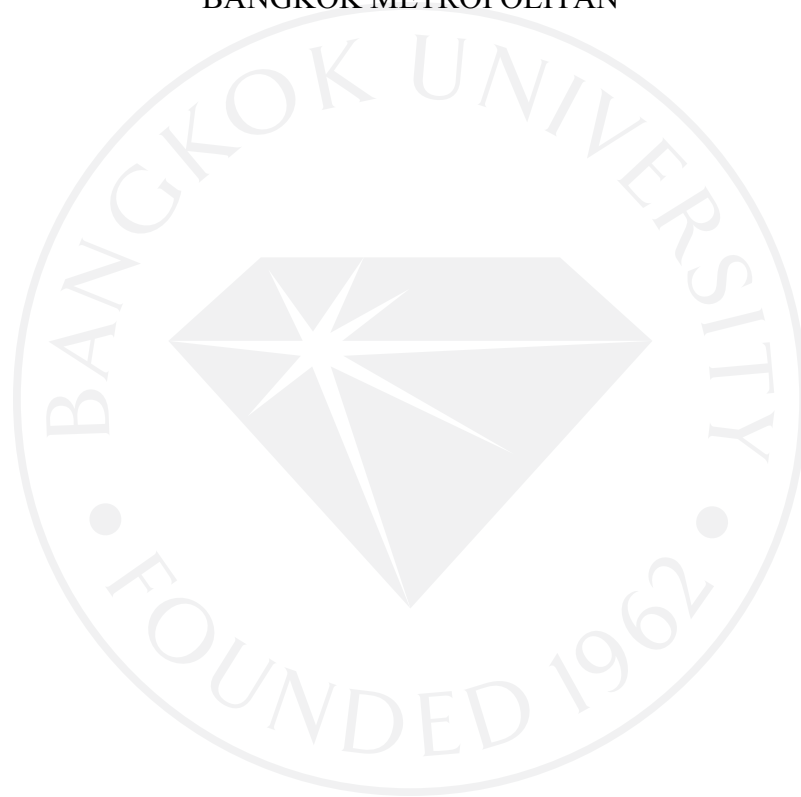
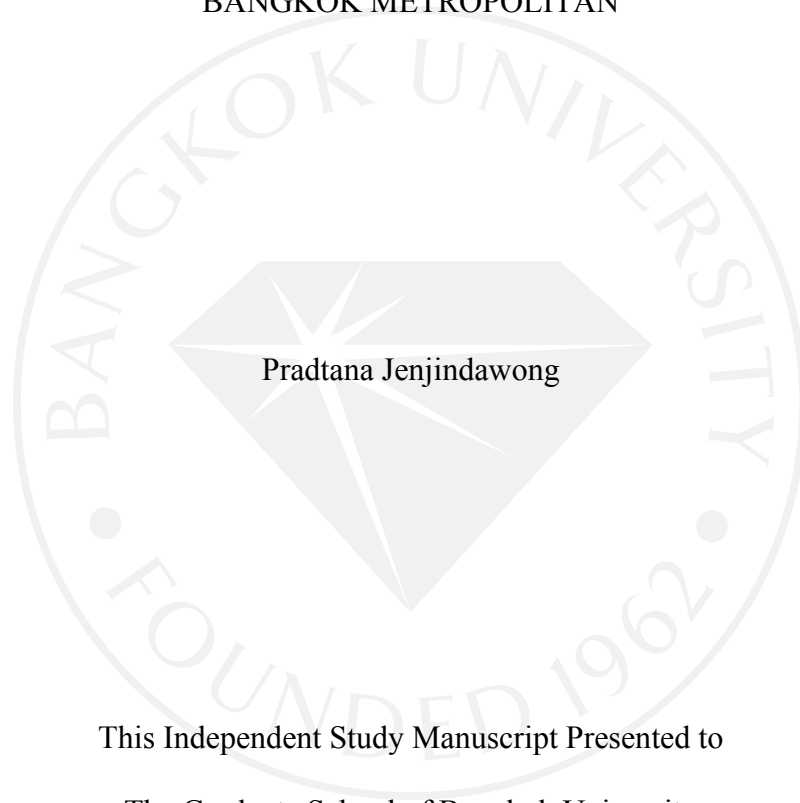


THE IMPLICATION OF FILM VIEWING ON “THE NOTEBOOK” ON
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The Graduate School of Bangkok University
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the Graduate School
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PERSONAL FACTORS, PARASOCIAL INTERACTION, RELATIONAL
MAINTENANCE STRATEGY, AND THEIR RELATIONSHIP SATISFACTION
WITH SIGNIFICANT PARTNERS AS PERCEIVED BY YOUNG THAI ADULTS
IN BANGKOK METROPOLITAN


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The Implication of Film Viewing on “The Notebook” on Parasocial Interaction, Relational Maintenance Strategy, and their Relationship Satisfaction Among Young Thai Adults in Bangkok Metropolitan (88 pp.)

Advisor: Asst. Prof. Pacharaporn Kesaporn, Ph.D.

ABSTRACT

This survey research aims to explore the relationships between personal factors, perceived parasocial interaction, relational maintenance strategy and their relationship satisfaction with significant partners among young Thai adults in Bangkok Metropolitan after viewing the film “The Notebook” within one year. Two hundred and twelve respondents were being selected using convenience sampling from young Thai adults residing in Bangkok Metropolitan and had an experience viewing the film “The Notebook” in the past one year period. The data was analyzed using Multivariate Analysis of Variance (MANOVA), Spearman Correlation, and Regression analysis with a significance level of 0.05. The findings revealed the following results:

1. A variation in gender, expectation of love, and duration of relationship among the sample significantly influenced their perceived parasocial interaction with their significant partners, but their occupation did

not significantly influence their perceived parasocial interaction with their significant partners after viewing the film “The Notebook.”

2. A variation in the duration of dating among the sample significantly influenced their perception of relationship maintenance strategy with their significant partner after viewing the film “The Notebook,” but their gender, occupation and personal expectation of love did not significantly influence the relationship maintenance strategy with their significant partners.

3. There was a significant positive relationship between the sample’s perceived parasocial interaction and their relationship management strategy.

4. The samples’ perceived parasocial interaction and their relationship maintenance strategy are significant predictors of their relationship satisfaction with their significant others.

Keywords: Perceived parasocial interaction, relationship maintenance strategy, relationship satisfaction, Thai young adults, film viewing on “The Notebook”

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CHAPTER 1

INTRODUCTION

The research aims to study the relationships among young Thai adults' perceived of parasocial interaction with their significant others and their perceived relational maintenance strategy with their significant others after viewing Hollywood romantic films "The Notebook" (synopsis of The Notebook is available in the appendix) in the past one year period. Thus, this chapter presents and overall understanding of the objective of the study and is distributed into the following sections

1.1 Rationale and Problem Statement

1.2 Objectives of the Study

1.3 Scope of Study

1.4 Research Questions

1.5 Significance of the Study

1.6 Definition of Terms

1.1 Rationale and Problem Statement

In reality, what are the influential factors that can predict a romantic relationship? The complicated nature of this question and often very subjective context, places the answer to be in a series of reflections extracted from young adult's experience in romance. The very foundation of romantic relationship is based on the

belief system created and sustained by the masses, which are often influenced by the media. Several authors such as McDonalds (2007), Hecht (2011), and Zwier (2012) have suggested that the information provided by sources such as the media and the social media have their very own way of influencing each individual. Banaag, Rayos, Aquino-Malabanan and Lopez (2014, p. 7) suggested that “Mass media can affect knowledge, attitudes, opinions and behavior of individuals. Effects may be immediate or delayed, of short duration or long lasting. The effects on persons can slowly become converted into formal changes. They can come about in simple reactions or complicated chains as when formal changes produced by the media in turn affect individuals.”

There have been several studies conducted to evaluate the implication of media towards viewers' behavior and attitude. Media has been one of the most significant roles in the industry and often seen as the most influential body ever to be formed. Media and movies have their very own ways of influencing people. A lot of the times, the media were directed towards the masses and anticipated a response from the masses. Therefore, some individuals as stated by Guiyab (2014) might have the same response as the masses. However, each media has significant effect on how individual interacts with friends or significant others. Therefore, some argue that because the masses are often implicated by the media, the isolated individuals then crave the need to fit in the society, thereby experiencing similar reactions after being exposed to a certain media (Veronica and Barbara, 2013). Media therefore, played a role in promoting the beliefs of the masses. Similarly, movies have played an equally

powerful role in the lives of people. Their ability to influence belief systems has made them one of the most powerful tools of present-day modern history. Studies such as that by Happer and Philo (2013, p. 12), which studied the influence of media and films on the belief systems of people, suggested “media play a central role in informing the public about what happens in the world.” Happer and Philo (2013) further suggested that media and films often create debates within the public sphere, thereby influencing, to a certain extent, on the belief systems. Teenagers as argued by Pahari (2009) are those who are widely and easily influenced by films.

Films and documentaries are very capable tools. Nonetheless, it is little considered on how romantic movies or films in general tend to influence the romantic relationship of young adults. This study takes a close consideration to this very specific aspect in order to clarify the significance and answer the question: Does films play a role in influencing the romantic relationships and their belief system in the context of romance of younger generations. Several studies have indeed been conducted in this very peculiar field, and several have suggested somewhat significant findings. For instance, the study conducted by Driesmans, Vandenbosch, and Eggermont (2016) suggested that the influence of films on romantic relationships is more common amongst early adolescent teenagers, especially between years 11 to 14 years old. As stated by Driesmans et al., (2016, p. 2) these age groups indicated “Higher levels of parasocial interaction was more included to endorse idealistic romantic beliefs after watching High School Musical.” This was an example film undertaken in the study of Driesman et al., (2016), which clearly demonstrated that

there was an influence, however, it does not signify if such influence is paramount in Thailand and amongst Thai teenagers.

Moreover, research conducted by Hall (2005) suggested that romantic media contents are more frequently consumed by females compared to males. This does not mean that men do not watch romantic media contents at all, however they viewed romantic movie in a lower frequency. Furthermore, Hall (2005) further suggested that romance-comedy films were the highest preferred form of movies amongst the category of young adults and adults. This clearly demonstrates that in the film industry, romantic comedies, romance, and comedy alone are very essential components of this industry. In addition, study by Lubomir, Fischer-Lokou, and Gueguen (2009) suggested that at times films may negatively influence the perception of teenagers regarding the ideologies behind romantic relationships. Films that may portray sexual intercourse and others at an early adolescent age might be seen in many cultures as a negative implication of romantic films on teenagers. Apart from that, the gender roles are often also influenced by such films, whereby the men are considered more chivalrous compared to women, who are often noted as more sophisticated. This resultantly, may influence not only the relationship but also the way a gender might believe their roles to be. A woman might appear more sophisticated or undertake actions in a relationship to be considered “harder to satisfy” as an attempt to be similar to other women viewed in a film. However, in some cases, the films portrayed women who were often easily engulfed in sexual requirement and desires, which then resultantly may play a role in influencing

teenagers' mentality, by seeing and feeling that sexual intercourse at an early age as "normal." Media have the capability to create norms within societies, although, they are widely rejected by traditional and cultural backgrounds (Johnson & Holmes, 2009). Teenagers today who spend most of their time watching celebrities on the television often develop these feelings towards a celebrity.

Past findings suggested above confirmed that films had a strong implication on viewers, however there has been no study undertaken within the context of Thailand, based on the romantic movie of preference in this dissertation. As a result, this survey research will reveal how romantic film, in this case Hollywood films, might an effect on young adult's expectation about love and relationship. Studying about relationship is one of the most important and a long-term thing that happens in our lives that affect all of us, and today media can be one of the most important influences that shape our perception.

1.2 Objectives of the Study

- 1.2.1 To explore how variation in the personal factors of young Thai adults influences their parasocial interaction and relational maintenance strategy among those who have viewed the Hollywood romantic film "The Notebook."
- 1.2.2 To examine the relationship between young Thai adults' perception of relational maintenance strategy with their significant partners after viewing Hollywood romantic film "The Notebook."
- 1.2.3 To examine the predictors of young adults' relationship satisfaction

after viewing after viewing Hollywood romantic film “The Notebook.”

