

ATTITUDES TOWARD FOREIGN COPYRIGHT GAME SHOWS ON FREE TV CHANNEL OF PROGRAM VIEWERS IN THE BANGKOK METROPOLIS ZONE

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Abstract: *The objective of this research is 1) to study the attitudes towards foreign copyright game shows on free TV channel of program viewers in the Bangkok Metropolis Zone, and 2) when compared with attitudes towards foreign copyright game shows on free TV channel of the program viewers in the Bangkok Metropolis zone under personal factors classification. The 400 representative samples used in the research were viewers of foreign copyright game shows on free TV channel in the Bangkok Metropolis zone and a questionnaire was applied as the study instrument. The findings of the research results indicated that the attitudes toward foreign copyright game shows on free TV channel of the program viewers in the Bangkok Metropolis zone on the aspect of content, form and value of game show, the aspect of presentation, the aspect of key role player, and the aspect of viewer participation, was at a high level for all of 4 aspects. In addition, the program viewers with different personal factors of age, educational level, occupation, monthly income and marital status, had different attitudes towards foreign copyright game shows at 0.01 of statistically significance level. Program viewers with different genders had attitudes toward foreign copyright game shows that were indifferent.*

Keywords: *Foreign Copyright Game Shows, Attitude, Personal Factors*

1. Introduction

At present, television media is the major communication channel of people in society that will recognize movement, possibility, content of occurred surrounding events. The reason why television has been the major communication channel has been due to the timely and quick response advantage toward events

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whereas newspapers cannot respond in such way, and the attractive advantage of both colors and animation; a diversified essence, which radio, cannot respond to in such a way. Even though the use of Internet media has increased, it has been in a niche group of people with adequate income to purchase such services, particularly groups of city people. When compared with television that has become very cheap and every home can currently afford, Internet services have been charged for, while there has not been such a service charge for television media particularly with free TV. Due to the aforesaid reason, television media can widely access all genders and ages of the consumers (Nuansakul, 2007).

Television media has been the mass media that has played the role and has influenced the daily life of people, since television media has been the media with easy accessibility. Apart from television's availability, vision and sound aid

comprehension by all generations and all ages of viewers, another point has been due to convenience, since dressing and riding in a car have been needed to go to see a movie or play at a movie theatre or playhouse, and a fee must be paid. Moreover, television has immediacy and live shows. It has most advantages by the way that it can instantly present events in real time when such events are occurring. The viewers can simultaneously view both vision and sound, causing interest and participative feelings for the viewers in such events.

The business engagement of television stations has been highly competitive. The viewers can select to view different programs. Thus, it has been a business opportunity of television program producers to produce more programs to serve the demands of the viewers who have given the precedence with quality essence and entertainment. The television media has consisted of various types of TV programs viewed by people. When discussing the program styles of today's TV channels, the other program with quite a lot of interest has been the "Game Show" which has been a considerable power base for each channel. For the past period, TV programs have had more ratings and numbers of viewers and game shows have provided essence and entertainment. In addition, to increase competitive potential, the program producers have also increasingly produced new program styles in other types of programs such as drama and variety, etc. A positive acceptance has been gained from both viewers and clients who have purchased advertising.

Nowadays, the role of the game show has increased, since all television stations with free TV channels have added game shows to be a significant part of their program schedules with more than several game shows on both free and digital TV channels in Thailand. Most of the game shows on the free TV channels are foreign copyright game shows, since at present, foreign copyright game shows have been more exotic, interesting and diversified than general game

shows. Game shows can be classified into 2 groups: 1) game shows that allow the program participants to play games to compete for prizes, emphasizing on the program participants and the viewers' acquisitions both of entertainment and essence, for example, "Iron Chef Thailand" program has been counted as a copyright game show in the initial era that has penetrated the entertainment industry market in Thailand, and "Cash Cab Thailand" program, etc.; 2) game shows that allows the program participants to play games to compete for prizes, emphasizing the programs participants and the viewers' acquisitions for amusement and enjoyment such as "Takeshi's Castle Thailand" program and "The Voice Thailand" program, etc.

