

THESIS TITLE	THE EXPOSURE TO IDEA AND ATTITUDES FOR CUSTOMER AFFECT TO COMMUNICATION WEBSITE THE BRANDING ORGANIZATION
KEYWORDS	EXPOSURE, ATTITUDES, COMMUNICATION, WEBSITE, BRANDING
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ABSTRACT

This research aims. investigate of the exposure to idea and attitudes for customer affect to communication website the branding organization of staff workers of CIMB Bank. The objective for study the demography for exposure and idea for the website and attitudes effect to branding

The sample consisted of 400 people and analyzed by statistical software to calculate frequency, percentage, mean (\bar{X}), standard deviation in the study Statistical method used in this study are independent sample t-test, one-way ANOVA. In the case that the results of the analysis showed significant differences, the level of 0.05 will test the significance of the average difference in pairs. Use Regression method to analyze multiple linear regression. And using Pearson statistics to analyze the relationship between Attitude towards website elements with branding.

The research found that Demographic characteristics, gender, age, different living areas have different effects on branding, except for status, education level, occupation, monthly income that is not different. Website exposure, frequency, recognition channel thinking about financial transactions that affect different brands. Effect of attitude on website elements content

design has the most impact on branding. And the relationship, attitude towards the website elements content design. There is a relationship with branding in the same direction as possible.