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KEY WORD: USES AND GRATIFICATIONS / IBC CABLE TV PROGRAMS

SAKUNTALA LAKANASIYANON : USES AND GRATIFICATIONS OF IBC CABLE TV PROGRAMS AMONG SUBSCRIBERS IN BANGKOK METROPOLITAN AREA. THESIS

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The purposes of this research were : (1) to investigate IBC Cable TV programs exposure (2) to study viewing motivations IBC Cable TV programs (3) to analyze uses and gratifications of IBC Cable TV programs among subscribers in Bangkok Metropolitan area classified by demographic characteristics : sexes, ages, educational levels, occupation and income levels. Data collection was conducted through a self-administered. A total of 229 samples randomly sampling from IBC members. Percentage, mean, chi-square and Pearson's Product Moment Correlation Coefficient were used to analyze the data.

Results were as follows :

1. There were differences among subscribers of different sexes, age groups, educational levels, occupations, income levels and socio-psychological status in terms of IBC Cable TV programs preferences.
2. The program consumption was significantly correlated with uses and gratifications of their members
3. Viewing motivations IBC Cable TV programs were the boredom of free TV programs, the diversification and interesting characteristics of program content, 24 hours and no commercials.

To conclude, IBC program consumption depends on demographic characteristics and social and psychological needs of IBC's members.

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