

EXPLORING WHY THAI PEOPLE LISTEN TO PODCASTS

WACHIRAPORN SRIMAHALAP

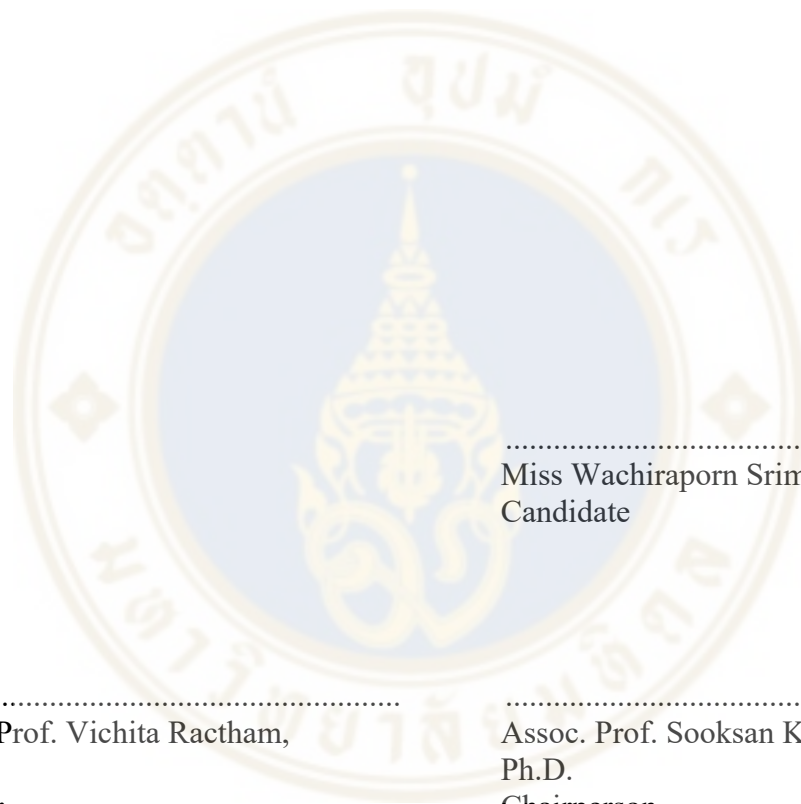


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EXPLORING WHY THAI PEOPLE LISTEN TO PODCASTS

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.....
Miss Wachiraporn Srimahalap
Candidate

.....
Assoc. Prof. Vichita Ractham,
Ph.D.
Advisor

.....
Assoc. Prof. Sooksan Kantabutra,
Ph.D.
Chairperson

.....
Asst. Prof. Duangporn Arbhasil,
Ph.D.
Dean
College of Management
Mahidol University

.....
Ronald Surachai Thesenvitz,
Ph.D.
Committee member

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Wachiraporn Srimahalap

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WACHIRAPORN SRIMAHALAP 6149139

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THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. VICHITA
RACTHAM, Ph.D., ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D.,
RONALD SURACHAI THESENVITZ, Ph.D.

ABSTRACT

Currently, the number of podcast listeners is continuously increasing with a positive trend. However, it has not yet been recognized and promoted in appropriate ways. Therefore, there is a small number of podcast listeners in Thailand. The objectives of this study are to explore why Thai people listen to podcasts, understand the listeners' preferences, and provide some recommendations to broadcasters for improvement. The qualitative research methodology was applied in this research with twenty-five participants who usually listen to podcasts at least twice a week.

The result shows that there are five factors including edutainment, convenience, social aspect, advertising, and broadcaster's credibility that have a relationship to podcast listeners motivation.

KEY WORDS: Podcast/ Motivation/ Preference

24 pages

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CHAPTER I

INTRODUCTION

In this age of digitalization, it is obvious that the internet plays a major role in people's lives. New technologies have had a consequential influence on a consumer behavior. They allow people to easily access a wide range of information which is not commonly available as they were in the past. People do not need to waste a lot of time and effort to find the information since they can search it online anytime.

