

ABSTRACT

Since Thai economic crisis in 1997, most media houses and ad agencies have faced with critical difficulty. Uncertainties in politics confidence and changes in advertising and marketing trends among the local and multinational companies will all attribute to the sector's slow growth.

Advertisers have to look back with their strategies and also to check up whether their ad messages are able to reach the consumers' expectation. So this research study is based on the statement of the problem of "**To what extents do people's attitudes flair against television advertising?**" The objective of this research is **to distinguish the television advertising evaluations of consumer based on the perception and value components.**

For this research, the data were acquired by self-administered questionnaire with 384 respondents who live in Bangkok, age between 15-59 years, and have ever seen television advertising of the free TV channels; 3, 5, 7; as in the time of after-news Thai series (20.15 – 22.20 pm.) on every week days (Monday – Friday). Convenience-sampling technique is chosen. All data are analyzed and summarized by using the Statistical Package for Social Science (SPSS). This thesis applies **Discriminant Analysis** as a statistic tool to test.

The results from the test of 2 hypotheses can be proved that there is a strong difference between two groups of dependent variable (favorable and unfavorable) and the discriminator variables that can be used to categorize the individual case are as followings:

Perceptions Components

- Personal and social benefits/costs
- Whether deceptive
- Whether offensive
- Whether seen too much/often

Values Components

- Hedonic function
- Affirmative of value function
- Social learning function

By considering from the discriminant functions, we can conclude that people *dislike* advertising because they perceive commercials to be offensive or in poor taste, and because they cannot completely trust the way products are depicted. *(Less in social benefits, but too much of deceptive and offensive, and shown too often)* People also *dislike* advertising because much of it is not relevant to their needs or their self-images as reflected in their personalities and interests. *(Less in hedonic, affirmative, and social learning)*

Differences among consumers in how they evaluate overall attitudes about television advertising can influence how copytests of advertising for specific brands are interpreted.

