

A THAI'S PERSPECTIVE TOWARDS AMBIENT
ADVERTISING STRATEGY



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ADVERTISING STRATEGY

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STRATEGY

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ABSTRACT

The present study considers the impression of 400 candidates in Thailand regarding ambient advertising strategy. Although, the terminology, “ambient” has been in the research for several years, the concept is not so well understood by the general Thai population. In order to clarify, the study introduced a survey, whereby people were asked initially if they knew about ambient advertising, some did, where as many were unaware of this type of advertisement. Once, explained, it was made clear that everyone has seen one or more of these forms of advertisements in the industry. Although the impact of ambient advertising has been studied in several parts of the world before, it has not yet been studied in Thailand, especially in terms of the generation gap that exists between generation X and Generation Y. The study was able to demonstrate that there is a significant impact of ambient advertising towards the perception and purchase intention of individuals with its limitations, such as a short-timeframe, it was able to demonstrate a brief relationship between ambient advertisement and consumer perception on the brand or product. It was found out that the impact on emotions, attitude, and the ability get attention were vital aspects of present-day advertisement. Although several, brands have yet to see the significance of ambient advertisement, many are already implementing it. Sooner or later, the consumers are desiring for more creativity, more uniqueness and more attention getting factor for their advertisement, as many of the respondents have claimed that the traditional advertisement strategies such as television, radio, billboards and etc., are dying.

Keywords: Advertising, Perspective, Ambient Advertising, Traditional Advertising, Marketing, Perception, Generation X, Generation Y, Thailand

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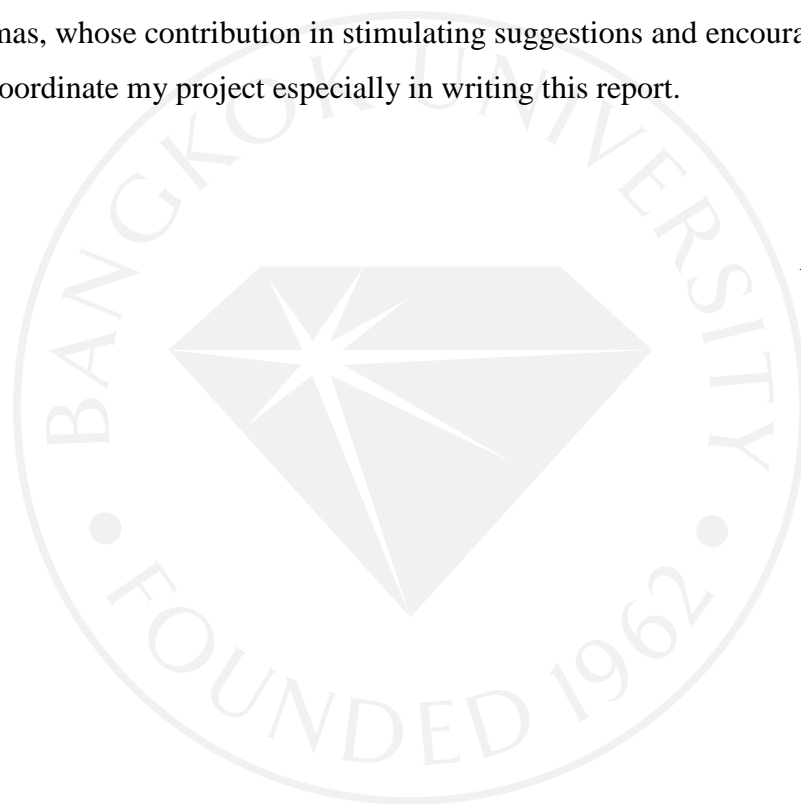
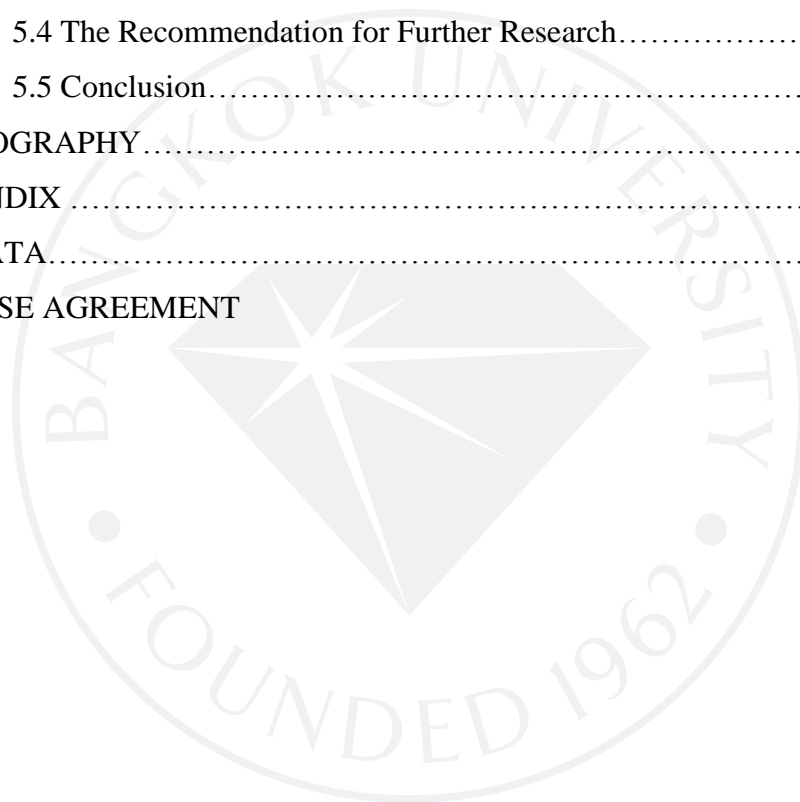


TABLE OF CONTENT

	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	v
LIST OF TABLES.....	viii
LIST OF FIGURES.....	x
CHAPTER 1 INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of Problems.....	3
1.3 Research Objective.....	3
1.4 Scope of the Research.....	4
1.5 Limitation of the Research.....	4
1.6 Benefits of the Study/ Conclusion.....	4
CHAPTER 2 LITERATURE REVIEW.....	6
2.1 Definitions and Theory.....	6
2.2 Increasing Popularity of Ambient Advertising.....	7
2.3 Effective Advertising.....	8
2.4 Ambient Advertising Industry.....	9
2.5 Advertising Appeal, Perception and Advertising Attitude.....	10
2.6 Brand and Impact on Attitude.....	12
CHAPTER 3 RESEARCH FRAMEWORK AND METHODOLOGY.....	14
3.1 Research Framework.....	14
3.2 Research Methodology.....	17
CHAPTER 4 DATA PRESENTATION AND ANALYSIS.....	22
4.1 Introduction.....	22
4.2 Data Presentation.....	22
4.3 Data Presentation for Demographic Factors.....	27
4.4 Reliability Test.....	32
4.5 Descriptive Statistics.....	34
4.6 Conclusion.....	54

TABLE OF CONTENT (Continued)

	Page
CHAPTER 5 CONCLUSION AND RECOMMENDATION.....	56
5.1 Summary and Discussion of the Findings.....	56
5.2 Business Implications and Recommendations.....	57
5.3 The Problem and Obstacle in this Study.....	58
5.4 The Recommendation for Further Research.....	59
5.5 Conclusion.....	60
BIBLIOGRAPHY.....	61
APPENDIX.....	65
BIODATA.....	80
LICENSE AGREEMENT	



LIST OF TABLES

	Page
Table 3.1: Questionnaire Structure	19
Table 3.2: Point Likert Scale to Gather the Samples Responses	19
Table 4.1: Reliability Test with SPSS Results.....	32
Table 4.2: Item–Total Statistics.....	33
Table 4.3: T–test.....	35
Table 4.4: Logistic Regression Test.....	37
Table 4.5: SPSS Output Model Summary.....	38
Table 4.6: Hosmer and Lemeshow Test.....	39
Table 4.7: Classification Table.....	39
Table 4.8: Variables in the Equation.....	40
Table 4.9: Variables Entered & Removed.....	41
Table 4.10: Model Summary of Regression.....	41
Table 4.11: Anova.....	41
Table 4.12: Coefficients.....	42
Table 4.13: Linear Regression of Credibility Variable.....	42
Table 4.14: Credibility Model Summary.....	42
Table 4.15: Anova of Credibility Variable.....	43
Table 4.16: Coefficient of Credibility Variable.....	43
Table 4.17: Placement Variable Regression.....	44
Table 4.18: Model Summary.....	44
Table 4.19: Anova.....	44
Table 4.20: Coefficient of Placement Variable.....	45
Table 4.21: Regression of Attitude Variable.....	45
Table 4.22: Model Summary of Attitude Variable.....	45
Table 4.23: Anova of Attitude Variable.....	46
Table 4.24: Coefficient of Attitude Variable.....	46
Table 4.25: Regression of Originality Variable.....	46
Table 4.26: Model Summary of Originality Variable.....	47
Table 4.27: Anova of Originality Variable.....	47

LIST OF TABLES (Continued)

	Page
Table 4.28: Coefficient of Originality Variable.....	47
Table 4.29: Factor Analysis of Purchase, Intention, Gender and Generation.....	48
Table 4.30: Variance of Purchase Intention, Gender and Generation.....	48
Table 4.31: Component Matrix of Purchase, Intention, Gender and Generation.....	48
Table 4.32: Factor Analysis of Purchase, Intention, Gender and Generation wit Credibility.....	49
Table 4.33: Variance of Purchase Intention, Gender and Generation with Credibility.....	49
Table 4.34: Component Matrix of Purchase, Intention, Gender and Generation with Credibility.....	50
Table 4.35: Factor Analysis of Purchase, Intention, Originality and Feeling Variable.....	50
Table 4.36: Variance of Purchase, Intention, Originality and Feeling Variable.....	51
Table 4.37: Component Matrix of Purchase, Intention, Originality and Feeling Variable.....	51
Table 4.38: Factor Analysis of Purchase, Attitude and Placement Variable.....	52
Table 4.39: Variance of Purchase, Attitude and Placement Variable.....	52
Table 4.40: Component Matrix of Purchase, Attitude and Placement Variable.....	53

LIST OF FIGURES

	Page
Figure 2.1: Ambient Advertising Utilization in Different Industry.....	10
Figure 3.1: Model of Visual Processing.....	15
Figure 3.2: Conceptual Research Framework.....	16
Figure 4.1: Have You Ever Come in Contact with Ambient Advertisement?.....	22
Figure 4.2: How often do You Come in Contact with Ambient Advertisement?.....	23
Figure 4.3: Advertising Characteristics.....	24
Figure 4.4: Purchase Intension.....	26
Figure 4.5: Gender Distribution.....	27
Figure 4.6: Age Distribution.....	28
Figure 4.7: Income Distribution.....	29
Figure 4.8: Education Level.....	30
Figure 4.9: Profession Distribution.....	31

CHAPTER 1

INTRODUCTION

1.1 Background

Advertising is a non-personal communication of information usually paid for and persuasive in nature about products, services or ideas by identified sponsors through various media (Bovee & Arens, 1992). It is a form of communication proposed to persuade an audience to purchase or take some action upon products, information, or services. Advertising is done for the product or service to come into the eyes of the consumer, to promote brand awareness, reach out to audiences, to make sales and profit for the product or service advertised, and it is also done to test their product or service by many ways, such as inserting coupons, word flags, etc.

Nowadays, wherever we look we get an into contact with mass media, for example, television, advertisements, films, videos, billboards, magazines, movies, music, newspapers, and the internet (Latif & Abideen, 2011). With all these marketing tools, advertising is well-known for its ever lasting impact on audience's mind, as its exposure is much broader (Katke, 2007). As we know, advertising is a subset of promotion mix, which is one of the 4P's in the marketing mix, which are product, price, place and promotion. The promotional mix includes Advertising, personal selling, direct marketing, sales promotion, and public relation. Advertising is one of the major tools for creating awareness of a product or service in the mind of the potential consumer to have a buying intention. We may advertise on all the media like, magazine, billboards, newspapers, and many more. But advertising on television is one of the main medium die to its mass reach; it can influence the individual's attitude, behavior, life style, and exposure and in the long run, even the culture of the country (Latif & Abideen, 2011). A consumer normally forms perceptions knowledge of advertisement they are exposing to. These perceptions may be figure by word-of-mouth, exposure of message involved on the advertisement, by experience or the other reasons.

Advertising can be divided into two types, which are traditional advertising and non-traditional advertising. They are different in their placement of the advertisement. Traditional ads are the olden form of advertising like on billboards, magazines, newspapers, radio, etc. And they have continued to innovate according to time.

Ambient advertising can be explained as a non-traditional advertising. It makes a surprising effect for the consumer to capture the person's interest (Reyburn 2010; Shanwar & Brett 1999). It is unusual ads placing at any place that people would not normally see. It doesn't mean that an ambient ad should be placed outside. It can be placed and found anywhere and everywhere. An ambient advertising can be successful if chose to place on the best media with an effective message association. Inside the previous decade, marketing view ambient means has increased enormous prominence among professionals, and has ended up being one of the quickest developing showcasing correspondences systems based upon physical multiplication and promoting spending. Regardless of the expanding extent of promoting spend (PQ Media, 2007) on this integrated marketing communication approach, ambient advertising has gotten shockingly little consideration among promoting academicians. In fact, no acknowledged meaning of the methodology exists in the literature of advertising, marketing or Public relations, despite the fact that helpful early advances have been made on the point (Shankar & Horton, 1999) and progressively there are endeavors by scholastics and experts to secure the zone as both separate and unique from ambient advertising and marketing, however underneath the umbrella of out-of-home promoting. Accordingly, ambient advertising remains to a great extent undifferentiated from other out-of-home publicizing strategies, including both customary and non-conventional advertising systems.

Time moves on, thinking changes, ideas change advertising strategies changes and consumers as well. From generation to generation, people are born and grow old. We are now in 21st century and our older generations have different type of thinking and perspective. The different types of group of people have different type of culture, experience, ideas, likings, etc. Many things such as, age, values, culture,

personality, belief, expectations, etc influence these differences.

This research provides some insights of a Thai's perception with non-traditional advertisements.