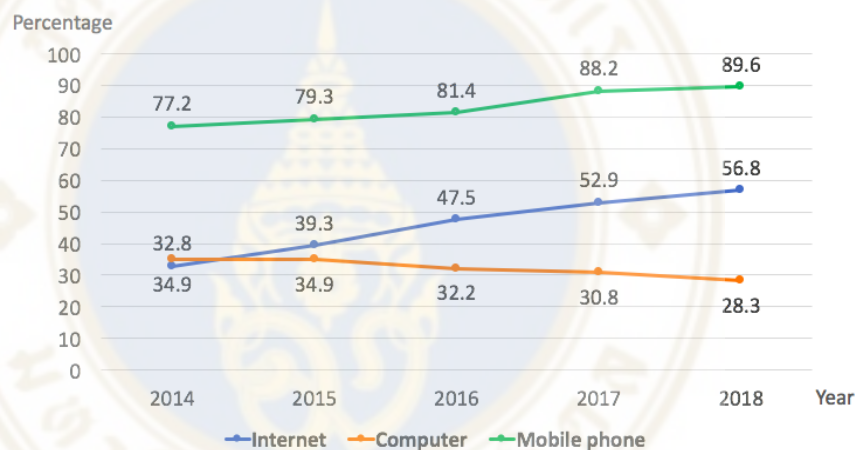


Figure 1.1 The percentage of people who used computers, the internet, and mobile phones from 2014 to 2018

According to the statistics of the National Statistic Office of Thailand (2014-2018) as shown in figure 1 above, the survey was conducted by interviewing household heads from the 83,880 household that had members who were 6 years and over. It showed the increasing number of people who used the internet and mobile phone while the majority mostly spent time on social media. Moreover, people frequently used the internet on mobile phones from various locations, not only from home. It implied that the way people received the information was completely changed from traditional media to online media as a result of the internet revolution.

Traditional media include several kinds of media, such as television, radio, newspaper, and magazine which provide information as scheduled. People have to spend time waiting for a program until it is airtime and they are not allowed to choose the certain topic that they are interested in the particular time.

Although traditional media has adapted itself and moved to the online platform, there are various new media platforms emerging to meet people's demand in this internet era. Some of the most popular new media sites including Youtube, Facebook, Instagram, and Twitter. It cannot be denied that these new media are now becoming part of the mainstream social media that people use in their daily lives. Apart from social media trends, there is another interesting medium which is podcasts. At the present, the number of podcast listeners is continuously increased with positive trends.

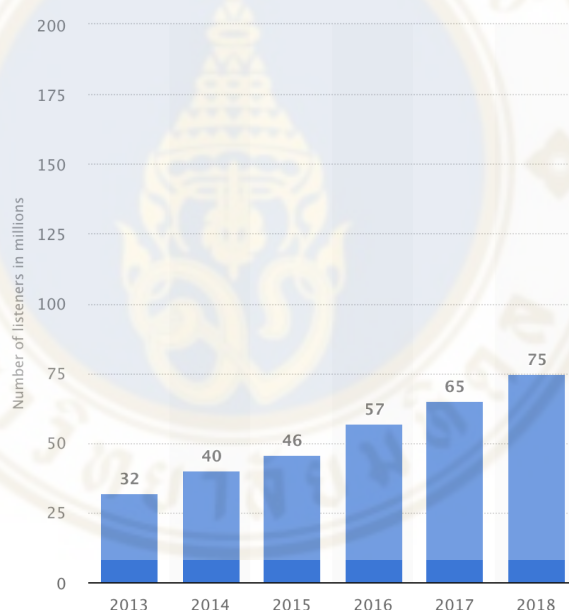


Figure 1.2 The number of monthly podcast listeners in the United States from 2013 to 2018

According to Statista as shown in figures 2, it shows the number of monthly Podcast listeners in the United States had increased continuously with the positive growth trend from 2013 to 2018. In 2018, the number of podcast listeners reached 75 million people. It showed that American people began to accept podcasts as one of the main media that was widely used. The growth rate sent a signal of

consumer behavior towards podcasts as a new medium. The research aims to study motivation factors towards podcasts because of its high potential to become one of the most popular media in the world.

Problem Statement

At the present time, the number of Podcast listeners is continuously increasing with a positive trend. However, it has not yet been recognized and promoted in appropriate ways. People still have a tendency to engage themselves in the current media platform in order to search for information and content that they are familiar with. Some people prefer to watch videos and pictures while receiving the information; therefore, it is not an easy task to motivate them to use another platform. There are the main reasons why podcasts have a small number of listeners compared to other media such as YouTube, Facebook, and Instagram. To respond to this problem, broadcasters should find the solution on how to expand the listener base from a specific group to become a majority group by identifying the factors that motivate listeners to listen to podcasts and understanding their preferences.

Research Objectives

The research helps us gain more understanding about motivation factors towards podcasts. The purposes of this study are as following:

1. To explore factors that motivate listeners to listen to podcasts
2. To understand the listeners' preferences towards podcasts
3. To provide some recommendations to podcasters for improvement

Research Questions

RQ1 Why do people listen to podcasts?

RQ2 What are the listeners' preferences towards Podcasts?

CHAPTER II

LITERATURE REVIEW

2.1 About Podcasts

Podcasts were digital media players that began with Apple's iPod. It had become popular among listeners because it allowed listeners to easily access the information and download audio or video broadcasts to a digital media player via a computer for a particular time. It could be watched or listened to at any convenient time (Evans, 2008).

