

## **CHAPTER FIVE**

### **CONCLUSIONS, DISCUSSION, AND RECOMMENDATIONS**

This chapter presents (1) a summary of the study, (2) a summary of findings, (3) discussions, (4) conclusions, and (5) recommendations for further research.

#### **5.1 SUMMARY OF THE STUDY**

##### **5.1.1 Objectives of the Study**

This study was conducted under a main purpose: to explore adults' attitudes toward the marketing factors influencing MP3 player purchasing decision. Additionally, the study also investigated the purchasing reasons as well as the demographic data of the target respondents and the information about their MP3 players.

##### **5.1.2 Subjects, Materials, and Procedures**

The subjects consisted of 200 respondents who were 25 years old or above living in the Bangkok area and having a personal MP3 player. The research instrument used for collection data was a self-administered questionnaire which consisted of questions about the demographic characteristics of the respondents, the MP3 player purchasing reasons, and the attitudes toward marketing factors influencing their MP3 player purchasing decision. This research study used a cross-sectional study design and quota sampling method to set the sampling size in the study. The survey was conducted in January 2009 and was finished in February 2009. The data was analyzed through SPSS version 15. Frequency and percentage were calculated to describe the characteristics of the samples, their purchasing reasons, and their attitudes toward marketing factors influencing their MP3 player purchasing decision. Tables were applied to illustrate the information collected from the respondents.

#### **5.2 SUMMARY OF THE FINDINGS**

The results of the study can be summarized as follows:

### **5.2.1 Demographic Information of the Respondents**

The total number of the respondents was 200 which consisted of 119 males (59.5%) and 81 females (40.5%). Nearly three-quarters of them were aged between 25-30 years old (74.5%). The majority of the respondents had a bachelor's degree (70.0%). The largest proportion of the respondents worked in the private sector (57.0%). In terms of income per month, most of the respondents had an income between 15,001 – 20,000 baht. In addition, most of the respondents owned only one MP3 player (60.0%), while some respondents owned two players (26.0%). The MP3 player brand owned by over half of the respondents was iPod (64.0%). Most respondents spent more than 8,000 baht for an MP3 player (44.0 %).

### **5.2.3 MP3 Players Purchasing Reasons**

The second part of the questionnaire explored the respondents' attitudes towards five given statements of their MP3 player purchasing reasons. The majority of the respondents strongly agreed that they purchased their player because of it had good functions (49.5%) , while only about 4% of them were uncertain and disagreed with this reason. On the other hand, most respondents were uncertain if an MP3 player was necessary for their work (30.0%). In addition, the respondents mostly purchased their players for their own entertainment (68.0 %). Also, they agreed that they purchased MP3 players because they liked modern technology (41.5%). However, the respondents disagreed that they purchased the players because everyone else seemed to have one (32.5%).

### **5.2.3 Marketing Factors Influencing MP3 Player Purchasing Decision**

The last part of the questionnaire investigated the respondents' attitudes toward marketing factors influencing their MP3 player purchasing decision. Firstly, in the product section, most respondents agreed that the quality of products is the most important factors influencing their purchasing decision ( 61.0%), while the reputation of the product and the variety of the products were also important in making their purchasing decision ( 49.5 % and 44.0%, respectively). Second, in the price section, most respondents considered the reasonable price (48.5%) as well as the variety of the price (40.0%) as important factors influencing their purchasing decisions. However, they thought that the variety of payment options had only moderate influences in making their purchasing decisions. Third, in the place section, most respondents

agreed that the availability of the product, the convenience of the purchasing process, and the credibility of the shop were important as the factors influencing their purchasing decisions of MP3 players. Last, in the promotion section, an attractive advertisement, the special discount, and appealing premiums were accepted by most respondents as the important factors influencing their MP3 player purchasing decision (38.5%, 38.0%, and 35.5%, respectively).

### **5.3 DISCUSSION**

This section concerns interesting issues drawn from the summary of the findings in the study.

#### **5.3.1 Demographic Information of the Respondents**

Based on the findings, although the majority of the respondents were male (59.5%), the number of male and female respondents was not much different from each other. It can be inferred from this that both genders are interested in modern technology devices like MP3 players. Unlike in the past, most people might think that the modern technology seemed to be men's things not women's.

Most respondents aged between 25 – 30 years old (74.5%), the youngest age rank offered in the questionnaire of this study, followed by other age ranks with less than a half of the total respondents. The 25 – 30 years old represented the first jobbers who tended to graduate from university and had just begun their work experience. It is a period of transition when a person changes from a teenager to an adult. Therefore, it can be inferred from this finding that respondents in the younger age were interested in the modern technology devices more than those in higher age groups. Also, it can be inferred that the younger the age of a person, the more capable to deal with new things or experiences. People at a younger age may find modern technologies to be challenging, while older people may find them difficult to understand and use those modern technologies, especially electronic devices.

