

TITLE	BEHAVIOR OF MEDIA EXPOSURE, ATTITUDES AND DISCISIONS TO WATCH "NETFILX" OF VIEWERS IN Y GENERATION
KEYWORT	BEHAVEIOR OF EXPOSURE, ATTITUDES, DECISION TO WATCH NETFLIX, MARKETING MIX
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Abstract

The study of "Behavior of Media Exposure, Attitudes, and Decision to Watch NETFLIX of Viewers in Y Generation" purposed to study the demographic characteristics, the behavior of media exposure in watching Netflix, the attitudes, which affect the decision to watch Netflix of Y generation, and to study the decision to watch Netflix of Y generation. This is quantitative research, using 400 sets of questionnaires to collect data from the sample group of people aged 17-36 years old. The questionnaire was available on social media including 8 pages of Facebook: ThailandSuperherofanclub, Myfavoritefilms, Khobsanung, Samkokview, Kornungg, @overhyp, JustdoitTH, Viewfinder Fanpage, and Korpennung. The statistical analysis by computer program included descriptive statistics which consisted of percentage (%), mean (\bar{x}), standard deviation (S.D.), and inferential statistics which consisted of t-test, f-test, and one-way ANOVA.

Regarding the general information of respondents, most are female aged 17-20. The majority of the respondents are single and studied at the bachelor degree. Most are students and earn less than THB 10,001. Most of their behavior of media exposure for

Netflix is opening Netflix 3-4 times/week, during 20.01 – 23.59, spending 1 hour – 3 hours, and use a smartphone. Most prefer watching on Saturday. They mostly watch western movies of Netflix. For the attitudes towards watching Netflix and the decision to watch Netflix, the mean of the respondents is at the highest level.

In conclusion on the study of the behavior of media exposure, attitudes, and decision to watch Netflix of Y generation, the producers should adjust content and pattern to be up-to-date and all-time interesting to attract audiences, increase the variety of entertainment, and allow availability of watching. Moreover, the producers should train staffs to gain more knowledge, ability, and politeness in providing service due to a study found that the personnel factor has no effect on the decision to watch Netflix.

Consequently, the next study should expand the scope of research due to the fact that the demographic characteristics in each area is different and affects the behavior of media exposure and satisfaction differently. The study should include informants or the media producers to realize ideas of making plan and process in production and also study the sample group who does not watch Netflix in order to realize their reasons. These could be the information for development that truly respond the demand of audiences.