Lee, McLoughlin and Chan (2008) presented that the podcast was one of the digital social networking tools for Web 2.0 including YouTube, Facebook, and blogs that provided a platform for creating and sharing user generated content using media players such as MP3 players and iPods. Referring to Oxford Advanced Learner's Dictionary 2007, the term Podcast came from Pod, such as Apple iPod, and broadcast.

Podcasting was the automated technology that allowed listeners to listen to digital audio recordings. Listeners could play audio files from their computers or set up a media player to automatically download to MP3 players. It offered listeners to subscribe to the podcast for free. Audio files were automatically downloaded to your computer's media player when you subscribed (Flanagan and Calandra, 2005).

Hancock and McMurtry (2007) illustrated the role of podcasts as a portable device that was invisible to change the world. Studying the culture of listening to music from Michael Bull's iPod repeatedly would record the remote impact of mobile media. "The geographic area becomes a place to relax while the speaker lives in another space" (Hancock and McMurtry, 2007). When the sound environment changed, it changed people's mood and vibe, and recognized the place within the surrounding area.

2.2 Podcast History

The beginning of podcasts was in 2001 when Apple introduced the creation of podcasts with the release of the iPod. However, listeners did not realize the importance of podcasts at that time (Bottomley, 2015).

In 2001, Apple introduced the first portable digital music player, the iPod which was the most popular player at that time. Podcasts were the combination of iPod and broadcast. The hosts of podcasts were basically called podcasters (Jham, Duraes, Strassler and Sensi, 2008).



Icon of Podcast in iOS

Diane J., (2006) suggested that podcasts were part of the mainstream of the global community. It had not only become popular and widely known among teenagers, but also became recognizable among other generations because of its unique characteristics. In December 2005, Podcast was announced as the word of the year in 2006 by the editors of the New Oxford American Dictionary. Podcast was defined as a digital media file that could be downloaded, played, and distributed to a personal media player which was similar to the digital recording of radio broadcasts.

2.3 Podcast Listeners

Podcast users were considered as active users. They gained experience and knowledge about online social media, spent more time on the internet than average Americans, and shopped online. Podcast users were considered to be active on online social network activities. The latest report showed that almost 60% of podcast users had profile pages, most of them were on MySpace or Facebook. In addition, they had less patience in online advertisements, such as pop-up advertisements and SPAM.

People learned and knew how to access the right information or content as fast as possible because they did not want to waste their time waiting (Webster, 2008).

The satisfaction theory came from the concept of an active audience. Podcast listeners were completely active because they had to choose the specific content by themselves which was released frequently from the podcasters, download and play episodes (Boling and Hull, 2018).

Furthermore, the broad selection of alternatives could be chosen at a time or place that was convenient for each user (Williams, Rice and Rogers, 1988). It implied that podcast listeners had the right to manage media by themselves because they could select content, download episodes, and interact with the podcast host throughout many channels, such as social media and email.

2.4 Motivation

According to the following table, there were various motivation factors for using new media, such as entertainment, time shifting/pass time, Library building, advertisement, social aspect, credibility/trustworthiness, and engagement.

Table 2.1 Motivation factor towards podcasts

Factor	Motivation Factor			PODCAST, THE NEW MEDIA: COMPARATIVE CASE STUDIES BETWEEN USA AND THAILAND พอดแคสต์ สื่อทางเลือกใหม่: กรณีศึกษาเปรียบเทียบระหว่าง สหรัฐอเมริกาและไทย
	Examining the Motives of Podcast Users	Source Credibility Dimensions in Marketing Communication – A Generalized Solution	Sprinting a media marathon (binge watching)	
Entertainment	✓		x	
Time shifting/Pass time	✓		x	✓
Library building/learning	✓			
Advertising	✓			
Social aspect	✓		✓	
Credibility/Trustworthiness		✓		
Engagement			✓	

Podcast users had been classified into two types which were heavy and light users. Podcast users, who downloaded at least eight podcasts per week, or more than one podcasts per day, were considered to be heavy podcast users. The result

showed that there were five motivation factors to listen to podcast of USA podcast users which included entertainment, time shifting, library building, social aspect and advertising. **Entertainment** was the first motivation factor which made listeners feel happy and forget about their matters when listening to podcasts. **Time shifting** or pass time was the second motivation factor which offered users to listen to podcasts at their convenient time and place. People also satisfied its unique characteristic that allowed users to access only the desired content. **Library building** was the third motivation factor that helped users save content, create libraries, and collect files. **Social aspect** was the fourth crucial motivation factor since it was seen as the predictor of podcast use. Users had a tendency to talk with their friends or other podcast users about the podcasts they downloaded. Their decision to download podcasts was also influenced by friends. It presented that the heavy users tended to like the social aspect of podcasting more than light users. Last of all, **advertising** indicated that heavy users might like the overall podcasts, so they had higher willingness to listen to podcast advertising and support it at the same time (McClung and Kristine Johnson, 2010).

