

## **A STUDY ON COMPONENTS OF PODCASTS THAT CAN AFFECT PODCAST LISTENERS' SATISFACTION IN GENERATION Y**

**RUJIREK PETPIMOLMAT 6649709**

**M.M. (ONLINE INTERNATIONAL PROGRAM)**

**THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF.  
PRATTANA PUNNAKITIKASHEM, Ph.D., ASSOC. PROF. RANDALL  
SHANNON, Ph.D., SUTHAWAN SATO, Ph.D.**

### **ABSTRACT**

This research aims to study the components of podcasts that can affect listeners' satisfaction in Generation Y and the component that is most likely to encourage listening to podcasts in Generation Y. The guidelines are also provided for podcasters in order to meet the listeners' satisfaction. This study uses the quantitative research method using online questionnaires. The respondents are podcast listeners in Generation Y (27-44 ages) who currently live in Thailand. The statistical analysis includes the descriptive statistics and the multiple linear regression analysis.

The results of this study found that all components of podcasts which are Podcast Host, Technical Quality, Completeness in content and communication, Podcast Formats, and Guest significantly affect the listeners' satisfaction at a statistical level of 0.05, with Guest has the strongest effect on listening satisfaction in Generation Y. Meanwhile, Completeness in Content and Communication receives the highest score as the podcast component that is most likely to encourage the listening to podcasts among Generation Y. For the guidelines, podcasters should pay attention to all podcast components in order to achieve the high level of satisfaction.

**KEY WORDS:** Podcast/ Listeners' Satisfaction/ Generation Y

54 pages