Generation Y's Behaviors in Using Media: A Case Study of Bangkok Metropolitan Region, Thailand

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Abstract
The paper presents results of a study on Generation Y's Behaviors in Using Media, Bangkok Metropolitan Region as a case study. The purpose of this paper is to find what we know and don't know about Generation Y's use of media – also giving a landscape of Generation Y's media usage. The paper describes Generation Y's behavior for understanding their media use. The research employs questionnaire
survey technique and sample random sampling technique was used in this study. A sample size of 459 respondents was initially taken for the study and analyzed. The survey collections are conducted by using web-based questionnaires. It's targeted population is Generation Y whose ages range is between 16-35 years old. It's not surprising that the internet, particularly in mobile form, is driving this growth. The results showed that the highest use of equipment to access to the information is a mobile phone, followed by computer and television. The most frequency time to consume the information from media is 09.01 p.m. to midnight (74.7%), followed by 06.00 p.m. to 09.00 p.m.(73.8%). The result also showed the average daily time spent on media was more than 4 hours. The preferred of media platforms was an online platform, personal media, television, print media, and radio, respectively. The result also showed the reason why Gen Y consumes media was for entertain (83.7%), and news update (81.7%) and the most preferred content is news (57.5%), Variety (50.1%) and entertainment (49.5%), respectively. The most used of media was social media (91.3%), television (66.2%), website (63.8%) and print media (30.7%). On the other hand, the most media trust by Gen Y was a television (74.1%) followed by print media (55.8%), social media (16.6%) and website (14.2%).

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Introduction

We follow Brosdahl and Carpenter's (2011) categorization of generations, using the following birth dates. The Silent Generation (1925-45), the Baby Boomers (1946-60), Generation X (1961-81) and Generation Y (born after 1981). There is not widespread agreement on the start and end points for Generation Y (Gen Y). Since there is little research on children who have not yet entered high school (at about age 13), the material in this paper is primarily based on studies of Gen Y members born between 1982 and 2001. plus there are within generation differences. Hence, Gen Y's characteristics are sometimes discussed in overly broad, even sweeping, terms. Nevertheless, it is useful to briefly summarize the characteristics usually ascribed to Gen Y. A key formative characteristic for Gen Y is early and frequent exposure to technology, which has advantages and disadvantages in terms of cognitive, emotional, and social outcomes (Immordino-Yang et al., 2012). For example, they rely heavily on technology for entertainment, to interact with others -- and even for emotion regulation. Members have experienced long periods of economic prosperity (until the past few years) and a rapid advance in instant communication technologies, social networking, and globalization (Park & Gursoy, 2012).

These external events have shaped Gen Y and influenced their media use and buying behavior. Gen Y consumers have benefited from the increased availability of customized products and personalized services (Ansari & Mela, 2003; Berry et al., 2010; Bitner et al., 2000; Peterson et al., 1997). They ''want it all'' and ''want it now,'' particularly in relation to work pay and benefits, career advancement, work/life balance, interesting work and being able to make a contribution to society via their work (Ng et al., 2010; Twenge, 2010). Service industries traditionally rely on younger workers to fill their customer-facing positions, leading to a growing interest in the work-related challenges of Gen Y (King et al., 2011; Solnet et al., 2013 (in press)). Research on generational groupings is grounded in generational cohort theory proposed by Mannheim in 1928 (Smelser, 2001). Generational cohorts within populations coalesce around shared experiences or events interpreted through a common lens based on life stage (Sessa et al.,2007), rather than conventional groupings based on social class and geography. Each generation forever shares a common perspective (Mannheim, 1952; Simirenko, 1966). As a generation matures, it develops characteristics that differentiate it from previous generations: personality traits, work values, attitudes, and motivations (Smola & Sutton, 2002). For example, a meta-analysis shows that narcissism (exaggerated self-perceptions of intelligence, academic reputation or attractiveness) in Gen Y college students is higher than in previous generations of students (Twenge et al., 2008), suggesting that this feature will endure.

Among the many demographic groups of consumers, Generation Y represents a young, technology-keen group. Having grown up in the digital era, Generation Y consumers are heavy users of media and technology, and media in general play a massive role in how they live and interact with others.

Literature review

Over the last 500 years, the influence of mass media has grown exponentially with the advance of technology. First, there were books, then newspapers, magazines, photography, sound recordings, films, radio, television, the so-called New Media of the Internet, and now social media. Today, just about everyone depends on information and communication to keep their lives moving through daily activities like work, education, healthcare, leisure activities, entertainment, traveling, personal relationships, and the other stuff with which we are involved. It's not unusual to wake up, check the cell phone for messages and notifications, look at the TV or newspaper for news, commute to work, read emails, take meetings and makes phone calls, eat meals with friends and family, and make decisions based on the information that we gather from those mass media and interpersonal media sources.

