

5 0 2 1 0 3 0 5 2 2

**ATTITUDES TOWARD MARKETING FACTORS INFLUENCING  
MP3 PLAYER PURCHASING DECISIONS IN ADULTS**

**CHANACHAI PHODOUNG**

**Adviser: Associate Professor Supong Tangkiengsirisin**

**A RESEARCH PAPER SUBMITTED IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF ARTS  
IN  
ENGLISH FOR CAREERS  
LANGUAGE INSTITUTE, THAMMASAT UNIVERSITY  
BANGKOK, THAILAND  
MARCH 2009**