1.2 Statement of Problems

As we know that advertisements are made to make consumers aware of the new products or services in the market. These days we see a lot of new type of advertising and the traditional advertising are losing effect. The most important factor of both traditional and non-traditional advertising is to connect to the consumers and create a relationship (Parment 2009). The consumers also have different reactions to advertising strategies, Parment (2009) further ads.

Different generations have different perspectives, likings, behavior, backgrounds, and motivations (Beekman 2011). Therefore, it is a must to understand these factors to create and connect the relationship with the consumers. Hence, advertisements have changed towards the lifestyle of consumers (Evans, Jamal & Foxall, 2009).

This paper would provide a detailed understanding on this difference in perspective and demonstrate that these problems are indeed solvable.

1.3 Research Objective

The purpose of this study is to observe the perspective on ambient advertising strategies in Thailand.

- *How genders perceive traditional advertising vs. ambient advertising?*
- *How generation X perceive traditional advertising vs. ambient advertising?*
- *How generation Y perceive traditional advertising vs. ambient advertising?*
- *How gender, generation X and generation Y perceptions compare to each other?*
- *How does their perception affect the purchase intention?*

The organization of this paper includes another five sections. The theoretical foundation of consumer perception, generation X and generation Y are reviewed in

the next section, followed by the research methodology including the development of the research model. Then, the data analysis and findings of this study are presented, followed by the conclusions and recommendations. The paper concludes with a section on the limitations of this work and potential future research.

1.4 Scope of the Research

In this study, the researcher examines the relationship between genders, generation X and generation Y's perspective over traditional and ambient advertisement. The researcher will target both male and female at each generation level. The independent variables that have been established for this research are ads properties, perceptual process, context, and perception, whereas dependent variable is the individual differences. For the collection of data, the researcher has decided to use questionnaire as a tool for data collection. The questionnaires will be distributed through a link on social networks like Facebook and Emails.

1.5 Limitation of the Research

In this study, the researcher has an area limit within Thailand. The respondents are all Thais of generation X and Y.

The result of this study will represent respondents who submitted completed questionnaire on Facebook and through the emails sent out. Furthermore, the researcher has selected some variables to study in order to represent all variables that may affect the dependent variables directly or indirectly. Moreover, this research has been collected during a specific of time, i.e. February 2015 which the result may not apply to other period of time because time change, customer preference and market trend may be changed as well.

1.6 Benefits of the Study/ Conclusion

This study will provide the complete understanding and clearly picture of relationship among generation X and Y towards the ambient advertisements in Thailand.

To help advertisers and other media management with the result of study data that they can use in marketing inferences about customers and help them to set the advertising strategies direction by serving the greatest service because customer is the main concern of business of today. In another way, this study will help the future researchers, educators and practitioners as their guideline and provide the various information benefits. The study also helps to open in development of the study.



CHAPTER 2

LITERATURE REVIEW

2.1 Definitions and Theory

2.1.1 Advertising

Advertising is a paid communication by a firm that wants to make people aware of their products and services. We can say that a communication which is paid, delivered to people through mass media and persuades us is known as advertising. (O'Guinn, Allen, Semenik & Scheinbaum, 2014)

2.1.2 Customer

An individual, buyer, client or a person that purchases the product, service or idea advertisement it come across to (Merriam–Webster, 2015).

2.1.3 Media Channel

In this study, the media channels will be the various communication techniques that carry out the advertising messages like Television, Radio, Magazines, Newspapers, etc.

2.1.4 Advertiser

An advertiser is organization or a person that advertises its product, services or idea to the audiences.

2.1.5 Customer Perception

This is a concept that includes a customer's opinion, awareness about what the advertised product, service or idea is promising them (Ziethaml, 1988).

2.1.6 Traditional Advertising

Traditional advertising media is a huge industry with almost \$245 billion in spending. (Media basics and print media)

2.1.7 Ambient Advertising

Ambient advertising is the new way of advertising known as the non-traditional advertising. We know that advertising is being more creative day by day. There are always new developments in advertising formats. Ambient and traditional advertising has one main difference that is ambient ads are more stand out than traditional. They are more attractive and get consumers attention easily. This type

of advertising needs to be creative to pull the attention of the audience. These types of advertisements are usually placed in unconventional context as it uses the environment to present the advertisement message. It is a very unique form of presentation of a product to its consumers.

2.1.8 Perception

The opinion, view, and full picture of what a person thinks and is aware of something.

2.1.9 Gender

Gender is another basis of difference in marketing and advertising. In Thailand there are 1.06 males to females.

2.1.10 Generation X

Generation X are people who are born in the year 1960s to early 1980s. They are also known as baby busters. These people are now adults and are described as independent minded.

2.1.11 Generation Y

Generation Y are people who are born between 1980s and 2000. This is age group are important to marketers due to they are the next size to the boomer generation. They are also described as the digital generation because they grew up with the computers and are seen as more technologically savvy. This group is now the youth and young adult market that marketers want most to reach because they are in the formative years of their brand relationships. They are prime target for technology, travel, cars, homes, and furniture.

2.2 Increasing Popularity of Ambient Advertising

Recently, customary publicizing methodologies such as the traditional advertisement approaches that utilizes, TV, radio, boards, retail window shows, and signage on transports and taxis, have been seen to be reducing in their capacity to satisfy the target of adequately conveying showcasing messages to buyers, as a consequence of variables, for example, expanded group of onlookers discontinuity, non-reception of messages by purchasers and/or diminished introduction to promoting messages, and an elevated trouble in captivating buyers with ads as they

figure out how to overlook advertisements that are common, such that of traditional advertisements (Kaikati & Kaikati, 2004).

Added to this, expanded buyer drive and hold up times have brought about the development of out-of-home promoting systems (PQ Media, 2007). In total, these elements bring about customary/traditional showcasing accumulating indeterminate worth to promoters (Evans, O'Malley & Patterson, 1996) and a surge in the event of more "cutting edge" showcasing techniques including ambient, stealth, viral and guerrilla promoting.

Ambient advertising specifically, as an option zone in connection to customary publicizing, is progressively seen as a methodology that takes into consideration more powerful separation of showcasing messages, getting through the jumble of mass publicizing by means of startling and novel positions and media (Lee, 2008). Further, given buyers' rehashed collaboration with a solitary, particular ambient advertising message at a specific area, there is added potential to invigorate understanding of the message and thusly drive buy conduct.

What's more, the hypothesized perspective that buyers are progressively taking an interest in buy choice practices outside of the home (Phillips & Bradshaw, 1993) to a great extent gives a reason whereupon ambient advertising endeavors may be based. While buyers are finishing a greater amount of their purchase decision process in-store, further nullifying the viability of customary promoting, ambient advertising seems, by all accounts, to be crossing over any barrier between customary promoting and what is alluded or referred to as the POS, point-of-sale.

2.3 Effective Advertising

Effective advertising is how we (people) remember the name of the advertised product, service or idea. The best advertisement should capture the exclusive place in the eyes of the customers to become effective. In my opinion, word-of-mouth is the most effective technique of advertising as people will trust that person as a reliable source as they know each other. It is the quality of how advertisers advertise their product, service or idea with the goal of improving their spending to achieve the good results. The vital thing is discovering the right harmony between characterizing a decent innovative message furthermore execution. The

genuine specialty is in distinguishing approaches to investment purchasers in what is being offered in the meantime legitimate imagination.

An inventive technique can put you on the privilege course, yet in a world loaded with preoccupations and mess you must create interchanges that catch purchaser consideration and investment. The key of conveying effecting imaginative message is the offering point in a fascinating, non–imagined way. Incredible publicizing forms the brands and some promoting offers brands. Inventiveness makes ad well known among the buyers and spurs them to buy ad particular item. The publicizing message is gotten well by the intended interest group for subsequent activity (Sharma, 2012).

2.4 Ambient Advertising Industry

Ambient Advertising is characterized as non–conventional out of home media. It is a much focused on type of promoting and spreads an extensive variety of arrangements including telephone booths, building flags, open air projections, in–pub publicizing, eco taxicabs and so forth. The Ambient Advertising business sector performed well in 2010. End of year figures gathered by Ambient Plus esteem the business at €28.4m. 2010 spends were on a standard with 2009.

There is no denying that the current promoting business is testing however the ambient part has stood its ground. Verifiably in recessionary times, ambient would have been the first loss when plans expected to be cut. Times and intuition have changed and the significance of this type of publicizing is currently perceived by the business sector. Numerous ambient marketing/advertising managers are currently putting resources into exploration which is demonstrating exceptionally alluring, particularly in the Point of Sale division.

With expanding weight to guarantee that decreased media plans are buckling down, sponsors are upbeat to incorporate ambient media inside their general arrangements. Frequently, ambient media is exceptionally focused with almost no wastage and ambient tricks and advancement can make and convey a lot of "earned media" for customers (Ambient Plus, 2011). The following shows the industry in which ambient forms of advertising is most commonly used:

Sector	Display Value	% of Total Adspend
Beers & Ciders	€4,859,034	17%
Telecoms	€3,567,815	13%
Food	€2,840,888	10%
Tourism & Travel	€1,799,331	6%
Soft Drinks	€1,760,092	6%
Retail Outlets	€1,547,021	5%
Finance	€1,540,226	5%
Health & Hygiene	€1,443,937	5%
Political & Advisory	€ 968,723	3%
Films	€ 892,660	3%

Figure 2.1: Ambient Advertising Utilization in Different Industry

Source: Ambient Plus. (2011). *The ambient/digital ooh advertising market 2010*.

Retrieved from http://www.ambientplus.ie/pdfs/Ambient_Digital%202010%20Review.pdf.

2.5 Advertising Appeal, Perception and Advertising Attitude

Promoting offer alludes to bundling items, administrations, associations, or people in a mixture of ways that unmistakably convey a certain profit, incitement, distinguishing proof, or motivation to clarify what customers are pondering and why they purchase items (Kotler, 1991). Berkman and Gilson (1987) characterized publicizing bid as an endeavor at imagination that rouses buyers' thought processes in buy and influences purchasers' attitude towards a particular item or administration.

Schiffman and Kanuk (2007) characterized publicizing advance as suppliers' application of a mentally rousing force to excite buyers' longing and activity for purchasing while sending television signs to change collectors' ideas of the item. Consequently, promoting request is connected to pull in the shoppers' consideration, to change the buyers' idea of the item, and to influence them candidly around a particular item or administration (Belch & Belch, 1998; Schiffman & Kanuk, 2007).

To meet the shifting requests of their target purchasers, promoters usually utilize objective request and passionate bid in their publicizing trying to impact

purchaser conduct (Chu, 1996). By sound promoting bid, the item can be accentuated by its advantages, in which the buyers' focal point toward oneself is the key suggestion, and the capacity or profit asked for by customers of the item or administration is articulately exhibited in publicizing. Then again, passionate publicizing advance spots weight on gathering shoppers' mental, social, or typical necessities, where numerous buy thought processes originate from. Kotler (1991) characterized normal claim as soundly arranged by empowered by straightforwardly giving clarifications of an item's focal points.

Discerning offer concentrates on the profits shoppers may appreciate. In an ad, it underscore that an item or administration could attain to the capacity and regale buyers wish. He characterized passionate advance as the incitement of shoppers' buy plans by stimulating their positive or negative feelings. Positive passionate advance spreads cleverness, love, joy, and so on, while negative enthusiastic bid includes dread, a feeling of blame, etc.

Attitude is a fundamental idea in brain research, however it is likewise broadly connected in the sociologies and showcasing. Fishbein and Ajzen (1975) characterized attitude as a learning introduction focused around which a condition of consistent like or abhorrence is created towards a certain item. Kotler (1991) recommended that mentality alludes to a single person's durable saw assessment of like, aversion, passionate emotions, and activity plan towards an article alternately thought. Schiffman and Kanuk (2007) expressed that mentality are a mental propensity collected from learning and a consistent assessment towards a subject.

Lin (2008) characterized publicizing mentality as a consistently sensitive introduction gained from a certain item. Such an introduction speaks to a singular's close to home benchmarks for example, in the same way as and abhorrence, and good and bad. The state of mind held by customers created by publicizing can be arranged into two segments: insight and fondness. Insight and friendship stand for intuition and feeling, individually (Vakratsas & Ambler, 1999). Allport (1935) brought up that the distinction between the two parts lies in that perception remains for a single person assessment towards outside incitement, while love reflects an individual's inner emotions.

2.6 Brand and Impact on Attitude

Brand is also an important factor influencing the intention to purchase something. In this category, customers would like to choose the best and well-known brands product as they think and trust that the most well-known brand has the best product and delivers the best service to their clients. Brand is one thing that customers can classify from other company products or service.

Additionally, brand is the factor that classifies themselves from their competitors very well. It also gives customers a societal importance sometimes. Beerli and Santana (1999) stated that purchase intention is a very vital aspect in measuring the data regarding the behavior of consumers. There are numerous elements that affected the buyer's behavior that incorporate society, customs, training, recognition, inspiration, and by utilizing this data the advertisers make items for shopper's and induce them to buy.

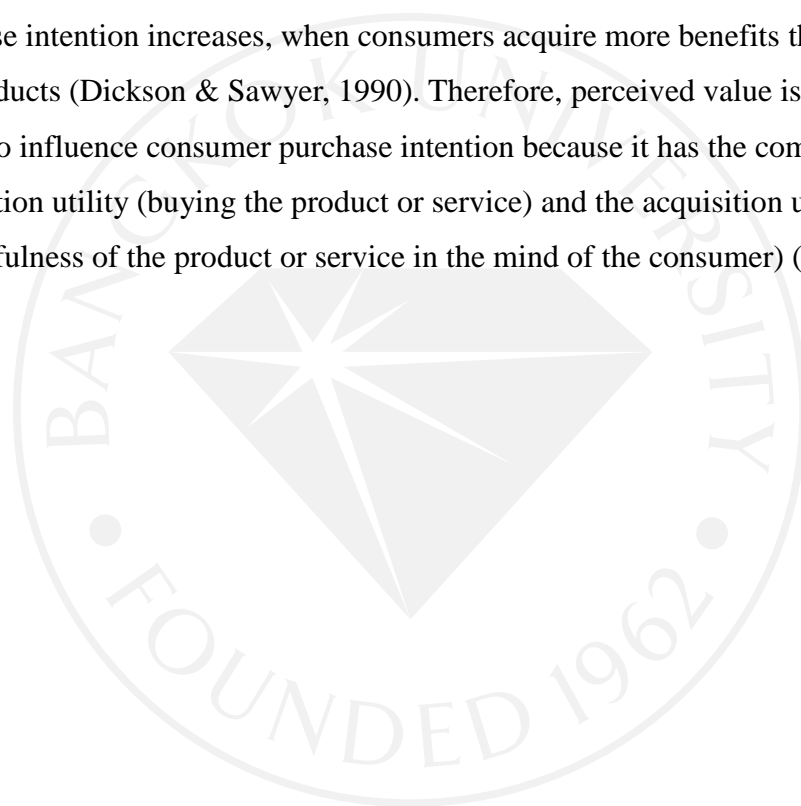
It is the value that a product or service has in the mind of the consumer. It is the consumer's judgment towards a product's or a service's value to him or her. It depends on the ability of the business to fulfill his or her needs and requirements (Business Dictionary, 2015)

Another factor that influences the purchase intention is the perceived value of a product or service. Patterson, Johnson and Spreng (1997) studied the relationship between four key post-purchase ideas; perceived performance, satisfaction, perceived value, and repurchase intentions, in a casual path framework in an empirical study of business to business professional services. The perceived value effect on repurchase intentions is completely mediated through satisfaction each having a significant impact on both value and satisfaction and adds new insight to our understandings of the respective roles of perceived value, satisfaction and post-purchase intentions.

