

<b>Thesis title</b>	Internet Usage Behavior, Expectation and Gratifications of People in Bangkok: Functional Analysis
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### **Abstract**

“Internet Usage Behavior, Expectation and Gratifications of People in Bangkok: Functional Analysis” is a survey research which used questionnaire with the sample who live in Bangkok. The result from questionnaire will be analyzed by both descriptive statistic method which consist of Percentage, Mean, Standard Deviation and also inferential statistic to test hypotheses. Inferential statistic method which was decided to use in this survey are T-Test Independence and One Way Analysis of Variance: ANOVA to classify the differentiation of mean between each independent variables. When the differentiations have been found, differentiations between each pair of variable will be tested by Scheffe. By the way the correlation Coefficient has been used for analyzing the correlation of the variables.

The research objectives are as following:

1. To study the Internet usage behavior of the users in Bangkok
2. To study the expectation of the functional of internet from the internet users in Bangkok
3. To study the gratification of the functional of internet from the internet users in Bangkok
4. To study the relationship between the expectation of the functional of internet and Internet usage behavior from the users in Bangkok
5. To study the relationship between the Internet usage behavior and gratification of the functional of internet from the users in Bangkok

It is found that there are woman more than men (53.2%/46.8%), 23% 18 – 25 years of age, 46.2% graduate bachelor degree, 37.2% government officer/enterprise officer, and 24.0% have income lower than 5,000 Bath. 29.2% of users using the internet 5 days per week, 30.0% use the internet longer than 3 hours per time, 28.5% have been using the internet for 4 – 5 years, 42.5% using the internet at work office, 21.5% using the internet at 20.01 – 24.00 and 15.4% used knowledge service.

When we divide the various service of the internet it is found that, 55.3% of the users used the news service through general situation website, 48.3% used the knowledge information service through search engine, 78.3% used education service through education institute website, 65.4% used the post service through web board, 29.6% used communication service through chat program such as msn, pirch and camfrog etc., 70.3% view the goods information through e-commerce service and 41.1% used entertainment service by downloading program, music etc.

In the part of expectation in the functional of the internet, the users expect the internet to share knowledge the most, the comfortable in life the less. The users expect to receive faster news and situation in society more than any other way, expect to find whatever knowledge information they want from the internet, expect the internet is the best way to view others opinion in society, expect to be more comfortable from the internet, and expect to reduce their stress from the entertainment provided by the internet.

In the part of gratification in the functional of the internet, the users gratify the knowledge information given the internet the most, the comfortable in life the less. The users gratify the news and situation in society given by the internet. Gratify that the internet fulfill their knowledge. Gratify that the internet can provide places to share opinion in various issue. Gratify that it is easier to communication with others via the internet. Gratify that it is more comfortable to do business via the internet. And gratify the relaxing provided by the internet.

In the part of testing hypothesis it is found that, all demographic (sex, age, career, income and education level) effect the expectation and gratification in the functional of the internet in different ways. The using behavior of the internet users is divided into 2 categories the frequency of using and the period of using. Demographic factors except sex (age, career, income and education level) effect the frequency in using the internet. In the other hand, demographic factors except sex and education level (age, career and income) effect the period of using. Moreover, it is found that the expectation of the functional of the internet has relationship with the using behavior of the internet users in both the using and the period of using. The using behavior that mentioned before, frequency of using and the period of using has relationship with the gratification of the functional of the internet.