

# 4185090728 . MAJOR DEVELOPMENT COMMUNICATION

KEYWORD : STATUS / TAPE CASSETTE / CHILDREN / PARENTS / PURCHASING BEHAVIOUR

NARUMON TECHANANALERT : THE STATUS OF MUSIC TAPE CASSETTE FOR CHILDREN AND PARENTS' PURCHASING BEHAVIOUR. THESIS ADVISOR : ASSOC. PROF. PATCHANEE CHEYJUNYA ; 163 pp. ISBN 974-334-291-5

The purpose of this study is to : 1) investigate the commercial status of music tape cassette for children in the past, present and the future trend. In-dept interview was applied to collect data for the first objective from 6 tape cassette for children producing companies. 2) The study of communication factors affecting parents' purchasing behavior. Field survey was used to collect data for the second objective from 400 parents resided in Bangkok. The results of this study are as follows :

1) It was recognized that this business started in 1971. At present, the business is in the lesser competitive climate as the business cannot make good profit. The producer's only motivation to produce cassette-tape for children is love and care for children. The major problem of doing this business concerned the marketing. Tape cassette for children were classified by age of the children. The major marketing strategy to survive is the utilization of "edutainment" in message and cooperation from related parties.

2) The results of survey research can be concluded as follows :

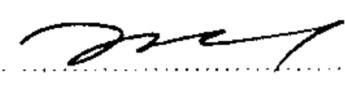
- 2.1 Parents use televisions to get information prior to buying decision.
- 2.2 Parents are medially influenced by personal media and mass media in buying decision. However, their own children and television are highly influenced.
- 2.3 Parents' criteria of buying are appropriateness to children's age and child development ; content desired to teach children ; good fit for the time and activity ; and upon children request.
- 2.4 Parents' with different demographic characteristics use different channel of communication in seeking information
- 2.5 Parents' with different demography characteristics were affected by mass media and personal contact differently regarding purchasing decision.

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