In addition, Woodruff (1997); Holbrook (1994); Zeithaml (1988) defined the perceived value as the results or benefits customer received in relation to total costs including the price paid plus other costs associated with the purchase. Anderson (1994) postulated that value has a direct impact on how satisfied customers are with supplier while Ravald and Grönroos (1996) stated that satisfaction depending on value. Bolton and Drew (1991) proposed that future intentions are determined in part by perceived value, in making the decision to return to the service provider, customers

are likely to consider whether or not they received “value of money”. Andreassen and Lindestad (1998); Chiou (2004); McDougall and Levesque (2000); Patteson et al. (1997); Ryu and Jang (2008); Ryu, Han and Jang (2010) studies confirmed that customer perceived value has been accepted as a reliable predictor of consumer purchase behavioral intentions.

Dodds and Monroe (1985); Zeithaml (1988) contended that consumers will evaluate what they give and what they get in this subjective perception when they are buying a product or service. According to the Utility Theory, the probability of purchase intention increases, when consumers acquire more benefits than they pay for the products (Dickson & Sawyer, 1990). Therefore, perceived value is an important factor to influence consumer purchase intention because it has the composition is the transaction utility (buying the product or service) and the acquisition utility (gain of the usefulness of the product or service in the mind of the consumer) (Thaler, 1980).



CHAPTER 3

RESEARCH FRAMEWORK AND METHODOLOGY

3.1 Research Framework

3.1.1 Overview

The researcher has used a descriptive method for better exploration and analysis regarding the characteristics of the population targeted. A descriptive research is a form of information collection in which there are no manipulations to the original data. According to the office of Human research protections, a descriptive study is a kind of research that does not include any true experiments, though it can only provide information about the status, behavior and attitudes of an individual. It is usually the best method to collect data that illustrates the relationship and describe the world as it is.

For the data collection, the researcher has implemented a sample survey methodology to gather primary data in order to test the hypothesis and the conceptual framework developed. This study encourages the user to distribute the questionnaires among the general population.

3.1.2 Research Framework

The theoretical framework of this study presents the well-known theories and other important literature from generation X and Y, traditional advertising and ambient advertising. The author on the basis of the above literatures highlights the requirements for ambient advertising. Additionally, a conceptual model is based on a model of visual processing which is Priya Raghubir's framework that is presented in Krishna's book Sensory marketing (Krishna, 2010, p. 202). The author has used this framework to make a conceptual framework by using its general meaning of this model, but with some changes of the concepts to better fit this research.

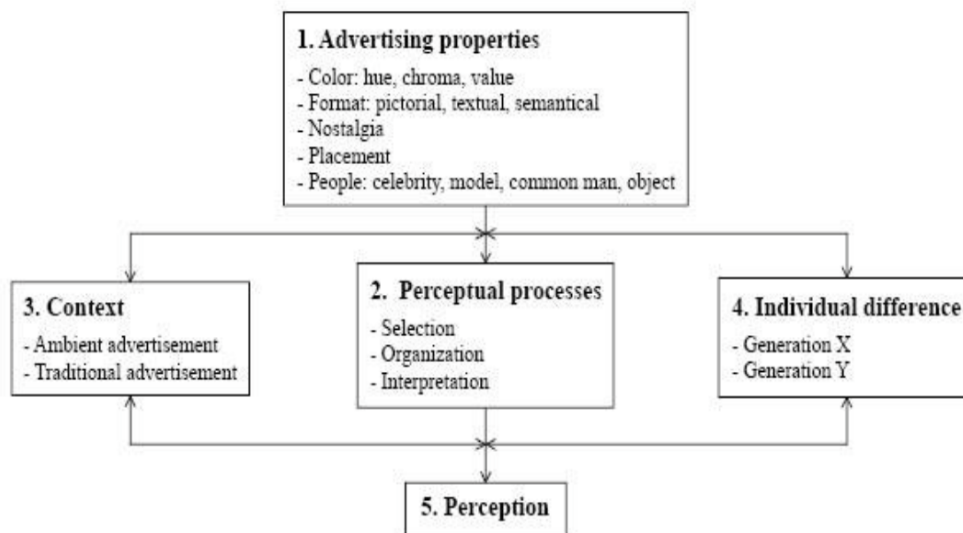


Figure 3.1: Model of Visual Processing

As the author of this research is focusing on ambient advertising vs traditional advertising, which will be the focus in this model. The framework begins with advertising properties, presented in the literature review and other important literature of generation X and Y, gender, perception, and ambient advertisement, which is derived from different literature and serves as an opening position for the practical research. These advertising properties are built up from the theories that affect consumers in many ways and dictate the perception of a consumer, which leads to a purchase intention. This conceptual framework is used to evaluate the purchase intention and consumer perception for ambient advertising.

According to the motivation and purposes of the research and literature reviews above, the study proposes the research framework as shown in Figure 3.2.

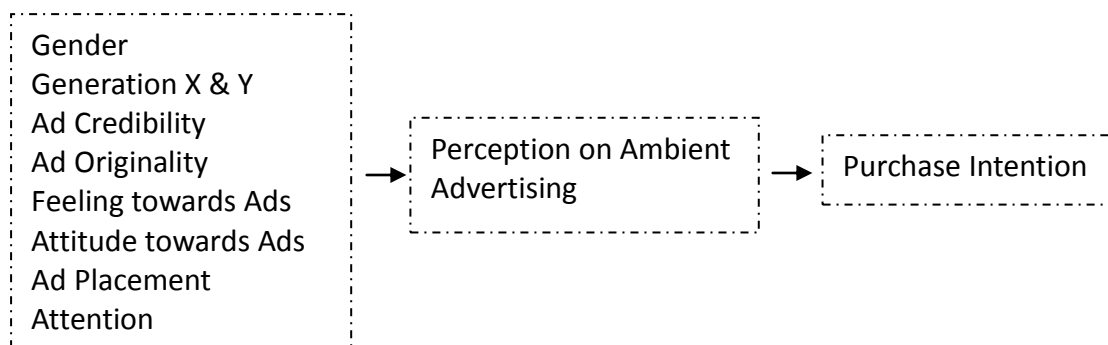


Figure 3.2: Conceptual Research Framework

This conceptual research framework has theories that provide an understanding of the concepts themselves. Gender, Generation X and Y, Ad Credibility, Ad Originality, Feeling, Attitude, Ad placement, and attention are the theories that effect the perception on ambient advertising. The perception then leads to the intention to purchase a product.

3.1.3 Research Hypothesis

- H1a: Gender is significantly and positively affected to perception and purchase intention.
- H1o: Gender is not significantly and not positively affected to perception and purchase intention.
- H2a: Generation X and Y is significantly and positively affected to perception and purchase intention.
- H2o: Generation X and Y is not significantly and not positively affected to perception and purchase intention.
- H3a: Ad credibility is significantly and positively affected to perception and purchase intention.
- H3o: Ad credibility is not significantly and not positively affected to perception and purchase intention.
- H4a: Ad originality is significantly and positively affected to perception and purchase intention.

- H4o: Ad originality is not significantly and not positively affected to perception and purchase intention.
- H5a: Feeling is significantly and positively affected purchase intention.
- H5o: Feeling is not significantly and not positively affected purchase intention.
- H6a: Attitude is significantly and positively affected to perception and purchase intention.
- H6o: Attitude is not significantly and not positively affected to perception and purchase intention.
- H7a: Ad placement is significantly and positively affected to perception and purchase intention.
- H7o: Ad placement is not significantly and not positively affected to perception and purchase intention.
- H8a: Attention is significantly and positively affected to perception and purchase intention.
- H8o: Attention is not significantly and not positively affected to perception and purchase intention.

3.2 Research Methodology

3.2.1 Introduction

The researcher has used descriptive method for better exploration and analysis regarding the characteristics of the population targeted. A descriptive research is a form of information collection in which there are no manipulations to the original data. According to the office of Human research protection, a descriptive study is a kind of study, which does not include any true experiments, though it can only provide information about the status, behavior and attitudes of an individual. It is usually the best method to collect data that illustrates the relationship and describes the world as it is.

For the data collection, the researcher has implemented a survey methodology to gather primary data in order to test the hypothesis and the research framework development. This study encourages the user to distribute the

questionnaires among the general population over social media. This form of survey is usually less expensive, less time consuming and very convenient way to get access to the information.

3.2.2 Target Population

The researcher has chosen the generation X and generation Y as the main focus for this study that may or may not be an existing customer to a particular product advertised.

3.2.3 Sample and Sampling Units

The sample is usually a single or few units that is a part of the whole population (Panneerselvam, 2004). The sample units in this study that the researcher has decided upon are the respondents that are on social media like Facebook. The questionnaires were distributed accordingly.

3.2.4 Sample Size

The sample size in this research has been constrained by the man power and time involved during the data collection process. Nevertheless, an independent sample of 400 respondents was generated for this study.

3.2.5 Sampling Procedure

Sampling can be either probability or non-probability sampling method. In a probability sampling method, the samples gathered are based on random selection of respondents. In this type of sampling method, each participant has an equal chance of getting picked by the researcher. According to Sekaran (1992), this sampling design does not induce biasness and encourages the generation of units. Non-probability sampling method comprises of judgment, and convenience sampling methods to select units. These selections are mainly on the basis of non-random selection, knowledge and experience a unit has regarding the topic of study.

As for this study, the researcher having selected its target population as the students and working class citizens on Facebook social media has opted for judgment sampling as the initial method. Wegner (2007), defined it is a method to use one's experiences to analyze and select the target group. The researcher has used the convenience sampling method to collect the data. This method applies a technique to draw samples from a population that is close by or easily accessible (Wegner 2007). In this study, the student and working class citizens on Facebook who are available

to answer the questions.

3.2.6 Survey Design and Development/Questionnaire

Questionnaires, the information–gathering tool has been found to be most commonly used method of information gathering. Since the questions tend to be answered in a standardized manner, they are certainly more objective in compared to interviews or other forms of tools used to collect data. Using questionnaires can also be less time consuming, cost saving and more efficient than others.

The questionnaire consists of 2 different parts. The first part is of general information, which collects the demographic information. The second part is of the advertising properties and purchase intention.

Table 3.1: Questionnaire Structure

Name	No. of Questions
Part I: General Information	7
Part II: Advertising Properties & Purchase Intention	23
Total 2 Parts	30 questions

Table 3.2: Point Likert Scale to Gather the Samples Responses

1	=	Strongly Disagree
2	=	Somewhat Disagree
3	=	Neutral
4	=	Somewhat Agree
5	=	Strongly Agree

3.2.7 Collection of Data

Collection of data indicates the details of activities conducted to gather the information during the survey process. It explains how and where the researcher managed to inquire the data from. In this study, the researcher gathers data from two main sources, which are primary and secondary.

A primary research was conducted with the researcher's questionnaire being distributed to the target group. These questionnaires were distributed to 400 respondents on Facebook social media and through emails. These questionnaires were distributed through a link posted on the researchers account. Whereas, a secondary research was conducted, besides gaining primary data, the researcher was able to gain access to secondary information through previous studies and researches, various other published journals, studies and other Internet sources. The questionnaires were made into SURVEY MONKEY website, a real-time survey website, with a 599 baht package for 1,000 responses. Although, the responses cost close to \$1,500 to buy, the researcher decided to attain these data via the use of distributing the links via social media and e-mail as suggested above.

Once the data was achieved, the format from STRING to NUMERIC values are very vital in calculating the data reliability. In order to do so, the researcher went through a series of steps, which is described in the appendix section A.

3.2.8 Statistical Treatment of Data

On gathering all the data from the respondents, a summarization is required as to interpret and analyze the results in order to present it in a more transparent manner. The researcher uses the Statistical Package for Social Science (SPSS) program to accomplish all the summarization through the implementation of descriptive and inferential statistical techniques.

Descriptive statistical technique is usually implemented to analyze a population or sample units. This method analyzes the frequency distribution; Percentage distribution, Standard deviation and average distribution of the demographic characteristics or the general information of a population, which comprises of age, gender, income, occupation, etc. On the other hand, inferential analyses use the sample to come up with a judgment related to the sample. The researcher uses this tool to test the hypothesis by implementing T-test, Pearson's correlation and linear regression techniques.

In order to achieve more accuracy, the research has tested reliability of the tools as well. Malhotra, Hall, Shaw & Oppenheim (2007), has defined reliability as "the extent to which a scale produces the same results upon being tested repeatedly".

Furthermore, as per Malhotra et al. (2007), a standard measurement of reliability is achieved by using Cronbach's coefficient or the average of all split-half coefficients.

