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Media exposure through new media

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Abstract--This study on “Media Exposure through new media” is a survey research undertaken with the objective to explore the advertising forms through current new media and examine consumption behavior of Thai people in view of media exposure, information perception and advertising media exposure behavior through new media of consumers. The results of the analysis revealed that Media was a communication channel presenting contents of information such as news, entertainment information or advertisements to consumers. A change in technology system led to change of media forms that have improved from personal media to print media and print media has been later developed to electronic form, namely radio and television ones. At present, the technology system has developed continuously whereas Internet media has been also developed for increasing communication. The role of current communication technology such as computer, communication satellite, telephone network, audio and visual equipment has caused an effect on "Traditional Media"; newspapers, magazines, radio broadcasting, television, leading to so-called "Digital Revolution". As a result, any information regardless of being in a form of text voice, animation, picture or graphic works are changed and all become in the same form; in other words, all could be read and transmitted rapidly through a computer and also presented in any form according to such a sender's requirement. The new media is a communication system or electronic linkage through the global network consisting of internet, world wide web (www), and commercial on-line service. The characteristics of new media is mostly responding to the information needs according to receivers' information perception since it can create a computer program to contain the information content systematically. Searching for required information can be simply carried out that will better avail an achievement in broadcasting and gathering information. Moreover, the computer program characteristics can also combine with various types of media into so-called mixed media.

Keywords--Media Exposure Behavior, Advertising Media, Modern Media.

Introduction

Advertisement is giving information and news. It is a communication through various forms of advertising media to motivate or convince targeted consumers to behave in compliance with advertising contents promoting them to purchase or use products and services as well as guiding them to perform according to concepts while advertising costs are paid by advertisers or sponsors.

Advertisement is an act aiming to attract the targeted group to consume advertised products. Consequently, an advertising writer needs to select the best stimulus by entirely considering relevant elements comprising objective and policy of such an advertisement, characteristics of the targeted group, characteristics of products, and type of media to be used in order to explore stimulus relevant to products, consumers and others (Somporn Mantasuth Phaengpipat, 1997).

Currently, advertisers not only present product pictures but also hide various signs that are considered as good things in an advertisement and this helps increase value and meaning to products ; for example, patriotism – Nokkaew soap, gratitude – Chuanpuypipaekor cough syrup, or femininity – Cooler Club Wine, etc. These are presented by selecting some parts of wordings, symbols, culture to match with the products and it is not only selling of products but also selling of such good things instead (Kasian Tejapira, 1999). By this method, it is deleting original meaning or value of products and then placing a new value causing consumers to forget original one and purchasing of products is aroused by such a new value.

Realizing this problem as mentioned above, the researcher therefore is of interest in analyzing the symbols as appeared in advertising texts especially on-line advertising media in the internet since it is deemed the newer one than others that are visited by a number of viewers regardless of gender, age and education and the protection measure for content integrity in the captioned advertising media has been not yet provided while consumers may possibly become victims in case of no awareness of embedded ones.

Objective

To explore forms of advertisement through current new media.

Methodology

Population and Sample Group

Population A total of 33,654 people from 3 sub-districts and 18 villages of Phutthamonthon District, Nakhon Pathom Province was used as population for this research (Thailand Information Center, 2016) as per the following details.

Province	Male	Female	Total
Phutthamonthon District	16,603	17,051	33,654

Source: Thailand Information Center, 2016

Sample Group Selection The sample group consisted of the population in Phutthamonthon District, Nakhon Pathom Province divided into 3 sub-districts and 18 villages as follows :

Sub-District	Village
Salaya	Moo 1 Ban Suwan, Moo 2 Ban Khlongtalee (Khlong Yong), Moo 3 Ban Nongkhae, Moo 4 Ban Tapin, Moo 5 Ban Salaya, Moo 6 Ban Phutthamonthon
Khlongyong	Moo 1 Ban Khlongyong, Moo 2 Ban Khlongsawangarom (Chaikhan), Moo 3 Ban Lanhai , Moo 4 Ban Watmaklue, Moo 5 Ban Donthong, Moo 6 Ban Khlongyongmai, Moo 7 Ban Khlongsoy
Mahasawasdi	Moo 1 Ban Sala Nokkajork, Moo 2 Ban Khlong Mahasawasdi, Moo 3 Ban Saladin, Moo 4 Ban Khlongyong

Source: Thailand Information Center, 2016

Sample Size

The sample size was people living in Salaya Sub-district, Khlongyong Sub-district and Mahasawasdi Sub-district.

