

**MÄLARDALEN UNIVERSITY
SWEDEN**

Master Thesis in International Marketing

**Differences of Consumers' Perception and Attitude towards
Marketing Communication through media:
Comparison Generation X, Y, and Z in Thailand**

Seminar Date: June 1st, 2011

Authors : Rinporn Phanthong (830204)
Warunee Settanaranon (850221)
Program : MIMA – International Marketing
School : Sustainable Development of Society and Technology
Supervisor : Leif Linnskog
Examiner : Ole Liljefors

Abstract

- Date:** June 1st, 2011
- Program:** MIMA – International Marketing
- Course name:** Master Thesis (EFO705)
- Title:** Differences of Consumers' Perception and Attitude towards Marketing Communication through media: comparison generation X, Y, and Z in Thailand
- Authors:** Rinporn Phanthong rpg10001@student.mdh.se
Warunee Settanaranon wsn10002@student.mdh.se
- Tutor:** Leif Linnskog
- Problem:** How each generation perceive and react to marketing communication differently: comparison Generation X, Y, and Z.
- Research question:** What are the particular differences of perception and attitude towards marketing communication through media among each group of consumers: comparison Gen X, Y, and Z in Thailand?
- Purpose:** To compare differences of perception and attitude between generation X, Y and Z towards marketing communication through the chosen media (television, print, and internet).
- Method:** A qualitative method was used to achieve the purpose of this thesis. The primary data was gathered by using semi-structured interview with twelve respondents in three different generations: X, Y and Z. Secondary data such as online documents and textbooks were also supported to enhance the value of the findings.
- Conclusion:** Comparing the perception and attitude toward marketing communication by media between generation X, Y and Z are almost the same. The reason is that the technology is changing over time and has more impact for their life. As a result their lifestyle is dominated by internet. Advertising on TV is still much alive while print ads are almost end for generation Y and Z since this kind of media is unattractive as well as the new generations are readless. However, print ads are effective for generation X.
- Key words:** Generation X, generation Y, generation Z, consumer behavior, marketing communication

Acknowledgements

We would like to acknowledge our tutor, Leif Linnskog, for guidance, constructive criticism and support throughout the process of writing the thesis. Additionally, we would like to thank our respondents who voluntarily participated in our interview. Moreover, we want to thank all the opponents for their feedback and comments during the seminar sessions.

We express our sincere gratitude to our family for their encouragement and support throughout our course of study.

This thesis would not have been possible without all of your involvement.

Rinporn Phanthong

Warunee Settanaranon

Table of Contents

1: INTRODUCTION	1
1.1 Problem Statement	2
1.2 Research Question	3
1.3 Purpose.....	3
1.4 Target Audience.....	3
2: LITERATURE REVIEW	5
2.1 Consumer’s Characteristic: Generation X	5
2.2 Consumer’s Characteristic: Generation Y	7
2.3 Consumer’s Characteristic: Generation Z.....	9
2.4 Consumer behavior	10
2.4.1 Perception	11
2.4.2 Attitude	12
2.5 Marketing Communication	13
2.5.1 Television.....	16
2.5.2 Print.....	16
2.5.3 Internet.....	17
2.6 Conceptual Framework.....	17
3: METHODOLOGY	20
3.1 Research design	20
3.2 Data Collection	21
3.2.1 Primary data.....	21
3.2.1.1 Instrument.....	21
3.2.1.2 Participants.....	22

3.2.2 Secondary data	25
3.3 Reliability.....	26
3.4 Validity	27
3.5 Limitations	27
4: EMPIRICAL FINDINGS	29
4.1 Generation X.....	29
4.1.1 Perception	29
4.1.2 Attitude	32
4.2 Generation Y.....	35
4.2.1 Perception	36
4.2.2 Attitude	39
4.3 Generation Z	42
4.3.1 Perception	42
4.3.2 Attitude	44
5: ANALYSIS.....	49
5.1 Analysis.....	49
6: CONCLUSION AND RECOMMENDATION.....	56
6.1 Conclusion	56
6.2 Recommendation	57
6.2.1 Contribution to practice	57
6.2.2 Suggestion for further study.....	57
REFERENCES	59

Table of Figures

Figure 1: The Communication Process Model.....	14
Figure 2: Conceptual Framework.....	18

List of Tables

Table 1: The respondents' profile.....	25
Table 2: The Perception and Attitude of Generation X towards Television, Print, and Internet...35	
Table 3: The Perception and Attitude of Generation Y towards Television, Print, and Internet...41	
Table 4: The Perception and Attitude of Generation Z towards Television, Print, and Internet...47	
Table 5: Comparison Perception and Attitude of Generation X, Y, and Z towards Television, Print, and Internet.....	49

Appendices

Appendix 1: Interview Questions.....	66
Appendix 2: Interview Answers of Generation X: Male 1 (XM1).....	68
Appendix 3: Interview Answers of Generation X: Male 2 (XM2).....	72
Appendix 4: Interview Answers of Generation X: Female 1 (XF1).....	76
Appendix 5: Interview Answers of Generation X: Female 2 (XF2).....	80
Appendix 6: Interview Answers of Generation Y: Male 1 (YM1).....	85
Appendix 7: Interview Answers of Generation Y: Male 2 (YM2).....	90
Appendix 8: Interview Answers of Generation Y: Female 1 (YF1).....	94
Appendix 9: Interview Answers of Generation Y: Female 2 (YF2).....	99
Appendix 10: Interview Answers of Generation Z: Male 1 (ZM1).....	103
Appendix 11: Interview Answers of Generation Z: Male 2 (ZM2).....	107
Appendix 12: Interview Answers of Generation Z: Female 1 (ZF1).....	111
Appendix 13: Interview Answers of Generation Z: Female 2 (ZF2).....	114

1: INTRODUCTION

According to Kotler and Keller (2006), the marketing mix is one of the traditional definitions of marketing activities. It is the set of marketing tools that a company uses to reach its marketing objective. There are four broad groups called the four Ps which consist of product, price, place, and promotion. And the last P-Promotion is called the marketing communication. Some of the common methods of the marketing communication include television advertising, print advertising, sponsorship, charity, education, and gimmicks (Management, 2009). However, when time changes; everything changes as well. *“The rise of the Web has ushered in huge changes in usage of mass media. Internet usage is beginning to overtake TV viewing in some countries, especially among younger market segment”* (Moran, 2008).

Regarding the effective marketing communication, advertising and promotion practitioners should be equipped with widespread knowledge to facilitate better media selection for each generation. Multi-generational marketing is based on two founding principles: 1. Product needs change with life stages and 2. Promotional messages and products targeting these generational groups or cohorts can reflect their generational values which in turn can drive their consumption behavior. (Williams et al., 2010) As such, the target consumer has to be precisely identified. The generation cohort is one of the concepts that use to identify consumer by their demographic. *“Members of each generation cohort are likely to have similar experiences during the formative years; they maintain analogous social views, attitude, and value....Each of the cohorts possesses distinct characteristics in their lifestyle”* (McCrindle Research Pty Ltd, 2011,). According to Evans et al. (2009), the generation X are those who were born between 1966-1976. Next, the generation Y are those who were born between 1977-1994. And the newest generation, they prefer to communicate online, prefer high technological devices to books (Posnick, 2010). They are generation Z--those who were born approximately from 1995- the end of 2009. They are the children of the generation X (McCrindle Research Pty Ltd, 2011). These three groups of consumer are different in age and characteristic as well as marketing consumption (Evans et al., 2009).

There are many researches that conducted on consumer behavior; however, most of them are studied according to Western culture; hence, it would be beneficial to study the Asian culture, especially Thailand. Thus the growth of media market in Thailand is another factor that influenced the authors to study marketing communication. Recently, Thailand provides one of the most attractive media markets in South East Asia, with vibrant media, entertainment and advertising industry in comparison to neighboring more developed countries (AAT, 2010) Therefore, it is interesting to study the difference of consumers' perception and reaction toward marketing communication; comparison generation X, Y, and Z in Thailand in order for marketers to effectively apply media channels for each generation.

This research will mainly contribute to various generations including the times in which they grew up as well as the characteristics, lifestyles and attitude of the group with finally affect their media consumption pattern. Hence the consequence of consumer behavior and marketing communication will be carried out. Since the authors intend to compare perception and attitude of each generation, the qualitative research with semi-structured interview will be performed in order to gain their insights. Therefore, the result of this study will provide practical contribution on employing the suitable media channels to approach different groups of consumers for either advertising agency or promotion practitioners. Those people who play a significant role on developing an appropriate media selection for competitive advantage in the long run.

1.1 Problem Statement

Nowadays, there are many types and methods of marketing communications. Selecting the right media is considered as art plus business due to it the suitability with the target audiences as well as minimizes cost of investment for company. However, target audiences or consumers are different in terms of thought and behavior. The generation Z is the newest generation who born with technology. Therefore, they are accustomed to all technology devices. Whereas the generation Y and X are the older generations, they are more familiar with traditional media such as television and newspaper. Therefore, it is interesting to know how each generation perceive and react to marketing communication differently: comparison Generation X, Y, and Z.

1.2 Research Question

What are the particular differences of perception and attitude towards marketing communication through media among each group of consumers: comparison Gen X, Y, and Z in Thailand?

1.3 Purpose

According to Fisher et al. (2007), the topic for master thesis should be selected according to interest of researcher as well as the reader. There is now an emerging new generation, generation Z, who grew up with technology. They live in an internet age. Therefore, it is interesting to study how a brand performs marketing communication through internet to communicate with them as well as compare it to traditional media that is considered as powerful communication tools in present. Also, it will be more beneficial to compare with older generation, generation X and Y, in order to identify the similarities and differences of characters and behavior towards the marketing communication through difference media channels. Therefore, the purpose is to describe and compare differences of perception and attitude between generations toward marketing communication through media: comparing generation X, Y, and Z in Thailand.

1.4 Target Audience

The target audiences of this research are advertising agencies, companies that conducted marketing communication and academics who are interested in consumer's behavior in different generations and marketing communication. The advertising agencies and marketers will know the trends of consumers' perception and attitude towards marketing communication through different channels and prepare basic strategy to communicate with them effectively and efficiently. With basic strategy, they can adjust based on particular age range and categories of products or services that they are aiming to sell. For academic perspective, this will be new

specific knowledge about their character, perception, and attitude of consumers in different generations. They can be applied to either academic project or use it for future work.

2: LITERATURE REVIEW

In this chapter, the literature review will be explained by giving definition of concepts and illustrating conceptual framework in order to answer strategic question precisely. The concepts include the characteristic of each generation, perception and its elements, attitudes and its elements, and marketing communication and selected media channels which are television; print; and internet.

Marketers often segment consumers by age. The basic is that people of the same age are going through similar life experiences and so that share many common norms, political, historical and economical environment with regardless of country. (Hoyer & MacInnis, 2007) Therefore, this research applied the characteristic of each generation from Western literatures to Thai respondents in analysis.

2.1 Consumer's Characteristic: Generation X

Generation X is the category of consumers who were born during 1965-1979 also named the *Baby Busters* (Cheung, 2007). This generation has been influenced by significant changes in the social patterns. For example, there were changing from the traditional families to nuclear families which consists only parents and their children and changing in nature of consuming advertising. *“One factor that distinguishes the baby buster generation from other generations is its preoccupation with material possessions and shopping”* (Roberts & Manolis, 2000, p.482). Moreover, they tend to be strongly encouraged to make money and purchase products. Generation X is mostly spend their time on television since the expansion of TV programs were created during their life time such as MTV, television shopping channels and so forth, as well as becoming more relevant with the radio and print advertising. Their attitudes toward advertising are more positive than their previous generation. They are likely to know more about product's detail and are always satisfied with the products. (Roberts & Manolis, 2000)

Referring to Williams et al. (2010), the *Baby Bust*, *Slackers*, *Why Me Generation*, and the *Latchkey Generation* are other definitions of the Generation X who were born between 1965-1977. In U.S.A., this generation experienced the high divorced rate and violence. When they reached adulthood, it is the same period of world economic crisis. As a result, they took greater responsibility for raising themselves, seemed to be vigilant about their future more than any other generations, considered hard work necessarily and remain their single because they faced various devastating situations such as terrorism, regional conflicts and deteriorating environment. For this generation, the family comes first; they leave home and latter return home to live with their parents. At this moment, the invention of video games, the increasing of personal computers and the dot-com are more popular since they are more concerning that the information and technology changing their world. The cores concepts of this generation are more visual generation, read less, diversity and think globally.

Williams and Page (2010) provided the same definition of Generation X as Williams et al. (2010); however, there is more information in terms of communication and marketing among these groups. Generation X is price sensitive as well as concerning the quality of products and services thus they would like marketers to treat them as family instead of customers. Furthermore, this generation has an interest in uniqueness of products and messages design. In terms of communication, the traditional television advertising is easily reached these consumers rather than the internet. In order to keep them in the track, marketers need to be more as a consultant instead of a shopkeeper because they prefer to be educated plenty of information about products and services that they are interested and asked the feedback constantly.

Additionally, Marconi (2000) identifies generation X as the MTV generation who has visual style of media consumption as well as radio stations. Not only television channels have great impact to their life but other innovative devices also become parts of their life such as mobile phone, game boy, Nintendo and other video games. As a result, this generation was getting familiar with home personal computers (PCs) and computer games. While the internet and PCs are getting all publicity and becoming popular, the traditional media of print and mail are still very much alive. Even though communicating and marketing via the internet can be a dramatic and exciting opportunity; it does not mean that marketers have to end with traditional

media. In order to access this group, the marketers should combine these two in balance, not replace it if it is still effective.

From all of the above, the authors can summarize the definition of Generation X as the people who were born between approximately 1966-1976 and were named by various definitions such as *Baby busters*, *Why me generation* and so on. The character of Generation X seem more independent than their previous generation which are more concerned about their own future, greater responsibility for raising themselves since they experienced dramatically changes in social pattern, family issue and the world economic recession. In order to approach this generation efficiently, the marketers should not only consider their characters, attitude and lifestyle but also required to use the appropriate tool as well as combine various media properly in communication. Even though this group is in the period of innovation of information technology such as the internet, they still prefer television channels than the new media since they are more visual generation, read less and educated information from consultant and prefer to keep interaction constantly. Moreover, the other traditional advertising such as direct mails and magazines are still working among this group.

2.2 Consumer's Characteristic: Generation Y

According to Williams and Page (2010), the definitions of Generation Y include *Millennials*, *Echo Boomers*, *Why Generation*, *Net Generation*, *Gen Wired*, *We Generation*, *DotNet*, *Ne(x)t Generation*, *Nexters*, *First Globals*, *iPod Generation*, and *iYGeneration*. They were born during 1977-1994. Their characteristics, lifestyles and attitudes are self-reliant, open-minded, optimistic and strongly independent. They are looking for exploring the new paths or options which appear to challenge their life. They grew up during a rapid revolution of technology and computers that makes the world more homogenous thus taking full advantage of technology. In terms of communication, marketers need to continually introduce creative media and promotional concept to capture these audiences. Hence, the advertising need to be distributed in an appropriate media channel such as internet sites, television and radio programs which customize to them. In order to reach them successfully, the equivalent combination of online, offline and word-of-mouth channels need to be formulated. Contacting them through

their parents and grandparents, they admire their parents but trust their grandparents even more. Using television to communicate with them is least attractive tools in their point of view; hence, marketers should consider using of e-mail, voice-mail, internet, multi-media, direct mail catalogs, magazines, college and high school newspapers, websites, school-based media boards, college guides, and sponsored on- and off-campus events.

According to Cheung (2007), Generation Y are persons who were raised in a digitized period. They desire fast connection, simultaneously high technological and instant devices and fast food. They are more conscious about brands and grew up in a more media-saturated. Therefore, the sport celebrities, film stars or even the writers from niche magazines are used in advertising in order to attract this generation. The study revealed that the use of internet sites, movies and televisions is more effective than magazines and advertising in general.

The generation Y is the people were born during 1978-1994. This group has many labels such as *iYGeneration*, *Millennials*, the *Techo-literate Nexters* and so on. Most of them are interested more in connecting in the internet sites such as MySpace, YouTube, Facebook and etc. The iYGeneration have never live without technology which help them keep up to date with their community. They are less influenced by the traditional media such as newspaper, magazines and television. They are dependent on new media. More specifically, they spend most of their time engaging in new media and have pioneered the growth of MySpace, Facebook and YouTube. (Luck & Mathews, 2009)

As per review from the researches, the researchers can summarize that Generation Y are those who were born approximately during 1977-1994. Their lifestyle, attitude and characteristics are independent, self-reliant, open-minded and optimistic. They grew up among the rapid innovation of digital media and high technology devices. They preferred creative media and unique themes through internet rather than traditional media but the marketers should integrate these tools suitably and diminish the advertising on TV since this generation seems to be less attracted in this kind of media.

2.3 Consumer's Characteristic: Generation Z

There is the newest generation called Generation Z. They were born after 1994. In 2011, they are less than 17 years old. They begin to develop thinking process as almost adult level. They are independent thinkers who try to find answers in everything. They are confident and optimistic (Williams & Page, 2010). The study of Cheung, L. (2007) also mention the characteristic of this generation which is so called '*tweens* or *young teens*' that they have power since they are able to influent purchasing habits of their parents.

They generation Z are the new conservatives that adopt traditional belief and value. They give important to family. Also, they are self-controlled and have more responsibility. They familiar with high-tech and multiple information sources since messages come from all sides. They have never lived without internet (Williams & Page, 2010, p.10).

Generation Z consumer can be defined as the '*Google generation*' because they grow up with internet and mobile device. They are familiar with and good at using computer; however, they rely heavily on the search engines. They are likely to view rather than read. They do not possess the critical and analytical skills to assess the information that they find on the web (Rowlands et al., 2008).

Markow (2005), reports that television is their primary source of information; however, some of them rely on internet. Regarding source of information, it can be referred to the media and person such as parent, teacher, and friends. The personal information can be gathered by conversation. This point is needed to be considered as per William and Page (2010) mentioned, they can find information themselves from internet. Therefore, they do not need parents or teachers to help them gather information much. They are familiar with using computer as a doorway into the world of information, entertainment, and communicating (Chan et al., 2011). Labi (2008b) and Soltan (2004) as cited in Williams and Page (2010) also mention that generation Z can remember brands since they were 18 months. The social networking sites can build online communities for them.

