

ABSTRACT

This research in the subject of “The study of media exposure behavior, perception, and interest in digital television related to opinions toward the replacement of the set top box”, this research aims to study the demographic characteristic of population live specifically in Bangkok including the relationship between media exposure, behavior people’s perception, and interest in matters regarding digital television related to the opinions of people in Bangkok toward the replacement of the set top box. The research also studies the needs and/or general suggestions regarding digital TV of people who live in Bangkok area.

The research results revealed that

1. An important demographic of population characteristic in Bangkok area is that the majority are female; aged between 15 – 25 years old, graduated in bachelor’s degree, performed students status, earned approximately less than 10,000 baht per month of income, Buddhists, and domiciled in Bangkok and its vicinity.

2. Most media exposure behavior, people’s perception and interest in digital television matters of population live in Bangkok associate with the views of replacing set top box. The people in Bangkok toward the replacement of the set top box of media exposure the Internet 10 percent and broadcasting 7 percent, behavior people’s perception (58.6 percent) and interest (68.6 percent) in matters regarding digital television related to the opinions of people in Bangkok toward the replacement of the set top box.

3. The main reasons in changing from normal TV receiver to digital TV receiver collected from samples of Bangkok citizen are the better sound and image quality, the more information and modern or up-to-date technology, the convenience to media exposure and greater variety, etc.

4. On the needs and/or general suggestions regarding digital TV of people who lived in Bangkok area, they mostly require a thorough publication of all related information in advance through various media types. They also require either the

technical services or the set top box installation free of charge or at the minimum cost.

5. The comments from the group of experts on television services who are the interviewees can be concluded as follows

5.1 Regarding to the media exposure behavior aspects of people in digital television matters, the experts agree that people are likely to acquire the information via Internet, television, and newspaper without clear understanding of all the details and focus mainly on set top box installation.

5.2 Regarding to the public perceptions on digital TV aspects, the experts view that the population in majority have knowledge but not profound one. Especially in the low and middle-income families, they make light of this new technology due to the digital TV broadcasting can be easily experienced via many kinds of computer.

5.3 Regarding to the public interests about digital TV, the experts view that the majority have little interests as a results of economic conditions, political conflicts, and not yet impacts to their lifestyles in terms of information news, documentary or fictions; exposure. In other words, all the information can be acquired from normal TV broadcasting.

5.4 Regarding to the public opinions toward the change of TV receiver, the experts view that the relating agency or organizations are expected to take responsible for set top box installation cost and services by the majority. They expect to receive a free service at least one set top box due to the issue of cost. Moreover, people have limited knowledge about this new system of set top box which leads to the delayed decision in migrating to the new digital TV system unless the current TV receiver will no longer well function.

5.5 Regarding to the other requirements and suggestions aspects, any related agencies or organizations from both state and private sector should acceleratedly promote campaign to publicize information to the public thoroughly. The information provided should be easily understood that emphasizes the core advantages and benefits gained after migrating to the set top box. The campaign should further promote the free or minimal cost of set top box installation during

the beginning phase as well as the inspection of TV content broadcasting of all appropriate programs.