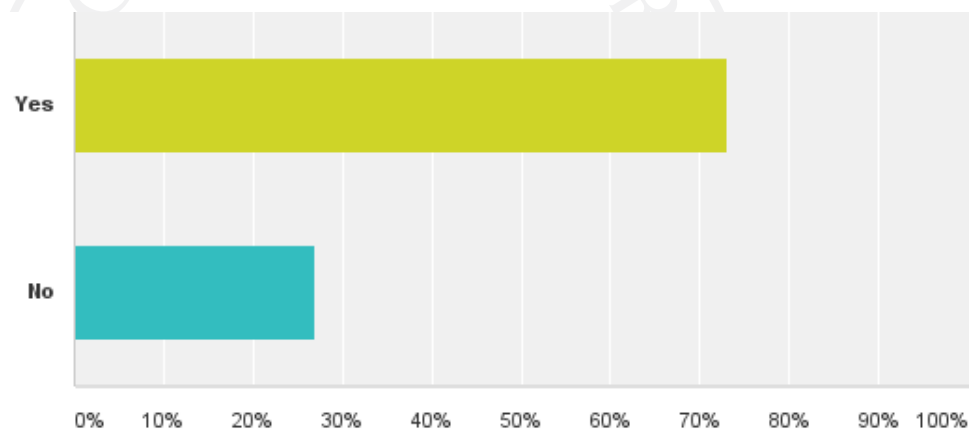


CHAPTER 4 DATA PRESENTATION AND ANALYSIS

4.1 Introduction

The chapter represents the data from 401 respondents that have fully answered the questions. Any respondents that have not, were not qualified in the data analysis section. From the total 435 respondents, 34 of them have failed to fill in one of the question in the latter stages of the questionnaire. This is a mistake by the researcher for not selecting the option to have those areas compulsory to be answered.

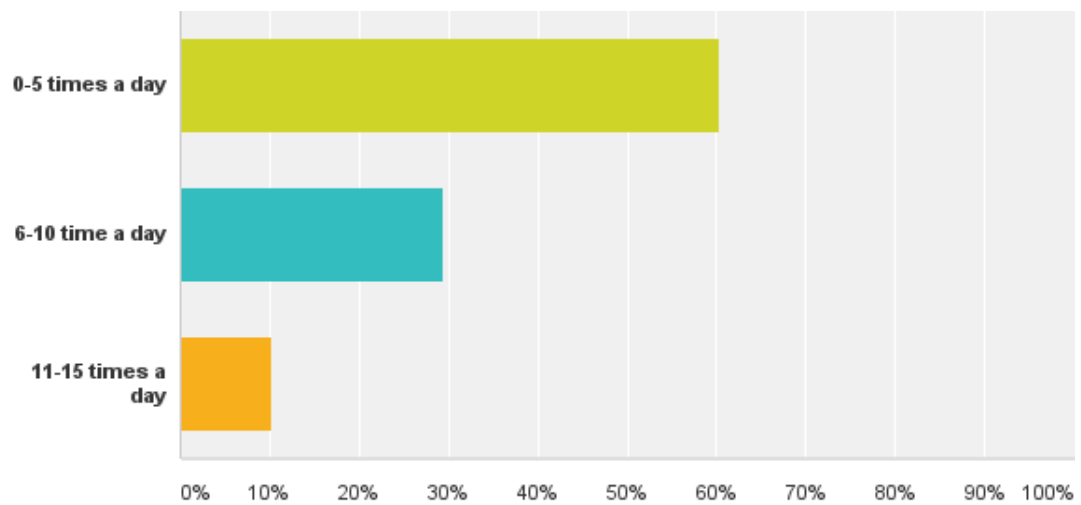
4.2 Data Presentation



Answer Choices	Responses
Yes	73.07% 293
No	26.93% 108
Total	401

Figure 4.1: Have You Ever Come in Contact with Ambient Advertisement?

Figure 4.1 demonstrates that over 73% of 401 candidates have seen ambient advertisement, whereas 27% have not. The problem lies in the awareness of what is ambient advertisement, and a lot of them might have seen it but they are unable to categorize it as the ambient advertisement.



Answer Choices	Responses	Count
0-5 times a day	60.35%	242
6-10 time a day	29.43%	118
11-15 times a day	10.22%	41
Total		401

Figure 4.2: How often do You Come in Contact with Ambient Advertisement?

Figure 4.2 suggested that majority of the people rarely see ambient advertisement, with 60% believing to see between 0 to 5 times a day. This either demonstrates the lack of popularity in Thailand, or the respondents are not experiencing new advertisement impacts in the market. 29% of them believed to see it 6 to 10 times a day, and these respondents are also those who travel most frequently. A minority of 10% see it 11 to 15 times a day, demonstrating candidates that move from place to place, and are most of the time out-doors.

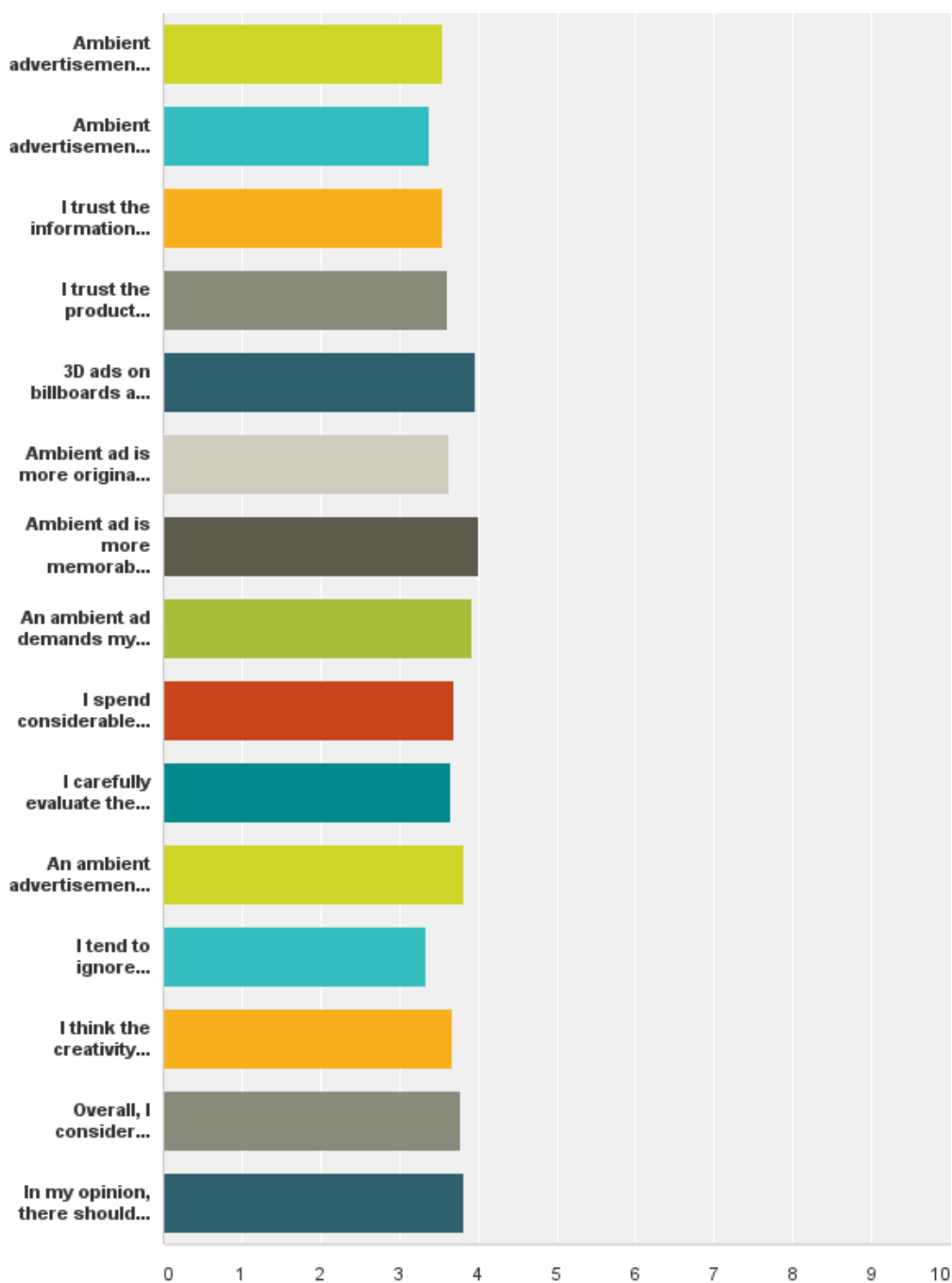


Figure 4.3: Advertising Characteristics

When asking if Ambient advertisement makes them feel good, 34.43% stated neutral, whereas 55.43% somewhat agreed. Regarding the dramatic impact of ambient advertisement, the majority 50% suggested to somewhat agree that ambient

advertisement is indeed dramatic.

In addition, 53% of the respondents believed that they do trust the information presented in a creative advertisement, whereas the second-majority believed to have no impact on this question by stating neutral. 50% also agreed that they trust the product more if the advertisement strategy implemented by the company/ organization or firm has a creative touch to it, compared to the present-day traditional advertisement strategies.

Majority also believed that the creative ads that are being displaced by 3D concept are very innovative and unique, while majority also agreed that ambient advertisements appear more original and creates personal impact compared to traditional advertisement techniques. Majority of them also agreed that ambient advertisement are more memorable, and demands more attention from the viewer than traditional advertisement strategies. 44% of the respondents believed to spend more time looking at ambient advertisement techniques and the message, compared to a traditional advertisement. Majority of them also claim to carefully evaluate the brand provided in the ad.

50% of them said that having ambient advertisement on BTS such as interesting wrist watch shaped bar holders and others. 37% of them believed to ignore traditional advertisement, as they are lacking creativity in many ways. What is presently creative in traditional advertisement is still not innovative enough to gain the present-day respondents attention. 53% believe advertisement to be a good thing whereas 50% also believed that more ambient ads in the future would help businesses.

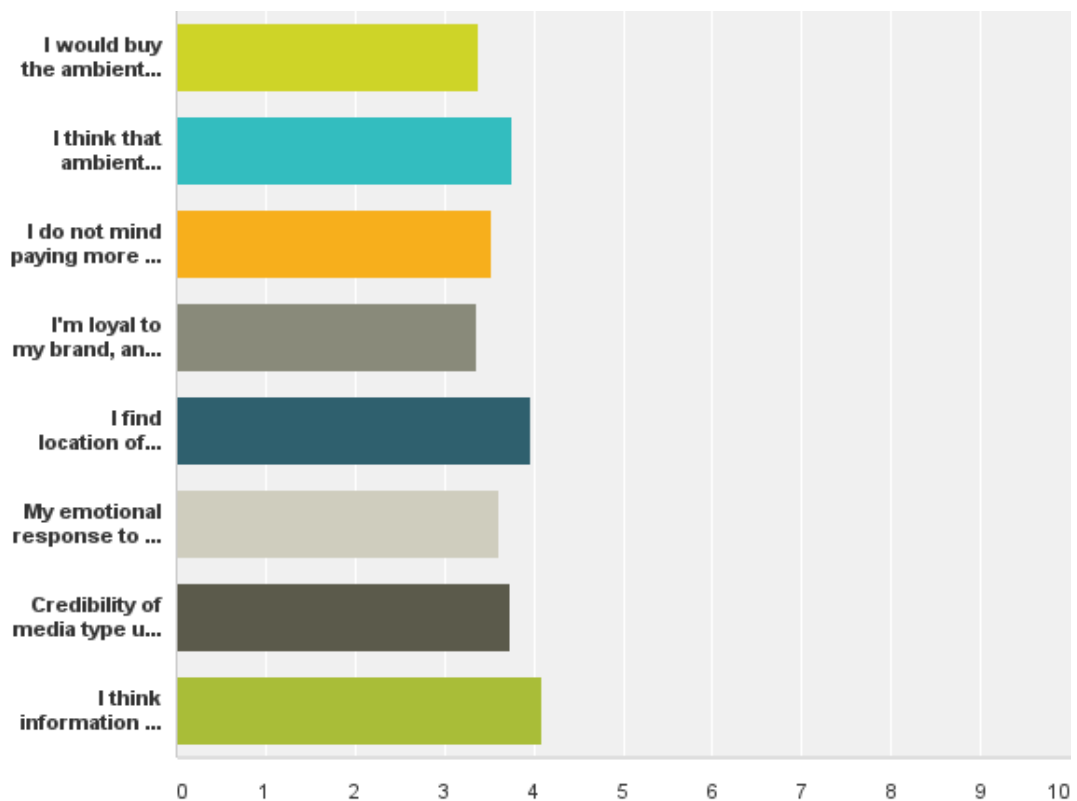


Figure 4.4: Purchase Intension

In relation to purchase intention, the following information was found as represented in figure 9 above. Firstly, majority of the respondents agree that they rather buy a product that uses ambient advertisement technique than a traditionally advertised product. In addition, majority of them also agree that ambient advertisement motivates their desire for the product.

When asked if they mind paying more for a product that utilizes ambient advertisement technique, majority (55%) said they do not mind paying more.

Respondents have been skeptical regarding the question about brand loyalty, as majority of them agreed that they buy products that they have brand loyalty towards, yet many of them also claim that does is not necessarily the case all the time, as they represented a neutral reply.

Finally location, emotional responses and credibility of the media type played a vital role in the motivation to purchase the product, as majority of them answered “somewhat agree”.