Williams and Page (2010) also shows that there are about 72% of 6-8 years old and 56% of 9-11 years old ask their parents to buy products that they see from advertising especially the television commercial that communicate by emphasizing peer acceptance. Labi (2008b) and Soltan (2004) as cited in William and Page (2010) suggest that this generation needs peers' acceptance. They need to belong to groups of friends which fitting in such music, fashion, cosmetic, and video games. Friends have great influent in individual's appearance as well as decision making. The style of hair cut and the dressing choice is also influenced. Grant and Stephen (2006) as cited in Drake-Bridges and Burgess (2010) support that the children's decision on such the wardrobes is based on the peer group that they interact with, whilst *tweens*, the preadolescents group who has age 9-15, will make decision themselves and consider friends' opinion.

In conclusion, generation Z has similar characteristic and behavior across various literatures. They are approximate less than 17 years old who were born in digital age. They are familiar with search engine like Google. However, they have less critical and analytical skill. They consume a lot of media especially television and digital media such as mobile phone and internet. They can influence their parents as well as be influenced on any decision making. However, peers have greatest influence to them because they want to be accepted by friends.

2.4 Consumer behavior

"The process of marketing communication (promotion) takes consumers through three stages of responses: perception, attitude and behavior stages" Ace (2001) as cited in Alcheva et al. (2009, p.22), Therefore, in order to approach the target audiences, marketers need to be able to encourage consumers to perceive the message as well as respond affectively (Evans et al., 2009). As a result, we select perception and attitude for consumer analysis and describe as the following.

2.4.1 Perception

Perception is the sequence of consumer exposure and attention (Evans et al., 2009) which is stimulated and interpreted individually in marketing process (Hawkins, & Mothersbaugh, 2010). Meanwhile, perception is *“the process by which people select, organize and interpret information to form a meaningful picture of the world”* as defined in Adnan and Khan (2010, p.5) by Kotler and Armstrong (2001). As a result, perception is the first and the most practical step in consumer buying decision processes to select stimuli from their atmosphere. Stimuli are any units of inputs from objects that are perceived by any one of the five senses-vision, sound, touch, taste and smell (Wells & Prensky, 1996). These five senses of human will be unique to each individual depending on the quality of human’s sensory receptors (e.g. eyesight or hearing) and the intensity of the stimuli to which ones are exposed (Schiffman & Kanuk, 2000).

The process of perception consists of three elements which are exposure, attention and interpretation within four steps: begin with receiving information from outside, selecting information, organizing information and end with interpreting (Kotler, 2005 in Alcheva et al. 2009).

- 1.) **Receiving information (Exposure):** Marketing stimuli includes a diverse amount of variables that affect or expose to the consumer’s perception for instance the nature of product, its physical attributes, the brand name, the package design and the advertisements. Therefore, marketers often use tremendous attention-getting devices to accomplish maximum contrast and thus attract consumer’s attention.
- 2.) **Selecting information (Attention):** Individuals will perceive information differently in accordance with their needs, expectations and past experiences. These help people assign meanings to the stimuli and distinguish products that will offer particular benefit to them. This perceptual step is facilitated by schema which is the set of knowledge and beliefs held by human being. A schema provides a filtering procedure for an individual who concentrates to only a small amount of the original stimuli.

- 3.) **Organizing information:** This process is how the ones organize information in physical configuration; therefore, they can interpret into a coherent picture.
- 4.) **Interpreting information (Interpretation):** The consumer will interpret the chosen stimuli once the selection and organization processes have been completed. This process is also uniquely individual because it serves as a basis of consumer's expectation and previous experiences. (Schiffman & Kanuk, 2000)

It is essential for marketers to understand the nature of perception in order to communicate their messages efficiently to consumers. Because the way people perceive and interpret may vary depending on their perspective.

2.4.2 Attitude

In simple term, an attitude is the way one thinks, feels and acts toward some aspect of the environment (Evans et al., 2009) as well as a complex mental concept of motivational, emotional, perceptual and cognitive processes to evaluate an object of thought and response in certain ways (Hawkins, & Mothersbaugh, 2010). The attitude can be anything that people discriminate and hold in mind and thereby express in either positive or negative way (Bohner & Wanke, 2002 cited in Alcheva et al., 2009). Thus, Hawkins and Mothersbaugh (2010) and Evans et al. (2009) noted that an individual's lifestyle is dramatically influenced by attitudes which are consisted of three elements: cognitive (beliefs), affective (feelings) and behavioral (response tendencies) as we discuss in the following.

- **A cognitive component:** consists of an individual's beliefs or knowledges about an object or a particular situation which is defined as consumers are learning the object that they think might interest in a simple term. This component is acquired by a combination of direct experience with related information and the attitude object from various sources that lead to specific behavior (Schiffman & Kanuk, 2000).

- **An affective component:** consists of a consumer's feelings, emotions or expressions on the issue or an object which can be either negative or positive ways that are evaluated in the context of the consumer's needs (Wells & Prenskey, 1996).
- **A behavioral (conative) component:** consists of how consumers intend to react in a certain manner towards the object based on how they know and feel about it Hawkins and Mothersbaugh (2010). As well as defined by Wells and Prenskey (1996) that is the predisposition to purchase a certain product or service to satisfy a need.

In fact, these three stages have been developing an attitude about a product as well as have influenced each others. In the process of formulating attitude, these elements do not need to be in respect that might start with any of these three and afterwards will play together as Blythe (2008) referred in Alcheva et al. (2009).

2.5 Marketing Communication

According to Kotler and Keller (2006), marketing communication is the intention that company try to inform, persuade and remind consumer either direct or indirect about the products and brands that they sell. It also represents the voice the brand that creates relationship with consumers. The marketing communication mix consists of five major modes of communication. There are advertising, event and experiences, public relations and publicity, direct marketing, and personal selling.

According to the communications process model, there are nine elements which two major parties are sender and receiver, two major communication tools are message and media, four major communication functions are encoding; decoding; response; and feedback, and the last element is noise.

The communication process model by Kotler and Keller is presented in figure 1 and discussed below.

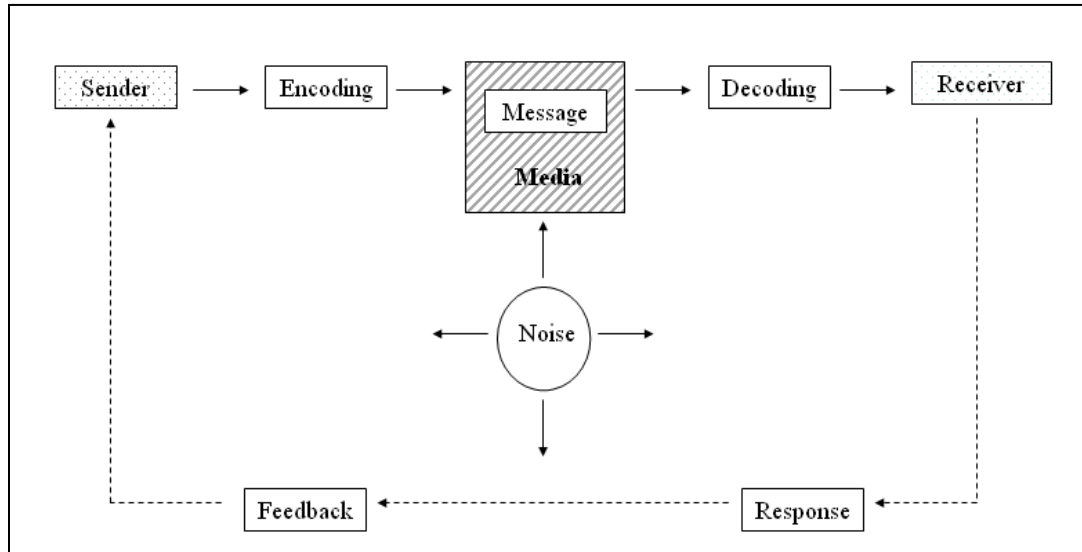


Figure 1: The Communication Process Model

(Kotler & Keller, 2006)

- *Sender*: The party that aims to send the message to another party.
- *Encoding*: The process of making thought into symbolic form such as wordings and illustrations.
- *Message*: The set of symbol that is transmitted by the sender.
- *Media*: The communication channel where message is sent through.
- *Decoding*: The process that receiver translates the message by gives meaning to the encoded symbol.
- *Receiver*: The party that receive the message that is sent by another party (the sender).

- *Response*: The reaction of the receiver after exposed to the message.
- *Feedback*: The part of receiver's response that communicate back to the sender.
- *Noise*: The distortion that happen during communication. It can affect any or all of the processes. (Kotler & Keller, 2006)

In effective communication, the sender has to transmit communication message through media that reach target audience and build feedback channel to monitor the response (Kotler & Keller, 2006). The media is then presented as one of marketing tools for promotions in which can positively change perception of consumer (East, 1990; Hadjikhani *et al.*, 1998). Moreover, Kean (1991) as cited in Hadjikhani *et al.* (1998) point out that media can either positively or negatively influence the brand and company's position. It can be acted according to the company's aims in order to create expected positive behavior of consumers. In contrast, it can be acted as unbiased tool in spreading news or crisis which could change consumer's perception negatively as well.

Kotler and Keller (2006) suggest that there are two types of communication channels, personal and non-personal. Also, there are many sub-channels in each. The personal communication channels involve two or more persons communicating directly. This channel enables individualized presentation and feedback effectively. For the non-personal communication channel, it communicates to more than one persons and it uses media, sales promotions, event and experiences, and public relation to assist. However, this two communication channels should be combined to achieve maximum impact.

Personal communication is often more effective than mass communication; however, the mass media can be major medium to stimulate personal communication. However, companies can consider the use of media and channel choice differently even though they are in the same industry. Nevertheless, in order to create strong message consistency and greater sales impact, the Integrated Marketing Communications (IMC) should be applied (Kotler & Keller, 2006). According to Clow and Baack (2006), it is the coordination and integration of all marketing communication tools in order to maximize the impact on consumers at minimal cost. Schultz and Kitchen (2000) as cited in Procter and Kitchen (2002) also support on the shift to use of IMC

instead of emphasizes the individuality of advertising, sale promotion, personal selling, and public relations.

As per prior mentioned, advertising is one of five major modes of marketing communication mix. Also, it requires appropriate media to transmit message to the receiver. Advertising is non-personal presentation and promotion of idea, products or service that is paid by identified company. It is cost effective way of communication (Kotler & Keller, 2006). By conveying advertising message effectively and efficiency, a company has to consider the media that will be used to transmit information to consumers. There are various forms of media such as television, radio, magazine, newspaper, direct mail, internet and other new media such as cinema media. However, this paper will focus on three major media are being used and have prominent differences in characteristic. There are television, print (which includes magazine and newspaper), and internet.

2.5.1 Television

Television is the most powerful advertising medium and reaches a broad spectrum of consumers (Kotler & Keller, 2006). It can clearly demonstrates product attribute and persuade consumers about the benefits. Also, it can portray dramatically about the user and illustrate the way of using that particular product, brand attributes which includes the brand-related features such as price; quality; and durability (Evans et al., 2009), and other brand intangibles such as image and recognition. On the other hand, it can be overlooked due to distracting creative elements, clutter of ad, and high cost of production and placement. However, properly design of advertising execution could overcome these drawbacks.

2.5.2 Print

Print media is absolutely contrast to broadcast media like television since it provides much more details of product information and effectively communicate user and visualize how to use that particular product. On the other hand, it cannot provide dynamic presentation like

television. In general, the print media includes magazine and newspaper. Also, the format element such as size, color, and picture can affect the impact of the ad. By adjusting the elements, even minor thing, could gain more attention from consumers (Kotler & Keller, 2006).

2.5.3 Internet

The study of Williams and Williams (2000) as cited in Chan et al. (2011) points out that media consumption is a complex integration of multiple inputs that goes beyond television alone. Using various media is very important in the internet age. The reason is that people are globally using of television less but use internet for information and entertainment more. Lagrosen (2005) also supports that internet becomes the natural way of finding information for young and well-educated people online. According to the new communication channel, the internet and mobile communication technology have emerged from the fragmentation of media and consumer together with the revolution. It creates need for a new approach to marketing communication.

2.6 Conceptual Framework

According to Fisher et al. (2007), the conceptual framework will simplify research task as well as help readers understand the concept of the whole thesis paper clearly. The relationship and connection among variables will be illustrated by the framework. Referring to the literature reviews, the concept has then been shown by cause and effect relationship in which the factors, consumer behavior and marketing communication channel will influence the research topic.

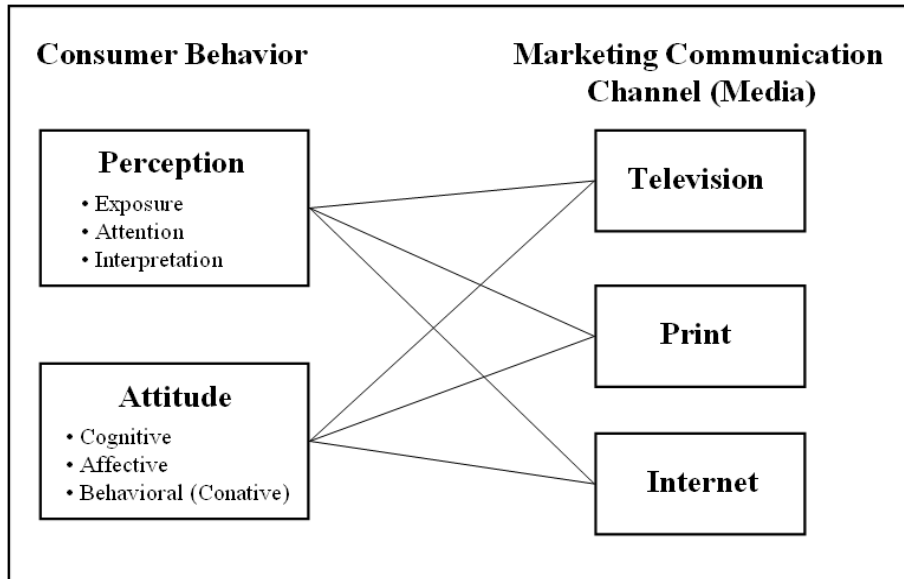


Figure 2: The Conceptual Framework

The conceptual framework shown in the above figure illustrates how perception and attitude interact to each media channel. The consumer behavior consists with two concepts. There are perception and attitude. The perception consists of three elements which are exposure, attention, and interpretation. The attitude also consists of three elements which are cognitive, affective, and behavioral. The marketing communication channels or media that will be study here consist of television, print, and internet. These three media channels have distinct characteristic from each other. In order to understand perception and attitude of consumers towards marketing communication through media, both concept of consumer behavior and marketing communication have to be studied individually. Regarding the study of perception towards marketing communication through media, the authors study how they exposed to each media channel (exposure), what factors that could make them pay attention to the marketing communication message by each media channel (attention), and how they interpret message that marketers communicate via each media type (interpretation). Also, the study of attitude towards marketing communication through media, the authors study what they think (cognitive) and feel (affective) about communication via each media type, and how they react towards that particular message as well as the media (behavioral). This framework is applied for study of the differences

of consumer in different generation, generation X; Y; and Z. In each generation, the authors will study their perception and attitude towards marketing communication via media as per prior discussed.

3: METHODOLOGY

3.1 Research design

There are two particular approaches to conduct the academic research which are Quantitative and Qualitative approach. Quantitative method is mostly conducted by using questionnaire in order to classify features, count them and construct statistical models. (Ghauri, & Gronhaug, 2010). Qualitative research is the process of gaining an in-depth understanding of problem solution and obviously concentrates on finding the meaning of particular circumstances. This method is also common in social and behavioral sciences, thus the practitioners who want to understand human behavior and functions. Moreover, it provides a detailed description of interaction between people and things such as participant observation, direct observation, unstructured interviewing and case study (Ghauri, & Gronhaug, 2010).

According to the research question the method that was used for this research is qualitative. Comparing about consumer's perception and attitude is the same thing as study their insight. It would be more effective and benefit if the research is conducted qualitatively. The interview method was chosen in order to gain insightful information of consumers. According to Fisher et al. (2007), there are three kinds of interviews which are open interview, pre-coded interview and semi-structured interview. Open interview, the respondents generally lead the direction of the interview while the interviewer lead the conversation a little. Whereas the pre-coded interview is employed by the researcher and the questions are organized in the sequence in order that the interviewer will not get distract. Semi-structured interview is between these two which is the most suitable method for our research. The interviewer prepares the script to remind of the main points and issues and follow the script to ask the respondents to achieve necessary information in a research. Moreover, the authors will not only achieve the perception and attitude which can be directly answer the research question but also the respondents have much latitude to respond the questions in the way that seems to be sensible. The authors not only obtained the main concept but also gained additional information from the interviewees which could be useful for analysis. Thus the authors adjusted the questions and gave different examples which vary from interview to interview. During the interview process, if there were any concerns

regarding to the respondents' answers, the interviewers could immediately ask in order to avoid misunderstanding. Therefore, the semi-structured interview was chosen for this study.

3.2 Data Collection

As a Master's dissertation, both primary and secondary data are collected in order to have enough information and provide the reliability. Primary data is acquired in both broadly and deeply from respondents. In addition, the secondary data was gathered from various reliable sources such as university's databases and textbooks.

3.2.1 Primary data

For the primary source, we interviewed twelve respondents dividing each four of respondents to be the representative of each generation in Thailand. The semi-structured interview was needed because the information from secondary would not be enough and sometimes it may not valid as we found that most of research paper studied the Western culture rather than Asian or global culture. We compiled primary data in order to explore the direct experiences of perceiving marketing communication throughout generations; Generation X, Y and Z. The acquired primary data will be strongly used to judge and understand the existing situations and be able to foresee the coming media consumption pattern of Generation Z in the near future. As a result, this resource will draw to the outcome which is reliable and worthwhile for the research.

3.2.1.1 Instrument

Interviewing was used in this survey as a central qualitative research. Interviewing in this particular case was comparison research since it was gathered information of each generation. In this research the authors intended to collect answers and opinions from the chosen respondents regarding to the framework. Hence the authors would like to gain additional information but still

relevant to the research topic. Therefore, semi-structured interview was chosen for the cases; mostly the process was structured in form of schedule to remind the main scope and issue of the topic and avoid distract. However, the respondents freely responded and mentioned their attitude since the answers seem to be sensible (Fisher, 2007).

