Optimal Selection of Korean Dramas for Commercial TV Stations in Taiwan by Using the AHP

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ABSTRACT

This study develops a model for selecting Korean dramas based on TV station manager’s perceptions. First, the proposed model adopts the modified Delphi method to find out the suitable evaluative criteria of Korean dramas. Next, the model apply the analytic hierarchy process (AHP) to determine the relative weights of evaluative criteria, then ranks the alternatives and selects the best Korean dramas. Additionally, a famous Taiwanese commercial TV station is used here in as an example of how a Korean dramas can be selected using this model. The results indicated that concerns think highly of criteria in order are drama content perspective, cast perspective, advertising budget perspective, foreign data of origin perspective. The proposed model helps commercial TV to effectively select Korean dramas, making it highly applicable for academia and commerce.

Keywords: Analytic Hierarchy Process (AHP), Korean Drama, Modified Delphi Method, Selection Model, TV Station

1. INTRODUCTION

As the longevity of a TV program is based on audience ratings at most commercial TV stations in Taiwan, TV dramas have to be innovatively produced and marketed. However, within the capitalist system, some broadcast or cable TV stations take audience ratings as the main consideration, while others purchase regular quality lower-priced TV dramas from abroad rather than fabricating their own. Naturally, a good drama may not only be highly profitable, but can also prolong the life of a TV station.

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Foreign drama has been an important part of programming, from 1990s American TV shows to later “Japanophile” or “Korean fans” dramas. This phenomenon reflects the promotion of foreign culture. Furthermore, groups watching specific types of foreign programs have emerged. Taiwan has introduced drama from America, Hong Kong, Japan, and Korea (which have all been popular in recent years). There has been a continued trend in watching foreign programs. Korean dramas are still currently favored. A trend referred to as the “South Korean fad”.

Korean drama seems to be a byword for the Korean cultural industry. It promotes Korean economic growth. The Korean government has spread their cultural industry from East Asia through using an integrated marketing strategy. Their product has is spread across the whole of Asia, the Middle East, Africa, the United States, and Australia. One of the reasons for the rise of Korean dramas in Taiwan is that the culture, geography, and stories of Korea are similar to those of Taiwan. One of the most important reasons, though, led to Japanese conceit is that the “Japanophilia” craze previously. The producers of Japanese dramas constantly raised royalties. Many TV stations could not afford the high prices, and needed to look for alternatives. The appearance of Korean drama has been a surprise and discovery to many Taiwan TV stations (Shim, 2006).

The research of Korean dramas in Taiwan always used the qualitative research method. The studies have especially focused of the relationship between audiences and cultural acceptability, or on the marketing of foreign dramas in the Taiwan market. There are few studies that discuss a commercial TV station’s considerations when purchasing and selecting foreign dramas, let alone the establishment of a quantitative and objective model. The evaluation and selection of best Korean dramas is a multi-criteria decision problem. The best Korean drama is selected through appropriate multi-criteria and a strictly- filtered process. Therefore, our purpose in this study is to establish a decision model for evaluating and selecting Korean dramas in terms of the professional managers of commercial TV stations.

First, the formal revised Delphi method is used to integrate the opinions of experts, and to find appropriate decision criteria. Next, to AHP (analytic hierarchy process) is utilized to determine the relative weights of criteria, to sort these Korean dramas, and then to select the best one. AHP is suitable for this study as it allows consideration of both quality and quantity. Finally, a famous commercial TV station in Taiwan is used to test and verify the model previously as an example discussed with regards to the evaluation and selection of Korean dramas in practice. The authors of this paper hope that the decision model developed here can provide an objective and feasible method for commercial TV stations to select the best Korean dramas so as to achieve high audience ratings.

2. METHODOLOGY

The methodology involves two parts, the modified Delphi method and AHP, as described below.

2.1. Modified Delphi Method

The Delphi method is a conventional forecasting approach that does not require large samples. The Delphi technique can be applied to generate a professional consensus for ambiguous, complex, and contentious topics (Linstone & Turoff, 1975; Hsu, 2012). The Delphi technique requires continuous written and oral discussion and feedback among anonymous experts in a particular topic. Anonymous experts offer professional experience, knowledge skills, and opinions, and exchange views with other experts until a consensus is reached (Delbecq et al., 1975; Hsu, 2012). The Delphi technique requires continuous written and oral discussion and feedback among anonymous experts in a particular topic. Anonymous experts offer professional experience, knowledge skills, and opinions, and exchange views with other experts until a consensus is reached (Delbecq et al., 1975; Hsu, 2012). The Delphi method comprises the following steps: (1) select the experts; (2) perform a survey first round; (3) perform a second round survey; (4) perform a third round survey; and (5) synthesize expert opinions to reach a consensus. Steps (3) and (4) are normally repeated until a uniform result is achieved for a particular topic. Furthermore,
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