There have been many types of game shows for viewers to select for viewing. In addition, foreign copyright game shows have tended to increase every year because of changes in personal factors and behaviors of the consumers. Moreover, the entertainment industry market has tended to be intensely competitive every year.

Therefore, it has been the main concept of interest for the researcher at this time to study a survey of attitudes towards foreign copyright game shows on free TV channels for the viewers in Bangkok Metropolis zone by selecting just two programs with different presentations. The first program selected was "Iron Chef Thailand" which is a foreign copyright game show and national cooking contest. It is a program for a niche group in order to show cooking proficiency and skill without any prize granting in program proceedings; the second is "Takeshi's Castle Thailand" a program which is a foreign copyright game show that allows the contestants to wade through different barriers in order to win cash prizes. Both programs have been distinguished in aspects of presentation and program styles although they have also been game shows belonging to a copyright holding

company. This study has been applied as a guideline for organizations to improve and develop programs, and to enable further development of game shows in Thailand.

2. Literature Review

2.1 Attitude

Allport (cited in Paorohit, 2002: 125) defined the meaning of attitude as the state of mental readiness occurring from experience. This state of readiness is the force that determines the direction of interpersonal interaction toward relevant person, thing or situation. The attitude can be as follows: 1) occurrence from learning, culture and social custom, 2) building of feelings from self-experience, 3) both positive and negative previous experience obtained affecting attitude towards a new similar thing, 4) identification of the person with self-preference and adoption of that attitude to be self-attitude.

2.2 Demographic Characteristics

Mass Communication is the form of communication where the receiving group must be a diversified large crowd without the necessity to be ever acquainted in the same society or have mutual previous experiences. Each receiver will have different characteristics in various aspects particularly Demographic Characteristics such as age, gender, education and social and economic status. The news receivers with different characteristics will have different behaviors and interests when receiving news. (Biagi, 2003)

3. Research Conceptual Frameworks and Methodology

This research aims at studying the attitudes affecting the viewing of foreign copyright game shows on free TV channels in the Bangkok Metropolis Zone. The research of Kolinkripts (2005) from the article titled

“Viewer Satisfaction on “Tueng Luk Tueng Khon” Show in the Bangkok Metropolis Zone on Channel 9 Television Station, MCOT” has been applied as a research conceptual framework of this title. The research concept and results have been applied for defining the research conceptual framework in Figure 1

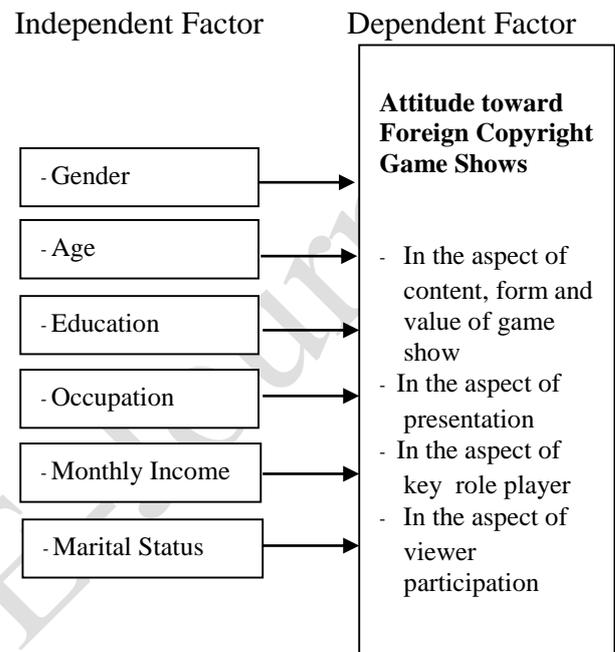


Figure1 Research Conceptual Framework

3.1 Research Hypothesis

Hypothesis 1 Program viewers with different genders have different attitudes towards foreign copyright game shows.

Hypothesis 2 Program viewers with different ages have different attitudes towards foreign copyright game shows.