In the process, the total 18 questions were divided into 3 parts (see appendix 1) and asked throughout the groups. All of the questions were covered the main problem in our research in terms of perception and attitude of each particular generation; Generation X, Y and Z toward the marketing communication as well as how and in what way these groups perceive media. During the interview process, there was recorder to capture the actual verbal responses as well as note taking in order to avoid missing the core data which might be important to answer the research question.

3.2.1.2 Participant

In qualitative research the purpose is to understand, gain insights and create explanations; therefore, the conclusion is seldom statistically. However, the sampling issues are also important. To obtain needed information which implies to select the most relevant respondents. (Ghauri & Gronhaug, 2010) In this effort, a non-probability sample was the most practical. The non-probability sample is alternative techniques to select samples based on a subjective judgment. In order to answer research question and to meet the objective as well as gain the respondents' insights, the authors need to undertake an in-depth study that focuses on a small case for the certain purpose. Thus self-selection sampling which allow each respondent identifies their desire to associate in the research was chosen. (Saunders et al., 2009)

We recruited twelve respondents for an interview. The respondents were selected by familiarity in exposing media; television, print, and internet. Since facility such internet is not available nationwide, there were still some areas that people were not able to access internet (NSO, 2009). Therefore, the respondents were mostly lived in Bangkok and some lived in suburb. The generation X and Z respondents were selected from those who lived in Bangkok. Generation X respondents were office workers who literate in computer and internet usage. The

generation Y respondents were office workers and university students who lived in Thailand and Sweden; however, they consume these three media regularly. Generation Z were students who currently studying in primary school, secondary school and high school. They had skill in reading and using internet. Obviously, the twelve respondents could not represent the whole population but in term of interview, in order to investigate their perception and attitude, the twelve respondents was the reasonable amount. The data could be collected appropriately in a given time frame. There are three different groups; Generation X, Y and Z each group consisted of four people which was divided in half depending on gender. These respondents were selected by consideration of their ages which have ten-year gap between generations in order to see the differences obviously in their perceptions and attitudes. Also, it was easier to avoid generation overlapping. Hence, the generations will be categorized as the following.

- Generation X who were born between 1966-1970 (currently age between 40-45)
- Generation Y who were born between 1980-1985 (currently age between 26-30)
- Generation Z who were born between 1995-2000 (currently age between 11-16)

The summary of all twelve respondents including code of respondents, age, and occupation and their hobbies and interest is shown in the following table.

Generation	Respondents	Code	Age	Occupation	Hobbies
X	1.	XM1	42	Office worker	Travelling, Surfing internet, dining out
	2.	XM2	40	Office worker	Feeding his pets
	3.	XF1	43	Business owner	Dining out, Watching movies, Surfing internet, Reading books
	4.	XF2	40	Professor	Listening to music, Shopping, Surfing internet
Y	5.	YM1	29	Graphic designer	Watching movies, taking photo, Travelling
	6.	YM2	27	Master student	Playing online games, Listening to music, surfing internet, Playing soccer
	7.	YF1	30	Master student	Reading books, Shopping, Watching movies, Visiting a variety of exhibitions
	8.	YF2	26	Master student	Surfing internet, Shopping, Playing Yoga, Listening to music, Dining out
	9.	ZM1	16	High school student	Going out with friends, Watching TV, Playing

Z					sports, Playing guitar, Surfing internet
	10.	ZM2	16	High school student	Drawing picture, Singing, Surfing internet
	11.	ZF1	11	Primary school student	Playing online games, Watching TV, Chatting in Facebook and MSN
	12.	ZF2	14	Secondary school student	Singing, Playing Facebook games, Reading both cartoon and books

Table 1: The respondents' profile

These three groups were Thai people who were the main potential consumers in Thai market. We were strongly believed that they were the appropriating and significant groups to grant information which efficiently response to the thesis topic due to they had capability to understand and able to answer the questions. Moreover, we were sure that we could approach all respondents within the time given. We contacted each respondent by Skype-to-telephone, one group (four respondents) per day since time difference between Thailand and Sweden. Thailand has 5 hours ahead from Sweden. Duration of interview per one person is 40-60 minutes depends on respondent's ability to answer.

3.2.2 Secondary data

Websites, studies and reports of institutions, textbooks, commercial research, publish journals and last but not least, theses and reports written by other students in own university will be important for our research regarding to Ghauri and Gronhaug (2010). This type of data source

is practical not only to find the information to solve our research problem but also to better understand and explain our research problem. In this research, we gathered general relevant data from all of these sources since the primary data was acquired by interview. We collected various secondary data in terms of marketing communication, information which associate to the particular generation; X, Y and Z and the definition of behavior from Emerald, Diva and Google Scholar. The sources of secondary data were collected from both English and Thai language. This useful information can be well support the primary data which grant many benefits to the thesis in increasing the reliability of research consequences.

3.3 Reliability

Burns (2000) referred the reliability as stability, consistency and predictability as well as the least of the error in the measurement. Reliability is also counted as a concept of the consistency of measures by Bryman (2004).

Since this paper consists of two different sources of data; primary and secondary data. In order to make the research more reliable, the secondary data was compiled from text book, journals and university online database which most of them were reviewed by peers. We selected the interview method to conduct the primary data with total twelve respondents from three different generations; X, Y and Z and divide in four for each group. The representatives were in-depth interviewed to have better understanding in their point of view in perceiving each media channel which can clearly define and well support the secondary data that we provided in the previous chapter. During the interview process, researchers used the recorder to capture the actual words of interviewees because nothing can substitute for these data and this method can increase the reliability in the research (Patton, 2002). Moreover, there is one more observer other than the authors involve in the interview to categorize the data from respondents into the relevant concept in order to create more reliability (Bryman, 2004).

3.4 Validity

Validity is given by Burns (2000, p.350) means that “validity information gives some indication of how well a test measures a given area, under certain circumstances and with a given group” as well as the trustworthiness and accuracy of data, participants and experiment in the research (Bernard, 2000).

As a result, the interview questions were formulated which basing on concepts of consumer’s perception and attitude due to our framework and the previous studies to ensure that the questions covered the point we intended to study which finally, could answer the research question. In order to see the different perception and attitude among different generations towards the chosen media channels easily, the authors studied by leaving ten-year different between generations. The authors made adjustment in some interview questions for the Generation Z respondents which were suitable for their knowledge so they could easily understand and be able to answer. However, the meaning still covered the main concept as well as used with other two generations. During interviewing, the researchers also gave the example of products toward individual’s interest which they could be able to answer precisely for instance for male respondents were given cars as the example and females were given cosmetic products as the example. Moreover, the researchers did the note taking while recording in the interview because if there were any concerning regards the respondents’ answers we can ask immediately in order to gain more insightful.

The responses from the participants were not definitely represented the idea of the whole population for each generation. However, they demonstrated more in-depth explanation of the phenomenon which could valid only the particular time. Therefore, in the future it may be subject to change due to technology and trend is always changing.

3.5 Limitations

In this research, we aimed to study the differences of consumers’ perception and attitude toward marketing communication through different media channel by comparing generation X,

Y, Z in Thailand. However, since there was limitation in time frames in conducting research, we selected only three major media channels to study which are television; print; and internet, from various channels. Also, since the difficulties in reaching Thai people in different age ranges, we selected respondents of some group by convenience. For example, some respondents who are representative of generation Y consumers have to be Thai students who live in Sweden instead due to it is more convenience and cost and time saving.

4: EMPIRICAL FINDINGS

4.1 Generation X

We had in-depth interview with four respondents who are representative of Generation X consumers. The group consists of two males and two females who live in Bangkok. The first male (XM1) is 42 years old, single and he is an office worker who likes traveling, surfing internet and dining out. The second male (XM2) is an office worker which the age is 40. He is a widow. He feeds his fish and birds as his hobbies. The first female (XF1) is self employed who used to work as a copy writer. Her age is 43. She has one son and one daughter whose ages are 13 and 16 respectively. She likes going out with friends, going to theater, surfing internet and reading every kinds of books. The second female (XF2) is 40 years old and single. Her career is the professor at Suan Dusit University. Her hobbies are listening to music, go shopping and surfing internet.

4.1.1 Perception

Exposure

When there are news and information such as new product launch, sale promotion or event all of the respondents receive these information from TV, newspaper, magazine, internet, leaflets, and word-of-mouth. Since the respondents need to use internet due to their careers, they are becoming familiar (in this case means that the respondents know this kind of media but seldom use it) with this kind of media the most then print and TV in the order. XM1 argued that he familiar with TV instead of internet because it is easy to access and his house does not have internet access. However, if we are looking at the time spending toward these channels, this generation spends most of their time with internet, TV and print respectively because they use internet as the tool to communicate with either their colleagues, clients or check email for their career which approximately takes 8-10 hours each day. When they arrive home or have some spare time they would watch daily news through TV which about 2-3 hours a day but print media they will spend time only 1 hour but not for XF2. As the nature of XF2 respondent, she loves

reading so that she frequently spends her leisure time with every kind of print for instance magazine, pocket books and newspaper.

The most popular media among this group is internet which the most important tool for their work is email in order to contact with the client. However, sometime they use this media as for entertainment. They usually watch and read the current news from this channel and search additional information based on their interest such as dinning place, travelling, automobile, sport challenges, especially for XF2. She registered on Facebook in order to be able to catch up with her children, follow Twitter and chat through Skype. The TV programs which Generation X normally watches are those kinds of the daily news, hot news, variety show, sports, HBO which is film program, National Geographic, Animal Planet and so forth. The main purpose in watching TV is for entertaining or relaxing themselves after busy working hours. For print, they read from both newspaper which normally is provided in the office for free and most of respondents read only heading line because they do not have time. For example, XF1 often read daily news from the internet in the morning so she does read the print only when she have such spare time and vary kinds of magazine for example sport car magazine, pocket books, celebrity's biography, travelling.

Attention

By comparing between these three media, the most effective influencer in advertising for them is internet because they said during their working hours, they need to connect internet to do their job, check e-mail which this is the easiest way to contact them directly. Thus advertising on the websites they will have a chance to read the reviews and compare the products. They rank TV and print in the same score which less than internet because they have limited of time in consuming message through TV and print.

In order to gain attention from this generation they suggest that TV advertising should be better do in the creative and attractive way as well as contain credibility. The print ads seem to be interested for them because they consist a lot of practical information and quite deep in detail. On the other hand it should be more creative, clear meaning and XF2 suggested that the print

should be attached sampling in case of cosmetic products. The advertising on the internet should promoted on the popular websites or social networking such as Facebook, MSN and Pantip which is the popular page that contains a variety of knowledge as well as provide the links to read more detail in the products' official websites.

Interpretation

In their point of view, none of media channels from these three can communicate completely individually but might depend on the product category. It would be better in the combination of the varieties of channels. However, XM2 argued that every single channel is able to communicate completely in accordance with the proper consideration of producer in selecting type of media to convey the message. TV ads are only created in very short story that promote the outstanding of the product due to there are limitation of time. Print ads are limited of page and area to provide the complete detail as well as there are only picture and text line which XM1 stated that especially for the car in print ads seem hard to imagine because lacking of movement. For the internet, they think that it can contain a lot of message but sometime cannot be reliable.

Normally when they perceive the advertising from all these three channels, they can understand the message immediately. The respondents ranked the channel that has ability to convey message effectively to be easy to understand in the same order which is internet, TV and print respectively. For the advertising on the internet, they understand the message since it provides video clip, product detail, reviews and comments from many people with rich of information. Hence XF1 supported that there are lots of practical information on the internet which allow her compare quality of products before making decision. There is such a limitation of time on TV advertising but the respondents still can understand the main concept of the product because most of them will be created to show the outstanding of that product with the short and clear description. Thus the ads on TV is created for mass market that there are different background of audiences so that it is necessary to be easy to understand but less in detail. Print ads often contain a lot of detail and clear picture which XM1 and XF2 said that it is easy for them read through the description in all the detail however most of the respondents have less time to concentrate on such a media.

4.1.2 Attitude

Cognitive

Most of Generation X respondents ranked TV as the most reliable source because advertising on TV need to be censored according to the Thai advertising regulation before broadcasting. As a result, TV ads have to be reliable otherwise it will affect to the product's image. On the other hand, XM2 said that the most reliable media is print because it targets the educated people so it necessary that the copy and picture need to be credible otherwise it will reduce the image of the products. Secondly is print because consumers know the publisher or the name of newspaper whether they are credible or not. However, XF1 said some print ads such as leaflet or handbill which are unknown sources she will not believe at first until she finds the further information. The least reliability is ads on the internet because this source has not been proved with any organization or department as well as it is open for everyone to post anything. As a result consumers need to use their judgments.

Regarding laws and regulations about advertising as well as censorship process in Thailand, the author who used to work for advertising agency for years, would like to suggest information in order to support the ideas of respondents. The laws and regulation are effective mainly for particular products which include cosmetics, foods, drugs, products for children and alcoholic (AAT, 2010). According to AAT (2010), the laws and regulations consists of advertising guidance for cosmetics; advertisement for children; and advertisement that claim research result, warning statements for the use of sign of alcoholic packaging or manufacturing brand, and condition of using image and sign to promote alcoholic beverage. Referring to Bureau of Drug Control (2011), drug advertising in broadcast media such as radio, amplifier, television, projector, cinema, and print has to get permission to use of words and image that use on advertisement and practice according to specify conditions. Food and Drug Administration (FDA) is authorized to stop broadcasting advertisement that breaks the rules. The media that applied for this rules includes print media, sound media, visual and sound media, and other media such as packaging. The new media such internet, even though it consist of visual and sound, is not strictly enforced.

The similarity of these three media is that they are the tool to convey message to people. However, each channel has the distinctive characteristic: TV has movement, sound, repeatable and do not need to pay more attention in order to understand as well as access mass market. Print has ability to penetrate in specific or target group and need to concentrate in order to get the message. Internet ad need to have computer and internet access to connect the site and might lack ability to approach the target.

The pros of TV are easy to understand, it reaches every single family because everyone has TV in their home, more repeatable but the cons are it can't specify the target as print. Print ads can provide more detail than TV, can penetrate the right target but XF1 stated that it is much slower as well as it is passive ads because the audiences are likely to be more active in order to seek information in XM2's opinion. The advantages of internet are convenient, more up-to-date, but less creditability.

The most suitable for XM2 and F1 lifestyle is the internet ads because they spend most of their time with internet especially for XM2 like chatting via his mobile. However XM1 and XF2 said that the most suitable for them is TV and magazine respectively because XM1 like watching and listening and XF2 interested in reading as her nature.

Affective

All of the respondents seem to like TV the most since there are movement, picture, short copy and sometimes the attractive endorser thus easy to access. Currently there are increasing of creative advertising which make it more interesting even inspire the idea to them. The second is internet as it serves more convenience to their life and they can read review and comment to be the guideline to make the decision as well as compare the quality of products. Print is kind of paid media and more passive than the first two channel because they need to go to buy it if they would like to perceive it.

Behavior

Most of them seldom to participate in promotional program because they believe that there is less chance to win or sometimes it is unreliable. However, some occasion XM2 used to attend the event such as the world cup festival, he sent the postcard with the result to win the car. For XF1 and XF2, they cut the discount coupon of their favorite cosmetic to buy those items in special price.

In order to convince them to take action toward the promotional campaign, marketers should use print. Even though they illustrated that this media is hard to understand but it contains lots of practical information as well as they can rely on it. XF1 added more advice that if marketers would like to introduce the new product, they should broadcast on TV first because it will approach to mass market. The advertising should be followed by print because they can read the detail more than on TV.

The following table presents the summary of perception and attitude of generation X towards the chosen media channels; TV, print and internet.

Media	MC 1	MC 2	MC 3
Consumer Behavior	TV	Print	Internet
Perception	- Moderate familiar and less time to consume.	-The least familiarity. -The hardest to understand.	-The most common use in their daily working life. -The easiest to access. -The most interesting. -The easiest media to understand.
Attitude	-The most reliable media. -The most preference. -Moderate ability to perform action.	- The credibility is moderate which less than TV. -Highest ability to lead to take action.	-The least reliability. -Has less ability to lead action because there is less credible.

Table 2: The Perception and Attitude of Generation X towards Television, Print, and Internet

4.2 Generation Y

We have in-depth interview with four respondents who are representative of Generation Y consumers. The group consists of two males and two females, age 26-30. They are university students and office workers. The first male (YM1) is 29 years old, work as a graphic designer and single. He lives in Bangkok and watching movies, taking photos and travelling as his hobbies. The second male (YM2) is Master student which used to work as the programmer and

his age is 27. His status is single and his hobbies are playing online games, playing soccer, listening to music and surfing internet: Youtube, Facebook, and Twitter are his favorite sites. The first female respondent (YF1) is 30 years old and single. She is a Master student whose previous occupation was marketing assistant. Her hobbies are going to the variety of exhibition, reading books, watching movies and going shopping. The second female (YF2) is 26 years old and her home town is Bangkok. She is Master student and surfing internet, shopping, playing Yoga, listening to music and dining out when she has spare time.

4.2.1 Perception

Exposure

This group of respondents usually perceives news and information from variety channels such as TV, internet, newspaper, word-of-mouth, magazine and so on. Most of Generation Y respondents are informed the information through internet which they are familiar the most then TV and print. Except for YM1, he often receives every kind of message from TV rather than internet because he stated that he always spend time in front of TV watching TV program, watching movies and TV shows. However, if we are looking in term of time length, all of respondents spend mostly on internet, TV and print respectively. They need to spend most of their time each day on the internet because of their career and study which need to work online not for their personal activities as well as update the current issues. They watch TV for perceiving daily news, relaxing and entertaining as the main purpose and read print media such as newspaper and magazines only when they have spare time.

