediate physical and social environment that activate important consequence and values, thus making products and brands seem self-relevant. Environmental factors are dynamic. They are changing over time, so situational self-relevance usually involves temporary means-end linkages between a product and important consequences and values. These connections between the product and personal consequences may disappear when the situation changes.

The Consumer Decision Making Process

Consumer behavior describes the processes a consumer uses to make purchase decisions, as well as to use and dispose of purchased goods or services; also includes factors that influence purchase decisions and the use of products (Lamb, Hair, and Mcdaniel, 1996).

When buying products, consumers follow the consumer decision-making process shown in figure 2.2: (1) problem recognition, (2) information search, (3) evaluation of alternatives and purchase, and (4) post-purchase behavior.

Figure 2.2: Consumer Decision-Making Process



Source: Lamb, Hair, and McDaniel, Marketing 3rd ed., (Ohio; South Western College Publishing, 1996), p. 114.

1. Problem Recognition

Problem recognition is triggered when a consumer has been exposed to either an internal or an external stimulus. A stimulus is any unit of input affecting the five senses: sight, smell, taste, touch, and hearing. (Wells, Burnett, and Moriarty, 1992). An individual experiences problem recognition when faced with an imbalance

between actual and desired states. The desired state the individual would like to achieve is satisfaction of a need or want. A need is anything an individual depends on to function efficiently. Needs are considered the root of all human behavior, for without needs there would be no behavior (Lamb, Hair, and McDaniel, 1996).

Although marketing managers cannot create needs, they can create wants. A want exists when someone has an unfulfilled need and has determined that a particular good or service will satisfy it. (Lamb, Hair, and McDaniel, 1996).

Consumers may also recognize unfulfilled wants if they gear about or see a product whose features make it seem superior to the one currently used. Such wants are usually created by advertising and other promotional activities. (Lamb, Hair, and McDaniel, 1996).

2. Information Search

After recognizing a want, a consumer may or may not search for more information, depending on the perceived benefits of the search versus its perceived costs. The perceived benefits include finding the best price, getting the most desired model, and achieving ultimate satisfaction with the purchase decision. (Lamb, Hair, and McDaniel, 1996).

The information search should yield a group of brands, sometimes called the buyer's evoked set (or consideration set), from which the buyer can further evaluate and choose. Consumers do not consider all the brands available in a product category, but they do rather seriously consider a much smaller set. (Lamb, Hair, and McDaniel, 1996).

An information search can occur internally, externally, or both. An internal information search is the process of recalling information stored in the memory. This stored information stems largely from previous experience with a product. (Lamb, Hair, and Mcdaniel, 1996).

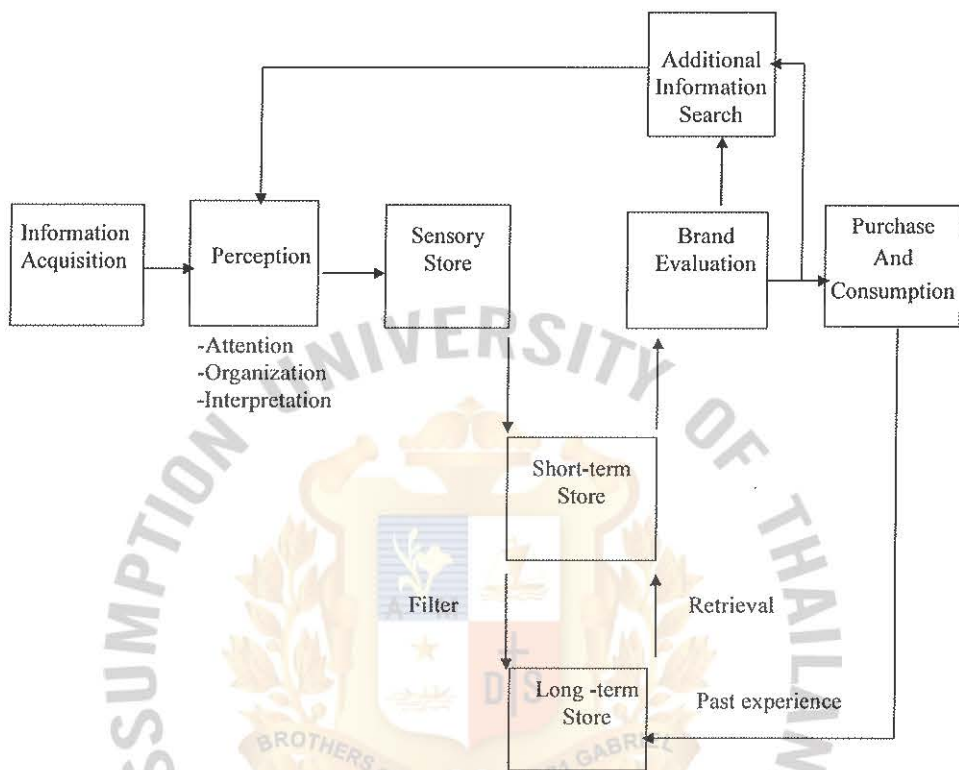
In contrast, an external information search seeks information in the outside environment. There are two basic types of external information sources: non-marketing-controlled and marketing-controlled. A non-marketing-controlled information source is not associated with marketers promoting a product. Non-marketing-controlled information source include personal experience (trying or observing a new product); personal sources (family, friends, acquaintances, and coworkers); and public sources (Lamb, Hair, and Mcdaniel, 1996).

A marketing-controlled information source, on the other hand, is biased toward a specific product, because it originates with marketers promoting that product. Marketing-controlled information sources include mass-media advertising (radio, newspaper, television, and magazine advertising), sales promotion (contest, displays, premiums, and so forth), salespeople, and product labels and packaging (Lamb, Hair, and Mcdaniel, 1996).

Consumers gather information about solutions available from their memory and/or external sources. Under this stage, consumers start gathering information about alternative solutions. Consumers may scan their memory to get the information regarding the solution. This process is called internal search. Alternatively, consumers may get information by conducting external search. Consumers get information about alternative solutions from external sources such as reading advertising, talking with friends. At the end of this stage, consumers have knowledge about the available

alternatives. See figure 2.3 showing the Multiple-Store Approach of Information Acquisition and Process.

Figure 2.3: Multiple-Store Approach of Information Acquisition and Process



Source : Adapted from Assel, H, (1998). Consumer Behavior and Marketing Action (6th ed) Cincinnati, OH: South-Western College,p, 255, and Schiffman, L.G. & Kanuk,L. L. (2000). Cosumer Behavior (7th ed). Upper Saddle River, NJ: Prentice Hall,p. 178.

3. Evaluation of Alternatives and Purchase

After getting information and constructing an evoked set of alternative products, the consumer is ready to make a decision. A consumer will use the information stored in memory and obtained from outside sources to develop a set of criteria. These standards help the consumer evaluate and compare alternatives. One way to begin narrowing the number of choices in the evoked set is to pick a product attribute and then exclude all products in the set that don't have that attribute (Lamb, Hair, and Mcdaniel, 1996).

Adding new brands to an evoked set affects the consumer's evaluation of the existing brands in that set. As a result, certain brands in the original set may become more desirable (Lamb, Hair, and Mcdaniel, 1996).

A person's tendency to think ahead may also affect his purchase decisions. Consumers who consider how they would feel if they made the wrong choice are likely to make a purchase decision more quickly. Additionally, consumers are likely to prefer a higher-priced, well-known brand over a less expensive, lesser-known brand if they consider how they would feel in the event they made the wrong decision (Lamb, Hair, and Mcdaniel, 1996).

4. Post-purchase Behavior

Following the evaluation process, the consumer decides which product to buy (or decides not to buy at all). If the consumer does indeed buy a product, he or she expects certain outcomes from the purchase. How well these expectations are met determines whether the consumer is satisfied or dissatisfied with the purchase (Lamb, Hair, and Mcdaniel, 1996).

The degree of satisfaction or dissatisfaction with a product varies from person to person. Obviously, the more a consumer searches for information, the more satisfied he or she may be with a purchase. With increased knowledge, the buyer has more realistic expectations of the product. Also, people who feel competent in their everyday lives, and who therefore tend to feel confident about their decisions, may also be more satisfied with their major purchases than those who feel less competent (Lamb, Hair, and Mcdaniel, 1996).

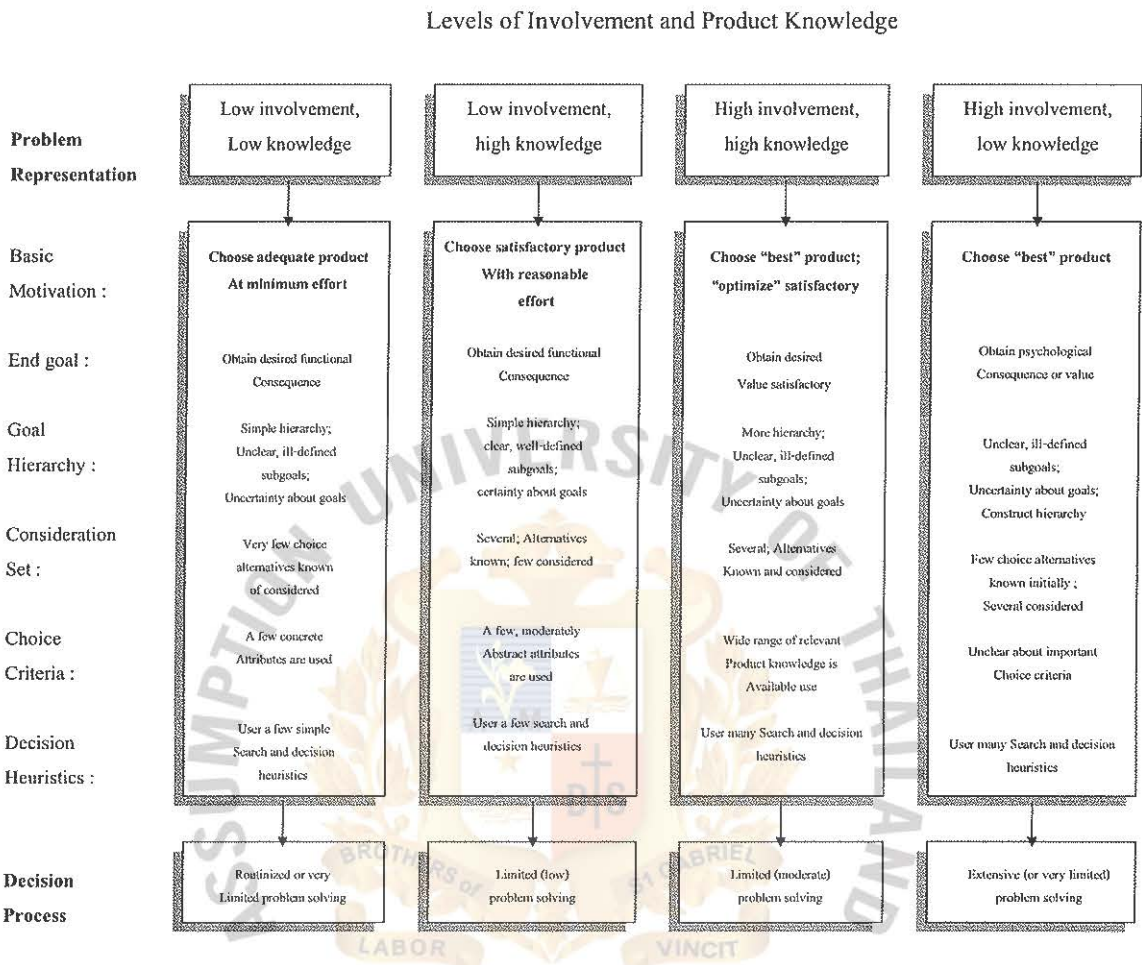
Consumer behavior describes how consumers make purchase decisions and how they use and dispose of the products they buy. An understanding of consumer's behavior reduces marketing manager's uncertainty when they are defining a target market and designing marketing mix (Lamb, Hair, and McDaniel, 1996).

Pre-purchase expectations, the pre-purchase information search, and the consumer's general level of self-confidence influence consumer post-purchase evaluation. Cognitive dissonance is the inner tension that a consumer experiences after recognizing a purchased product's disadvantages. When a purchase creates cognitive dissonance, consumers tend to react by seeking positive reinforcement for the purchase decision, avoiding negative information about the purchase decision, or revoking the purchase decision by returning the product (Lamb, Hair, and McDaniel, 1996).

Effect of Involvement and Knowledge on Consumer Decision-Making Process

Sometimes, consumers do not go through all stages of problem-solving process. They might skip some stages of the problem-solving process. Not only this, the level of effort used in finding information and in decision also vary among consumers even they buy the same type of product. The reason behind is consumer's problem solving processes are greatly affected by the amount of product knowledge and level of involvement of product and/or choice (Peter and Olson, 1996). The involvement of the product or decision affects consumer's motivation to engage in problem-solving process as show in figure 2.4. It influences time spent in problem solving, level of information seeking, etc.

Figure 2.4: Effects of Involvement and Product Knowledge on Consumer Decision-Making Process.



Source: Peter and Olson (1996), “Consumer Behavior and Marketing Strategy” (4th ed) Chicago, IL: Irwin.

The degree of consumer involvement in the same product is the most important factor. The manager should use the effective communication methods to attract each level of involvement consumers appropriately. Advertising’s primary mission is to reach prospective customers and influence their awareness, attitudes, and buying behavior (Arens, 1996). Advertisers study the behavioral characteristics of large groups of people to create advertising aimed at those groups (Arens, 1996).

In marketing, price is probably the most commonly used indicator of involvement. Because the risks of a mispurchase are high when the price is high, consumers are likely to be involved (Rothschild 1979). Durable goods also have been used to create conditions of high involvement because, in case of mispurchase, one is stuck with a poor product for a long time. Among those goods, dresses are generally considered as extremely ego-involving because of their symbolic meaning vis-à-vis relevant others, their capacity to express one's lifestyle or personality (Levy 1959), or their hedonic character (Hirschman and Holbrook 1982).

Conditions for Involvement

Assale (1998) indicated that the level of consumer involvement is also a continuum from high to low. The position of the consumer on this continuum will depend on several factors. Generally, a consumer is likely to be more concerned with a product when it is important to a consumer. A product is more likely to be important when it is associated with one or more of the following conditions.

- The consumer's self-image is tied to the product
- It has symbolic meaning tied to consumer values, for example, BMW represents power and success to baby boomers, Nike sneakers represents athletic prowess to teenagers
- It is expensive
- It has some important functional role, for examples, the transportation is provided by a car or the quick cooking is facilitated by a microwave oven.
- Has emotional appeal. Consumers do not only seek functional benefits from products. They often seek benefits that trigger an emotional response. For many buyers, the very ownership of a Saturn car or Harley Davidson motorcycle produces a kinship with other owners. This kinship produces the

cult-like following frequently referred to these two brands. Clearly, any such kinship goes beyond functional benefits and is a more emotional response to the product.

- It is continually of interest in the consumer. The fashion-conscious consumer, for example, has an ongoing interest in cars.
- Entails significant risks. Among these risks would be the financial risk of buying a house, the technical risk of changing one's wardrobe, or the physical risk of buying an unsafe car or the wrong medication.
- It is identified with the norms of a group. That is, the sign or "badge" value of a product.

These conditions are more likely to result in complex decision-making. As most of brands lack significant self-identity, interest, risk, emotion, or badge value, it is not surprising that buying inertia is more widespread than purchasing by complex decision-making.

Defining Advertising: The standard definition of advertising includes six elements as following;

- 1.) Advertising is a *paid form of communication*, although some forms of advertising, such as public service, use donate space and time.
- 2.) Not only is the message paid for, but also the *sponsor* is identified
- 3.) In some cases the point of the message is simply to make consumers aware of the product or company, although most advertising tries to *persuade or influence* the consumer to do something.
- 4.) The message are conveyed through many different kinds of *mass media*

5.) Reaching a large *audience* of potential consumers

6.) It is also *nonpersonal*, even advertising is a form of mass communication

For advertising, the media play a key role. The vast range of media opportunities that can assist the advertiser, such as newspapers and magazine, television, outdoor, radio, cinema, exhibitions, direct mail, and telemarketing and the use of the telephone.

“Advertising is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience” (Wells, Burnett, and Moriarty, 1992).

On other words, advertising is a form of either mass communication or direct-to-consumer communication that is non-personal and is paid for by various business firms, nonprofit organizations, and individuals who hope to inform or persuade members of a particular audience (Shimp, 2000).

The working definition of advertising takes it as read that the purpose of communicating message to target audiences is to persuade them to revise negative opinions or renew positive beliefs, and ultimately act accordingly (Kitchen, 1999). Advertising is most useful in creating awareness and knowledge about goods or services (Lamb, Hair, and Mcdaniel, 1996).

Advertising can be used to build up a long-term image for a product or trigger quick sales. Advertising can efficiently reach geographically dispersed buyers. Certain forms of advertising (TV advertising) can require a large budget, whereas other forms (newspaper advertising) can be done on small budget. Advertising might

have an effect on sales simply through its presence. Consumers might believe that a heavily advertised brand must offer “good value” (Kotler, 2000).

Advertising Vehicles:

Television Advertising:

TV advertising has created its own characters and run its own soap operas, and these add the power of repetition and continuity to this form of advertising (Jefkins and Yadin, 2000). In addition to its high household penetration, television offers a creative flexibility not found in any other medium. With its combination of sight, sound, color, and motion, television is equally adapt at communicating humorous, serious, realistic, or tongue-in-check commercials. Television is a 24-hour medium to reach viewers of every lifestyle (Russell and Lane, 1996).

In addition to the qualitative features of television, such as rating, it also provides qualitative advantages to advertisers. For example, research shows that most people think their most creditable source of information come from TV news. From an advertising perspective, surveys indicate that television has the most positive image of all media (Russell and Lane, 1996).

Print Advertising:

In a newspaper or a magazine, a quarter-, half-, or full-page advertisement is clearly identifiable. Advertisements are formatted in a way that allows readers to easily separate them from the editorial content. If a magazine advertisement resembles editorial text, the magazine will place a banner across the top identifying the text as a “special advertising section”. On the web, banner advertising corresponds to the print

model with its clearly recognizable borders. Current screen real estate for banner advertising is limited, which is usually less than 10 percent of the viewable area.

Outdoor Advertising:

Web banner ad is often likened to roadside billboards. Like a billboard, which can refer passersby to an upcoming attraction or location, a banner ad may point Internet users to a web site. But roadside billboards are static, whereas web users can interact with a banner ad by clicking on the ad to get other sites and more information. Some banners even allow consumers to take an action (like playing a game) without leaving the ad, which is a huge difference between banners and billboards. With a web ad, an advertiser can measure exactly how many times a banner was clicked. Unless the billboard is a direct response campaign with a special phone number, there won't be a method to determine how many people respond to it.

Direct Marketing:

From direct mail to telemarketing, direct marketers can accurately track the number of people who respond to a specific promotion and use this number to determine the profitability of each campaign. The internet's innate accountability has led advertisers to take a direct marketing approach to the Web, especially basing their campaigns on their cost per response.

Internet Advertising:

Internet advertising is the convergence of branding, information dissemination, and sales transactions all in one place. But web advertising is differentiated from other media by enabling consumers to interact with the advertisement. Consumers can click on the ad for more information, or take the next step and purchase products from/within web advertisements.

The Relationship between Marketing and Advertising

Marketing is a process - a sequential series of actions or methods. This process includes developing products, pricing them strategically, promoting them through marketing communications, and making them available to customers through a distribution network. In business, the ultimate goal of the marketing process is to earn a profit for the firm by uniting a product or service with customers who need or want it (Arens, 1996). Marketing promotion is defined as “persuasive communication designed to send marketing-related messages to a selected target audience”. (Wells, Burnett, and Moriarty, 1992).

Marketing is an important business function because its purpose is to find, satisfy, and retain customers. The success of a given marketing effort depends on whether a competitive advantage can be established in the minds of these customers. A competitive advantage is simply a judgment made by a consumer on how close one product, service, or idea comes to satisfying his or her needs versus a competitor's product, service, or idea (Wells, Burnett, and Moriarty, 1992).

Advertising is an integral but relatively small part of the marketing plan. It is one of the strategic alternatives available to the marketer. Traditionally, the hierarchy of strategies starts with the marketing mix, which involves design of the product, including its package; pricing of the product, as well as terms of sale; distribution of the product; and promotion of the product. Promotion, or marketing communication, consists of advertising, sales promotion, public relations, direct-response marketing, packaging, and personal selling. Advertising is a special type of marketing communication that has characteristics not possessed by the other types. It is also an excellent device for informing customers to buy and reinforcing past purchases are

two other strengths of advertising. Finally, advertising can persuade customers to change their attitudes, beliefs, or behavior (Well, Burnett, and Moriarty, 1992). On the other words, advertising is one of several tools, which marketers use to inform, persuade, and remind groups of customers, or markets, about the need-satisfying value of their products and services (Arens, 1996).

Advertising differs from the other promotional elements in several ways. Although advertising has a greater ability to reach a large number of people simultaneously than do the other elements, it has less ability to prompt an immediate behavioral change. Furthermore, the contact between the advertiser and the audience is indirect, and it takes a longer period of time to deliver information, change attitudes, and create a rapport or trust between the two parties (Well, Burnett, and Moriarty, 1992).

