



The Relationship Between The Acceptance Of Retro Dramas And The Selection Of Thai TV Drama Script Writing Among Audiences In Bangkok, Thailand

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Abstract

The research objective is to study the relationship between the acceptance of Retro Dramas and the selection of Thai TV Drama Script Writing among audiences in Bangkok, Thailand. This research is a quantitative research. The research sample consisted of Thai TV audiences for Retro-Marketing. According to the Krejcie & Morgan table, the sample size is 384 people. Stratified sampling was used, with the target group as a criterion for stratification. The statistics used in this research are Mean, S.D., t-Test, and Pearson's simple correlation moment product/ Pearson's product-moment correlation. The research found that 1) the audience accepts Thai Retro Dramas overall and in 4 categories at a high level 2) the audiences' selection of Thai TV Drama Script Writing overall and in 3 categories are at a high level 3) the acceptance of Thai Retro Dramas among Gen X and Baby Boomers are not different, but Baby Boomers' level of acceptance for scene/ costume are higher than Gen X, statistically significant at the 0.05 level 4) in the selection of Thai Retro Drama scripts, overall and of each category, there was no difference between Gen X and Baby boomer audiences 5) the relationship between the acceptance of Thai Retro Dramas and the selection of Thai TV Drama Scripts is low overall, statistically significant at 0.01 level, with a correlation coefficient of 0.361.

Keywords: Retro Dramas, Thai Drama Reproduction, Thai Retro Drama Production.

Background

Thai Dramas have been produced since 1955. In the early stages, it has not received much attention. However, with continuous development of the Thai Drama Industry, it started

gaining acceptance from 1958. Therefore, Thai TV dramas have been a part of Thai society for a long time (Singhlumpong, 2014).

In 2015, the Thai television industry changed from analog to digital, increasing the number of free TV channels. As viewers have more choice, each TV channel face increasing competition in presenting various programs (Puncreobutr and Sawanggirawit, 2016).

Thai TV drama productions are also part of the competition. Additionally, it was found that the proportions of Thai TV dramas are highest compared to international TV dramas or movies. Retro Dramas are a part of Thai TV dramas which involve remaking or multiple remakes of old dramas. For instance, Ban Sai Thong, Koo Gum, Poo Yai Lee Gub Nang Ma, Poo Kong Yod Ruk, Mae Nak Phra Khanong, etc. (Mungkornwong, 2015).

There are several important factors in reproduction including important roles in TV drama production such as television executives, producers, screenwriters, and directors, as well as the behavior of viewers, in terms of content acceptance and TV script acceptance (Suwanmalee, 2017), to meet the needs of target audiences of Retro-Marketing as much as possible (Mungkornwong, 2015).

For the development of the Thai TV drama production industry, especially Retro Drama reproduction, the researcher intends to study the relationship between the acceptance of Thai Retro Dramas and the selection of Thai TV drama Script Writing among audiences in Bangkok. The research not only benefits television executives, producers, screenwriters, directors, and other related parties, but it also benefits lecturers, head of departments, dean of faculty, and faculty of communication arts, performing arts, digital media, and others involved in curriculum development in Thailand. Ultimately, the study helps to improve the quality of Thai TV dramas and Thai Retro Dramas, to remain in the Thai TV industry and go international.

Research Objectives

1. To study the level of acceptance of Thai Retro Dramas among audiences in Bangkok, Thailand
2. To study the level of selection of Thai TV Drama Script Writing for Retro Dramas among audiences in Bangkok
3. To compare the level of acceptance of Retro Dramas among audiences in Bangkok, classified into target groups of Retro-Marketing
4. To compare the selection of Thai TV Drama Script Writing for Retro Dramas among audiences in Bangkok, Thailand, classified into target groups of Retro-Marketing
5. To study the relationship between the acceptance of Retro Dramas and the selection of Thai TV Drama Script Writing among audiences in Bangkok, Thailand

Research Methodology

This research is quantitative.

The population includes TV audiences that are target groups of Retro-Marketing in Bangkok, Thailand, amounting to 100,000 people. The research sample consisted of TV audiences of Retro-Marketing, which according to the Krejcie & Morgan table, the sample size is 384 people. Stratified sampling was used, with the target group as a criterion for stratification.

The variables studied were:

1. Independent variables are target groups of Retro-Marketing based on the concept of Kozinets (2003), consisting of 2 groups: Gen X and Baby Boomers.

2. There were two dependent variables as follows:

- 2.1 The acceptance of Thai Retro Dramas. The researcher applied the concept of Westbrook (1987), Schiffman & Kanuk (2000), Arnould et al. (2002), which consists of 4 categories including Plot, Characters, Scene/costume, and Technology.

