

Abstract

The purpose of this research was to examine the watching behaviour, attitude toward and brand recognition on Product Placement Strategy in Sitcom Drama "Baan Nee Mee Rak" of television programme audiences in Bangkok. Questionnaires were used to collect the data from 400 samples who had watched Sitcom Drama "Baan Nee Mee Rak". Frequency, percentage, mean, mode, standard deviation, t-test, One-way ANOVA, Pearson's Product Moment Correlation Coefficient and Stepwise-Multiple Regression Analysis were employed in the analysis of the data. The results of the research were as follows:

The frequency of watching Sitcom Drama "Baan Nee Mee Rak" was twice a month and they had been watchers for 2-3 years. The main reasons were because this drama was the on-air at the convenient time and they usually watched the drama with their family members. Samples who were different in sex had different attitudes toward Product Placement Strategy in Sitcom Drama "Baan Nee Mee Rak". Samples who were different in age were different in brand recognition toward Product Placement Strategy in Sitcom Drama "Baan Nee Mee Rak". Attitude toward Product Placement Strategy in Sitcom Drama "Baan Nee Mee Rak" was at the moderate level (Average score was 3.24 from 5.00). The average brand recognition was 9 brands from 23 brands and the 3 brands that were most recognized were THAI LIFE, MAMYPOKO, and DOUBLE A respectively.

Watching Behaviour was positively correlated with attitude toward Product Placement Strategy in Sitcom Drama "Baan Nee Mee Rak", and with brand recognition toward Product Placement Strategy in Sitcom Drama "Baan Nee Mee Rak" at .01 significant level.

However, attitude was not significantly correlated with brand recognition toward Product Placement Strategy in Sitcom Drama "Baan Nee Mee Rak" at .01 level. The variable which could best explain brand recognition toward Product Placement Strategy in Sitcom Drama "Baan Nee Mee Rak" was the age of the audience.