Their favorite TV programs are daily news, documentary channels, TV shows, game shows, entertainment news and MV which similar in both genders but the difference is that both of male respondents are more likely to watch sport instead of soap opera which are interested by females. All of respondents use internet to check their e-mail both for their job and personal activities such as surfing websites to read the update, playing game online, uploading their pictures and reading new feed in Facebook. The popular websites among this generation are Facebook, Fanpage, Youtube, Skype, Hotmail, Gmail, Myspace and lastly Pantip which is Thai

domain website providing every kind of knowledge as well as offer audiences to search information base on their personality and lifestyle. The least popularity among Generation Y respondents is print media such as newspaper, magazine, leaflet, brochure, banner, billboard and so forth. They scan reading newspaper to receive daily message only in heading line and entertainment column because they normally read or watch from internet and TV which are more quickly distributed. Female interviewees intend to read more in sorts of women or fashion magazines such as Cosmopolitan, Cleo, Seventeen, Health but they didn't buy themselves rather they read in café, restaurant as time killer which they would read in detail only specific columns. The YF2 told us that she would buy magazine only when it provides the sampling of product from her favorite cosmetic.

Attention

In order to approach them effectively, they suggest that the most suitable channel is internet, TV and print. Since their daily life associate to internet as communication tool which they need to spend most of their time in front of computer screen; therefore, this channel can access them directly and precisely. However, YM1 argued that the most effective channel is TV because he usually spends his time in front of the TV screen even though he gets access through the internet all day long but not for the personal purpose so he likely receive message more on TV. Nowadays, people seem to spend time mostly in the office or school and arrive home late in weekday and some weekend they like to go out. As a result, they don't have time to watch TV which most of them still consider this channel as their favorite. Print is the least ability to get through this generation since they don't have time to concentrate on the detail which is provides in print. In some cases, they receive advertising message from print on the way they go to work or study such as on public transportation, billboard on express way and on the road.

The respondents suggest that in order to gain their attention, the advertising on TV should be more idea, create talk of the town among people and don't need to present the product rather focus on the theme and story. Using endorser is not attractive for Generation Y which is the same concept for all respondents as well as the ads ability to communicate the message completely in such a time limit. For internet, the product should be placed in a popular site such as Facebook

where most of them sign in everyday which easily receive the information. The main concerning of the ads on the internet is that product's picture should be clear and attractive such as using of 3Ds, cartoon animation, video clip, less of copy but easy to understand. Moreover, the advertiser should provide consumers the link that able to click to read product detail or go to their official website. The attractive print ads for Generation Y is sort of distinctive picture which stand out from other products and colorful. The marketers should not put a lot of text; however, it should be easy to understand. Also, it will be even better if that product attach sampling with the ads.

Interpretation

The respondents said that TV and print media cannot communicate or convey the message completely. They need to seek further information from other media if those products are interesting for them. For instance, limited duration and require huge budget in order to launch ads on TV so that advertising can be contained only the core concept and some of information as well as under the control of the law and regulation. Print ads have the limited in area and provide only text and picture which quite hard to understand comparing with the other two channels. On the other hand, YF2 argued that internet is able to communicate completely in her point of view because the media consist of full detail, video clip, movement which can say that it is combination of TV and print. Hence, YM2 said that TV is able to convey message perfectly as well because it contain movement, sound, visual and detail.

However, the most effective channel (whether it is hard or easy to understand) for this generation is TV since this channel is attractive, easily consume and still popular among them as well as the concept is formulated for everyone even though they have different background. As a result, TV advertising needs to be substantial in order to access mass market. The second and the third are internet and print respectively because most of them are familiar with internet and consume it every day. However, YF1 said that print ads is the most effective media for her since it can be repeatable reading unlimited and provides rich detail.

4.2.2 Attitude

Cognitive

Most of message in advertising is usually over-claimed. However, if focuses on media channel approach that considered as the most reliable tool, it is TV. As the respondents claimed that TV is made for releasing in mass market; therefore, it is restricted by the regulation and law and affect to the image of product if they cannot produce appropriately. Hence, the audiences can see the visual movement and hear the sound in the same time which can create even more credible. The second is print because before distributing the advertising in here, it has to be approved by editor and need to be under regulation. The least credible media is internet because this type of ads does not be approved by any reliable departments thus anyone can post or write anything on the web page.

The pros and cons for these three media are different by individual opinion. TV has pros in terms of access mass market, easily receive, require low cost in audiences' view and the most attractive and the cons are can't determine target audiences and can't tell the exact time of when it will be broadcasted. The print ads provided more detail which sometime almost completely. It can also penetrate target group and the readers can reach anytime. On the other hand, it cannot reach mass market, unattractive in their point of view. For internet they said that it requires such a lower cost, convenient and economic of time; however, information on the internet is less reliable.

These three channels have the similarity in terms of all of them are communication tools to customers but there are the differences that their pattern of convey message and the reliability. The most suitable for their lifestyle in order for them to receive message is internet because they spend most of their time with internet and familiar with it in terms of easy, convenient, and more update.

Affective

In their feeling the respondents like TV because they like watching such a creative ads and more interesting follow by internet and print. However, it depends on the category of products as well such as YF2 said that if it is the cosmetic product, she prefers internet to the others. Other respondents also base on their interest. If those products seem to be interesting for them, they would like their ads.

Behavior

Regarding to the interview, both of female respondents used to join ads campaign such as cutting the coupon to get discount in restaurants and café or to get free sampling meanwhile males have never joined these kinds of activities because they are not interested or even like it.

In order to approach and encourage them to have reaction, the company should influence by internet, TV and print respectively as most of them suggested. But YF1 said that she is likely approached by TV since she can see movement and endorsers, and hear the sounds which make it more interesting. Three of respondents said that they check their e-mail every day on internet and need to search information for many purposes frequently so this media is the most effective one. Moreover, if they have any concern towards those products they can search further detail and compare from the review which other people provide in there.

Additionally, all of them suggest that in order to get access potential customers, the producer should use the combination of these three media. However, it depends on the target's lifestyle. Moreover, the product should create the event to convince and approach the right target because they can use all the five senses: vision, taste, sound, smell and touch with the actual product.

The following table presents the summary of perception and attitude of generation Y towards the chosen media channels; TV, print and internet.

Media Consumer Behavior	MC 1 TV	MC 2 Print	MC 3 Internet
Perception	<ul style="list-style-type: none"> -Gen Y is familiar with TV but less than internet. -The easiest way to understand 	<ul style="list-style-type: none"> -The least familiar. -The most difficult to understand. 	<ul style="list-style-type: none"> -The most common use in Gen Y daily working life. -The easiest way to access. -The most interesting. -Less understanding comparing to TV.
Attitude	<ul style="list-style-type: none"> -The most reliable media because it approach mass market. -The most preference. -Moderate ability to lead Gen Y to take action. 	<ul style="list-style-type: none"> - The credibility is moderate which less than TV. -The least potential to lead to take action. 	<ul style="list-style-type: none"> -The least reliability. -The most preference -Has best ability to lead action.

Table 3: The Perception and Attitude of Generation Y towards Television, Print, and Internet

4.3 Generation Z

We have in-depth interview with four respondents who are representative of Generation Z consumers. The group consists of two males and two females. The first male (ZM1) is 16 years old. He is a high school student. He lives in Bangkok. His hobbies and interests are going out with friends, visiting friends' home, watching TV, playing sport, playing guitar, and surfing internet. The second male (ZM2) is also 16 years old. He is also high school student, living in Bangkok. His hobbies and interests are drawing picture, singing, and surfing internet. The first female (ZF1) is 11 years old. She is a primary school student. She lives in Samutprakarn province. Her hobbies and interests are playing game online, watching TV, and chatting on Facebook and MSN. The second female (ZF2) is 14 years old. She is a secondary school student. She lives in Bangkok. Her hobbies and interests are playing game on Facebook, singing, reading all kind of book such as cartoon and general knowledge book.

4.3.1 Perception

Exposure

Mostly, they get general information and commercial from television, internet, friends, brochures and leaflet. When asking them to rank the given three media channels by familiarity, internet is the media channel that they familiar the most since they spends time with computer every day, about 2-4 hours per day. The purpose of using computer and surfing internet is that they like to play Facebook. They use Facebook to interact with friends such as playing game, chatting, sharing photo and status, and commenting friends' photo and status update. Apart from Facebook, they also like to visit the sites that they have personal interest. ZF1 is more concerning about her body shape so she looks for the site about healthy. ZF2 likes to play online game. ZM1 likes to visit web board site and music site. And ZM2 like to visit website about football match discussion and education. Television is the media that they are familiar as well. They open television everyday. The purposes of watching television are entertainment and relax. Even though they are more familiar with internet than television, the time spending on television is about the same, 2-4 hours per day. However, females watch television more often than males.

For print, it is the least familiar media because they do not like to concentrate on reading. ZM2 and ZF2 read newspaper everyday to keep update by reading heading news that being talked in social. They also read magazine. However, the magazine that they read is varying by their interest. ZM1 has interest about car so he will read only car and engine magazine. ZF2 read entertainment magazine. ZM2 and ZF1 are less likely to read any. They will read only when the magazine or newspaper is available at home.

Attention

The most effective media channels that a brand should use in order to communicate with them are television and internet. They suggest most people like to watch television. However, they will watch only the favorite programs. Regarding commercial, ZM1 suggest that it will be great if a brands use celebrity to endorse the products. Referent group has great influent to this group of consumers. Also, ZM2 suggest that the commercial should be creativity and interesting. ZF1 prefers humorous advertising and cartoon character in advertising. ZF2 point out that over-claimed message will lessen the credibility of that products or brands. For internet, it is easy to access because they spend longer hours and more frequent on computer than other media. ZM1 and ZF2 suggest that banner ads in the websites make them to see the advertising message unintentionally. ZM2 recommends that a brand should use the viral ad, video clip, interaction and official website to make it more interesting. By placing these methods in other websites such as Facebook will make people see it wildly. ZF2 suggests that the brand should do it different from others such as having animated cartoon, showing picture of the product with less use of text. Print media is the least effective media due to most of them do not like to read; therefore, it is difficult for them to see the print advertising. However, in order to make the print ad be more interesting, a brand should focus on using of visual impact and making it more attractive by using color with less use of font. ZF2 suggest that the brand should create activity that consumers can participate in order to win prize.

Interpretation

Regarding the information that consumers get from communication through media channels, most of them point that television cannot give complete information due to it has limited time to show product benefits. However, ZM2 point differently. He says that can give complete information as well as other media. He will not understand advertising message only when it is the bad commercial. ZM1 suggests that the television commercial should provide the web address or call center number so they can ask further information easily. All of them say print and internet can give complete information due to these two media contain the written information so they can read the detail of the commercial.

However, when discussing about understanding of the advertising message through these three media, they point that television is able to make them immediately understand. It has already summarized the important or essence of the product and brand. Also, it has both visual and sound so it can make them understand easily. ZF2 says that sometimes she cannot understand it immediately since the commercial might convey unclear message. Next, internet, in case that they cannot understand the message instantly, they can search for further information in Google easily. ZF1 will also find more information from magazine. Print has least effective in terms of easy to make consumers understand the advertising message. Even though it contains detail of products, they cannot see it because there is a lot of news in a newspaper.

4.3.2 Attitude

Cognitive

Regarding credibility of marketing communication through three media channels, the most credibility media that they can believe advertising message are television, print and internet respectively. ZF2 gives reason that television is the media that most popular. ZM1 supports that the brand has to invest a lot of money to create just one advertising so if the information communicated via this media is untrue; they will be managed by censorships. Also, ZM2 mentioned that it has both visual; sound; and movement, people can see the real situation of using that particular brand or product. For print, ZF2 point that it is popular since people are

interesting to read newspaper in the morning. ZM1 says that brand has to invest in advertising as well so it is easily to investigate if there is any untrue information. Internet is the least credible media since it is wildly used. Anyone can place advertisement in this media easily. Some information is not beneficial to readers. However, it can gain greater trust if a brand mentions the source of information in the advertising.

They think that television and internet is the most suitable media for them since they often watch and spend time with them. Most of them think that these three media are different. Television can entertain audience the best. However, the time spending on watching television has to be scheduled. It can show the example of product usage which is interesting. Unlike internet, they can play it at any time. The information get from internet is fast and wide spread. They can read worldwide news. Moreover, searching for new information is easy and convenient. For print, it can give the detail of information better and fast than television. Moreover, the advertising budget for print is lower. It can target to their consumers directly.

Affective

The media channel that they like the most is television since it has high credibility. ZF2 often watch television because it has both visual and sound. ZM1 like internet more than television; however, he suggests that endorsement by celebrity could make him interest on advertising on television. ZM2 will reject the advertisement that is boring such as direct sale program. Next is internet because it can give detail of information; however, they sometimes do not read that information. They like print the least because they do not read newspaper and magazine. They will read only thing that they interest. However, ZM2 points that it is better than internet due to it has no virus.

Behavioral

ZM1 and ZF1 of them had never participated any promotional program. ZM2 thinks that it is an activity of older woman. ZF1 also mentioned that her mother used to call to call center. Also, ZM1 think that they will have less chance to win prizes. However, ZM2 participated by sending coupon that cut from newspaper to win prize and ZF2 register in the website to attend special event or be membership.

The media that influence them the most is television because they can see advertising from this channel more frequent than other two. And it has the most credibility in terms of giving information. Internet and print can influent them equally. However, ZM2 says that television has least influence due to it cannot provide detail of product information and internet has the most influence.

Apart from using these three media channel, they recommend a brand to use radio, advertising at sky train, poster, billboard, and direct mail as well. And they have to use it together.

Media	MC 1	MC 2	MC 3
Consumer Behavior	TV	Print	Internet
Perception	<ul style="list-style-type: none"> - Easy to access - Easily to make advertising message understandable 	<ul style="list-style-type: none"> - Ignored media due to people has less likely to read 	<ul style="list-style-type: none"> - The most familiar channel - Easy to make it interesting and create attention
Attitude	<ul style="list-style-type: none"> - The most preference media - High credibility - Convincing via TV cab create trust and lead to action easily 	<ul style="list-style-type: none"> - Have credibility but not interesting - Cannot convince to perform action due to less exposure 	<ul style="list-style-type: none"> - Low credibility Interesting and easily to convince because use it frequently

Table 3: The Perception and Attitude of Generation Z towards Television, Print, and Internet

Generation Z consumers perceive that TV is the media that easy to access because they watch it frequently at home. Moreover, they can understand the marketing communication message from television the best since it consist of visual, movement, and sound. The print media is ignored by this group since they prefer to surf internet and watch television. They don't like to read. Internet is the media that they familiar the most since it play computer everyday for personal interest and interact with friends. It will be easy to make them interest and pay attention to the marketing communication message with this media.

Television is the most preference media among this group of consumers since it has high credibility. Therefore, convincing them to take action would be easy by this media. Print and internet are opposite to each other. Print has moderate level of credibility while internet has very low level. However, communication via internet seems to be more interesting than print. Moreover, internet can convince them to perform action easier than print because they use internet much more often.

5: ANALYSIS

5.1 Analysis

After getting information about perception and attitude of Generation X, Y, and Z consumers in Thailand toward marketing communication through three media channels, the table below will show the overview of the differences and similarity of them clearly.

Generation/MC	MC1 Television	MC2 Print	MC3 Internet
Generation X	<ul style="list-style-type: none"> -Moderate familiarity -Less time spend on watching television -Highest credibility -Moderate influence to perform action 	<ul style="list-style-type: none"> - Least familiarity - Most difficult to understand MC message - Moderate credibility - Highest influence to perform action 	<ul style="list-style-type: none"> - Most familiarity - Easiest to access - Easiest to understand MC message - Lowest credibility - Lowest influence to perform action
Generation Y	<ul style="list-style-type: none"> -Moderate familiarity -Easiest to understand MC message -Highest credibility -Moderate influence to perform action 	<ul style="list-style-type: none"> - Least familiarity - Most difficult to understand MC message - Less effective due to difficulty to access - Lowest influence to perform action 	<ul style="list-style-type: none"> - Most familiarity - Easiest to access - Moderate to understand MC message - Lowest credibility - Highest influence to perform action
Generation Z	<ul style="list-style-type: none"> -Moderate familiarity because 	<ul style="list-style-type: none"> - Least familiarity 	<ul style="list-style-type: none"> - Most familiarity

	of easily access - Easiest to understand MC message - Highest credibility - Highest influence to perform action	- Most difficult to understand MC message -Moderate credibility - Lowest influence to perform action	- Interesting media - Moderate to understand MC message - Lowest credibility - Highest influence to perform action as television
--	--------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------

Table 5: Comparison Perception and Attitude of Generation X, Y, and Z towards Television, Print, and Internet

Generation X:

The study shows that they are familiar with internet the most since they have to use it in everyday life. Internet plays much more important roles in today’s society. Almost of companies rely heavily on using internet as medium of communication especially emailing. They can use internet either at office or at home. Therefore, it is the media that easy to access in their point of view. The level of exposure to internet is very high. The finding support the literature review which mentioned there was an increasing of personal computer and the dot com since they are more concerning that the information and technology changing their world (William et al., 2010). Also, innovative device such as mobile phones are becoming part of their life (Marconi, 2000). However, this is not support the literature review which mentioned that this group of consumers can easily be accessed by traditional television advertising rather than internet (William & Page, 2010) and mostly spend time on television (Roberts & Manolis, 2000). Regarding reliability in the research, this group of respondents is picked from those who live in Bangkok. They have computer literacy and easily access to internet rather than those who live in other parts of Thailand. Hence, there is no surprise that they use internet heavier than television and newspaper. They perceive positively to communication via internet. This media is not only exposed a lot, but also able to make them pay attention and easily interpret message. However, they said that information from internet cannot be trust. Therefore, they do not believe message

from internet and hence cannot lead them to perform any action. Their negative cognition to media credibility in conveying message apparently leads to less performing of behavior.

On the other hand, they have least familiar with print media since they have no time concentrate on reading. The level of print media exposing is less. It is difficult for them to understand advertising message from print ad which means that they are not able to interpret the marketing communication message precisely and effectively. This finding can also argue the literature review as it suggested that this group of consumers is more relevant to print ad (Roberts & Manolis, 2000). However, they perceive that the information is trustable and could make them perform action the best. This is why the traditional media of print and mail are still very much alive even though internet and personal computers are getting popular (Marconi, 2000). Their attitude toward print media is positive. Even though they have least perception toward this media, their attitudes are very strong which result from strong cognition. Nevertheless, the consideration of reliability is important. As mentioned, this group of respondent can be representing Generation X consumers who are office workers that stay in Bangkok. They are educated and tend to believe in printing media. Even though it is difficult for them to understand advertising message from print ad, they tend to read more if they want to know the detail of product that they are interested in. They are likely to read from both internet and print media. They prefer to be educated plenty of information about products and services this is the reason why they would like to read deep detail of product (Williams et al, 2010). Print ad then becomes hero in providing further trustable information.

