

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.1 BACKGROUND**

Nowadays, electronic technology is growing rapidly and has brought many changes to society, especially the digitalization. The effects of the digital revolution can be acknowledged by everyone. One thing that has been changed by the revolution is the way people listen to music. Before, collections of cassette tapes might be valuable for those who love to listen to music. However, they might be viewed as a pile of trash which should be moved to the bins and replaced by compact discs or CDs, where music tracks are compressed into digital files. However, the future of the compact discs tends to be limited. Many consumers are bored with conventional CD's that can keep only one and a half hour of music. Also, they are tired of paying about 150 baht for only two out of ten songs that they like on it.

However, music tracks are no longer stuck into to the typical CDs. Nowadays, the world has witnessed the arrival of MP3 technology, which makes music files smaller and more accessible. Music is now downloadable from many MP3 websites across the internet. In addition, consumers of all ages are taking an interest in MP3 since it has been introduced in the market a few years ago. Therefore, it is interesting to investigate how consumers perceive this new technology, especially the medium where these digital music tracks are played or MP3 players.

Many research studies have been conducted to study MP3 player purchasing behaviors. However, those studies were focused mostly on teenagers as the study population. Therefore, it is interesting to study adult's MP3 player purchasing reasons as well as their attitudes toward marketing factors influencing MP3 purchasing decisions.

#### **1.2 STATEMENT OF THE PROBLEM**

This study aimed to answer the following questions:

1. What are adults' attitudes toward marketing factors influencing MP3 player purchasing decision?
2. Why do adults buy MP3 players?

### 1.3 OBJECTIVES OF THE STUDY

The main objective and 2 sub objectives of this study are as following:

#### *Main Objective*

To explore adults' attitudes toward the marketing factors influencing MP3 player purchasing decision.

#### *Sub Objectives*

1. To find out the reasons why adults purchase MP3 players.
2. To investigate the demographic data of the target group and the general information about their MP3 players.

### 1.4 DEFINITIONS OF TERMS

The terms used in this study are defined as follows:

**MP3 Player:** The electronic devices used to play MP3 audio files as a main function. This study excludes all other devices such as mobile phones, multimedia players, portable DVD players, or digital camera that have MP3 player function as an additional function.

**Purchasing Reasons:** The reasons that adults buy MP3 player. The study will investigate only for the reasons of buying for personal use and exclude the reason which adults purchase the devices for other people.

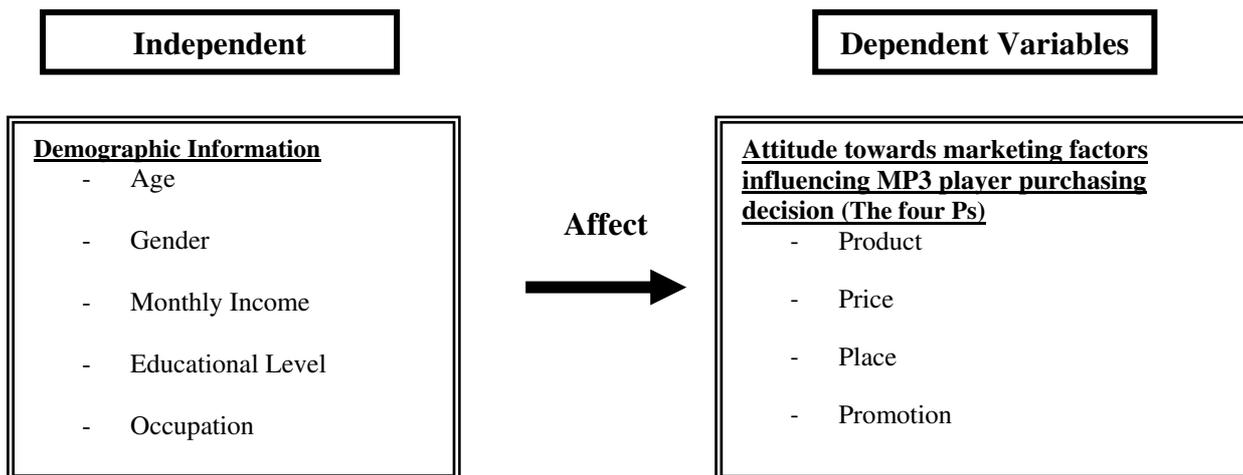
**Adult:** People aged 25 or higher living in Bangkok area. They must have their personal MP3 players.

**Marketing Factors:** Set of marketing tools mentioned in Marketing Mix theory. They are product, price, place, and promotion or the 4Ps.

## 1.5 VARIABLES

In this study, the researcher studied both independent variable and dependent variable as follows.

Figure 1. Conceptual framework of the study



## 1.6 SCOPE OF THE STUDY

This study focused on purchasing reasons and consuming behaviors of adults only on MP3 players excluding other devices such as mobile phones or portable DVD players that have an MP3 player as an additional function. The study was conducted in the Bangkok area only for the convenience of the researcher.

According to the subjects of the study, this study focused on adults aged 25 or higher who already owned MP3 players. The total sampling size was set to be 200 respondents due to time constraints. In addition, the quota sampling technique was used to conduct the survey because the investigator could not estimate the exact population size due to a lack of statistical records. Thus, they may not truly represent the total study population.

## 1.7 SIGNIFICANCE OF THE STUDY

1.7.1 The finding of this study will provide some useful information for the companies that are in the MP3 player industry to know and understand MP3 player

purchasing reasons and consuming behaviors of adults and adjust their products to meet the customers' needs.

1.7.2 The study of marketing factors influencing the purchasing decision will benefit marketers in adapting their market strategies in order to penetrate the market or gain more market share from the adult target group.

1.7.3 This study may be useful for other researchers who would like to conduct further study about MP3 player purchasing reasons which they can investigate the samples in other provinces to expand findings and can represent the study population more correctly.

## **1.8 ORGANIZATION OF THE STUDY**

The study on adults' attitudes toward marketing factors influencing MP3 player purchasing decisions consists of five chapters:

*Chapter One:* Introduction to the study background, statement of problem, objectives of the study, definitions of terms, variables, scope of the study, and significance of the study.

*Chapter Two:* Literature review explaining MP3 and MP3 player history, Major Factors Influencing Buying Behavior theory, Stages of the buying decision process theory, Marketing Mix theory, and relevant studies.

*Chapter Three:* Subjects, materials, procedures of data collection, and analysis.

*Chapter Four:* Findings report and data analysis.

*Chapter Five:* Summary of the study, summary of findings, discussions, conclusions and recommendations for further research.