1.3 Scope of Study

The researcher believes that a numerical approach or more commonly noted as a quantitative approach would be more appropriate to evaluate Thai adult Hollywood watchers, since the research is conducted on the basis of questionnaire to understand their perception and strategy approach to maintain their relationship with their partners. The main objective is not to use the qualitative approach because qualitative approach as stated by Elliott et al. (1999) is used in order to understand in depth and empower to observe each participant in a live scenario based on their point of view (Smith, 1996). In other terms, we use Phenomenology method as one approach to understand the Thai teenagers’ life style, values, expectation of love with significant others after viewing the Hollywood film “The Notebook.” This survey research will explore a social phenomenon, by observing it to help in adjusting the new ideas which emerges. With that said, the study would target 200 respondents at the age group of 14 to 20 years old. The reason for choosing this age group is because it is within this age whereby most young adults are the primary audience of this film. This study considers young adults and as teenagers, as they are the ones who are most prone to media-based influences, and their changes in hormonal levels are likely to indicate more emotional responses compared to older or even younger-members of

the society (Harvard Health Publications, 2005). Therefore, the age considered here is between 14 to 20 years old.

The chosen movie is a Hollywood film, called *Notebook*, which has gained massive popularity in many parts of the world shown in the year 2004, including Thailand. The purpose for choosing this film is for several reasons. Firstly, the film has been widely watched in Thailand, thereby making it easier for the researcher to gain respondents who have watched the film and at the same time gain credible responses from the respondents of the survey. Secondly, the film was categorised as a very romantic film that clearly depicted the nature of romance amongst young adults and how they responded to certain crisis and events in their lives. Lastly, the film was one of the award-winning romantic movies of the current generation and therefore has a strong connection towards love/romance and relationships. It is also considered a girl's all-time favourite chick-flick that not only teaches but also motivates and inspires. Motivation and inspiration can often be noted as either positively or negatively, which will be further dwelt with in the later stages of this study. The reason for not choosing a Thai film is for several reasons as well. It is quite logical to choose a Thai film to study Thai teenager's perspective in Thailand regarding romance. However, the researcher believed that since the sample size focused on were those who speak, write, and read English, the choice of Hollywood film would be more specific and targeted towards that section of teenagers. Moreover, since the movie was widely watched in Thailand (sub-titled into Thai), the movie is likely to be more popular than other movies created by Thai Film industry. Lastly, Thai films

often lack the influence that storytelling like Hollywood film; thereby, the researcher believes that a well-produced film is likely to be more influential than Thai films that lack such production quality.

In this case the researcher has opt to choose young Thai film viewing of Hollywood and dependent variable to Young Thai adults' personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly influences their perception of parasocial interaction and relationship maintenance strategy with their significant partner after viewing the movie "The Notebook", the independent variable use in this study reflects to be the appropriate variables that will shape and influence the perception of this study.

1.4 Research Questions

- 1.4.1 Do a variation in the personal factors of young Thai adults influence their parasocial interaction and relational maintenance strategy among those who have viewed the Hollywood romantic film "The Notebook" ?
- 1.4.2 Is there a relationship between young Thai adults' perception of relational maintenance strategy with their significant partners after viewing Hollywood romantic film "The Notebook."
- 1.4.3 What are the significant predictors of young adults' relationship satisfaction after viewing after viewing Hollywood romantic film "The Notebook."

1.5 Significance of the Study

As the objectives as mentioned above are successfully found and studied, the following significances are likely to be noted:

- 1.5.1 The research will increase knowledge about the impact of romantic movies on young adults within the age group of 14 to 20 years old.
- 1.5.2 The research will increase knowledge about the implication of romantic film on the romantic relationship and relationship maintenance strategy with their significant partners in Thailand.
- 1.5.3 The research will also be significant for the society of Thailand. This is because, as suggested by several studies, Thai people loved watching movies and films, and this therefore plays an important role in how they are affecting the young Thai adults (Lawry, 2013). Moreover, films are easily viewed by youngsters, due to minimal regulations restricted both in cinema halls and online streaming .
- 1.5.4 The research will increase knowledge about the influence of Hollywood romantic film viewing on young adults' perception of parasocial interaction with their significant partners.
- 1.5.5 Lastly, the research will increase knowledge about understand adults' perception of parasocial interaction and their relational maintenance strategy with significant others after viewing Hollywood romantic film viewing within one-year period.

1.6 Definition of Terms

- 1.6.1 Hollywood Film refers to films created in the United States of America, that have created a global standard on film-making and have been widely influential throughout the globe to (Ibbi, 2014). Hollywood films are considered to be one of the leaders in the film-making industry as observed (Rodman, 2012).
- 1.6.2 Young Thai Adults can be defined as Thai viewers whose age group range from 14 to 20 years old, associated with either being a teenager or those who are in their early twenties. As per the Dictionary.com (2017) young adult is “a person in their teens or early twenties”.
- 1.6.3 Significant Partners are defined “as a person who is important to one's well-being; especially: a spouse or one in a similar relationship” (Merriam-Webster Dictionary (2017)).
- 1.6.4 Perceived Parasocial Interaction with Significant Others can be defined as relationships where one person gives time and effort to the relationship whereas for the other person this person does not even exist (Perse, 1990).
- 1.6.5 Relational Maintenance Strategy can be defined as strategies used to keep a relationship in a specified state or condition” (Canary and Dindia, 1993, p. 28) This survey research will explore the key constructs of relationship maintenance which include (Graham as

cited in Rubin, Rubin, Graham, Perse,& Seibold, p.295) :

- (1) "Positivity refers to interacting with one's partner in an optimistic, cheerful, and supportive manner and avoiding criticism.
- (2) Openness involves discussing the relationship, negotiating rules, and disclosing hopes about relationship.
- (2) Assurances involve stressing one's desire for the relationship to continue, stressing one's commitment, and supporting the partner.
- (3) Social Networks refer to how one's interacting with or relying upon affiliations with others.
- (4) Sharing task refers how one maintain relationship by partaking or dividing their duties or obligations with significant others, such as household chores."

1.6.6 Relationship Satisfaction is defined as "as a partner's perceived global satisfaction with his/her current relationship as reported on the Dyadic Adjustment Scale" (Spanier & Filsinger, 1983, as cited in Warner, 2004, p. 15).

1.6.7 Film-viewing refers to the past experience of young Thai adults in watching a movie or watching of film "Notebook" at least once .

1.6.8 Personal factors refer to gender, occupation, personal expectation of love, duration of dating with significant partner.

CHAPTER 2

LITERATURE REVIEW

From stories and experiences around us, we find that many obstacles have to be overcome and true love takes various reasons beyond one's reach. To look for help with such issues, we may swing to companions or relatives or even motion pictures or network shows. Obviously, sentimental connections are an especially critical class of sentimental experience. There have been an attempt to give meanings of sentimental connections, yet we see it as untimely to place such tight imperatives on the developed. Or maybe, we will point to qualities or elements that are prototypic of these connections and hence could be incorporated into a definition.

To begin with, sentiment includes a relationship, a continuous example of affiliation and association between two individuals who share some association with each other. Here and now dating connections and additionally long haul submitted connections are incorporated into this rule of sentiment. Second, sentimental connections are deliberate in most Western societies. Along these lines, sentiment involves individual decision, which implies that such connections are unpromising. They might be finished at the caution of either accomplice regardless of the possibility that a connection between the couple proceeds in some other shape. In societies where the connections are organized, the sentimental emotions one has towards the other are as yet wilful, regardless of the possibility that the relationship is most certainly not. Third, there is some type of fascination, frequently yet not really extraordinary or enthusiastic in nature. This fascination ordinarily incorporates a

sexual segment. The sexual fascination is frequently showed in some type of sexual conduct however not generally. Individual, religious, or social esteems may compel such conduct. Young people can have relationship for comfort or status or maybe as a cover for their sexual introduction. These connections would not be prototypic sentimental connections, be that as it may.

However, the fascination toward a sentimental accomplice includes energy or sentiments of adoration past those of sexual nature. There are generally a few appearances of fraternity, closeness, and minding, and many are described as an exceptional sort of fellowship. As they turn out to be long haul, the relationship generally includes some level of responsibility and selectiveness and connection and care giving procedures end up plainly noteworthy (Baran, 1976). The thought of affection and sentimental relationship has turned into a vital piece of culture and media portrayals of sentiment have come to structure individuals' social schedules. Therefore, thinks about connecting advancement of sentiment in immature and media impact can be viewed as vital. Light hearted comedy movies have dependably been a fruitful motion picture classification as far back as the silver screen ended up plainly well known in the mid twentieth century. They frequently alluded to by the casual expression, "romantic comedies" to some extent in light of the fact that these movies appear to target females and youthful grown-ups would rather pick sentiment motion pictures over most different types of movies.

The purpose of this study is to expand this arena of the research that is evaluating romantic influences, behaviour and how factors affect adolescents. In specific, the research aims at first exploring how romantic films affect the perception of the viewers. In addition to this, the following topics would be discussed in this

literature review:

2.1 Synthesis of relevant Past Studies

2.2 Impact of Film Viewing on Young Adults Value and Belief

2.3 Concepts of Romantic Relationships

2.4 Concepts and Assumption of Para-social Interaction

2.5 Concepts of Relational Maintenance Strategy

2.6 Concept of Relationship Satisfaction

2.7 Assumption of Social Cognitive Theory and its Implications

2.8 Theoretical Framework

2.1 Synthesis of relevant Past Studies

It has become increasingly obvious to researchers in the past and now that movie and TV have developed into tools that teach many of the younger generations of our society, especially teenagers. This ability for the media to form various forms of social interaction, has led many to theorize on how mass media alters the individual. Two of these theories are cultivation theory by Gerbner (1994) and social cognitive theory by Bandura. According to Bandura's beliefs, romantic movies will be a template for individuals on how to model their own behaviour. Bandura also states that individuals will particularly model their own behaviors to those behaviors of individuals who are perceived as attractive to them (Gerbner, 1994). According to Bachen and Illouz (1996), 90% of young adults watch romantic movies for knowledge and information about love and how to deal with their real-life problems related to love and relationships. Romantic movies bombard the viewers with images and scenarios of romantic gestures to encourage us to buy their products. But does

this illusion carry over from romantic comedies?

Johnson and Holmes (2009) came to a conclusion that romantic comedies create an “illusion” by showing a process that is impossible to attain in actual society. In a study of 40 popular romantic comedies, the two concluded that these films show the romantic tendencies of both "new" and "long term" relationships: in effect, a hybrid relationship. These hybrid relationships have the novelty and excitement of a new relationship, mixed with the “emotionally significant” and “meaningful” nature of a long-standing relationship (Johnson & Holmes, 2009). Furthermore, the study observed that romantic comedies portray relationships as having both “highly idealistic and undesirable qualities.” (Johnson & Holmes, 2009).

However, few studies also state that romantic movies such as the National Communication Association (2013) suggest that they are not the preliminary source of the development of unrealistic expectations amongst young adults in relation to relationships. A recent study (Driesmans, et al., 2016) conducted a survey to support their hypothesis. 335 undergraduate students participated in the survey in the Midwest location, and it was noted that there were no important levels of relationship between films in the arena of romantic comedy and to the field of individual personal lives. Despite the entire concept of idealism, however, the most commonly expressed statements in romantic movies overall are actually realistic in nature. These practical expressions or challenges to the ideals, such as "relationships take hard work are twice as common in these films as were the idealistic comments” (National Communications Association, 2013). This study basically portrays that most romantic movies are more realistic than idealistic so that way they do not influence people’s behaviours a lot.

2.2 Impact of Film Viewing on Young Adults Value and Belief

The idea of romance and love is portrayed in mass media in several occasions. Most of the times romance were shown in an unfeasible way which fits the romantic fantasies of the viewers. This unrealistic portraying of love leads personalities to confuse relationships as an uncomplicated path of blistering love and sexual desires (Driesmans, et al., 2016). A combined study also concluded that romantic contents in the media, increases the expectations of love relationships in a teenager (Eggermont, 2004). Adolescents view this content and learn how in the media love and romance is portrayed in a certain special way and that makes them desire the same thing. This however makes it hard for these teenagers to have a relationship they can enjoy since their expectations might not be as high as their partners. For example, a teenager with more unrealistic idea of a romantic relationship might expect his or her partner to be the same way as they expect. However, that is not the case most of the times.