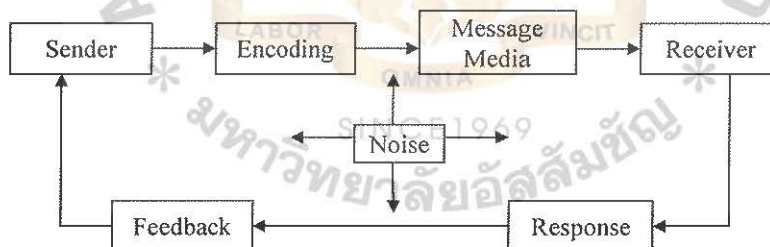
Marketing is the special relationship between a customer's needs and a product's need-satisfying potential, known as the product's utility. Utility is the product's ability to satisfy both functional needs and symbolic (or psychological) wants. Advertising communicates this utility (Arens, 1996).

If all four elements of the marketing mix are perceived to be speaking with one voice, synergy will occur. That is, the communicative effect of the whole will exceed the sum of its parts. The aim at any stage in the development of a marketing communications campaign can quite simply be to reinforce it with consistent messages (Kitchen, 1999).

To communicate effectively, marketers need to understand the fundamental elements underlying effective communication. Figure 2.5 shows a communication model with nine elements. Two represents the major communication – sender and receiver. Two represents the major communication tools – message and media. Four represent major communication functions – encoding, decoding, response, and feedback. The last element in the system is noise - random and competing messages that may interfere with the intended communication (Kotler, 2000).

The model underscores the key factors in effective communication. Senders must know what audiences they want to reach and what responses they want to get. They must encode their message in a way that understands how the target audience usually decodes messages. They must transmit the message through efficient media that reach the target audience and develop feedback channels to monitor the responses (Kotler, 2000).

Figure 2.5: Elements in the communication process



Source: Kotler, Marketing Management Analysis, Planning, Implementation, and Control, Millennium ed., (New Jersey: Prentice Hall, 2000), p.551.

The Relationship between Advertising and Consumer Behavior

The goal of advertising is to persuade the consumer to do something, usually to purchase a product. If advertising is to attract and communicate to audiences in a way that produces this desired result, advertisers must first understand their

audiences. They must acquaint themselves with consumer's ways of thinking, with those factors that motivate them, and with the environment in which they live (Wells, Burnett, and Moriarty, 1992).

Consumers are people who buy or use products in order to satisfy needs and wants. There are actually two types of consumers: those who shop for and purchase the product, and those who actually use the product. This distinction is important because the advertising professionals must understand how people act, think and why they buy and what they buy. This is the province of marketing, especially consumer behavior. Then, Understanding consumer buying behavior helps advertiser bring products into the collective consciousness of prospective customers (Arens, 1996).

Although it is impossible for us to know everything about the people with whom we communicate, the more we know, the more likely our message will be understood. This same assumption is true for advertisers, although at a much broader level. Fortunately, advertisers have the resources to conduct extensive research that taps this information. Such research must not only be accurate, it must also be conducted constantly because people are always changing (Wells, Burnett, and Moriarty, 1992).

How Advertising Work

With much advertising expenditure wasted in ineffective campaigns (Abraham and Lodish 1990; Lodish et al. 1995), advertisers should be concerned with how advertising affects consumers, how it works, in order to formulate more effective advertising strategies. The first formal advertising model was probably AIDA (Attention, Interest, Desire and Action), Attributed to E. St. Elmo Lewis in 1898

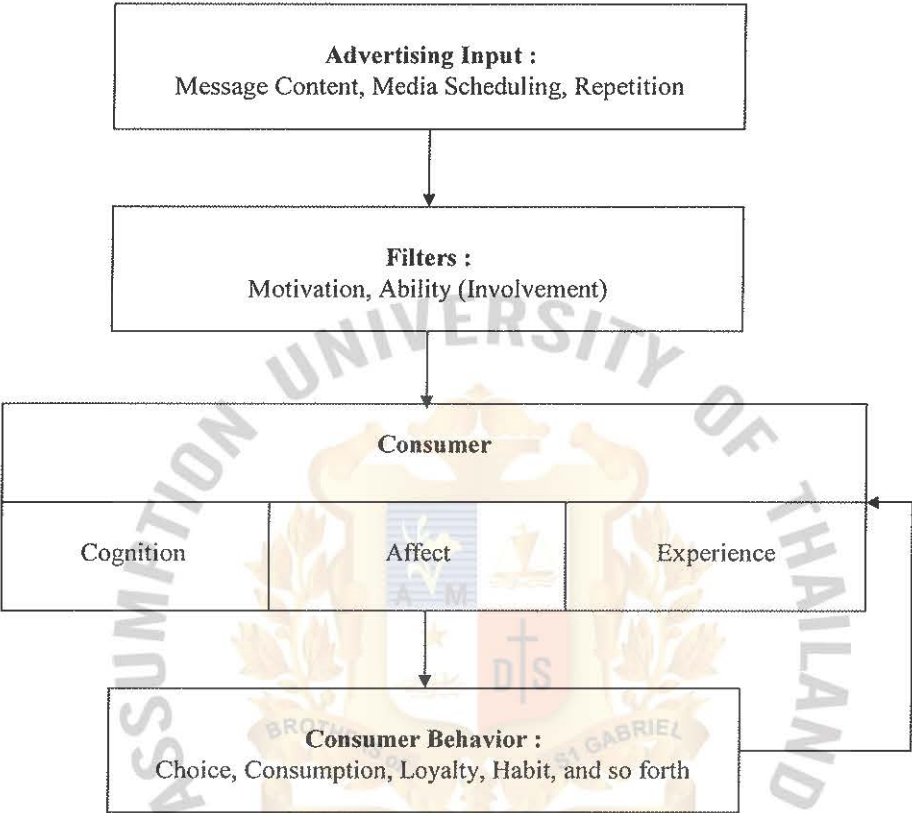
(Strong, 1925, p.76). However, the types of “Hierarchy of effects” models (Lavidge and Steiner, 1961) have dominated the literature ever since.

To choose among the many advertising related journal articles, proceedings papers, working papers, and books, we first formulated study selection criteria on the basis of a simple framework of how advertising works (Figure 2.6). Advertising of own and competitive brands, is shown as input for the consumer. Scheduling of the media, message content, and repetition (Singh and Cole 1993) are components of this input and constitute the advertising strategy that triggers a consumer’s response (Vakratsas and Ambler, 1999).

The intermediate type of response implies that, consciously or unconsciously, advertising must have some mental effect (e.g., awareness, memory, and attitude toward the brand) before it can affect behavior. Cognition, the “thinking” dimension of a person’s response, and affect, the “feeling” dimension, are portrayed as two major intermediate advertising effects. Individual purchasing and product usage behavior or changes there to, represent the consequential, behavior effects of advertising in our model. For most products, and especially the frequently purchased packaged goods in which much research is interested, the consumer’s mind is not a blank sheet awaiting advertising but rather already contains conscious and unconscious memories of product and usage (Vakratsas and Ambler, 1999). Thus, behavior feeds back to experience, which is our third principal intermediate effect. Individual responses to advertising are mediated by factors such as motivation and ability to process information (Cacioppo and Petty 1985; MacInnis and Jaworski 1989) and attitudes toward ad (MacKenzie, Lutz and Belch 1986). These mediating

factors can alter or radically change response to advertising. They therefore can be considered filters of the initial advertising input.

Figure 2.6: A Framework for Studying How Advertising Works



Source : Vakratsas, Ambler Journal of Marketing, 1999 Vol. 63 No. 1 pp. 26-43

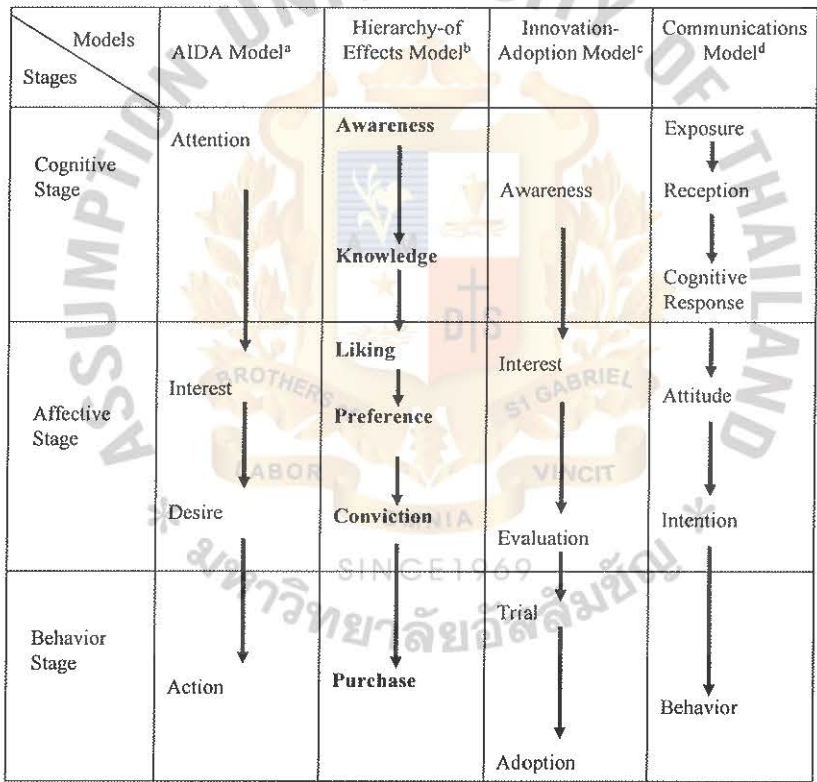
Theories related to advertising effectiveness:

Advertising research typically involves in the generation of information for making decisions in the awareness, recognition, preference, and purchasing stages. Most often, advertising research decision are about advertising copy. Marketing research helps to determine how effective the advertisement will be (Aaker, Kumar, and Day, 1998).

Advertising will be great and effective when it achieves the objectives. The objectives can mean 2 sides, which are the consumer’s objectives and the advertiser’s objectives. They are relevant to each other.

Patti and Moriarty (1990) stated that the word “Effectiveness” can be defined as productive, functional, and impressive or striking. Effective advertising that works, and produces a desired effect or results. The effective advertising can be measured and summarized as following models shown in figure 2.7.

Figure 2.7: Response Hierarchy Models

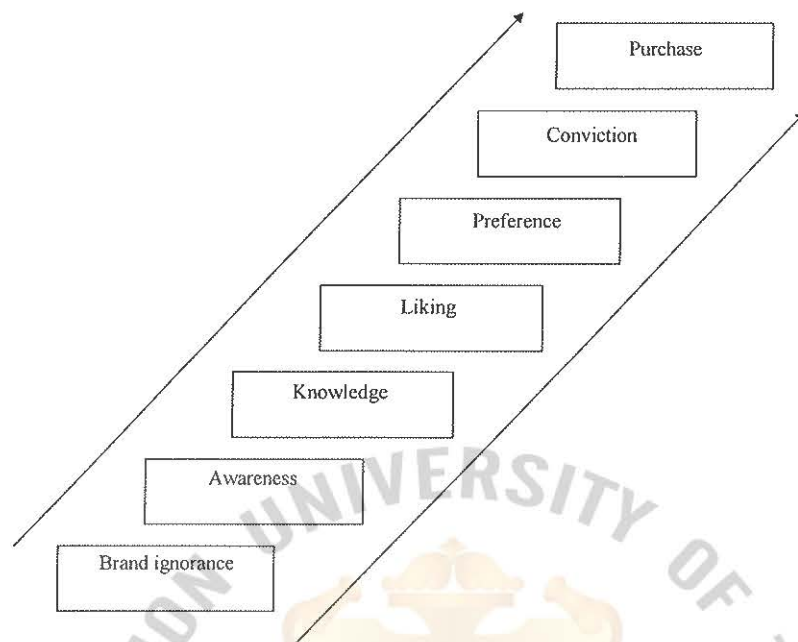


Note: (a) E.K. Strong, *The Psychology of Selling* (New York: McGraw-Hill, 1925), p.9; (b) Robert J. Lavidge and Gary A. Steiner, “A model for Predictive Measurements of Advertising Effectiveness”, *Journal of Marketing*, October 1961, p.61; (c) Everett M. Rogers, *Diffusion of Innovation* (New York: Free Press, 1962), p.79-86; (d) various sources.

Source: Kotler, *Marketing Management: Analysis, Planning Implement and Control*, 9th ed., (New Jersey: Prentice-Hall, 1997), p.611.

The Hierarchy of Effect Model Related to Advertising Effectiveness:

Figure 2.8: The hierarchy of communication effects



Source: Blythe, Marketing Communications, 1st ed., (New Jersey: Prentice Hall, 2000), p.3

Here we will assume that buyer has high involvement with the product category and perceives high differentiation within the category. Therefore, we will work with the hierarchy-of-effects model and describe how marketers should behave in each of the six buyer-readiness states-awareness, liking, preference, conviction, and purchase.

Awareness: If most of the target audience is unaware of the object, the communicator's task is to build awareness, perhaps just name recognition. This task can be accomplished with simple messages repeating the product's name. But building awareness takes time (Kotler, 1997). A firm cannot sell something if the market does not know that the good or service exists (Lamb, Hair, and McDaniel, 1996).

Knowledge: Simple awareness of a brand seldom leads to a sale (Lamb, Hair, and Mcdaniel, 1996). The target audience might have company or product awareness but not know much more (Kotler, 1997). The next step is to form the target market about the product's characteristics (Lamb, Hair, and Mcdaniel, 1996).

Liking: If target members know the product, how do they feel about it? If the audience looks unfavorably on the product, the communicator has to find out why and then develop a communication campaign to shore up favorable feelings (Kotler, 1997). On other words, after the target market learns about the product, the advertiser must generate a favorable attitude (Lamb, Hair, and Mcdaniel, 1996).

Preference: The target audience might like the product but not prefer it to others. In this case, the communicator must try to build consumer preference. The communicator will promote the product's quality, value, performance, and other features. The communicator can check on the campaign's success by measuring audience preference again after the campaign (Kotler, 1997). Even though customers may like the product, they may not see any advantage over competing brands, especially if customers are brand loyal. Therefore, you must create brand preference by explaining the product's differential advantage over the competition (Lamb, Hair, and Mcdaniel, 1996).

Conviction (or intention): A target audience might prefer a particular product but not develop a conviction about buying it (Kotler, 1997). At this stage, you might offer the consumer additional reasons to buy the product (Lamb, Hair, and Mcdaniel, 1996).

Purchase: Finally, some members of the target audience might have conviction but not quite get around to making the purchase. They may wait for more information or plan to act later. The communicator must lead these consumers to take the final step. Actions might include offering the product at a low price, offering a premium, or letting consumers try it on a limited basis (Kotler, 1997).

Empirical Findings

The empirical evidence in Asia Pacific Journal of Marketing has been found for the relationship between advertising effectiveness and the degree of consumer involvement. A significant study of Shwu-Ing Wu (2001), professor of National Ching-Yi Institute of Technology in Taiwan, is an experimental study on the relationship between consumer involvement and advertising effectiveness. Moreover, the researcher also contacted with professor Shwu-Ing Wu asking for the research methodology as a consent form and found that the level of consumer involvement influenced the advertising effectiveness by using a high involvement product – *automobiles* and low involvement product – *shampoo* to determine the relationship between these two variables. The level of consumer involvement in a product category was as a major variable relevant to advertising strategy. However, different involvement clusters have different responses to advertising effectiveness for the same product. This study segmented the market by consumer involvement degree and explored the characteristics. The result showed that the degree of consumer involvement could effectively segment the market. There was a positive relationship between degree of consumer involvement and advertising content importance. Similarly, there was a positive relationship between degree of consumer involvement and the advertising effect hierarchy. A high degree of consumer involvement directed

a high advertising effect. Thus, the degree of consumer involvement was an important indication for an advertising strategy. For the high involvement product such as automobiles and high degree involvement consumer cluster, the advertising manager should put attention toward product introduction, the map and print of the advertising contents and then use these items to satisfy the consumer knowledge requirement and direct them to purchase. This target market includes commerce workers and students who have high incomes and a life style involving fashion, self-confidence, and seeking cheaper prices.

Abdullah H Aldlaigan (2001) studied “consumer involvement in financial services: an empirical test of two measures as Personal Involvement Inventory (PII) and Consumer Involvement Profile (CIP) scales. For eight financial services in UK were tested by distributing the questionnaires to a university-based and convenience sample of 129 subjects was approached to participate. The researcher found that financial services vary in levels of personal involvement and CIP and PII scales capture different dimensions of involvement. The PII showed the better reliability, however CIP yield more information. Further qualitative investigation of the psychological variables associated with customer’s usage of financial services is recommended in order to generate a better measurement of consumer involvement.

Mehta (2000) studied “*the advertising attitudes and advertising effectiveness*” and found that a strong influence on persuasion of perception that advertising helps consumers stay informed about products and services in the marketplace. Those who believe this are the one who not only pay attention to the advertisements, but are also more persuaded by advertisements. They look to advertising for information regarding available choice and response favorably and creative and strategic aspects

remain crucial in determining the success of an advertisement in both gaining attention and adding to its memorability, and in persuading consumers to be interested in the advertised product.

Khongsawatkiat (1999) studied the influences of the advertising strategies to the consumer behavior, which are found to have been the major concern of today's marketing business. Consumer attitudes, brand choice, decision-making, price sensitivity, minority groups, and mature market are affected the consumer behavior in both direct and indirect ways. The study showed that there are combined results of advertising effects to the consumer behavior, however most of the results showed that there are effects of the advertising to consumer behavior.

Tommuerd (1997) studied the awareness and attitudes of people of working age towards advertising effects on purchasing decision. Questionnaires were used to collect data from 400 peoples of working age in Bangkok. The results showed that most of the people of working age perceive that many of the advertisements are overstated. Product attributes, brand names and advertising plots are utilized to support purchasing decision of most of the people of working age. Advertisements are used as essential information when people of working age decide to purchase convenient goods such as household products, foods, snacks and beverage.

A strong tendency exists for people to like others who are similar to them in terms of demographics, culture, personality, attitudes, beliefs, hobbies, religion, social class, race, nationality, and so on. This tendency can be logically projected to advertising settings (Hong and Zinkhan, 1995).

Grazin (1986) uses the concept of involvement in an attempt to segment the group of consumer for physical fitness activities. The growing popularity of an activity influences the researcher's attention to conduct the research. The result of the research show the segments can be characterized in term of consumer's patterns of relatively passive and relatively active leisure pursuits, their attitudes, and their demographics and media habits.

Bucklin (1965) commented advertising serves a purpose by providing information about the nature, availability, and location of products. Consumers use advertising to extend that they feel a need for information. The survey data build a strong case that shoppers use advertising intelligently or efficiently for at least an important minority of products purchased.

Green, Halbert, and Minas (1964) mentioned that people are more likely to pay attention to advertising and perhaps seek out new information when they see a chance to gain by such data.

Lavidge and Steiner (1961) studied "a model for predictive measurements of advertising effectiveness" to determine what steps are the most critical in a particular case leading consumers to purchase the products and what the steps the most consumers are. The researcher developed self-administered instruments, such as adaptations of the "semantic differential" and adjective check lists and concluded that realistic measurements of advertising effectiveness must be related to an understanding of the functions of advertising. It is helpful to think in terms of a model where advertising is, likened to and moved people up toward purchase. Measurements of the effectiveness of the advertising should provide the measurements of changes at all levels product or feature development in creating awareness and the stimulation of

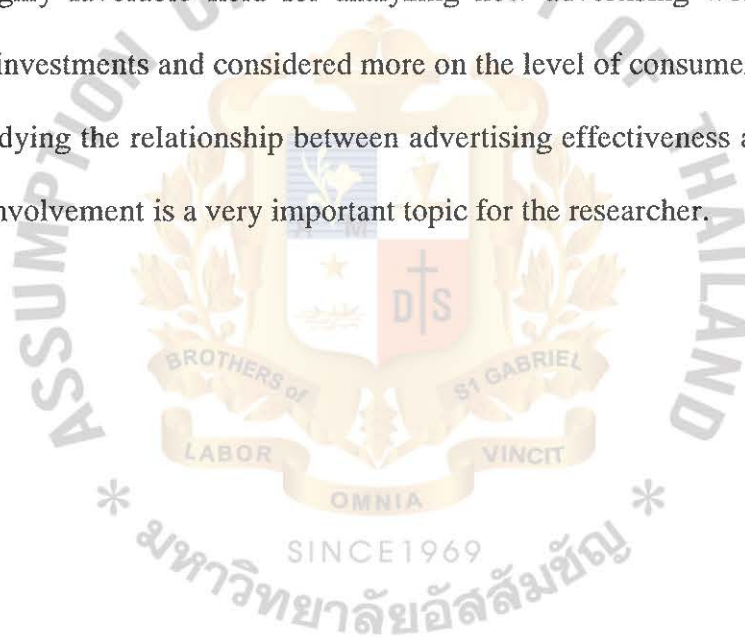
actual purchase. For further research, recommended to use some new measurement methodologies.

In conclusion, this study aims to determine the relationship between Thai consumer involvement and advertising effectiveness by using Personal Involvement Inventory (PII) scale to segment Thai consumers into various involvement clusters. Unlikely, empirical findings, which several researchers studied separately in consumer involvement on a particular product and advertising effectiveness, but this research studied in the relationship between these two variables simultaneously. As mentioned in the beginning of the study that involvement is one of the most critical factors that enable the marketers to understand more about consumer behaviors, which become more complicated with the availability of more choices. Moreover, the degree of consumer involvement in a product category is now widely recognized as a major variable relevant to advertising strategy. Especially, in the case of measuring the advertising effectiveness toward a particular product, it's very important for advertisers to study the behavioral characteristics of the potential consumers. And, PII scale was developed to measure a person's involvement with products as interests, needs and values. Since the level of consumer involvement with product affords a better understanding of the originality, which provides clues as to what types of appeals should be used in communication for each segment.