The mass media refers collectively to all media technologies which are used for mass communication, and to the organizations which control these technologies. Since the 1950s, in the countries that have reached a high level of industrialization, the mass media consisting of cinema, radio, and TV has a key role in political power. The mass media plays a significant role in shaping public perceptions on a variety of important issues, both through the information that is dispensed through it and through the interpretations it places upon this information. It also plays an important role in shaping modern culture, by selecting and portraying a particular set of beliefs, values, and traditions (an entire way of life), as reality. That is, by portraying a certain interpretation of reality, it shapes reality to be more in line with that interpretation. The mass media consists of the internet, television, newspapers, and radio. The Internet is significantly more influential than any other media. It is nearly twice as influential as TV and eight times more influential than traditional print media.

The mass media is good for socializing and important in reporting people essential information and news, but it very often wastes people time and distracts their attention. The mass media has a huge influence on people of all ages but teenagers are exposed to mass media more than any other adults are. In lack of interesting places for socializing and leisure activities, people turn to social networks which are more available and cheaper than other ways for searching companionships. The internet is absolutely the winner when we talk about the influence of media on teenagers. The other media like TV and newspapers are less but also present in teenagers' proportion of daily activities. During this period of growing up, they try to talk, dress and behave like popular TV and music stars. They choose which group of people to belong to, and friends to hang out with. If you want to keep in step with modern technology, it is almost impossible to resist the need to join online platforms such as Facebook and Twitter. For example, teenagers ignore their studying and sports activities in exchange for sitting in front of their computers and smartphones. Teenagers' views on things, attitudes and opinions change a lot too. They copy styles of famous people and sometimes forget who they really are. They try to look like celebrities but they do not know how to get good marks at school. The internet imposes a model of style, behavior, attitudes, and fashion and that makes children look alike and act similarly. When you walk down the street, you can see many people wearing the same clothes. Rich children slur poor ones and that becomes very normal in teen societies. As we can see, the influence of media on Gen Y is very big and it probably goes in the wrong direction.

Millennial Generation or Generation Y is the first generations to have spent their entire lives in the digital environment; information technology profoundly affects how they live, work and actively contributes, consumers, searches, plays, and shares for content on various media platforms. Generation Y was interested in their consume behaviors on media because it may be a sign of how people will behave in the future (Bennett et al., 2008; Wesner & Miller, 2008).

Objective of the study

The objectives of this study are specifically:

1. To investigate Generation Y's media use behavior.
2. To determine a landscape of Generation Y's media usage.

Methodology

This study was conducted by questionnaire survey technique and sample random sampling technique was used in this study. A sample size of 459 respondents was initially taken for the study and analyzed. The survey collections are conducted using online questionnaires. It's targeted population is Generation Y whose ages range is between 16-35 years old.

Finding

The result as presented in table 1shows that the Gen Y are categorized according to their age group and occupation. Most of respondents 325 (70.8%) are male while 134 (29.2%) respondents are female. The highest number of respondents (54%) is in the age group 21-25 years old. The second highest number of respondents (37%) comes from age group 16-20 years old, following by 4.8% and 4.1% from group age 31-55 and 26-30 years old, respectively. As regards to Occupation, the highest number of respondents 327 (71.2%) are university students, while 55 (12%) are school students and 26 (5.7%), 23 (5%) and 6 (1.3%) of respondents work as an own business, private company, and government officers, respectively. The implication of the results is that the respondents are relatively young people who are aspiring, active and energetic with media and new technologies.

Table 2 indicates that the respondents used more than one equipment access to the information. The most frequency equipment that the respondents used is a mobile phone (427), followed by a computer (136), television (36) and print media (12), respectively. Table 3 shows the most frequency time that the respondents prefer to consume the information from media. 343(74.7%) of the respondents prefer to consume the media between 09.01-00.00 pm. and 06.01-09.00 pm. is the second preferred time of the respondents, followed by 09.01-12.00 am., 03.01-06.00 pm., 12.01-03.00 pm., 00.01-03.00 am., 06.01-09.00 am., and 03.01-05.00am, respectively.

Table 1: Demographic profile of farmers by sex, age occupation and income.