Basic ideas of romantic relationships were developed During early stages of a person's life (Bachen & Illouz, 1996). As a person grows into their teens their interest in romantic relationships also grows (Furman, 2002). When these teenagers are exposed to exaggerated romantic content through media their interest and expectation in romantic relationships grows even further. This increase in expectations is known to affect a person's social life. An adolescent family relationships, personality, and friendships with peers can be affected by romantic experience the person has been through (Furman & Shaffer, 2003). This occurs either if the person is thinking too much about the relationship or if he's been treated the same way over and over again

in past relationships. It can also be affected by exposure to too many unrealistic forms of romantic media.

2.3 Concepts of Romantic Relationships

Concepts of romantic relationships are quite similar in many different relationships. Some relationships are based on the concept that it's possible to love someone you cannot live with, it's also not essential to trust each other completely to fall in love with each other (Davis & Bergner, 2014). Another concept about romantic relationships include the question "does person X love person Y or not". This question has an influence on people's judgment in their romantic relationship (Davis & Bergner, 2014).

Most of the teenagers in school today have been involved in a romantic relationship (Carver, Joyner, & Udry, 2003). And almost 50% of these teens have engaged in sexual activities at least once in their life (Centers for Disease Control and Prevention, 2008). According to most teens their peers are more involved in semiserious relationships rather than fully serious (Guzman, Ikramullah, Manlove, Peterson, & Scarupa, 2009). This concept of relationships got famous only recently and teenagers were exposed to it through mass media. Teenagers who get used to seeing people on television having semiserious relationships end up desiring something of the same sort. This exposure results in teenagers engaging the same type of relationship in real life.

Teenagers also have a clear idea of how to achieve a healthy stable romantic relationship (Guzman, et al., 2009). This kind of relationship is desired by most teens however due to the high expectations this remains quite tough to attain. Teens also

have a good idea of what to expect during a healthy relationship. Most teens realized that in order to have a good stable romantic relationship it is very important to respect each other. Teens have described a stable romantic relationship as something where image, respect, trust and love are the four main qualities that the relationship needs to have (Guzman, et al., 2009). The whole concept of relationship is very well understood by teenagers today and this is also one of the results of media exposure. Watching TV also helps teenagers learn from what they have seen in the programs. Hence, their heightened level of understanding about romantic relationships.

2.4 Concepts and Assumption of Para-social Interaction

Parasocial interaction is relationships where one person gives time and effort to the relationship whereas for the other person this person does not even exist. These types of relationships are mainly common between celebrities and their fans. The fans obsess over their celebrity crush whereas the celebrity is not even aware of the fans existence. Teenagers today who spend most of their time watching celebrities on the television often develop these feelings towards a celebrity. They often desire a romantic relationship with these celebrities all due to the fact of them being socially better and media plays an important role in showing the celebrities as gods. Parasocial interaction takes a few stages to come into play. In the first stage, the consumer watches and judges the celebrity and over time as the stages go by the consumer develops feelings towards him (Lawry, 2013). The issue with characterizing an association with a media big name or a character in a program as a relationship is that the relationship is unidirectional. In spite of the fact that open doors for input do exist, direct person to person connection is most of the times close to impossible. The

perception by the audience member in this kind of relationship mostly remains however (Miller & Steinberg, 1970). The question of why people consider the formation of parasocial relationships involves a number of interesting psychological and communicational contingencies. Most people may form parasocial relationships due to a lack of interpersonal relationships in their own lives. People may form parasocial relationships just because they find the character interesting and because they enjoy watching television. Choice is the most important factor in forming parasocial relationships. When choice is involved, the viewer forms a relationship with someone of similar values and taste. Alternatively, the viewer can form a relationship with a character whose values and tastes are those that the viewer desires to have (Perse, 1990).

2.5 Concepts of Relational Maintenance Strategy

Relational Maintenance Strategy can be defined by Canary and Dindia (1993: 28) as “strategies used to keep a relationship in a specified state or condition.” Similarly, relational maintenance strategy can also be defined as means to maintain a relationship within a predetermined state or condition. However, many of the studies have been conducted in married couple only and, therefore, the findings are often associated with that. However, Stafford and Canary (2006) focused on relational maintenance amongst friends, family and even significant others. Their studies demonstrated that the relational maintenance strategies are effective when the partners within the strategy are participating in full, and without one’s full focus, it may affect the outcome. The study of Candary and Dindia (1993) further suggested that relational maintenance strategy can be influenced by other factors as well. The

recurrence with which several utilizations energy as a social support technique possibly influenced by social status, as well as period of time in the relationship, and the measure of time accomplices spend around each other everyday. Their discoveries demonstrated that, notwithstanding wedded couples utilizing inspiration, the minimum as often as possible contrasted with other social statuses, utilization of the energy methodology likewise diminished as the length of the relationship expanded.

2.6 Concept of Relationship Satisfaction

Rusbult and Buunk (1991) defined relationship satisfaction as the relational view of the emotional state towards your partner and towards the attraction between relationship. That means, couples are satisfied in a relationship only through what they personally feel about their partner and their relationship. If one of the partners has a good level of attraction towards the relationship, then he or she will be satisfied however if that partner has a negative level of attraction towards his or her relationship then the relationship satisfaction will also be negative. Hence, relationship satisfaction relies directly upon the relationship and the two partner's personal views.

Each relationship has its own sets of problems and advantages. The most general type of advantage of relationships was deduced by a study done in 2011 which concluded that healthy relationships result in better mental and physical health of the couple (Guerrero, Anderson, & Afifi, 2011). This gives couples a better overall life and hence a better satisfaction result.

Relationship satisfaction is also a result of interdependence theory. This theory help understands how couples affect each other and how their actions or efforts influence the longer road of their relationship (Arriaga, n/d). According to this theory, couples tend to increase their rewards and decrease their costs in a relationship. People actually mentally count the costs and relate it to their rewards and then make a decision towards relationship satisfaction. If the rewards are higher than the costs then the person is satisfied in the relationship; however, if the rewards are lower than the costs people tend to have negative feeling towards the relationship (Miller & Tedder, 2011). Relationship satisfaction is reached when each partner is giving in the costs and getting the rewards that they expect to get. This is where the film industry has played a big role, since teenagers who are exposed to a lot of unrealistic romantic television they also tend to expect a similar relationship in real life. Relationship satisfaction is harder to attain if one partner has unrealistic expectations which cannot be met by the other partner.

2.7 Concepts and Assumption of Social Cognitive Theory and its Implications

The Social Cognitive Theory also known as Role Model theory stated that what people see and observe influences what they learn and how they behave. In this case, the romantic movies that adolescents watched influence their attitude and take towards their own personal relationship. People's perspective of what relationships should look like was modified according to the portrayal of romantic relationships in movies. Social Cognitive Theory in previous studies of romantic comedies posited that the gathering of people may altogether watch the lead inside connections depicted by the media keeping in mind the end goal to increase understanding by the way they

themselves could carry on in their own particular connections as suggested in the study of Green (2013).

The Script theory suggested that watching too many romantic movies initiates the recovery of existing, related contents in the memory that works as a framework for the audience to evaluate their own romantic relationship. In addition, the movie may initiate comparable contemplations or contents directly after the presentation to such a movie. As suggested by Hansen and Hansen (1988), such initiation primes to a solid advocacy of the portrayed connotations and ideas. Albert Bandura's Social Cognitive Theory or now known as Role Model Theory assumed that people learn more from vicarious learning rather than direct learning. Vicarious learning is a type of learning done by observing other people and adapting their mannerism or behaviour. It is considered significantly more proficient than coordinate learning. By watching others, human is saved various reactions that may be trailed by discipline or any bad reaction. Almost all plots in today's primetime media consist of idealistic visuals that create a teenager's concept of romance (Grace, 2014). When a particular theme in romance is watched again and again, young adolescents become more likely to incorporate these values and mannerisms in real life.

It is highly observed that teenagers nowadays use digital communications such as instant messaging to maintain their social capital. Along with watching romantic movies, the social media also plays a huge part in influencing their social behaviour. It is also known that groups of onlookers once in a while take up the genuine bits of knowledge of the story from sentimental motion pictures and have a tendency to choose, acknowledge, reject, oppose and change portrayals of the films as per their own needs and assessment (Grace, 2014). Examining the impact of romantic film on

romantic relationship, The Role Model theory explains how vastly romantic media influences adolescents' relationships, as teenagers are also keen observers and most of their behaviour is influenced by what is seen by them. However, they decide what they want to use as a mannerism of their own and what they do not want to. Watching romantic movies just activate their own hidden mannerism, which tend to be closely similar to what is shown in those films.

2.8 Theoretical Framework

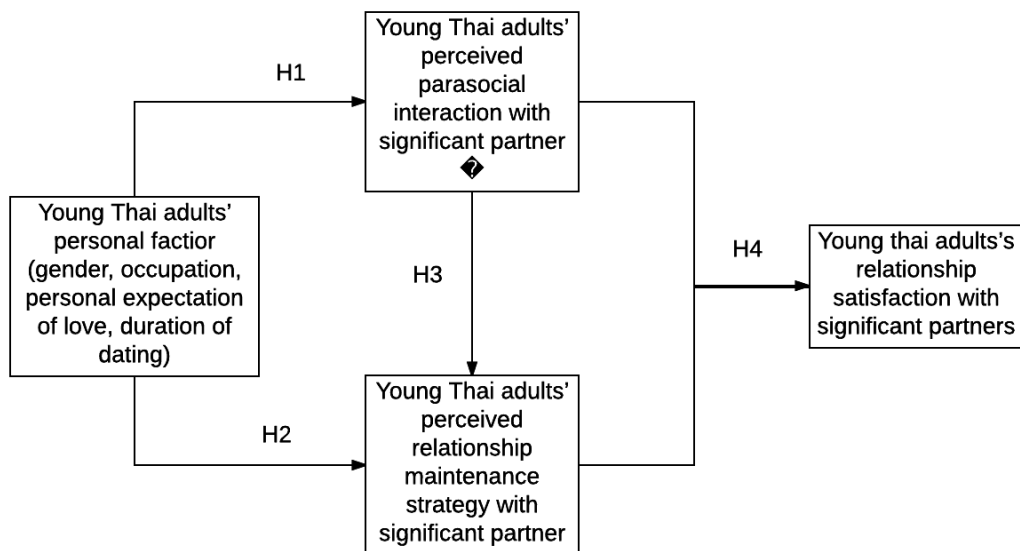


Figure 2.1 Theoretical Framework

Hypotheses

- Hypothesis 1: A variation in young Thai adults' personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly influences their perception of parasocial interaction with their significant partner after viewing the movie "The Notebook".
- Hypothesis 2: A variation in young Thai adults' personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly influences their perception of relationship maintenance strategy with their significant partner after viewing the movie "The Notebook".
- Hypothesis 3: Young Thai adults' perceived parasocial interaction with significant other is positively correlated with their relational maintenance strategy with significant partner.
- Hypothesis 4: Young Thai adults' perceived parasocial interaction and their relational maintenance strategy with significant partner are significant predictors of their relationship satisfaction with their significant partner.

CHAPTER 3

RESEARCH METHODOLOGY

The research was conducted to understand the influence of Adult's movie on the attitude of Thai youth and their perception towards Para-social Interaction, Relational Maintenance Strategy, and Their Relationship Satisfaction with Significant Partners. The research methodology represents the way to understand the different approaches to understand the influence of Hollywood romantic films towards the young adult's perception of Love and the quality of affection their romantic partner. The study team began with a vast literature evaluation of prior studies and evaluate on the topic of "relationship among young Thai adults' film viewing, perceived Para-social interaction, relational maintenance strategy and their relationship satisfaction with significant partners". In this research, the researcher used the quantitative approach to understand the experience of Thai youth and their perception toward Hollywood movies. This approach is utilized to characterize and assess the examination in numerical shape. It includes finding the quantity of times that a specific occasion happens, including how regularly that word has been utilized as a part of the survey or the observational information to change over into numbers. If our main concept is to evaluate how many numbers of Thai adult film watcher are in the society. Then the best approach is to follow quantitative research methodology.

