

The main purposes of this research were to study condition of pager use, factors affecting the decision-making of pager use, aspects of pager use, problems and suggestions, including future trends. The samples were 102 pager users collected by stratified and quota sampling according to the recorded numbers of pager users of each career. Besides, depth interview of 9 executives and experts, and documentary research were conducted.

The results of this study indicate that :

1. General Condition. Pagers, a kind of communication innovation, have been introduced into Thailand since 1987. There are now 4 brands of pagers : Voice Pager; Paclink; Phonelink; and Hutchison Pagephone. Up to 1991, there have been 100,000 pager users. Most of them are males of 21-30 years old, with bachelor's degree, earning 10,000-20,000 baht/month, and are general clerical employees and salesmen. Pager use helps enhance business activity and expansion while making society more advanced and civilized. On the other hand, pager use affects personal privacy, human interaction, and decreases face-to-face interpersonal communication. Being controlled by Telephone Organization of Thailand (TOT) and Communication Authority of Thailand (CAT), pager use can be advantageous due to higher competition. However, TOT and CAT should be reunited to avoid their overlapping functions or reorganize their responsibilities.

2. Factors Influencing Decision-Making. Convenience and promptness in communication is the most eminent qualification of pagers, influencing the subjects' decision-making of pager use. Regarding mass media influencing pager users' decision-making, television is the most effective media.

3. The Aspects of Pager Use. For business purposes, most of the users use pagers approximately 1-3 times daily, most by on Monday, and at 09.00-12.00 a.m. The problems of using pagers are that they are not workable in some areas and it is very difficult to reach pagers' centre. The given suggestions are that pager network should be improved and widespread and telephone numbers for calling to pager operators should be increased.

4. Trends of Pager Use. In five years from now, there will be more pager users because of increasing and varied target groups and cheaper price. Also, pagers will become one of the daily essential products. In future pagers may be developed as more efficient and two-way communication tools or some novel and more advanced communication technology may replace them. Furthermore, the Five-Year Plan of the Ministry of Communication may affect the growth of pager use in some ways.