For television, they are moderate familiar with it because they use internet more often than television. By watching television, they have to have time concentrating as same as print media. The exposure level is moderate but attention level is low. However, they perceived that television convey highest credibility message due to it is the mass media and it is approved by censorship. Hence, television can stimulate them to perform action easily. Their attitude towards communication via television is positive. This is supported by the literature review as per discussed in the internet part.

In summary, the perception and attitude of Generation X consumers towards marketing communication via three media channel are different. For internet, they have best perception but least attitude. The primary reason of having least attitude toward internet is cognition of less credibility media. For television, even though it has extremely impact to their behavior, the perception and attitude are flowing in the same positive direction. For print, they have least perception but best on attitude. The reason is the same as television. They trust the message conveying by print media which make them have positive cognition.

Generation Y:

The study shows that generation Y familiar with internet the most since they use it to work and study. This is supported by the literature review regarding generation Y's characteristic. They grew up in rapid revolutionize of technology and computer (Williams & Page, 2010) and they use high technology device in order to get fast connection (Cheung, 2007). It is the media that they can access and understand marketing communication message easily; however, it has less credibility. There is paradox of cognition due to they don't trust the message that communicate via this media; however, they tend to perform action that convinced by this media the most.

This is supported by Luck and Mathews (2009) which mentioned that they keep update with their online community and has less influenced by traditional media such newspaper, magazine, and television. It is related to the familiarity with print media of this group which is least comparing to other two media. They do not like to read; however, making excuse that they have no time to read. The exposure level of print media is least. They think that print advertising is not effective in term of accessibility and have moderate level of credibility. Therefore, this print media cannot be able to make them perform action. There perception and attitude toward marketing communication via print media is going in the same negative direction unlike internet. Because of having less exposure, it is difficult for them to pay attention and able to interpret the message. So they have moderately believed in this media and difficulty to create desired behavior.

For television, they are moderately familiar with it. The message that communicates by this media is easy to understand and has the most credibility. Communication via this message could lead them to perform action pretty well. The study supports the literature reviews, even though it mentioned that the generation Y has less influenced by television (Luck & Mathews, 2009). Television still has impact to this group of consumers because it can make them understand the message the best. Their perception and attitude are almost going the same positive direction which resulting from ability to interpret message and good cognitive toward credibility of media. Combination of both visual and sound is effective. However, in reliability aspect, this group has to be study further due to the respondents of generation Y consumers are selected by random. They are both office workers who live in Bangkok and university students who live in Sweden. This group might not able to be representative of Generation Y as whole. Moreover, the selection is base on those who age between 26-30, the rest might have different attitude and behavior.

In summary, the perception and attitude toward marketing communication via television and internet are similar. They have similar positive perception toward both media channels. However, the attitude has minor different in terms of cognitive aspect. They have negatively cognition towards internet because of credibility of media; however, it can lead them to perform desired behavior. For television, they have positively cognition but can lead them to perform desired behavior less than internet. For print, they have least perception as well as attitude toward marketing communication via this media channel. It is resulting of less exposure to the media.

Generation Z:

The study shows that generation Z is familiar with internet the most. They think that internet is the media that is interesting as they growth with it and use it everyday. The exposure level is high. William and Page (2010) also support that this group of consumers have never lived without internet. According to literature review, this group of consumers can not only be defined as Google generation (Rowlands et al., 2008) but also the Facebook generation since most of them use Facebook to consume information and interact with friends. Even though it has

lowest credibility, it has strong potential to make them perform action. Their attitude perform differently from cognitive to behavioral. Regarding reliability, this group of respondents also selected from those who live in Bangkok and suburb (Samutprakarn province). They have easily access to internet and use it much more often than those who live in other parts of Thailand.

This is absolutely contrasted to print media. They have least familiarity and have no interest in this media. They think that the message is moderately credible; however, cannot influence them into action. The perception and attitude towards marketing communication via print media have the same direction. Since they have less expose to print, they face difficulty in understand the advertising message. Also, this media has less effective as it cannot create desired behavior even though it has moderate level of credibility

For television, they are moderately familiar with this media since they watch it every day. The level of exposure is considered as high. They believe marketing communication message from this media the best due to it is not only easy to interpret but also it is trustable because of mass communication. This media is effective the most due to it can make them to perform action the best. Regarding this, generation Z consumers have positive perception and attitude towards marketing communication via this media as a result of high exposure and high cognition in terms of credibility. Report of Markow (2005) support this idea that television is there primary source of information even though some of them rely more on internet. With this, they are more believed in marketing communication message that convey via this channel. Using celebrity in advertising to convince them could even more convinced because they tends to believe and interest the reference group that they aspire to. This study also supported by the review of literatures. They like TV more than print because they like to view rather than read (Rowlands et al., 2008). Importantly, this generation has developed thinking as adult level (William & Page, 2010). They are logical and concern everything by consider peers' opinion (Drake-Bridges & Burgess, 2010).

In summary, the perception and attitude toward marketing communication of generation Z are the same as generation Y. Perception and attitude of television and internet are similar. They have similar positive perception toward both media channels. However, the attitude has minor different in terms of cognitive aspect. They have negatively cognition toward internet

because of credibility of media; however, it can lead them to perform desired behavior. For print, they have least perception as well as attitude toward marketing communication via this media channel. It is resulting of less exposure and difficulty in interpretation to the media.

6: CONCLUSION AND RECOMMENDATION

6.1 Conclusion

There are similarities between Generation X, Y and Z in their perception towards different kinds of media: TV, print and internet. The internet is media that used the most often and it is the most interesting. Print ads have the least attention among them due to this media is hard to understand and not attractive; therefore, they finally ignore this kind of media. Generation X said that even though it is the best tool to penetrate the target customers but they are likely read on the internet. The difference is that TV is the easiest way to understand among generation Y and Z. Meanwhile internet is the easiest to understand for generation X since internet consist of visual, sound and rich of information. Because of maturity, they have better ability of interpretation, more experiences, and more patient than younger people. Moreover, the nature of this generation prefers to be educated with plenty of information from internet instead of print since they use internet as a tool to do their task in everyday life.

Moreover, TV is the most credibility media among these three given media. Internet is the least reliability which is the same direction among Generation X, Y and Z. However, there are differences in terms of the media that leads to perform action between these three generations. Generation X is easily encouraged by print to perform action since they need more information to consider before making the decision. Internet is the least reliability for generation Y's opinion but it has more impact in order for them to take action in accordance with convenience. The most influence media for generation Z is TV due to this media is considered as the most credibility one.

Comparing the perception and attitude towards marketing communication by media between Generation X, Y and Z are almost the same. The reason is that the technology is changing over time and has more impact for their life. As a result their lifestyle is dominated by internet. Additionally, they rely on this kind of media the most.

6.2 Recommendation

6.2.1 Contribution to practice

There are many channels to communicate to potential customers; therefore, the marketers need to consider regarding what kind of media will be the most effective for their target consumers. They should not only consider use of TV, print and internet, but also radio, out of home, billboard or any kind of new media regarding to the respondents' suggestion can create consumers' interest and built brand excitement. From our study, print advertising is going die since it is kind of paid media and the nature of generation Y and Z read less. They also have low of level of concentration. They do not prefer to pay for things that they will not use.

It is interesting for marketers to interact with consumers differently due to generation cohort issues. Thus internet dominates not only new generation which are generation Y and Z but also has more impact in generation X. So that marketers need to reconsider that internet is not for only the new generation. Moreover, consumers have potential to access internet from alternative devices such as iPad, PDA and tablet. Therefore, these are other potential channels that can reach the consumers.

6.2.2 Suggestion for further study

While we conducted this research, one thing we noticed is that the multimedia devices such as iPad, PDA, Play Station Portable (PSP) and tablet have contributed to the trend of consumers moving away from traditional media platforms such as print. It is interesting to investigate consumer's insight and behavior towards these tools since technology is becoming more impact. Thus whether these tools can use as an effective media channels to generate advertising and promotions to customers.

Moreover, generation Z is the newest potential customers. However, there were few researches and studies regarding this group of consumers. It would be also interesting to investigate their insights in order to gain a better understanding towards their favorite types of media consumption. Furthermore, during the interview process, we noticed that generation Z has

the same way of thinking as the older generation because they have faster developing and learning than the previous generation. However, their purchasing is more influenced by the third party; therefore, it is also interesting to study deeply about third party's influence towards generation Z's buying decision.

REFERENCES

AAT. (2010, October 28). *News from aat*. Retrieved on June 9, 2011 from http://www.adassothai.com/index.php/main/news_detail/aat/133

Ad Expenditure. (2011, April 11). *Estimated total expenditure by medium march 11 vs 10*.

Retrieved on May 13, 2011 from http://www.adassothai.com/index.php/main/ad_expenditure

Adnan, M., & Khan, Z.S. (2010). *Perception of swedish consumers towards tapal tea*. Unpublished manuscript, School of Sustainable Development of Society and Technology, Mälardalen University, Västerås, Sweden. Retrieved on April 18, 2011 from <http://mdh.diva-portal.org/smash/record.jsf?searchId=1&pid=diva2:324103>

Alcheva, V., Cai, Y., & Zhao, L. (2009). *Cause related marketing: how does a cause-related marketing strategy shape consumer perception, attitude and behaviour?*. Manuscript submitted for publication, School of Health and Society, Kristianstad University College, Sweden. Retrieved on April 18, 2011 from <http://urn.kb.se/resolve?urn=urn:nbn:se:hkr:diva-5739>

Bernard, R.H. (2000). *Social research methods -qualitative and quantitative approaches*. Thousand Oaks, California: SAGE Publications Inc.

Bryman, A. (2004). *Social research methods*. New York, USA: Oxford University Press Inc.

Buchholz, L.M., & Smith, R.E. (1991). The role of consumer involvement in determining cognitive response to broadcast advertising. *Journal of Advertising*.

Bureau of Drug Control (2011). *Information and Guideline for advertising for drug*. Retrieved on June 15, 2011 from http://wwwapp1.fda.moph.go.th/drug/zone_service/files/ser001_02.asp

Burns, R.B. (2000). *Introduction to research methods*. Australia: Pearson Education Australia Pty Limited.

Chan, K., Tufte, B., Cappello, G., & Williams, R.B. (2011). Tween girls' perception of gender roles and gender identities: a qualitative study. *Young Consumers: Insight and Ideas for Responsible Marketers*, 12(1), Retrieved on March 24, 2011 from <http://www.emeraldinsight.com/journals.htm?articleid=1911948>

doi: 10.1108/17473611111114795

Cheung, L. (2007). *Consumer attitudes towards advertising-in-general, by general phase: a review of relevant literature*. Unpublished manuscript, Faculty of Business, University of the Sunshine Coast, Queensland, Australia. Retrieved on April 4, 2011 from <http://www.anza.co.nz/files/anza/FAR%20Consumer%20Attitudes%20toward%20Advertising%20in%20General%20Oct07.pdf>

Clow, K.E., & Baack, D.E. (2006). *Integrated advertising, promotion and marketing communications*. Upper Saddle River, New Jersey: Prentice-Hall, Inc.

Drake-Bridges, E., & Burgess, B. (2010). Personal preferences of tween shoppers. *Personal preferences of tween shoppers*, 14(4), Retrieved on March 21, 2010 from <http://www.emeraldinsight.com/journals.htm?articleid=1886285> doi: 10.1108/13612021011081788

East, R. (1990). *Changing consumer behavior*. London: Cassell.

Evans, M., Jamal, A., & Foxall, G. (2009). *Consumer behaviour*. West Sussex, England: John Wiley & Sons Ltd.,

Fan, Y., & LasLit, Y. (2010). Children's buying behaviour in china: a study of their information sources. *Marketing Intelligence & Planning*, 28(2), Retrieved from <http://www.emeraldinsight.com/journals.htm?articleid=1858489> doi: 10.1108/02634501011029673

Fisher, C., Buglear, J., Lowry, D., Mutch, A., & Tansley, C. (2007). *Researching and writing a dissertation: a guidebook for bussiness students*. London, England: Pearson Education Limited.

Ghauri, P., & Gronhaug, K. (2010). *Research method in bussiness studies*. London, England: Pearson Education Limited.

Hadjikhani, A., Kaptalan-Nagy, E., Ljungren, U., & Seyed-Mohamrnad, N. (1998). *Consumer behavior and the media*. A Loosely Coupled Network.

Hawkins, D.I., & Mothersbaugh, D.L. (2010). *Consumer behavior: building marketing strategy*. NY, USA: McGraw-Hill/Irwin.

Hoyer, W.D., & MacInnis, D.J. (2007). *Consumer behavior*. Boston, MA: Houghton Mifflin Company.

Kotler, P., & Keller, K. (2006). *Marketing Management*. New Jersey: Pearson Education, Inc.

Lagrosen S (2005), “*Effects of the internet on the marketing communication of service companies*”. *Journal of Services Marketing*. Vol. 19 No. 2, pp.63–69.

Luck, E., & Mathews, S. (2009). What advertisers need to know about the iY generation: an Australian perspective. *Journal of Promotion Management*, 16. Retrieved on March 26, 2011 from <http://eprints.qut.edu.au/28515/>

Management. (2009, December 22). *Marketing Communication Strategy Definition and Explanation, Marketing Study*. Retrieved on April 1, 2011 from <http://management.thinkahead.net.in/marketing-communication-strategy-definition-and-explanation-marketing-study.html>

Marconi, J. (2000). *Future marketing: targeting seniors, boomers and generations X and Y*. Retrieved on March 19, 2011 from <http://ep.bib.mdh.se:2051/lib/malardalen/docDetail.action>

Markow, D. (2005). Children's reactions to tragedy. *Young Consumers: Insight and Ideas for Responsible Marketers*, 6(2), Retrieved on March 22, 2011 from <http://www.emeraldinsight.com/journals.htm?issn=17473616&volume=6&issue=2&articleid=1558587&show=pdf> doi: 10.1108/17473610510701052

McArthur, D., & Griffin, T. (1997). A marketing management view of integrated marketing communications. *Journal of Advertising Research*, 37(5), 19-27.

McCrinkle Research Pty Ltd, Initials. (2011). *Who are the generation z?* . Retrieved on Mrch 21, 2011 from http://www.generationz.com.au/about_who.html

Moran, M. (2008, June 27). *How the Web Changes the Old Marketing Rules*. Retrieved on April 1, 2011 from <http://www.ibmpressbooks.com/articles/article.asp?p=1021367>

NSO. Ministry of information and communication technology, National Statistical Office. (2009). *The number of internet user by information and communication technology access devices, region and area: 2009* Bangkok, Thailand: Retrieved on May 12, 2011 from http://service.nso.go.th/nso/nso_center/project/search_center/23project-th.htm

Patton, M.Q. (2002). *Qualitative research and evaluation methods*. Thousand Oaks, California: Sage Publications, Inc.

Pickton, D., & Broderick, A. (2001). *Integrated marketing communications*. Harlow: Pearson Education.

Posnick, S. (2010, February). *Meet generation z*. Retrieved on June 9, 2010 from <http://www.cta.org/Professional-Development/Publications/Educator-Feb-10/Meet-Generation-Z.aspx>

Proctor, T., & Kitchen, P. (2002). Communication in postmodern integrated marketing. *Corporate Communication: An International Journal*, 7(3), Retrieved on March 30, 2011 from <http://www.emeraldinsight.com/1356-3289.htm> doi: 10.1108/13563280210436754

Roberts, J.A., & Manolis, C. (2000). 'baby boomers and busters: an exploratory investigation of attitudes towards marketing, advertising and consumerism. *Journal of Consumer Marketing*, 17(6), Retrieved on March 20, 2011 from <http://www.emeraldinsight.com/journals.htm?articleid=856369> doi: 10.1108/07363760010349911

Rowlands, I., Nicholas, D., Williams, P., Huntington, P., & Fieldhouse, M. (2008). The google generation: the information behavior of the researcher of the future. *Aslib Proceedings*, 60(4), Retrieved on March 30, 2011 from <http://www.emeraldinsight.com/journals.htm?articleid=1733495&show=abstract>

Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Essex, England: Pearson Education Limited.

Schiffman, L.G., & Kanuk, L.L. (2000). *Consumer behavior*. Upper Saddle River, New Jersey: Prentice-Hall, Inc.

Schultz, D.E. (1996). The inevitability of integrated communications. *Emerald Management Reviews*, 37(3), Retrieved on March 19, 2011 from http://www.emeraldinsight.com/bibliographic_databases.htm?id=1241738 doi: 10.1016/S0148-2963(96)00063-X

Semenik, R.J. (2002). *Promotion and integrated marketing communications*. Cincinnati, OH: Thomson Learning.

Smith, P.R. (2002). *Marketing communications: an integrated approach*. London: Kogan Page.

Wells, W.D., & Prensky, D. (1996). *Consumer behavior*. Canada: John Wiley & Sons, Inc.

Williams, K.C., & Page, R.A. (2010). Marketing to the generations. *Journal of Behavioral Studies in Business*, 3. Retrieved on March 27, 2011 from <http://www.aabri.com/manuscripts/10575.pdf>

Williams, K.C., Page, R.A., Petrosky, A.R., & Hernandez, E.H. (2010). Multi-generational marketing: descriptions, characteristics, lifestyles, and attitudes. *Journal of Applied Business and Economics*, 11(2), Retrieved on March 27, 2011 from <http://www.nabusinesspress.com/JABE/Jabe112/WilliamsWeb.pdf>

Appendix 1: Interview Questions

Due to our conceptual framework which bases on two concepts: perception and attitude. Perception consists of four stages that are exposure, attention and interpretation and attitude which has three elements; cognitive, affective and behavioral. Therefore, we formulated the questions in order to interview twelve respondents with three generations: X, Y and Z as follow.

Part 1: General questions

- How old are you?
- What is your occupation?
- Where do you live?
- What do you do in your free time?
- For Generation X&Y, are you married? Do you have children?

