

ATTITUDES AND DIGITAL MEDIA EXPOSURE BEHAVIORS OF PROGRAM VIEWERS TOWARDS DIGITAL TV

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ABSTRACT

Abstract—The purpose of this study was to study the relationship between digital TV channel exposure, knowledge, attitude and behavior towards digital TV of digital TV viewers in Bangkok. This research is a quantitative research using a questionnaire as a tool to collect data from a sample of digital TV viewers living in Bangkok, aged 18 years and over, totaling 400 people. The statistics used in the analysis were mean, standard deviation and Pearson correlation coefficient. The results of the research revealed that digital TV viewers with sex, age, education level and occupations have different exposures to digital TV channels. In addition, the research found that viewers' knowledge towards digital TV was positively correlated with viewers' attitude towards digital TV at a moderate level. Attitude toward digital TV had moderate positive relationship with audience's behavior toward digital.

Keywords—Attitudes, Digital media exposure, Digital TV

INTRODUCTION

The television media business is regarded as an important business because it is a media that influences people in many aspects such as thoughts, beliefs, behaviors and lifestyles. Television is a very powerful and influential mass media. More than 98 percent of Thai people receive news and information via television sets every day. Because television has the ability to provide both picture and sound. It is fast, realistic, and the broadcasting technique of video and audio allows television to cover the service area. As a result, the audience can receive information, news, content, knowledge and entertainment widely and quickly which is considered to be the most important mainstream media of the country since the past Influencing viewers in all dimensions, such as thoughts, beliefs, behaviors, society and culture. Thailand was broadcasting television for the first time since 1952 using terrestrial analog broadcasting By Channel 4, Bang Khun Phrom, which counts the era of white-black television and is considered the beginning of the television business in Thailand. After that, in the year 1967, a color television system was developed. and began broadcasting for the first time through the Royal Thai Army Television, Channel 7. At present, due to the limitation of the signal transmission and with the advancement of technological evolution, digital broadcasting methods have been developed to overcome the limitations of transmission. Resulting in the process of transitioning television from analog to digital television. It is an important change through technology and an era of change that affects the viewing of various television channels in Thailand.

Competition in the TV media industry has been intense due to the entry of a variety of new entrepreneurs. It is considered an opportunity for related business entrepreneurs with the new television media to enter the free TV media that is still the platform that dominates the viewer base, such as entrepreneurs in the business of providing program production services (Varanan, 2019). A large TV with capital potential will have the opportunity to become one of the program providers. Even entrepreneurs in other media businesses such as print media who want to change their business model to broadcast business will have the opportunity to bid for business channels to become a channel provider on the free TV platform. At the same time, the business of providing a small TV program production service with potential and expertise in producing programs with quality will have the opportunity to produce more television programs to feed to free TV. As a result, the competition in the television media industry is more intense as well.

The demand for TV programs and the quality of the programs is increasing due to the increase in the number of free TV channels. The increase in the number of free TV business channels, coupled with the NBTC's criteria that stipulates that the winning bidder's program operators must broadcast digital TV channels within 30 days after obtaining a license. Businesses inevitably cause various program operators to search for television programs

that are ready and sufficient for broadcasting. This may be procured by purchasing television program rights, whether it is a drama series or variety show come from abroad or procurement by outsourcing TV program production companies in the country, etc. As a result, the demand for TV programs tends to grow high in the early stages of the transition to the digital TV era (Supanonth, 2022).

Currently, digital TV has been broadcasting for some time. In which the Directorate of Broadcasting and Television Services (CAT) has presented a survey of data for the year 2021, it was found that people turned to accept digital TV more by the proportion that people turn to watch new channels increased and decreased free TV channels. Meanwhile entrepreneurs are starting to adjust to find strengths in their channels and focus on content quality. For example, there is an investment in the quality of the television screen through new technologies, which results in the TV industry advertising market growing against the economic trend. The value of the entire system is 7.8 billion baht, while the value of digital TV advertising increased by 144%. At the same time, the survey of the NBTC Monitoring and Evaluation Committee (TCT) in broadcasting and television was found that the Broadcasting Commission television business and the National Telecommunications Commission's administration does not go according to the plan set in managing the transition from analog to digital and process delay. In addition, people do not have understand the transition, including the coupon support program for the exchange of set-top boxes or set-top boxes, does not cover people in every household (Office of the Broadcasting Commission Television Business and National Telecommunications, 2021).