- 2.2 The selection of Thai TV Drama script writing. The researcher applied the concept of Barry(1977), Blum(2001), Hilliard (2004), consisting of 3 categories which are Remake (use original script but add new value), Deconstruction (deconstruct original script) and Reconstruction (improve original script).

Research tools and statistics: the tool used was a questionnaire created by the researcher, with a discriminant power of .382 - .855 and a reliability factor of .86. The statistics used were Mean, S.D., t-Test, and Pearson's simple correlation moment product.

The duration of study is January 2020 – October 2020.

Research Results

From the study, the researcher divides the results into 5 groups as follows:

1. Level of Acceptance of Retro Dramas

The study of acceptance of Retro Dramas among audiences is shown in Table 1

Table 1 the acceptance of Retro Dramas among audiences in Bangkok (N=384)

Category	Aspect	mean	S.D.	Level of acceptance
Plot	Reflection of stories related to the audience	4.083	.9329	High
	Reflection of past situations	4.192	.7977	High
	Reflection of present situations	4.359	.7586	High
	Overall acceptance of Plot	4.211	.6738	High
Characters	Physical characteristics	3.776	.9970	High
	Psychological characteristics	3.822	.9801	High
	Reduction of unnecessary Characters	3.752	1.09294	High
	Overall selection of Characters	3.783	.84402	High
Scene/Costume	Scenes showing splendor	4.289	.84723	High
	Retrospective scenes based on past events	4.166	1.0734	High
	Costumes' reflection on Characters' roles	3.984	.9053	High
	Overall acceptance of Scene/Costume	4.146	.7069	High
Technology	Image clarity	4.203	.8793	High
	Various camera angles	4.143	.8866	High
	Use of computer graphics	4.330	.8223	High
	Overall acceptance of Technology	4.225	.7408	High
Overall acceptance of Thai Retro Dramas		4.092	.5924	High

From Table 1, for the overall acceptance of Thai Retro Dramas, it was found that the level of acceptance of viewers in Bangkok is high (4.092). When considering each aspect, it shows that all aspects were accepted at a high level as well, from most to least respectively: Technology (4.225), Plot (4.267), Scene/costume (4.146), and Character (4.783).

In the Technology category, the audience accepts use of computer graphics the most, followed by image clarity, and various camera angles respectively.

For Plot, the audience accepts the reflection of present situations most, followed by reflection of past situations, and reflection of stories related to the audience respectively.

For the Scene/costume category, the audience accepts scenes showing splendor the most, followed by retrospective scenes based on past events, and costumes' reflection on Characters' roles respectively.

In the category of Characters, the audience accepts the prominence of psychological characteristics most, followed by the prominence of physical characteristics and reduction of unnecessary Characters respectively.

2. Level of Selection of Thai TV Drama Script Writing for Retro Dramas

The study for selection of Thai TV Drama Script Writing for Retro Dramas among audiences in Bangkok, Thailand is shown in Table 2.

Table 2 the selection of Thai TV Drama Script Writing for Retro Dramas among audiences in Bangkok (N=384)

Category	Aspect	mean	S.D.	Level of selection
Remake of original script with new added value	Sequence of situations/events	3.846	1.1425	High
	Sequence of scenes/camera angles	3.841	1.1975	High
	Focusing on important points/messages to convey to the audience	3.882	1.1468	High
	Overall selection of Remake	3.856	1.0593	High
Deconstruction of original script	Creation of new situations	3.849	1.1710	High
	Creation of new conflict/ conflict resolution methods	3.796	1.1897	High
	Creation of new conclusions	3.765	1.2123	High
	Overall selection of Deconstruction	3.803	1.0944	High
Reconstruction of original script	Mixture of past and present situations	3.809	1.2836	High
	Increase in cultural reach	3.929	1.2775	High
	Increase in contemporariness	3.791	1.2467	High
	Overall selection of Reconstruction	3.843	1.1743	High
Overall selection of Thai TV Drama Script Writing		3.834	1.0696	High

From Table 2, for the selection of Thai TV Drama Script Writing for Retro Dramas among audiences in Bangkok, it was found that the level of selection of Thai TV Drama Script Writing is high (3.834). When considering each aspect, the selection of every aspect of Thai TV Drama Script Writing is at a high level, from most to least respectively: Remake of original script with new added value (3.856), Reconstruction of original script (3.843) and Deconstruction of original script (3.803).

For Remake of original script with new added value, the audience selects according to important points/messages the most, followed by the sequence of situations/events, and the sequence of scenes/camera angles respectively.

For Reconstruction of original script, the audience selects increase in cultural reach the most, followed by mixture of past and present situations, and increase in contemporariness respectively.