In order to express this, the researcher has broken down the methodology chapter into the following structure:

3.1 Reasons of using quantitative approach

3.2 The reason of not using qualitative approach

3.3 Research design

3.4 Methods of Data collection

3.5 Data analysis

3.6 Probability of Sample size

3.7 Ethical Consideration of Research

3.8 Limitation to this research

3.1 Reasons of using quantitative approach

The main aim of using quantitative approach is to establish the relationship between young Thai adult's film viewer of Hollywood movies (independent variable) and Young Thai adults' perceived Para-social interaction with their significant partners and Young Thai adults' perception of their relational maintenance strategy with significant partner [a dependent variable] within a Thai society. As stated by Burns (2000) and Best and Khan (1989), a quantitative approach is often utilised to sum up as an illustrative method to evaluate the relationship between variables, such as logic, numbers of even the attitude of an objective. It identifies the effort to associate why something happened what were the reasons for such events, or by what way conditions of an event can happen. In other term, it is related with positivism technique. The positivist strategy helps in understanding the master sees. In which, a specialist mentions an objective fact about a social gathering's conduct, and concoct a speculation for the result of the perception, test the theory and examinations the

outcome relies upon the test (Crowther and Lancaster, 2008). The specialist trust that quantitative approach would be appropriate to examine Thai adult Hollywood watchers, since the research is conducted on the basis of questionnaire to understand their perception and strategy approach to maintain their relationship with their partners. Adopting quantitative approach in a way to do the research through survey, though most of the time, the person does not answer to the variable in a way they supposed to do because of many-sided quality of the inquiry. What's more, Wilson (2010) and Collins (2010) stated that the prompts supposition of the reality which is valid. In conclusion, the more the populace is, the outcome will be more precise

3.2 The reasons for not using qualitative approach

The main objective is to use quantitative approach in order to understand in depth and empower to the live observation of each participants based on their point of view of lives and actions (Elliott, et al., 1999; Smith, 1996). When the researcher has close involvement in the research, the study obtains in-depth information of the lives of Thai adult Hollywood watchers. In other terms, we use Phenomenology method as one approach to analyse to understand Thai teenagers. It will help creating in new hypotheses by watching it to help in changing the new thoughts which rises.

Moreover, the data we gather will be significantly more characteristic than the manufactured one (Burns, 2000; Crotty, 1998). The researcher believes that this research design has many characteristics which can provide its ability to work with Thai teenage watchers of Hollywood movie and their perception on Parasocial interaction to opposite sex and what strategy they use to maintain their relationship.

This is difficult to determine because it is hard to observe live performance of their activity. In fact, it will be difficult for the researcher to figure out the issues to which are often missed or unnoticed by the experts. Since, quantitative approach helps the researcher to advocate practical information about connection, origin, outcome and activity processes. So, this approach does really relate to determine the relationship among the youth Thai adults' film viewing, perceived parasocial interaction, relational maintenance strategy and their relationship satisfaction with significant partner.

3.3 Research design

The research design helps in outline the overall process to determine how the research is going to be implemented (Cohen, et al., 2007). It helps the researcher to plot the topic and indicated the procedure of research to be completed in certain period of timeframe and helps in identifying a clear assessment of cause and effect in relation with Thai adult's Hollywood watcher to the perception of Para-social interaction and relational maintained strategy and satisfaction (Gavetter & Forzano, 2011). It is done in order to design the experimental design. It will help the researcher to be able to examine the variable operated into this study by using the quantitative approach. However, the questionnaire is drafted for this research consists of two portions which include the demographic data and Young Thai adults' relationship satisfaction with significant partners. This research objective is to make the questionnaire short and precise. The questionnaire questions must be precise and must have at least 20 questions in it (Bryman & Bell, 2007). The reason behind making the

questionnaire short which helps respondents to be more interested in participation if all the questions can be answered within 15 minutes of time duration (Badke, 2011).

3.4 Methods of Data collection

As per Bynner and Stribley (2010) point of view, the data collection of questionnaire will be circulated online in an approach to spare the cost of generation, for example, printing cost. The data gathering procedure will be thought about by the analyst literally in an approach to scrambled secret with the data accomplished. In this examination, the information gathering will be gathered from the volunteered respondents who are partaking on the web. The respondents have been the one who have watched the Hollywood movies among the Thai young adults should be recalled in this type of particular experience.

3.5 Data analysis

The main objective of the researcher to focus no less than 200 finished polls. Be that as it may, the data gathered from the research will be analysed to computer software to test hypotheses. Truth be told, SPSS program is constantly enabled the analyst to comprehend the connection between the needy and autonomous factors of information input (Badke, 2011). In this way, it will turn out to be simple for the scientist to comprehend the relations amongst factors and its noteworthiness of information acquired. The strategy will be utilized as a part of this investigation was the illustrative insights to assess the recurrence and level of the factors and also sign of mean score and standard deviation.

According to Bryman and Bell (2007), a clear measurable information was deployed to emphasize on the demographic and the relationship among the youth Thai adults' film viewing, perceived parasocial interaction, relational maintenance strategy and influencing factor their relationship satisfaction with significant. The following hypotheses will be tested using the following statistics:

Hypothesis 1: A variation in young Thai adults' personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly influences their perception of parasocial interaction with their significant partner after viewing the movie "The Notebook".

Independent variable: Personal factors of young Thai adults in Bangkok Metropolitan including gender, occupation, personal expectation of love, duration of dating with significant partner (Nominal scale and ordinal scale)

Dependent variable: Young Thai adults' perception of parasocial interaction with their significant partner after viewing the movie "The Notebook." (Interval scale)

Intervening variable: After viewing the Hollywood film "The Notebook" during the one period

Statistical Analysis: Multivariate Analysis of Variance (MANOVA)

Hypothesis 2: A variation in young Thai adults' personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly

influences their perception of relationship maintenance strategy with their significant partner after viewing the movie “The Notebook.”

Independent variable: Personal factors of young Thai adults in Bangkok Metropolitan including gender, occupation, personal expectation of love, duration of dating with significant partner (Nominal scale and ordinal scale)

Dependent variable: Young Thai adult’s perception of relationship maintenance strategy with their significant partner (Interval scale)

Intervening variable: After viewing the Hollywood film “The Notebook” during the one period

Statistical Analysis: Multivariate Analysis of Variance (MANOVA)

Hypothesis 3: Young Thai adults’ perceived parasocial interaction with significant other is positively correlated with their relational maintenance strategy with significant partner.

Independent variable: Young Thai adults’ perceived parasocial interaction with significant other (Interval scale)

Dependent variable: Young Thai adults’ relational maintenance strategy with significant partner (including positivity, openness, assurance, network, and tasks)

Statistical Analysis: Spearman’s Correlation

Hypothesis 4: Young Thai adults’ perceived parasocial interaction and their relational

maintenance strategy with significant partner are significant predictors of their relationship satisfaction with their significant partner.

Independent variable: Young Thai adults' perceived parasocial interaction with significant other (Interval scale) and their perception of relationship maintenance strategy with their significant partner (Interval scale)

Dependent variable: Young Thai adults' relationship satisfaction with their significant partner (Interval scale)

Statistical Analysis: Regression Analysis

3.6 Probability of Sample size

Zikmund (2000) claimed that the probability of sample size in this study will be considered in carrying out the research among every potential participant in a way to enable every respondent to take part in an equal way in order to contribute their most to the survey. However, the probability of sample size can also be referred as random sampling which defines that the researcher will distribute the questionnaires by selecting random participants (Bryman & Bell, 2007). It is done in order to make sure that all the target numbers of participants can be achieved technically within a certain timeframe. Though, in some cases, the probability of sample size expresses their own mistakes in the attributes of not considering the entire population. Hence, Zikmund (2000) recommended the researcher to limit the distributed position of the questionnaire in a way to achieve to total number of respondents equally. As

mentioned in earlier section, more than 200 surveys will be gathered. In this manner, they ought to be gathered from different agents of the whole populace.

3.7 Ethical Consideration of Research

This research was taken into considered upon the university guidelines to be followed of certain ethical issue respect to the marketing students, as it is mentioned above, all the respondents accepted with written responses about their involvement in this research with the consent. It defined that the respondents are recognized, volunteered and comprehended and given the in clear way (Armiger, 1997). The specialist is ensuring every one of the references and credits are utilized over the examination think about. What's more, specialist will ensure there is no written falsification blunder will happen in this exploration. Be that as it may, ethical exchange in this examination will overlay critical field which incorporates plagiarism, harm, harassment, privacy right and discrimination (Bynner & Stribley, 2010). There is no difference in gender, age, races, education background, income or social status to be raised as the topic of discrimination or ill-treatment (Cohen, et al., 2007). The participants are assured that their response will be kept confidential and will be used only for academic purpose only. They were reassured that their answers were treated as confidential and used only for academic purposes and research only. Furthermore, participants were not ill-mannered both physically and psychologically during the conduction of survey.

CHAPTER 4

FINDINGS

This chapter summarizes the descriptive data of demographic profile of sample and testing the hypotheses. The data is collected to understand the relationship among young Thai adults' film viewing, perceived parasocial interaction, relational maintenance strategy and their relationship satisfaction with significant partners: a case study of Notebook. The questionnaires were distributed through Google form and the researcher was able to collect data from 251 respondents, which were analysed further in the sections below. The data is further described in descriptive statistics and hypothesis testing will be conducted using MANOVA, Spearman's Correlation and Regression analysis. Chapter 4 will summarize the following topics:

4.1 Reliability of the Questionnaire

4.2 Findings of Descriptive Findings

4.3 Findings of Hypotheses Testing

4.1 Reliability of the Questionnaire

As shown in Table 4.1.1, the questionnaires were analyzed to check the reliability of the questionnaire with 35 respondents prior to data collection. The Cronbach alpha for the entire questionnaire was reliable. When examining each part, the parasocial scale was reported to have Cronbach alpha of 0.715 and the relationship maintenance strategy was reported to have Cronbach alpha of 0.852 and,

the relationship satisfaction was reported to have Cronbach alpha of 0.822. The reliability test showed that all of parts have Cronbach alpha higher than 0.70, which is considered to be reliable and consistent to be distributed to the sample.

Table 4.1.1: Reliability of instrument for Parasocial Interaction, relationship maintenance strategy and relationship satisfaction scale

	Number of Items	α (N = 35)
–		
1. Parasocial Interaction	10	.715
–		
2. Relationship maintenance strategy	17	.852
–		
3. Relationship satisfaction	5	.822

4.2 Findings of Descriptive Analysis

As shown in Table 4.2.1, 251 questionnaires were filled by the respondents, but out of those 16 respondents answered no regarding have they ever watched movie Notebook before, hence they were not part of the questionnaire going forward and they did not continue the questionnaire. Out of the remaining 235 respondents, 23 respondents did not respond fully, their data were missing hence their responses were

not included in the research study anymore. In the end, the data was remained with 212 respondents and their data was analysed further to conclude this research.

Table 4.2.1: Number of sample who viewed the movie “Notebook”

Have you ever watched the movie “Notebook”?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	212	100.0	100.0	100.0

As shown in Table 4.2.2, the descriptive finding showed that 50% of sample was male respondents (n = 106) and 50% of the sample was female (n = 106).

Table 4.2.2: Gender of the sample

Gender of the sample					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	106	50.0	50.0	50.0
	Female	106	50.0	50.0	100.0
	Total	212	100.0	100.0	

As shown in Table 4.2.3, the descriptive findings revealed that majority of the sample were students with 33% (n = 70), followed by 23% coming from private company (n = 49). The last three categories are of own-business, government office and others with 16.5% (n = 35), 14.2 % (n = 30) and 13.2% (n = 28), respectively.