This research study is created more understanding of the Thai consumer behavior in the field of product involvement in order to generate the level of involvement. The conceptual framework used in this research study will lead to more understanding in the degree of consumer involvement with automobiles. The behaviors proposed to the differences in consumer involvement clusters with

automobiles as well as the differences in advertising responses, which measured by the importance of the advertising contents and advertising effects by studying the relationship between main variables. Moreover, the hierarchy of effect model was developed to describe different responses in the effects of auto advertisements among different involvement clusters in order to know which steps in advertising effect hierarchy will match with consumers in each segment

Finally, this research model can expand ways to measure advertising effectiveness from other researches in the empirical findings since car advertising provides a highly favorable field for analyzing how advertising works, given the weight of the investments and considered more on the level of consumer involvement. Therefore, studying the relationship between advertising effectiveness and the degree of consumer involvement is a very important topic for the researcher.



CHAPTER 3

Research Framework

This chapter encompasses the framework of this research along with an elaboration of the theoretical framework. It is a logically developed, described and elaborated network of associations among studied variables. Section 1 developed the conceptual background for diagram of framework. Section 2 illustrated conceptual framework. Section 3 composed of hypothesis statements. Finally section 4 presented operationalization of variables.

3.1 Theoretical Framework

Conceptual framework of this study based on the relationship between Thai consumer involvement with automobile and advertising effectiveness, especially analyzing the effectiveness of auto advertisements along with the importance of advertising contents in order to achieve cognitive, affective and behavior objectives. As a result of much advertising expenditure wasted in ineffective campaigns, advertisers should be concerned with how advertising affects consumers, how it works, in order to formulate more effective advertising strategies (Abraham and Lodish 1990; Lodish et al. 1995a). Zaichkowsky (1985) proposed that different people perceive the same product differently and have inherently different levels of involvement with the same product. Andrews etc. (1990) suggested that involvement was influenced by personal needs, goals, characteristics, and situational and decision factors then directed to the search behavior, information processing and persuasion.

The degree of consumer involvement in a product category has widely been recognized as a major variable relevant to advertising strategy (Laurent and Kapferer 1985, Ray 1982, Rothschild 1979, Vaughn 1980). Thus, to know the level of consumer involvement is very important to a manager. However, how can a manager know whether a group of consumers has high or low involvement in a product category? Many researchers have proposed measurement scales to divide consumers into various levels of involvement with product and explored their behavior (Engel and Blackwell 1982, Wright 1973, 1974, Sheth and Venkatesen 1968, Lastovicka and Gardner 1978, Traylor 1981). Some literature has suggested that a person could be involved with products (Howard and Sheth 1969, Hupfer and Gardner 1971). Involvement with products has been hypothesized to lead a greater perception of attribute differences, greater product importance, and greater commitment to brand choice (Howard and Sheth 1969).

The construct of involvement has become an important factor in studying advertising effectiveness, the relationship between a person and a product, and purchase decisions. Understanding the involvement concept is important for advertisers, providing a basis for deciding whether to emphasize transformational advertising appeals or raise the level of involvement. Depending on their level of involvement, individual consumers differ in the extent of their decision process and their search for information. Depending on their level of involvement, consumers may be passive or active when they receive advertising communication, and limit or extend their processing of this communication. However, there are many involvement measures in advertising and consumer research as shown in table 4.1.

Lavidge and Steiner (1961) developed an effect hierarchy model to describe the steps consumers complete before they purchase a product. The purpose of this model was to determine how consumers used advertising in their purchase processes (Wells and Prensky 1996). The hierarchy model described seven steps in the purchase process: 1. Unawareness, 2. Awareness, 3. Knowledge, 4. Liking, 5. Preference, 6. Conviction, 7. Purchase. These steps can be grouped into three general processes:

1. Gaining awareness and knowledge about a product
2. Developing an attitude toward the product
3. Making a purchase decision

Some researchers have criticized the hierarchy of effects model assuming that consumers move in a linear fashion from thinking to feeling to action. In response, researchers have developed other models of the consumer purchase process, which build on the same steps but arrange them in a different order or describe the transitions between the steps in a different way (Palada 1966, Smith and Swinyard 1982, Greenwald and Leavitt 1984, Barry 1987). For example, a consumer may make a low involvement purchase based on reference group influence. On the other hand, consumers are more likely to think before feeling and acting in a high involvement purchase process. Consumers might first act and then evaluate their feelings when buying a low involvement product.

This study examined if there are significant differences between various Thai consumer involvement clusters in the advertising effect hierarchy. High consumer involvement and low consumer involvement clusters with automobiles were examined to explore the relationship between the level of involvement and the effectiveness of auto advertisements.

3.2 Conceptual Framework

A framework of this research as shown in figure 3-1 is developed on the level of Thai consumer involvement with automobiles relevant to advertising strategy. The purpose of this study is to determine the relationship between Thai consumer involvement and advertising effectiveness. This study aims to segment consumers into various involvement clusters by using the Personal Involvement Inventory (PII) scale and then explored the differences in the advertising effects among different consumer involvement clusters. Since in this study, the consumer involvement degree and advertising effectiveness are the main variables.

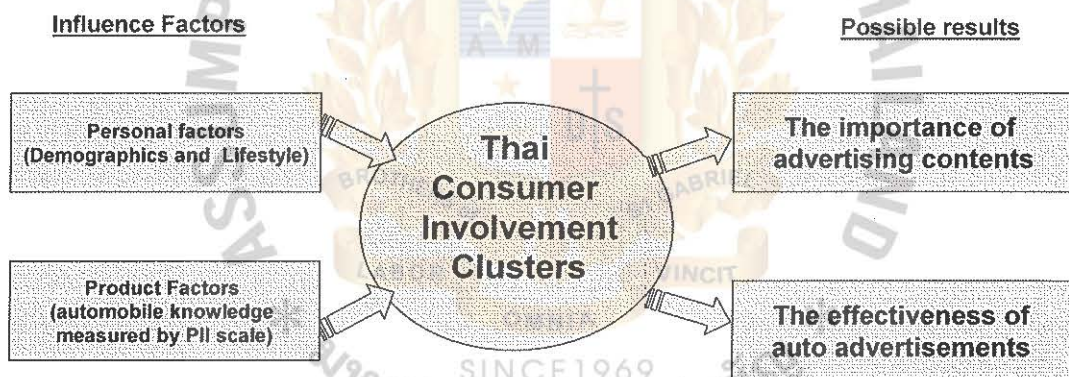
This particular framework of involvement is influenced by personal (demographics and lifestyles) and product factors. For product factors, this research uses the PII scale developed by Zaichkowsky (1985) to measure the level of Thai consumer involvement with automobiles since it effectively meets the standards for internal reliability, reliability over time, content validity, criterion-related validity, and construct validity.

The PII scale was developed to measure a person's involvement with products, and then see the PII original items in table 4.2. However, the following items in the PII scale are related to three assumed areas that affect a person's involvement level:

1. Personal: inherent interests, values, or needs that motivate the person toward the object.
2. Physical: characteristics of an object that cause differentiation and increase interest.
3. Situational: something that temporarily increase the relevance of, or interest toward the object.

As a result of the differences in Thai consumer involvement clusters, the behaviors responding to auto advertisements are determined as the importance of advertising contents and advertising effects. This research framework shows that there are five items of advertising contents that had a significant difference between high and low involvement clusters on the importance of the advertising contents on auto advertisements. These items are plot, slogan, product introduction, presenter, and expression of music & color, which all of these items can reinforce the advertising effects. Finally, except the non-effective factor, unawareness. The advertising effectiveness in this study measured by a six-step hierarchy of effect model: awareness, knowledge, liking, preference, conviction, and purchase.

Figure 3.1: Conceptual framework of hypothesis testing model



Source: This model was modified conceptual framework from the research of Shwu-Ing Wu; Asia Pacific Journal of Marketing and Logistics, Patrington; 2001; Vol.13, Iss. 1; p. 43.

3.3 Hypothesis Statement

A Hypothesis is an assumption or guess that a researcher makes about some characteristics of the population under study (McDaniel and Roger, 1996). Hypotheses are conjectural statements of the relationship between two or more variables that carry clear implication for testing the stated relations (Davis and

Cosenza, 1993). According to this framework, personal factors and product factors represent as the influence factors to explore Thai consumer's demographics and lifestyles among different consumers involvement clusters with automobiles segmented by high and low involvement clusters. However, different involvement clusters have different responses to the importance of advertising content items and the effectiveness of auto advertisements. Generally, high involvement cluster will attach much importance to advertising contents and show a high importance to the effects of advertisements comparing with low involvement cluster. Therefore, the following hypotheses are offered with assumed consumer's evaluations of the relationship between the degree of consumer involvement and the other advertising variables.

1. H1₀: There is no difference in terms of consumer product involvement among the respondents when segmented by gender.

H1_a: There is a difference in terms of consumer product involvement among the respondents when segmented by gender.

2. H2₀: There is no difference in terms of consumer product involvement among the respondents when segmented by age ranges.

H2_a: There is a difference in terms of consumer product involvement among the respondents when segmented by age ranges.

3. H3₀: There is no difference in terms of consumer product involvement among the respondents when segmented by marital status.

H3_a: There is a difference in terms of consumer product involvement among the respondents when segmented by marital status.

4. H4₀: There is no difference in terms of consumer product involvement among the respondents when segmented by education levels.

H4_a: There is a difference in terms of consumer product involvement among the respondents when segmented by education levels.

5. H5₀: There is no difference in terms of consumer product involvement among the respondents when segmented by occupations.

H5_a: There is a difference in terms of consumer product involvement among the respondents when segmented by occupations.

6. H6₀: There is no difference in terms of consumer product involvement among the respondents when segmented by monthly personal income.

H6_a: There is a difference in terms of consumer product involvement among the respondents when segmented by monthly personal income.

7. H7₀: There is no difference in terms of consumer product involvement among the respondents with different lifestyles.

H7_a: There is a difference in terms of consumer product involvement among the respondents with different lifestyles.

H7₁: Fashionable lifestyle has no difference among consumer involvement clusters.

H7₂: Cheaper price lifestyle has no difference among consumer involvement clusters.

H7₃: Conservative lifestyle has no difference among consumer involvement clusters.

H7₄: Self-confidence lifestyle has no difference among consumer involvement clusters.

H7₅: Traditional lifestyle has no difference among consumer involvement clusters.

H7₆: Advertising confidence lifestyle has no difference among consumer involvement clusters.

8. H8₀: There is no difference in terms of consumer product involvement among the respondents with the importance of advertising contents on auto advertisements.

H8_a: There is a difference in terms of consumer product involvement among the respondents with the importance of advertising contents on auto advertisements.

H8₁: The importance of plot on auto advertisements has no difference among consumer involvement clusters.

H8₂: The importance of slogan on auto advertisements has no difference among consumer involvement clusters.

H8₃: The importance of product introduction on auto advertisements has no difference among consumer involvement clusters.

H8₄: The importance of presenter on auto advertisements has no difference among consumer involvement clusters.

H8₅: The importance of music and color on auto advertisements has no difference among consumer involvement clusters.

9. H9₀: There is no difference in terms of consumer product involvement among the respondents with the effectiveness of auto advertisements.

H9_a: There is a difference in terms of consumer product involvement among the respondents with the effectiveness of auto advertisements.

H9₁: The awareness of automobiles has no difference among consumer involvement clusters.

H9₂: The knowledge of automobiles has no difference among consumer involvement clusters.

H9₃: The liking of automobiles has no difference among consumer involvement clusters.

H9₄: The preference of automobiles has no difference among consumer involvement clusters.

H9₅: The conviction to buy automobiles has no difference among consumer involvement clusters.

H9₆: The buying decision of automobiles has no difference among consumer involvement clusters.

10. H10₀: There is no positive relationship between consumer involvement degree and the importance of advertising contents on auto advertisements.

H10_a: There is a positive relationship between consumer involvement degree and the importance of advertising contents on auto advertisements.

11. H11₀: There is no positive relationship between consumer involvement degree and the effectiveness of auto advertisements.

H11_a: There is a positive relationship between consumer involvement degree and the effectiveness of auto advertisements.

3.4 Operationalization of Variables

An operational definition gives meaning to a concept by specifying the activities or operations necessary to measure it (Zikmund, 2000). Definitions of variables are summarized in Table 3.1.

For the measurement of the influencing variables, this research used two types or scales that are nominal, and likert scale in the questionnaire. The measurable variables in this study are described on the next page.



Table 3-1: Operational Definition of Influencing Variables

Labeling	Definition term	Operational component	Measurement
Personal factors	Consumer Characteristics that include personal needs, goals, activities, interstices and demographics of targeted group.	<p>- <i>Demographic factors</i> Personal data about age, sex, marital status, occupation, education, income. (Questions 1-6).</p> <p>- <i>Consumer lifestyles</i> AIO statements were factor analyzed and identified the several consumer lifestyles as fashion, cheaper price, conservative, self-confidence, tradition, and advertising confidence factors. (Questions 7-24).</p>	<p>Nominal Scale</p> <p>Likert Scale</p>
Product factors (automobile knowledge measured by PII scale)	<p>A consumer's enduring perception of the importance of the product category based on the consumer's inherent needs, values and interest.</p> <p>PII scale as a uni-dimensional construct of involvement to measure;</p> <ul style="list-style-type: none"> - Consumer's inherent interests - Consumer's values - Consumer's needs 	The importance of automobiles based on consumer's needs, values, and interests. (Question 25-44)	Likert Scale
Consumer involvement degree	A person's perceived relevance of the object based on inherent needs, values, and interests. (Zaichkowsky, 1985).	The measurement of consumer involvement level on automobiles by segmented the market effectively as high and low involvement clusters relevant to the importance of advertising contents and the advertising effectiveness (Question 1-44).	Likert Scale
The choice of advertising media	The general communication methods that carry advertising messages, which is television, radio, newspaper, magazines, direct marketing, internet, and so on (Shimp 2000).	The measurement of consumer's interests toward the advertising media (Question 45-48).	Nominal Scale

Labeling	Definition term	Operational component	Measurement
The importance of advertising contents	Advertising executional devices influence the effectiveness of the advertisements.	The measurement of consumer's opinions toward several advertising contents in order to show the different between consumer involvement clusters on the importance of the advertising contents such as plot (Q.49), slogan (Q.50), product introduction (Q.51), presenter (Q.52) and expression of music & color (Q.53)	Likert Scale
The effectiveness of auto advertisements	Function of advertising effectiveness.	There is a six-step hierarchy of effect model, which divide behavior into three components or dimensions: (Question 54-59). <ul style="list-style-type: none"> - Cognitive component (awareness and knowledge) - Affective component (liking, preference and conviction or intention to buy) - Conative component (Purchase behavior) 	Likert Scale



CHAPTER 4

Research Methodology

This chapter provides an overview of methodology used in this research. It comprised of overall six sections. Section one, described research method and research instrument. Section two identified sources of collecting the data. Section three explained about data collection and section four covered sampling design. Pre-testing and data analysis are discussed in section five and section six, respectively.

4.1 Research methodology

4.1.1 Research method

In this research, sample survey method is used in gathering the primary data and recording data collected from respondents for analysis. A survey is a research technique in which information is gathered from a sample of people by using a questionnaire. Survey involved an interviewer interacting with respondents. A questionnaire is used to provide an orderly and structured approach to data gathering. In addition, the advantages of survey method are providing a quick, inexpensive, efficient and accurate means of assessing information about a population (Sheatsley, 1974).

4.1.2 Research Instrument and Questionnaire Construction

- Consumer Lifestyle Analysis

Lifestyle is the study of the way consumers express their culture and values, demographics and personality. The most common approach to measure lifestyle is a survey questionnaire that asked a large number of detailed questions about the activities, interests, and opinions (AIO) of the targeted group (Wells and Tigert 1971).

Lifestyle research is a quantitative research procedure to study how a person lives and spends time and money in terms of AIO: Activities, Interests and Opinions. A five-point likert scale was used “1=strongly disagree” and 5=strongly agree”. The AIO statements as described in Plummer (1974) measure;

- 1.) Activities: how people spend their time and money
- 2.) Interests: what they place as important in their immediate surroundings
- 3.) Opinions: what they feel about themselves and the world around them

AIO statements were factor analyzed and the statements can be either general or product-specific, and either standardized or ad hoc in scale. The choice will mainly depend on the objective of the study and it is most common to use a combination of either one or two type(s) of the above.

Lifestyle research using AIO variables has been widely used since 1970 (such as Wells & Tigert (1971), Plummer (1974, 1977), Douglas & Christine (1977), Cosmas (1982), Aaker, Fuse & Reynolds (1982), Wells (1985), and Parameswaran & Yaprak (1987)). Lifestyle information is very useful for product positioning and market segmentation and also helps the multinationals to understand the consumers regardless of culture (Plummer 1974, 1977). However, differences in lifestyle pattern vary from one product class to another. The market response of specific customer targets to products or marketing strategies in one country cannot always be readily transferred to another country (Douglas & Christine 1977). Although lifestyle data is very useful in developing an international advertising strategy, the marketers should be cautious in choosing lifestyle variables in their studies as they are not as stable as the demographic variables.

- Classification of Involvement Scale

There are many involvement measured in advertising and consumer research as shown in table 4.1. Many researchers measured the level of consumer involvement for product categories and divided the products by the various involvement groups and there were also few researchers segmented the various consumer involvement clusters for the same product.

Table 4.1: Involvement Measures in Advertising and Consumer Research

Study	Focus	Scale
Measurement Scales: Enduring/Product Involvement		
Buchanan (1964) (see also Zinkhan and Fornell 1989)	product interest	A product-interest scale is developed based on the respondent's relative preferences for seeing short films about the products in question. Consumers are asked to indicate (out of a balanced triad of product film titles) which product film they are mostly to view (2 points) and which they are least likely to view (0 points; 1 point for the product not mentioned). Each product is presented four times, for a possible range of 0 to 8 for a given product.
Bowen and Chaffee (1974)	product class	Seven measures of product involvement: - number of brands - styling differences - product performance - price - importance of purchase - dealer brand specialization - substitutability of brands
Tyebjee (1979)	Product class	Seven measures of product involvement: - average weekly consumption - perceived product differentiation - perceived image differentiation - self-reported knowledge ability - interest in product information - endorsement/attitude toward using product - brand awareness
Vaughn (1980; 1986)	Product class	Two dimensions: 1. product categorization - importance of decision - risk of choosing wrong brand - thought required in decision

		2. think/feel dimension <ul style="list-style-type: none"> - logical/objective decision - decision based on functional facts - decision based on feeling - decision express personality - decision not based on senses
Bloch (1981)	Product class	17-item, product involvement scale for car enthusiasts
Laurent and Kapferer (1985)	Product class	19-item, consumer involvement profile tapping: <ul style="list-style-type: none"> - product importance - risk importance - risk probability - pleasure - sign value
Zaichkowsky (1985; 1987)	Product class (advertising, purchase decision)	20-item bipolar adjective scale
Wells (1986)	Advertising	10-item R (relevance) scale

Source: Andrews, J. Craig; Journal of advertising, Provo; 1990; Vol.19, Iss.4; p.27.

- The Structure of Personal Involvement Inventory (PII) Scale

Zaichkowsky (1985) presented a 20 items of Personal Involvement Inventory (PII) scale to measure consumer involvement with products. This scale conceived as a uni-dimensional scale to identify the personal relevance of a particular product to the consumer, which has been further analyzed and refined by Zaichkowsky (1986), Celuch and Evans (1989), Mittal (1989), Jain and Srinivasan (1990), McQuarrioand Munson (1987, 1992), and Flynn and Goldsmith (1993) (Schneider 1996).

Personal Involvement Inventory (PII) composed of 20 semantic differential items scored on seven-point scales. Scores on the items are summed to form an overall measurement of involvement ranging from a low score of 20 (1 score x 20 items) to a high score of 140 (7 score x 20 items). This scale successfully met standards for internal reliability, reliability over time, content validity, criteria-related validity, and construct validity (Zaichkowsky 1985).

Table 4.2: PII scale used in studying consumer involvement

The PII original items

Object: (... ..)													
1. Important	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Unimportant
2. Of no concern to me	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Of concern to me
3. Irrelevant	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Relevant
4. Means a lot to me	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Means nothing to me
5. Useless	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Useful
6. Valuable	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Worthless
7. Trivial	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Fundamental
8. Beneficial	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Not beneficial
9. Matters to me	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Does not matter
10. Uninterested	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Interested
11. Significant	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Insignificant
12. Vital	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Superfluous
13. Boring	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Interesting
14. Unexciting	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Exciting
15. Appealing	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Unappealing
16. Mundane	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Fascinating
17. Essential	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Nonessential
18. Undesirable	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Desirable
19. Wanted	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Unwanted
20. Not needed	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	Needed

Source: Abdullah H Aldlaigan; The International Journal of Bank Marketing, Bradford; 2001; Vol.19, Iss.6; p. 232.

- Selected Consumer Involvement Measuring Scale

As conducting the research with Thai people, who are unfamiliar with seven-point scales and do not understand clearly with ranging scores, so the measurement of Thai consumer involvement with automobile in this research is necessary to apply Zaichkowsky' PII scale with the questions asking about the consumer's opinions and knowledge on automobiles. The PII scale measuring in this study composed of 20 semantic differential items scored on five-point scales in order to make the consumers much clearer understand for the weighing scale from the least to the most as represented by (5 = the most, 1 = the least). Scores on the items are summed to form an overall measurement of involvement ranging from a low score of 20 (1 score x 20 items) to a high score of 100 (5 score x 20 items).

