

KEY WORD : MARKETING COMMUNICATION/RELATING/PURCHASING

BEHAVIOR/BANGKOK YOUTH

SAM-ARNG PONLAMAI : MARKETING COMMUNICATION AND THE

FACTORS RELATING TO THAI POPULAR-SONG TAPE CASSETTES

PURCHASING BEHAVIOR OF BANGKOK YOUTH. THESIS ADVISOR:

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The purpose of this research is to identify : 1. the present and the

future status of marketing communication of Thai popular-song tape cassette business. 2. the purchasing behavior of Bangkok youth. 3. the correlation between the exposure of marketing information, interpersonal communication behavior, marketing communication factors and purchasing behavior of Bangkok youth. 4. the marketing communication factors that predict the purchasing behavior of Bangkok youth. Two respondents groups. were used for data collection. One group consisted of 300 Bangkok youths, data collection by questionnaire interview. The second group comprises of eight Thai popularsong tape cassette production companies, data collection by questionnaire in-depth interview. Results are as follows: 1. The present status in the conduct of marketing communications of Thai popular song tape cassettes emphasizes message construction of "product" marketing communication and promotion by fostering mainly artists' innovative concepts. As for future tendencies, the content, essence of song, and projected images will follow the present trends, but will emphasize the development of the artists' singing talents. The competition in marketing communication of "promotion" will underscore special innovative techniques in presentation for future marketing communications. 2. the purchasing behavior of Bangkok youth cannot be clearly defined. 3. the exposure of Thai popular song tape cassettes and interpersonal communicative behavior do not correlate with purchasing behavior of Bangkok youths. 4. Thai popular song tape cassette marketing communication factors are positively correlated with purchasing behavior of Bangkok youth. 5. the marketing communication of "product" was the best predictor of purchasing behavior of Bangkok youth.