Table 4.2.3: Occupation of the sample

Occupation Type	Frequency	Percent	Valid Percent	Cumulative Percent
-----------------	-----------	---------	---------------	--------------------

Student	70	33.0	33.0	33.0
Government Office	30	14.2	14.2	47.2
Private Company	49	23.1	23.1	70.3
Own-Business	35	16.5	16.5	86.8
Others	28	13.2	13.2	100.0
Total	212	100.0	100.0	

As shown in Table 4.2.4, when asked the respondents how romantic movies have an influence on their expectations about love after viewing the film “Notebook.” The descriptive findings revealed that majority of the sample said yes with 36.8% (n = 78), followed by 32.1% saying maybe (n = 68) and 31.1% saying no (n = 66).

Table 4.2.4: Percentage of respondents who responded the impact of romantic movies on their expectation about love

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	78	36.8	36.8	36.8
No	66	31.1	31.1	67.9
Maybe	68	32.1	32.1	100.0
Total	212	100.0	100.0	

As shown in Table 4.2.5, when asked the respondents about how long they have been dating your partner. The descriptive findings revealed that majority of the sample said 1 to 2 years with 30.2% (n = 64), followed by 6 months to 1 year with 29.7% (n = 63). The last two categories of more than 2 years and less than 6 months with 23.1% (n = 49) and 17% (n = 36), respectively.

Table 4.2.5: Percentage of respondents who reported the duration of dating with significant partners

How long you have been dating your partner?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 6 months	36	17.0	17.0	17.0
	6 months to 1 year	63	29.7	29.7	46.7
	1 to 2 years	64	30.2	30.2	76.9
	More than 2 years	49	23.1	23.1	100.0
	Total	212	100.0	100.0	

As shown in Table 4.2.6, when asked respondents about which media they were exposing everyday, the descriptive findings revealed that majority of the sample said internet with 31.6% (n = 67), followed by television with 27.4% (n = 58). The last two categories of games and books with 20.8% (n = 44) and 20.3% (n = 43), respectively.

Table 4.2.6: Percentage of media that respondents were exposed everyday

Which media you are usually more involved with or spend time doing?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television	58	27.4	27.4	27.4
	Games	44	20.8	20.8	48.1

	Books	43	20.3	20.3	68.4
	Internet	67	31.6	31.6	100.0
	Total	212	100.0	100.0	

The following criterion is used to interpret the level of perceived parasocial interaction of the respondents as represented in table 4.2.7.

Table 4.2.7: Criterion to interpret the level of Perceived parasocial interaction of the respondents

Mean	Level
4.51-5.00	Highest level
3.51-4.50	High level
2.51-3.50	Moderate level
1.51-2.50	Low level
1.00-1.50	Lowest level

As shown in Table 4.2.8, the descriptive findings indicated the overall mean of perceived parasocial interaction was 3.33 at the moderate level. The statement with the highest mean was “I find my favourite character to be attractive” (\bar{X} = 3.59; high level), followed by “I will feel satisfied if I get to see my favourite character in more movies” (\bar{X} = 3.50; moderate level), and “I would like to meet my favourite character in person” (\bar{X} = 3.49; moderate level), respectively.

Table 4.2.8: Mean of Parasocial interaction as perceived by the sample (n = 212)

	Mean	Std. Dev.
The movie shows me what romance is like.	2.96	1.124
I feel sorry for the character when he/she makes a mistake.	3.21	1.083
When I am watching the movie Notebook, I feel as I am part of movie.	3.20	1.147
I see my favourite character as a very down to earth person.	3.32	1.139
My favourite character provides me with best company when the movie is on TV.	3.28	1.206
I look forward to seeing my character in different movies	3.45	1.136
If there is a story presented on the character in any magazine or newspaper, I will tend to read it	3.39	1.128
I would like to meet my favourite character in person	3.49	1.064
I find my favourite character to be attractive	3.59	1.121
I will feel satisfied if I get to see my favourite character in more movies	3.50	1.162
Parasocial interaction total mean	3.3392	.69686

As shown in Table 4.2.9, the descriptive findings indicated the overall mean of relationship maintenance strategy was 3.70 at the high level. The statement with the highest mean was under task section “Help in completing the task.” (\bar{X} = 3.95; high level), followed by “Perform my responsibilities at house and outdoor. \bar{X} = 3.86; high level), and under assurance section “Show my commitment in to our relationship” (\bar{X} = 3.83; high level), respectively.

Table 4.2.9: Mean of Relationship Maintenance strategy as perceived by the sample

Relationship Maintenance strategy	Mean	Std. Deviation
1.Positivitiy	3.6698	.59320
I Makes the interaction between us enjoyable	3.54	.990
I handle the agreements maturely	3.66	1.006
I am kind and caring to him/her	3.69	.981
I try to be romantic and funny with him/her	3.70	.919
I am optimistic, forgiving and patient	3.75	.962

(n =211)

2.Openness	3.7280	.62837
I encourage her to discuss her feelings openly.	3.81	.868
Try to bring more quality in our relationship.	3.72	.884
Like to openly discuss on our relationship plans.	3.66	.992
3.Assurances	3.7154	.67626
I focus on stating our relationship has a future	3.72	.971
I reflect love and faithfulness to him/her	3.60	.961
Show my commitment in to our relationship.	3.83	.935

(Continued)

Table 4.2.9 (Continued): Mean of Relationship Maintenance strategy as perceived by
the sample

Descriptive Statistics – Relationship Maintenance strategy					
	N	Min	Max	Mean	Std. Deviation
4.Social Network	212	1.00	5.00	3.5896	.80404
Like to spend time with common friends.	212	1	5	3.58	.982
Willing to involve with his/her friends and family.	212	1	5	3.65	1.123
Getting involved with his/her friends and family activities.	212	1	5	3.53	1.154
5.Sharing Tasks	212	1.67	5.00	3.8569	.63675
Help in completing the task.	212	1	5	3.95	.933
Make sure to do my part of work whenever required.	212	1	5	3.75	.911
Perform my responsibilities at house and outdoor.	212	2	5	3.86	.916
Relationship maintenance strategy total	212	1.94	4.88	3.7070	.48181

As shown in Table 4.2.10, the descriptive findings indicated the overall mean of relationship satisfaction scale was 3.87 at the high level. The statement with the highest mean is “You really love your partner” (\bar{X} = 3.98; high level), followed by “Your relationship is very good with your partner.” (\bar{X} = 3.94; high level), and “You are able to meet all the expectations with your partner” (\bar{X} = 3.86; high level), respectively.

Table 4.2.10: Mean of Relationship satisfaction scale as perceived by the sample

Relationship satisfaction	Mean	Std. Dev
Your partner meet your needs	3.72	.930
Your relationship is very good with your partner.	3.94	.903
You feel highly satisfied in your relationship	3.84	.968
You are able to meet all the expectations with your partner	3.86	.928
You really love your partner	3.98	.939
Relationship satisfaction scale total	3.8689	.58510

4.3 Findings of Hypothesis Testing

Hypothesis 1: A variation in young Thai adults’ personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly influences their perception of parasocial interaction with their significant partner after viewing the movie “The Notebook.”

As shown in Table 4.3.1, Wilks' Lambda of Multivariate Test as analyzed by MANOVA revealed that gender ($F_{(2,218)} = 6.819^*$, $p < 0.05$), expectation of love ($F = 2.725^*$, $p < 0.05$), duration of relationship ($F = 2.545^*$, $p < 0.05$) significantly influenced their perceived parasocial interaction with their significant partners. And, the findings showed that the interaction effect of the variables influenced the perceived parasocial interaction with their significant partners, including interaction between gender * duration of dating ($F = 2.196^*$, $p < 0.05$), occupation and expectation of love ($F = 1.777^*$, $p < 0.05$), occupation*long ($F = 1.934^*$, $p < 0.05$), gender * occupation * duration of dating ($F = 1.652^*$, $p < 0.05$), and occupation * romantic * duration of dating ($F = 1.538^*$, $p < 0.05$).

On the other hand, Wilks' Lambda of Multivariate test as analysed by MANOVA revealed that occupation ($F_{(2,218)} = .693$, $p > 0.05$), gender*occupation ($F = .851$, $p > 0.05$), gender* expectation of love ($F = 1.768$, $p > 0.05$), expectation of love * duration of dating ($F = 1.110$, $p > 0.05$), gender *occupation* expectation of love ($F = 1.537$, $p > 0.05$), gender*expectation of love* duration of dating ($F = .919$, $p > 0.05$) and gender*occupation* expectation of love * duration of dating ($F = 1.352$, $p > 0.05$) did not significantly influenced their perceived parasocial interaction with their significant partners.

Table 4.3.1: Multivariate test of the influence of personal factors of sample on their perception of the parasocial interaction about their romantic relationship with their significant others after viewing the film "The Notebook"

Multivariate Tests ^a						
Independent variables		Value	F	Hypot hesis df	Error df	Sig.
Gender	Wilks' Lambda	.896	6.819 ^b	2.000	118.000	.002
Occupation	Wilks' Lambda	.955	.693 ^b	8.000	236.000	.697
Expectation of love	Wilks' Lambda	.914	2.725 ^b	4.000	236.000	.030
Duration of dating with partner	Wilks' Lambda	.882	2.545 ^b	6.000	236.000	.021
Gender * Occupation	Wilks' Lambda	.945	.851 ^b	8.000	236.000	.559
Gender * Expectation of love	Wilks' Lambda	.943	1.768 ^b	4.000	236.000	.136
Gender * Duration of dating with partner	Wilks' Lambda	.897	2.196 ^b	6.000	236.000	.044
Occupation * Expectation of love	Wilks' Lambda	.797	1.777 ^b	16.000	236.000	.035
Occupation * Duration of dating with partner	Wilks' Lambda	.698	1.934 ^b	24.000	236.000	.007
Romantic * Duration of dating with partner	Wilks' Lambda	.896	1.110 ^b	12.000	236.000	.353
Gender * Occupation * Expectation of love	Wilks' Lambda	.840	1.537 ^b	14.000	236.000	.099
Gender * Occupation * Long	Wilks' Lambda	.789	1.652 ^b	18.000	236.000	.049
Gender * Expectation of love * Long	Wilks' Lambda	.913	.919 ^b	12.000	236.000	.529
Occupation * Romantic * Long	Wilks' Lambda	.656	1.538 ^b	36.000	236.000	.032

Gender * Occupation *	Wilks' Lambda	.895	1.352 ^b	10.000	236.000	.204
Romantic * Long						

Note: $p < 0.05^*$, $n = 212$

Hypothesis 2: A variation in young Thai adults' personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly influences their perception of relationship maintenance strategy with their significant partner after viewing the movie "The Notebook."

As shown in Table 4.3.2, the Tests of Between-Subject Effects confirmed a variation in gender ($F_{(2,212)} = 12.514^*$, $p < 0.05$), expectation of love ($F = 5.565^*$, $p < 0.05$) significantly influenced their perceived parasocial interaction with significant partners. The findings revealed that an interaction effects among the followings variables, including occupation * duration of dating ($F = 2.681^*$, $p < 0.05$), occupation*expectation of love *duration of dating ($F = 1.690$, $p < 0.05$) and gender*occupation* expectation of love * duration of dating ($F = 2.287$, $p < 0.05$), significantly influenced their perceived parasocial interaction with their significant partner after viewing the film "The Notebook."

However, the Tests of Between-Subject Effects confirmed that a variation in among the variables, including occupation ($F = .684$, $p > 0.05$), duration of dating ($F = 2.086$, $p > 0.05$), gender*occupation ($F = .570$, $p > 0.05$), gender*expectation of love($F = 2.773$, $p > 0.05$), gender *duration of dating ($F = 1.513$, $p > 0.05$), occupation*expectation of love ($F = 1.221$, $p > 0.05$), expectation of love * duration of dating ($F = 1.998$, $p > 0.05$), gender*occupation* expectation of love ($F = 1.601$, p

> 0.05), gender*occupation* duration of dating ($F = 1.667, p > 0.05$), gender*expectation of love * duration of dating ($F = .925, p > 0.05$), did not significantly influence their perceived parasocial interaction with significant partners.

