ABSTRACT

MEDIA EXPOSURE BEHAVIOR OF CHIANGMAI POPULATION

By

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This research was designed to investigate media exposure behavior of 15 year olds and up of Chiangmai population. The studied media were of 4 types : television, radio, newspaper and magazine. The objectives of the study were to investigate 1) general features of the samples; and 2) media exposure behavior regarding types of media, types of program, types of column, time period, length of time, frequency of media exposure and advertising exposure. The data were collected from December 1997 to January 1998 by individual interview with the use of questionnaires from 500 people selected by multi-stage sampling. The findings were as follows:

1) More of the samples were female. Most samples were 20-49 years old, single, living in medium-sized and large families (3 or more family members) with moderate or low incomes (less than 25,001 baht per month), had attained education ranging from a secondary level to a bachelor level, and were private companies personnel or students.

2) The media exposure behavior of the 4 types revealed that television was the most exposed, followed by newspaper, radio and magazine respectively.

Television: The majority of the viewers watched television everyday, 2-5 hours per day, between 18.00-22.00 hrs. from Monday to Sunday. The most popular television station was channel 3, followed by channel 7 and channel 9. The types of program were news, gameshows, Thai drama and variety shows respectively. The evening news (channel 7) was the most popular of the news category, the gameshow was Saab Koon

Song (channel 3), the varieties/talkshow was Twilight Show (channel 3). For advertising exposure, most viewers watched only pictures and followed the story of the advertisement.

Newspaper: The majority of the readers read 1 newspaper and spent 10-30 minutes during their work or school time everyday from Monday to Friday. They read through from the first to the last page but selected only columns of interest to them. Their favorite columns were general news, movie stars/ entertainment, politics and anecdotes respectively. The most popular type of newspaper was the general daily newspaper, followed by the daily business newspaper and sport newspaper respectively. The most popular **general daily newspaper** was Thai Rath; **daily business newspaper**, Krungthep Turakij; **business newspaper issued three times a week**, Than Settakij; **sport newspaper**, Siam Kee-La; **foreign language newspaper**, Bangkok Post; and **the local newspaper**, Chiangmai News. Most readers looked at advertisements just to see what products or services are available.

Radio: The majority of the listeners listened to the radio 1-2 hours everyday, between 21.00-24.00 hrs. from Monday to Sunday. They preferred FM. radio station to AM. radio station and did not deliberately tune to any particular one. **The AM. radio station** which was the most listened to was Chiangmai local radio station (738 KHz) and **the FM. radio station** was Thailand radio station in Chiangmai (98.0 MHz). The most **popular program** of AM. radio station was the news (738 KHz) and Radio Vote (98.0 MHz) of FM. radio station. The listeners did not pay any attention to advertising details.

Magazine: The majority of the readers read during the day and before bedtime, and spent less than 1 hour each time. They read from the first page to the last but selected only columns of interest to them. The favorite types of magazine were entertainment, women, fashion and traveling respectively. The most popular **men magazine** was G.M.; **women**, Praew Sud Subdha; **business**, Phoo Jad Karn; **politics**, Mati Chon Sud Subdha; **entertainment**, Dara Pharb Payont; and **sport**, Star's Soccer. The readers looked at advertisements only to find out that what products or services are available.