

People Perception and Gratification in The State of Digital Tv Transition at Chiang Khwan District, Roi Et Province, Thailand.

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Abstract

The purposes of this research were 1) to study people perception of digital TV at Chiang Khwan district, Roi Et province and 2) to study people gratification in the state of digital TV transition at Chiang Khwan district, Roi Et province. The quantitative data were analyzed by using 1,373 research samples selected from the population of Chiang Khwan district, Roi Et province, who have television receiver. Statistical software program is the tool used in this research to analyze the frequency, percentage, average and standard deviation.

The results of research showed the perception of people as follows; 1,172 people (85.36%) did not know about termination of analog transmission. 694 people (50.55%) knew that set-top box of digital TV can be installed with the old television. And 848 people (61.76%) did not know about watching digital TV via set-top box or receiving digital TV antennas without any charges.

As for the result of people gratification of digital TV were as follows; 484 people (35.25%) had the high gratification level of clear picture and better sound. 473 people (34.45%) had the high gratification level of digital signals covering all areas.

Keywords : Analog Tv., Digital Tv, People Perception

Introduction

The Thai broadcasting industry turned a new page after the introduction of digital TV and an auction for 24 commercial digital TV channels held in December 2015. The auctions generated a total of 50.9 billion baht with winning bids averaging 2.3 times the starting price. The new channels raise the total number of digital TV channels to 48, comprising 12 public channels, 12 community channels, seven news channels, seven variety

channels, three children's channels and seven HD channels. (Chukgreerat Sangwaree, 2014 : 2)

The digital terrestrial television broadcasting was given a trial officially on 5 December 2000 by group of people who worked about television broadcasting such as ITV (Independent Television or Thai PBS (The Government Public Relations Department) NBT (MCOT Public Company Limited) Modern 9 TV. (and. UBC) United Broadcasting Corporation company or True Vision TV. (The transmitter was installed at Bai yoke Tower II, and the broadcasting had been given a trial via channel 47, with base frequencies of 678 MHz to 686 MHz, by using the transmitter with power 250 Watt. All this, the television transmitter was supported by ITV and the other DVB (Digital Video Broadcasting) devices were supported by NTL Company. The antenna used in this trial was Omnioid Pattern 11.5 dB which had power 2.5 KW. The television programs for broadcasting were ITV, Modern9TV., channel 11, and UBC. However, after the trial, digital TV was not continued to broadcast over other channels because of some legal codes; before the constitution in 1997, person who can ask for the permission to use radio frequencies are the state agencies, state enterprises, and educational institutes only. Nevertheless, thereafter, the constitution in 1997 had policy to set up the organization called "National Broadcasting and Telecommunication Commission (NBTC)". This policy was approved completely in 2007. Then NBTC had appointed subcommittee for digital TV transition. The subcommittee assigned all television stations to submit the plan of analog-to-digital conversion. Roi Et was the third area where terminated analog transmission on January 31st, 2016. Formerly, Koh Samui district, Suratthani province, and Chai Prakan district, Chiang Mai province, had already terminated the analog transmission on December 1st, 2015. All analog transmissions will be terminated in year 2019 regarding NBTC schedule plan. However, the analog-to-digital conversion plan could certainly have an effect on the population of each area. NBTC therefore cooperated with 3 university in Thailand to study effect of terminating analog transmission in 3 areas is Maejo University, Suratthani Rajabhat University and Roi Et Rajabhat University to study the ways to help people understand analog and digital systems and also to study the effect of terminating analog transmission in 3 areas. In Chiang Khwan district, Roi Et province, Thailand is a small district near antenna TV In Khon Kaen subdistrict, Muang Roi Et district. (Chukgreerat Sangwaree, 2014 : 3-5)

The results of this research would point to the perception of people about digital TV and the gratification of people in the state of digital TV transition which led to the understanding of digital TV transition. Besides, this research could be the supporting information for other provinces, especially in Northeast Thailand, to plan terminating the analog transmissions as well.