There were three dimensions of **source credibility** in marketing communication which were salesperson, company, and spokesperson. Firstly, the structure of salesperson credibility included trustworthiness, competence, and attraction. Next, the structure of company credibility included trustworthiness, competence, and dynamism. Lastly, the structure of spokesperson credibility included sincerity, professionalism, and attraction. Credibility was one of the improvement dimensions of the source's credibility that was extremely crucial. It could affect the receiver's attitudes, intentions, and behaviors that played an important role in receivers' motivation in different aspects (Eisend, 2006).

“Binge watch” was to do something typically negative, and some studies defined it with more positive meaning as “marathon-viewing”. Binge watch was widely used in streaming platforms, such as Netflix, which was considered as the new media. It identified engagement as the most significant motivation factor to predict frequency of binge watch while pass time and relaxation were not the significant aspects which supported the strength of engagement factor. Moreover, the social factor was important to be planned ahead for binge watch (Pittman and Sheehan, 2015).

Human behavior had changed due to the occurrence of the iPod, iPhone and Podcast. In the past, humans could access a limited amount of audio content, but people could listen to more than 550,000 audio programs at the present. In addition, listening behavior had changed, they multitasked. It was obvious that podcasts offered a convenient listening experience to listeners. They could listen to podcasts while doing other activities at the same time (Pensute, 2018).

Research Framework

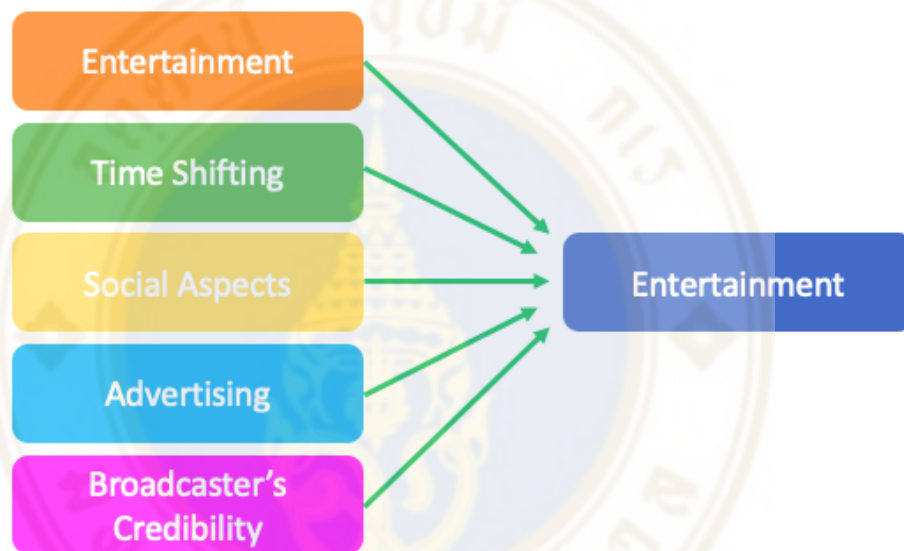


Figure 2.1 Research Framework

The research framework identified a total five main factors that have a relationship to the motivation factor towards podcasts. Podcasts are considered an online media that just emerged recently. Plus, it also has a unique characteristic that could not be found in traditional media, therefore, these five main factors were developed from the recent article which studied motivation factors towards the new media and application, such as streaming music applications, Youtube, Netflix, and podcasts.

CHAPTER III

RESEARCH METHODOLOGY

The purpose of this study is to explore the factors that motivate the listeners listening to Podcasts. The research framework and the total five motivation factors were adapted from the previous research.

3.1 Research Approach

To explore factors that motivate the people listening to Podcasts, qualitative research methodology was applied in this research. As this methodology is more interpretive; therefore, it is the most suitable approach to answer the research questions and gain in-depth insight into specific concepts or ideas.

