

Gen-M

THE STUDY OF GEN-M ON CONSUMPTION INFORMATION BEHAVIOR

1, 2

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Gen-M
Gen-M
18 - 24 420

network that is popular at the moment. And if you want to communicate, to meet the needs of the Gen-M should have a

presentation in form, content, short and concise. Through the analysis of the important contented. And will even more interesting if put pictures.

1. (Information Society)

Pantip.com

[1] " " (Information is power)

Gen-M

" "

: Gen-M ,

Abstract

This report is intended to study how the group Gen-M is consuming news and media and what is their behavior. The tools being used are a research, questionnaires and data from the sample. Gen-M is a group of university students, both male and female, between the ages of 18 and 24 year-olds. 420 people's data were analyzed by descriptive statics. The results showed that the both male and female, there is much information consumption. The kind of news, first; who consumed the most is the present situation. The channel used in information consumption first is a website which website with frequency visits most is also another important channel Pantip.com. This group is used to get the news. Television followed by the channel. Social

[2]

Nielsen

2554

[3]

[2]

(Availability) [6] Gen-M " " "

(Convenience Preferences) "

(Accustomed) 9

(Characteristic of Media) 2551 10,000 5,000 - 44,800

(Consistency) (Selective Process) 2.2

[4] Acorn Thailand

18-22

Generation) [5] Gen-M (Millennial

9 18 - 24 2

4) Generation (

2551

57% 56% 28.4 25% 19%

89%

Gen-M" Gen-M 26% " " (Google) [5] 40% Gen-M

Gen-M

Gen-M

2.1 Generation M (Millennium Generation) 3.1 3.1 Gen-M

			Gen-M			334					
			18 - 24			301					
3.2				Gen-M			Official Account				
420				420			Gen-M				
4.				382 (91%)			38 272				
(9%)	199 (52%)			177 (46%)			382 223				
6 (2%)				382							
21	136	(36%)	20	88	(23%)	18	54	(14%)	Pantip	299	
22	51	(13%)	19	36	(9%)	23	17			Gen-M	
(5%)			4		136 (36%)		2				
3	115	(30%)	1	78	(20%)	2					
50	(13%)	4		3	(1%)			Youtube		208	
			254 (66%)								
			5,000-10,000						Dek-D		
128	(34%)		5,000			151	(40%)		201		
163	(43%)		30,000			20,000-30,000				Sanook 92	
10,000-20,000	54		30,000			2		(0%)			
12	(3%)							Mthai 71		20	Teenee
			339								382
			/						Gen-M		
298				280						Gen-M	
Gen-M										342	
									333		
									273		
273				264			Gen-M			Gen-M	
									257		
			360			Gen-M					
									5.		

382			20-21		[1] . 2550. . (). : http://goo.gl/M8PPZt . 20 2557
10,000	Gen-M	3-4		5,000 -	[2] , . 2556. . (). : http://www.tci-thaijo.org/index.php/JournalGradVRU/article/download/25520/21678 . 20 2557
	Gen-M				[3] (Media exposure). (). : http://www.hed.go.th/web/frontend/theme/view_general_data.php?ID_Menu=3825 . 20 2557
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