

#C550918 : MAJOR DEVELOPMENT COMMUNICATION
KEY WORD: PERCEIVED UTILITY/TELEVISION DRAMA/BANGKOK FEMALE VIEWERS.
NUCHAREE TUNVICHIT : A STUDY OF BANGKOK FEMALE VIEWERS'
PERCEIVED UTILITY OF TELEVISION DRAMA. THESIS ADVISOR :
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The purpose of this research is to investigate the relationship among factors namely demographic variables, viewer behavior, levels of gratification and Bangkok female viewers' perceived utility of television drama. Questionnaires were used to collect data from a total of 323 female viewers. Frequency, percentage, mean, Pearson's Product Moment Correlation Coefficient and Multiple Regression Analysis were used to analysis data through SPSS/PS program.

The results of the research were as follows:

1. Most respondents were exposed to television drama during 20.30-23.00 p.m. Most female viewers watched television more than 5 times per week and spent more than 1-3 hours per time. They preferred entertainment programs more than to others. Besides entertainment, perceived utility was expected from these female viewers. In terms of viewing patterns, respondents enjoyed television drama series and situation comedies. Mostly, they used the content to discuss with their friends.

2. The variables that found to be correlated with levels of gratification were students, government officials/government enterprise officials, with Northeastern region origin, income, viewing frequency/viewing duration, discussion usage and perceived utility.

3. Viewing frequency/viewing duration, discussion usage and levels of gratification were found to be correlated with perceived utility in personal aspects.

4. Formal education, divorced/separate persons, discussion usage and levels of gratification were found to be correlated with perceived utility in family life.

5. Age, students, income, single persons, viewing frequency/viewing duration, discussion usage and levels of gratification were found to be correlated with perceived utility in social participation.

6. Perceived utility in social participation is the most important factor that explained levels of gratification. In addition, levels of gratification is the most important factor that explained perceived utility in all 3 areas.