- Questionnaire Construction

The instrument used in this research is self-administered questionnaire. All questions used in the questionnaire are closed-ended question. The questionnaire consisted of six parts with **Part I** asked respondents to fill out their personal data as demographics, which used nominal scale. **Part II** covered consumer lifestyle analysis by using five-point likert scale of detailed questions about AIO (Activities, Interests and Opinions) to measure Thai consumer's lifestyles of different involvement clusters as high and low involvement clusters. There were six factors emerged as fashion factor, cheaper price factor, conservative factor, self-confidence factor, tradition factor and advertising confidence factor, so the lifestyles of different consumer involvement clusters are presented. **Part III** is designed to gather the data by using Personal Involvement Inventory (PII) scale to measure Thai consumer involvement degree with automobiles by measuring consumer's needs, values and interests. **Part IV**, covered the choice of advertising media by using nominal scale to measure the most attractive media and the reason to choose that particular media. **Part V**, the questions asked about the importance of advertising contents by using five-point likert scale. Lastly, **Part VI** measured the effectiveness of auto advertisements using five-point likert to analyze how different consumer involvement clusters have different responses to the advertising effect hierarchy.

However, almost questions used five-point likert scale with ranging scores as the anchors in which respondents can indicate the degree of agreement with the statement stated in the questionnaire.

4.2 Source of data

In this research, *primary data* were collected via questionnaire (Structured questionnaires). Structured questionnaire is a list of questions that have pre-specified answer choices (Burns and Bush, 2000). This approach is also easy to be provided and interpreted by computer. Due to limited of time in distributing the questionnaires, this type of questionnaire is required to distribute to potential consumers demonstrated as male or female from students to working people aged at least 20 year old and living in Bangkok area at the point of time.

For communication mode, researcher decided to use personal interview. Personal interview is the gathering of information through face-to-face contact with individuals (William, 1997). To reduce error in the questionnaire, the researcher launched the questionnaire by myself in order to have the explanation to some respondents that have confuse with the questionnaire.

Secondary data were gathered from books, journals, and websites as following details. And library source of marketing data include an array of publicly circulated materials such as research report and foreign journals. The information derived about consumer involvement and advertising effectiveness as meaning, concept and model are used to develop framework for this study.

Books – Marketing management, Consumer behavior and Marketing strategy, Business research method, The new marketing paradigm: Integrated marketing communication, Creating the customer-driven car company, Marketing magazine, Advertising magazine, Newspaper article

Journals – Asia Pacific Journal of Marketing and Logistics, Journal of Advertising, European Journal of Marketing, The International Journal of Bank Marketing, Journal of Marketing, Journal of Advertising Research, Journal of Marketing Research, Journal of Business Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Marketing Management, Journal of Service Research

Websites - www.grandprixgroup.com, www.google.com, www.proquest.com, www.isuzu-tis.com, www.bangkokpost.com, www.thaiautobiz.com

In this research, the researcher found the information and theory from Assumption University library, Central Library of Chulalongkorn University and NIDA library. All of them stock many abstracts, guides, directories, indexes, as well as offering access to basic databases.

4.3 Data collection

Data were collected by distributing 400 copies of the self-administered questionnaires to potential consumers demonstrated as male or female from students to working people aged at least 20 year old and living in Bangkok area at the point of time. The researcher used convenience sampling to collect the primary data. In the field, the interviewers would approach the respondents and they were given a brief explanation about the way to answer the questions. Respondents then filled out the questionnaire form. The interview would last approximately ten minutes on average at their convenience time and respondents were conducted free of charge for their time.

4.4 Sampling design

4.4.1 Target population

In order to examine this research, the target population must be well defined. Target population is the potential consumers demonstrated as male or female from students to working people aged at least 20 year old and living in Bangkok area at the point of time. As car buying habits of Thai consumers depend mainly on their income, family is also the main financial support, especially for students who have high tendency to consume the product in the future. As a result of maturity and ability to be the owner of automobiles, so people aged at least 20 year old are defined as potential consumers.

4.4.2 Sampling procedure

- Sampling Frame:

Sampling frame is a mean of representing the elements of the population. However, because of unavailability of the list of people from students to working people who have age at least 20 year old and living in Bangkok area at the point of time, there is **no sampling frame** in this research. Therefore the researcher used non-probability sampling method.

- Non-probability Sampling

The researcher considered non-probability sampling as the sampling procedure since the total population may not be available for this study. Additional reasons for choosing non-probability over probability sampling are cost and time. Carefully controlled non-probability sampling often seems to give acceptable results (Cooper and Schindler 2000).

- Convenience Sampling

The researcher used convenience sampling method to collect the data by obtaining people who are the target population and most conveniently available.

4.4.3 Sampling unit

Sampling unit is the unit for selecting the sample where sampling element can be contracted and the researcher used individual analysis. And, Bangkok Metropolis represented as sampling element in this study.

4.4.4 Sampling size

For this study, the researcher must make a judgment about confidence level and maximum allowance for random sampling error. Further the size of the proportion influences random sampling error, thus an estimation of the expected proportion of success must be made on intuition or prior information. The formula is:

$$n = \frac{Z^2 pq}{e^2}$$

(or)

$$n = \frac{Z^2 p(1-p)}{e^2}$$

Whereas;

n = Sample size

Z = Z score based on the researcher's desired level of confidence, which is set at 95%. Then, the number of standard score of Z associated with confidence level is equal to 1.96

p = Estimated proportion of success. The entire proportion is assumed to be 0.5

$$q = 1-p$$

e = Allowable error (precision) is 0.05 or 5% points

Therefore, the total population to be surveyed is:

$$\begin{aligned} n &= \frac{Z^2 p(1-p)}{e^2} \\ &= \frac{(1.96)^2 (0.5)(1-0.5)}{(0.05)^2} \\ &= \frac{(3.8416)(0.5)(0.5)}{0.0025} \\ &= 384.16 \text{ samples} \end{aligned}$$

Based on the calculation, the sample to be used is approximately 385 samples. However, for convenience in reducing the deviation, the sampling is set at 400.

4.5 Pre-testing

Churchill (1999) stated that each problem in the questionnaire should be pre-tested within a group of respondents for the purpose of detecting problems in the questionnaire instructions or design. During pre-testing process, the researcher would be able to look for the clue of ambiguous questions leading to the respondents' misinterpretation and to correct them in time. Making the most of pretest situation, the researcher can make sure that the designed questionnaire is understood in the same way to all respondents.

In this research, the researcher distributed the questionnaires to 30 respondents as pre-testing group who were considered as target population. After launching the questionnaires, the researcher asked the respondents' comment for questionnaire improvement. Then, the researcher revised the questionnaire to make it much clearer understand to the respondents as a whole.

Sekaran (1992) documented that Cronbach's alpha is a reliability coefficient that reflects how well the items in a set are positively correlated to one another. If the group construction shows the alpha value is between 0.6-0.8, it is reliable. However, if the alpha value is less than 0.6, the entire construction is not collectively reliable.

From SPSS program, Cronbach's alpha values ranged between 0.8338-0.9859 for variables, which indicated that the reliability and validity of the questionnaire were appropriate and reliable for collecting data, as shown in Table 4.3.

Table 4.3: Reliability Analysis (Cronbach's Coefficient Alpha)

Operational Dimensions	Cronbach's Coefficients Alpha (α)
Consumer Lifestyle Analysis	0.8338
Consumer Involvement Degree	0.9743
The Choice of Advertising Media	0.9221
The Importance of Advertising Contents	0.8391
The Effectiveness of Auto Advertisements	0.9859

4.6 Data analysis

Software of the Statistical Package for the Social Science (SPSS) is used to analyze and interpret the data. Descriptive analysis, Chi-square test, Independent Sample T-test, and Pearson Correlation Coefficient were applied to test all hypotheses.

- Descriptive statistics

Descriptive analysis referred to the transformation of raw data into a form that can make the respondents to easier understand and interpret. Calculating of averages, frequency distributions, and percentage distributions are the most common ways to summarize data (Aaker; Kumar; Day, 1998). In this research, the data about age, gender, income, education, and marital status of the respondents will be summarized in form of descriptive analysis.

- Chi-square (χ^2) test

Chi-square (χ^2) test allowed us to test for significance in the analysis of frequency distributions. Thus, categorical data on variables in personal data such as sex, education, and others may be analyzed statistically with the following formula:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

where,

χ^2 = Chi-square statistic

O_i = Observed frequency in the i th cell

E_i = Expected frequency in the i th cell

A new concept has been introduced degree of freedom (d.f.) to provide unbiased estimations of parameters used in statistical analysis. And, this statistical concept is inherent in all tests of group differences as chi-square test with the following formula:

$$\chi^2 = \frac{\sum_{i=1}^n (x_i - \bar{x})^2}{n-1}$$

since,

\bar{x} = Sample mean

n = Sample size

d.f. = Degree of freedom

- Independent Sample T-test

Independent Sample T-test is more sensitive to certain violations of these assumptions than the others. Our purpose is simply to illustrate the basic fact that statistical tests depend on certain assumptions for their validity. If the sample size more than 30 and $\sigma_1^2 = \sigma_2^2$

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{s_1^2}{n_1} + \frac{s_2^2}{n_2}}}$$

and,

$$\text{d.f.} = (S_1^2/n_1 + S_2^2/n_2)$$

$$\frac{(S_1^2/n_1)^2}{n_1 - 1} + \frac{(S_2^2/n_2)^2}{n_2 - 2}$$

where,

\bar{x}_1 = Mean of Group 1

\bar{x}_2 = Mean of Group 2

S_1^2 = Variance of Group 1

S_2^2 = Variance of Group 2

n_1 = Sample size of Group 1

n_2 = Sample size of Group 2

df = Degree of freedom

- Pearson Correlation Coefficient

Pearson Correlation Coefficient is the most popular technique that indicates the relationship of one variable to another, representing a statistical measure of the co-variation of or association between two variables (Zikmund, 2000).

The formula of calculating correlation coefficient for two variables x and y:

$$r_{xy} = r_{yx} = \frac{\sum (x_i - \bar{x})(y_i - \bar{y})}{(n-1)S_x S_y}$$

whereas,

\bar{x} = Sample mean of x

\bar{y} = Sample mean of y

n = Number of pairs of cases

S_x = Standard deviation of x

S_y = Standard deviation of y

alternatively,

$$r = \frac{\sum xy}{\sqrt{(\sum x^2)} \sqrt{(\sum y^2)}}$$

since,

$$S_x = \sqrt{\frac{\sum x^2}{n}}, \quad S_y = \sqrt{\frac{\sum y^2}{n}}$$

Segmentation

Consumers were segmented separately by using Personal Involvement Inventory (PII) scale toward the level of consumer involvement on automobiles. Because the PII distribution scores were the two ends as the lowest score is 20 and the highest score is 100, so dividing the consumer involvement into two involvement clusters on automobiles by defining mean consumer involvement score. However, the criteria used to divide the consumers according to their level of involvement into high and low involvement clusters summarized as follows (Shwu-Ing Wu, 2001).

- Low consumer involvement cluster with automobiles defined as score ranging from below mean score to the lowest score
- High consumer involvement cluster with automobiles defined as score ranging from mean score to the highest score

However, to test the statistical significance among different consumer involvement clusters (high/low involvement clusters) on demographic factors, a Chi-square analysis is used.

Based on the research study of Shwu-Ing Wu (2001) in Taiwan, the five-point likert scale of AIO was used to measure the consumer lifestyle and six factors were analyzed. There were fashion, cheaper price, conservative, self-confidence, tradition, and advertising confidence factors. For consumer lifestyle analysis in this research, five-point scale of AIO statements (Activities, Interests, and Opinions) also used to measure on these six factors through Independent Sample T-test by analyzing the variance between two groups of consumer involvement clusters – high and low involvement clusters. Moreover, lifestyle is a personal factor that shows a significant difference on the degree of consumer involvement.

Analysis of difference

Independent Sample T-test is used to show the significant differences between high/low involvement clusters on the importance of advertising contents (plot, slogan, product introduction, presenter, and music & color) by interpreting the importance score for these five items to define the most effective item for advertiser in determining what types of appeals should be used in communication for each segment as high and low involvement clusters.

Furthermore, as well as measuring the importance of advertising contents, this part also used the importance score for all of items (awareness, knowledge, liking, preference, conviction, and purchase) influencing the effectiveness of auto advertisements in order to define the important items for each segment – high/low involvement clusters. After the advertisers know the important items of advertising effect hierarchy among high and low involvement clusters, they can fit the advertising strategy in promoting their products effectively.

Statistic used in hypotheses testing

The researcher employed the following statistics to test each hypothesis statements as shown in table 4.4.

Table 4.4 Statistic Measurement of Hypothesis

Hypothesis	Statistic used
H1 _a : There is a difference in terms of consumer product involvement among the respondents when segmented by gender.	Chi-square test
H2 _a : There is a difference in terms of consumer product involvement among the respondents when segmented by age ranges.	Chi-square test
H3 _a : There is a difference in terms of consumer product involvement among the respondents when segmented by marital status.	Chi-square test

Hypothesis	Statistic used
H4 _a : There is a difference in terms of consumer product involvement among the respondents when segmented by education levels.	Chi-square test
H5 _a : There is a difference in terms of consumer product involvement among the respondents when segmented by occupations.	Chi-square test
H6 _a : There is a difference in terms of consumer product involvement among the respondents when segmented by monthly personal income.	Chi-square test
H7 _a : There is a difference in terms of consumer product involvement among the respondents with different lifestyles.	Independent Sample T-test
H8 _a : There is a difference in terms of consumer product involvement among the respondents with the importance of advertising contents on auto advertisements.	Independent Sample T-test
H9 _a : There is a difference in terms of consumer product involvement among the respondents with the effectiveness of auto advertisements.	Independent Sample T-test
H10 _a : There is a positive relationship between consumer involvement degree and the importance of advertising contents on auto advertisements.	Pearson Correlation
H11 _a : There is a positive relationship between consumer involvement degree and the effectiveness of auto advertisements.	Pearson Correlation

CHAPTER 5

Data Analysis and Findings

In this chapter, the researcher mentioned about the data analysis and findings by dividing into two sections: 1) descriptive statistics 2) inferential statistics. All of the research results were concluded and summarized based on the total number of the respondents.

In the first part of the analysis, descriptive statistics is applied to identify frequency, percentage, mean, and standard deviation of the respondents. The analysis firstly described the demographic characteristics of the respondents consisting of gender, age, marital status, education level, occupation, and monthly personal income. Additionally, the analysis of frequency and percentage also included to describe the choice of advertising media basing on 400 respondents. However, the difference in demographic characteristics among two group (high and low involvement clusters) analyzing from consumer involvement degree also described.

The later part of the analysis represented hypothesis testing. Chi-square (χ^2) test allowed us to test for significance in the analysis of frequency distributions. Thus, categorical data on variables in personal data between two groups as high/low involvement clusters are explored. However, Independent sample T-test is performed to test the differences on consumer lifestyle analysis, the importance of advertising contents and the effectiveness of auto advertisements among these two groups. Moreover, Pearson Correlation Coefficient is applied to test the relationship between consumer involvement degree and the importance of advertising contents, including the relationship to the effectiveness of auto advertisements.

5.1: Descriptive Statistics

5.1.1 Demographic Characteristics of the Respondents

Demographic characteristics of the respondents involved in this research includes gender, age, marital status, education level, occupation, and monthly personal income as demonstrated in Table 5.1-5.6.

Table 5.1: Gender

Group	Number of Respondents	Percent (%)
Gender		
Male	166	41.5
Female	234	58.5
Total	400	100.0

From table 5.1, the highest number (58.5 percent) of the respondents is female while the rest (41.5 percent) is male.

Table 5.2: Age Ranges

Group	Number of Respondents	Percent (%)
Age Ranges		
20-24 Years	74	18.5
25-29 Years	84	21.0
30-34 Years	59	14.8
35-39 Years	75	18.8
40-44 Years	51	12.8
Above 45 years	57	14.3
Total	400	100.0

As shown in table 5.2, the age of the largest respondents (21.0 percent) is between 25-29 years, whereas 18.8 percent of the respondents are the ages between 35-39 years. Additionally, 18.5, 14.8 and 14.3 percent of the total respondents are the ages between 20-24 years, 30-34 years and above 45 years, respectively. The rest of respondents (12.8 percent) are the ages between 40-44 years.

Table 5.3: Marital Status

Group	Number of Respondents	Percent (%)
Marital Status		
Single	195	48.8
Married	191	47.8
Divorced	13	3.3
Total	399	99.8
Missing	1	0.3
Total	400	100.0

Most of respondents are single (48.8 percent) as well as married status (47.8 percent) showing in table 5.3. And, the rest of respondents (3.3 percent) are divorced status, however there is one missing of total respondents.

Table 5.4: Education Levels

Group	Number of Respondents	Percent (%)
Education Levels		
Below Bachelor's degree	155	38.8
Bachelor's degree	202	50.5
Master's degree	41	10.3
Doctoral degree	2	0.5
Total	400	100.0

As demonstrated in table 5.4, the large respondents (50.5 percent) hold the academic standing of Bachelor's degree; meanwhile 38.8 percent of the respondents hold Below Bachelor's degree. Additionally, 10.3 and 0.5 percent hold Master's degree and Doctoral degree, respectively.

Table 5.5: Occupations

Group	Number of Respondents	Percent (%)
Occupations		
Student	52	13.0
Government officer	28	7.0
State enterprise	60	15.0
Private company employee	136	34.0
Self-employed	80	20.0
Housewife	44	11.0
Total	400	100.0

Table 5.5 indicated that 34 percent of the respondents are private company employees, whereas 20 percent, 15 percent, 13 percent, and 11 percent are respectively self-employed, state enterprise, student and housewife. Finally, only 7 percent of total respondents are government officers.

Table 5.6: Monthly Personal Income

Group	Number of Respondents	Percent (%)
Monthly Personal Income		
Less than 10,000 baht	134	33.5
10,000 - 20,000 baht	150	37.5
20,001 - 30,000 baht	54	13.5
30,001 - 40,000 baht	34	8.5
40,001 - 50,000 baht	14	3.5
More than 50,000 baht	13	3.3
Total	399	99.8
Missing	1	0.3
Total	400	100.0

As shown in table 5.6, the average monthly personal income of the largest respondents (37.5 percent) is Baht 10,000 – 20,000, followed by 134 respondents (33.5 percent) and 54 respondents (13.5 percent) who have the average monthly personal income ranging from less than 10,000 baht, and 20,001 – 30,000 baht, respectively. Moreover, 8.5 percent of 400 respondents have the average monthly

personal income in a range of 30,001 - 40,000 baht, whereas 3.5 percent and 3.3 percent of the respondents have the average income from 40,001 – 50,000 baht and more than 50,000 baht, respectively. However there is one missing of total respondents.

5.1.2 The Choice of Advertising Media of the Respondents

Table 5.7: The Most Attractive Advertising Media

Group	Number of Respondents	Percent (%)	Valid Percent	Cumulative Percent
Valid				
TV	297	74.3	74.4	74.4
Radio	7	1.8	1.8	76.2
Newspaper	24	6.0	6.0	82.2
Magazine	26	6.5	6.5	88.7
Direct Mail	10	2.5	2.5	91.2
Internet	20	5.0	5.0	96.2
Billboard/Banner/Poster	14	3.5	3.5	99.7
Others	1	0.3	0.3	100.0
Total	399	99.8	100.0	
Missing	1	0.3		
Total	400	100.0		

	Frequency	Percent (%)	Valid Percent	Cumulative Percent
Valid 0	399	99.8	99.8	99.8
To see the real objects	1	0.3	0.3	100.0
Total	400	100.0	100.0	

Based on 400 respondents, most of respondents select television (74.3 percent) as the most attractive advertising media followed respectively by magazine (6.5 percent), newspaper (6 percent), internet (5 percent), billboard/banner/poster (3.5 percent), direct mail (2.5 percent), and radio (1.8 percent). Only one respondent selects to see the real objects (0.3 percent) as showing in table 5.7.

Table 5.8: The Reason to Encourage the Respondents' Attention

Group	Number of Respondents	Percent (%)	Valid Percent	Cumulative Percent
Valid				
Interesting content	91	22.8	22.8	22.8
Famous presenter	15	3.8	3.8	26.6
Attractive presentation	130	32.5	32.6	59.1
Music & Color	28	7.0	7.0	66.2
Creativity	71	17.8	17.8	84.0
Reliable information	64	16.0	16.0	100.0
Total	399	99.8	100.0	
Missing	1	0.3		
Total	400	100.0		

	Frequency	Percent
Missing 0	400	100.0

This table represented the reason to encourage the respondents' attention toward the most attractive media mentioned in table 5.7 above. The largest number of 130 respondents selected attractive presentation (32.5 percent) as the main reason to attract their attention, followed respectively by interesting content (22.8 percent), creativity (17.8 percent), reliable information (16 percent), and music & color (7 percent). Only 3.8 percent for famous presenter, and there is one respondent who does not show the opinion on this matter.

