

Abstract

The objectives of "Pattern of everyday lifestyles and the media exposures to the radio of audiences in Bangkok" is intended to study the demography characteristics which are gender, age, education, professional, monthly income, lifestyle patterns of radio listeners in Bangkok. The research also includes the study of media exposures that are the frequency of listening, time and period in different listening radio stations. The radio stations are divided into 3 kinds which are News stations, Knowledge stations and Entertainment stations. This research also had studied the relationship between these variable factors.

This research methodology is a survey research; it employed the method of one shot case study by using questionnaires as data collection tooling. Population being investigated in the study were age 21-30 years old living in Bangkok and the random-group-layer region (Stratified Cluster Sampling) sample had totally of 400 samples. The research had found that

1) the sample population were mostly female, age average 24-27 years old, study background are bachelor degree. Professionals are the employees of private companies and monthly income is not exceeded to 10,000 Baht.

2) the listening pattern was found that the listeners listened to the radio every day. Time period was from 18.01-22.00 hrs. They listened in different types of radio stations. The stations were divided as entertainment 1:01 - 3:00 hours, 97.5 / SEED FM ,it was the most favorite listening station. The News stations was 101.0 / INN NEWS Channel listened about 1:01 p.m. to 3:00 p.m. hours and according to the Knowledge stations, the most favorite station was 96.5 / Thought waves, the duration was less than 1 hour.

3) Pattern of everyday life measured from the AIOs model through the questionnaires such as activities, interests, and opinions focusing on each issues. The study of pattern of everyday life was to group sample audiences into groups of lifestyle. The research found that Lifestyle patterns of listeners can be grouped as follows: Group

1st , a new generation of people , they are self-confident, happy with their life, sociable, interested in fashion and technology. Group 2nd ,they are the family lover. 3rd group are people who are community leaders, volunteered to help maintain a peaceful social. Group 4th the progressed people, they devote to environmental adventure. Group 5th the social rulers, they are conservative people, do not like any changing, strict to cultural traditions. Group 6th , the home lover, they are preferred to stay at home, interested news. Group 7th , news exposure people, they love to get news, open to all media types. Group 8th the inventors, they love working with leisure and hobby such as planting trees. The 9th workers group. They like to have more working opportunity, focusing on education and they do as they pleased. Group 10th ambition people, they commit to work to until be successful and Group 11th , a group of shoppers, they prefer to buy things in anywhere they want.

4) The finding is that careers, age, education and monthly income of the population is associated with periods of radio listening. The differentiates of gender education will make the different in types of station and contents selecting as well as the profession is being relationship with the duration of listening pattern.

5) According to the relationship between lifestyle and media exposed of listeners. It was found that patterns of family lovers are positive associated direction with the frequency of listening but it shows the conversed direction in the progressed group. The pattern of family lovers and home lovers are in positive direction. The pattern of shopping lovers is in the conversed direction with the period in explored to radio News station. The family lovers, inventors, conservative people and people working are in the positive direction in their relationship with the duration of listening Knowledge station. The pattern of everyday life of the new generation and social advocated people are related in the negative direction with the duration of listening Knowledge station. The pattern of News exposure people are related with period in the listening Entertainment station in the negative direction.