

CHAPTER FOUR

RESULTS

Implementing the material and procedure described in the previous chapter, the researcher obtained the results from 200 respondents aged 25 or above living in Bangkok. The data is divided into 3 parts as follows; (1) Demographic information of the respondents; (2) MP3 player purchasing reasons; and (3) Attitudes towards marketing factors influencing MP3 player purchasing decision.

4.1 DEMOGRAPHIC INFORMATION (*TABLE 1-8*)

This part describes the general information of the respondents which includes, gender, age, educational level, occupation, average income per month, number of MP3 players owned by each respondent, brands of MP3 players owned by respondents, and prices of mp3 players owned by respondents.

4.1.1 Gender

As shown in *Table 1*, 59.5 percent of the 200 respondents were male, while 40.5 percent were female. All of them were recruited by quota sampling method.

Table 1. Gender of the Samples

Gender	Frequency	Percentage
Male	119	59.5
Female	81	40.5
Total	200	100

4.1.2 Age

Table 2 shows that the majority of the samples were in the age group of 25-30 years old (74.5%), followed by the age group of 31-35 years old (17.5%). The rest of them were about 36-40 and some were over 40 years old (6.5 % and 1.5%, respectively)

Table 2. Age of the Samples

Age	Frequency	Percentage
25-30	149	74.5
31-35	35	17.5
36-40	13	6.5
Over 40	3	1.5
Total	200	100

4.1.3 Education Level

Table 3 shows that the majority of the samples held a bachelor's degree (70.0%). The second and third ranks were Master's degree and Doctorate (24.5% and 3.5%, respectively). The rest had lower than a Bachelor's degree (2.0 %).

Table 3. Educational Levels of the Samples

Educational Level	Frequency	Percentage
Lower than Bachelor's degree	4	2.0
Bachelor's degree	140	70.0
Master's degree	49	24.5
Doctorate	7	3.5
Total	200	100

4.1.4 Occupation

Table 4 shows that the majority of the samples were private sector officers (57.0%). The second and third ranks were students and business owners (14.0% and 10.5%, respectively).

Table 4. Occupations of the Samples

Occupation	Frequency	Percentage
Government service	16	8.0
State Enterprise	6	3.0
Private sector	114	57.0
Business owner	21	10.5
Freelance	11	5.5
Student	28	14.0
Unemployed	2	1.0
Others	2	1.0
Total	200	100.0

4.1.5 Average income per month

Table 5 shows that majority of the respondents had a monthly income of 15,001 – 20,000 Baht (19.5%), closely followed by 8,000 – 15,000 Baht (18.5%). The third rank was more than 40,000 Baht (17.0%).

Table 5. Average Income per Month

Income	Frequency	Percentage
Lower than 8,000 Baht	14	7.0
8,000 – 15,000 Baht	37	18.5
15,001 – 20,000 Baht	39	19.5
20,001 – 25,000 Baht	25	12.5
25,001 – 30,000 Baht	27	13.5
30,001 – 35,000 Baht	20	10.0
35,001 -40,000 Baht	4	2.0
More than 40,000 Baht	34	17.0
Total	200	100.0

4.1.6 The Number of MP3 players owned by each respondent

Table 6 indicates that more than half of the respondents had only one MP3 players (60.0%). The second most prevalent group had 2 machines (26.0%), and the rest owned more than 2 machines (14 %).

Table 6. The Number of MP3 Players Owned by the Respondents

No. of MP3 player	Frequency	Percentage
1 player	120	60.0
2 players	52	26.0
More than 2 players	28	14
Total	200	100

4.1.7 Brands of MP3 Players owned by the respondents

Table 7 presents that majority of the respondents owned iPod (64.0%), followed by the second, Sony, and the third, Creative (17.5% and 15.5 %, respectively). Other MP3 player brands owned by the respondents but not included in the list were mostly generic players made in China, and other unknown brands.

Table 7. Respondents' MP3 Player's Brand

Brands	Frequency	Percentage
iPod	128	64.0
Sony	35	17.5
Samsung	14	7.0
Creative	31	15.5
Soken	4	2.0
Philips	5	2.5
SanDisk	2	1.0
Aconatic	2	1.0
iriver	4	2.0
others	16	8.0
Total	241	100

4.1.8 Average price of MP3 player purchased by the respondents

Table 8 shows that the respondents paid over 8,000 baht for their players (44.0%), followed by 2,000-4,000 baht as a second rank and 6,001 – 8,000 baht as the third rank (19.0 % and 14.5 % , respectively).