For Deconstruction of original script, the audience selects creation of new situations the most, followed by creation of new conflict/ conflict resolution methods, and creation of new conclusions respectively.

3. Comparison of the Acceptance Level of Retro Dramas

The comparison of the acceptance of Retro Dramas, classified into the target groups of Retro-Marketing is shown in Table 3.

Table 3 Comparison of the acceptance of Thai Retro Dramas, classified into target groups

	Gen X (N=103)		Baby Boomers (N=281)		t	p
	Mean	S.D.	Mean	S.D.		
Plot	4.135	.6304	4.239	.6879	-1.337	.182
Characters	3.724	.8774	3.805	.8319	-.828	.405
Scene/Costume	4.006	.7200	4.198	.6962	-2.367*	.018
Technology	4.207	.6401	4.232	.7754	-.297	.767
Overall level of acceptance	4.018	.5621	4.118	.6014	-1.473	.142

* p< .05 ** p< .01

From Table 3, showing the comparison of acceptance of Thai Retro Dramas, classified into target groups, overall, it was found that the acceptance level of Baby Boomers is higher than Gen X with no statistical significance. However, when comparing the category of Scene/Costume, Baby Boomers' acceptance of Retro Dramas is higher than Gen X, statistically significant at .05 levels. For the other categories including Plot, Characters and Technology, the acceptance of Retro Dramas among Baby Boomers is higher than Gen X, with no statistical significance.

4. Comparison of the Selection Level of Thai TV Drama Script Writing

The comparison of the selection of Thai TV Drama Script Writing for Retro Dramas among audiences in Bangkok, Thailand, classified into target groups of Retro-Marketing is shown in Table 4.

Table 4 Comparison of the selection of Thai TV Drama Script Writing for Retro Dramas, classified into target groups

Structure	Gen X (N=103)		Baby	Boomers	t	p
			(N=281)			
	S.D.		S.D.			
	Mean		Mean			
Remake with new added value	3.873	1.0726	3.850	1.0562	.190	.849
Deconstruction	3.744	1.0988	3.825	1.0940	-.644	.520
Reconstruction	3.835	1.1249	3.847	1.1938	-.089	.929
Overall acceptance	3.817	1.0512	3.841	1.0781	-.189	.850

* p< .05 ** p< .01

From Table 4, for the comparison of the selection of Thai TV Drama Script Writing for Retro Dramas according to target groups, it was found that the selection level of Baby Boomers is higher than Gen X, with no statistical significance. When comparing the selection of all categories of Thai TV Drama Script Writing for Retro Dramas according to target groups, that is Remake with new added value, Reconstruction of original script, and Deconstruction of original script, Baby Boomers select Retro Dramas more than Gen X, with no statistical significance.

To study the relationship between the acceptance of Retro Dramas and the selection of Thai TV Drama Script Writing among audiences in Bangkok, Thailand

5. Relationship between the Acceptance of Retro Dramas and the Selection of Thai TV Drama Script Writing

Finding the relationship between the acceptance of Retro Dramas and the selection of Thai TV Drama Script Writing among audiences in Bangkok as shown in Table 5.

Table 5 Relationship between the acceptance of Retro Dramas and the selection of Thai TV Drama Script Writing in Bangkok

Selection of TV Drama Script Writing	Remake	Deconstruction	Reconstruction	Overall level of selection of TV Drama Script Writing
Acceptance of Thai TV Dramas				
Plot	.265**	.280**	.289**	.289**
Characters	.288**	.345**	.339**	.337**
Scene/costume	.198**	.218**	.216**	.219**
Technology	.282**	.299**	.280**	.298**
Overall acceptance of Thai TV Dramas	.325**	.362**	.355**	.361**

** p< .01

From Table 5, it was found that; overall, there is low correlation between the acceptance of Retro Dramas and the selection of Thai TV Drama Script Writing, statistically significant at .01 levels with a correlation coefficient of .361.

When considering each category, it was found that:

The overall acceptance of Retro Dramas is correlated to each category of the selection of Thai TV Drama Script Writing at a low level, statistically significant at .01 level with a correlation coefficient of .325 - .362, respectively: Deconstruction (.362), Reconstruction (.355), Remake (.325).

The overall selection of Thai TV Drama Script Writing is correlated to each category of the acceptance of Retro Dramas at a low level, statistically significant at .01 level with correlation coefficient of .219 -.317, respectively: Characters (.337), Technology (.298), Plot (.289), and Scene/costume (.219).

When considering each category of acceptance of Thai Retro Dramas and each category of selection of Thai TV Drama Script Writing, it was found that every category has low correlation, statistically significant at .01 level, with a correlation coefficient of (.216 -.345), except for Scene/Costume which has the lowest correlation to Remake, statistically significant at .01 level with a correlation coefficient of .198.