4.3 Data Presentation for Demographic Factors

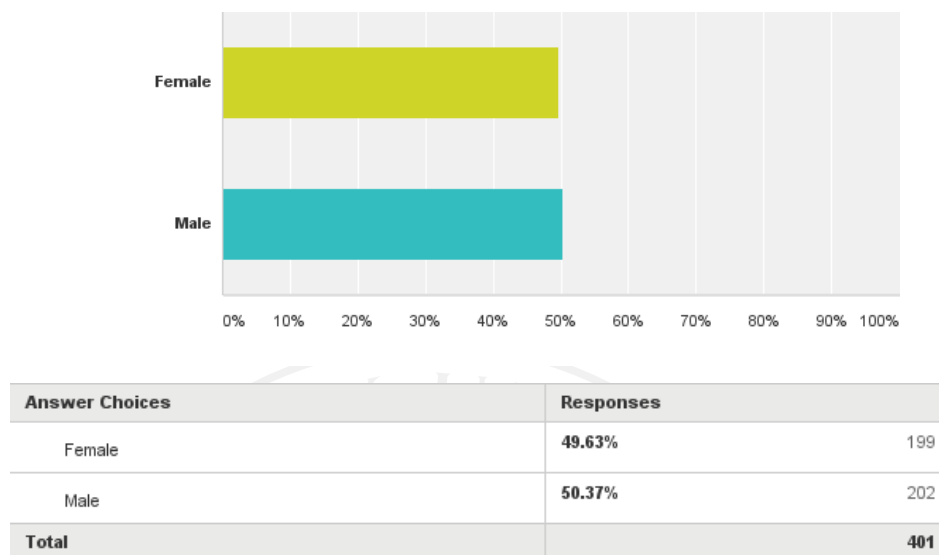
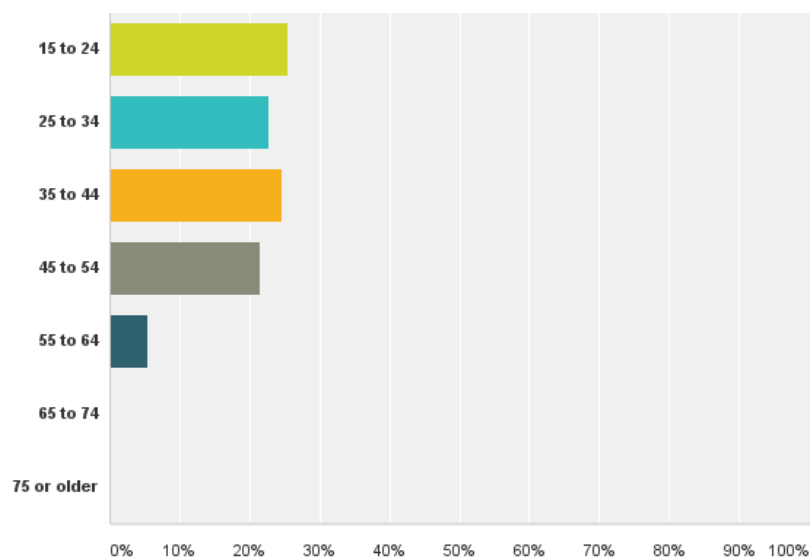


Figure 4.5: Gender Distribution

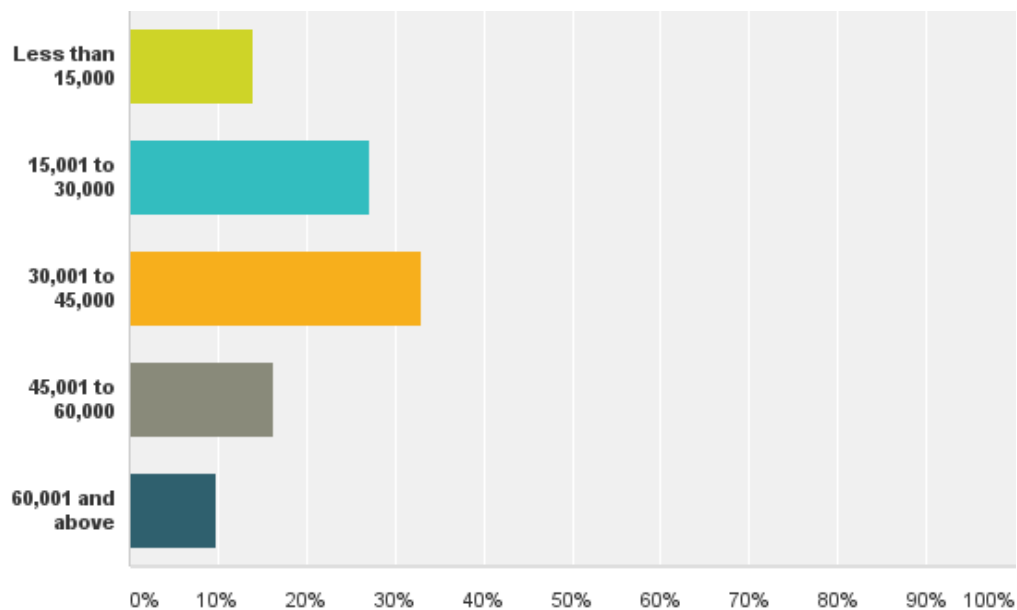
The researcher was able to find 202 males and 199 females in the present-study. It was aimed at a 50% ratio between male and female, however a disparity of 1% is still acceptable margin.



Answer Choices	Responses	
15 to 24	25.44%	102
25 to 34	22.69%	91
35 to 44	24.69%	99
45 to 54	21.45%	86
55 to 64	5.49%	22
65 to 74	0.25%	1
75 or older	0.00%	0
Total		401

Figure 4.6: Age Distribution

The target was to capture generation x and y. The majority of the respondents were divided amongst these two respondents, with one that classify as the baby boomers. However, 400 of these respondents were divided based on 203 generation y and 197 of generation x.



Answer Choices	Responses
Less than 15,000	13.97% 56
15,001 to 30,000	27.18% 109
30,001 to 45,000	32.92% 132
45,001 to 60,000	16.21% 65
60,001 and above	9.73% 39
Total	401

Figure 4.7: Income Distribution

Majority of the respondents earned between 30,001 to 45,000 THB, representing 33% of the total candidates. 27% of them earned 15,001 to 30,000 THB whereas a minority of 10% earned 60,001 THB and more.

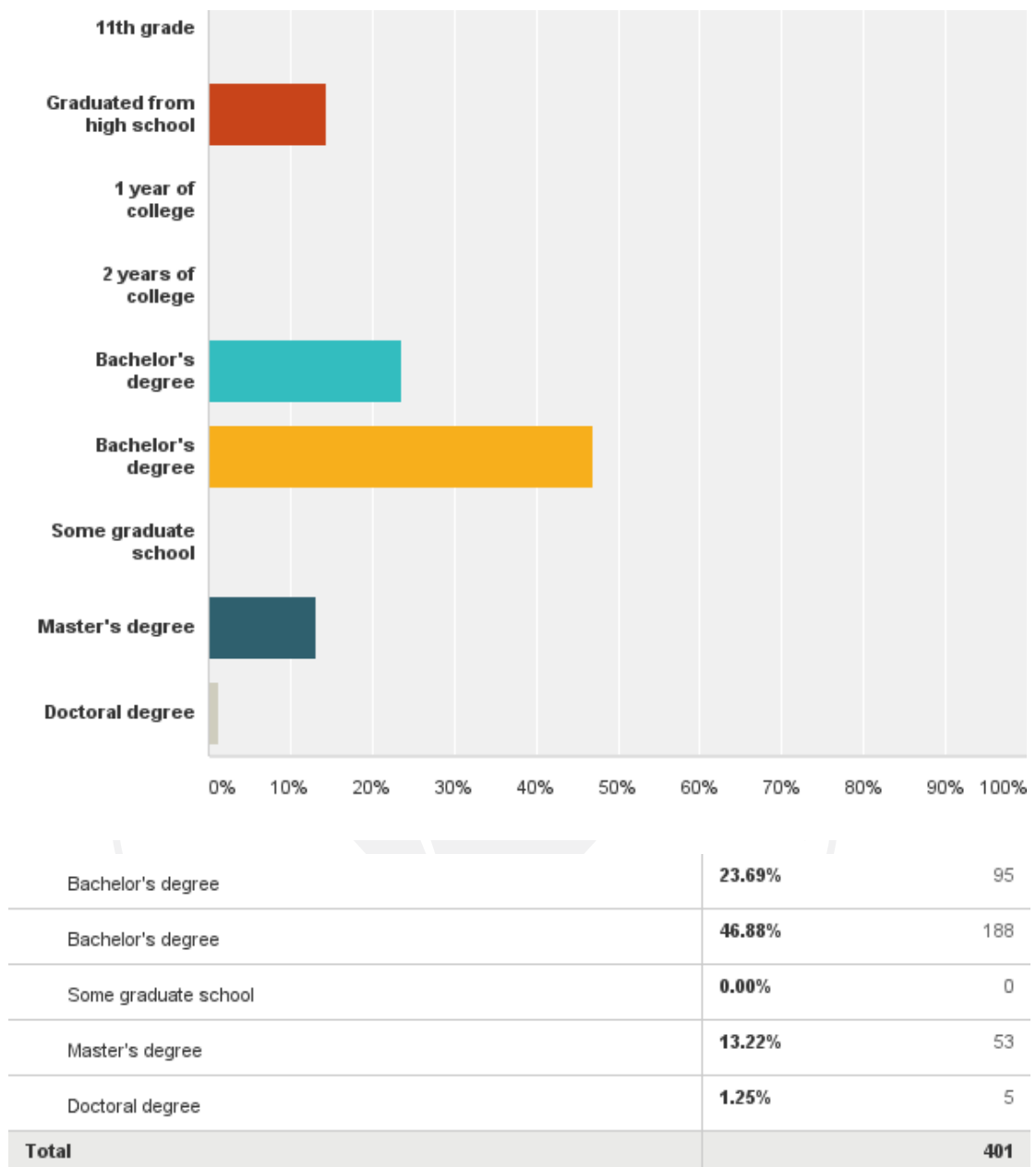
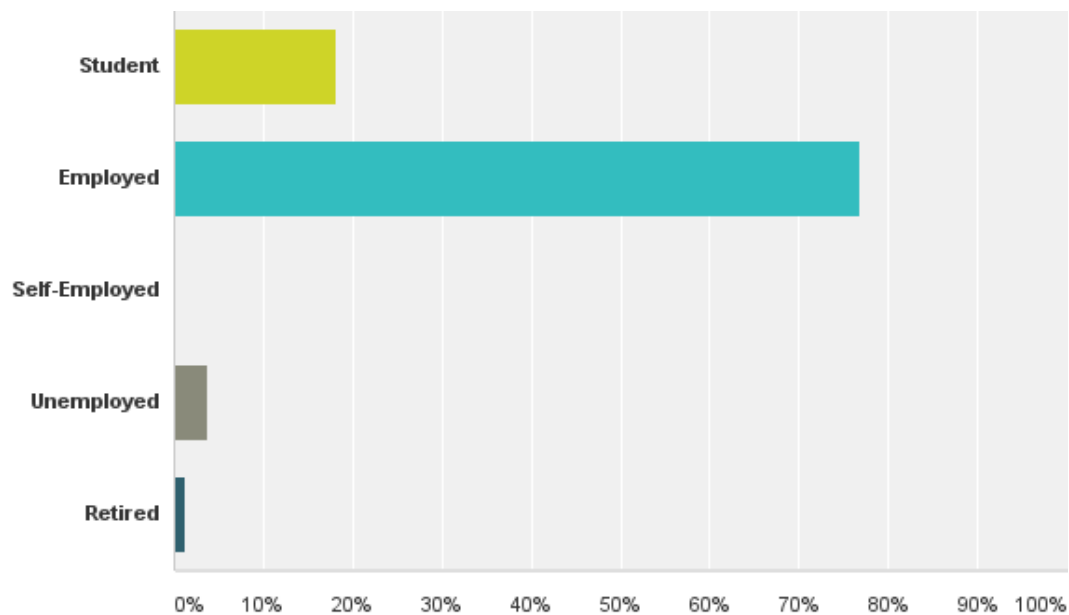


Figure 4.8: Education Level

In terms of education, majority of the candidates held a bachelor degree, whereas minority of them had a doctoral degree.



Answer Choices	Responses
Student	18.20% 73
Employed	76.81% 308
Self-Employed	0.00% 0
Unemployed	3.74% 15
Retired	1.25% 5
Total	401

Figure 4.9: Profession Distribution

4.4 Reliability Test

In order to get the reliability test by using Cronbach Alphas has a significance of over 0.7, thereby suggesting the data is reliable. The SPSS data is presented below:

Table 4.1: Reliability Test with SPSS Results

Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded ^a	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.867	29

Table 4.2: Item–Total Statistics

Item–Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
Have you ever come in contact with Ambient Advertisement?	101.73	107.255	–.167	.869
How often do you come in contact with Ambient Advertisement?	101.50	105.119	.132	.868
What is your gender?	101.27	103.636	.256	.866
What is your age?	99.59	116.348	–.428	.895
What is your monthly Income?	99.64	96.814	.308	.870
What is your profession?	100.82	106.156	.083	.868
Advertising Characteristics: Please answer the question from strongly disagree to strongly agree	98.86	97.457	.640	.857
V18	99.18	104.251	.163	.868
V19	99.09	94.944	.796	.853
V20	99.14	97.266	.683	.856
V21	98.14	98.314	.820	.856
V22	99.18	97.775	.444	.861
V23	98.36	103.195	.138	.871
V24	98.36	98.623	.567	.859
V25	98.95	96.903	.532	.859
V26	99.14	99.838	.387	.863
V27	98.27	98.398	.779	.857

(Continued)

Table 4.2 (Continued): Item–Total Statistics

Item–Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item–Total Correlation	Cronbach's Alpha if Item Deleted
V28	99.36	99.957	.278	.867
V29	98.50	94.738	.692	.854
V30	98.64	100.052	.423	.862
V31	98.32	98.227	.676	.857
Purchase Intention. Please answer from Strongly disagree to strongly agree	99.32	94.418	.639	.855
V33	98.55	96.545	.640	.856
V34	99.09	92.753	.756	.852
V35	100.23	103.708	.109	.872
V36	98.23	99.422	.677	.858
V37	99.55	96.641	.537	.859
V38	98.36	98.147	.690	.857
V39	98.27	97.732	.415	.862

With the reliability test approved, the survey was distributed to 400 respondents as specified in methodology chapter.

4.5 Descriptive Statistics

4.5.1 Generation X and Y

Sample t–test for generation x and y on the aspect of gender, ad credibility, ad originality, feeling towards ads, attitude towards ads, ad placement and attention revealed the following findings:

Table 4.3: T-test

	Number of Respondents	N	Mean	Std. Deviation	Sig (two-tailed)
Gender	Male	202	4.0530	.81830	.048
	Female	199	3.5580	.99145	.048
Generation X and Y	X	207	2.9773	.77148	.375
	Y	193	3.6667	.66054	.687
AD Credibility		401	3.9848	.77148	.016
		401	3.9058	.66054	.019
Ad Originality		401	3.9058	.81830	.048
Feeling towards Ads		401	3.9058	.99145	.048
Attitude towards Ads		398	3.6667	.66054	.019
Ad Placement		401	3.9058	.77148	.019
Attention		401	3.9058	.66054	.681

The test demonstrated that based on the assumption that $P > 0.05$, if the value is lower than 0.05, then there is no significant impact, but if the value is higher, then there is a significant impact. It can be noted that, based on the following hypothesis:

- H1a: Gender is significantly and positively affected to perception and purchase intention.
- H1o: Gender is not significantly and not positively affected to perception and purchase intention.

