Research Title	:	The Factors of Knowledge for Movie Rating of Bangkok Movie Viewers
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ABSTRACT

The objectives of the research on "The Factors of Knowledge for Movie Rating of Bangkok Movie Viewers" are: 1) to study the level of knowledge of movie rating of Bangkok movie viewers and 2) to study the factors that influence the level of knowledge of movie rating

This research is a quantitative study on 400 Bangkok movie viewers selected by using Multistage Sampling technique. The questionnaires were used as the instruments for collecting data while the samples filled in the questionnaires themselves. Descriptive statistics (Frequency, Percentage, Average and Standard Deviation) were used to describe the obtained data and inferential statistics (t-test, F-test and LSD) were employed to test the research hypothesis.

The result of the research shows that most of the sampled Bangkok Movie Viewers are female, which constitutes 55.55%. The majority of the samples, which is 37.75%, are between 21 and 25 years old. More than half of them or 76.50% have a bachelor degree under their belt and 59.80% are university student. 40% of them have monthly income between 5,001-10,000 baht and 24.30% of them have monthly household income between 10,001-20,000 baht. The majority of them, which is 87.80%, are single.

As for movie viewing behaviors of the Bangkok Movie Viewers, the samples' frequency in viewing movie is once to twice a month, which accounts for 44.25%. Weekends are their most favorite days in viewing movies, which accounts for 49%. Their most favorite movie genre is funny and humorous, which accounts for 30.50%. Additionally, 47.5% of samples view movies that have already shown for 1-2 weeks, which accounts for 47.50%.

230 Bangkok movie viewers receive information about movie category while 194 Bangkok movie viewers receive information about movie definition. About 307 of the samples, never receive information about movie rating committee and 279 movie viewers never receive information about criteria of movie rating.

Level of knowledge about movie rating of samples is middle, 7.88 of 20. It can be divide into 4 subdirectories which are 2.68 of 5 for movie definition, 1.79 of 5 for movie rating committee, 1.38 of 5 for movie rating sign and 2.02 of 5 for criteria of movie rating.

From the hypothesis test in comparison in this study at the 0.05 statistical significance, it is found that the difference of education, personal income, and marriage status has an effect on knowledge of movie rating. In addition, information receiving behavior variables results in different knowledge of movie rating. On the contrary, there is no relationship between movie viewing behavior and knowledge of movie rating.

Keywords : Movie Ratings, Movie Classification