Numbers of Population		
No.	Province	Total/Person
1	Salaya Sub-district	18,848
2	Khlongyong Sub-district	6,942
3	Mahasawasdi Sub-district	7,864
Total		33,654

The sample size was defined at statistical significance level of .05 (or 2 σ Confidence Interval) with deviation (e) of $\pm 5\%$ of a total of population. The quantitative research was applied in a form of survey one and one-shot case-study of general population in each sub-district, totally 33,654 persons. The calculation for acceptable and appropriate sample was based on Taro Yamane' s formula as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where as

n = a number of the sample

N = a number of the population

e = deviation between mean value of sample and population (= 0.05)

stand for $n = \frac{33,654}{1 + 33,654 (0.05)^2} = 400$ persons

Therefore, all population used for this study consisted of general people living in Salaya Sub-district, Khlongyong Sub-district and Mahasawasdi Sub-district. As per the above calculation based on Taro Yamane' s formula, the sample obtained was equal to 400 persons and to avoid mistake from data collection, a number of

the sample was increased to be 420 persons. After obtaining the sample, the proportional stratified random sampling was applied to collect data of the sample by using the following calculation

Calculation Formula for Proportional Stratified Random Sampling

$$\frac{\text{A number of Sample Population} \times \text{A number of required Sample}}{\text{A Total of Population}}$$

Considering the sample obtained from the above calculation, the number of :district could be known as follows-population for questionnaire distribution in each sub

Numbers of Population				
No.	Sub-district	Total/Person	Numbers of Sample	%
1	Salaya	18,848	235	56
2	Khlongyong	6,942	87	20.7
3	Mahasawasdi	7,864	98	23.3
	Total	33,654	420	100

Research Instrument

Data collection was directly carried out by the researcher and assistants with the sample groups having required qualifications. Prior to filling the questionnaire, all informants were introduced and explained on each part of the questionnaire for understanding on the objective of this research and all data was subsequently collected for further processing and analysis. The research instrument was separated into 5 parts, to find out solution as per the 3 research objectives, as follows:

- Part 1 Demographic Characteristics
- Part 2 Media Exposure through New Media
- Part 3 Information Perception and Advantage from New Media
- Part 4 Consumers' Advertising Media Exposure Behavior through New Media
- Part 5 People Point of View towards New Media

Data Collection

Data was collected from documents, textbooks, literatures and relevant studies to gain an approach for development of tourism promoting advertisement on consumption behavior of Thai people. Moreover, data was also gained from questionnaires randomly distributed to the above-mentioned local people prior to later analysis.

Construction of Research Instrument

This survey research was created for data collection and separated into 6 stages as follows:

1. Exploring an approach of creating a questionnaire from textbooks, literatures relevant to tourism promoting advertisement on consumption behavior of Thai people, and then define scope and inquiry issues,
2. Verifying and considering what required to be improved,
3. Proposing the drafted questionnaire after improving for consideration of the following 3 expertise to review contents and other appropriate terms for more clarity and completeness. Verification of these expertise was made for content validity and correctness of wording :
 - Assoc. Prof. Dr. Witthaya Mekham, Vice Chancellor of Suan Sunandha Rajbhat University
 - Dr. Krisana Chuechainat, Deputy Dean for Academic Affairs, Faculty of Management Sciences
 - Asst. Prof. Amnaj Wangjeen, Head of Applied Mathematics, Sripatum University
4. For reliability of the instrument, the pre-test was undertaken through test-retest method, totally 30 sets of questionnaires, with the non-sample group consisting of university students, housewives living in Nakhon Pathom Province, and self-employed people to measure efficiency, verify and amend the questionnaires to be applicable for the study purpose.
5. The questionnaire was improved according to all comments and recommendations prior to distribution to the informants.
6. The completed final draft of questionnaire was further copied for data collection with the sample group.