Hypothesis 3 Program viewers with different education have different attitudes towards foreign copyright game shows.

Hypothesis 4 Program viewers with different occupations have different attitudes towards foreign copyright game shows.

Hypothesis 5 Program viewers with different monthly incomes have different attitudes towards foreign copyright game shows.

Hypothesis 6 Program viewers with different marital statuses have different

attitudes towards foreign copyright game shows.

3. 2Research Methodology

- Populations and Samples

The populations used in this study were from viewers of foreign copyright game shows on free TV channel in the Bangkok Metropolis Zone. The researchers did not know the exact number of the populations. Therefore, the calculation method for a number of representative samples determined by applying the formula in the case of non-recognition of a certain number of populations where 95% confidence was determined. The total number of samples derived was 385. The researchers then determined an additional number of samples of 15 samples, in case of incomplete return of some questionnaires. Therefore, the total number of samples in this research was 400 people.

- Instrument

A questionnaire was prepared as an instrument that was applied by the researchers for data collection in conducting this research. It passed the check from experts and was issued to inquire the representative samples in different places in the Bangkok Metropolis Zone.

- Data Collection

Data collection and data search was through the presentation of a questionnaire, which was checked and passed for quality and then distributed to representative samples in various places by the researchers. The research data in the Bangkok Metropolis Zone was collected by a selection from the most densely populated 4 area-divided districts of Bangkok Metropolis and waited for return from September 2015 to October 2015.

4. Research Result

- Analysis of the Personal Factors of the Questionnaire from Respondents

Table 1: Personal Factors

Gender	Unit	Percent
Male	151	37.8
Female	249	62.2
Age	Unit	Percent
Less than 20years	70	17.5
21 - 30years	136	34.0
31 - 40 years	94	23.5
41 - 50years	58	14.5
More than 51 years	42	10.5
Education	Unit	Percent
Certificate, Diploma	-	-
High School Certificate / Vocational Certificate	57	2.14
High vocational Certificate	103	8.25
bachelor's degree	176	0.44
higher than a bachelor's degree	64	0.16
Occupation	Unit	Percent
Student/College student	128	0.32
Company Employee	83	8.20
Government employee	59	8.14
Business owner	60	0.15
State Enterprises	54	4.13
House maker	16	0.4
Monthly Income	Unit	Percent
Less than 10,000 Baht	48	0.12
10,001- 20,000Baht	106	5.26
20,001- 30,000Baht	91	8.22
30,001- 40,000Baht	94	5.23
More than 40, 000 Baht	61	2.15
Marital Status	Unit	Percent
Single	253	63.2
Married	105	26.2
Divorced / Separated	42	10.5
Total	400	100.0

Most of the respondents were female (2.62%), being between 20-30 years of age (34%), a Bachelor's Degree level of education (4 0.4%), a student, undergraduate or pupil for an occupation (0.32 %), a monthly income of between 10,000-20,000 Baht (5.26%) and a single marital status (2.63%).

- Data Analysis for Hypothesis Testing

Table 2: Hypothesis Testing

Personal Factor	P-Value	Hypothesis Testing
Gender	0.431	Fail to reject H ₀
Age	0.000**	Reject H ₀
Education	0.000**	Reject H ₀
Occupation	0.000**	Reject H ₀
Monthly Income	0.000**	Reject H ₀
Marital Status	0.000**	Reject H ₀

Hypothesis 1 Program viewers with different genders have different attitudes towards foreign copyright game shows.

The hypothesis testing result indicated that the program viewers with different genders had indifferent attitudes towards foreign copyright game shows.

Hypothesis 2 Program viewers with different ages have different attitudes towards foreign copyright game shows.

The hypothesis testing result indicated that the program viewers with different ages had different attitudes toward foreign copyright game shows at a 0.01 statistical significance level.

Hypothesis 3 Program viewers with different educational levels have different attitudes towards foreign copyright game shows.

The hypothesis testing result indicated that the program viewers with different educational levels had different attitudes toward foreign copyright game shows at a 0.01 statistically significance level.

