

Research Title : Need and Gratification on Television Program on Public
Television of Bangkok Viewer
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Abstract

“The requirement and the satisfaction of people in Bangkok towards the Thai PBS’s programming” is the survey research that the samples were 400 people living in Bangkok. It has objectives for studying the relation of the variables as follows:

1. The requirement level and the satisfaction of people in Bangkok towards the Thai PBS’s programming. 2. The demographic characteristics and the requirement of viewing the Thai PBS’s program. 3. The demographic characteristics and the behavior in viewing the Thai PBS’s program.

The research found that mostly of the audience are female students; the age are in between 21-30 years; graduated in bachelor degree and get the average income between 5,000-10,000 Bath. The audience of Thai PBS TV station watched its program everyday during 6.00-10.00 p.m. by spent 30 minutes -1 hour for each time. They usually watched Thai PBS and another channel. The reasons of viewing those programs are it is unbiased channel and always brought them more knowledge.

As gratification in viewing Thai PBS program, the audience satisfied in News, edutainment, education, feature, and the program for children. The programs which were watched popularly can be shown for each type as follows: “Pead-Pom” (News), “Don-Tri-Ka-Wee-Sin” (edutainment), “Thai-Mung” (education), “Tong-Lok-Gkwang” (feature), and “English breakfast” (the program for children).

For the satisfaction of the audience towards the program’s time table, they satisfied in the News program mostly; moreover the News program also was the type of program they satisfied the most.

For the benefit gained from Thai television program , the audience concerned most on the accessibility. They expected to receive the content relevant the value in social and community, and the type of program they required the most are Thai and oversea features.

Keywords : Gratification , Need , Television program , Public Television.