

不同世代媒體使用行為之研究： 以 2005 東方消費者行銷資料庫為例

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摘要

在多元的媒體環境下使得閱聽人有了更多元的媒體選擇，然而這也使得原本單純的廣告主媒體購買組合決策變得更困難與複雜，也因此需要仰賴更精準的閱聽人媒體使用行為研究來輔助。本研究即探討不同世代的閱聽人媒體使用行為的異同。本研究採用 2005 年東方消費者行銷資料庫，針對 Y（青少年）世代：13～29 歲、X（壯年）世代：30～49 歲、M（中老年）世代：50～64 歲進行次級資料之分析，剖析此族群的媒體使用行為。希冀本研究結果歸納出來的趨勢變化有益於媒體企劃，更精準地抓住時下的世代行銷。

關鍵詞：世代、媒體使用行為、媒體組合

[收稿]2005/8/17; [初審]2005/10/21; [接受刊登] 2005/12/30

A Study on Media Usage of Different Generations: A Case Study of Eastern Integrated Consumer Profile Database 2005

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Abstract

Due to change in policy and social structure and advancement in technology, media diversity allows more alternatives for consumers. When advertisers try to achieve marketing purposes by means of advertisements, media mix plays a critical role when professional advertising agents are hired to write a media project. This study is an attempt to indicate how audiences of different generations form their preferences within limited time in this highly diversified media environment. This study uses the 2005 Eastern Integrated Consumer Profile (E-ICP) and analyzes three generations between 13 to 64 years of age – Y Generation: 13-29; X Generation: 30-49; M Generation: 50-64 – as the base for secondary data analysis for their media use. This study aims to provide trend forecast for business owners or media planners by guiding their attention to the differences from common public marketing strategies when considering media content options.

Keywords: Generation, Media Consumption, Media mix