Objectives of the study

1. To study the perception of people about digital TV at Chiang Khwandistrict, RoiEt province, Thailand.
2. To study the gratification of people in the state of digital TV transition at Chiang Khwandistrict, RoiEt province, Thailand.

Methodology

The research samples in this study were the population who had TV in RoiEt province, Thailand. NBTC planned to study 5% of 1,324,126 people which was equal to 65,000 people calculating. Methodologies were as follows;

The researchers took 1,373 research samples from the population at Chiang Khwandistrict (5% of 27,460) by using questionnaires during the period of September 2015 to January 2016, thence using the purposive sampling method to take the samples of population who lived in the area of 6 districts, and then using the simple sampling method to take the samples of population in each subdistrict of 6 districts. All of the research samples would be analyzed by the statistical software program to find out frequency, percentage, average, and gratification level of people towards digital TV.

Results

Section I Perception of People About Digital TV

The research results of digital TV transition at Chiang Khwan district were as follows; 1,172 people (85.36%) did not know about the termination of analog transmission. 694 people (50.55%) knew that set-top box of digital TV can be installed with the old television.

848 people (61.76%) knew that about watching digital TV via set-top box or receiving digital TV antennas without any charges.

814 people (59.29%) did not know that digital TV had the clear picture.

772 people (56.23%) did not know that digital TV had more channels.

828 people (60.31%) did not know that digital TV can be watched via mobile phone.

Section II Gratification of people about digital TV

The gratification of people about watching digital TV were as follows; 707 people (51.49%) had The highest gratification level, 365 people (26.58%) had the high gratification level, and 240 people (17.48%) had the medium gratification level respectively.

The gratification levels of people about set-top box installation service and channel adjustment service were as follows; 619 people (45.08%) had the high gratification level, 334 people (24.33%) had the medium gratification level, and 310 people (22.58%) had the highest gratification level respectively.

The gratification levels of people about helping service to solve the problem of watching and installing digital TV were as follows; 487 people (35.47%) had the high gratification level, 432 (31.46%) had the medium gratification level, and 323 people (23.53%) had The highest gratification level respectively.

The gratification levels of people about clear picture and better sound were as follows; 484 people (35.25%) had the high gratification level, 414 people (30.15%) had the medium gratification level, and 393 people (28.62%) had the highest gratification level respectively.

The gratification levels of people about digital signals covering all areas were as follows; 473 people (34.45%) had the high gratification level, 428 people (31.17%) had the highest gratification level, and 379 people (27.60%) had the medium gratification level respectively.

The gratification levels of people about all available digital channels were as follows; 484 (35.25%) had the highest gratification level, 465 people (33.87%) had the high gratification level, and 332 people (24.18%) had the medium gratification level respectively.

The gratification levels of people about various substances of digital TV were as follows; 570 people (41.51%) had the highest gratification level, 400 people (29.17%) had the high gratification level, and 312 people (22.72%) had the medium gratification level respectively.

Discussion and Conclusions

Section I: The results of research on people's perception of digital TV before terminating analog TV at Chiang Khwan district, Roi Et province, could be discussed as follows;

People's perception of terminating analog TV transmission: The results of research showed the amount of both people who knew and people

who did not know about the termination of analog TV transmission which was quite different seeing that 85.36% of them were not aware of the information. This reflected on public relations plan that was not good enough. There was only Thai PBS channel which would publicize the termination of analog TV transmission on 31 January 2016 in order to educate people at Chiang Khwan district. Besides, since this activity was not performed continuously as it should be, the people still doubted of the clear information, and therefore hesitate or ignore the message. This occurrence conformed with the report of project to follow up media policy and telecommunication called “Past, Present, and Future of Thai Digital TV” which explained that “public relations plan was one of the important factors to indicate either the switch from analog TV to digital TV was managed smoothly or not due to the fact that changing people’s perception and audience viewing behavior were more difficult than changing technology. The above-mentioned fact was the big problem why transition project of many countries were delayed.”

