

Abstract

This thesis, Media Exposure, Uses and Gratifications from “Kamlikhit” of people in Bangkok, has the purpose to study the influence and the behavior of the population characteristic to the media exposure, advantages and satisfaction of the people who watch “Kamlikhit” including the group of population related to the above people.

The study reveals that the influenced factors which are sex, education level and the revenue of the population do not affect the satisfactions and the advantages of the group of sample of people who watch “Kamlikhit”. Only age and career do affect.

In term of the behavior of the people who watch Kamlikhit, the research study reveals that 1 out of 4 people watch this program 2 times per month. The rest watch the program but change the channel while advertising. The study also finds out that the sample groups of population 1 out of 2 begin to watch Kamlikhit coincidentally at low level.

In term of the satisfaction, the study reveals that the population in Bangkok has high satisfaction level especially to the host of the program while the on air time length of the program anticipates low satisfaction level

In term of the advantages from the program, the study reveals that the people receive high level of the advantages from this program. The program helps to deliver the effect of bad karma which will later bring the scariness to bad people. Next, the people will stop and think before perform any bad behaviors or actions. Last but not least, the people will learn the Buddhist principles or way of life. In addition, the study also reveals that the least advantage is to watch the program when feel lonely.