3.2 Data Collection

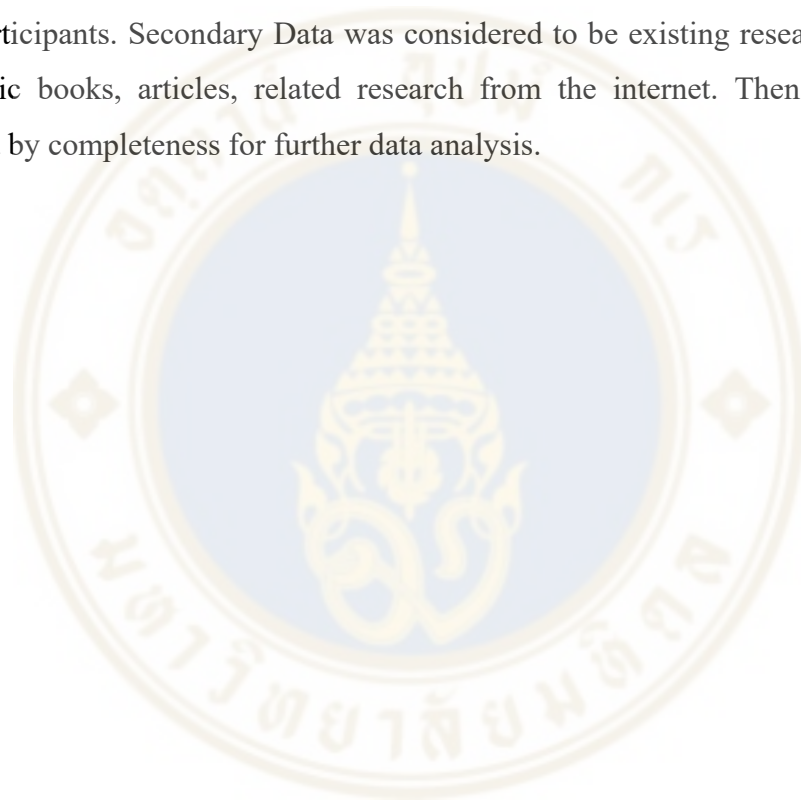
In order to gain better insight into the possibilities for improving podcast quality to meet listeners' demands, unstructured interviews were conducted with a total of ten questions which covered participants' demographic, listening behavior, and motivation factor towards podcasts. Twenty-five participants aged between 23-35 years old who usually listened to podcasts at least twice a week were asked to participate in this study.

Due to the covid-19 outbreak, interviews were conducted via phone that depended on participants' convenient time, and take approximately 15-20 minutes per person. Answers were recorded by note-taking, and voice recording with participants' permission.

3.3 Data Analysis

The interviewed answers were checked by the completed answers. Then the data was interpreted and analyzed. This involved identifying and reviewing completeness of data collection. Each answer was examined to gain an in-depth understanding of participants' motivation and preference towards podcasts.

This research study combined two research sources which were primary and secondary data. Primary Data was the data collection for analysis. In this study, the researcher collected information by oneself via in-depth interviews from twenty-five participants. Secondary Data was considered to be existing research data such as academic books, articles, related research from the internet. Then, the result was verified by completeness for further data analysis.