People’s perception of digital TV’s set-top box installing with the old-style television: The results of research showed that people knew that there was no need to buy new-style television for watching digital TV. The old-style television can be used to watch digital TV as well. This result was the success coming from the continuous public relations of National Broadcasting and Telecommunication Commission (NBTC), and other sectors that had knowledge of digital TV such as dealers who sold television or set-top box and technicians who installed digital TV. However, the average of people at Chiang Khwan district who knew that digital TV’s set-top box could be installed with the old-style television were only 50.55%. That means there were many people who still doubt of or do not know about the above-mentioned information. It conformed to the result of interview with the radio and television specialist of ChuckgreeratSangwaree which mentioned the media exposure behavior on digital TV that most people might receive the news and information via internet, radio, television, and newspaper, without the clear understanding to place importance on TV receiver installation.

People’s perception of digital TV watching via set-top box or antennas without monthly charges: The results of research showed that people had perception of watching digital TV via set-top box or antennas without monthly charges. NBTC kept publicizing via each media to help people in the area of digital TV transition comprehend more and more about the information as above. Moreover, the cooperation of dealers to distribute

vouchers for set-top box or antenna was one of the ways to make better understanding as well. Nevertheless, the important thing that should be considered for using digital TV was the quality of receiver and after-sales service. This conformed to the concept of which explained that “Set Top Box was the device for connecting digital signal with the old-style television. It was not too expensive. Therefore, it was one of the choices for audiences who did not want to buy the new television. However, because the set-top box was new technology for supporting digital system, it had not yet had the clear preventive measure or control measure including the quality of devices and sales representatives. That was why there were many set-top boxes selling with the different price. Consumer who did not have knowledge of the products might be taken in by those sales representatives.

People’s perception of digital TV having the clear picture, best sound system, and strong signal: The results of research showed that people had perception of digital TV having the clear picture, best sound system, and strong signal. This success resulted from the public relations of related organizations, and also might be from the understanding of people themselves towards the word “digital” such as digital clock, digital washing machine, etc. that was publicized over many channels in daily life. Those words made the people perceive the modernity, better thing, and more quality. Similarly, when people heard the word “digital TV”, they would recognize the high quality TV. This explanation conformed to the research of called “Digital TV: Benefit for Audience of Thai Television Industry and Social Impact” which explained that “digital TV was the digital system that signaled picture and audio efficiently. It brought about the benefit for audiences such as high quality of picture and sound, more channels, and also supported disable person to reach the information.” (Supasin Kuljitjuewong, 2014 : 14-26)

People’s perception of digital TV having more channels and various programs: The results of research showed that people had perception of digital TV having more channels and various programs. This resulted from the effective public relations including advertising plan of each channel to familiarize the audiences and interest them to follow up and wait for the programs to be on the air. (LakkanaSariwat, 2006 : 12) mentioned the elements influencing on people’s perception that the internal stimuli such as Interest, Demand, or Hope, could be divided into 2 topics; **1. Momentary Interest:** the interest that exist at the moment. For example, the athlete waited for starting signal. **2. Habitual Interest:** the interest that existed as long as

man. For example, people kept themselves in readiness to interest in something that they had ever interested in.

People's perception of digital TV watching via mobile phone: The results of researched showed that 60.31 % of the representative samples did not had perception of digital TV watching via mobile phone. This probably resulted from the elderly who live in Chiang Khwan district did not use electronic such smart phone. Also, most people who had smart phone tended to use it for chatting only, and chose the television for watching TV programs as previous behavior. This conformed to the concept of (DuangrutaiPongpaitoon, 2001 : 13) which explained that "people would acknowledge only the information they interested in due to the fact that currently there were too much information that people could not receive all. However, those people would have their own style to accept the message depending on character, environments, purposes, or demands. It was the reason why they had the different behavior of accepting news and information.

