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CHANIDA VIBULKITVORAKUL : A STUDY OF THE PRIME TIME TELEVISION DRAMA PRODUCER BRAND
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The purpose of this research is to understand the brand identity of the prime time television drama producer branding, as well as, to study the brand performance of the producer to the viewers, the television stations, and the sponsors.


The in-depth interview with the group of prime time television drama producer in 1996 reveals that each brand of the producer carries its own brand identity, which may be varied with respects to different characteristics of that particular brand identity, such as product, environment, communication, and behavior. Subsequently, these different characteristics will lead to each brand identity's central idea. However, the brand identity of the prime time television drama producer has not differentiated completely.

Additionally, the in-depth interview with the group of television viewers, the television station representatives, and the sponsors about the brand performance of the prime time television drama producer finds that the brand influences the viewers in terms of quality guarantee, repeat viewing, and brand image. As for the television stations, the brand also performs an important role on brand repeat and brand image. Nevertheless, the brand does not generate any apparent performance to the sponsor group significantly.

ภาควิชา.....การสื่อสารมวลชน

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ลายมือชื่อนิสิต.....

ลายมือชื่ออาจารย์ที่ปรึกษา.....

ลายมือชื่ออาจารย์ที่ปรึกษาร่วม.....