CHAPTER IV DATA ANALYSIS

4.1 Demographic

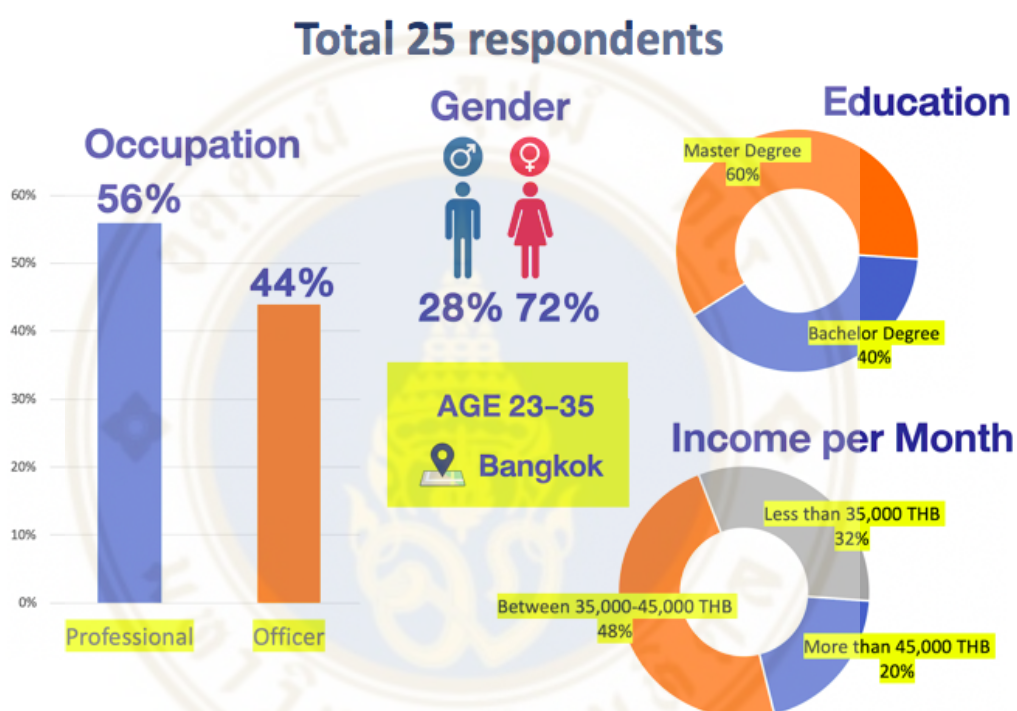


Figure 4.1 Demographic Profile of Respondents

The participants of this study were 25 podcast listeners, who lived in Bangkok. They were asked to answer the in-depth interview questions. In this study, the majority of participants were female (72%) and male (28%) respectively. The participants' ages were between 23-35 years old. They were more likely to be highly educated, as the majority of them (60%) held a Master's degree, followed by 40% reported having completed a Bachelor's degree. The personal monthly income of the participants was disclosed that almost half of them (48%) had 35,000-45,000 THB per month, followed by those (32%) with lower than 35,000 THB per month, and those (20%) with more than 45,000 THB per month respectively. In terms of occupation, the

majority of participants (56%) was working at a professional level while the rest of them (44%) was working at an officer level.

The majority of participants (60%) spent one to three hours online per day while the rest of them (40%) spent more than three hours per day on social media. It could be implied that social media had become part of their routine activities. The most popular applications included Youtube, Facebook, Instagram, Twitter, and Podcast. The participants used applications for various purposes, such as receiving information and updating new trends.

4.2 Podcast Listeners' Behavior

The majority of participants (72%) spent two to five days per week listening to podcasts while the others (28%) answered that they listened to podcasts everyday. They listened to podcasts when they were on the way to work and did daily routine activities, such as take a shower, cook, have breakfast, go to work, work, and exercise.

The findings indicated that every listener (100%) used mobile phones to listen to podcasts as a main device while some of them also used laptops as a second device when they were at home or workplace. Most listeners (64%) listened to podcasts on Music streaming applications e.g. Spotify and Joox because they always used these applications to listen to music daily. They preferred to use only one application to listen to multiple things (both music and Podcast). They had found that it was quite convenient because they did not need to switch the application while using it and music streaming applications also had a variety of features to show the relevant content that they were interested in. Moreover, music streaming applications had the same characteristics as podcasts that allowed listeners to do other things at the time of listening. Listeners (36%) used Apple iOS to listen to podcasts because it was a convenient application that came with an Iphone. They had listened to podcasts via Apple iOS for a long time since the podcast was available, so they were quite familiar with it. However, some people also used Youtube as an alternative application.

It could be implied that the majority frequently used mobile phones as a main device to receive the information due to its convenience. They were more likely

to use a variety of applications to listen to podcasts depending on their familiarity and preference, for example, the one using a music streaming application in their routine tended to listen to podcasts on that application because of his convenience. It allowed them to use only one application at a time.

4.3 Motivation Factors

The findings indicated that there were five main motivation factors that have a relationship to stimulated them to listen to podcasts. Listeners realized that podcasts had unique characteristics that differentiated them from other applications. These five main motivation factors were also the main pillars that listeners expected to receive from podcasts. The factors included edutainment, convenience, social aspect, advertising, and podcaster's credibility.

4.3.1 Edutainment

The majority of participants disagreed with the aspect that the podcast was completely entertaining. But if that was the case, they would look for entertainment from other platforms, such as Youtube, Spotify (music), and Netflix rather than podcasts. They felt that podcasts were more likely to provide recent knowledge, latest information and frequently-found contents that were rarely found on other platforms due to some limitations. They were looking for specific content about self-improvement, politics, economy, financial, book review, and news.

On the contrary, McClung and Johnson (2010) defined **Entertainment** as one of the key motivation factors. As a result, it showed that the listeners were looking for entertainment from podcasts as they felt happy, fun, and joyful. Moreover, listening to podcasts helped them to pass through the difficult time.

However, the participants answered that podcast content was considered to be part of entertainment, especially when they listened to their interested topics. Even though it was a serious topic and did not seem to be entertaining at all, they enjoyed learning from the content they were interested in. For example, when the participants listened to a successful businessman who shared his knowledge, way of thinking, and new perspective from their own experience, their expectation highly focused on

desiring to receive not only the useful information but also entertainment, relaxation, and fun simultaneously. This research defined this kind of information as “Edutainment”

Edutainment was a combination of education with entertainment. Podcast was a type of education aimed at educating and entertaining at the same time. Edutainment had a positive effect on the motivation factor towards podcasts. According to the study, the most popular broadcaster of the majority participant was The Standard. The examples of the most favorite channels were The Secret Sauce, The Money Case, and The Power of Game.