Table 5.9: The Advertising Media Convincing to Purchase Automobiles

Group	Number of Respondents	Percent (%)	Valid Percent	Cumulative Percent
Valid				
TV	158	39.5	39.6	39.6
Radio	3	0.8	0.8	40.4
Newspaper	33	8.3	8.3	48.6
Magazine	81	20.3	20.3	68.9
Direct Mail	35	8.8	8.8	77.7
Internet	38	9.5	9.5	87.2
Billboard/Banner/Poster	41	10.3	10.3	97.5
Others	10	2.5	2.5	100.0
Total	399	99.8	100.0	
Missing	1	0.3		
Total	400	100.0		

	Frequency	Percent (%)	Valid Percent	Cumulative Percent
Valid 0	390	97.5	97.5	97.5
To see the real objects	4	1.0	1.0	98.5
To see at showroom	1	0.3	0.3	98.8
Sales representatives	1	0.3	0.3	99.0
The suggestions from others people	1	0.3	0.3	99.3
Providing more information	1	0.3	0.3	99.5
Booth/ Exhibition	2	0.5	0.5	100.0
Total	400	100.0	100.0	

For table 5.9, television is still the main advertising media that can easier arouse and convince the largest number (39.5 percent) of respondents to purchase automobiles, followed respectively by magazine (20.3 percent) and billboard/banner/poster (10.3 percent). Additionally, 9.5 percent, 8.8 percent, and 8.3 percent of total respondents selected internet, direct mail, and newspaper. Only 0.8 percent is radio and the rest of total respondents (2.5 percent) specify the others as showing in table above.

Table 5.10: The Reason to Encourage the Respondents' purchasing interest

Group	Number of Respondents	Percent (%)	Valid Percent	Cumulative Percent
Valid				
Interesting content	97	24.3	24.4	24.4
Famous presenter	11	2.8	2.8	27.1
Attractive presentation	71	17.8	17.8	45.0
Music & Color	8	2.0	2.0	47.0
Creativity	30	7.5	7.5	54.0
Reliable information	180	45.0	45.2	99.7
Others	1	0.3	0.3	100.0
Total	398	99.5	100.0	
Missing	2	0.5		
Total	400	100.0		

	Frequency	Percent (%)	Valid Percent	Cumulative Percent
Valid 0	399	99.8	99.8	99.8
To gain more information	1	0.3	0.3	100.0
Total	400	100.0	100.0	

As table 5.10 represented the reason to take the respondent's interest to purchase automobiles as mentioned in table 5.9 above. The largest number of 180 respondents selected reliable information (45.0 percent) as the main reason to attract their interest, followed respectively by interesting content (24.3 percent), attractive presentation (17.8 percent), creativity (7.5 percent), and famous presenter (2.8 percent). Only 2.0 percent for music & color, and there is one respondent specify gaining more information from advertising media as showing in table 5.10.

Based on 400 respondents regarding to the choice of advertising media, the analysis results from table 5.7 to table 5.10 showed that the largest respondents selected television as is the most attractive advertising media that can encourage their attention with the attractive presentation. Moreover, television is also the main advertising media providing the reliable information which may easier arouse and convince them to have the purchasing interest with automobiles.

Table 5.11: The Classification of Consumer Involvement Degree

Scores		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20	1	0.3	0.3	0.3
	30	2	0.5	0.5	0.8
	32	1	0.3	0.3	1.0
	34	1	0.3	0.3	1.3
	36	1	0.3	0.3	1.5
	40	1	0.3	0.3	1.8
	43	1	0.3	0.3	2.1
	44	1	0.3	0.3	2.3
	45	1	0.3	0.3	2.6
	46	3	0.8	0.8	3.3
	48	1	0.3	0.3	3.6
	49	1	0.3	0.3	3.9
	50	2	0.5	0.5	4.4
	51	3	0.8	0.8	5.1
	52	5	1.3	1.3	6.4
	53	3	0.8	0.8	7.2
	54	2	0.5	0.5	7.7
	55	2	0.5	0.5	8.2
	56	1	0.3	0.3	8.5
	57	4	1.0	1.0	9.5
	58	2	0.5	0.5	10.0
	59	4	1.0	1.0	11.1
	60	7	1.8	1.8	12.9
	61	5	1.3	1.3	14.1
	62	6	1.5	1.5	15.7
	63	5	1.3	1.3	17.0
	64	5	1.3	1.3	18.3
	65	4	1.0	1.0	19.3
	66	9	2.3	2.3	21.6
	67	10	2.5	2.6	24.2
	68	14	3.5	3.6	27.8
	69	9	2.3	2.3	30.1

Scores	Frequency	Percent	Valid Percent	Cumulative Percent
70	16	4.0	4.1	34.2
71	10	2.5	2.6	36.8
72	10	2.5	2.6	39.3
73	10	2.5	2.6	41.9
74	9	2.3	2.3	44.2
75	9	2.3	2.3	46.5
76	8	2.0	2.1	48.6
77	7	1.8	1.8	50.4
78	11	2.8	2.8	53.2
79	4	1.0	1.0	54.2
80	15	3.8	3.9	58.1
81	9	2.3	2.3	60.4
82	9	2.3	2.3	62.7
83	6	1.5	1.5	64.3
84	13	3.3	3.3	67.6
85	10	2.5	2.6	70.2
86	9	2.3	2.3	72.5
87	8	2.0	2.1	74.6
88	15	3.8	3.9	78.4
89	8	2.0	2.1	80.5
90	13	3.3	3.3	83.8
91	9	2.3	2.3	86.1
92	6	1.5	1.5	87.7
93	6	1.5	1.5	89.2
94	5	1.3	1.3	90.5
95	6	1.5	1.5	92.0
96	4	1.0	1.0	93.1
97	4	1.0	1.0	94.1
98	4	1.0	1.0	95.1
99	4	1.0	1.0	96.1
100	15	3.8	3.9	100.0
Total	389	97.3	100.0	
Missing System	11	2.8		
Total	400	100.0		

According to table 5.11, the respondents were segmented separately using Personal Involvement Inventory (PII) scale toward the level of consumer involvement on automobiles. The PII distribution scores are the two ends 20 and 100, and the mean consumer involvement score for automobiles is 76.33 and standard deviation is 14.41 as showing in table 5.12. Thus, the respondents are divided into two involvement clusters on automobiles. The low involvement cluster for automobiles was defined as scores ranging from 20 to 76.32. The high involvement cluster for automobiles is defined as scores ranging from 76.33 to 100 as indicated in table 5.13.

However, the data shown in table 5.11 analyzed by transform menu in SPSS program in order to classify the respondents into two groups as recoding the range of scores from 20 (the lowest score) through 76.32 as low involvement cluster and classified the respondents who are in the ranging scores from 76.33 (mean consumer involvement score) to 100 (the highest score) as high involvement cluster.

Table 5.12: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Consumer Involvement Degree	389	20	100	76.33	14.41
Valid N (list wise)	389				

Table 5.13: A two – group Classification

	Level of Involvement	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low Involvement Cluster	189	47.3	48.6	48.6
	High Involvement Cluster	200	50.0	51.4	100
	Total	389	97.3	100	
Missing	0	11	2.8		
Total		400	100		

As shown in table 5.13, the respondents are divided into two groups, whereas 189 respondents are classified as low involvement clusters and 200 respondents are high involvement clusters. However, basing on 400 respondents, there is 11 respondents missing from this two-group classification.

5.2: Inferential Statistics

5.2.1 The Differences of Demographic Characteristics among Two Groups

The following hypotheses were analyzed by using Chi-square test to explore the significance in the analysis of frequency distributions on variables in personal data between two groups as high/low involvement clusters.

Table 5.14: The Analysis of Different Gender among Two Groups

H1₀: There is no difference in terms of consumer product involvement among the respondents when segmented by gender.

H1_a: There is a difference in terms of consumer product involvement among the respondents when segmented by gender.

Crosstab					
			Consumer Involvement Degree		Total
			Low Involvement Cluster	High Involvement Cluster	
Gender	Male	Count	61	101	162
		% within consumer involvement degree	32.3%	50.5%	41.6%
	Female	Count	128	99	227
		% within consumer involvement degree	67.7%	49.5%	58.4%
Total	Count		189	200	389
	% within consumer involvement degree		100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig.
			(2-sided)
Pearson Chi-Square	13.281	1	0.000
Continuity Correction	12.542	1	0.000
Likelihood Ratio	13.383	1	0.000
N of Valid Cases	389		

The Chi-square (χ^2) test in table 5.14 indicated that there is a statistically significant difference in terms of consumer product involvement among the respondents when segmented by gender. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

Table 5.15: The Analysis of Different Age Ranges among Two Groups

H2₀: There is no difference in terms of consumer product involvement among the respondents when segmented by age ranges.

H2_a: There is a difference in terms of consumer product involvement among the respondents when segmented by age ranges.

Crosstab					
			Consumer Involvement Degree		Total
			Low Involvement Cluster	High Involvement Cluster	
Age Ranges	20-24 years	Count	41	30	71
		% within consumer involvement degree	21.7%	15.0%	18.3%
	25-29 years	Count	48	35	83
		% within consumer involvement degree	25.4%	17.5%	21.3%
	30-34 years	Count	25	34	59
		% within consumer involvement degree	13.2%	17.0%	15.2%
	35-39 years	Count	32	41	73
		% within consumer involvement degree	16.9%	20.5%	18.8%
	40-44 years	Count	19	31	50
		% within consumer involvement degree	10.1%	15.5%	12.9%
	Above 45 years	Count	24	29	53
		% within consumer involvement degree	12.7%	14.5%	13.6%
	Total	Count	189	200	389
		% within consumer involvement degree	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig.
			(2-sided)
Pearson Chi-Square	9.271	5	0.099
Likelihood Ratio	9.316	5	0.097
N of Valid Cases	389		

The Chi-square (χ^2) test in table 5.15 indicated that there is no statistically significant difference in terms of consumer product involvement among the

respondents when segmented by age. As a two-tailed significance at .099 which more than .05 (.099>.05) illustrated that the null hypothesis is accepted.

Table 5.16: The Analysis of Different Marital Status among Two Groups

H3₀: There is no difference in terms of consumer product involvement among the respondents when segmented by marital status.

H3_a: There is a difference in terms of consumer product involvement among the respondents when segmented by marital status.

Crosstab					
			Consumer Involvement Degree		Total
			Low Involvement Cluster	High Involvement Cluster	
Marital Status	Single	Count	100	89	189
		% within consumer involvement degree	53.2%	44.5%	48.7%
	Married	Count	85	101	186
		% within consumer involvement degree	45.2%	50.5%	47.9%
	Divorced	Count	3	10	13
		% within consumer involvement degree	1.6%	5.0%	3.4%
Total	Count		188	200	388
	% within consumer involvement degree		100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig.
			(2-sided)
Pearson Chi-Square	5.420	2	0.067
Likelihood Ratio	5.624	2	0.060
N of Valid Cases	388		

The Chi-square (χ^2) test in table 5.16 indicated that there is no statistically significant difference in terms of consumer product involvement among the respondents when segmented by marital status. As a two-tailed significance at .067 which more than .05 (.067>.05) illustrated that the null hypothesis is accepted.

Table 5.17: The Analysis of Different Education Levels among Two Groups

H4₀: There is no difference in terms of consumer product involvement among the respondents when segmented by education levels.

H4_a: There is a difference in terms of consumer product involvement among the respondents when segmented by education levels.

Crosstab					
			Consumer Involvement Degree		Total
			Low Involvement Cluster	High Involvement Cluster	
Education Levels	Below Bachelor's degree	Count	65	86	151
		% within consumer involvement degree	34.4%	43.0%	38.8%
	Bachelor's degree	Count	106	91	197
		% within consumer involvement degree	56.1%	45.5%	50.6%
	Master's degree	Count	17	22	39
		% within consumer involvement degree	9.0%	11.0%	10.0%
	Doctoral degree	Count	1	1	2
		% within consumer involvement degree	0.5%	0.5%	0.5%
Total	Count	189	200	389	
	% within consumer involvement degree	100.0%	100.0%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig.
			(2-sided)
Pearson Chi-Square	4.396	3	0.222
Likelihood Ratio	4.405	3	0.221
N of Valid Cases	389		

The Chi-square (χ^2) test in table 5.17 indicated that there is no statistically significant difference in terms of consumer product involvement among the respondents when segmented by education level. As a two-tailed significance at .222 which more than .05 (.222>.05) illustrated that the null hypothesis is accepted.

Table 5.18: The Analysis of Different Occupations among Two Groups

H5₀: There is no difference in terms of consumer product involvement among the respondents when segmented by occupations.

H5_a: There is a difference in terms of consumer product involvement among the respondents when segmented by occupations.

Crosslab

			Consumer Involvement Degree		Total
			Low Involvement Cluster	High Involvement Cluster	
Occupations	Student	Count	31	20	51
		% within consumer involvement degree	16.40%	10.00%	13.10%
	Government Officer	Count	15	10	25
		% within consumer involvement degree	7.90%	5.00%	6.40%
	State Enterprise	Count	22	37	59
		% within consumer involvement degree	11.60%	18.50%	15.20%
	Private Company Employee	Count	64	68	132
		% within consumer involvement degree	33.90%	34.00%	33.90%
	Self-Employed	Count	23	56	79
		% within consumer involvement degree	12.20%	28.00%	20.30%
	Housewife	Count	34	9	43
		% within consumer involvement degree	18.00%	4.50%	11.10%
	Total	Count	189	200	389
		% within consumer involvement degree	100.00%	100.00%	100.00%

Chi-Square Tests

	Value	df	Asymp. Sig.
			(2-sided)
Pearson Chi-Square	35.344	5	0.000
Likelihood Ratio	36.771	5	0.000
N of Valid Cases	389		

The Chi-square (χ^2) test in table 5.18 indicated that there is a statistically significant difference in terms of consumer product involvement among the respondents when segmented by occupation. As a two-tailed significance at .000 which less than .05 ($.000 < .05$) illustrated that the null hypothesis is rejected.

Table 5.19: The Analysis of Different Monthly Personal Income among Two Groups

H₆₀: There is no difference in terms of consumer product involvement among the respondents when segmented by monthly personal income.

H_{6a}: There is a difference in terms of consumer product involvement among the respondents when segmented by monthly personal income.

Crosstab

			Consumer Involvement Degree		Total
			Low Involvement Cluster	High Involvement Cluster	
Monthly Personal Income	Less than 10,000 baht	Count	78	50	128
		% within consumer involvement degree	41.5%	25.0%	33.0%
	10,000 - 20,000 baht	Count	76	70	146
		% within consumer involvement degree	40.4%	35.0%	37.6%
	20,001 - 30,000 baht	Count	17	37	54
		% within consumer involvement degree	9.0%	18.5%	13.9%
	30,001 - 40,000 baht	Count	8	25	33
		% within consumer involvement degree	4.3%	12.5%	8.5%
	40,001 - 50,000 baht	Count	4	10	14
		% within consumer involvement degree	2.1%	5.0%	3.6%
	More than 50,000 baht	Count	5	8	13
		% within consumer involvement degree	2.7%	4.0%	3.4%
	Total	Count	188	200	388
		% within consumer involvement degree	100.0%	100.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.454	5	0.000
Likelihood Ratio	26.185	5	0.000
N of Valid Cases	388		

The Chi-square (χ^2) test in table 5.19 indicated that there is a statistically significant difference in terms of consumer product involvement among the respondents when segmented by monthly personal income. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

5.2.2 The Differences of Consumer Lifestyle among Two Groups

To measure the lifestyles by using detailed questions about the activities, interests, and opinions (AIO) of the respondents, Independent sample T-test is performed to test the differences among two consumer involvement clusters on six factors of consumer lifestyles as fashion, cheaper price, conservative, self-confidence, tradition, and advertising confidence factors.

Table 5.20: The Analysis of Different Consumer Lifestyles among Two Groups

H7₀: There is no difference in terms of consumer product involvement among the respondents with different lifestyles.

H7_a: There is a difference in terms of consumer product involvement among the respondents with different lifestyles.

There are six factors emerged to analyze the consumer lifestyle as showing in tables below.

H7₁: Fashionable lifestyle has no difference among consumer involvement clusters.

Independent Samples Test									
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower Upper
Fashion Factor	Equal variances assumed	0.625	0.430	-9.030	384	0.000	-0.758	0.084	-0.923 -0.593
	Equal variances not assumed			-9.021	381	0.000	-0.758	0.084	-0.923 -0.593

T-Test					
Factor	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Fashion	Low Involvement Clusters	189	2.6631	0.8442	6.141E-02
	High Involvement Clusters	197	3.4213	0.8054	5.738E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on fashionable lifestyle. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents on fashionable lifestyle. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H7₂: Cheaper price lifestyle has no difference among consumer involvement clusters.

Independent Samples Test											
		Levene's Test for Equality		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Cheaper Price Factor	Equal variances assumed	0.227	0.634	-3.376	382	0.001	-0.283	0.084	-0.448	-0.118	
	Equal variances not assumed			-3.371	382	0.001	-0.283	0.084	-0.448	-0.118	

T-Test					
Factor	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Cheaper Price	Low Involvement Clusters	187	3.3922	0.8133	5.947E-02
	High Involvement Clusters	197	3.6751	0.8312	5.922E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on cheaper price lifestyle. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents on cheaper price lifestyle. As a two-tailed significance at .001 which less than .05 (.001<.05) illustrated that the null hypothesis is rejected.

H7₃: Conservative lifestyle has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Conservative Factor	Equal variances assumed	4.992	0.026	-3.917	381	0.000	-0.256	0.065	-0.384	-0.128
	Equal variances not assumed			-3.931	377	0.000	-0.256	0.065	-0.384	-0.128

T-Test					
Factor	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Conservative	Low Involvement Clusters	187	3.6114	0.5875	4.296E-02
	High Involvement Clusters	196	3.8673	0.6848	4.891E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on conservative lifestyle. It showed that there is a statistically significant difference in terms of consumer product

involvement among the respondents on conservative lifestyle. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H7₄: Self-confidence lifestyle has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Self-Confidence Factor	Equal variances assumed	0.177	0.674	-7.373	379	0.000	-0.502	0.068	-0.636	-0.368
	Equal variances not assumed			-7.367	376	0.000	-0.502	0.068	-0.636	-0.368

T-Test

Factor	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Self-Confidence	Low Involvement Clusters	186	3.3513	0.6763	4.959E-02
	High Involvement Clusters	195	3.853	0.6519	4.669E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on self-confidence lifestyle. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents on self-confidence lifestyle. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H7₅: Traditional lifestyle has no difference among consumer involvement clusters.

Independent Samples Test											
		Levene's Test for Equality		t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper	
Tradition Factor	Equal variances assumed	1.524	0.218	-2.607	381	0.009	-0.194	0.074	-0.340	-0.048	
	Equal variances not assumed			-2.609	381	0.009	-0.194	0.074	-0.340	-0.048	

T-Test

Factor	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Tradition	Low Involvement Clusters	187	3.7380	0.7157	5.234E-02
	High Involvement Clusters	196	3.9320	0.7395	5.282E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on traditional lifestyle. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents on traditional lifestyle. As a two-tailed significance at .009 which less than .05 (.009<.05) illustrated that the null hypothesis is rejected.

H7₆: Advertising confidence lifestyle has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Advertising Confidence Factor	Equal variances assumed	0.020	0.888	-7.332	383	0.000	-0.598	0.081	-0.758	-0.437
	Equal variances not assumed			-7.331	382	0.000	-0.598	0.082	-0.758	-0.437

T-Test					
Factor	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Advertising Confidence	Low Involvement Clusters	188	3.3298	0.8018	5.848E-02
	High Involvement Clusters	197	3.9272	0.7967	5.676E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on advertising confidence lifestyle. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents on advertising confidence lifestyle. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

Table 5.21: The Differences of Consumer Lifestyles among Two Groups

Factors	Consumer Involvement Degree		t - test Sig. (2-tailed)
	Low Involvement	High Involvement	
Fashion	2.6631	3.4213	0.000*
Cheaper Price	3.3922	3.6751	0.001*
Conservative	3.6114	3.8673	0.000*
Self-Confidence	3.3513	3.8530	0.000*
Tradition	3.7380	3.9320	0.009*
Advertising Confidenc	3.3298	3.9272	0.000*

Note: * significant difference

The Lifestyles of Low Consumer Involvement Cluster:

The respondents in this group also considered the tradition factor to be more important than other factors with the importance score 3.7380 and paid attention to conservative factor and cheaper price factor with the importance score 3.6114 and 3.3922, respectively.

The Lifestyles of High Consumer Involvement Cluster:

The respondents in this group considered the tradition factor to be more important than other factors with the importance score 3.9320 and paid attention to advertising confidence factor and conservative factor with the importance score 3.9272 and 3.8673, respectively.

Table 5.22: The Summary of the Characteristics among Two Groups

The Characteristics of Involvement Clusters		
Characteristics	Low Involvement Cluster	High Involvement Cluster
Gender	Female (67.7%)	Male (50.5%)
Age Ranges	25-29 years (25.4%)	35-39 years (20.5%)
	20-24 years (21.7%)	25-29 years (17.5%)
Marital Status	Single (53.2%)	Married (50.5%)
Education Levels	Bachelor's degree (56.1%)	Bachelor's degree (45.5%)
	Below Bachelor's degree (34.4%)	Below Bachelor's degree (43.0%)
Occupations	Private company employee (33.9%)	Private company employee (34.0%)
	Housewife (18.0%)	Self-Employed (28.0%)
Monthly Personal Income	Less than 10,000 baht (41.4%)	10,000-20,000 baht (35.0%)
Lifestyles	Tradition	Tradition
	Conservative	Advertising confidence
	Cheaper price	Conservative

This table showed the overall characteristics of most consumers in each segment (high and low involvement clusters) indicated as follows.