Data and Statistical Analysis

All data gained were investigated and processed by the computer program and analyzed for research findings with SPSS for Windows and statistics used for analysis were as follows:

1. data of demographic characteristics, population characteristics, frequency analysis, mean and percentage,
2. data of relationship test among demographic characteristics, advertising forms, consumption behavior of Thai people on media exposure and media perception
3. and consumers' media exposure behavior through new media of which statistical values were analyzed by Chi-square Test

Media exposure through new media

Type of New Media	\bar{X}	S.D.	Interpretation
1. Web site	3.32	1.17	3-4 days/week
2. Internet	3.14	1.30	3-4 days/week
3. E-mail	3.42	1.16	5-6 days/week
4. Mobile Platform	3.12	1.22	3-4 days/week
5. VR / Virtual Reality	3.04	1.19	3-4 days/week
6. Multimedia CD Rom	3.14	1.20	3-4 days/week
7. Software	2.93	1.19	3-4 days/week
8. Blog and Wiki	3.16	1.33	3-4 days/week
9. E-Book	3.22	1.07	3-4 days/week

10. Kiosk Information	2.91	1.21	3-4 days/week
11. Internet Protocol Television : IPTV	3.12	1.08	3-4 days/week
12. Mobile Devices i.e. mobile phone	3.58	1.23	5-6 days/week
13. Hypertext fiction	3.14	1.30	3-4 days/week
14. Infographics	3.09	1.14	3-4 days/week
Total	3.14	1.19	3-4 days/week

In view of media exposure through new media, the findings revealed that an overall of exposure showed an average value of 3.14 with 3-4 days/week of frequency. Considering on aspect basis, it was found that mobile devices such as mobile phone showed highest value of 3.58 with 5-6 days/week of frequency, followed by email showing 3.42 with 5-6 days/week, website showing 3.32 with 3-4 days/week , respectively whereas kiosk information showed the lowest value of 2.91 with 3-4 days/week of frequency.

Conclusion

Currently, the forms of communication with the focused group of consumers for products and services are undertaken on the purpose of attracting their interests to consume advertised products and services whereas forms and presentation have been adapted in line with technology and access to the focused group from communication through television, radio or printing media channels to the new media like internet such as banner advertising, keyword banner, random banner or rotation banner, banner swapping, and banner exchange. These forms of media can rapidly access to the focused group as follows:

- economize time consuming and costs of information management,
- support e-commerce through the internet where consumers can order products immediately without catalog,
- provide publicizing information to various numbers of focused group simultaneously,
- access to worldwide focused group,
- no provision of costs for time of radio station, television channels, advertising space of magazine, newspaper and movie due to cheaper rate,
- being a 2-way communication while users can respond immediately,
- freedom from scheduling while digital contents can be accessed by consumers at pleasure time,
- freedom from geological boundaries while contents can be accessed by worldwide consumers any time and any place subject to individual pleasure,
- Freedom to scale since content size or network can be minimized or maximized such as content adaptation for worldwide extension or applicable for specific focused groups,
- freedom from formats since there is no fixed format like traditional media such as advertising spot through television channels in which duration is limited to 30 seconds, a half page or full page of printing ad, etc. whereas digital contents such as video clip saved by a mobile phone in any size, duration and pixel can be downloaded and displayed in a website, etc.
- free from marketer-driven age to consumer-initiated, created and controlled age with digital technology development causing media owners cannot control media expansion like previously done. Contents shown in blogs or

video clip in website of YouTube and new media may be created by any consumer and become consumer-created contents or texts.

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