

TITLE	EXPECTATION OF DIGITAL TELEVISION EDUCATION RMUTK RAJAMANGALA UNIVERSITY OF THCHNOLOGY BANGKOK
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ABSTRACT

The objective of this thesis is to understand consumer behavior towards television programs. This study will benefit the guidelines for RMUTK television programs. This thesis contains the quantitative research process by using 400 questionnaires with RMUTK college students. Group of students separated into 8 groups. 50 random college students per each group. From 400 students there are 40.50 percent as a male and 59.60 as a female

This study will benefit the guidelines for RMUTK television program. The result of the assumption illustrated that specific population characteristics factors as gender, age, location and family income are not effect to how they expect on digital television programs of RMUTK. But the factor of difference of faculty toward the groups of 400 students effected on how they consume. There are the different of the frequency of the consumer behavior, how to consume the television programs includes the expectation of the consumer towards the television programs producer of RMUTK. The statistic shows 0.05 that only the RMUTK digital television programs linked with the expectation of digital television RMUTK.