Conclusion

The results of the study can be summarized as follows:

1. The overall acceptance of Thai Retro Dramas among audiences in Bangkok is at a high level. When considering each category, it was found that every category also has high level of acceptance.

Technology: The audience accepts the use of computer graphics most.

Plot: The audience accepts the reflection of present situations most.

Scene/costume: The audience accepts scenes showing splendor most.

Characters: The audience accepts the prominence of psychological characteristics most; for instance the hero must be a gentleman and optimistic while the heroine must be confident and kind.

2. For the overall selection of Thai TV Drama Script Writing for Retro Dramas among audiences in Bangkok, there was a high level of selection of TV dramas from the script writing. When considering each category, it was found that every category also has high level of selection as follows:

Remake with new added value: The audience selects the script with important points/messages conveyed to them most.

Reconstruction of original script: The audience selects the script with increased cultural reach most.

Deconstruction of original script: The audience selects the script with creation of new situations most.

3. The comparison of acceptance of Thai Retro Dramas, classified into target groups of Retro-Marketing showed that the overall acceptance of Thai Retro Dramas of Gen X and Baby Boomers are not different. Nonetheless, Baby Boomers have higher acceptance of Thai Retro Dramas in the category of Scene/costume than Gen X, significant at .05 levels. For the other categories consisting of Plot, Characters, and Technology, the acceptance of Baby Boomers and Gen X are not different.

4. In the comparison of selection of Thai TV Drama Script Writing for Retro Dramas, classified into target groups of Retro-Marketing, it was found that the overall selection of Thai TV Drama Script Writing of Gen X and Baby Boomers are not different. Similarly, the selection of all categories of Thai Retro drama Scripts including Remake of original script with added value, Reconstruction of original script, and Deconstruction of original script for Baby Boomers and Gen X are not different.

5. The relationship between the overall acceptance of Retro Dramas and the overall selection of Thai TV Drama Script Writing is low, statistically significant at .01 level with a correlation coefficient of .361.

When considering each category, it was found that:

The overall acceptance of Retro Dramas is correlated to each category of the selection of Thai TV Drama Script Writing at a low level, statistically significant at .01 level with a correlation coefficient of .325 - .362.

The overall selection of Thai TV Drama Script Writing has low correlation to each category of the acceptance of Retro Dramas, statistically significant at .01 level with a correlation coefficient of .219 -.317.

When considering each category of acceptance of Thai Retro Dramas and selection of Thai TV Drama Script Writing, it was found that every category has low correlation, statistically significant at .01 level with a correlation coefficient of .216 -.345, except for

the acceptance of Scene/Costume which has the lowest correlation to Remake with added value, statistically significant at the .01 level with a correlation coefficient of .198.

Recommendations

Recommendations for application of research results

From the study which found that the acceptance of Thai Retro Dramas among audiences in Bangkok is at a high level, as well as for the target groups of Retro-Marketing, Baby Boomers and Gen X, the level of acceptance is not different. The important aspects of acceptance are the technological use of computer graphics, Plots' reflection of present situations, Scene/Costume showing splendor, and the prominence of psychological characteristics. Therefore, those involved in the Thai Retro drama production and those producing graduates for the performing arts industry must use this information to improve the quality of Retro drama production.

From the study which found that the selection of Thai TV Drama Script Writing for Retro Dramas among audiences in Bangkok is at a high level, as well as for the target groups of Retro-Marketing, namely Baby Boomers and Gen X, the level of selection is not different. The important aspects of selection are Remake of original script with new added value, in which the audience selects because of the focus on important points/messages conveyed to them, Reconstruction of original script, in which the audience selects because of contemporary cultural reach, Deconstruction of original script, in which the audience selects because of the harmonious creation of new situations. Therefore, television executives, TV producers, screenwriters, Dean, and faculty members of communication arts, performing arts, and digital media must use this information to elevate the quality of Retro drama script writing.

Recommendations for further research

From the study which found that there is low correlation between the acceptance of Thai Retro Dramas and the selection of Thai TV drama script writing. This shows that there are a number of other factors related to the acceptance of Thai Retro Dramas and the selection of Thai TV drama Script Writing which have not been considered. Therefore, literature reviews of other relevant variables should be conducted, and research should be repeated to obtain complete information.

From the study which found that acceptance in the aspect of Scene/Costume has the lowest correlation to selection in the aspect of Remake with added value, therefore, studies should be conducted of other factors that affect acceptance in the aspect of Scene/Costume, and selection in the aspect of Remake with added value, to obtain effective information for further development of Retro Dramas.

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