Also, Table 4.3.2, the Test of Between Subject Effect revealed that the sample's duration of dating ($F = 4.014^*, p < 0.05$), gender* duration of dating ($F = 3.520^*, p < 0.05$) and the interaction of occupation* expectation of love ($F = 2.218^*, p < 0.05$), interaction of gender*occupation*duration of love ($F = 2.125^*, p < 0.05$), occupation*expectation of love * duration of dating ($F = 1.858^*, p < 0.05$) are all predictors of their relationship maintenance strategy after viewing the movie "The Notebook".

However, other dependent variable revealed insignificant results ($p > 0.05$) with gender ($F = .446, p > 0.05$), occupation ($F = .256, p > 0.05$), romantic ($F = 1.538, p > 0.05$), gender*occupation ($F = 1.382, p > 0.05$), gender* expectation of love ($F = 1.109, p > 0.05$), occupation* duration of dating ($F = .945, p > 0.05$), expectation of love * duration of love ($F = .945, p > 0.05$), gender*occupation* expectation of love ($F = 1.766, p > 0.05$), gender* expectation of love * duration of dating ($F = .755, p > 0.05$) and gender*occupation* expectation of love * duration of dating ($F = 1.228, p > 0.05$).

Table 4.3.2: Between-Subject Effects test of the influence of personal factors of sample on their perception of the parasocial interaction about their romantic relationship with their significant others after viewing the movie “The Notebook”

Independent Variables	Dependent Variables	Type III Sum of Squares	df	Mean Square	F	Sig
Gender	Parasocial Interaction	4.141	1	4.141	12.514	.001
	Relationship maintenance strategy	.075	1	.075	.446	.506
Occupation	Parasocial interaction	.905	4	.226	.684	.605
	Relationship maintenance strategy	.173	4	.043	.256	.905
Expectation of love	Parasocial Interaction	3.683	2	1.842	5.565	.005
	Relationship maintenance strategy	.519	2	.259	1.538	.219
Duration of dating	Parasocial interaction	2.071	3	.690	2.086	.106
	Relationship maintenance strategy	2.030	3	.677	4.014	.009
Gender * Occupation	Parasocial interaction	.754	4	.189	.570	.685
	Relationship maintenance strategy	.932	4	.233	1.382	.244
Gender * Expectation of Love	Parasocial interaction	1.835	2	.918	2.773	.067
	Relationship maintenance strategy	.374	2	.187	1.109	.333

Note: $p < 0.05^*$, $n = 212$

(Continued)

Table 4.3.2 (Continued): Between-Subject Effects test of the influence of personal factors of sample on their perception of the parasocial interaction about their romantic relationship with their significant others after viewing the movie “The Notebook”

Tests of Between-Subjects Effects						
Independent Variables	Dependent Variables	Type III Sum of Squares	df	Mean Square	F	Sig.
Gender *	Parasocial interaction	1.502	3	.501	1.513	.215
	Relationship maintenance strategy	1.781	3	.594	3.520	.017
Duration of Relationship	Parasocial interaction	3.232	8	.404	1.221	.293
	Relationship maintenance strategy	2.992	8	.374	2.218	.031
Occupation *	Parasocial interaction	10.648	12	.887	2.681	.003
	Relationship maintenance strategy	1.912	12	.159	.945	.505
Expectation of Love	Parasocial interaction	3.967	6	.661	1.998	.071
	Relationship maintenance strategy	.956	6	.159	.945	.466
Occupation * Duration of dating	Parasocial Interaction	3.708	7	.530	1.601	.142
	Relationship maintenance strategy	2.084	7	.298	1.766	.100
Expectation of love * Duration of dating	Parasocial interaction	4.966	9	.552	1.667	.104

Occupation *	Relationship maintenance strategy	3.225	9	.358	2.125	.032
Duration of dating						

Note: $p < 0.05^*$, n = 212

Table 4.3.2 (Continued): Between-Subject Effects test of the influence of personal factors of sample on their perception of the parasocial interaction about their romantic relationship with their significant others after viewing the movie “The Notebook”

Tests of Between-Subjects Effects						
Independent Variables	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig
Gender *	Parasocial interaction	1.836	6	.306	.925	.480
Expectation of love * Duration of dating	Relationship maintenance strategy	.764	6	.127	.755	.607
Occupation *	Parasocial interaction	10.067	18	.559	1.690	.050
Expectation of love* Duration of dating	Relationship maintenance strategy	5.639	18	.313	1.858	.026
Gender *	Parasocial interaction	3.784	5	.757	2.287	.050
Occupation * Expectation of love * Duration of dating	Relationship maintenance strategy	1.086	5	.217	1.288	.274

Note: $p < 0.05^*$, n = 212

As shown in Table 4.3.3, the Test of Multiple Comparisons on young Thai adult's expectation of love revealed that their answer saying "yes" and "no" ($I - J = .3735^*$, $p < 0.05$) and those saying "yes" and "maybe" ($I - J = .3587^*$, $p < 0.05$) will perceive significant different parasocial interaction with significant partners. However, those answering "no" and "maybe" ($I - J = .0148^*$, $p > 0.05$) did not significant perception of parasocial interaction with significant partners.

Regarding relationship maintenance strategy, as shown in Table 4.3.3, the Test of Multiple Comparisons on their expectation of love revealed that their answer claiming "yes" and "no" ($I - J = .1737^*$, $p < 0.05$) and their answers saying "yes" and "maybe" ($I - J = .1971^*$, $p < 0.05$) significantly influenced their relationship maintenance strategy with significant partners. However, their answer claiming "no" and "maybe" ($I - J = .0235^*$, $p < 0.05$) will use significant different their relationship maintenance strategy with significant partners.

Table 4.3.3: Post Hoc test on multiple comparison of the influence of expectation of love of the sample on their perception of the parasocial interaction and relationship maintenance strategy

Multiple Comparisons – Expectation of Love						
LSD						
Dependent Variable	(I) Expectat	(J) Expecati	Mean Difference	Std. Error	Sig.	95% Confidence Interval

	ion of love	on of love	(I-J)			Lower Bound	Upper Bound
Parasocial interaction scale	Yes	No	.3735*	.09621	.000	.1830	.5641
		Maybe	.3587*	.09544	.000	.1698	.5477
	No	Yes	-.3735*	.09621	.000	-.5641	-.1830
		Maybe	-.0148	.09940	.882	-.2116	.1820
	Maybe	Yes	-.3587*	.09544	.000	-.5477	-.1698
		No	.0148	.09940	.882	-.1820	.2116

Note: $p < 0.05^*$, n = 212

Multiple Comparisons – Expectation of Love							
LSD							
Dependent Variable	(I) Expectation of love	(J) Expectati on of love	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Relationship maintenance strategy	Yes	No	.1737*	.06868	.013	.0377	.3096
		Maybe	.1971*	.06813	.005	.0622	.3320
	No	Yes	-.1737*	.06868	.013	-.3096	-.0377
		Maybe	.0235	.07095	.741	-.1170	.1640
	Maybe	Yes	-.1971*	.06813	.005	-.3320	-.0622
		No	-.0235	.07095	.741	-.1640	.1170

Based on observed means.

The error term is Mean Square (Error) = .169.

*. The mean difference is significant at the .05 level.

As shown in Table 4.3.4, the Test of Multiple Comparisons on young Thai adults' duration of dating revealed that those have been dating between less than 6 months and 6 months to 1 year ($I-J = -.2528^*$, $p < 0.05$) and those that have been dating between 6 months to 1 year and less than 6 months ($I-J = .2528^*$, $p < 0.05$) will have significant different parasocial interaction with significant partners.

Regarding relationship maintenance strategy, as shown in Table 4.3.4, the Test of Multiple Comparisons on duration of dating revealed that those who have been dating between less than 6 months and 6 months to 1 year ($I-J = .3263^*$, $p < 0.05$) and those who have been dating between 6 months to 1 year and 1 to 2 years ($I-J = .2349^*$, $p < 0.05$) and those who have been dating between more than 2 years and less than 6 months reflect will use significant different relationship maintenance strategy with significant partners.

Table 4.3.4: Post Hoc test on multiple comparison of the influence of duration of relationship of the sample on their perception of the parasocial interaction and relationship maintenance strategy

Multiple Comparisons – Duration of relationship
LSD

Dependent Variable	(I) long	(J) long	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Parasocial Interaction scale	Less than 6 months	6 months to 1 year	-.2528*	.12019	.038	-.4908	-.0148
		1 – 2 years	-.1217	.11985	.312	-.3590	.1156
		More than 2 years	.0382	.12628	.763	-.2119	.2882
	6 months to 1 year	Less than 6 months	.2528*	.12019	.038	.0148	.4908
		1 – 2 years	.1311	.10210	.202	-.0711	.3332
		More than 2 years	.2909*	.10958	.009	.0740	.5079
	1 – 2 years	Less than 6 months	.1217	.11985	.312	-.1156	.3590
		6 months to 1 year	-.1311	.10210	.202	-.3332	.0711
		More than 2 years	.1599	.10920	.146	-.0564	.3761
	More than 2 years	Less than 6 months	-.0382	.12628	.763	-.2882	.2119
		6 months to 1 year	-.2909*	.10958	.009	-.5079	-.0740
		1 – 2 years	-.1599	.10920	.146	-.3761	.0564

Note: $p < 0.05^*$, $n = 212$

(Continued)

Table 4.3.4 (Continued): Post Hoc test on multiple comparison of the influence of duration of relationship of the sample on their perception of the parasocial interaction and relationship maintenance strategy

Multiple Comparisons – Duration of relationship							
LSD							
Dependent Variable	(I) long	(J) long	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Relationship maintenance strategy	Less than 6 months	6 months to 1 year	-.3263*	.08579	.000	-.4962	-.1565
		1 – 2 years	-.0914	.08555	.287	-.2608	.0780
		More than 2 years	-.2152*	.09014	.019	-.3937	-.0367
	6 months to 1 year	Less than 6 months	.3263*	.08579	.000	.1565	.4962
		1 – 2 years	.2349*	.07288	.002	.0906	.3792
		More than 2 years	.1111	.07821	.158	-.0438	.2660
	1 – 2 years	Less than 6 months	.0914	.08555	.287	-.0780	.2608
		6 months to 1 year	-.2349*	.07288	.002	-.3792	-.0906
		More than 2 years	-.1238	.07795	.115	-.2782	.0305
	More than 2 years	Less than 6 months	.2152*	.09014	.019	.0367	.3937
		6 months to 1 year	-.1111	.07821	.158	-.2660	.0438
		1 – 2 years	.1238	.07795	.115	-.0305	.2782
Based on observed means.							
The error term is Mean Square (Error) = .169.							
*. The mean difference is significant at the .05 level.							

Hypothesis 3: Young Thai adults' perceived parasocial interaction with significant other is positively correlated with their relational maintenance strategy with significant partner.

As shown in Table 4.3.5, the analysis of Spearman's Correlations found that there was a significant positive relationship between the sample's parasocial interaction and their relationship management strategy ($r = .582^*$, $p < 0.05$). It means that the higher parasocial interaction with their significant other, the more the sample will use more relationship maintenance strategy to manage their romantic relationship, including positivity, openness, assurance, network, and task.

Table 4.3.5: Correlations between parasocial interaction and relationship maintenance strategy as perceived by young Thai adults after viewing the movie "The Notebook".

Correlation between Parasocial interaction scale and relationship maintenance strategy				
			PSI mean	RMS mean
Spearman's rho	Parasocial interaction scale	Correlation Coefficient	1.000	.582**
		Sig. (2-tailed)	.	.000
		N	212	212
	Relationship maintenance strategy	Correlation Coefficient	.582**	1.000
		Sig. (2-tailed)	.000	.
		N	212	212

Hypothesis 4: Young Thai adults' perceived parasocial interaction and their relational maintenance strategy with significant partner are significant predictors of their

relationship satisfaction with their significant partner.

As shown in Table 4.3.6, the ANOVA of Regression analysis revealed that samples' perceived parasocial interaction and their relationship maintenance strategy were significant predictors of their relationship satisfaction with their significant others ($F = 64.658, p < .05$).