Characteristics	No.	%
Sex		
Male	325	70.8
Female	134	29.2
Total	**459**	**100**
Age		
16-20 years	170	37
21-25 years	248	54
26-30 years	19	4.1
31-35 years	22	4.8
Occupation		
School student	55	12
University student	327	71.2
Own business	26	5.7
Private company	23	5
Government officer	6	1.3
Etc.	22	4.8
Total	**459**	**100**

Table 2: The equipment to access to information

Equipment	
	No.
Mobile phone	427
Computer	136
Television	36
Print media	12

Table 3: The time that Gen Y consume the information from media

time	No.	%
06.01-09.00 am	128	27.9
09.01-12.00 am	197	42.9
12.01-03.00 pm	181	39.4
03.01-06.00 pm	192	41.8
06.01-09.00 pm	334	72.8
09.01-00.00 pm	343	74.7
00.01-03.00 am	133	29
03.01-06.00 am	25	5.4

Table 4: the average daily time spent on media

Average daily time	No.	%
More than 4 hours	216	47.1
3-4 hours	92	20
1-2 hours	117	25.5
Less than 1 hours	34	7.4

Generation Y' leisure time is stolen by the media. They spend too many hours being with media. Today when technology has rapidly progressed an average people must use modern devices because if he does not do that there is no future for him. Some boys and girls spend more than 10 hours per day being entertained by the media, which is, everybody agrees, too much. Some of them spend even more than 70 or 80 hours, which becomes their obsession. That might sound strange but examples like this really exist. In this study when the respondents were asked about the average daily time that they spent on media. The results from table 4 show that the most of the respondents spent more than 4 hours (47.1%) on media in a day. Followed by 1-2 hours (25.5%), 3-4 hours (20%) and less than 1 hours (7.4%) in a day, respectively.
In my opinion that is too many hours for "socializing "with the media in a day. Gen Ys who waste their time doing this thing can find something more useful to them and their surrounding. Certainly, there can always be something that they can do instead and that can be useful. For example, Gen Ys can organize an association for helping the environment, or some groups of support, or go out and help people in need.

Table 5: preferred of media platforms

Platform	No.	%
Television	304	66.2
Radio	92	20
Social media	419	91.3
Web site	293	63.8
Newspaper	141	30.7
Magazine	64	13.9
Etc.	54	11.8

Table 5 indicates the most preferred platforms that the respondents used were social media (91.3%). Television (66.2%) and website (63.8%) were mentioned as the second and third platforms which the respondents preferred. Followed by print media (44.6%) and radio (20%). This in line with eMarketer (, 2011) said social media users 16 to 35 years old are more likely than older age groups to prefer social media for interactions with acquaintances, friends family and consume information. They are also more likely to value others' opinions in social media and to feel important when they provide feedback about the brands or products they use.

Table 6: the reason why they consume media

Reason	No.	%
News update	375	81.7
Go with the flow	276	60.1
Advertising	135	29.4
Entertainment	384	83.7
Etc.	89	19.4

The respondents were asked to describe the reason why they consume media. So, the table shows that the entertainment (83.7%) was mentioned as the first reason why they consume media. New update (81.1%) was mentioned as the second reason. On the other hand, 60.1% of respondents consume media because they want to go with the flow and 29.4% of respondents said advertising is their reason.

Everyone has his/her own activities and things he/she loves doing in his free time. There are too many types of content from media. They can consume entertainment, news, soap opera, variety show, cartoon, documentary, game show and etc. Table 7 shows that Gen Y prefers various types of content. The most preferred content. The results show that 57.5% of respondents affirmed that News was the majority of preferred content. The variety show was reported by 50.1% as its preferred content, 49.5% and 42.3% of Entertainment and Soap opera also were mentioned as the third and fourth preferred content. Followed by the game show (36.6%), Cartoon (35.9%) and Documentary (25.7%) as the lowest.

Table 7: the most preferred content

Content	No.	%
Entertainment	227	49.5
News	264	57.5
Soap opera	194	42.3
Variety show	230	50.1
Cartoon	165	35.9
Documentary	118	25.7
Game show	168	36.6
Etc.	167	36.4

Table 8: media trust

Platform	No.	%
Television	340	74.1
Radio	50	10.9
Social media	76	16.6
Web site	65	14.2
Newspaper	256	55.8
Magazine	53	11.5
Etc.	65	14.2

The result is shown in table 8 that television was the trustiest media by the respondents, followed by the newspaper (55.8%). On the other hand, social media, website, magazine, and radio were mentioned as a lowest media trust by the respondents.

Final Thoughts

In a digital era, media is a vital resource for all generations activities and there has no such a field of human endeavor wherein information is not component. The results of the present study infer a clear fact that the generation Y, especially in Bangkok metropolitan region area, is a digital active user, they can access and use various of equipment to access to information. Their average daily time spent on media is quite high for consuming entertainment in a day. Even the results show that not only entertainment content that gen Y consume but also news and documentary too. Although Gen Y is active digital user and digital native- they preferred to consume the information with a several of platforms. The highest is via social online platforms such as social media and website but when we asked about the media trust- 74.1% of respondents still trust in television while only 16.6% of respondents said they trust in social media.

I hope this paper will give more understanding of generation Y media use behavior and landscape of Generation Y's media usage. Gen Y's use of media will change the future such as the marketplace, the workplace, and society; it will ultimately lead to new business models, processes, and products that go far beyond the examples discussed herein. However, there are still many questions about how Gen Y's use of media will influence individual, firm and societal outcomes in different contexts.

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