

Fonthip Kamlangying 2013: Information Seeking Behavior for Retired Planning among the Late Working-aged People in Bangkok. Master of Arts (Communication Arts and Information Science), Major Field: Communication Arts and Information, Department of Communication Arts and Information Science. Thesis Advisor: Assistant Professor Nottakrit Vantamay, Ph.D. 124 pages.

The aim of this study is: 1) to study information seeking behavior for retired planning among the late working-aged people 2) to study the influence of demographic characteristics for information seeking behavior for retired planning among the late working-aged people 3) to study influence of reference group for information seeking behavior for retired planning among the late working-aged people 4) to study the influence of attitude for information seeking behavior for retired planning among the late working-aged people .The study is a quantitative research with the 400 late working- aged people (50-59 years) in Bangkok especially in health finance and activities after retirement. Statistics used in this study are frequency, percentage, mean and standard deviation, simple regress analysis [SRA] and multiple regression analysis [MRA].

The result found that the most popular information seeking for health is newspaper and the most interesting information is physiological changes, for finance -the most popular information seeking is internet and the most interesting information is saving money, for activities after retirement the most popular information seeking is internet and the most interesting information is hobbies.The results of regression analysis found that demographic characteristics, subjective norm and attitude effect for information seeking behavior for retired planning among the late working-aged people at the 0.05 statistical significance.

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