Low Involvement Cluster for Automobiles:

Most of the respondents in this cluster are 25-29 years (25.4 percent) and 25-29 years (21.7 percent), with 67.7 percent female. The marital status is single (53.2 percent) as well as the education level is 56.1 percent in Bachelor's degree and 34.4 percent is below Bachelor's degree. However, 33.9 percent and 18 percent hold the jobs as private company employee and housewife, respectively. Their income is lower than high involvement cluster for automobiles. They considered tradition factor to be more important than other factors and paid attention to the conservative and cheaper price factor.

High Involvement cluster for Automobiles:

Most of the respondents in this cluster are 35-39 years (20.5 percent) and 25-29 years (17.5 percent), with 50.5 percent male. The marital status is married (50.5 percent) as well as the education level is 45.5 percent in Bachelor's degree and 43 percent is below Bachelor's degree. However, 34 percent and 28 percent hold the jobs as private company employee and self-employed, respectively. Their income is higher than low involvement cluster for automobiles. They considered tradition factor to be more important than other factors and paid attention to the advertising confidence and conservative factor.

5.2.3 The Differences on the Importance of Advertising contents on Auto

Advertisements among Two Groups

Independent sample T-test is performed to test the differences among two consumer involvement clusters on the importance of advertising contents on auto advertisements. There are five items consisted of plot, slogan, product introduction, presenter and music & color.

Table 5.23: The Differences on the Importance of Advertising Contents on Auto Advertisements

- H8₀: There is no difference in terms of consumer product involvement among the respondents with the importance of advertising contents on auto advertisements.
- H8_a: There is a difference in terms of consumer product involvement among the respondents with the importance of advertising contents on auto advertisements.

There are five items emerged to analyze the importance of advertising contents on auto advertisements as showing in tables below.

H8₁: The importance of plot on auto advertisements has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
				F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Plot	Equal variances assumed	0.541	0.462	-4.908	387	0.000	-0.370	0.075	-0.520	-0.220
	Equal variances not assumed			-4.892	376	0.000	-0.370	0.076	-0.520	-0.220

T-Test

Advertising Contents	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Plot	Low Involvement Clusters	189	3.92	0.78	5.71E-02
	High Involvement Clusters	200	4.29	0.70	4.94E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the importance of plot on auto advertisements. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the importance of plot on auto advertisements. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H8₂: The importance of slogan on auto advertisements has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Slogan	Equal variances assumed	0.030	0.864	-3.937	387	0.000	-0.280	0.070	-0.410	-0.140
	Equal variances not assumed			-3.922	374	0.000	-0.280	0.071	-0.420	-0.140

T-Test

Advertising Contents	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Slogan	Low Involvement Clusters	189	4.15	0.74	5.37E-02
	High Involvement Clusters	200	4.43	0.65	4.57E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the importance of slogan

on auto advertisements. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the importance of slogan on auto advertisements. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H8₃: The importance of product introduction on auto advertisements has no difference among consumer involvement clusters.

Independent Samples Test									
		Levene's Test for Equality		t-test for Equality of Means				95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	
Product Introduction	Equal variances assumed	23.002	0.000	-4.725	383	0.000	-0.300	0.065	-0.430 -0.180
	Equal variances not assumed			-4.669	327	0.000	-0.300	0.065	-0.430 -0.180

T-Test					
Advertising Contents	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Product Introduction	Low Involvement Clusters	186	4.33	0.74	5.43E-02
	High Involvement Clusters	199	4.64	0.51	3.63E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the importance of product introduction on auto advertisements. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the importance of product introduction on auto advertisements. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H8₄: The importance of presenter on auto advertisements has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Presenter	Equal variances assumed	1.857	0.174	-5.667	387	0.000	-0.500	0.089	-0.680	-0.330
	Equal variances not assumed			-5.669	386	0.000	-0.500	0.089	-0.680	-0.330

T-Test					
Advertising Contents	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Presenter	Low Involvement Clusters	189	3.56	0.87	6.34E-02
	High Involvement Clusters	200	4.06	0.88	6.25E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the importance of presenter on auto advertisements. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the importance of presenter on auto advertisements. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H8₅: The importance of music and color on auto advertisements has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Music & Color	Equal variances assumed	1.305	0.254	-5.311	386	0.000	-0.490	0.093	-0.680	-0.310
	Equal variances not assumed			-5.307	383	0.000	-0.490	0.093	-0.680	-0.310

T-Test					
Advertising Contents	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Music & Color	Low Involvement Clusters	189	3.59	0.93	6.75E-02
	High Involvement Clusters	199	4.08	0.90	6.39E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the importance of music

& color on auto advertisements. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the importance of music & color on auto advertisements. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

Table 5.24: The Differences on the Importance of Advertising Contents on Auto Advertisements among Two Groups

Advertising Contents	Consumer Involvement Degree		t - test Sig. (2-tailed)
	Low Involvement	High Involvement	
Plot	3.92	4.29	0.000*
Slogan	4.15	4.43	0.000*
Product Introduction	4.33	4.64	0.000*
Presenter	3.56	4.06	0.000*
Music & Color	3.59	4.08	0.000*

Note: * significant difference

As table 5.24 showed the degree of importance trend and the difference between high and low involvement clusters with automobiles in the importance level for every advertising content item. Both of high and low automobile involvement clusters attached more importance to product introduction and slogan. Presenter is the least important item for auto advertisements.

5.2.4 The Differences on the Effectiveness of Auto Advertisements among Two Groups

Independent sample T-test is performed to test the differences among two consumer involvement clusters on the effectiveness of auto advertisements measuring by six items in hierarchy of effect, which consisted of awareness, knowledge, liking, preference, conviction, and purchase.

Table 5.25: The Differences on the Effectiveness of Auto Advertisements

H9₀: There is no difference in terms of consumer product involvement among the respondents with the effectiveness of auto advertisements.

H9_a: There is a difference in terms of consumer product involvement among the respondents with the effectiveness of auto advertisements.

There are six items emerged to analyze the effectiveness of auto advertisements as showing in tables below.

H9₁: The awareness of automobiles has no difference among consumer involvement clusters.

Independent Samples Test									
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Interval of the Difference
Awareness	Equal variances assumed	11.282	0.001	-6.185	385	0.000	-0.460	0.074	-0.600 -0.310
	Equal variances not assumed			-6.155	366	0.000	-0.460	0.075	-0.600 -0.310

T-Test					
Effect Hierarchy	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Awareness	Low Involvement Clusters	188	3.71	0.79	5.77E-02
	High Involvement Clusters	199	4.17	0.66	4.71E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the awareness of automobiles. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the awareness of automobiles. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H9₂: The knowledge of automobiles has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Knowledge	Equal variances assumed	7.319	0.007	-6.183	387	0.000	-0.530	0.086	-0.700	-0.360
	Equal variances not assumed			-6.158	372	0.000	-0.530	0.087	-0.700	-0.360

T-Test					
Effect Hierarchy	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Knowledge	Low Involvement Clusters	189	3.58	0.91	6.63E-02
	High Involvement Clusters	200	4.11	0.79	5.57E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the knowledge about automobiles. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the knowledge about automobiles. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H9₃: The favorable feeling on automobiles has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
liking	Equal variances assumed	0.331	0.566	-6.544	386	0.000	-0.510	0.078	-0.660	-0.360
	Equal variances not assumed			-6.527	378	0.000	-0.510	0.078	-0.660	-0.360

T-Test					
Effect Hierarchy	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Liking	Low Involvement Clusters	188	3.74	0.80	5.85E-02
	High Involvement Clusters	200	4.25	0.73	5.20E-02

The above table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the favorable

feeling on automobiles. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the favorable feeling on automobiles. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H9₄: The preference of automobiles has no difference among consumer involvement clusters.

Independent Samples Test										
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Preference	Equal variances assumed	3.034	0.082	-6.298	386	0.000	-0.530	0.085	-0.700	-0.370
	Equal variances not assumed			-6.279	377	0.000	-0.530	0.085	-0.700	-0.370

T-Test					
Effect Hierarchy	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Preference	Low Involvement Clusters	188	3.62	0.87	6.36E-02
	High Involvement Clusters	200	4.15	0.79	5.62E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the preference of automobiles. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the preference of automobiles. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H9₅: The conviction to buy automobiles has no difference among consumer involvement clusters.

Independent Samples Test									
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Interval of the Difference
Conviction	Equal variances assumed	0.811	0.369	-8.101	387	0.000	-0.670	0.082	-0.830 -0.500
	Equal variances not assumed			-8.099	385	0.000	-0.670	0.082	-0.830 -0.500

T-Test					
Effect Hierarchy	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Conviction	Low Involvement Clusters	189	3.51	0.82	5.94E-02
	High Involvement Clusters	200	4.18	0.81	5.70E-02

This table illustrated the results of the Independent Sample T-test to determine the differences among high and low involvement clusters on the conviction to buy automobiles. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the conviction to buy automobiles. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

H9₆: The buying decision of automobiles has no difference among consumer involvement clusters.

Independent Samples Test									
		Levene's Test for Equality		t-test for Equality of Means					95% Confidence
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Interval of the Difference
Purchase	Equal variances assumed	2.532	0.112	-8.915	387	0.000	-0.800	0.090	-0.980 -0.630
	Equal variances not assumed			-8.895	380	0.000	-0.800	0.090	-0.980 -0.630

T-Test					
Effect Hierarchy	Consumer Involvement Degree	N	Mean	Std. Deviation	Std. Error Mean
Purchase	Low Involvement Clusters	189	3.31	0.92	6.72E-02
	High Involvement Clusters	200	4.12	0.85	6.02E-02

This table illustrated the results of the Independent Sample T-test to determine

the differences among high and low involvement clusters on the buying decision of automobiles. It showed that there is a statistically significant difference in terms of consumer product involvement among the respondents with the buying decision of automobiles. As a two-tailed significance at .000 which less than .05 (.000<.05) illustrated that the null hypothesis is rejected.

Table 5.26: The Differences on the Effectiveness of Auto Advertisements among Two Groups

Effect Hierarchy	Consumer Involvement Degree		t - test Sig. (2-tailed)
	Low Involvement	High Involvement	
Awareness	3.71	4.17	0.000*
Knowledge	3.58	4.11	0.000*
Liking	3.74	4.25	0.000*
Preference	3.62	4.15	0.000*
Conviction	3.51	4.18	0.000*
Purchase	3.31	4.12	0.000*

Note: * significant difference

As table 5.26 showed that the importance scores for all of hierarchy effect items are higher than three, which showed they are all important. However, all of the advertising effect hierarchy items have a significant difference in high and low automobile involvement clusters. The most effective items in the hierarchy are liking and conviction in high involvement cluster as well as liking and awareness in low involvement cluster. Purchase is the least important item for low automobile involvement cluster, whereas knowledge is the least important item for high automobile involvement cluster.

5.2.5 The Relationship between Consumer Involvement Degree and The Importance of Advertising Contents on Auto Advertisements

Simple Correlation Coefficient is utilized to find out the relationship between consumer involvement degree and the importance of advertising contents on auto advertisements.

Table 5.27: The Relationship between Consumer Involvement Degree and the Importance of Advertising Contents on Auto Advertisements

- H10₀: There is no positive relationship between consumer involvement degree and the importance of advertising contents on auto advertisements.
- H10_a: There is a positive relationship between consumer involvement degree and the importance of advertising contents on auto advertisements.

There are five items of advertising contents emerged to analyze the relationship as follows:

1. Plot

Correlations			
		Consumer Involvement Degree	Plot
Consumer Involvement Degree	Pearson Correlation	1.000	0.242**
	Sig. (2-tailed)		0.000
	N	389	389
Plot	Pearson Correlation	0.242**	1.000
	Sig. (2-tailed)	0.000	
	N	389	399

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the importance of plot on auto advertisements. Since a two-tailed significance of .000 which less than .01 (.000<.01) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .242, it implied that consumer involvement degree and the importance of plot on auto advertisements have a positive relationship at .242 or 24.2 percent.

2. Slogan

Correlations			
Consumer Involvement Degree	Pearson Correlation	Consumer Involvement Degree	Slogan
	Sig. (2-tailed)		0.196**
	N	389	389
Slogan	Pearson Correlation	0.196**	1.000
	Sig. (2-tailed)	0.000	
	N	389	399

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the importance of slogan on auto advertisements. Since a two-tailed significance of .000 which less than .01 (.000<.01) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .196, it implied that consumer involvement degree and the importance of slogan on auto advertisements have a positive relationship at .196 or 19.6 percent.

3. Product Introduction

Correlations			
Consumer Involvement Degree	Pearson Correlation	Consumer Involvement Degree	Product Introduction
	Sig. (2-tailed)	1.000	0.235**
	N	389	385
Product Introduction	Pearson Correlation	0.235**	1.000
	Sig. (2-tailed)	0.000	
	N	385	395

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the importance of

product introduction on auto advertisements. Since a two-tailed significance of .000 which less than .01 ($.000<.01$) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .235, it implied that consumer involvement degree and the importance of product introduction on auto advertisements have a positive relationship at .235 or 23.5 percent.

4. Presenter

Correlations			
		Consumer Involvement Degree	Presenter
Consumer Involvement Degree	Pearson Correlation	1.000	0.277**
	Sig. (2-tailed)		0.000
	N	389	389
Presenter	Pearson Correlation	0.277**	1.000
	Sig. (2-tailed)	0.000	
	N	389	399

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the importance of presenter on auto advertisements. Since a two-tailed significance of .000 which less than .01 ($.000<.01$) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .277, it implied that consumer involvement degree and the importance of presenter on auto advertisements have a positive relationship at .277 or 27.7 percent.

5. Music& Color

Correlations			
		Consumer Involvement Degree	Music & Color
Consumer Involvement Degree	Pearson Correlation	1.000	0.261**
	Sig. (2-tailed)		0.000
	N	389	388
Music & color	Pearson Correlation	0.261**	1.000
	Sig. (2-tailed)	0.000	
	N	388	398

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the importance of music & color on auto advertisements. Since a two-tailed significance of .000 which less than .01 (.000<.01) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .261, it implied that consumer involvement degree and the importance of music & color on auto advertisements have a positive relationship at .261 or 26.1 percent.

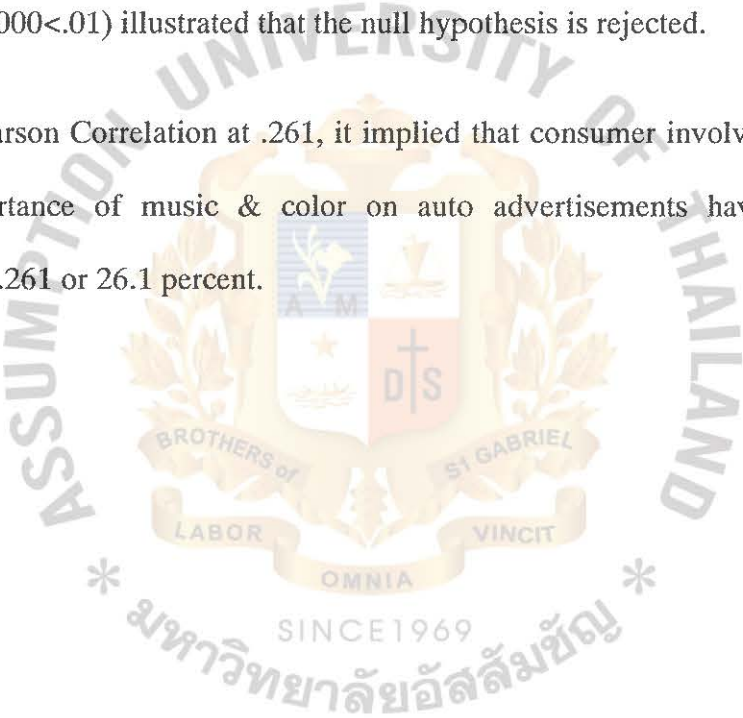
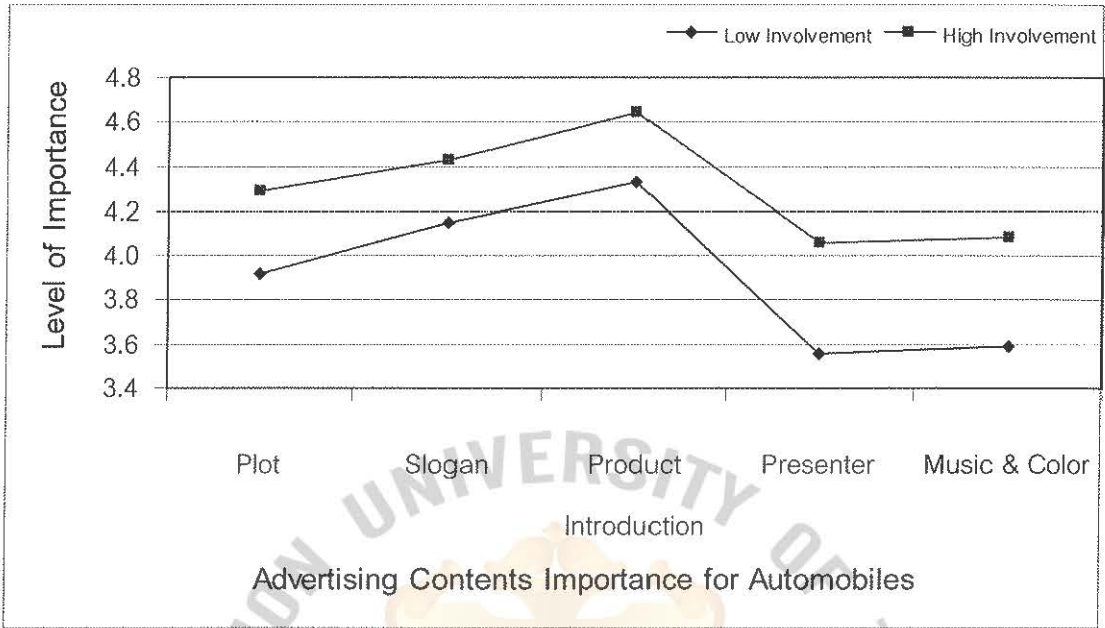


Figure 5.1: The Relationship between Consumer Involvement Degree and The Importance of Advertising Contents on Auto Advertisements



The high degree of involvement cluster is significantly higher in the importance than the low degree of involvement cluster for all of the advertising content items. Thus, there is a positive relationship between the degree of consumer involvement and the advertising content importance on auto advertisements. Therefore, H₁₀ is substantiated.

5.2.6 The Relationship between Consumer Involvement Degree and The Effectiveness of Auto Advertisements

Simple Correlation Coefficient is also utilized to find out the relationship between consumer involvement degree and the effectiveness of auto advertisements.

Table 5.28: The Relationship between Consumer Involvement Degree and the Effectiveness of Auto Advertisements

H11₀: There is no positive relationship between consumer involvement degree and the effectiveness of auto advertisements.

H11_a: There is a positive relationship between consumer involvement degree and the effectiveness of auto advertisements.

There are six items of the hierarchy effect emerged to analyze the relationship as follows:

1. Awareness

Correlations			
		Consumer Involvement Degree	Creating the awareness of automobiles
Consumer Involvement Degree	Pearson Correlation	1.000	0.301**
	Sig. (2-tailed)		0.000
	N	389	387
Creating the awareness of automobiles	Pearson Correlation	0.301**	1.000
	Sig. (2-tailed)	0.000	
	N	387	397

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the awareness of automobiles. Since a two-tailed significance of .000 which less than .01 (.000<.01) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .301, it implied that consumer involvement degree and the awareness of automobiles have a positive relationship at .301 or 30.1 percent.

2. Knowledge

Correlations			
Consumer Involvement Degree	Pearson Correlation	Consumer Involvement Degree	Enhancing the knowledge about automobiles
	Sig. (2-tailed)	1.000	0.300**
	N	389	389
Enhancing the knowledge about automobiles	Pearson Correlation	0.300**	1.000
	Sig. (2-tailed)	0.000	
	N	389	399

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the knowledge about automobiles. Since a two-tailed significance of .000 which less than .01 (.000<.01) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .300, it implied that consumer involvement degree and the knowledge about automobiles have a positive relationship at .300 or 30 percent.

3. Liking

Correlations			
Consumer Involvement Degree	Pearson Correlation	Consumer Involvement Degree	Enhancing the favorable feeling on automobiles
	Sig. (2-tailed)	1.000	0.316**
	N	389	388
Enhancing the favorable feeling on automobiles	Pearson Correlation	0.316**	1.000
	Sig. (2-tailed)	0.000	
	N	388	398

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the favorable feeling on automobiles. Since a two-tailed significance of .000 which less than .01 (.000<.01) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .316, it implied that consumer involvement degree and the favorable feeling on automobiles have a positive relationship at .316 or 31.6 percent.

4. Preference

Correlations			
Consumer Involvement Degree	Pearson Correlation	Consumer Involvement Degree	Building the brand loyalty
	Sig. (2-tailed)	1.000	0.305**
	N	389	388
Building the brand loyalty	Pearson Correlation	0.305**	1.000
	Sig. (2-tailed)	0.000	
	N	388	398

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the preference of automobiles. Since a two-tailed significance of .000 which less than .01 ($.000 < .01$) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .305, it implied that consumer involvement degree and the preference of automobiles have a positive relationship at .305 or 30.5 percent.

