

THESIS TITLE	THE ATTITUDE AND UTILIZATION OF THE BANGKOK AUDIENCE TOWARDS MASTERCHEF THAILAND
KEYWORD	ATTITUDE, UTILIZATION, MASTERCHEF THAILAND
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ACADEMIC YEAR	2017

ABSTRACT

The Attitude and utilization of the Bangkok audience towards 'MasterChef Thailand' Research into the Bangkok audience attitude and utilization towards 'MasterChef Thailand' reality tv show. This is a quantitative research, its purpose is to study; The demographic of the audience, Consumer's behavior, Attitudes of the audience and Bene that the audience will gained from watching it. The population of the study is the general public who viewed MasterChef Thailand, the overall number of MasterChef Thailand viewers is unknown, however the cohort group is 400 people based on W.G. Cochran Accidental sampling data tools used in the questionnaires. Statically analysis used including frequency, percentage, standard deviation, F-test, T-test and one way analysis of variance (ANOVAs)

As a result, the attitude of the audience of MasterChef Thailand was at its overall highest level; the overall presentation and contents was also at its highest level. The audience of "MasterChef Thailand" was generally rated at a moderate level. However, the level of optimism and usefulness was high. The audience thoughts on development, increase knowledge and adaptation to everyday life are lower down. The lowest average mean score related to transferring the knowledge into real life experiences. Different demographic characteristics have different impact on the audience and consumer

behavior in Bangkok. The attitude of the audience in Bangkok towards 'MasterChef Thailand' is statistically significance of .05