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

- When there are news and information such as new product launch; sale promotion; or event, how you know about that information (from which channels)? (Exposure)
- Given three media channels, TV; print; and internet, which one you are familiar the most? Please rank. (Exposure)
- How many hours you spend on each media channel each day? And for what purpose? (Exposure)
- Which section you are interesting in each media channel? For example, what program you watch in TV?; what column you read in newspaper or magazine?; and what website you like to surf? (Exposure)

- If one brand of product is going to do advertising in order to convince you, can you suggest them the most effective media channels to communicate to you? Please rank. (Attention)
- In each media channel, what that brand should do in order to make the advertising be more interesting in your point of view? (Attention)
- In your point of view, can you get complete information from that brand from just one single media? If not, what will you do? (Interpretation)
- When you finish from exposing an advertisement from each media channel, do you immediately understand the message of that advertisement? Which one is the most effective (easily understand) in your point of view? (Interpretation)

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

- Do you believe in advertising message that communicate through these three media channel? Which one is the most credible media channel? Please rank. (Cognitive)
- Please give the opinion, pros and cons as well as differences and similarities, toward each media channel. Which one is suitable for you? (Cognitive)
- Please describe your feeling toward communication via each media channel. Which one you like the most? (Affective)
- Have you ever participated the promotional program of a brand from each media channel? Why or why not? For example, call to toll-free number shown on TV to get sampling, cut the coupon from newspaper to use at supermarket as discount, and register on Facebook fanpage to get prize. (Behavioral)
- If a brand wants you to do something such as product purchasing and membership registration, which media channel could influence you to take action the most? Please rank. (Behavioral)

Appendix 2: Interview Answers of Generation X: Male 1 (XM1)

Part 1: Personal Information

- Gender: Male
- Age: 40
- Occupation: Officer
- Address: Bangkok, Thailand
- Hobby: Feeding fish and birds, Listening to Music
- Marital status: Single

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I normally receive advertising message from newspaper, leaflet, brochure which most of them are attached with direct mail.*
- *I familiar and often spend time in TV because it is convenient and easy to get information for me. Then print which mostly I read magazine and newspaper to consume daily news and internet is the last because I only connect to internet during the lunch break because I didn't have internet access at my home.*
- *When I wake up in the morning, I have time to watch morning news before going to office and in the evening I always watch summary news and every kinds of sport. Because for TV I don't need to pay much attention on it which I still can understand the message so that I can do other activities in the same time.*

- *If I have free time while I am in the office, I would read newspaper which provide for the staff. I don't have the favorite column usually I read heading line first then if I would like to know in detail I will go through it as well as sport, pet and politic.*
- *My favorite website is about pet such as birds and fish because this is my hobby. I always access internet from the office or in the internet café but not often.*
- *Each day in average I spend time 5 hours for TV, 3 hours for internet which mostly I just leave it on but might search very few and 1 hour for newspaper.*

Attention:

- *If one product would like to reach me individually, I suggest them to approach by internet which is more specific such as e-mail which I check it everyday. Follow by TV which is easy to consume and print. However as the products want to focus each person, telephone would be the most effective because it is two side communication and have interaction between sender and receiver.*
- *I order to gain attention from audiences, the advertising on TV should be able to show the benefit as much as possible, remind people to think more or attack their feeling which relevant to current situation.*
- *I think it depends on the target group because when human grow up their perspective will change in different periods of life. For example at this moment I am interested in looking new house so if I see the advertising about house I will read in detail however for the product that I am not interested in such as clothes I won't even read it. In addition for some products such as the attractive picture will encourage people to see it such as car, condos and house.*
- *For advertising on the internet, it should be even more attractive picture of product including the important copy. The product need to standout and be creative.*

Interpretation:

- *None of the channel can communicate perfectly because there is such a limit of time on TV as well as in print with limited of area on paper. After I read information via these media and want to find the complete version I will find more detail in brochure or leaflet.*
- *Mostly after perceiving message I immediately understand because the message was formulated and revised many time before distributing by professional team. Among other thing it depends on individual's background as well because each group of people might have different perspective which directly affect to the way that they perceive message.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *If compare in the reliable approach, I would say that TV is the best tool because the story need to be censored by government department and reach mass market if the senders can't create or try to dismiss message it will be bad image for their products. The second is print because this kind of media have the particular newspaper or magazine and the least is internet, I think information on the internet has no security and the reliable sources.*
- *The similarity among them is that this is the kind of one-way communication with no interaction between senders and receivers. The differences are the way that approach target and the reliability.*
- *The advantage of TV is easy to consume, more update and has movement which make more interesting. I didn't see the disadvantage of TV. Information in print is also reliable but less than TV. For internet in my perspective is hard to access since it requires more technological devices which make this media has even high cost.*

- *I like the advertising on TV the most because this is the most suitable with my lifestyle and my time. The main reason is that I don't like reading and writing.*

Affective:

- *I like communicating on TV because it is easy to perceive but I might get information less than other channels because of time constraint since it uses such a huge budget on TV. The product which require more detail will fir with this kind of media which I can make the decision immediately but I don't like the way that it hasn't movement and sound. For internet I like the way that I can download and save information in my computer which I can repeat it as much as I need as well as it need less area in store information.*

Behavioral:

- *I only join the campaign with TV and print since I think they are reliable.*
- *However in order to encourage me effectively this product should select internet as a tool which I have a chance to ask the question as I concern. The second and the third are print and TV respectively.*

Appendix 3: Interview Answers of Generation X: Male 2 (XM2)

Part 1: Personal Information

- Gender: Male
- Age: 42
- Occupation: Officer
- Address: Bangkok, Thailand
- Hobby: Travelling, surfing Internet, Hanging out
- Marital status: Single

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I normally receive news or new information about products from my friends, newspaper, internet and TV.*
- *The most familiar channel for me is internet, print and TV because I usually use the internet as my daily working life. I always read through the detail of information or the current news in my office which free of charge. I like watching TV but I have less leisure time to consume this kind of media.*
- *On the internet, I like searching Pantip which is my favorite website. I surf through this site in variety of information base on my interest at that time. I am the member of such social network for instance Facebook, Twitter and Myspace. I like to chatting and getting update from my friends from these kind of network.*

- *I always read print media when I arrive the office in the morning to follow the current situation. I usually spend time on hot news, sport news and some entertainment news.*
- *On weekend I prefer watching TV at home. My favorite TV programs are news, sport challenge, variety shows and game shows. The main purpose in watching TV is that to relax myself.*

Attention:

- *In order to approach me effectively I would recommend the marketers use internet, print and TV as a tool respectively. Because I access the internet every day to do my task. Follow by print because I read it every weekdays in my office and TV since I only watch it when I have spare time or on the weekend.*
- *I like to see the advertising in sitcom or series which use tie-in because in my opinion it is interesting to present product through this method as well as it is new for me. Thus the marketers should combine many channels together in order to be more effective.*
- *Normally I like to receive print ads because I can read the detail and get more information other than any kind of media. However, this kind of ads should be more creative in order to attract customers.*
- *On the internet, I think marketers should promote through Facebook, Fanpage and cooperate with the one who always do the comment or review products in Pantip which is one of the most popular website in Thailand.*

Interpretation:

- *In my point of view each media have efficiency to convey the message to consumers because it is well considered by marketers before distributing.*

- *After watching ads from these three channels I can completely understand the message. TV has visual, sound thus movement as well as it was produced for mass market which there are different background. Therefore this kind of media will be easily to understand. Print ads provide more in detail combining with appropriate picture which I think they are complete message. The internet is the kind of combining of those two media which provide me both visual and sound thus detail. Thus I can also read comment and review then compare the products.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *The most credible media in my opinion is print, TV and internet consequently. Print ads are target specific customer especially educated people so they need to be more reliable in order to approach them. TV is also need to be credible on basis of regulation because they are distributed to mass markets. The least reliability within these three media is internet because no such a censorship to approve them before broadcasting to consumers.*
- *There is similarity among these three given media which is they are the tool to carry message to consumers. However, there are the differences in terms of targeting to variety of customers as well as the credibility.*
- *I think three of them have the pros and cons. TV is easy to understand and access to mass market. Print ads provide much more detail rather than the other two. Internet is convenient and provide both visual and sound. On the other hand there are disadvantages within three of them. Print ads are unattractive and passive media which customers need to be more active in order to find the information. But I have not seen any disadvantage in TV.*

- *The most suitable media for me is internet because I need to use it in my everyday life. Hence I always search internet via my mobile.*

Affective:

- *The most preference for me is TV because it is easy to understand and I do not concentrate to them that much. Then internet because I familiar with it. Lastly is print because I need to concentrate when I read the message to get to main point.*

Behavioral:

- *I used to join in sending postcard to guess the result of World Cup but usually I never interested with any promotion campaign. Thus less of chance to win or get the present.*
- *I think in order to convince me effectively marketers should approach by internet because I use it every day which I have a lot of chance to see it. It is easy and more attractive for me such as if they approach consumers via Facebook by pressing Like button as well as I play it every day. Follow by print because this media provides more detail and TV because I do not have time to consume them as much.*

Appendix 4: Interview Answers of Generation X: Female 1 (XF1)

Part 1: Personal Information

- Gender: Female
- Age: 40
- Occupation: Teacher at Suan Dusit University
- Address: Bangkok, Thailand
- Hobby: Surfing internet, Listening to Music, Shopping
- Marital status: Single

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *Normally, for the current news I receive from TV but if there is something about products I would perceive from websites as well as from mobile.*
- *The most familiar media and get most of my time is internet, TV and print consequently. On weekend if I stay at home, I even watch TV program through internet rather than the actual one but during weekday I have time only in the evening which I use this time in front of TV watching variety programs such as daily news, hot news, soap opera, series and some game show. The main purpose is to seek new information and update current issue. For print I don't have any special column in my mind just skim reading which most of them are current issues.*
- *Usually I watch free TV: 3, 5, 7, 9 and TBS which I watch all of those. During weekday I don't have time in the morning so I mostly watch in the evening program such as Korean*

series, game show. On Sunday I addict the program is called Thailand Got Talent. The main purpose of consuming this media is that to get out of stress.

- *For print I prefer reading newspaper to magazine and I read only heading line except the news that I am interested in then I will go though the detail.*
- *From Monday to Friday and Saturday morning I sit in front computer all day long as my duty, therefore I use that time to update. Sanook and Kapook are my favorite website to read the daily news and search sort of knowledge. I think the information in here is the most update and without the delay. Each day I spend most of my time with internet (9am-7pm weekday), TV (8.30pm-11pm which after I arrive home and before going to bed) and newspaper (not everyday only in case I have a chance to read).*

Attention:

- *If this product is the consumer product and would like to approach me, I think TV can access the mass market more than the other two. However as my lifestyle I prefer internet to TV because I easily see the ads via the internet. The second is TV because there are voice, visual, movements which sound interesting for me. Lastly is newspaper which has the least impact for me because this kind of media has limited area to advertise the product's detail.*
- *In order to get my attention, the TV ad should be able to explain the product's detail clearly, use the attractive endorsement and create the product's appearance look good.*
- *For newspaper should be renovated such as make it more colorful because some products can create attention by their color but in the present advertisement in Thai newspaper is gray scale and the font is often short which lack of the important detail.*
- *I usually receive advertising via internet especially in Social network sites such as Facebook, Twitter. So that I can compare product in the same range to ensure before making decision.*

Interpretation:

- *In my opinion TV ads can't cover all the detail rather it just encourages or creates attention among audiences after that I need to find more information on the internet which provides even more especially for high-valued products such as cars, laptop, electric devices and so on. I can also compare the quality of product from the review or comment which is written on the page.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media**Cognitive:**

- *The most credible media for me is TV because it was produced to access to mass market thus approved by the government department before distributing. The second is newspaper because people know the publishers and finally internet without approving.*
- *The similarity of these three tools is to communicate the message between senders and receivers. However there are differences in the process and approach different targets.*
- *The advantage of TV is that the more repeatable the more people recognize it and combination of visual, sound, color and movement. I haven't seen the negative of it except the huge budget for the producers. Print can reach directly to the target customers but it is much slower than TV and internet. Even though internet also can cover the mass market and faster in carrying message but miss the right target and is not appropriate with the new product because this product can't be distinguish instead it should be introduced on TV.*
- *I select internet as the most appropriate channel for me because it fits with my lifestyle which always use internet as my career then TV.*

Affective:

- *Personally I think once the new product is launched and introduced via internet, it easily loses because no one knows but for the familiar products it will be fine. Rather this product should select TV as the first media channel in order to be known among people.*

Behavioral:

- *I seldom relevant with any campaigns but if there is any promotion for my favorite cosmetic I intend to interested such as once I got information about the sale items on the internet which from their official website so I joined such a campaign.*
- *If any product would like to influence me to join their event, I prefer TV to see whether it is reliable or not and then internet. For the products which I familiar with or already know, I would prefer receiving information by internet which more targeting than TV and I can read the detail that is attached with the ads.*
- *For my suggestion I would rather see the combination of the use of media channel than introduce individually. And if there is new product would like to introduce in the market, they should use the direct sell as well to encourage target customers directly and make more reliability.*

Appendix 5: Interview Answers of Generation X: Female 2 (XF2)

Part 1: Personal Information

- Gender: Female
- Age: 43
- Occupation: Own Bussiness
- Address: Nonthaburi (suburb and near Bangkok), Thailand
- Hobby: Surfing internet, Listening to Music, Shopping and Reading all kinds of Books and Magazines
- Marital status: Married with two children

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I usually get information from e-mail, traditional mail, sms from mobile, some in magazines and newspaper.*
- *Comparing these three channels, I often receive from print, internet and TV respectively. Because I like reading and I am the member of many magazines both Thai and foreign especially in the morning the first thing that I do is reading newspaper to get up to date the situation. After that I log in to my personal e-mail to check and communicate with my suppliers and customers and another reason that I play internet is that want to follow my teenage children and speak the same language with them. I spend less of the time with TV but if I have time I would watch documentary or discovery channels rather than Thai series or soap opera.*

- *TV program which I like watching is American series, sit com and Japanese or Korean variety shows.*
- *For print mostly I read magazines or pocketbooks and my favorite columns are the personal interview from the successful person to learn their perspective finally inspire my life or sort of biography of people. Every morning I read newspaper to update the current issues and sometimes to relax myself.*
- *I search internet base on my duty because I contact my clients by e-mail and my favorite which are popular at that time such as Facebook to update my status and give comments, surfing traveling and dining information from websites to be my guideline because I like hanging out with my family and friends. Moreover, my son like watching movie so I always go to read movie review before going.*
- *Internet is the most favorite channel and spend most of my time which 8-10 hours each day even though I go out somewhere I also play via mobile. Newspaper and magazine I read in the morning and evening or when I am available and TV I just leave it on while I also do other activities.*

Attention:

- *I prefer receiving message via internet which I familiar the most and nowadays I always buy accessories online mostly from Facebook page. The second choice for me is print which each month send to me such a pile of brochure and leaflet as well as from magazine and newspaper. This kind of media can influence the right target because they advertise base on consumers' database. I won't recognize advertising via TV that much but it can reach Thai people up to 90%.*
- *Most of advertisement on TV in this moment are too long and can't communicate clearly. I prefer the one that short, clear and show creative idea which distinguish from other brands.*

- *The pattern that provide the main detail of the product or promotion. Especially for cosmetic product that they usually refer to some reliable people or department instead they should add some special discount or but one get one free campaign.*
- *The ad on the internet should include the attractive form or picture and provide the useful links for audiences to click to see the detail.*

Interpretation:

- *In my opinion, TV can't communicate completely by itself because of time frame so that most of them only convey the main point or the thing that outstanding to audiences. Instead if I go to product's counter or POP which can give me the more information. For print the copy should be short but effective and internet some ads I can understand but some can't. Among other thing I think it depends on the people background and knowledge.*
- *Comparing three channels, I think the easiest is TV, print and internet. TV is much easier because even though I don't see I still can hear it. Print I can see on the road, public transportation even more direct mail at my home with lots of picture and a few copy which I take such a minute to read it. However on internet I have to switch on the computer in order to perceive it this is sort of specific way to see advertising hence take time.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *I believe the advertising from these channels but not a hundred percent, personally I like watching advertisement to see whether they are creative and have the progress or not as my previous was copy writer. The most reliable ads is print, TV and internet because when people perceive ads they need to pay attention then can analyze the message that appear on the page. Before ads on TV are distributed, they will be controlled by*

government department because they reach the mass market. The least is internet because the ads in this media don't need to approve by any department and hard to control. The proportion of using internet intense only in the city but not spread throughout country.

- *I can see only differences of these media which are to reach the right target for print, TV can approach most of audiences but may be too mass. Internet can specify the target precisely because the volume of people who using internet is huge.*
- *The advantage of using TV is lots of people will receive the message, repeatable and they can see from many TV channels but the time that the ads show up might be different from audiences. Print ads can focus the target in lower cost but it is passive ads which customers need to go to see them and non-repeatable. Internet may have more chance to reach the target and more detail than TV while in some rural area, internet may not popular and limit of using.*
- *The most appropriate channel for me is magazine since I love reading and I am member of many kinds of magazine therefore this is the most suitable for my lifestyle.*

Affective:

- *I like the idea of TV advertising because it is kind of challenge for the producer to create the way that try to communicate with lots of people who have different background to understand the same concept. For print I think if the product has more area to put everything which finally people will get what they would like to say so I think this media don't challenge as TV. I like the pattern or idea of ads on the internet in the way that they consist of attractive picture but I don't like the concept of CSR that many companies try to promote themselves.*

Behavioral:

- *I have never join any promotion because I don't feel interested at all rather I join only central club card which I often use it to get discount in the Central department store. For discount coupon from magazine I seldom to use it.*
- *Even though I said that I don't have a chance to watch TV but I think this channel still work well for most of people because it is easy to consume and repeatable. The second is print which still easily reach target throughout the country but for internet which I like the most. However for other people this media still require the high cost because you need to have computer in order to connect to internet but if I suggest it should be appear on Facebook which is very popular at this moment such as convince people to press "Like" as seen in many products or services.*

In my opinion, it would be better if the product plan to distribute on the radio as well because as I can notice I think the ads on the radio is repeated more often than other kind of media. As a result it would be easily appear in audiences' mind.

