

Exposure and Satisfaction toward Online News of Undergraduate Students in Thailand

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Abstract : This research aims to study the exposure and satisfaction toward online news of undergraduate students in Bangkok, Thailand. This research is the survey research which 400 questionnaires are used to collect data with the accidental sampling technique and the data collected are analyzed with descriptive statistics. The result can be divided into 2 sections as follow: (1) Undergraduate students in Bangkok consume online news via most of the Smartphone. In most cases, they use average more than 2 hours per day. Most times to consume news are 22.01- 02.00 pm. Primary source is Facebook and the most interested news genre is entertainment news and headline of the day. (2) Undergraduate students in Bangkok have positive attitude in online news is a fastness and easy-to-access. Negative attitude is piracy. Finally, average satisfaction in consuming online news is in high levels.

Keywords : exposure, satisfaction, online news, Bangkok

Conference Title : ICEBMM 2016 : International Conference on Economics, Business and Marketing Management

Conference Location : Prague, Czechia

Conference Dates : March 30-31, 2016