Hypothesis 4 Program viewers with different occupations have different attitudes towards foreign copyright game shows

The hypothesis testing result indicated that the program viewers with different

occupations had different attitudes toward foreign copyright game shows at a 0.01 statistical significance level.

Hypothesis 5 Program viewers with different average monthly incomes have different attitudes towards foreign copyright game shows.

The hypothesis testing result indicated that the program viewers with different average monthly incomes had different attitudes toward foreign copyright game shows at a 0.01 statistically significance level.

Hypothesis 6 Program viewers with different marital statuses have different attitudes towards foreign copyright game shows.

The hypothesis testing result indicated that the viewers with different marital statuses had different attitudes towards foreign copyright game shows at a 0.01 statistical significance level.

5. Conclusion and Discussion

The results of the study on attitudes toward foreign copyright game shows on free TV channel of the program viewers in Bangkok Metropolis zone could be concluded and discussed as follows:

5. The 1 level of attitude towards foreign copyright game shows on free TV channel of the program viewers in Bangkok Metropolis zone indicated that the attitude towards foreign copyright game shows on free TV channel in the aspect of content, form and value of game shows, the aspect of presentation, the aspect of key role player person, and the aspect of participation of the viewers, were in a high level in all 4 aspects, due to the following:

The Aspect of Content, Form and Value of Game Shows The questionnaire respondents deemed that foreign copyright game shows helped build enjoyment as well as novel and different styles from other game shows in Thailand.

The Presentation Aspect. The respondents deemed that the system, light, color and sound of foreign copyright game shows were proper for program presentation

and telecasting date and time of foreign copyright game shows was proper.

The Key Player Personnel Aspect. The respondents deemed that the expression of opinion or viewpoint as well as tone, speech, manner and feeling of speakers or moderators of foreign copyright game shows were proper for program presentation. In addition, personality, dress and use of language of speakers and moderators were timely appropriate. For the aspect of the viewer's participation, the questionnaire respondents deemed that freedom in presenting the viewer's opinion toward the program, query of the viewer's opinion toward program as well as opportunities for viewers to participate in foreign copyright game shows were proper. However, the study result was consistent with the research findings of Jintana (2010) that the attitude toward television media in overview was in moderate to high level of opinion in the general characteristics of the program in the aspect of program content, and in highest level of opinion in the issue of emphasis on content, essence, and quality more than business and ethics in creative media production.

5. 2 The findings of the comparison results of attitudes towards foreign copyright game shows on free TV channel of the program viewers in Bangkok Metropolis zone were classified according to person factors as follows:

The program viewers with different genders had indifferent attitudes towards foreign copyright game shows. This was inconsistent with the assumption and it might also be because foreign copyright game shows such as Iron Chef Thailand Program and Takeshi's Castle Thailand Program have been designed with a format so that they can be viewed by both male and female, resulting in indifferent attitudes toward foreign copyright game shows from different gender factors. This study result was consistent with the research findings of Songsaeng (2013) that male and female had indifferent exposure

behavior. However, this study result was inconsistent with the research findings of Noottaprawee and Thoopkaew (2014) that demographics in gender affected program viewing exposure behavior.

Program viewers with different ages had different attitudes toward foreign copyright game shows at 0.01 of statistical significance. This was consistent with the assumption that viewers with different ages may have different program viewing demands. It could be seen from the study results, which indicated that most of the questionnaire respondents were between 20-30 years of age. Therefore, it might be possible that the presentation style of the programs used in this study are designed for that age group, resulting in different attitudes toward foreign copyright programs from different age factors. This study results were consistent with the research findings of Satawaythin (2003) who found that according to program viewing exposure, younger people often viewed new styles more than older people and they were often exposed to serious news more than entertainment. This was consistent with the research findings of Noottaprawee and Thoopkaew (2014) that the program viewers with demographics in different ages were exposed to program views from different means.