5. Conviction

Correlations			
Consumer Involvement Degree	Pearson Correlation	Consumer Involvement Degree	Enhancing the confidence & desire for a particular automobile brand
	Sig. (2-tailed)	1.000	0.381**
	N	389	389
Enhancing the confidence & desire for a particular automobile brand	Pearson Correlation	0.381**	1.000
	Sig. (2-tailed)	0.000	
	N	389	399

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the conviction to buy automobiles. Since a two-tailed significance of .000 which less than .01 ($.000 < .01$) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .381, it implied that consumer involvement degree and the conviction to buy automobiles have a positive relationship at .381 or 38.1 percent.

6. Purchase

Correlations			
Consumer Involvement Degree	Pearson Correlation	Consumer Involvement Degree	Driving the buying decision
	Sig. (2-tailed)	1.000	0.413**
	N	389	0.000
Driving the buying decision	Pearson Correlation	0.413**	1.000
	Sig. (2-tailed)	0.000	
	N	389	399

Noted: ** Correlation is significant at the 0.01 level (2-tailed).

The Pearson Correlation Analysis in table above indicated that there is a positive relationship between consumer involvement degree and the buying decision of automobiles. Since a two-tailed significance of .000 which less than .01 ($.000<.01$) illustrated that the null hypothesis is rejected.

For Pearson Correlation at .413, it implied that consumer involvement degree and the buying decision of automobiles have a positive relationship at .413 or 41.3 percent.

As table 5.26 showed that all of the advertising effect hierarchy items have a significant difference in the high and low automobile involvement clusters. The high involvement cluster attached more importance to all of the advertising effect hierarchy items than low involvement cluster. Additionally, figure 5.2 showed that there is a positive relationship between consumer involvement degree and the effectiveness of auto advertisement. Thus, H_{11} is substantiated.

Figure 5.2: The Relationship between Consumer Involvement Degree and The Effectiveness of Auto Advertisements

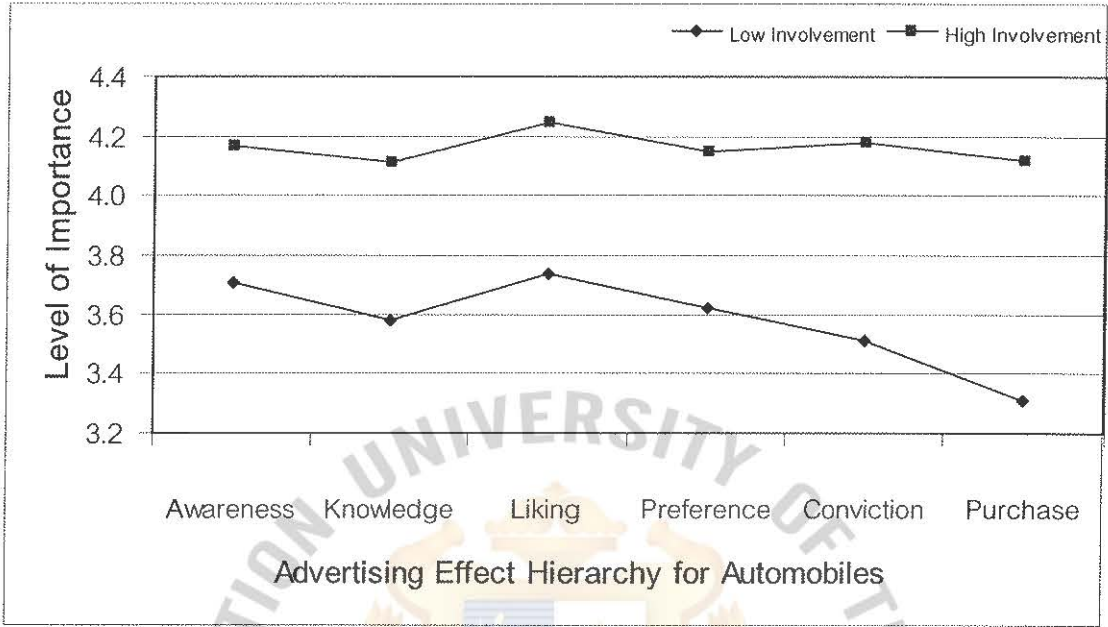


Table 5.29: Summary of Hypotheses Testing

Hypotheses	Null Hypothesis	Significance	Results
H1 ₀	There is no difference in terms of consumer product involvement among the respondents when segmented by gender.	0.000	Rejected H1 ₀
H2 ₀	There is no difference in terms of consumer product involvement among the respondents when segmented by age ranges.	0.099	Accepted H2 ₀
H3 ₀	There is no difference in terms of consumer product involvement among the respondents when segmented by marital status.	0.067	Accepted H3 ₀
H4 ₀	There is no difference in terms of consumer product involvement among the respondents when segmented by education levels.	0.222	Accepted H4 ₀
H5 ₀	There is no difference in terms of consumer product involvement among the respondents when segmented by occupations.	0.000	Rejected H5 ₀
H6 ₀	There is no difference in terms of consumer product involvement among the respondents when segmented by monthly personal income.	0.000	Rejected H6 ₀
H7 ₀	There is no difference in terms of consumer product involvement among the respondents with different lifestyles.		
	- Fashional lifestyle	0.000	Rejected H7 ₀
	- Cheaper price lifestyle	0.001	Rejected H7 ₀
	- Conservative lifestyle	0.000	Rejected H7 ₀
	- Self-confidence lifestyle	0.000	Rejected H7 ₀
	- Traditional lifestyle	0.009	Rejected H7 ₀
	- Advertising confidence lifestyle	0.000	Rejected H7 ₀

Hypotheses	Null Hypothesis	Significance	Results
H8 ₀	<p>There is no difference in terms of consumer product involvement among the respondents with the importance of advertising contents on auto advertisements.</p> <ul style="list-style-type: none"> - Plot - Slogan - Product Introduction - Presenter - Music & Color 	<p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p>	<p>Rejected H8₀</p> <p>Rejected H8₀</p> <p>Rejected H8₀</p> <p>Rejected H8₀</p> <p>Rejected H8₀</p>
H9 ₀	<p>There is no difference in terms of consumer product involvement among the respondents with the effectiveness of auto advertisements.</p> <ul style="list-style-type: none"> - Awareness - Knowledge - Liking - Preference - Conviction - Purchase 	<p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p>	<p>Rejected H9₀</p> <p>Rejected H9₀</p> <p>Rejected H9₀</p> <p>Rejected H9₀</p> <p>Rejected H9₀</p> <p>Rejected H9₀</p>
H10 ₀	<p>There is no positive relationship between consumer involvement degree and the importance of advertising contents on auto advertisements.</p> <ul style="list-style-type: none"> - Plot - Slogan - Product Introduction - Presenter - Music & Color 	<p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p>	<p>Rejected H10₀</p> <p>Rejected H10₀</p> <p>Rejected H10₀</p> <p>Rejected H10₀</p> <p>Rejected H10₀</p>
H11 ₀	<p>There is no positive relationship between consumer involvement degree and the effectiveness of auto advertisements.</p> <ul style="list-style-type: none"> - Awareness - Knowledge - Liking - Preference - Conviction - Purchase 	<p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p> <p>0.000</p>	<p>Rejected H11₀</p> <p>Rejected H11₀</p> <p>Rejected H11₀</p> <p>Rejected H11₀</p> <p>Rejected H11₀</p> <p>Rejected H11₀</p>

CHAPTER 6

Summary Findings, Conclusions and Recommendations

This chapter provides the summary of analysis results, findings of collected data. Subsequently, conclusions were drawn based on these results and implications of the study for practitioners. Finally, the last section contained recommendations and suggestions for further research.

6.1 Summary of Findings

Based on the data of 400 respondents collected from the survey, most of them are female respondents (58.5%) of ages between 25-29 years (21%) and have single status (48.8%). With regard to education of the respondents, the largest number is university graduate holding Bachelor's degree (50.5%).

As to the occupation of all the respondents, the findings showed that the highest number is private company employee (34%) with the range of monthly personal income between 10,000 – 20,000 baht (37.5%) defined as the largest number of respondents.

Based on 400 respondents regarding to the choice of advertising media, the analysis results showed that television (74.3%) is the most attractive advertising media encouraging their attention with the attractive presentation (32.5%). And, television (39.5%) is also the main advertising media providing the reliable information (45%) to easier arouse and convince the largest number of respondents to purchase automobiles.

6.1.1 The Classification of Consumer Involvement Degree

The PII distribution scores for automobiles are the two ends as ranging score from 20 to 100. With regarding to the analysis of mean consumer involvement score for automobiles is 76.33 and the standard deviation is 14.41. And, the respondents are the respondents are divided into two involvement clusters on automobiles. The low involvement cluster for automobiles was defined as scores ranging from 20 to 76.32. The high involvement cluster for automobiles is defined as scores ranging from 76.33 to 100. Thus, the respondents are divided into two groups, whereas 189 (47.3%) respondents are classified as low involvement cluster and 200 respondents (50%) are high involvement cluster.

6.1.2 Summary of Demographic Characteristics among Low and High Consumer Involvement Clusters with Automobiles

- Low Involvement Cluster for Automobiles:

Most of the respondents in this cluster are 25-29 years (25.4 percent) and 20-24 years (21.7 percent), with 67.7 percent female. The marital status is single (53.2 percent) as well as the education level is 56.1 percent in Bachelor's degree and 34.4 percent is below Bachelor's degree. However, 33.9 percent and 18 percent hold the jobs as private company employee and housewife, respectively. Their income is lower than high involvement cluster for automobiles. They considered tradition factor to be more important than other factors and paid attention to the conservative and cheaper price factor.

- High Involvement cluster for Automobiles:

Most of the respondents in this cluster are 35-39 years (20.5 percent) and 25-29 years (17.5 percent), with 50.5 percent male. The marital status is married (50.5 percent) as well as the education level is 45.5 percent in Bachelor's degree and 43 percent is below Bachelor's degree. However, 34 percent and 28 percent hold the jobs as private company employee and self-employed, respectively. Their income is higher than low involvement cluster for automobiles. They considered tradition factor to be more important than other factors and paid attention to the advertising confidence and conservative factor.

6.1.3 Summary of the Differences on the Importance of Advertising Contents on Auto Advertisements among Low and High Consumer Involvement Clusters with Automobiles

- Low Involvement Cluster for Automobiles:

Most of the respondents in low involvement cluster attached more importance to product introduction (average score = 4.33) as the most effective item for advertising contents on auto advertisements, followed respectively by slogan (average score = 4.15), plot (average score = 3.92), and music & color (average score = 3.59). Whereas, presenter is the least important item (average score = 3.56) for auto advertisement.

- High Involvement Cluster for Automobiles:

Most of the respondents in high involvement cluster attached more importance to product introduction (average score = 4.64) as the most effective item for advertising contents on auto advertisements, followed respectively by slogan (average score = 4.43), plot (average score = 4.29), and music & color (average score = 4.08). Whereas, presenter is the least important item (average score = 4.06) for auto advertisement.

6.1.4 Summary of the Relationship between Consumer Involvement Degree and the Importance of Advertising Contents on Auto Advertisements

As figure 5.1 showed that the high degree of involvement cluster is significantly higher in the importance than the low degree of involvement cluster for all of the advertising content items. Thus, there is a positive relationship between the degree of consumer involvement and the advertising content importance on auto advertisements.

6.1.5 Summary of the Differences on the Effectiveness of Auto Advertisements among Low and High Consumer Involvement Clusters with Automobiles

- Low Involvement Cluster for Automobiles:

Most of the respondents in low involvement cluster attached more importance to liking (average score = 3.74) as the most effective item in the advertising hierarchy, followed respectively by awareness (average score = 3.71), preference (average score = 3.62), knowledge (average score = 3.59), and conviction (average score = 3.51). Whereas, purchase is the least important item (average score = 3.31) for the effectiveness of auto advertisement.

- High Involvement Cluster for Automobiles:

Most of the respondents in high involvement cluster attached more importance to liking (average score = 4.25) as the most effective item in the advertising hierarchy, followed respectively by conviction (average score = 4.18), awareness (average score = 4.17), preference (average score = 4.15), and purchase (average score = 4.12). Whereas, knowledge is the least important item (average score = 4.11) for the effectiveness of auto advertisement.

6.1.6 Summary of the Relationship between Consumer Involvement Degree and the Effectiveness of Auto Advertisements

As table 5.26 showed that all of the advertising effect hierarchy items have a significant difference in the high and low automobile involvement clusters. The high involvement cluster attached more importance to all of the advertising effect hierarchy items than low involvement cluster. Additionally, figure 5.2 showed that there is a positive relationship between consumer involvement degree and the effectiveness of auto advertisement.

6.1.7 Summary of Hypothesis test

From hypothesis 1-7, the results is supported the previous research of Shwu-Ing Wu (2001) in segmenting the automobiles and shampoo markets in Taiwan by exploring the consumer characteristics. Moreover, these also enhance the concept of involvement in an attempt to segment the group of consumers (Grazin 1986) since the segments can be characterized in term of consumer's patterns, their attitudes and their demographics and media habits.

For hypothesis 8, the results of analysis showed that both high and low consumer involvement clusters, which mostly in working age attached more importance to product introduction. And, the high degree of involvement cluster is significantly higher in the importance than the low degree of involvement cluster for all of the advertising content items that is consistent with the research study of Shu-Ing Wu (2001). Additionally, this result can enhance the study of Tommuerd (1997) that product attributes, brand names and advertising plots are utilized to support purchasing decision of the people of working age. Moreover, this result also supported by Green,

Halbert, and Minas (1964) mentioned that people are more likely to pay attention to advertising and perhaps seek out new information as product introduction when they see a chance to gain by such data.

For hypothesis 9, the results also supported the study of Shu-Ing Wu (2001) mentioned that different involvement clusters have different responses to advertising effect hierarchy items for the same product. With this research's analysis, high involvement cluster attached more importance to liking as the most effective item in the advertising hierarchy, followed respectively by conviction, awareness, preference, and purchase. Knowledge is the least important item. However, low involvement cluster attached more importance to liking as the most effective item in the advertising hierarchy, followed respectively by awareness, preference, knowledge, and conviction. Purchase is the least important item for the effectiveness of auto advertisement. Thus, to support Lavidge and Steiner (1961)'s research objectives as determining what steps are the most critical in a particular case, what the steps leading to purchase for most consumers and which people on which steps it is most important to reach.

According to the survey of Shu-Ing Wu (2001) in Taiwan, there was a positive relationship between consumer involvement degree and the advertising content importance over direct to the advertising effect hierarchy supported by hypothesis 10 and 11 in this research. As a strong tendency exists for people to like others who are similar to them in terms of demographics, culture, personality, attitudes, beliefs, hobbies, religion, social class, race, nationality, and so forth. This tendency can be logically projected to advertising settings supported by Hong and Zinkhan (1995).

Finally, it's good to confirm that the above results highly supported the research study of Shwu-Ing Wu (2001) in Taiwan in segmenting the group of consumers. To explore the consumer characteristics can help the marketers to understand that the personal factors and product factors have a significant influence on the degree of consumer involvement. And, the degree of consumer involvement in the same product is the most important factor in designing the effective advertising strategy in order to fit the consumers in each group properly. Moreover, the differences among consumer involvement clusters with automobiles on the importance of advertising contents and the effectiveness of auto advertisements also confirm that the degree of consumer involvement is an important indicator for advertising strategy. A high degree of consumer involvement directed a high advertising effect. Thus, different involvement clusters have different responses to advertising effectiveness for the same product. However, automobile as a competitive product that marketers and advertisers should pay more attention toward the most effective advertising content item in order to encourage the consumer's purchasing interest. Therefore, the study of consumer involvement degree is beneficial for the marketers and advertisers to effectively plan the advertising strategy in order to achieve the company's objectives.

6.2 Conclusions

The level of consumer involvement influenced the advertising effectiveness. The level of involvement in a product category is a major variable relevant to advertising strategy. Many researchers segmented product category by the level of consumer involvement but do not segment the consumer. However, different involvement clusters have different responses to advertising effectiveness for the same product. Since the level of consumer product involvement influenced on how

consumer making the decision and the time used in decision making process. The results of the study revealed that the degree of consumer involvement for automobiles generated from the respondents. This study segmented the market by the consumer involvement degree and explored the characteristics. Additionally, the study is conducted on the relationship between advertising effectiveness and consumer involvement degree. The results showed that the degree of consumer involvement could effectively segment the respondents into low and high involvement clusters for automobiles. And, product introduction is the most important item of advertising contents for auto advertisements that both clusters want to see from auto advertisements, so the marketers should stress it in order to enhance the favorable feeling and convince consumers to purchase automobiles. Furthermore, there is a positive relationship between degree of consumer involvement and the importance of advertising contents on auto advertisements. Similarly, there is a positive relationship between degree of consumer involvement and the advertising effect hierarchy. As a high degree of consumer involvement directed a high advertising effect, thus the degree of consumer involvement is an important indicator for advertising strategy.

6.3 Recommendations and Further Study

6.3.1: For academic purposes

This research study is conducted in order to create more understanding of Thai consumers in terms of consumer product involvement for automobiles. The framework used in the study enables the academician to understand consumer behavior of Thai consumers in the field of involvement by using Personal Involvement Inventory (PII) scale to create consumer product involvement and generate the level of involvement held by Thai consumers.

By expanding the study of involvement concept in different perspectives, this can encourage more understanding in involvement concept and the degree of involvement of different products. Therefore, this research not only provides valuable knowledge for the academic field, it can lead the academicians to pay more attention to involvement concept and energize the academicians to conduct more involvement perspectives or consumer behavior- related research in order to enhance academic knowledge for Thai society.

6.3.2: For business purposes

Today, the automobile industry is growing. Consumer behavior becomes more complicated with the availability of more choices, designed for different types of need. Every industry is trying to reach an optimal sales volume by coming up with effective marketing strategy that fits the consumers' needs and wants. All of this is possible only when companies have a very good understanding about consumer behavior.

As mentioned in the beginning of the study, involvement is one of the most critical factors that enable marketers to understand more about consumer behavior. This study has focused on the degree of involvement held by consumers, the importance on each PII scale and the association of selected demographic factors and consumer product involvement. This information can help a company in designing an effective advertising strategy, which may convince consumers to buy products with a higher level of customer satisfaction.

In fact, consumers differ among themselves and most of the companies have many product lines, so marketing and advertising managers should be in a better

position to serve for particular consumers in each market. For high involvement cluster for automobiles, the advertising manager should pay attention toward product introduction, and slogan of the advertising contents that make consumers easy to memorize and attract their mind to buy the products. For example; when consumers wanted to buy a car and the first criteria to make a decision to buy a car is the quality machine, the first brand that they thought about is BMW because of its slogan “BMW ultimate machine”. Therefore, the marketers should use these items to enhance the favorable feeling on automobiles and finally convince the consumers to buy the products. Especially, Bucklin (1965) commented advertising serves a purpose by providing information about the nature, availability, and location of products. Consumers use advertising to extend that they feel a need for information. The product category involvement level is not the main important influencing factor on advertising effectiveness. The degree of consumer involvement in the same product is the most important factor. As well as for low involvement cluster, the advertiser should also pay attention to product introduction in order to motivate consumer’s liking and awareness toward the purchase of products supplementing with other communication methods in attracting them such as sales promotion, public relation and so forth. Liking occurs when an advertisement created positive feelings and it is a part of people’s attitude which influence and motivate their actions documented by Moriarty (1991). Marketers and advertisers should try to produce the advertising which the target groups liked and have a favorable feeling with that advertising. They could investigate the advertising and ensure the effectiveness of the launched advertising campaign with the advertising research.

- **Further Study**

In the next research, the researcher may study other target groups such as potential consumers in provincial areas in order to identify research outputs in a clearer and more accurate manner. However, Consumer Involvement Profile (CIP) scale should be applied as other measurement of consumer involvement degree for further research. Otherwise, the researchers should investigate other interesting factors that can classify advertising effectiveness such as integrated marketing communication (IMC) by studying the effectiveness of IMC tools for a particular product.

As this research is about “the relationship between degree of involvement of Thai consumer in Bangkok and effectiveness of automobile advertisements”, the researcher hopes that the results of findings from this research will be useful for researcher who in order to study about this topic in more details. The findings from this research may be the driving force for the additional research. The future researcher may adapt the framework and models from this research to apply to other products such as mobile phone, shampoo, etc.

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APPENDIX A: Questionnaire (English Version)



Questionnaires

Dear Sir/Madam:

My name is Sudarat Kositpipat and I am MBA student of Assumption University (ABAC). This questionnaire is designed as the partial fulfillment of the MBA thesis. This questionnaire is proposed to obtain information on **“The Relationship between Degree of Involvement of Thai Consumer in Bangkok and Effectiveness of Automobile Advertisements”** All information is for academic purpose. Your full-cooperation in responding to all items in this questionnaire would be very much appreciated. Thank you very much for your kind cooperation.