From the research results of the Monitoring and Evaluation Committee of the NBTC. (FTC) and the members of the Broadcasting and Television Broadcasting Corporation (CAT) who are not in the same direction. This made the researcher interested in studying the behavior of viewers towards the use of digital TV channels. Because television media can reach viewers without limitations and can spread news widely. It also directly and indirectly influences the concepts, behaviors, attitudes and knowledge of the audience. Therefore, the researcher is interested in studying how digital TV viewers are exposed to digital TV channels, as well as knowledge, attitude and behavior towards digital TV in order to apply the obtained results for further academic use.

LITERATURE REVIEWS

The theory of media exposure has been explained by many theorists which is often described in connection with the importance of communication. The researcher collects and synthesizes the explanations related to exposure to news media that communication is the basis of communication of social processes. The more population and complexity in that society, the more important communication becomes. Because people will use news to make decisions in carrying out various activities. An audience that is more open to news tends to have a better understanding of the environment and social conditions as well as have wide eyes and are more modern than the audience that is less open to news. It could be said that the message that is communicated from the messenger is always selected by the audience. Similarly, a message that is interesting, relevant, and useful to the audience is a message that is successfully communicated (Atkin, 1973).

In the process of media exposure, Joseph T. Klapper (1960) described the process of media exposure as the filtering of the audience's perception of news which consists of a sequence of 4 steps as follows. 1) Selective Exposure: is the process of selecting a communication channel in which the audience will select different sources of information. However, the interest and needs of the audience will be in accordance with their skills and expertise in recognizing news. 2) Selective Attention: audiences tend to choose communication channels or news sources that support their interests. At the same time, they will avoid channels and news sources that are inconsistent with their interests. 3) Selective Perception and Interpretation: Audiences often choose to interpret only the news that is consistent with their personal characteristics, in which some information will be cut off or distorted in the direction that the audience expects and satisfied with. 4) Selective Retention: Audiences choose to remember only the news that resonates with them or is interested. In which parts that are inconsistent or not interested will be forgotten and not passed on. Because viewers often feel uncomfortable with news that does not match their attitude, utilization and their interests.

In addition, Hunt & Ruben (1993) also described the factors influencing the choice of news exposure of each audience as follows: *Needs* include both physical and mental needs to show taste social acceptance and satisfaction. *Attitude and values* refer to the predisposition to things. and the fundamental principles that viewers adhere to on what they should and shouldn't do. It is related to the environment and selecting news, selecting

interpretation and choosing to remember. *Goal* is that every audience will have a goal that determines the way of life in various fields and selective exposure to information will meet the goals of each individual. *Capability* including the ability to receive the information surrounding it both language skills analytical logic and the ability to memorize will influence the choice to receive will influence the selection of news that is suitable for each individual audience. *Utilization* is that the audience will selectively focus and try to understand the message that each listener can make use of. *Capability* including the ability to receive the environment that substance both language skills analytical logic and the ability to remember will influence the selection of news that is appropriate for each individual audience. *Communication style* may include the taste and style of presenting news that is in line with the interests of the audience. *Context* means that the audience will choose to receive news that is based on the situation in the lives of the audience rather than the news that the audience is not based on the situation in life. *Experience and habit* play an important role in audience opt-in. This is because the audience will choose to receive news that is closer to them than news that is far away or that they have never experienced as well as inconsistent with personal habits.

According to the scholarly conclusions, how a human behaves depends on how knowledgeable and positively the person has a good attitude towards it. The same is true in the transition from analog to digital viewing of terrestrial TV. Audiences also need a change in both their knowledge of digital terrestrial television and their positive attitude towards the new system to be used. Therefore, it explains about the change of variables in 3 parts: Knowledge Change, Attitude Change, and Performance Change, which is called the KAP model. The KAP theory divides the process of human behavior change into three steps: acquiring knowledge, generating attitudes/beliefs, and forming practice/behaviors, during which human health behaviors can also be effectively changed. This concept has explained that if it will cause changes in any matter to the people, it must first proceed to change in knowledge, then change the attitude and finally change the behavior respectively. Attitude refers to a person's attitude or feeling towards something and also academics psychologists define the conclusion that attitude refers to the story that occurs in a person. It is an organization of ideas, beliefs, habits, and motives related to something. Attitudes are not innate but from learning various stories that he was involved with. It has a stable and permanent nature. Once the attitude has been established, it will not change immediately. Because the attitude that arises will have a process of thinking, analyzing, evaluating and organizing conclusions. which takes time to change (Newstrom & Devis, 2002). In this regard, all 3 levels of change are directly related, that is, if thoughts, feelings, and behaviors are affected at any level, there will be a change in attitude at all. It also includes elements of communication such as the properties of the messenger, nature of news, properties of communication channels and properties of audiences. All of which will result in a change in attitude.