Section II: The results of research on people's gratification of watching digital TV before terminating analog TV transmission at Chiang Khwan district, Roi Et Province, could be discussed as follows;

People's gratification of free digital TV's set-top box: All in all, people had the highest gratification level and high gratification level respectively. This result was probably from the efficient working of executives and NBTC staffs that had created procedures to service people methodically until they had the highest gratification level of free digital TV's set-top box. It conformed to (Wolman, B, 1985 : 334) who explained that "**Gratification** meant **Happy Feeling** occurring when people achieved their Goals, Wants, or Motivation."

People's gratification of set-top box's installation service and channel adjustmentservice: All in all, people had the high gratification level and medium gratification level respectively. This result was probably from the ability of executives and NBTC staffs that could pass on knowledge and experience to the people via television media until they had the high gratification level of set-top box's installation service and channel adjustment service. It conformed to who explained that "Gratification was the level of feeling that resulted from the comparison between perception of effective & efficient working and expectations of customers. If the service or goods had the lower quality than expectations, the customers would be pungent. On the contrary, if the service or goods had the same quality as expectations, they would be satisfied. In addition, if the service or goods had the higher quality than expectations, they would be delighted." (Kittiya Hemang 2005:12)

People's gratification of helping service to solve the problem of installing or watching digital TV: All in all, people had the high gratification level and medium gratification level respectively. This result was probably from the efficient working of NBTC that prepared staffs for supporting when there were the problems of installing or watching digital TV. The staffs had good human relations, cheerful, polite, and friendly. It conformed to (Yoder ,1985 : 16) who explained that “**Gratification of Work** meant the good feeling of people towards their work to perform the duty willingly for achieving the company target. People who had gratification of work would be rewarded by both objects and psychological pleasure.

People's gratification of clear picture and better sound: All in all, people had the high gratification level and medium gratification level respectively. This result was probably from the quality of digital TV broadcasting that was better than the old system is analog. It conformed to

who explained that “Satisfaction was the satisfied feeling and dissatisfied feeling of people towards the product performance based on the expectations. The satisfaction could be put in 3 levels as follows; 1. If the product performance were less than expectations, customers would be dissatisfied. 2. If the product performance were good as expectations, customers would be satisfied. 3. If the product performance were better than expectations, customers would be highly satisfied or delighted.” (Chukgreerat Sangwaree, 2014 : 6)

People's gratification of digital signals covering all areas: All in all, people had the high gratification level and highest gratification level respectively. This result was probably from the quality of signal management system setting by NBTC that had the center of transmission and reception signals at the earth station for supporting people in the area of RoiEt province and nearby provinces.

People's gratification of digital TV's programs available in all channels without black screen: All in all, people had the highest gratification level and high gratification level respectively. This result was probably from The behavior of most people in Roi Et province that still use the old-style television installing with the devices of set-top box for watching digital TV smoothly. It conformed to (Ratchada Colin Crisp, 2005:11) who explained that “Media could satisfy the basic needs of human such as decreasing the effects of stress on mind and body or delivering the happy feelings as well as making the positive attitude towards other people or things according to the gratification.”

People's gratification of various substances of digital TV: All in all, people had the highest gratification level and high gratification level respectively. The reason why people in RoiEt province had the highest gratification level of various substances was probably from the variety of television programs assorting with the target group of all ages and genders. It conformed to (Galloway ,J.J. and Meek ,F.L,1981:435-449) who explained that "sometimes, expectations could happen when the audiences had an interaction with the media until expecting for the gratification of its contents when there were the media exposure.

Recommend

1. Public relation should be used to improve how to watch digital TV and should be publicized regularly. So that people have gain the right information and watch digital TV effectively.
2. Should be use public relation with media to access local people such as opinion leader, councils or other department that closer with local people.

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