Here the hypothesis is rejected because gender seems to have no impact on the perception and purchase intention.

- H2a: Generation X and Y is significantly and positively affected to perception and purchase intention.
- H2o: Generation X and Y is not significantly and not positively affected to perception and purchase intention.

The hypothesis is accepted here, because generation x and y have significant differences in the way they perceive an advertisement and their purchase intention.

- H3a: Ad credibility is significantly and positively affected to perception and purchase intention.

- H3o: Ad credibility is not significantly and not positively affected to perception and purchase intention.

Ad credibility, as noted in the finding does have a positive impact to perception and purchase intention, therefore accepting the hypothesis.

- H4a: Ad originality is significantly and positively affected to perception and purchase intention.

- H4o: Ad originality is not significantly and not positively affected to perception and purchase intention.

Ad originality seems to have no impact on perception and purchase intention therefore, the hypothesis is rejected.

- H5a: Feeling is significantly and positively affected to purchase intention.

- H5o: Feeling is not significantly and not positively affected to purchase intention.

As suggested in the t-test, the feeling does have a significant impact on perception and purchase intention, therefore they hypothesis is accepted.

- H6a: Attitude is significantly and positively affected to perception and purchase intention.

- H6o: Attitude is not significantly and not positively affected to perception and purchase intention.

Attitude does have a positive and significant impact on perception and purchase intention, therefore the hypothesis is accepted.

- H7a: Ad placement is significantly and positively affected to perception and purchase intention.

- H7o: Ad placement is not significantly and not positively affected to perception and purchase intention.

Ad placement, that is, the location does have an impact on perception and purchase intention, therefore the hypothesis is accepted.

- H8a: Attention is significantly and positively affected to perception and purchase intention.

- H8o: Attention is not significantly and not positively affected to perception and purchase intention.

Attention seems to have a significant and positive impact on perception and purchase intention, therefore this hypothesis is accepted.

4.5.2 Logistics Regression Test

For logistic regression to see if the factors have a significant impact on the dependent variable, purchase intention. The following is step-wise process, as the author questionnaire format was unable to be directly inputted into the SPSS, the following table had to be created by viewing the data individually. The first 30 raw data is provided in the table below, however the full 401 data is not due to excessive size.

Table 4.4: Logistic Regression Test

Ad placement	Generation x	Generation y	Ad credibility	Feeling	Attitude	Attention	Gender
100	150	150	100	172	150	175	140
120	160	175	95	130	160	185	200
110	150	100	120	140	125	195	240
100	175	120	125	120	135	190	195
95	250	110	175	160	165	200	190
110	200	200	185	120	175	240	120
120	180	200	195	120	180	195	100
150	175	240	160	125	180	190	100
160	185	172	125	115	160	200	95
125	195	130	135	120	250	175	120
135	190	140	165	110	200	120	125
165	200	200	145	200	240	125	130
145	175	240	120	200	172	130	120
120	180	195	100	240	130	120	120
100	180	190	100	172	140	120	125
100	160	200	95	130	160	160	115
95	250	175	120	140	110	200	200
120	200	120	125	120	120	180	200

(Continued)

Table 4.4 (Continued): Logistic Regression Test

Ad placement	Generation x	Generation y	Ad credibility	Feeling	Attitude	Attention	Gender
125	240	125	130	110	150	175	240
130	172	130	120	200	160	185	172
120	130	120	120	1	125	195	130
120	140	120	125	1	135	190	140
125	160	160	115	1	165	200	200
115	115	185	160	1	145	175	240
150	150	195	125	1	120	180	195
130	130	240	135	1	100	180	190
170	170	172	165	1	180	190	100

SPSS Output

Model Summary

Table 4.5: SPSS Output Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	21.841(a)	.482	.643

Estimation terminated at iteration number 7 because parameter estimates changed by less than .001.

Hosmer and Lemeshow Test

Table 4.6: Hosmer and Lemeshow Test

Step	Chi-square	df	Sig.
1	4.412	8	.818

The lack of significance of the Chi-Squared test indicates that the model is a good fit.

Classification Table

Table 4.7: Classification Table

	Observed	Predicted			
		purchaseintention		Percentage Correct	
		0	1		
Step 1	Significance	0	98	130	73.3
		1	302	230	86.7
	Overall Percentage				80.0

The cut value is .500

The classification table shows that the model makes a correct prediction 80% of the time overall. Of the 131 respondents who said it did not affect the purchase intention, the model correctly identified 98 of them as not likely to have an influence on purchase intention. On other hand, 269 of them who did see an impact on purchase intension, the model correctly states 230 as likely have an impact on purchase intension.

Variables in the Equation

Table 4.8: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step	Ad						
1(a)	placement	-.018	.027	.463	1	.496	.982
	Gen x	.027	.025	1.182	1	.277	1.027
	Gen y	.265	.114	5.404	1	.020	1.304
	Ad						
	credibility	8.501	3.884	5.790	1	.029	8.147
	Feeling	7.054	6.158	5.096	1	.078	.000
	Attitude	.796	.796	.683	1	.81830	.683
	Attention	.683	.820	.820	1	.99145	.820
	Gender	.820	.56054	.81330.	1	.66054	.820

Since ad placement, gen x and gen y show up as not significant, one can try to run the regression again without those variables to see how it impacts the prediction accuracy. Since the sample size is low, one cannot assume that they are insignificant. Wald's test is best suited to large sample sizes, generally in 1000s. However, it does show that ad credibility, feeling and attitude and even gender have high significant in terms of its impact on purchase intention.

4.5.3 Linear Regression

For linear regression to see if the factors have a significant impact on the dependent variable, purchase intention. Below are the results of each independent variable with the dependent variable.

Table 4.9: Variables Entered & Removed

Model	Variables Entered	Variables Removed	Method
1	Generation ^a , Gender	.	Enter

a. All requested variables entered.

b. Dependent Variable: intention

Table 4.10: Model Summary of Regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.966 ^a	.932	.932	.131

a. Predictors: (Constant), Generation, Gender

Table 4.11: Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.986	2	46.493	2722.2	.000 ^a
	Residual	6.763	396	.017		
	Total	99.749	398			

a. Predictors: (Constant), Generation, Gender

b. Dependent Variable: intention

Table 4.12: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.068	.021		3.184	.002
	Gender	.966	.014	.966	67.707	.000
	Generation	.000	.021	.000	.000	1.000

a. Dependent Variable: intention

Table 4.13: Linear Regression of Credibility Variable

Model	Variables Entered	Variables Removed	Method
1	Credibility 5, Credibility 3, Credibility 4, Credibility 2		Enter

a. Tolerance = .000 limits reached.

b. Dependent Variable: intention

Table 4.14: Credibility Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.980	.071

a. Predictors: (Constant), Credibility 5, Credibility 3, Credibility 4, Credibility 2

Table 4.15: Anova of Credibility Variable

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.789	4	24.447	4914.416	.000 ^a
	Residual	1.960	394	.005		
	Total	99.749	398			

a. Predictors: (Constant), Credibility6, Credibility3, Credibility4, Credibility2

b. Dependent Variable: intention

Table 4.16: Coefficient of Credibility Variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.960	.007		280.728	.000
	Credibility2	-.980	.010	-.849	-98.260	.000
	Credibility3	.020	.012	.013	1.637	.102
	Credibility4	-.980	.010	-.844	-97.762	.000
	Credibility6	.020	.012	.013	1.648	.100

a. Dependent Variable: intention

Excluded Variables^b

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics
						Tolerance
1	Credibility1	. ^a000

a. Predictors in the Model: (Constant), Credibility6, Credibility3, Credibility4, Credibility2

b. Dependent Variable: intention

Table 4.17: Placement Variable Regression

Model	Variables Entered	Variables Removed	Method
1	placement5, placement3, placement4, placement2	.	Enter

a. Tolerance = .000 limits reached.

b. Dependent Variable: intention

Table 4.18: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.980	.071

a. Predictors: (Constant), placement5, placement3, placement4, placement2

Table 4.19: Anova

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.789	4	24.447	4914.416	.000 ^a
	Residual	1.960	394	.006		
	Total	99.749	398			

a. Predictors: (Constant), placement5, placement3, placement4, placement2

b. Dependent Variable: intention

Table 4.20: Coefficient of Placement Variable

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.980	.007		280.728	.000
	placement2	-.980	.010	-.849	-98.260	.000
	placement3	.020	.012	.013	1.637	.102
	placement4	-.980	.010	-.844	-97.762	.000
	placement5	.020	.012	.013	1.648	.100

a. Dependent Variable: intention

Table 4.21: Regression of Attitude Variable

Model	Variables Entered	Variables Removed	Method
1	Attitude5, Attitude3, Attitude4, Attitude2 ^a		Enter

a. Tolerance = .000 limits reached.

b. Dependent Variable: intention

Table 4.22: Model Summary of Attitude Variable

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.980	.071

a. Predictors: (Constant), Attitude5, Attitude3, Attitude4, Attitude2

Table 4.23: Anova of Attitude Variable

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.789	4	24.447	4914.415	.000 ^a
	Residual	1.960	394	.005		
	Total	99.749	398			

a. Predictors: (Constant), Attitude5, Attitude3, Attitude4, Attitude2

b. Dependent Variable: intention

Table 4.24: Coefficient of Attitude Variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.980	.007		280.728	.000
	Attitude2	-.980	.010	-.849	-98.250	.000
	Attitude3	.020	.012	.013	1.637	.102
	Attitude4	-.980	.010	-.844	-97.752	.000
	Attitude5	.020	.012	.013	1.648	.100

a. Dependent Variable: intention

Table 4.25: Regression of Originality Variable

Model	Variables Entered	Variables Removed	Method
1	originality 6, originality 3, originality 4, originality 2		Enter

a. Tolerance = .000 limits reached.

b. Dependent Variable: intention

Table 4.26: Model Summary of Originality Variable

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.980	.071

a. Predictors: (Constant), originality6, originality3, originality4, originality2

Table 4.27: Anova of Originality Variable

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	97.789	4	24.447	4914.416	.000 ^a
	Residual	1.960	394	.005		
	Total	99.749	398			

a. Predictors: (Constant), originality6, originality3, originality4, originality2

b. Dependent Variable: intention

Table 4.28: Coefficient of Originality Variable

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.980	.007		280.728	.000
	originality2	-.980	.010	-.849	-98.260	.000
	originality3	.020	.012	.013	1.637	.102
	originality4	-.980	.010	-.844	-97.762	.000
	originality6	.020	.012	.013	1.648	.100

a. Dependent Variable: intention

Excluded Variables^b

Model	Beta In	t	Sig.	Partial Correlation	Collinearity Statistics Tolerance
1	originality1	. ^a	.	.	.000

a. Predictors in the Model: (Constant), originality6, originality3, originality4, originality2

b. Dependent Variable: intention

4.5.4 Factor Analysis

For factor analysis to explain variability between the observed variables to see which is the most important variable.

Table 4.29: Factor Analysis of Purchase, Intention, Gender and Generation

	Initial	Extraction
Purchase	1.000	.913
intention	1.000	.896
Gender	1.000	.901
Generation	1.000	.882

Extraction Method: Principal Component Analysis.

Table 4.30: Variance of Purchase Intention, Gender and Generation

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.092	77.312	77.312	3.092	77.312	77.312
2	.750	18.740	96.052			
3	.124	3.090	99.143			
4	.034	.857	100.000			

Extraction Method: Principal Component Analysis.

Table 4.31: Component Matrix of Purchase, Intention, Gender and Generation

Component Matrix^a

	Component
	1
Purchase	.955
intention	.947
Gender	.949
Generation	.618

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Table 4.32: Factor Analysis of Purchase, Intention, Gender and Generation with Credibility

	Initial	Extraction
Purchase	1.000	.984
Credibility1	1.000	1.000
Credibility2	1.000	.999
Credibility3	1.000	.998
Credibility4	1.000	.994
Credibility5	1.000	.996

Extraction Method: Principal Component Analysis.

Table 4.33: Variance of Purchase Intention, Gender and Generation with Credibility

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.220	37.005	37.005	2.220	37.005	37.005
2	1.333	22.216	59.221	1.333	22.216	59.221
3	1.273	21.220	80.440	1.273	21.220	80.440
4	1.145	19.089	99.529	1.145	19.089	99.529
5	.028	.471	100.000			
6	.000	.000	100.000			

Extraction Method: Principal Component Analysis.

Table 4.34: Component Matrix of Purchase, Intention, Gender and Generation with Credibility

Component Matrix^a

	Component			
	1	2	3	4
Purchase	.990	.004	.071	-.006
Credibility1	.309	-.484	-.818	-.025
Credibility2	-.252	.936	-.240	-.040
Credibility3	.393	.008	.386	.833
Credibility4	-.789	-.471	.384	-.057
Credibility5	.553	.012	.495	-.667

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Table 4.35: Factor Analysis of Purchase, Intention, Originality and Feeling Variable

Communalities

	Initial	Extraction
Purchase	1.000	.974
originality1	1.000	1.000
originality2	1.000	1.000
originality3	1.000	.999
originality4	1.000	.998
originality5	1.000	.998
Feeling1	1.000	1.000
Feeling2	1.000	1.000
Feeling3	1.000	.999
Feeling4	1.000	.998
Feeling5	1.000	.998

Extraction Method: Principal Component Analysis.

Table 4.36: Variance of Purchase, Intention, Originality and Feeling Variable

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.471	31.555	31.555	3.471	31.555	31.555
2	2.666	24.235	55.790	2.666	24.235	55.790
3	2.536	23.057	78.846	2.536	23.057	78.846
4	2.291	20.824	99.670	2.291	20.824	99.670
5	.036	.330	100.000			
6	.000	.000	100.000			
7	.000	.000	100.000			
8	.000	.000	100.000			
9	.000	.000	100.000			
10	.000	.000	100.000			
11	.000	.000	100.000			

Extraction Method: Principal Component Analysis.