From the study of KAP theory, the researcher was able to apply as a criterion for data analysis. starting from the knowledge of content on digital TV as well as the feeling of that content to reflect the audience's attitude. In addition, the researcher has brought Behavior while watching was analyzed in accordance with the knowledge and attitude expressed by viewers, and those data sets were used to study behavioral trends after media exposure through digital TV.

METHODS

The target population in this research is general people aged 18 years and over living in Bangkok and open to watch digital TV. The researcher used Taro Yamane's formula to determine the sample size. The confidence level is set at 95% and the error is set at no more than 5%. From the calculation of the sample size, a suitable sample group for research was 400 people to be used in this research. The random sampling was done by multi-stage sampling and non-probability sampling in order to get a sample with the desired qualifications. The instrument used for data collection was a closed-ended questionnaire. The questionnaire consists of questions about the demographic characteristics of the sample. The questionnaire to measure the exposure of digital TV channels of the sample group were the period of digital TV viewing, channels of digital TV viewing, types of programs watched and the frequency of viewing digital TV channels. Questions for measuring the attitudes towards digital TV of the subjects were the likes and dislikes of hosts, actors and actresses, language, program content and program producers, as well as feelings of likes and dislikes towards various types of digital TV programs. Including questions to measure the behavior towards digital TV of the sample group were questions to

measure the level of action on the issue of digital TV exposure from set-top boxes or via satellite TV as well as comparing viewing of digital TV programs with existing free TV channels.

Statistics used in data analysis was descriptive statistics to describe the demographic characteristics such as frequency, percentage, mean and standard deviation. As well as the inferential statistical analysis was used to test research hypotheses by using Pearson correlation coefficient analysis and Multiple regression analysis.

RESULTS

Most of the sample group in this research were female accounted for 62.25 percent, aged between 26-33 years the most accounted for 28.0 percent, having education at the bachelor's degree accounted for 50.6 percent, are employees of the company accounted for 33.56 percent, and monthly income 20,001–30,000 baht accounted for 28.45 percent.

The exposure to digital TV channels of viewers was found that most of the sample groups watching digital TV during 6:01 p.m. to 10:00 p.m. accounting for 48.4 percent, watching digital TV through television exposure accounting for 52.1 percent, regularly watch Thai dramas on digital TV accounting for 25.54 percent, the overall viewing of digital TV channels was at a high viewership level with an average of 3.95, and the most popular digital TV channels being 3HD channels.

The results of the analysis of knowledge, attitudes and behavior towards digital TV It was found that the sample group's overall knowledge was at a very knowledgeable level with an average of 3.89. Most of the sample groups have the highest knowledge on the issue that digital TV has a variety of foreign drama series and movies. A study of audience's attitudes towards digital TV was found that the sample group had a positive attitude toward foreign drama, series and movies from digital TV channels with the highest average of 4.02. As well as the study of viewers' behavior towards digital TV was found that the sample group had the behavior of watching game shows from digital TV channels more than the original free TV channels with an average of 4.15.

The results of the research revealed that digital TV viewers with sex, age, education level and occupations have different exposures to digital TV channels. In addition, the research found that viewers' knowledge towards digital TV was positively correlated with viewers' attitude towards digital TV at a moderate level. Attitude toward digital TV had moderate positive relationship with audience's behavior toward digital.