Table 8. Respondents' MP3 Players Prices

Price	Frequency	Percentage
Lower than 2,000 Baht	26	13.0
2,000 – 4,000 Baht	38	19.0
4,001 – 6,000 Baht	19	9.5
6,001 – 8,000 Baht	29	14.5
Over 8,000 Baht	88	44.0
Total	200	100.0

4.2 MP3 PLAYER PURCHASING REASONS (TABLE 9)

Table 9 shows that most of respondents strongly agreed that they purchased MP3 player because it has good functions (49.5%). However, they were uncertain that they purchased the devices because it is necessary for work or not (30.0 %). The majority of the respondents strongly agreed that they purchased MP3 players for entertainment (68.0 %). Most respondents agreed that they purchased the devices because they liked modern technology. However, they disagreed that they purchased the devices to follow others (32.5%).

Table 9. MP3 Player Purchasing Reasons

Reasons	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree	Total
1. Because it has good functions	99 (49.5)	92 (46.0)	7 (3.5)	2 (1.0)	0 (0.0)	200 (100.0)
2. Because it is necessary for work	32 (16.0)	51 (25.5)	60 (30.0)	41 (20.5)	16 (8.0)	200 (100.0)
3. Because I use it for entertainment	136 (68.0)	56 (28.0)	6 (3.0)	2 (1.0)	0 (0.0)	200 (100.0)
4. Because I like modern technology	67 (33.5)	83 (41.5)	29 (14.5)	15 (7.5)	6 (3.0)	200 (100.0)
5. Because everyone seems to have one	5 (2.5)	21 (10.5)	49 (24.5)	65 (32.5)	60 (30.0)	200 (100.0)

4.3 ATTITUDES TOWARDS MARKETING FACTORS INFLUENCING MP3 PLAYER PURCHASING DECISION (TABLE 10 – 13)

Product

Table 10 shows that most respondents agreed that reputation of products as well as the variety of products were important in influencing their purchasing decision (49.5% and 44.0 %, respectively). In addition, they agreed that the quality of the products is the most important factors influencing their MP3 player purchasing decision (61.0 %).

Table 10. Product

Product	Important Level					Total
	Most Important	Important	Medium	Little Important	Least Important	
Reputation of products	61 (30.5)	99 (49.5)	34 (17.0)	6 (3.0)	0 (0.0)	200 (100.0)
Variety of products	32 (16.0)	88 (44.0)	60 (30.0)	14 (7.0)	6 (3.0)	200 (100.0)
Quality of products	122 (61.0)	68 (34.0)	10 (5.0)	0 (0.0)	0 (0.0)	200 (100.0)

Price

Table 11 shows that most respondents agreed that reasonable prices as well as variety of price were important factors influencing their purchasing decision (48.5% and 40.0% respectively). However, most respondents considered that variety of payment options had medium importance in influencing their purchasing decision of their MP3 player (33.0%).

Table 11. Price

Price	Important Level					Total
	Most Important	Important	Medium	Little Important	Least Important	
Reasonable price	72 (36.0)	97 (48.5)	26 (13.0)	3 (1.5)	2 (1.0)	200 (100.0)
Variety of price	29 (14.5)	80 (40.0)	62 (31.0)	17 (8.5)	12 (6.0)	200 (100.0)
Variety of payment options	25 (12.5)	48 (24.0)	66 (33.0)	32 (16.0)	29 (14.5)	200 (100.0)

Place

Table 12 shows that most respondents agreed that it was important for the product to be found easily (43.0%). Moreover, they agreed that it was important for the purchasing process to be convenient for the customers (42.0%). In addition, the credibility of the shop was also important as one of the factors influencing their purchasing decision (42.5%).

Table 12. Place

Place	Important Level					Total
	Most Important	Important	Medium	Little Important	Least Important	
Easy to find	47 (23.5)	86 (43.0)	53 (26.5)	8 (4.0)	6 (3.0)	200 (100.0)
Convenient to buy	48 (24.0)	84 (42.0)	56 (28.0)	7 (3.5)	5 (2.5)	200 (100.0)
Credibility of shop	72 (36.0)	85 (42.5)	34 (17.0)	4 (2.0)	5 (2.5)	200 (100.0)

Promotion

Table 13 shows that the attractive advertisement was important as a factor influencing their purchasing decision of their MP3 player among the respondents (38.5 %). Also, special discounts as well as appealing premiums offered to customers

were important for influencing their purchasing decision of the product (38.0 % and 35.5 %, respectively).

Table 13. Promotion

Promotion	Important Level					Total
	Most Important	Important	Medium	Little Important	Least Important	
Attractive advertising	27 (13.5)	77 (38.5)	64 (32.0)	19 (9.5)	13 (6.5)	200 (100.0)
Special discount	53 (26.5)	76 (38.0)	49 (24.5)	11 (5.5)	11 (5.5)	200 (100.0)
Appealing premiums	29 (14.5)	71 (35.5)	65 (32.5)	18 (9.0)	17 (8.5)	200 (100.0)