Table 4.37: Component Matrix of Purchase, Intention, Originality and Feeling Variable

Component Matrix^a

	Component			
	1	2	3	4
Purchase	.976	.009	.143	-.011
originaltiy1	.372	-.478	-.795	-.024
originaltiy2	-.239	.936	-.254	-.039
originaltiy3	.368	.008	.418	.830
originaltiy4	-.815	-.477	.321	-.054
originaltiy5	.513	.012	.533	-.672
Feeling1	.372	-.478	-.795	-.024
Feeling2	-.239	.936	-.254	-.039
Feeling3	.368	.008	.418	.830
Feeling4	-.815	-.477	.321	-.054
Feeling5	.513	.012	.533	-.672

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

Table 4.38: Factor Analysis of Purchase, Attitude and Placement Variable

Communalities

	Initial	Extraction
Purchase	1.000	.974
Attitude 1	1.000	1.000
Attitude 2	1.000	1.000
Attitude 3	1.000	.999
Attitude 4	1.000	.998
Attitude 5	1.000	.998
placement 1	1.000	1.000
placement 2	1.000	1.000
placement 3	1.000	.999
placement 4	1.000	.998
placement 5	1.000	.998

Extraction Method: Principal Component Analysis.

Table 4.39: Variance of Purchase, Attitude and Placement Variable

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.471	31.555	31.555	3.471	31.555	31.555
2	2.666	24.235	55.790	2.666	24.235	55.790
3	2.536	23.057	78.846	2.536	23.057	78.846
4	2.291	20.824	99.670	2.291	20.824	99.670
5	.036	.330	100.000			
6	.000	.000	100.000			
7	.000	.000	100.000			
8	.000	.000	100.000			
9	.000	.000	100.000			
10	.000	.000	100.000			
11	.000	.000	100.000			

Extraction Method: Principal Component Analysis.

Table 4.40: Component Matrix of Purchase, Attitude and Placement Variable

Component Matrix^a

	Component			
	1	2	3	4
Purchase	.976	.009	.143	-.011
Attitude1	.372	-.478	-.795	-.024
Attitude2	-.239	.936	-.254	-.039
Attitude3	.368	.008	.418	.830
Attitude4	-.815	-.477	.321	-.054
Attitude5	.513	.012	.533	-.672
placement1	.372	-.478	-.795	-.024
placement2	-.239	.936	-.254	-.039
placement3	.368	.008	.418	.830
placement4	-.815	-.477	.321	-.054
placement5	.513	.012	.533	-.672

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

From the above data, we can see that gender, generation X and generation Y are most important variables.

4.5.5 Ambient Advertising Strategies

On the off chance that the members of Generation X's own decisions are contrasted and their activities in the center gathering preceding the presentation of the ideas, it is conceivable to close one thing. Chiefly that they are not influenced by the ideas when recollecting and recognizing publicizing. They express that recognizing and recollecting a promotion needs to do with a specific commercial in essence, and its promoting properties, not the ideas. Here it was conceivable to see that Generation X does not give consideration towards publicizing in agreement to the ideas whatsoever. The positioning of important notices are far reaching, with both idea spoke to in the top and the base of the positioning. Generation Y expressed all through the center gathering that they saw ambient as most fascinating and essential. Yet, when breaking down the outcomes from the supported review test, the outcome was

blended with both ambient promotions and customary ads at the top.

Constantly some different associations between Generation X and the two ideas can be made. In the event that dissecting the five most said decisive words associated with the both ideas, it is conceivable to see that Generation X sees customary promoting as exhausting, dark, square, amusing and beautiful. In the interim they see ambient promoting as amusing, beautiful, new considering, intriguing and intelligent. Through this it can be identified that Generation X finds the likelihood of both promotions to be of shading and fun, which fits with their entire observation about the both ideas having the capacity to incite the same reactions. Yet, they additionally had words that apply with hypothesis of both the ideas, with customary publicizing being dull and ambient promoting being intelligent. Generation Y then again see customary publicizing as exhausting, irritating, level, rehashed and straightforward. Their watchwords for ambient promoting were new considering, entertaining, amazing, provocative and imaginative. This likewise fits with Generation Y's observations about the two ideas all through the whole information gathering. Generation Y have an in number feeling of ambient publicizing being superior to customary promoting.

4.6 Conclusion

Of the four impact variables tried (generation X, generation Y, ad originality and attention), generation gap applied the strongest impact on advertisement disposition. At the end of the day, customers have more ideal sentiments toward innovative promotions, which they consider to be more amiable. Not just disposition are more ideal when publicizing is seen as profoundly imaginative, additionally purchasers' view of the notice validity and worth. In this way, the aftereffects of breaks down did demonstrated that the talked with populace consider more significant and have more prominent trust in promotions with an abnormal state of inventiveness. Buyer recognitions additionally have a vital part in molding disposition towards promoting. Accordingly, the more a notice is considered as more valid and significant, the more amiable it is for people in general. As to state of mind, the impact of inventiveness on them is low, which can be clarified by the way that buyers assess the imagination of the commercial and not of the brand, hence not impacting

their image mentality. Rather, roundabout effect through commercial disposition is major, the topping impact of the backhanded relationship between the two variables wiping out the direct relationship. Essentially, the positive effect of imagination on customer brand disposition may be best clarified by their ideal advertisement demeanor.



CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Summary and Discussion of the Findings

At the point when Generation X was inquired as to whether they had caught wind of the promoting ideas some time recently, they were unaware, unless explained on what they were, then and only then they were able to relate to that particular advertisement being ambient. It is a more of a terminology issue, rather than being absolutely unaware. This could be seen when they, before the portrayal of the ideas, isolated the notices into two heaps as indicated by their own particular visual signs. Their heaps were generally spread with the two ideas. Both center gatherings led with Generation Y then again had former learning about the ideas. Yet, just the center gathering directed in Lund understood the association when partitioning the two heaps. At the point when inquired as to whether they had encountered both of the ads after the clarification of the ideas, some distinctive samples from both eras were raised. The conventional ads that Generation X could consider were hypothesis states, in particular mail and promoting on the radio and on TV. Generation Y then again specified more present day outlets as the Internet, vehicles and transport stops, and additionally the radio and TV. Explanations behind this can be that Generation Y is more mechanical free and that they have a lower salary, making them drive more. Ambient publicizing was harder to review for Generation X. They could basically consider individuals strolling around spruced up like signs and tastings at grocery stores. Generation Y had a simpler time reviewing ambient publicizing. They gave a wide scope of cases. A clarification for this could be that Generation Y sees ambient publicizing as more significant than Generation X and that they don't give entire hearted endeavors to not exactly important occasions.

Generation X initially examined the likelihood of recalling customary promoting better than ambient publicizing. They imagined that ambient publicizing was distressing and irritating. This is amazing since ambient publicizing should draw in consideration and be successful, not conventional promoting. Yet, hypothesis about Generation X express that they are more disappointed than different eras, and this can be an explanation behind their abhorrence of ambient publicizing. Not all of

Generation X was negative toward ambient promoting however. The greater part of them concurred with hypothesis and contended that ambient promotions were more important. They expressed, as hypothesis, that ambient publicizing is harder to stay away from and pulls in more consideration. They additionally reasoned that ambient promoting enacts more faculties, which hypothesis finishes up inspire greater reactions. They concurred that the customary promotions can draw in consideration pretty much in the same class as ambient publicizing. They too concurred that ambient publicizing once in a while incorporates an excess of collaboration, making them overlook it. Generation Y, as specified prior, just talks about ambient commercials when they examine which promotions they would recall and offer thoughtfulness regarding. They would just offer thoughtfulness regarding commercials that eventual fascinating to discuss. Persistently, they further specify that promotions that have solid brands, great mottos and subjects that rehash themselves make a decent review. This may be the situation since Generation Y esteem convention and interest important connections, more than Generation X.

5.2 Business Implications and Recommendations

The future for ambient media has all the earmarks of being one of proceeded with development. Nonetheless, despite the fact that ambient media is picking up adequacy and validity from publicizing offices and their customers, various issues need to be confronted by its proponents. Perhaps the most squeezing is the requirement for ambient media to be more responsible. Ambientads utilize a little extent of most promoting plans and hence the issue of its adequacy is not yet of awesome significance. However in the event that ambient media are to keep on taking a more prominent cut of promoting plans they have to end up more responsible. Interestingly, it is proposed that when ambientads are utilized strategically it might be less demanding to test their adequacy (for instance, by utilizing part range tests). Key ambientads intended to manufacture and bolster a long haul brand picture perhaps harder to assess, as may be "customary" long haul brand-building publicizing battles contrasted with shorter-term strategic ones. An alternate noteworthy issue confronting the business is the muddled way of its structure. At present, the ambient business is comprised of various little suppliers (more than 200). One organization, for instance,

handles petrol–pump spout publicizing, an alternate shopping trolley promoting, et cetera. A publicizing org wishing to utilize ambient media could decide to arrangement straightforwardly with the individual suppliers, or it could utilize the administrations of an open air expert who will deliberately arrange the battle and arrange rates over the horde of free little suppliers. Some advertisement org purchasers are worried about the levels of administration offered by the ambient suppliers, and the divided way of the business is presumably incompletely in charge of this recognition. United to this is the issue of the absence of a far reaching free research body. Right now, when a TV promoting battle is purchased, free, industry–acknowledged examination checks that the adverts were transmitted and what number of appraisals were accomplished. Be that as it may, if an office needs to utilize petrol pump spouts there is no industry–acknowledged exploration body that can gauge or measure what number of individuals got the petrol pumps and had the chance to see the promotions (right now research has a tendency to extrapolate and make exceedingly questionable suspicions from other examination sources). Besides, it would be exceptionally costly for a sponsor to check if the promotions were really set in the petrol stations. Ambient suppliers, therefore, need to have the capacity to offer these confirmations to their customers (as some are to be sure doing; for instance, Site Reports) and thus the offices impression of nature of administration ought to increment. Proceeded with income development for ambient media will likewise be supported, if the business can clarify why ambient fights can possibly be so powerful. The following area looks to investigate some of these hypothetical issues, particularly inside the region where ambient media are presently most regular: near to or at the purpose of procurement.

5.3 The Problem and Obstacle in this Study

In this study, the researcher has an area limit within Thailand. The respondents are all Thais of generation X and Y. The result of this study represented respondents who submitted completed questionnaire on Facebook and through the emails sent out. Furthermore, the researcher has selected some variables to study in order to represent all variables that may affect the dependent variables directly or indirectly. Moreover, this research has been collected during a specific of time, i.e.

February 2015 which the result may not apply to other period of time because time change, customer preference and market trend may be changed as well. In addition, there was a problem with the way the questionnaire was structured, which was later found out to be very biased, which could have affected the research. In addition, the researcher was not an expert SPSS, therefore, the classification of themes within the questionnaire was not done as good as it could have, resulting in time consumption. Another issue by using survey monkey, the researcher did not realize the difficulty in transferring data from survey monkey to SPSS software, which includes several steps and consumers times of close to 5 hours. The steps are presented in appendix, in case if this research was to be duplicated.

5.4 The Recommendation for Further Research

Surrounding media ought to now be seen as a vital piece of the promoting and advertising correspondences blend and therefore merits its place on the syllabi of all showcasing correspondence courses. This will guarantee that future eras of advertisers will be more acquainted with the promoting alternatives open to them. Various hypothetical issues are likewise deserving of further thought. The hegemonic position of cognitive models of buyer conduct has been addressed and this likewise has important ramifications for those educating on purchaser conduct courses. At last, it is trusted that this paper will animate some exploration action into the territory of encompassing media and likewise into shopper conduct at the purpose of offer. The surrounding media industry needs to wind up more valid and academics can offer a level of believability. Association research, hence, researching particular parts of the ambient media business, ought to be conceivable. At last, as Philips and Bradshaw (1993) recommended, scholastics ought to be researching what buyers are really doing in shops and not research centers or center gatherings: 'purpose of-offer studies speak to entire new areas of enthusiasm inside statistical surveying, they additionally speak to a move back to a much more established custom inside the calling, the tradition of perception study.

5.5 Conclusion

The present study considers the perception of 400 candidates in Thailand with respect to ambient and traditional advertising strategies. Despite the fact that, the phrasing, "ambient" has been in the exploration for quite a while, the idea is not all that well seen by the general Thai populace. To clear up, the study presented an overview, whereby individuals were inquired as to whether they thought about ambient advertising, some did, though numerous were clueless of this kind of promotion. Once, clarified, it was made clear that everybody has seen one or a greater amount of these types of notices in the business. In spite of the fact that the study of ambient ads has been mulled over in a few sections of the world some time recently, it has not yet been considered in Thailand, particularly as far as the era crevice that exists between era X and Generation Y. The study had the capacity show that there is a critical effect of ambient ads towards the mentality, perception and buying behavior of consumers. In spite of the fact that, the study has had its restrictions, for example, a short-time period, it had the capacity show a concise relationship between ambient ad and traditional ads on the brand or item. It was figured out that the effect on feelings, demeanor, and the capacity get consideration were fundamental parts of present-day commercial. Albeit a few, brands have yet to see the importance of ambient ad, numerous are as of now executing it. Eventually, the buyers are seeking for more innovativeness, more uniqueness and more alluring component for their promotion, the same number of the respondents have asserted that the customary ad methods, for example, TV, radio, boards and so on, are coming to an eventual end, and it is time for creativity to be on the top-most priority aspect of advertising companies.