Appendix 6: Interview Answers of Generation Y: Male 1 (YM1)

2.5 Generation Y: Male 1 (M1)

Part 1: Personal Information

- Gender: Male
- Age: 29
- Occupation: Graphic Designer
- Address: Bangkok, Thailand
- Hobby: Watching Movies, Listening to Music, Taking Photograph and Hanging out
- Marital status: Single

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I usually get information from TV because I addict and like looking forward to see advertisement. And internet, I always leaves it on because of my job I need this media to complete my work.*
- *I am familiar with TV, internet and print consequently. I like to watch TV when I am at home: I leave it on all the time. Internet, I use it mostly when I am in the office and lastly for print I only consume it when I get some free time.*
- *My favorite programs on TV are sport, current news, and some of TV show. I did not stick with any channels instead I turn all the time. The reason that I watch TV because I would like to make myself update with the issue and entertain after my busy day.*

- *For internet, the first page that I open every morning when I arrive my office is Hotmail to check my e-mail because I use this channel to contact everyone who associate with my job. I am also the fan of Facebook and Skype to chat with friends and follow my friends' status. Apart from that, I am the member of many sites which all of them relevant with camera base on my favorite and film which necessary for my job. Sometime I read sport stuff from website as well. I surf everyday from my office and home not much in mobile.*
- *For print, if I have time I would read newspaper about the daily event and my favorite columns are sport, new technology, entertainment news and go through the film program. Thus when I feel bored I would buy the camera magazine to relax myself.*
- *If compare in these three given media, each day I spend most of my time with internet which is around 9 hours, follow by TV which regularly in the evening during weekday which around 5 hours but if on weekend I sit in front of TV all day long. Lastly for print sometimes newspaper sometimes magazine as I said I would grasp it only I have time approximately 1 hour a day.*

Attention:

- *If there is one brand would like to approach me, I would suggest them to spot via TV, print and internet respectively. For TV, when I am at home as I said I often leave it on and stick with around 70% concentrate on it. Every morning on the way to my office, I am usually reached by print ad such as in the BTS, bus, banner and cut out on the road. As I see them everyday making me can memorize them. Even though, I spend most of my time with internet but nothing about the ad because I use internet to do my job that is why I ranked it in the third.*
- *In order to make me pay attention to ad via TV, I think the ad should be created with good idea, standout from other brands or any other way that make the audiences talking about it. I don't think the attractive person can make the ad interesting in my opinion.*

- *For print ad, it should be contained the clear product's picture which I think it is the main component of this kind of ad with the shorten detail and use big font. However, depending on the type of product as well such as if this ad is about the female cosmetic, the main picture doesn't need to be the product itself instead it can provide the attractive model but in case of consumer product, in the print should have picture of product itself.*
- *I think for ad on internet should provide the video clip which can see the movement to audiences to click to see the next page or directly link to the official website. In my opinion internet is the combination of TV and print together which people can either see the movement or read the product's detail especially unlimited of page and time.*

Interpretation:

- *I think none of the given media channels can convey the message perfectly, they need the combination. There is time limit for advertising via TV, the limited area for print but may not matter for the well known brand because they might have much more budget to promote, still not complete. After I have perceive ad and still have some confusing I will find the detail with my friends, book, or even google from the sites. I think the ability to carry message on the internet may reach to 80% because no limit of time and area, hence the audience can link to other pages for further information.*
- *Usually when I have seen the ad from these three channels, I immediately understand the main concept easily from TV, print and internet respectively. TV is made for mass market this is the reason why it is easy to understand because people have different background and knowledge. Most of print ad consist of clear picture combine with description so that make the readers can understand the message. As well as internet, it is quite clear for me even though some of them hide some detail but I can click to the link that they always provide for audiences. However some area in Thailand especially in rural or up country, there are some technological problems which people can't reach to internet.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *Personally, I think every ads is overclaim in every channels. But if compare among these three channels, TV is the most reliable because before being launched to public, it was approved by the government department. And this type of media there are both picture and sound in the same time. The second one is print, even though it has only vision but it was approved by the publishing company which I can rely on them. The last is internet because this media no one will prove or check any message which appear on the website which mean that no one knows the source of information.*
- *The similarity that I can see in these media is the channels are used to convey the message to receivers. The differences are the way that people perceive the message; TV and internet people use both vision and sound. However, for print is used only vision which I need to concentrate on in order to get complete message.*
- *The advantages of TV are easily to consume because I often perceive information from this media, it provides picture, color and sometime attractive music which gain attention from me and frequently spot. Thus this media can reach through mass market and can target the customers from selecting the right time for the right person such as if this product would like to reach children it choose to spot in the evening after the school. I can't think of the negative effect of this media. For print it can absolutely focus on the right target by publishing in the specific type of magazine or newspaper, it also often provides the product's detail which I can read through it. The pros of the internet are to contain complete information, fast and convenient. On the other hand, the sources of information are unreliable and the audience might get the distract message.*
- *The most suitable channel for me is TV because I like consuming the information via this media and this is the most media that I consume everyday as well as I don't need to concentrate as much but still understand the message.*

Affective:

- *I think depending on the type of products. I prefer internet the most if at that time I am in front of the computer which is the way that I can immediately surf the further information without using other type of media. But for TV I still like it but it also depend on my favorite at that time.*

Behavioral:

- *I never deal with any kind of promotion because I feel like it is useless but if it is interesting for me I would find information to see whether it is advantage or disadvantage.*
- *If this product would like to reach me effectively, they should advertise on the internet because other than the products' detail I can read the review from other and compare with other brand. The second is to use print which provides more detail than TV and TV which can't communicate completely by itself.*

Appendix 7: Interview Answers of Generation Y: Male 2 (YM2)

Part 1: Personal Information

- Gender: Male
- Age: 27
- Occupation: University Student
- Address: Bangkok, Thailand
- Hobby: Surfing Internet, Playing Game Online, Listening to Music, Taking Photograph, Traveling and Hanging out
- Marital status: Single

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *First of all I would like to say that I don't like reading therefore I often get information from internet, TV and word of mouth. As my previous occupation was programmer so that computer and internet is part of my life which I have to use it every day.*
- *If compare among these three media I familiar with internet the most, TV and print respectively.*
- *For TV, I usually watch soap opera, sitcom, TV show and game show which are humorous to relax myself after busy day.*

- *I seldom perceive information via print except the topic that I am really interested in such as camera or sport magazines. Because this kind of media can give me the deep detail which is practical for me.*
- *The first thing that I do in the morning is to turn on the computer base on my job and favorite. Normally, I am the fan of Facebook which I use to chat with my friends and update both see the new feeds, Youtube which is the site that inspire my idea and make me more creative; I like watching MV and learning the new skill and technique from it. Even though when I go out sometimes surfing via the mobile but I don't like it that much because of it's such a small screen.*
- *Each day I spend most of my time with internet which approximately half day, 3-4 hours and 2 hours a week for TV and print respectively.*

Attention:

- *If one brand would like to target me, I would suggest that they should use internet as a tool because of my lifestyle which always sit in front of computer. I turn on TV only when I arrive my home in the evening and the least is print because as I said I don't like reading.*
- *This product should do the ads on the internet as their first choice but need to appear on the current popular website such as Facebook in order to gain attention from me, follow by TV and print.*
- *In my opinion, ads on TV need to contain sense of humor, create, make sense and outstanding from other brands, especially can create talk of the town.*
- *Print ads should have clear picture, add some graphic and not much in detail or the long line with lots of text but the audiences can easily understand.*

- *In order to create the attention on the internet, this ad should take such a short time to download, create with animation, include text to provide the product detail but not too long. The producer should have more area in order for the customers to give some comment or review which useful for other to read and compare.*

Interpretation:

- *I think TV is able to convey the message individually almost a hundred percent because the audiences perceive both vision and sound in the same time. For print I hesitate whether it can definitely describe the product detail since it consists of only text and picture without movement and presenters. If compare to these three channels, internet is in the between TV and print from the most to the least. After I consume one media and can't get to the point, I would search the further information in other kind of media to support each other especially internet.*
- *After receiving the message from these media, I immediately understand the main point. However, TV is the easiest way to understand because it contain words, sound, movement and so forth which I think it is almost the same as actual one. In my point of view internet is almost the same as TV because I can watch any TV programs by internet even rerun and as often as I like. The hardest for me is print because it has only picture with not much in description.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *I would rank the most reliable to the least reliable; internet, TV and print. The reason is that I can see, hear and even read the review from other via internet which make me take some time to consider. I can also see the product and hear the context but not in print which has only text and picture.*

- *TV and print is more similar to each other in term of there is no interaction between senders and receivers rather there is in internet. However, TV and internet can give more feeling than print.*
- *The advantage of TV is relax and entertain myself and in the present most people communicate via internet so that it can reach to many people but I didn't see the advantage from print. For the disadvantage is that I can't control the time of ads on TV rather I can google any ad which I would like to see anytime on internet. In print I think it is unattractive and old fashion for me.*
- *Base on my lifestyle I think the most suitable media for me is internet which I am happy when I spend time in the cyber world.*

Affective:

- *I like the ad only the one that communicates on TV and internet not in print.*

Behavioral:

- *I never interested in joining any promotional campaign with TV and internet instead I have ever used the coupon to do the discount in food product because it is no risk and I don't need to provide personal information which less process.*
- *I will join if this product is my favorite and I will choose the internet because this media is always updated and information spread quickly so that information will be exchanged with each other. Then follow by TV which has the movement and print which hard to approach me.*

Appendix 8: Interview Answers of Generation Y: Female 1 (YF1)

Part 1: Personal Information

- Gender: Female
- Age: 26
- Occupation: University Student
- Address: Bangkok, Thailand
- Hobby: Shopping, Nail painting, Yoga, Listening to Music, and Hanging out
- Marital status: Single

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I usually get information from internet, Facebook, friends that post on Facebook news feed, and especially Pantip site, the web board, which I am interesting in Toh Kruang Pang page. It is about woman, cosmetic, and fashion.*
- *I am familiar with TV, internet, and print respectively. The reason is that I am very addicted to TV. I like to watch news and soap opera. I always see when there is new product launch from TV. For internet, I usually play Facebook, Pantip, and any site about stars gossiping. I always found advertisement beside the web page, always at the right side. And for the print, I usually read when I am at the salon. I read both newspaper and magazine. However, it depends on the availability of the newspaper and magazine. If they are not available, I will not read. It's for time killer. I read everything, no content specifically.*
- *For TV, I watch channel 3. I addict to the soap opera as it always have interesting story. I watch news, which on air every hour, in order to keep update and not be the old fashion. I also watch the music program at night since I always sleep lately at night. I like to watch the Five Life music program. I watch TV for entertainment.*

- *For print, I usually read at salon and coffee shop. For newspaper, I read Thairath and Daily news. For Daily news, my family applied for membership. I always read the entertainment section first. The entertainment section is at the back page of newspaper. After that follow by the front page (the heading news), then read detail of news. I also read cheese magazine. It is a street fashion magazine. I read because my boyfriend read it frequently and update fashion. I also buy Cleo magazine. However, I do not buy every month. I buy only when the magazine attaches free sampling or gift.*
- *For internet, I surf everyday. In Facebook, I play game, read news feed, read brand's fan pages to keep update. I am a fan page of Shopping Online. When there is promotion from this page, I always know from the news feed page. I read information in Pantip everyday in order to keep update. For example, I missed the TV program last night; I can read the review and discussion of others from the forum.*
- *I expose these 3 media everyday, except magazine. I spend approximately 5 hours for internet, 4 hours for TV (during 8pm- midnight). For magazine, I read approximately 10 hours a week. I spend time reading when I am at Salon and magazine for time killing.*

Attention:

- *In my point of view, internet; TV; and magazine respectively can reach me the best. For the internet, the banner ad that embed in the page always force me to see the ad so I usually see it. For general web pages, I just see the ad but not pay attention to or click to read the detail. However, I like to click for further reading if the ad is from Facebook fanpage. For TV, there are opportunities to see the ad as well as opportunities to switch to other channel during advertising break. I like to see commercial from tie-in scoop. For magazine, I am interesting in cosmetic category. I think the cosmetic is doing well on magazine since I will buy the woman magazine or magazines are more feminine. The magazine can give more information about the cosmetic category in detail. However, if the product that place ad on magazine is not related to cosmetic such as drinking water, I think it will not effective.*

- *For TV, the brand should create talk-of-the town. It can be anything that makes people talking about. When it is talked, it will hit and popular. For magazine, it should give sampling of product by attaching with the magazine so consumer can try the product. For internet, the brand should add gimmick and creativity to differentiate from others such as 3Ds banner ad. Another idea is giving away free product when we click the banner.*

Interpretation:

- *I think TV and print cannot give complete information about the product or brand. TV has limited in timing of advertising and strict regulations such as product's benefit cannot be over claimed. For print, it the same as TV, some advertising such as food, beverages and cosmetic has to ask approval from the Food and Drug Administration (FDA). For internet, I think it can give complete information. If it cannot give the whole information in banner ad, I can click to read further. Also, I can google to find additional information in the internet easily.*
- *I can immediately understand the advertising message from TV and internet respectively. However, the magazine is not due to I have to read thoroughly in order to understand. TV contains movement and sound of ad. It can convince by verbal. Even though internet has no voice or sound, it gives greater detail of the product than magazine.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *Yes, I believe in the advertising message. I believe TV, magazine, and internet respectively. The TV comes first because it has so many rules and regulations for advertising. For example, claiming 'money back guarantee within 30 days if not satisfied' has to be approved from the censorship before airing the ad. For magazine, it has lesser credibility comparing to TV due to the image of celebrity in ad can be retouched for brighter and more beautiful. Moreover, the rule and regulation is less than*

TV. For internet, I think it is not credible. It has to think and analyze before believe in it. I have to read from the reviewers in the internet. For example, SKII ad in the internet claims that it is the magical mineral. I do not believe immediately. I have to read comments from reviewers. If most of them guarantee that it is good, I then believe.

- *I think these three media are same in the category. They are all media. They can give me entertainment. The magazine and internet are same in term of having visual and copy (the written ad message) and no movement. TV is different from these two media. It has movement.*
- *The advantage of TV is that it can reach so many people in one time. For example, I watch the ad with my mother and sister means that the ad can reach three of us. The disadvantage of TV is the strict rules and regulations. Some benefits cannot be advertised. Also, It is easy to switch to other channels.*
- *The advantage of magazine is lasting long advertising. It can be seen at any time. However, it reaches less people than TV and internet since it the reader has to be targeted. It cannot go mass.*
- *The advantage of internet is faster than TV. Just one time pushing of the ad, almost people can see it. However, the disadvantages are, if the product is not truly a good one, it can easily be ruined if people say that it is not good. The brand reputation can be decreased in shorter time.*
- *Within these three media, internet is suiting to me the most because it is easy to reach and I play it often.*

Affective:

- *It depends on the type of product. If it is a cosmetic, it should be internet. For me, if I interest in MAC cosmetic, I will be membership of fan page and online club of it. When there is news about MAC, I can automatically see from the news feed in fan page. I like*

TV, print, and internet respectively. For TV, the ad that can grapes the feeling is difficult to develop. It has to be the creativity one. For internet, today all of the advertising is banner ad. It has creativity but than TV. For print ad it has to be the beautiful image.

Behavioral:

- *I used to participate in the internet. I answered in the internet about cosmetic brands to get free foundation. I also used to participate in magazine. In Cleo magazine, I cut the coupon in the ad and write my name and address on, then I bring it to the cosmetic shop and get free product of Stila. I participate the promotion and game because I want to get free gifts and prizes. I never participate promotion in TV.*

- *It depends on prize and brand. If they are good, I will participate. The most influent media is internet, TV, and magazine respectively. I surf internet regularly. It is easy. I check email and read news feed from Facebook everyday. For TV, I have to have time to watch it. Only 8 pm to midnight that I watch TV. For magazine, I actually not read magazine and newspaper that much.*

- *My suggestion, you should use all media since Thai people are familiar with all these three media. However, it depends on target group. You have to know their lifestyle. If you are going to talk to the office worker but that particular office block the internet, internet might not success. Using TV will be more effective. The best way is to create talk of the town. If you are talking to mass consumers, only TV is enough.*

Appendix 9: Interview Answers of Generation Y: Female 2 (YF2)

Part 1: Personal Information

- Gender: Female
- Age: 30
- Occupation: Marketing Assistant
- Address: Bangkok, Thailand
- Hobby: Visiting exhibitions, Shopping, and Watching movie
- Marital status: Single

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I always get information from friends, point of sale, advertising signage at supermarket, TV, forward email of brands that I registered for membership, newspaper, magazine, and everywhere that I pass by. I don't like to stay home and like to going out.*
- *I familiar with TV, internet and print respectively. Actually I familiar with every media. But TV comes first because I open it everyday when go back from office. It can get my attention than other media. I have both visual and sound. When I see advertising from TV, it looks so attractive and can convince me to go to the event place. For internet, I use it frequently. There is a lot of email in my inbox. They are from friends, banks because I hold a lot of credit cards and from works because we use email as medium to contact each other. For print, I familiar as same as TV and internet. I just have no time to read. I will read only when I have free time. I read every kind of book, newspaper, and magazine because I have book store. It's my family's business.*

Attention:

- *It depends on type of product. In general, I think the most effective media are internet, TV, and print respectively. For internet, I like online shopping. I always buy product from internet. It's better if there is review about products that I will buy. I always spend time on internet. For TV, I watch TV more often than internet. I can see visual, movement, and hear sound. For print, I have to have intention to read and concentrate on it. I think it is for some group of people.*
- *To make it be more interesting, the internet should provide preliminary information as well as the review of current users. The comment of users that used to try the product is interesting and easily for to make decision. For TV, it should differentiate and special. It should be novelty which never existed before. Celebrity has no effect on the TV advertising. I like the idea advertising. For print, it should be the good appearance; beautiful picture; and creative message.*

Interpretation:

- *I think none of these three media will give complete information. However, internet provides the greater amount of information. Generally it can give complete information. In TV, if there is an event of a brand, it should give telephone number, location, and website. If I interest, I will join it. Print is the same as TV. I will join of I interest.*
- *I can easily understand the advertising message from print, internet, and TV respectively. For print, it has message for reading. If I don't understand the message, I can repeat reading it as often as I want. It makes eyes relax. For internet, it provide greater amount of information. However, I will not read if I do not interest. For TV, it is used to gain attention from consumers. It is true that the information will be outstanding but not complete. It is suitable to the product that requires low involvement.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *The most credible media are TV, print, and internet respectively. Since TV reach people the most, it has to do the best. Also, it is the most expensive media so it has to be trustable. For print, it is expensive than internet. Also, publishing in magazine means that the editor proved the detail of that artwork. For internet, it is a cheap media which has less screening process. Advertising on internet can be anything.*
- *I think these three media are the same in the point that they are all media channel. And they are all different by characteristic, function, and usage purpose. The advantage of TV is that it can reach many people. It is also the most interesting media. For print, it cannot reach many people like TV. But it will be advantage if the product is specialized which can better target to specific group. For internet, the advantage is low cost of advertisement. Also, it can reach many people but lower than TV. The disadvantage of internet is low credibility. It depends on source of information.*

Affective:

- *I like TV, internet, and print respectively. TV is more interesting and better credibility. Internet can reach many people. I am regularly and heavily use internet. For print, I rarely read the magazine or newspaper.*

Behavioral:

- *I used to participate all promotional activities from all media channel. I like to send coupons to win prize and apply for free membership. For information from each media, I use to bring my old facial cream to the supermarket in order to swap for Olay cream for free. When there are advertisements about new store open and offer special price, I always interest and join. This information is from TV. For print, I used to cut coupon from magazine and newspaper by writing information and send via post in order to*

redeem prizes. For internet, I like to visit website when there are new stores open. That website will offer special price or discount.