Best regards,
Sudarat Kositpipat

Part I: Personal Data

1. Gender
1 () Male
2 () Female
2. Age
1 () 20-24 years
2 () 25-29 years
3 () 30-34 years
4 () 35-39 years
5 () 40-44 years
5 () Above 45 years
3. Marital Status
1 () Single
2 () Married
3 () Divorced
4. Education
1 () Below Bachelor's degree
2 () Bachelor's degree
3 () Master's degree
4 () Doctoral degree
5. Occupation
1 () Student
2 () Government Officer
3 () State enterprise
4 () Private company employee
5 () Self-employed
6 () Housewife
7 () Others (Please specify)
6. Monthly personal income
1 () Less than 10,000 baht
2 () 10,000-20,000 baht
3 () 20,001-30,000 baht
4 () 30,001-40,000 baht
5 () 40,001-50,000 baht
6 () More than 50,000 baht

Part II: Consumer Lifestyle Analysis

Please evaluate the following statements by writing "X" on your habits and ideas.
(SA: Strongly agree (5), A: Agree (4), N: Neutral (3), D: Disagree (2), SD: Strongly disagree (1))

	SA	A	N	D	SD
7. I am a fashion seeker	5	4	3	2	1
8. I like fashion & modern products	5	4	3	2	1
9. I often try new products before my friends and neighbors do	5	4	3	2	1
10. I usually buy the on sales products	5	4	3	2	1
11. I like discounted products	5	4	3	2	1
12. I will buy the products with the price as low as possible	5	4	3	2	1
13. I will pay more attention on purchase the expensive products	5	4	3	2	1
14. I like to pay cash rather than paying by credit card	5	4	3	2	1
15. I always listen to my friend's suggestion when buying the products	5	4	3	2	1
16. I am more self-confidence comparing with others	5	4	3	2	1
17. I have the ability to make decision without affecting by other's idea	5	4	3	2	1
18. I usually influence and advise what my friends buy	5	4	3	2	1
19. I like to shopping in the same store	5	4	3	2	1
20. I usually buy the products with the same brand as I used before	5	4	3	2	1
21. I like to buy domestic products rather than buying international products	5	4	3	2	1
22. Advertisement can attract your interest toward products	5	4	3	2	1
23. Advertisement can let you know more information about the products	5	4	3	2	1
24. I would like to buy new products which has showed as advertisement	5	4	3	2	1

Part III: The Measurement of Consumer Involvement Degree by Using Personal Involvement Inventory or (PII) scale

This part is related to your opinion about car (car knowledge). Please kindly evaluate the following statements by writing "X" on your opinion.

	Highest	High	Neutral	Low	Lowest	
25. Car is very important	5	4	3	2	1	Car is very unimportant thing
26. Car is in my concern	5	4	3	2	1	Car is out of concern to me
27. Car is relevant to me	5	4	3	2	1	Car is irrelevant to me
28. Car means a lot to me	5	4	3	2	1	Car means nothing to me
29. Car is useful	5	4	3	2	1	Car is useless
30. Car is worthy	5	4	3	2	1	Car is worthless
31. Car is fundamental thing to me	5	4	3	2	1	Car is trivial thing to me
32. Car is beneficial	5	4	3	2	1	Car is not beneficial
33. Car is important to me	5	4	3	2	1	Car is not important to me
34. Car is interesting to me	5	4	3	2	1	Car is not interesting to me
35. Car is significant to my life	5	4	3	2	1	Car is insignificant to my life
36. Car is vital	5	4	3	2	1	Car is superfluous
37. Car is amusing	5	4	3	2	1	Car is boring
38. Car makes me feel exciting	5	4	3	2	1	Car makes me feel unexciting
39. Car is appealing	5	4	3	2	1	Car is unappealing
40. Car is fascinating	5	4	3	2	1	Car is common
41. Car is essential	5	4	3	2	1	Car is nonessential
42. Car is desirable to me	5	4	3	2	1	Car is undesirable to me
43. Car is what I want	5	4	3	2	1	Car is not what I want
44. I need a car	5	4	3	2	1	I don't need a car

Part IV: The choice of advertising media

45. Generally, which kind of advertising media is the most attractive to you? (Choose only one)

- | | |
|--------------------------------|--------------------------------------|
| 1 () TV | 2 () Radio |
| 3 () Newspaper | 4 () Magazine |
| 5 () Direct Mail | 6 () Internet |
| 7 () Billboard/Banner/ Poster | 8 () Others (Please specify) |

46. From the selected choice on No.7, why does it take your attention? (Choose only one)

- | | |
|--------------------------------------|----------------------------|
| 1 () Interesting content | 2 () Famous Presenter |
| 3 () Attractive presentation | 4 () Music & Color |
| 5 () Creativity | 6 () Reliable information |
| 7 () Others (Please specify) | |

47. Which kind of advertising media that can easier arouse and convince you to purchase the car? (Choose only one)

- | | |
|--------------------------------|--------------------------------------|
| 1 () TV | 2 () Radio |
| 3 () Newspaper | 4 () Magazine |
| 5 () Direct Mail | 6 () Internet |
| 7 () Billboard/Banner/ Poster | 8 () Others (Please specify) |

48. From the selected choice on No.9, why does it take your interest to purchase the car? (Choose only one)

- | | |
|--------------------------------------|----------------------------|
| 1 () Interesting content | 2 () Famous Presenter |
| 3 () Attractive presentation | 4 () Music & Color |
| 5 () Creativity | 6 () Reliable information |
| 7 () Others (Please specify) | |

Part V: The importance of advertising contents on car advertisements

Please write "X" on the box that your opinion is matched.

	Very important	Important	Neutral	Unimportant	Very unimportant
49. Plot	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
50. Slogan	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
51. Product Introduction	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
52. Presenter	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
53. Music & Color	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>

Part VI: The effectiveness of car advertisements (Advertising Effectiveness)

Please write “X” on the box that your opinion is matched.

	Very important	Important	Neutral	Unimportant	Very unimportant
54. Creating the awareness of car	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
55. More understanding about car (or) enhancing the knowledge about car	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
56. Enhancing favorable feeling on car	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
57. Building the brand loyalty	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
58. Enhancing the confidence & desire for a particular car brand	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
59. Driving the buying decision	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>

Thank you for your kindly cooperation



**APPENDIX B: Questionnaire
(Thai Version)**



แบบสอบถาม

กรณีศึกษาความสัมพันธ์ระหว่างระดับความเกี่ยวพันของผู้บริโภคและประสิทธิผลของโฆษณารถยนต์

เรียน ท่านผู้ตอบแบบสอบถาม

ดิฉัน นางสาวสุภารัตน์ โหมะจิตพิพัฒน์ นักศึกษาปริญญาโท ภาควิชาบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ (ABAC) ซึ่งขณะนี้ดิฉันอยู่ในช่วงระหว่างการทำวิทยานิพนธ์ก่อนจบการศึกษา โดยแบบสอบถามนี้เป็นส่วนหนึ่งของวิทยานิพนธ์และแบบสอบถามฉบับนี้ได้ถูกออกแบบมาเพื่อเก็บรวบรวมข้อมูลเกี่ยวกับกรณีศึกษาความสัมพันธ์ระหว่างระดับความเกี่ยวพันของผู้บริโภคและประสิทธิผลของโฆษณารถยนต์ (the relationship between degree of involvement of Thai consumer in Bangkok and effectiveness of automobile advertisements) นอกจากนี้ยังจะนำไปเพื่อการทดสอบสมมติฐานของวิทยานิพนธ์ฉบับนี้ด้วย ข้อมูลที่ได้รับจากแบบสอบถามนี้จะนำไปใช้สำหรับการศึกษาเท่านั้น ดิฉันหวังเป็นอย่างยิ่งว่าจะได้รับความร่วมมือเป็นอย่างดีในการตอบแบบสอบถามฉบับนี้ และขอขอบพระคุณสำหรับความร่วมมือในการตอบแบบสอบถามฉบับนี้

ส่วนที่ 1: ข้อมูลส่วนตัว (Personal Data)

กรุณาใส่เครื่องหมาย “X” ตรงข้อที่ตรงกับความคิดเห็นของท่าน

1. เพศ
 - 1 () ชาย
 - 2 () หญิง
 2. อายุ
 - 1 () 20-24 ปี
 - 2 () 25-29 ปี
 - 3 () 30-34 ปี
 - 4 () 35-39 ปี
 - 5 () 40-44 ปี
 - 6 () 45 ปีขึ้นไป
 3. สถานภาพ
 - 1 () โสด
 - 2 () สมรส
 - 3 () แยกกันอยู่/หย่าร้าง
 4. ระดับการศึกษา
 - 1 () ต่ำกว่าปริญญาตรี
 - 2 () ปริญญาตรี
 - 3 () ปริญญาโท
 - 4 () ปริญญาเอก
 5. อาชีพ
 - 1 () นิสิต/นักศึกษา
 - 2 () รับราชการ
 - 3 () พนักงานรัฐวิสาหกิจ
 - 4 () พนักงานบริษัทเอกชน
 - 5 () เจ้าของกิจการ
 - 6 () แม่บ้าน
 - 7 () อื่นๆ (โปรดระบุ).....
 6. รายได้ส่วนตัวเฉลี่ยต่อเดือน
 - 1 () น้อยกว่า 10,000 บาท
 - 2 () 10,000-20,000 บาท
 - 3 () 20,001-30,000 บาท
 - 4 () 30,001-40,000 บาท
 - 5 () 40,001-50,000 บาท
 - 6 () มากกว่า 50,000 บาท

ส่วนที่ 2: การวิเคราะห์วิถีทางการดำเนินชีวิตของผู้บริโภค (Consumer Lifestyle Analysis)

กรุณาทำเครื่องหมาย “X” ทับข้อที่ตรงกับความคิดเห็นของท่าน โดยพิจารณาจากระดับของความคิดเห็นเกี่ยวกับวิถีทางการดำเนินชีวิตของท่านดังต่อไปนี้
(เห็นด้วยอย่างยิ่ง (5), เห็นด้วย (4), ไม่แน่ใจ (3), ไม่เห็นด้วย (2), ไม่เห็นด้วยอย่างยิ่ง (1))

7. ท่านเป็นผู้นำแฟชั่น	5	4	3	2	1
8. ท่านชอบสินค้าที่ทันสมัยตามแฟชั่น	5	4	3	2	1
9. ท่านมักชอบลองสินค้าที่เพิ่งออกใหม่ก่อนเพื่อนๆ และญาติของท่านเสมอ	5	4	3	2	1
10. ท่านมักซื้อสินค้าลดราคาเป็นประจำ	5	4	3	2	1
11. ท่านชอบสินค้าที่ลดราคา	5	4	3	2	1
12. ท่านจะเลือกซื้อสินค้าที่มีราคาถูกที่สุด	5	4	3	2	1
13. ท่านจะเอาใจใส่มากขึ้นเมื่อท่านต้องเลือกซื้อสินค้าที่มีราคาแพง	5	4	3	2	1
14. ท่านชอบจ่ายสินค้าด้วยเงินสดมากกว่าที่จะจ่ายด้วยบัตรเครดิต	5	4	3	2	1
15. ท่านมักเลือกซื้อสินค้าจากคำแนะนำของเพื่อนๆ เสมอ	5	4	3	2	1
16. ท่านเป็นคนมั่นใจในตัวเองเมื่อเปรียบเทียบกับคนอื่นๆ	5	4	3	2	1
17. ท่านสามารถตัดสินใจเลือกซื้อสินค้าได้ โดยไม่จำเป็นต้องขอความคิดเห็นจากคนอื่นๆ	5	4	3	2	1
18. ท่านมักจะมีอิทธิพลและให้คำปรึกษากับเพื่อนๆ ในการเลือกซื้อสินค้าอยู่เสมอ	5	4	3	2	1
19. ท่านชอบช้อปปิ้งในห้างสรรพสินค้า/ ซูเปอร์มาร์เก็ต และร้านค้าเดิมอยู่เป็นประจำ	5	4	3	2	1
20. ท่านมักจะเลือกซื้อสินค้ายี่ห้อเดียวกับที่ท่านเคยซื้อมาก่อน	5	4	3	2	1
21. ท่านชอบเลือกซื้อสินค้าที่ผลิตภายในประเทศมากกว่าสินค้านำเข้าจากต่างประเทศ	5	4	3	2	1
22. ท่านสนใจตัวสินค้าที่นำเสนอจากการโฆษณา	5	4	3	2	1
23. ท่านสามารถทราบถึงรายละเอียดและข้อมูลต่างๆ เกี่ยวกับตัวสินค้าได้มากขึ้นจากการโฆษณา	5	4	3	2	1
24. ภายหลังจากที่ท่านได้ชมโฆษณาของสินค้าที่เพิ่งออกใหม่ ท่านมีความต้องการที่จะซื้อสินค้านั้น	5	4	3	2	1

ส่วนที่ 3: การวัดระดับความเกี่ยวพันของผู้บริโภคที่มีต่อรถยนต์ (Consumer Involvement Degree) ด้วยวิธีการวัดแบบ Personal Involvement Inventory (PII) Scale

ในส่วนนี้จะเป็นส่วนที่ถามความคิดเห็นเกี่ยวกับรถยนต์ (Car Knowledge) กรุณาใส่เครื่องหมาย “X” ตรงข้อที่ตรงกับความคิดเห็นของท่าน
(มากที่สุด (5), มาก (4), ปานกลาง (3), น้อย (2), น้อยที่สุด (1))

		มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด	
25.	รถยนต์เป็นสิ่งที่สำคัญ	5	4	3	2	1	รถยนต์เป็นสิ่งที่ไม่สำคัญ
26.	รถยนต์อยู่ในความคิดของท่าน	5	4	3	2	1	รถยนต์ไม่เคยอยู่ในความคิดของท่าน
27.	รถยนต์มีความเกี่ยวข้องกับตัวท่าน	5	4	3	2	1	รถยนต์ไม่ได้มีความเกี่ยวข้องกับตัวท่าน
28.	รถยนต์มีความหมายสำหรับท่าน	5	4	3	2	1	รถยนต์ไม่ได้มีความหมายสำหรับท่าน
29.	รถยนต์ให้ประโยชน์แก่ท่าน	5	4	3	2	1	รถยนต์ไม่ให้ประโยชน์แก่ท่าน
30.	รถยนต์เป็นของมีค่า	5	4	3	2	1	รถยนต์เป็นของไม่มีค่า
31.	รถยนต์เป็นปัจจัยสำคัญสำหรับท่าน	5	4	3	2	1	รถยนต์เป็นเรื่องเล็กน้อยสำหรับท่าน
32.	รถยนต์ให้ผลดีแก่ท่าน	5	4	3	2	1	รถยนต์ไม่ได้ให้ผลดีแก่ท่าน
33.	รถยนต์มีความสำคัญกับท่าน	5	4	3	2	1	รถยนต์ไม่มีความสำคัญกับท่าน
34.	รถยนต์น่าสนใจสำหรับท่าน	5	4	3	2	1	รถยนต์ไม่น่าสนใจสำหรับท่าน
35.	รถยนต์มีบทบาทสำคัญต่อชีวิตท่าน	5	4	3	2	1	รถยนต์ไม่มีบทบาทสำคัญต่อชีวิตท่าน
36.	รถยนต์เป็นสิ่งจำเป็นสำหรับท่าน	5	4	3	2	1	รถยนต์เป็นสิ่งที่เกินความจำเป็นสำหรับท่าน
37.	รถยนต์เป็นสิ่งที่ทำให้ท่านเพลิดเพลิน	5	4	3	2	1	รถยนต์เป็นสิ่งที่น่าเบื่อสำหรับท่าน
38.	รถยนต์ทำให้ท่านรู้สึกตื่นเต้น	5	4	3	2	1	รถยนต์ไม่ทำให้ท่านรู้สึกตื่นเต้น
39.	รถยนต์สามารถดึงดูดความสนใจของท่าน	5	4	3	2	1	รถยนต์ไม่สามารถดึงดูดความสนใจของท่าน
40.	รถยนต์เป็นสิ่งที่พิเศษและน่าประทับใจ	5	4	3	2	1	รถยนต์เป็นสิ่งที่ปกติธรรมดา
41.	รถยนต์เป็นสิ่งที่จำเป็นต้องมี	5	4	3	2	1	รถยนต์เป็นสิ่งที่ไม่จำเป็นต้องมี
42.	รถยนต์เป็นสิ่งที่ท่านอยากได้	5	4	3	2	1	รถยนต์เป็นสิ่งที่ท่านไม่อยากได้
43.	รถยนต์เป็นสิ่งที่ท่านต้องการ	5	4	3	2	1	รถยนต์ไม่ใช่สิ่งที่ท่านต้องการ
44.	ท่านจำเป็นต้องมีรถยนต์	5	4	3	2	1	ท่านไม่จำเป็นต้องมีรถยนต์

ส่วนที่ 4: การวัดความสนใจในสื่อโฆษณาประเภทต่างๆของผู้บริโภค (The Choice of Advertising Media)
กรุณาใส่เครื่องหมาย "X" ตรงข้อที่ตรงกับความคิดเห็นของท่าน

45. โดยทั่วไปแล้ว สื่อโฆษณาประเภทใดที่สามารถดึงดูดความสนใจของท่านได้มากที่สุด (เลือกตอบเพียงข้อเดียว)

- | | |
|-------------------------------|-----------------------------|
| 1 () โทรทัศน์ | 2 () วิทยุ |
| 3 () หนังสือพิมพ์ | 4 () นิตยสาร |
| 5 () จดหมายตรง | 6 () อินเทอร์เน็ต |
| 7 () ป้ายโฆษณา/ แผ่นโปสเตอร์ | 8 () อื่นๆ (โปรดระบุ)..... |

46. จากสื่อโฆษณาที่ท่านเลือกตอบในข้อ 7 เหตุผลใดที่ทำให้สื่อโฆษณาประเภทนั้นสามารถดึงดูดความสนใจของท่านได้ (เลือกตอบเพียงข้อเดียว)

- | | |
|-----------------------------|--|
| 1 () เนื้อหาสาระน่าสนใจ | 2 () ฟรีเซ็นเตอร์ที่มีชื่อเสียงและเป็นที่ยอมรับ |
| 3 () การนำเสนอที่ดึงดูดใจ | 4 () คนตรีและสีสัน |
| 5 () ความคิดสร้างสรรค์ | 6 () ความน่าเชื่อถือของข้อมูลที่ได้รับ |
| 7 () อื่นๆ (โปรดระบุ)..... | |

47. สื่อโฆษณาประเภทใดที่สามารถดึงดูดใจ และทำให้ท่านมั่นใจที่จะตัดสินใจเลือกซื้อรถยนต์ได้ง่ายยิ่งขึ้น (เลือกตอบเพียงข้อเดียว)

- | | |
|-------------------------------|-----------------------------|
| 1 () โทรทัศน์ | 2 () วิทยุ |
| 3 () หนังสือพิมพ์ | 4 () นิตยสาร |
| 5 () จดหมายตรง | 6 () อินเทอร์เน็ต |
| 7 () ป้ายโฆษณา/ แผ่นโปสเตอร์ | 8 () อื่นๆ (โปรดระบุ)..... |

48. จากสื่อโฆษณาที่ท่านเลือกตอบในข้อ 9 เหตุผลใดที่ทำให้สื่อโฆษณาประเภทนั้นสามารถดึงดูดความสนใจของท่านได้ในการตัดสินใจเลือกซื้อรถยนต์ (เลือกตอบเพียงข้อเดียว)

- | | |
|-----------------------------|--|
| 1 () เนื้อหาสาระน่าสนใจ | 2 () ฟรีเซ็นเตอร์ที่มีชื่อเสียงและเป็นที่ยอมรับ |
| 3 () การนำเสนอที่ดึงดูดใจ | 4 () คนตรีและสีสัน |
| 5 () ความคิดสร้างสรรค์ | 6 () ความน่าเชื่อถือของข้อมูลที่ได้รับ |
| 7 () อื่นๆ (โปรดระบุ)..... | |

ส่วนที่ 5: การวัดระดับความสำคัญในองค์ประกอบต่างๆของโฆษณารถยนต์ (The Importance of Advertising Contents on Car Advertisements)

กรุณาใส่เครื่องหมาย “X” ตรงข้อที่ตรงกับความคิดเห็นของท่าน

	สำคัญมาก	สำคัญ	ปานกลาง	ไม่สำคัญ	ไม่สำคัญมาก
49. เนื้อหาเรื่องราว/ เนื้อหาการดำเนินเรื่อง (Plot)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
50. ข้อความสรุปตัวสินค้า (Slogan)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
51. การแนะนำคุณลักษณะและคุณสมบัติของตัวสินค้า (Product Introduction)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
52. ผู้นำเสนอสินค้า (Presenter)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
53. ดนตรีและสีสัน (Music & Color)	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>

ส่วนที่ 6: การวัดระดับความสำคัญในผลกระทบของโฆษณารถยนต์ที่มีอิทธิพลต่อผู้บริโภค (The Effectiveness of Car Advertisements)

โฆษณารถยนต์ส่งผลกระทบต่อท่านอย่างไรบ้าง กรุณาใส่เครื่องหมาย “X” ให้ตรงกับระดับความสำคัญที่สอดคล้องกับความคิดเห็นของท่าน

	สำคัญมาก	สำคัญ	ปานกลาง	ไม่สำคัญ	ไม่สำคัญมาก
54. ท่านสามารถรับรู้เกี่ยวกับรถยนต์ที่นำเสนอ	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
55. ท่านมีความรู้และความเข้าใจเกี่ยวกับรถยนต์มากขึ้น	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
56. ท่านรู้สึกชื่นชอบในรถยนต์ที่นำเสนอ	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
57. ท่านรู้สึกชื่นชอบเป็นพิเศษและมีค่านิยมต่อรถยนต์ยี่ห้อใดยี่ห้อหนึ่งโดยเฉพาะ	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
58. ท่านรู้สึกมั่นใจและต้องการที่จะซื้อรถยนต์	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>
59. การโฆษณาทำให้ท่านตัดสินใจเลือกซื้อรถยนต์ได้	5 <input type="checkbox"/>	4 <input type="checkbox"/>	3 <input type="checkbox"/>	2 <input type="checkbox"/>	1 <input type="checkbox"/>

ขอบคุณมากสำหรับความร่วมมืออย่างยิ่งค่ะ