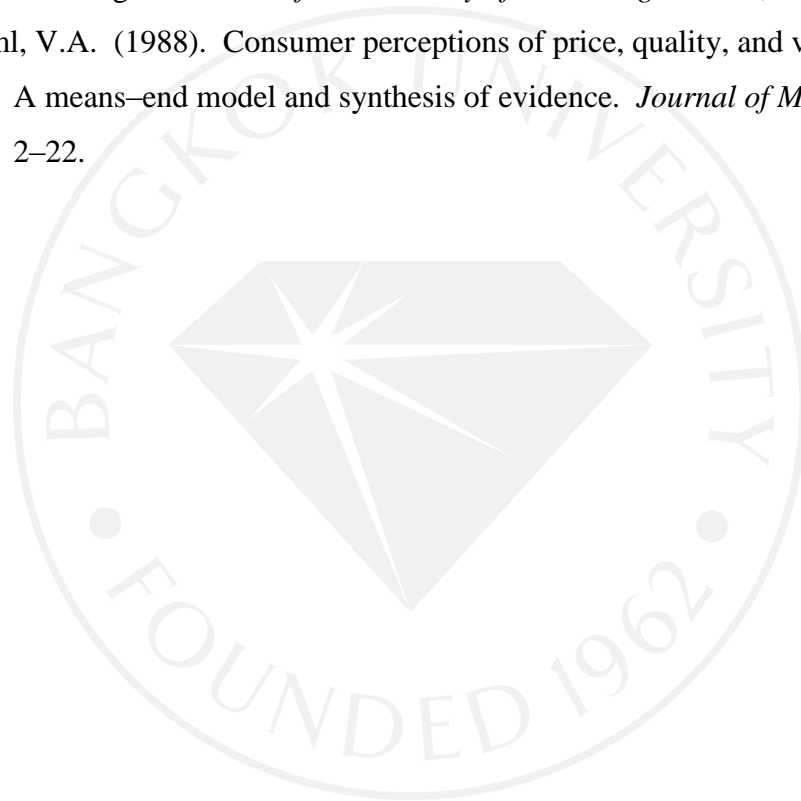
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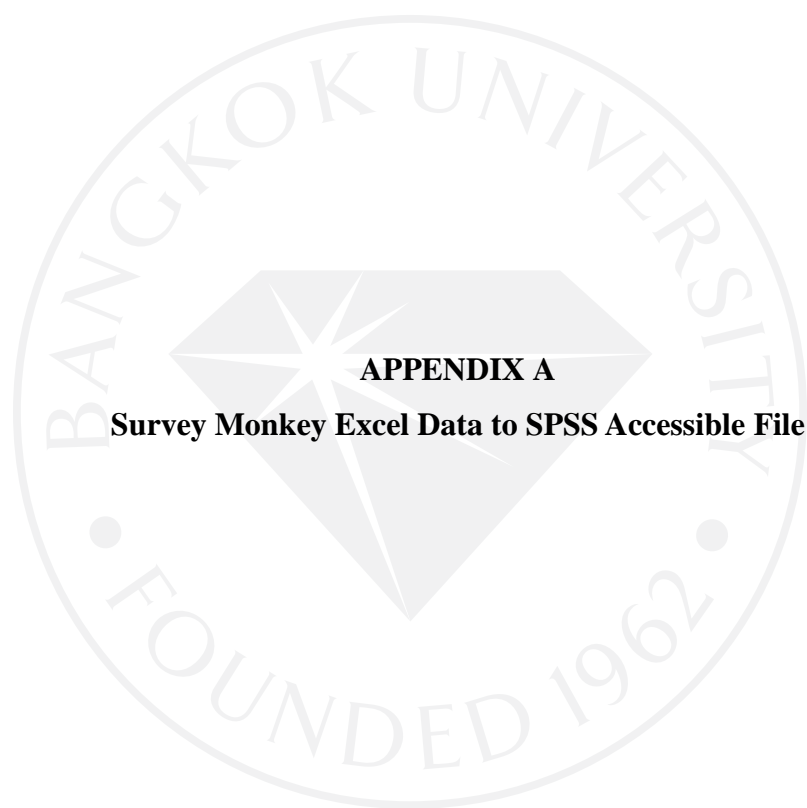
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APPENDIX A

Survey Monkey Excel Data to SPSS Accessible File

Survey Monkey Excel Data to SPSS Accessible File

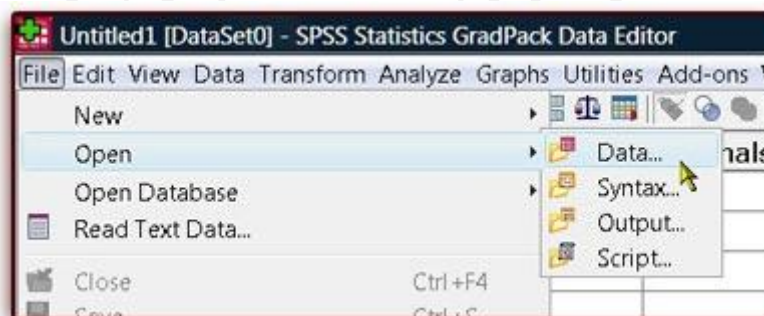
Step 1: Download Excel, individual responses file from [surveymonkey.com](https://www.surveymonkey.com) survey page.

Step 2: Change all responses from STRING to NUMERIC

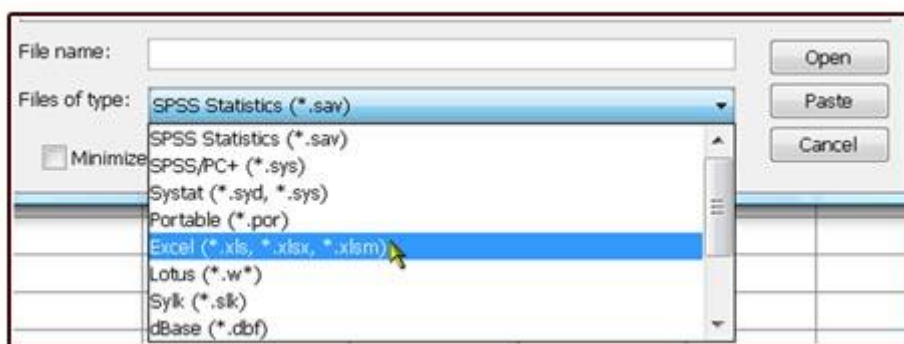
Step 3: Delete unrequired columns such as respondent ID and the e-mail and etc.

Step 4: Save as Data set 1 and close Excel

Step 5: Open file in SPSS



Step 6: Find file based on file type



Step 7: Delete the unrequired columns

*Untitled2 [DataSet1] - SPSS Statistics GradPack Data Editor

File Edit View Data Transform Analyze Graphs Utilities Add-ons Window Help

	Name	Type	Width	Decimals	Label	Values
1	RespondentID	Numeric	11	0		None
2	CollectorID	Numeric	11	0		None
3	StartDate	Date	20	0		None
4	EndDate	Date	20	0		None
5	IPAddress	String	15	0	IP Address	None
6	EmailAddress	Numeric	8	2	Email Address	None
7	FirstName	Numeric	8	2	First Name	None
8	LastName	Numeric	8	2		None
9	CustomData	Numeric	8	2	Custom Data	None
10	Ihaveapetdinosaurorhavehadapetdinosaur...	String	8	0	I have a pet ...	None
11	Belowisalistofthemostcommondomesticate...	String	13	0	Below is a lis...	None
12	V12	String	22	0		None
13	V13	String	11	0		None
14	V14	String	13	0		None
15	V15	String	12	0		None
16	V16	String	27	0		None
17	Belowisalistofthemostcommondomesticdin...	String	13	0	Below is a lis...	None
18	V18	String	22	0		None

A	B	C	H	I	J	K
RespondentID	CollectorID	StartDate	Er	ne LastName	Custom Da	have a pe Below is a
						Response Brachiosa
1.19E+09	15689966	##### #				
1.19E+09	15689966	##### #			1	
1.19E+09	15689966	##### #			1	1
1.19E+09	15689966	##### #			1	

Step 8: Insert row after 2nd existing row

	B	C
1	or have had a pet dinosaurs in the past	Below is a
2		Brachiosa
3	1187570810	1
4		1
5		1
6		1
7		1
8		1
9		1
10		1
11		1
12		1
13		1
14		2
15		1
16	1187555190	1
17	1187555058	1

Step 9: Change all STRING vales into Numeric

V18	V19	V20	V21
5	1	5	2
2	4	3	5
3	1	4	5
2	3	4	5
2	2	4	5
3	2	4	5
1	1	3	2
2	1	3	5
2	2	5	4

Value Labels

Value: 2

Label: no

1 = "yes"

Add

Change

Remove

Spelling...

OK Cancel Help

Value Labels

Value:

Label:

1 = "strongly disagree"
2 = "Disagree"
3 = "Neither agree nor disagree"
4 = "Agree"
5 = "Strongly Agree"

Add

Change

Remove

Spelling...

OK Cancel Help

Step 10: Save and Analyze data via Analyze tab and reliability test Result

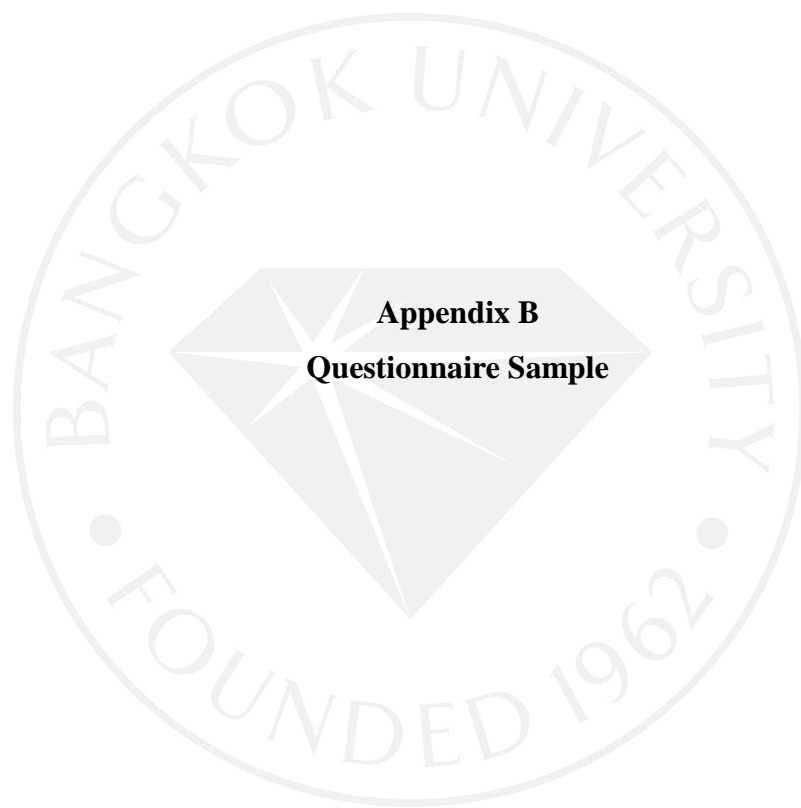
Case Processing Summary

		N	%
Cases	Valid	22	100.0
	Excluded ^a	0	.0
	Total	22	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.867	29



Welcome to My Survey Regarding the Influence of Purchase Intention on Ambient Advertising Strategy

Ambient advertising is the new way of advertising known as the non-traditional advertising. We know that advertising is being more creative day by day. There are always new developments in advertising formats. Ambient and traditional advertising has one main difference that is ambient ads are more stand out than traditional. They are more attractive and get consumers attention easily. This type of advertising needs to be creative to pull the attention of the audience. These types of advertisements are usually placed in unconventional context as it uses the environment to present the advertisement message. It is a very unique form of presentation of a product to its consumers.

Please continue.

Thank you for participating in our survey. Your feedback is important.

Part I: General Information

1. Have you ever come in contact with Ambient Advertisement?

Yes

No

2. How often do you come in contact with Ambient Advertisement?

0–5 times a day

6–10 time a day

11–15 times a day

3. Gender

Male

Female

4. Age

18–20 Years

21–25 Years

26–30 Years

31–35 Years

More than 35

5. Monthly income (Baht)

Less than 15,000 Baht

15,001–30,000 Baht

30,001–45,000 Baht

45,001–60,000 Baht

60,001–and above

6. What is the highest level of education you have completed?

Please check your detail???

11th Grade

Graduated from High School

1 Year of College

2 Years of College

Bachelor's Degree

Masters Degree

Doctoral Degree

7. What is your profession

- Student
- Employed
- Self-Employed
- Unemployed



Part II: Advertising Characteristics

	Level of Comment				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. Ambient advertisement makes me feel good.	☺	☺	☺	☺	☺
2. Ambient advertisement is dramatic.	☺	☺	☺	☺	☺
3. I trust the information advertised through creative advertisement.	☺	☺	☺	☺	☺
4. I trust the product advertised creatively rather than a product advertised traditionally.	☺	☺	☺	☺	☺
5. 3D ads on billboards are innovative and unique.	☺	☺	☺	☺	☺
6. Ambient ad is more original than traditional ad.	☺	☺	☺	☺	☺
7. Ambient ad is more memorable than traditional.	☺	☺	☺	☺	☺
8. Overall, I consider ambient advertising a good thing.	☺	☺	☺	☺	☺

	Level of Comment				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9. An ambient ad demands my attention more than a traditional ad.	☺	☺	☺	☺	☺
10. When I come across any ad, I spend considerable time analyzing the ad's message.	☺	☺	☺	☺	☺
11. When I come across any ad, I carefully evaluate the brand provided in the ad.	☺	☺	☺	☺	☺
12. An ambient advertisement in the BTS Skytrain and in MRT would be interesting. (eg. A watch to hold).	☺	☺	☺	☺	☺
13. I tend to ignore traditional advertisement as my days passes along unless something creative struck my attention	☺	☺	☺	☺	☺

	Level of Comment				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
14. I think the creativity outweighs the information in ads. It prompts me to search them out.	✱	✱	✱	✱	✱
15. Overall, I consider ambient advertising a good thing.	✱	✱	✱	✱	✱
16. In my opinion, there should be more Ambient ads in future.	✱	✱	✱	✱	✱

Part III: Purchase Intention

	Level of Comment				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I would buy the ambient advertised product rather than a traditional advertised product.	☼	☼	☼	☼	☼
2. I think that ambient advertisement motivates my desire to have that product.	☼	☼	☼	☼	☼
3. I do not mind paying more for a company that demonstrates creativity for its advertisement than companies that use boring ads	☼	☼	☼	☼	☼
4. I'm loyal to my brand, and I purchase only that brand.	☼	☼	☼	☼	☼
5. I find location of advertisement very important to gain my attention.	☼	☼	☼	☼	☼

	Level of Comment				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6. My emotional response to an advertisement is what gets me motivated to purchase.	✱	✱	✱	✱	✱
7. Credibility of media type use is very important (e.g. i rather watch tv for ads then listen to the radio)	✱	✱	✱	✱	✱
8. I think information in advertisement is more important to me than an ad that is strictly creative	✱	✱	✱	✱	✱

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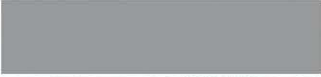
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