- *The most influenced media are TV, print, and internet respectively. For TV, I can see visual. It is attracting and interesting because it has movement. For event, it will convince me to go visiting if the TV shows the scene of real event. For print, using of newspaper can reach people greater. The ad should be in big space and interesting. For internet, it is the same as print but it will be more effective if that communication message comes from friends. Reference group has impact on me.*

Recommendation:

- *If you have a lot of communication budget, you should use all these three media together so many people will know your brand. I suggest you to have event because it is tangible which people can see the real situation and can ask further information from personal selling or staff. The event and personal selling work best for cosmetic product.*

Appendix 10: Interview Answers of Generation Z: Male 1 (ZM1)

Part 1: Personal Information

- Gender: Male
- Age: 16
- Occupation: High School Student
- Address: Bangkok, Thailand
- Hobby: Hang out with friends, visit friends' home, watch TV, play sport, play guitar, and surf internet

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I heard from advertising in internet, brochures, and friends. I familiar with internet, TV, and print respectively. For internet, I familiar the most because it is more convenience. I like to visit Pantip site (webboard), Facebook to contact with friends and share things that I interest in, musical website, and you tube. I have less likely to chat. I also read news from internet. Almost of my friends play Facebook. I usually surf internet from computer and from Blackberry when I am outside. For TV, I watch channel 3. I like to watch sit-com, news, comedy show, and variety program. I feel so entertained. I like to watch at night since I go back from school at night. Also, I wake up late during semester break. For print, I do not apply for monthly newspaper or magazine. I read magazine and rarely newspaper. In newspaper, I read the headline in the front page first then read detail. In magazine, I read only column that I interest in such as cars and vehicles.*
- *I spend 2-4 hours per day for internet and about 2-3 hours per day for TV. And I will spend longer hours if there are interesting TV programs. For print, I read just 2-3 times a month, half and hour per time. I read because my father bought it. Sometimes I read old magazines that are already in my house.*

Attention:

- *The most effective media are internet, TV, and print respectively. I spend time in front of computer longer and more often than other media. I am not interesting in banner ad; however, it can make me aware of the ad. For TV program, I will not watch it if there is no interesting program.*
- *In order to make it more interesting, a brand should use well-known celebrity to present and endorse the product in TV and internet. My friend and I admire stars and celebrity. I also look at to the product quality as well. For print ad, it should make it colorful, easy to read, and stress the advertising message present the product.*

Interpretation:

- *For TV, I think it cannot give complete information since limitation of timing. All of product's benefits then cannot be told. The brand should provide the web address and call center number on TVC so people can call to ask further information. I will visit website to find more information about the product if I am interesting in. And I will ignore and not do anything if I am not interesting. For Print, I think it can give complete information. The brand can put more description and longer message underneath the picture. However, it has limitation in advertising space. Sometime, I cannot understand it completely. For internet, I think it can give complete information. I can click to read further information. I can understand all information immediately. It has enough space for advertising.*
- *If ranked, I think I can immediately understand message from TV because it has already summarized the important message. Next, internet and print respectively.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *For me, I think TV is the most credible media. Next, there are print and internet respectively. For TV, it use high advertising budget. If a brand tell untrue stories, it can be complained. For print, a brand has to invest and it easy to check for untrue story. For internet, it's to board. Any one can post anything on the website. Advertising is easily to be placed. It has few credibility if it can refer to the source of information.*
- *To me, I think that all these three media are different. Internet can be used or watch at any time whilst TV requires time to watch it. And some peoples do not read newspaper or magazine.*
- *A lot of people watch TV; however, it has high investment cost. If a brand is a product that sells to specific group of consumers, it should choose the right time. For example, if it wants to sell to children, the airing time shouldn't be at late night. For print, the advantages are that it requires lesser investment than TV and it can target consumers directly. However, it cannot tell everything in print ad because of space limited. People will not read stories or topics that they are not interesting in. Sometimes they might interest in that stories and topics but they won't buy the magazine or newspaper to read. For internet, the advantages are wide space for advertising which can put a lot of information. Moreover, the cost of advertising is lower comparing to another two media. However, people do not believe in the ad. Sometimes people do not visit a web that that brand places advertisement. It then cannot reach target people. I think TV is the most credible media but internet is the most suitable media to me because I always spend the whole day in front of computer.*

Affective:

- *I like internet the most due to I can get greater information and easier to understand. Next, I like TV but less than internet because sometimes I cannot understand the message that communicate via TV. If it uses celebrity in advertising, it will be interesting. Next, I like print but only the part that I truly interest in. I like the colorful paper, picture, and description that interesting.*

Behavioral:

- *I used to see promotion activities but I have never participated any of them. I think I have no chance to get any prize. And I do not use any product of them. To influence me, internet should be the best since I always spend time in front of computer then I think I might have a chance. Moreover, it is free. I don't have to pay for anything in order to participate. It's more convenience. For TV and print, they can influence me only few. If rank these two, I give TV and print respectively. I think TV has better credibility than magazine. It can give better than information than print and internet.*

Recommendation:

- *I suggest you to use radio because I like to listen to the radio, especially when I am in car with family. The advertising on the public transportation such as bus and sky train is good to have. I catch sky train everyday and I can remember many ad on the sky train. For me, I can remember ad from TV the best. The advertising that use comedians and celebrities can make me remember. Next, I can remember ad from the sky train. I saw it everyday. It is a part of my daily life. For internet, I can aware the ad because I see it when I enter the website; however, I interest only some of it.*
- *Using all media together is good; however, if you can select only one media to talk to me, I suggest you to use internet. You should refer to the source of reference such as foreign websites. Having testing result will be more interesting.*

Appendix 11: Interview Answers of Generation Z: Male 2 (ZM2)

Part 1: Personal Information

- Gender: Male
- Age: 16
- Occupation: High School Student
- Address: Bangkok, Thailand
- Hobby: Drawing, singing, and play internet

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I heard news and information from internet and Facebook update. Media that I familiar the most are internet, TV, and print respectively. For internet, I think it can easily reach me. I surf internet all time. I like to visit twitter, Facebook to see update of photo and status, football web site such as soccersuck.com, education website such as dek-d.com to keep update about the education and university's new entrance system. For TV, I do not open it all the time, I like to watch football live match, programs in X-cite channels from Korea and Japan, Korean's variety shows. For print, I rarely read magazine. I read when I have to wait for something. I read newspaper everyday, Thairath newspaper; I like to read top news, talk-of-town news in order to keep update and able to discuss with others. I spend 3-4 hours per days for internet, 3 hours per day for TV, and 20 minutes for newspaper.*

Attention:

- *The most effective channel is internet, TV, and print respectively. For TV, it can reach and can be reached easier. I surf internet more often than other media. I like twitter. For TV, I have less likely to watch except the program that I like or interested in. For magazine, I don't like to see the advertising.*

- *To make it interesting, internet ad should be talk-of-the-town such as clip VDO. TV should be creativity which is interesting and different from others. I like the advertising from Thai Insurance. It's creative and has good idea. For Print, it should interesting, easy to read, plain, less use of letters, and attractive picture.*

Interpretation:

- *I think TV can give complete information as well as internet while print can give only picture and price. If the advertising is interesting but cannot provide complete information, I will open website to find further information.*
- *After I see advertising from these 3 media, I can understand immediately. I will not understand in case that it is a bad story. Among these three media, the most easily understandable media are TV, print, and internet respectively. TV contains movement visual and VDO. I can understand clearly that what brands try to communicate right after I watch it. Print media can explain detail of the product. Internet is a bit difficult to understand in my point of view. It has just a logo and requires me to click on banner to link to the website.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *The most credible media are TV, print, and internet respectively. TV has visual, sound, and movement. I can see the real picture of situation from TV. For print, I can see only written language so I am not sure what it wants to communicate. Readers have to think themselves. For internet, it has only logo. I don't know what it wants to communicate. Also, it has virus which is negatively convinced. So the credibility is less.*

- *I think newspaper and internet are similar. They have logo of brands and sponsors. TV and internet are also similar in the movement visual. However, TV contains fewer letters and higher credibility than internet. And, TV and newspaper are different. Newspaper has no movement visual.*
- *For TV, the advantage is pleasure and entertainment. It can demonstrate product usage which is interesting. However, the disadvantage is that if it is not a good one, it will never be good anymore.*
- *For Print, the advantage is that it has more detail than TV. However, some of print ad is not interesting so I don't read it. The example of unattractive ad is the housing ad. Because I will not buy a house, I don't interest it.*
- *For Internet, the advantage is easy to reach and be reached. It can spread information very fast. However, it has less credibility. It can easily deceive. If I click the banner ad, I might found virus.*
- *TV is the most suitable media to me even though I do not watch TV all day. It is the media that can communicate the best. It can make me understand. Also, stories in TV are fun and attractive.*

Affective:

- *I like TV the most. It is attractive media that can impress me. I think it has highest credibility. However, I will reject kind of direct sale on TV. The second media that I like is print. I think it is better than internet. Internet always contains virus. So I give internet as the third rank.*

Behavioral:

- *I have never participated promotional promotion except cutting coupon in newspaper and join Facebook fan page. I think old women always do this thing. I just used to apply*

for a membership card of Paragon Cineplex (the cinema). This card will give discount and I can collect point to redeem prize. I heard information about this card from the personal selling in front of the theater.

- *In case of Paragon Cinema, apart from personal selling, the other media that can make me apply are firstly internet. Since Paragon Department Store is credible, I think information in website is trustable which I can click to read information. The second one is Print. It is suitable for kind of extremely discount activity because many people can see the detail. The last one is TV. It is not enough to give detail of promotion. However, if it is an advertising about restaurant and snack, using of TV is fine.*

Recommendation:

- *I think using of billboard and poster is interesting. It can increase frequency to read the advertising message. I always see these media at Siam Square. Also, I recommend you to use radio. I think teenagers like to listen to the radio. I like to listen during semester in the evening and at night. I like to listen to DJ Bhum and DJ Petcha program.*
- *If you are going to advertise new product, you should use all these three media together. It depends on product.*

Appendix 12: Interview Answers of Generation Z: Female 1 (ZF1)

Part 1: Personal Information

- Gender: Female
- Age: 11
- Occupation: Primary School Student
- Address: Samutprakarn, Thailand
- Hobby: Play game online, watch TV, Chat in Facebook and MSN

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I heard information from TV and internet. I watch TV the most often. I like to watch soap opera in the evening time after I come back from school. I also watch Japanese cartoon. It's DVD, not broadcast. Children like to watch this cartoon. I watch 4 hours a day. Next, I play Facebook. I like to comment friends' photos. Almost of my friends play Facebook but some of them cannot play because their parents do not allow. I like to play MSN and online game. I play internet about 2-3 hours a day. Next, magazine, I have less likely to read it. I read only synopsis of soap opera.*

Attention:

- *I think the first one is TV and next one is internet. I think most people watch TV and people around the world surf internet. To make it interesting for TV, you should make it funny. I like the advertising in cartoon version. For internet, you should make it different from others such as moveable cartoon, having picture of product, less using of letters. Most of internet ad does not have these. For print, I rarely read it. It should have sharp color for advertising in magazine.*

Interpretation:

- *TV cannot give complete information because some people might not understand it. I will find more information in internet if I don't understand. Also, internet cannot give complete information as well but comparing to TV, it can make me understand the most. If I cannot understand it completely, I can read further information in magazine. If rank, I think it is easy to understand from TV, internet, and print respectively. TV is easy to understand the most. And internet is easy to understand because I can read.*

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media**Cognitive:**

- *The most credible media is TV, internet, and print. I have no explanation on TV. For internet, it has less picture component. For print, it has less credibility.*
- *I think they are all different. TV has only individual country/domestic's channel, internet is worldwide, and magazine is depending on individual company.*
- *The advantage of TV is that I can watch news and information. However, the disadvantage is addiction. When I addict to TV, I will not do anything. The advantage of print is that I can read news. But mostly is news about celebrities which make me addicted. For internet, the advantage is worldwide news; however, it has disadvantage when I play thing that is not useful.*
- *For me, TV is the most suitable. I rarely read magazine and read news in the internet.*

Affective:

- *I like TV the most because I watch it regularly. Next, I like internet but there is still information and news that is lacked. For magazine, I rarely read it.*

Behavioral:

- *I have never participated the promotion but my mom used to.*
- *To make me purchase snacks, I choose TV, internet, and print respectively because TV can do advertising more often but I have to think before buy it. For internet, I still have to think whether I should buy it*

Appendix 13: Interview Answers of Generation Z: Female 2 (ZF2)

2.12 Generation Z: Female 2 (F2)

Part 1: Personal Information

- Gender: Female
- Age: 14
- Occupation: Secondary School Student
- Address: Bangkok, Thailand
- Hobby: Play game on Facebook, sing a song, read all kind of book such as cartoon and general knowledge book

Part 2: Consumer's perception (exposure/attention/interpretation) toward marketing communication through TV, print, and internet media

Exposure:

- *I always heard information from TV, posters at department store, and advertising along side of street.*
- *I familiar with internet, TV, and print respectively. For internet, I often play and use it. I like to visit Facebook in order to play game and chat with friends. I always use it at home. I also interest to visit website about dogs, beauty, music, and others that I interest. I spend time on it about 2-3 hours per day. For TV, I often watch it since I was young. I like to watch variety show, game show, sit-com, and soap opera. I also like to watch music contest program such as The Star. I want to apply to this music contest next year. I watch TV for entertainment and relax. I spend time on it about 4-5 hours per day. For print, I read both newspaper and magazine to keep update. For newspaper, I like to read heading news in the front page and entertainment section. For magazine, I read entertainment and star magazine. I read it to relax and only when it available. If not available, I will not read. I just read it roughly, just about less than 10 minutes per day.*

Attention:

- *The effective media are print, TV, and internet respectively. For print, I used to see it from newspaper. I can see the picture of activities and price. For TV, it just for announcing news so I have to find further information myself. For internet, I use it so often. It can give much information.*
- *To make it more interesting, advertising in print should have promotional activity that I can join and win prizes. For TV, it shouldn't have over-claim benefits. It should make it credible. For internet, it is the same as TV. Also, it should create a website and embed this website in order to do public relation in other websites and Facebook. So more people will see the advertising.*

Interpretation:

- *TV cannot give complete information because it has limited time. When I cannot get complete information from TV, I will find further information from internet. For print, if you do advertising in newspaper with the wide space of page, I think I can get complete or almost information. There's always a contact number put in the print ad that allows people to call for more information and I always do. For internet, if the ad is put in its own website, it might give complete information. If it is a banner ad and people has to click to read more detail, it might not give complete information.*
- *I cannot understand the advertising message immediately from any of media. For TV, sometimes it provides unclear message. For print, the advertisement about housing, sometimes it provides just a price. I don't know whether the price include everything, or it has hidden cost. Also, there is a lot of news. Some people might not see the advertising which is very few. For internet, I just search information in google. It's more easy and convenience. Even though I don't immediately understand the message, I can search more information instantly. If rank the media that are the most easily understand. I give*

TV as number one. TV should make ad as simply as possible. Next is internet. And the last is newspaper. The reasons are what I have already mentioned.

Part 3: Consumer's attitude (cognitive/affective/behavioral) toward marketing communication through TV, Print, and internet media

Cognitive:

- *The most credible media are TV, print, and internet respectively. Most people watch and like TV. It can reach many people. For print, many people like it because they have to read newspaper every morning. For internet, I think old people don't use internet. Some people don't know how to use it. It has least credible because sometimes I cannot find information.*
- *I think all media has nothing similar except the key message. TV gives much more entertainment than print. I sometimes don't understand the message from print but I can find further information from internet.*
- *For the pros and cons of these three media, TV can tell us that what are right or wrong. However, there are some program and soap opera that is not good for children. For print, it can give fast news and information. I always read it in the morning. However, it doesn't give detail of information because limited space of advertising. For internet, I can also get fast news and information. I can easily and conveniently find information and knowledge. However, people can surf to see anything they want such as porn movies.*
- *Internet is the most suitable to me because I use it so often. Next is TV because I sometimes do not pay attention to it.*

Affective:

- *I like TV the most because I can see the visual. The second is internet. However, sometimes I just play without attention to advertising on the internet. The third is print. It is not too bad or too good. It's neutral.*

Behavioral:

- *I used to participate promotional activity by sending coupon to win prize. I heard some news of activity from TV and internet. For internet, I used to apply for activities of The Star (the music contest) in order to get a chance to meet and greet with my favorite singers. I like to cut coupon from newspaper to win prized. I often do it.*
- *The media that influence me the most are TV, print, and internet respectively. For TV, I watch it a lot when I don't go anywhere. I always see the advertisement. For print, it would be great if a brand give brochure or leaflet and advertising along the street. The direct mail will even better. It always sent to my home and I like to read. For internet, it influent me a little because I sometimes do not pay attention to the advertisement on the web page.*