When examining the intensity of the prediction, the Standard Coefficient of the model in Table 4.3.7 found that relationship maintenance strategy was a positive predictor of their relationship satisfaction, accountable for 66.77% of the relationship satisfaction with their significant others (Beta = .669, $p < .05$) while parasocial interaction is a significant negative predictor of relationship satisfaction, accountable for 9.5% of their relationship satisfaction with significant others (Beta = -.095*, $p < .05$). The findings suggested that the samples' relationship maintenance strategy which including positivity, openness, assurance, network and tasks were perceived and practiced to increase the level of relationship satisfaction with their significant other after viewing the movie "The Notebook." However, the sample's parasocial interaction might influence the relationship satisfaction negatively at the statistical significance after viewing the movie "The Notebook."

Table 4.3.6: The ANOVA of Regression Analysis of parasocial interaction scale and relationship maintenance strategy as predictors of their relationship satisfaction with their significant partner

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.611	2	13.805	64.658	.000 ^b
	Residual	44.624	209	.214		
	Total	72.235	211			
a. Dependent Variable: RSatmean						
b. Predictors: (Constant), relationship maintenance strategy, parasocial interaction scale						

Note: $p < 0.05^*$, $n = 212$

Table 4.3.7: Regression Analysis of parasocial interaction scale and relationship maintenance strategy as predictors of their relationship satisfaction with their significant partner

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.123	.247		4.546	.000
	Parasocial interaction scale	-.080	.056	-.095	-1.415	.159
	Relationship maintenance strategy	.813	.081	.669	9.972	.000
a. Dependent Variable: Relationship satisfaction scale						

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter summarizes the key findings of descriptive findings, hypotheses findings, and made a discussion of data collected from previous research studies and the primary data conducted for this research. Furthermore, this chapter will also include the limitation of the study and recommendation on future research.

5.1 Summary of the Descriptive Findings and Discussion

The findings of descriptive data on 251 respondents reflect that more than 36% of the respondents said yes on romantic movies having an influence on their expectation about love. The overall mean was collected in descriptive manner for each of the variables; in the case of parasocial interaction scale the study reflected that “I find my favourite character to be attractive,” followed by the statements, “I will feel satisfied if I get to see my favourite character in more movies” to be rated highest. The results coincided with the past study collected as teenagers today who spend most of their time watching celebrities on the television often develop these feelings towards a celebrity. They often desire a romantic relationship with these celebrities all due to the fact of them being socially better and media plays an important role in showing the celebrities as gods.

In the case of relationship maintenance strategy, the statements with the highest mean was under task section “Help in completing the task,” followed by “Perform my responsibilities at house and outdoor and under assurance section “Show

my commitment in to our relationship” Teenagers also have a clear idea of how to achieve a healthy stable romantic relationship (Guzman et al., 2009). This kind of relationship is desired by most teens however due to the high expectations this remains quite tough to attain. Teens also have a good idea of what to expect during a healthy relationship. Most teens realized that in order to have a good stable romantic relationship it is very important to respect each other. Teens have described a stable romantic relationship as something where image, respect, trust and love are the four main qualities that the relationship needs to have (Guzman, et al., 2009).

In the case of relationship satisfaction scale the statement with the highest mean was “You really love your partner” followed by “Your relationship is very good with your partner.” The couples are satisfied in a relationship only through what they personally feel about their partner and their relationship. If one of the partners has a good level of attraction towards the relationship, then he or she will be satisfied. The most general type of advantage of relationships was deduced by a study done in 2011 which concluded that healthy relationships result in better mental and physical health of the couple (Guerrero, Anderson, & Afifi, 2011). This gives couples a better overall life and hence a better satisfaction result.

5.2 Summary of the Hypotheses Findings and Discussion

The study was done to test the following hypotheses:

Hypothesis 1: A variation in young Thai adults’ personal factors (gender, occupation, personal expectation of love, duration of dating with significant

partner) significantly influences their perception of parasocial interaction with their significant partner after viewing the movie “The Notebook.”

The findings of Hypothesis 1 revealed that young Thai adults’ personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly influenced their perception of parasocial interaction with their significant partner after viewing the movie “The Notebook” at the significance level of 0.05.

Wilks’ Lambda of Multivariate test as analysed by MANOVA revealed that gender, expectation of love, and duration of relationship significantly influenced their perceived parasocial interaction with their significant partners at the significance level of 0.05, but occupation do not significantly influence their perceived parasocial interaction with their significant partners.

The findings of Hypothesis 1 found that that gender, expectation of love and duration of relationship will significantly influence the perceived parasocial interaction with their significant partners at the significance level of 0.05, and previously conducted study reflects that youths can have relationship for accommodation or status or maybe as a cover for their sexual introduction. These connections would not be prototypic sentimental connections, be that as it may. However, the fascination toward a sentimental accomplice includes energy or sentiments of affection past those of sexual nature. There are normally a few appearances of fraternity, closeness, and minding, and many are described as a unique sort of kinship. As they turn out to be long haul, the relationship more often than not includes some level of responsibility and selectiveness and connection and care giving

procedures progress toward becoming significant (Baran, 1976). The finding of hypothesis found that occupation did not significantly influence the perceived parasocial interaction with their significant partners, which was apparent in the study of Grace (2014).

Hypothesis 2: A variation in young Thai adults' personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly influences their perception of relationship maintenance strategy with their significant partner after viewing the movie "The Notebook."

The findings of Hypothesis 2 revealed that young Thai adult' personal factors (gender, occupation, personal expectation of love, duration of dating with significant partner) significantly influenced their perception of relationship maintenance strategy with their significant partner after viewing the movie "The Notebook."

The Test of Between Subject Effect revealed that young Thai adults' duration of dating significantly influenced their perception of relationship maintenance strategy with their significant partner after viewing the movie "The Notebook", but gender, occupation and personal expectation of love did not significantly influenced the relationship maintenance strategy with their significant partners.

The findings of Hypothesis 2 suggested that young Thai adults' gender did not significantly influence the relationship maintenance strategy with their significant partners. However, couples are satisfied in a relationship only through what they personally feel about their partner and their relationship. If one of the partners has a good level of attraction towards the relationship, then he or she will be satisfied however if that partner has a negative level of attraction towards his or her

relationship then the relationship satisfaction will also be negative. Hence, relationship satisfaction relies directly upon the relationship and the two partner's personal views.

H2b stated that personal expectation of love did not significantly influenced the relationship maintenance strategy with their significant partners. However, previously conducted study also concluded that romantic contents in the media, increases the expectations of love relationships in a teenager (Eggermont, 2004). Adolescents view this content and learn how in the media love and romance is portrayed in a certain special way and that makes them desire the same thing. This however makes it hard for these teenagers to have a relationship they can enjoy since their expectations might not be as high as their partners. For example, a teenager with more unrealistic idea of a romantic relationship might expect his or her partner to be the same way as they expect. However, that is not the case most of the times.

Hypothesis 3: Young Thai adults' perceived parasocial interaction with significant other is positively correlated with their relational maintenance strategy with significant partner.

The findings of Hypothesis 3 found that young Thai adults' perceived parasocial interaction with significant other is positively correlated with their relational maintenance strategy with significant partner.

The analysis of Spearman's Correlations found that there was a significant positive relationship between the sample's parasocial interaction and their relationship management strategy. It means that the higher parasocial interaction with their

significant other, the more the sample will use all relationship maintenance strategy to manage their romantic relationship.

The outcome of the study reflected that there is a significance relationship between the independent and dependent variables. The primary data collected for this research reflect that audience do participate in watching romantic Hollywood films and it plays a certain amount of role in their personal romantic life. Previously conducted studies done by researchers shows that romantic movies will be a template for individuals on how to model their own behaviour. Bandura also states that individuals will particularly model their own behaviours to those behaviours of individuals who are perceived as attractive to them (Gerbner, 1994). According to Bachen and Illouz (1996), 90% of young adults watch romantic movies for knowledge and information about love and how to deal with their real-life problems related to love and relationships.

The hypothesis tested through the primary data reflected that young Thai adult's film viewing of Hollywood significantly influences their perception of parasocial interaction with their significant partners. The previously conducted study reflects that most people may form parasocial relationships due to a lack of interpersonal relationships in their own lives. People may form parasocial relationships just because they find the character interesting and because they enjoy watching television.

Hypothesis 4: Young Thai adults' perceived parasocial interaction and their relational maintenance strategy with significant partner are significant predictors of their relationship satisfaction with their significant partner.

Findings of Hypothesis 4 revealed that young Thai adults' perceived parasocial interaction and their relational maintenance strategy with significant partner are significant predictors of their relationship satisfaction with their significant partner.

The ANOVA of Regression analysis revealed that samples' perceived parasocial interaction and their relationship maintenance strategy are significant predictors of their relationship satisfaction with their significant others. When examining the intensity of the prediction, the Standard Coefficient of the model found that relationship maintenance strategy is a positive predictor of their relationship satisfaction. While parasocial interaction is a significant negative predictor of relationship satisfaction.

Findings of Hypothesis 4 suggested that parasocial interaction is not significant predictors of their relationship satisfaction with their significant partner. In the case of relationship satisfaction scale the couples are meant to be satisfied in a relationship only through what they personally feel about their partner and their relationship. If one of the partners has a good level of attraction towards the relationship, then he or she will be satisfied however if that partner has a negative level of attraction towards his or her relationship then the relationship satisfaction will also be negative (Miller & Tedder, 2011). Hence, relationship satisfaction relies directly upon the relationship and the two partner's personal views. The primary data collected reflect that relationship satisfaction between the partners whose data was collected is positive, as they form a good level of attraction towards the relationship and that will reflect a satisfied relationship scale.

5.3 Conclusion of the Study

This section of the study will finally conclude all the information gathered by the researcher through secondary and primary research. The objective of the study was to measure the influence of Hollywood romantic film viewing on young adults' perception of parasocial interaction with their significant partners, the influence of Hollywood romantic film viewing on young adults' perception of relational maintenance strategy with their significant partners, and to examine the relationship between young adults' perception of parasocial interaction and their relational maintenance strategy with significant others after viewing Hollywood romantic film viewing within one year period. Study showed that respondent favourite character in the movie played a major role in influencing their decision. This research holds importance as it will help increase knowledge on the influence of romantic movies on young adults within the age group of 14 to 20 years old. It will also provide the idea on the implication and anticipation about love amongst young adults in Thailand.

This study highlights the application of Para-social interaction, relationship maintenance and Role model theory on the effect of film viewing. As per para social interaction, it is a relationship where one person gives time and effort to the relationship whereas for the other person this person does not even exist. These types of relationships are mainly common between celebrities and their fans. Parasocial interaction takes a few stages to come into play. In the first stage, the consumer watches and judges the celebrity and over time as the stages go by the consumer develops feelings towards him. Most people may form parasocial relationships due to a lack of interpersonal relationships in their own lives. Alternatively, the viewer can

form a relationship with a character whose values and tastes are those that the viewer desires to have.

In the case of relationship maintenance strategy, the study of Candary and Dindia (1993) further suggested that relational maintenance strategy can be influenced by other factors as well. The recurrence with which several utilizations energy as a social support technique possibly influenced by social status, as well as period of time in the relationship. The maintenance strategy has an effect on film viewing as it can influence the relationship of an individual through it. It affects the partners' point of view on the relationship and that can have negative outcome.

As per the Role model theory what people see and observe influences what they learn and how they behave. In this case, the romantic movies that adolescent watched has influenced their attitude and take towards their own personal relationship. People's perspective of what relationships should look like is modified according to the portrayal of romantic relationships in movies. Watching too many romantic movies initiates the recovery of existing, related contents in the memory that works as a framework for the audience to evaluate their own romantic relationship. Teenagers nowadays use digital communications such as instant messaging to maintain their social capital. Along with watching romantic movies, the social media also plays a huge part in influencing their social behaviour. Watching films affect romantic relationships in teenagers and that explains how vastly romantic media influences relationships, as teenagers are also keen observers and most of their behaviour is influenced by what is seen by them.