It could be implied that edutainment has a relationship to the motivation factor because listeners expected to receive not only useful information but also entertainment from podcasts at the same time.

4.3.2 Convenience

The participants perceived that podcasts were beneficial due to its unique characteristic which was different from traditional media.

Firstly, they satisfied its convenience that allowed them to have freedom to select whatever they wanted at any time and any place instead of listening or watching anything which was not relevant to their interest.

Secondly, people could browse top shows and channels on the application. It helped to filter content which had meaning because of its popularity among podcasts listeners, so they were likely to satisfy those contents. Browsing top shows also helped them save time because they did not need to listen to all contents that were available daily or weekly.

Lastly, podcasts allowed them to do multiple things which matched with their behavior simultaneously. They could do a daily routine and listen to podcasts at the same time. Podcast listeners did not need much attention when they listened to them because of their characteristic casting only voice. It makes podcasts different from other applications, such as Youtube and Netflix. Listeners had to pay attention with their two senses (both watching and listening). Podcasts helped them to spend their free time in quality ways. They did not want to waste their time while doing other activities, such as driving in silence.

The study revealed that convenience has a relationship to the motivation in three main pillars which were freedom selection, top show recommendation feature, and pass time.

4.3.3 Social Aspect

The majority revealed that people around them had an influence on their decision. They were more likely to listen to what was shared on social media. They explained how social aspects influenced their decision in two dimensions.

Firstly, the participants focused on the topic that was relevant to the current situations, trends, and personal interests. They tended to listen to what people were talking about if the content was related to their interests which were changed overtime, such as the topic “From a salary man who has to carry 18 million debt to a Money Coach, the independent financial coach the Money Case by the Money Coach”. This topic was extremely interesting and matched with the listener's insight. It increased their curiosity on how to make that much money and set them free of debt.

Secondly, the participants considered influencing people who talked or shared the content especially in a current situation. There were lots of contents shared everyday. However, people were looking for a reliable speaker and an interesting topic that was shared by the influencers, close friends, and experts. Because they believed that their close friends probably got the same interest and experts possibly had insight knowledge about a particular area.

From the study, it could be implied that social aspects have a relationship to the motivation factor, especially nowadays when there was plenty of real and fake information shared on social media. The participants learned to filter only the information recommended by the one whom they trusted in.

4.3.4 Advertising

The majority of participants explained that they were unaware of an advertising on podcasts and never thought that it interrupted their listening journey. The main reasons why they were not aware of the advertising were as follows.

The first reason was that they did not pay much attention when listening to podcasts. The participants' listening behaviors changed during the time. They did

multiple tasks while listening to podcasts. As a result, they could immediately shift their focus to another activity and shift their attention back when the advertising was ended.

Secondly, they did not need to use both senses which were watching and listening in order to focus on podcasts. It meant that they did not focus on watching nor waiting for the advertising compared to other platforms, such as Youtube, Facebook, Instagram, and Netflix.

Lastly, podcasts currently had a low number of sponsorships because the popularity among Thai listeners was not high. Moreover, they revealed that the current advertising was content-related. For example, there were recommended funds from experts in financial topics. It increased their intention to buy because it was relevant to their interested topic. However, the study suggested that an increase in the number of advertisements would definitely interrupt their listening journey.

The study exposed that advertisements have a relationship to motivation factors because the listeners' listening behavior towards podcasts was different from other platforms.

4.3.5 Podcaster's Credibility

Podcaster's credibility has a relationship to participant motivation to listen to podcasts. The majority of the participants disclosed that they considered four major aspects of podcasters.

The ability of podcasters to communicate was the first aspect. They preferred podcasters who could communicate directly to the point and chose the topic-related content. The tone of voice was another key factor that they were concerned about. It was necessary for podcasters to have an interesting voice tone that could draw listeners' attention along the listening journey. Moreover, the voice quality should be clear and smooth without interference.

The ability to summarize and structure content was the second aspect. A good podcaster should have the ability to summarize a difficult, complicated, and long story into easy and brief content. It could increase the listeners' attention to listen and help them understand and interpret information in limited time.

Searching for an expert was the third aspect. Broadcasters should be experts who had the ability to share their own experience with insight and rational reasons.

Being a famous podcaster was the last aspect. It affected the majority's intention to listen. Mr. Sornkon Adunlayanon who was The Power of Game podcaster, writer, and newspaper publisher editor was an example. His working experience as a writer guarantee that he was efficient to communicate directly to the point with a dynamic voice and made the content interesting. Moreover, the famous guest speakers who were successful businessmen could also increase the interest in each content episode. Listeners preferred the content that contained both good practice and mistakes from real experience in order to learn and adapt knowledge into their life.

