

Abstract

Research Title : The study of the improvement in advertising concept to promote youth's non-smoking campaign in Dusit district, Bangkok.

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Year : 2013

The research, The study of the improvement in advertising concept to promote youth's non-smoking campaign in Dusit district, Bangkok has an objective to study and analyze the opinions of young people on smoking and find the right concept for the campaign to not interfere with smoking in youth. In this study, researcher conducted a study with 2 groups of youth around 13-25 years of age living in Dusit district, Bangkok and divided into the group of 10 smoking youths and the group of 10 non-smoking youths. Then the researcher used qualitative methods by in depth interviewing and analyse the data by description.

The result of this analysis found that 1. In the group of smokers who smoke the experiences of smoking mostly caused by individual factors and social factors for example, the motivation from being accepted by the group of friends, the selective exposure which supports smoking decision, a repeated learning after being accepted by the group and the learning that once smoked, and being addicted, it would be hard to quit and smokers tend to believe that smoking makes it easy to socialize. This group of people is mostly people who lack confidence in themselves and come from families which do not strict about smoking. It also has been the culture of the group about smoking. In the group of non-smokers, individual factors and social factors involved are this group of people are exposed to the information of smoking and have cognitive learning. Moreover, this group is people who have more confidence in themselves and strong enough to say no when being asked and there is no one in their group who smoke at all.

2. The concept in advertising for youth's non-smoking campaign by the idea, I Can Think which considered from the ideas of smokers who smoke from their

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emotional factors for example, want to try, want to look good while non-smokers have some more thoughts and reasons.