

ABSTRACT

Title of Research Paper : Satisfaction of Clients with the F.M. 90.5 MHz News
Radio Programs
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The main purpose of the study was to find out the clients' satisfaction with the F.M. 90.5 MHz news radio programs and to measure the popularity of the news programs. Focus was on the news contents, program conducting pattern and the broadcasting time. The data were collected from 146 clients of Smartbomb Company Limited : 81 were those directly who purchased advertising time from the company and 65 were those who made a purchase through an agency.

Background of the sample : Most of the samples were males, aged 31 – 40 and were employed in the business sector. The clients who made a direct purchase were mostly middle level employees, whereas those purchasing through an agency were limited service agencies and others. Their monthly salaries were in the range of 10,001 – 20,000 baht.

Satisfaction with the news programs.: Most direct purchasers were found to be more satisfied with the F.M.90.5 MHz news programs than those purchasing through an agency. All the twelve news programs were studied and the overall satisfaction was found to be at a high level. The most satisfactory program was Picking up What Was Dropped from the Nation (#1), followed by Catching News to Talk, (#2), Touching the World Pulse (#3), News, Dimensions This Morning broadcast during 5.30 – 7.00 a.m. (#4), Today in Bangkok (#5), Looking at the Business World (#6), and Keeping Pace with Business (#7), Step Forward Together (#8), News Dimension This Morning broadcast during 7.30 – 8.00 a.m. (#9), Nation Network (#10), Outlook of the Thai Parliament, (#11), and Direct Line from the Stock Room (#12), respectively. The first seven programs were very satisfactory while the eighth to the twelfth programs were moderately satisfactory.

Regarding the contents of the F.M. 90.5 MHz news programs, the clients were very satisfied with 8 programs and moderately satisfied with 4 programs.

Next, the conducting pattern of 5 programs were very satisfactory, while the other 7 were moderately satisfactory.

As for broadcasting time, the clients were satisfied with the old time period than the new time period for all the programs. It was also found that they were most satisfied with the 5.30 – 10.00 a.m., followed by the 10.00 a.m. – 4.00 p.m and the 4.00 – 6.00 p.m., respectively. In fact, time did not have an impact their satisfaction with the news programs, but the program contents and the program conducting pattern did.

Concerning the popularity of the F.M. 90.5 MHz news programs, it was found that they were very popular among the direct purchaser group and were moderately popular among the other group.

When the hypotheses were tested, all were accepted. That is, sex, age, type of business, job level of the direct purchase, job level of the purchaser through an agency, type of firms, and monthly salary all contributed to the different degrees of satisfaction with the F.M. 90.5 MHz news programs. When the Scheffe' was employed it was found that there was difference between the clients aged lower than 30 and those aged 41 – 50 in the degree of satisfaction with the program contents, the program conducting pattern and the overall picture. Also, there was difference between the clients aged lower than 30 and those aged 31 – 40 in the degree of satisfaction with the program conducting pattern, time and the overall picture. Next, the clients aged lower than 31-40 were different in the degree of satisfaction with the program contents from those aged 41 – 50, unlike other aspects.

Regarding types of firms, it was found that there was difference between the full service agencies and the others in the degree of satisfaction with the program contents, conducting pattern, Time and the overall picture. Also, the limited service agencies were found to be different from the others in the degree of satisfaction with the program contents, the conducting pattern, and the overall picture. Moreover, the media buyers were found to be different from the account executives or the account supervisors in the degree of satisfaction with the program contents, time and the overall picture. Again, the Media Buyers and the Account Executive or Account

Supervisor were found to be different in their degree of satisfaction with the conducting pattern, time and the overall picture.

Furthermore, the clients with monthly salary range of 10,001 – 20,000 baht were different from those with the monthly salary of 30,001 baht or higher in the degree of satisfaction with the program contents, conducting pattern, time and the overall picture. Besides, these with monthly salary range of 20,001 – 30,000 baht and those with the monthly salary of higher than 30,000 were found to have a different degree of satisfaction with the program contents, conducting pattern, time and the overall picture.