A quantitative approach was taken to collect the data and SPSS was run to

measure the hypothesis. The outcome of the test reflected that young Thai adults' film viewing of Hollywood movie positively and significantly influences the perception of parasocial interaction, relationship maintenance strategy and relationship satisfaction scale with significant partner. It helps conclude that romantic movies do have significant influence on the society of young adults in Thailand. The movies and films are popular within the Thai society and romantic movies play an important role in the real life romance of the young adults'.

5.4 Limitations of the Study

Some of the limitations of this study are discussed below:

1. The respondents fill the questionnaire through online survey, hence some of their answers might not be fully honest or true. They might not want to look bad or reflect anything bad of their relationship.
2. The study used quantitative research method and the data collected is of 212 respondents, in future more data can be collected to give the research more insight and generalizability.
3. The study is limited to young Thai adults; hence the outcome of the study cannot be replicated with other region or nations. In future similar study can be conducted on different market and their comparison between two regions can be identified.

5.5 Recommendations for Future Application

1. Recommendation for the young adults

This study is useful for the young adults in determining the factors that lead to relationship satisfaction with their love partner. Previously conducted theories reflect that romantic films have an impact on value and belief of a relationship. This study will be useful in determining the pattern that is practiced and followed by the teenagers in their romantic relationship.

2. Recommendation for film producers

The finding of the study will be useful for the film producers in understanding the major role they play in young adult life and how important their movies are as it directly impact the way one young adult approach in real life. As young adults are influenced by the cinema, hence it is important to keep the romantic relationship as appropriate and achievable in movies and not making it to fictious for young adults to influence negatively from it.

3. Recommendation for the society

The finding of the study will be useful as guidance for parents, neighbouring elders and school teachers in understanding relationship satisfaction scale within young adults and teenagers. Parents and teachers can take into consideration various relationship maintenance factors when communicating with young adults. This will help parents and teacher to adopt an appropriate method of conveying and resolving any romantic relationship issue.

5.6 Recommendations for Future Research

Although this study help measures the impact of romantic films on young Thai

adult, but there are other recommendation related to this research study and the future researcher can further expand the research through [these directions](#):

1. The study is done on Thai young adults and is limited for the case of movie “The Notebook.” In future the researcher can conduct similar study in different market and can compare the outcome on the response between the two different markets, or the case includes other romantic movie such as Rome and Juliet or Fault in our stars.
2. The study is limited to specific market and specific movie and expanding to different market or different movie case will be helpful in expanding the study in the future.
3. The study is limited to young Thai adults in the age group of 14 to 20 years old; the researcher can further expand the age group till 25 or test between 20 to 25 years old and can later measure the difference between teenager and slightly older age group.
4. The study used quantitative research method and the data collected is of 212 respondents, in future more data can be collected to give the research more insight and generalizability. The future researchers can also include qualitative research method to get in-depth analysis for the questionnaire or conduct mixed method approach, using both quantitative and qualitative research method. With the use of quantitative approach, there is a possibility that there is not much importance given to the questions. Thus, future researcher can utilize qualitative method to get precise information.

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APPENDIX

Appendix A: Summary of “The Notebook”

The love story between two different teenagers that come from completely different worlds is the most remarkable. The Notebook is about two young teenagers who fell head over heels with each other. They got separated by Allie Hamilton's (Rachel McAdams) upper-class parents who insist that Noah Calhoun (Ryan Gosling) isn't right for her. But that obstacle didn't stop these two young lovers from being together even if it took years. This beautiful tale has a special meaning to an older gentleman who regularly reads the timeless love story to his wife who suffers from Alzheimer to help her remember what they went through and that the story that he's reading to her was their love story.

The story begins in 1940. At a carnival in Seabrook Island, South Carolina, a local country boy Noah, sees seventeen-year-old heiress Allie Hamilton for the first time and is immediately smitten. She continuously refuses his persistent advances until their well-meaning friends lure them together; they then get to know each other on a midnight walk through empty Seabrook.

Noah and Allie spend an idyllic summer together. One night, a week before Allie is to leave town, she and Noah go up to an abandoned house called The Windsor Plantation. Noah tells her that he hopes to buy the house, and Allie makes him promise that the house will be

white, with blue shutters, a walk-around porch, and a room that overlooks the creek so she can paint. They intend to make love for the first time, but are interrupted by Noah's friend Fin (Kevin Connolly) with the news that Allie's parents have the police out looking for her. When Allie returns home, her disapproving parents ban her from seeing Noah again. Allie fights with Noah outside and the two decide to break up. Allie immediately regrets the decision but Noah drives away. The next morning, Allie's mother reveals that they are going home that morning. Allie frantically tries to find Noah, but is forced to leave without saying good-bye. The Hamiltons then send Allie to New York, where she begins attending Sarah Lawrence College. Noah, devastated by his separation from Allie, writes her one letter a day for a year, only to get no reply as Allie's mother keeps the letters from her. Noah and Allie have no choice but to move on with their lives. Allie continues to attend school, while Noah and Fin enlist to fight in World War II. Fin is killed in battle.

Allie becomes a nurse for wounded soldiers. There, she meets the wealthy Lon Hammond, Jr. (James Marsden), a well-connected young lawyer who is handsome, sophisticated, charming and comes from old Southern money. The two eventually become engaged, to the joy of Allie's parents, although Allie sees Noah's face when Lon asks her to marry him.

When Noah returns home, he discovers his father has sold their home so that Noah can go ahead and buy The Windsor Plantation. While visiting Charleston to file some paper work,

Noah witnesses Allie and Lon kissing at a restaurant, causing Noah to go a little crazy, convincing himself that if he fixes up the house, Allie will come back to him.

While trying on her wedding dress in the 1940s, Allie is startled to read about Noah completing the house in the style section of a Raleigh newspaper and faints. She visits Noah in Seabrook and he invites her to dinner, during which Allie tells Noah about her engagement. Noah questions whether Allie's future husband is a good man and she reassures Noah that he is. Later in the evening, Noah invites Allie to come back tomorrow.

The next morning, Allie and Noah go rowing on a nearby lake and begin to reminisce about their summer together. As a rain storm starts Noah rows to shore, where Allie demands to know why Noah never wrote to her. After the revelation that Noah had indeed written to Allie, they share a passionate kiss, before making love into the night.

The next day, Allie's mother appears on Noah's doorstep, telling Allie that Lon has followed her to Seabrook after Allie's father told him about Noah. Her mother takes Allie out for a drive to show her that there had been a time in her life when she could relate to Allie's present situation. On returning to Noah's, she hands her daughter the bundle of 365 letters that Noah had written to her. When alone, Noah asks Allie what she is going to do; Allie is confused and confesses that she doesn't know. Noah asks her to just stay with him, admitting it is going to be really hard, but he is willing to go through anything because he wants to be with her. Confused as ever, Allie drives off.

Allie drives to the hotel and confesses to Lon, who is angry but admits that he still loves her. He tells her that he does not want to convince his fiancée that she should be with him, but Allie tells him he does not have to, because she already knows she should be with him.

The film goes back to the elderly couple, and Noah asks Allie who she chose. She soon realizes the answer herself; young Allie appears at Noah's doorstep, having left Lon at the hotel and chosen Noah. They embrace in reunion.

Elderly Allie suddenly remembers her past before she and Noah joyfully spend a brief intimate moment together; after originally finding out about her illness, she had herself written their story in the notebook with the instructions for Noah to "Read this to me, and I'll come back to you." But soon Allie relapses, losing her memories of Noah yet again. She panics, and has to be sedated by the attending physician. This proves to be too difficult for Noah to watch and he breaks down. The next morning, Noah is found unconscious in bed and he is rushed to the hospital; he later returns to the nursing home's intensive care ward. He goes to Allie's room later that night, and Allie remembers again. The next morning, a nurse finds them in bed together, having both died peacefully holding each other's hands.

Appendix B: Questionnaire

THE IMPLICATION OF FILM VIEWING ON “THE NOTEBOOK” ON PARASOCIAL INTERACTION, RELATIONAL MAINTENANCE STRATEGY, AND THEIR RELATIONSHIP SATISFACTION AMONG YOUNG ADULTS IN BANGKOK METROPOLITAN

Questionnaire

This questionnaire is a partial fulfillment for the course of ICA 600 Independent study, which is a curriculum in Master Degree in Global Communication, Bangkok University. The aim of this survey is to examine the relationship among young Thai adults' film viewing, perceived parasocial interaction, relational maintenance strategy and their relationship satisfaction with significant partners: A case study of notebook. Kindly provide with the responses based on your experience. The response collected will only be used for educational purpose and personal information will be kept confidential. The study illustrates five parts to be filled.

Researcher: Ms. E-mail:

Part I: Personal Information

1. Have you ever watched the movie “Notebook”?

(1) Yes (Continue answering the questionnaire)

(2) No (Please quit the questionnaire, thank you for your co-operation)

2. Gender

(1) Male

(2) Female

3. Occupation

(1) Student

(2) Government office (3) Private company

(4) Own-Business

(5) Others_____

4. Do romantic movies have an influence on your expectation about love?

(1) Yes

(2) No

5. How long you have been dating your partner?

(1) Less than 6 months

(2) 6 months to 1 year

(3) 1 – 2 years

(4) More than 2 years

6. Which media you are usually more involved with or spend time doing?

(1) Television

(2) Games

(3) Books

(4) Internet

Part II: Here are several statements provided for the movie “Notebook.” For each statement, please choose the scale from strongly disagree to strongly agree that best describes your own feelings towards the movie or the characters.

Use the following choices to describe your answer:

5. Strongly agree
4. Agree
3. Neutral
2. Disagree
1. Strongly disagree

Parasocial Interaction Scale	1	2	3	4	5
1. The movie shows me what romance is like.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I feel sorry for the character when he/she makes a mistake.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. When I am watching the movie Notebook, I feel as I am part of movie.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I see my favourite character as a very down to earth person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. My favourite character provides me with best company when the movie is on TV.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I look forward to seeing my character in different movies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. If there is a story presented on the character in any magazine or newspaper, I will tend to read it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. I would like to meet my favourite character in person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. I find my favourite character to be attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I will feel satisfied if I get to see my favourite character in more movies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part III: The following items listed in the table below reflect on what people might do to maintain their relationship. Please respond to an extent on how you perceive the following statement from range of strongly disagree to strongly agree. Please indicate how you perceive your partner in maintaining current relationship

Use the following choices to describe your answer:

5. Strongly agree
4. Agree
3. Neutral
2. Disagree
1. Strongly disagree

Relational maintenance strategies measure	1	2	3	4	5
Positivity					
1. I make the interaction between us enjoyable.	○	○	○	○	○
2. I handle the agreements maturely.	○	○	○	○	○
3. I am kind and caring to him/her.	○	○	○	○	○
4. I try to be romantic and funny with him/her.	○	○	○	○	○
5. I am optimistic, forgiving and patient.	○	○	○	○	○
Openness					
6. I encourage her to discuss her feelings openly.	○	○	○	○	○
7. Try to bring more quality in our relationship.	○	○	○	○	○
8. Like to openly discuss on our relationship plans.	○	○	○	○	○
Assurances					
9. I focus on stating our relationship has a future.	○	○	○	○	○
10. I reflect love and faithfulness to him/her.	○	○	○	○	○

11. Show my commitment in to our relationship.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Network					
12. Like to spend time with common friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Willing to involve with his/her friends and family.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Getting involved with his/her friends and family activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sharing Tasks					
15. Help in completing the task.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. Make sure to do my part of work whenever required.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. Perform my responsibilities at house and outdoor.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Part IV: A 5-item scale is designed to measure the relationship satisfaction. Respondents can answer the 5-point scale from strongly disagree to strongly agree.

Use the following choices to describe your answer:

5. Strongly agree
4. Agree
3. Neutral
2. Disagree
1. Strongly disagree

Describe your satisfaction with your significant partner.	1	2	3	4	5
1. Your partner meets your needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Your relationship is very good with your partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. You feel highly satisfied in your relationship.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. You are able to meet all the expectations with your partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. You really love your partner.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Thank you for your genuine cooperation in responding to this survey!

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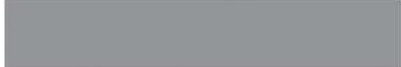
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(Director, Library and Learning Center) Licensee



(Dean, Graduate School) Witness



(Program Director) Witness