

ABSTRACT

This research aims to explore adults' attitudes toward marketing factors influencing MP3 player purchasing decisions. Also, the study investigated reasons why adults purchased MP3 players. The study design of this research is a cross-sectional survey, and a self-administered questionnaire was used as the instrument of the study. The researcher used the quota sampling method to set the sampling size which comprised of 200 respondents who were aged 25 years old or above living in Bangkok. Data collection started in January 2009 and ended in February 2009. The collected data were analyzed using frequency and percentage by SPSS version 15.

The results of the study presented that both genders were interested in MP3 players. Nearly three-quarters of the total respondents were aged between 25-30 years old. Most respondents were private sector officers and had a bachelor's degree. They mostly owned only one player and spent more than 8,000 baht for the device. In addition, most respondents strongly agreed that they purchased the players for entertaining themselves. They were also concerned about the functions of the player when they purchased it. The majority of the samples agreed that they purchased the product because they liked modern technology. However, they were uncertain if the device was necessary for their work, and they disagreed that they bought the device after other people's behaviors. In the marketing mix's aspect, the respondents agreed that, in the overall picture, all marketing factors were important in influencing MP3 player purchasing decision. However, based on the findings, the product factor had most influence on purchasing decision of the device among the respondents.