From the study, broadcaster's credibility has a relationship to motivation in four main aspects including broadcaster's communication ability, summarizing ability, experts, and famous guest speakers.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

Listeners were more likely to use a variety of applications to listen to podcasts depending on their familiarity and preference. For example, the one who used a music streaming application in their routine tended to listen to podcasts on that application since it allowed them to use only one application at the same time. Moreover, mobile phones had become the most popular electronic device among all the participants. They used it as a main device to receive the information anywhere and anytime. It could be implied that the participants were looking for convenience, fast, and ease of use.

Listeners realized that podcasts had unique characteristics which were different from other applications. The five main motivations factors that listeners expected to receive from podcasts were edutainment, convenience, social aspect, advertising, and broadcaster's credibility.

All five factors including edutainment, convenience, social aspects, and broadcaster's credibility have relationship with motivation factors. Firstly, listeners expected to receive both useful information and entertainment from the topic that they were interested in at the same time. Secondly, convenience could be divided into three main pillars which were freedom selection, tops show recommendation feature, and pass time. Thirdly, social aspects could influence the majority of participants in two dimensions which were an interesting content topic and influencer. The participants learned to filter only the information that matched with their interests and recommended by someone who was trustworthy. Fourthly, advertising affected motivation factors since the listener's listening behavior towards podcasts was different from other platforms. If the advertisement was related to the content, they tended to support those products and services. However, the result shows that podcasters should focus on considering a proper number of advertisements in one

episode, length of advertising, airing time, and content related. Lastly, the podcaster's credibility had a positive effect on motivation in four main dimensions including broadcaster's communication ability, summarizing ability, expert, and famous guest speakers.

5.2 Recommendations

This research found that listeners used a variety of applications to listen to podcasts depending on their familiarity and preference. Therefore, there was a recommendation for broadcasters to consider expanding content to different potential applications which became popular among Thai listeners as much as possible. It could increase the number of listeners and opportunities to create awareness among nonusers.

In order to increase listeners' motivation to consider podcasts as one of the main applications, podcasters should focus on these five main motivation factors which were edutainment, convenience, social aspect, advertising, and podcaster's credibility.

Edutainment was an interesting business gap that other media did not provide to listeners. With unique characteristics of podcasts, broadcasters should focus on improving their content topic to be more educated and entertained at the same time. For instance, they should select an interesting topic that matches with listeners' preferences.

Advertising was another aspect which should be focused on. Broadcasters should focus on the relevant content of advertisements to increase listeners' interests and reduce the feeling of an interruption that was mostly found by advertisements. However, the majority of participants accepted advertisements with the length of 5-10 seconds at the beginning or the end of the program. They were unsatisfied if advertisements appeared at the middle of the program, because it would completely interrupt their listening journey in terms of thinking process and feeling.

Podcaster's credibility is one of the motivation factors which included broadcaster's communication ability, summarizing ability, expert, and famous guest

speakers; therefore, the combination of these factors would increase their intention to listen to podcasts in different aspects.

5.3 Limitation and Future Research

This research found that there is a limitation which is the difficulty in getting responses from the target group who usually listen to podcasts at least twice a week.

Due to this research focused on the podcast listeners who listened to podcasts at least twice a week to complete research questions, there was a difficulty in getting responses from the target group since the podcast is still popular in a small group of Thai people, therefore, the number of participants was lower than expected.

Mixed-method research study which includes collecting both quantitative and qualitative data is beneficial to the future research. There are several advantages of conducting the mixed-method research study. The benefit includes the ability to compare quantitative and qualitative data, especially in understanding the differences of research finding and results between both methods. Moreover, the collected data from the mixed-method research study can illustrate and explain the understanding of listeners' behavior, motivation factors, and preferences because it reflects participants' opinion in different aspects.

In conclusion, the mixed-method research study has great potential to strengthen the data collection, data analysis, and research findings. The integration of these two methods increases the reliability of the data and the study's result.

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APPENDIX

Research questions

1. Demographic data
2. What media do you mostly use to receive information recently?
3. What is the difference between traditional media and Podcasts?
4. Please tell me about your listening behavior towards podcasts.
 - 4.1 How frequently do you listen to podcasts?
 - 4.2 When do you mostly listen to Podcasts?
 - 4.3 Which device and application do you mostly use?
 - 4.4 What topic are you interested in?
5. Why do you consider listening to podcasts?
6. Do you think entertaining is one of the reasons that motivates you to listen to podcasts?
7. Do you think podcasts are pass time and convenient?
8. Do people around you influence your listening behavior, and why?
9. Does anything interrupt you when you listen to podcasts? If so, please explain, what is your recommendation, and why?
10. Do you concern the broadcaster's credibility when you decide to listen to podcasts?