Program viewers with different levels of education had different attitudes towards foreign copyright game shows at 0.01 of statistical significance. This was consistent with the assumption that viewers with a different learning environment could have different viewing demands or different program viewing based on things which were taught or accumulated or might be due to interest or personal preference, causing different attitudes toward foreign copyright game shows by people with a different education. However, Brook (1971) state that people with a high education often considerably and thoroughly made decisions on any issues, resulting in more difficult

persuasion than people with a lower education. This study result was consistent with the research findings of Kolinkrips (2005) that viewers with a different education had different satisfaction in overview. In addition, the research findings of Noottaprawee and Thoopkaew (2014) indicated that demographics in the aspect of educational level still affected the views of the program viewers. People with a high educational level would be participative in viewing programs more than people with an educational level of a Bachelor's degree and below Bachelor's degree.

Program viewers with different occupations had different attitudes toward foreign copyright game shows at 0.01 of statistical significance. This was consistent with the assumption that the occupation of each person could cause different demands or limitations including taste in the selection of program styles, possibly due to the limitation of working hours or society and livelihood. However, this study result was also consistent with the research of Kolinkrips (2005) that viewers with different occupations had different satisfaction toward program views in all aspects.

Program viewers with different monthly incomes had attitudes toward foreign copyright game shows at 0.01 of statistical significance. This was consistent with the assumption since monthly income has been the determinant of economic and social status. The viewers with different economic and social status both in the aspects of occupation and income affected viewers to have different media exposure environments. Nevertheless, this study result was also consistent with the research of Kolinkrips (2005) that viewers with different incomes had different satisfaction with program views in all aspects. Moreover, the research finding of Songsaeng (2013) described that monthly income was positively related to the viewer's attitude toward the fun channel.

Program viewers with a different marital status had different attitudes toward foreign copyright game shows at 0.01 of statistical significance. This was consistent with the assumption since a viewer with a single status might have different demands in the selection of program views from people who are divorced or married marital status. It might be due to different livelihood, way of life or performed activity. This study result was consistent with the research findings of Dedkaew (2001) that people with different marital status viewed different television programs.

5.3 Recommendations

According to the research results on attitudes toward foreign copyright programs on free TV channel of the program viewers in the Bangkok Metropolis zone at this time, business entrepreneurs related to foreign copyright game shows on different free TV channels or relevant agencies could apply the study results as follows:

1. According to the study, the findings indicated that according to the opinions of the questionnaire respondents in attitudes towards foreign copyright programs on free TV channels of the viewers in the Bangkok Metropolis zone, the questionnaire respondents gave high precedence in all of 5 aspects. Therefore, the business entrepreneurs of foreign copyright game shows on free TV channels should develop in the aspect of content, form and value of game shows both in the aspects of presentation and key role playing persons to maintain standards as well as develop new styles in order to enhance attractiveness to viewers and increase participative promotion of viewers such as SMS delivery to push forward various privileges.

2. More communication and publications should be executed with social online viewers since from the study the findings indicated that the viewers perceived news via programs besides television as the first order. The second order was entirely from

the means of social media. Moreover, when most online system users search for things required by them, they often search by a Web Search Engine and always select websites, which are, listed first. Publications via Search Engines therefore has been a marketing channel that can generate profits for entrepreneurs or business owners. The publications, including advertisements in Google AdWords and publication by SEO have been very popular due to the use of low publication budget and stable expense, affecting long-term continuity of publication and unlimited period of time. Thus, promotion and development should be executed in this part to build accurate perception for viewers, resulting in a good attitude toward the program and ongoing viewers or the addition of new viewer groups.

3 . Today, businesses in the competitive field of television program production have been extremely extensive with alternatives for viewers so that they can select to view various programs according to their interests with various program contents. However, the researchers have made their viewpoint about television program production in Thailand, that it has been necessary to stimulate viewers to be active or interactive in order to motivate more viewers. In addition, the significance has been the creation of a good attitude toward programs and viewers since if the viewer has a good attitude towards the program or towards the viewer, the viewer will continue to have a participative desire or viewer demand, and word of mouth may arise in a group of friends or in a group of online social groups afterward. This will result in business growth in the television program field, the ability to expand the viewer groups and also more business extension of television program production in the future.

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