CONCLUSION AND FUTURE WORK

Conclusion and discussion

The results of the hypothesis test found that viewers with different demographic characteristics will have different exposure to digital TV channels. The results of the study revealed that different age, education level and occupations will have different exposures to digital TV channels. In terms of age, it was found that most of the samples were between 31-40 years old, which was considered a working age group. It is an age that likes to seek new things and needs to adapt to society, thus resulting in exposure to news media. It is the age that needs to adapt to society, thus resulting in exposure to news media to follow up on national events, drama programs to relieve stress or to seek information to socialize. As for the level of education, it was found that viewers with different levels of education had different exposures to digital TV channels because education could indicate their ability to receive news. People who have received different levels of education have feelings and thoughts, different ideologies and needs resulting in different exposures. Highly educated people have a huge advantage in being good audiences because he is a person with extensive knowledge and understanding but they are the ones who don't believe anything easily if there is not enough evidence or reason. It is also consistent with Robinson (Sutthiwirawan, 2016) who found that the educational level of the audience was related to the use of media and the level of information knowledge of individuals. by groups of people with different levels of education will use the media and be open to different information as well Highly educated people are more exposed to news and events related to social situations than younger people. The more highly educated a person There will be more exposure to news as well. In terms of occupation, it was found that viewers with different occupations had different exposures to digital TV channels. This is consistent with the theory of demographic characteristics of Sereerat (2007) that states that economic and social status influencing the reaction of the receiver to the sender because the person different economic statuses have different media exposures and have different viewing periods because the profession can characterize the audience.

The audience's attitude towards digital TV was related to the audience's behavior toward digital TV. The relationship is in the same direction, that is, if the audience has a positive attitude towards digital TV, it will result in the behavior of the audience to be more accepting of digital TV as well. The results also found that the audience had a positive attitude towards most of the questions. There were only negative attitudes about the language used by celebrities or hosts on digital TV channels. When there is a positive attitude toward digital TV, it is expressed as a behavior towards digital TV. It can be said that if viewers have a positive attitude towards dramas, series and foreign movies from digital TV channels. It will result in the behavior of opening to watch dramas, series and foreign movies from digital TV channels as well. However, the sample group's overall behavior was at a very high level. This corresponds with Peerarattakun (2020) and Varanan (2019) stating that attitudes are abstract in terms of ideas and beliefs that cause motivation of individuals who are ready to stimulate behavioral expression. This motivation is the one that causes the behavior to do or refrain from doing various actions. When an individual has an attitude, it will generate that motivation and affect the expression of behavior that is in the same direction. Therefore, having a positive attitude may result in a positive change in behavior. But on the other hand, if a person has a negative attitude, it will affect the behavior in a bad way as well. Therefore, attitude change is directly related to knowledge and behavior. If it is affected at any level, it will affect all attitude changes. This corresponds with Bumrungrsilp & Yenjabok (2015) stating that the consistency of both positive and negative attitudes can affect behavior if the attitude is clear and firm. Attitudes based on feelings, such as liking actors and actresses, liking hosts, liking TV shows, and liking dramas. The attitude factor alone can affect behavioral expression as well. It can be concluded that people will behave in accordance with attitudes when attitudes are important to them. The relationship between knowledge, attitudes and behavior is a linear relationship. That is, if a person has a lot of substance knowledge, it often leads to a change in attitude and eventually results in a change in behavior. It is also in line with the research of Sutthiwiriwan. (2016) found that knowledge of complaint programs was related to attitudes toward complaint programs broadcast on Thai Color Television Channel 3. Attitudes toward complaints programs were related to the tendency of people's behavior to complain about problems on Thai color TV channel 3 in all aspects.

Recommendations and future work

Recommendations obtained from applying the research results tourism businesses should focus on the presentation of the program meets the needs of the audience as well as being a program that entertains but adds knowledge to the audience. The development of program content is an important factor that will help differentiate the program and capture the attention of the viewers. Because most viewers tend to choose to follow and watch their favorite programs. Although the channels for accessing content may not be very convenient, therefore, program producers should develop program content that can broadcast content in line with viewers' viewing needs. The viewers themselves will find a way to access the program itself. In addition, the study of digital TV audience behavior, Internet media has played a more important role in media audiences. Relevant agencies should expand the viewing channels of the program to accommodate the behaviors of different audiences. By focusing on the development of digital media with modern technology such as smart phones and portable computers to help facilitate users' access to media anywhere, viewers can visit anytime, and can re-watch as many times as they like. Moreover, in terms of advantage of technology uses, program producers can use technology as a channel for presenting programs. This will make it possible to reach the audience and still have a low cost of production. Program producers can also use the format of each communication channel to create benefits according to the specific characteristics of that media, for example, TV producers can bring content to be distributed via social media, allowing viewers to watch the program to express their feelings after watching items and can share or spread the word as well.

Suggestions for future research, it may be studied in conjunction with other factors that are relevant or expected to influence digital media exposure behaviors of program viewers towards digital TV to gain insights covering all dimensions and all relevant concepts. Addition, it should also be studied in the scope of other population groups or another area apart from Bangkok or may be studied as a specific case group, such as the elderly group or various generation groups.

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