In terms of the number of MP3 players owned by the respondents, most respondents owned only one player (60.0%). This result is similar to the finding of the study of Sukanya Usawasuntarangkul (2007) that about 59.3 % of her respondents, the teenager group, owned only one portable audio player. Therefore, although ages were different, most respondents needed only one device for their personal use.

iPod was the brand that had been chosen by the respondents the most (64.0%), followed by Sony (17.5%) and Creative Zen (15.5%). Actually, iPod is considered as the most successful MP3 player in terms of being the best selling brand worldwide (*Digital audio player*, 2008). Therefore, based on the findings, we could infer that the products' choices of the target respondent of the study were based on the reputation of the product. In addition, we can infer that the respondents chose the well-known brand because they wanted to communicate their roles and status in society. Therefore, the awareness of the status symbol potential of a product and brand was very important (Kotler, 2003).

According to the findings, most respondents paid more than 8,000 baht per one device. According to Kotler (2003), product choice is greatly affected by one's economic circumstances. People's economic circumstances consist of their spendable income, savings and assets, debts, borrowing power, and attitude toward spending and saving. It can be inferred from this that because of the ability to earn their own living and to have high monthly income of the respondents, the respondents tended to spend more on purchasing a product as explained by the major factors influencing buying behavior theory.

### **5.3.2 MP3 Players Purchasing Reasons**

Most respondents strongly agreed that they bought an MP3 player for their personal entertainment. In addition, they accepted that they liked modern technology, so they decided to buy MP3 players. This finding conformed with what Kotler (2003) stated in the major factors influencing buying behavior theory. He explained that buyer's decisions are influenced by personal factors, and lifestyle is one of them. A person's lifestyle is the person's pattern of living in the world as presented through the person's activities, interests, and opinions. In this case, most of respondent tended to have an interest in modern technology. Therefore, this interest influenced them to buy the players.

In addition, according to the same theory, a consumer's behavior is also influenced by social factors, especially the reference group. The reference groups consist of all the groups that have an influence on the person's attitude or behaviors. They can be any groups such as family, friends, neighbors, and coworkers. Reference groups expose an individual to new behaviors and lifestyles, and create pressure for

conformity that may affect actual product and brand choices. However, this aspect of the theory did not support some findings of the study. According to the finding, most respondents disagreed that they purchased their players because others seemed to have one. That is to say, they said that they were not trend followers.

### **5.3.3 Marketing Factors Influencing MP3 Player Purchasing Decision**

Most respondents strongly agreed that product factor especially the quality of a product (61.0%) was the most important factor influencing their MP3 player purchasing decision. This finding is related to the marketing mix theory (Kotler, 2003). The theory explained that product factor is the most important factor that the buyers are concerned about. In addition, the product concerns are its quality. It is evident that in many situations customers are prepared to pay more for reliable and quality products. The findings in the product factors also revealed that the reputation and the variety of products were also important factors for the target respondents.

In terms of price factors, the respondents were mostly interested in a reasonable price (48.5%) and variety of the prices (40.0%). However, the variety of payment options had only moderate importance as considered by the respondents. This presented that the respondents were concerned about the value of the price more than the payment method. In terms of price theory, the marketers should determine the best price for their products to discover a product's value. Once the value of a product was established, the marketers should know what price to charge. Moreover, the price setting should go with the value of the product, if not, the consumer will turn to competitors in choosing their products (Kotler, 2003).

In terms of place factor, the respondents considered the ease to find, convenience to buy, and credibility of the shop as the important factors influencing their MP3 Player decisions. This matches with what Kotler (2003) had explained. He suggested that marketers must choose the right channel of distribution which can distribute their products to consumers at the right time and place. As a result, these factors can influence the customers to buy their products eventually.

Based on the findings, an attractive advertisement, special discount, and appealing premiums play important roles in engaging customers to purchase MP3 Players. In the aspect of special discount, the findings can be linked with the importance of price factors that if the price is lower than the value of the products as

perceived by the customers, the customers tend to be interested in that product and finally purchase the product (Kotler, 2003).

## **5.4 CONCLUSIONS**

The following conclusions can be drawn from the summary of findings and discussion above:

5.4.1 Both male and female respondents were interested in modern technology devices. Therefore, the MP3 player's manufacturers should target their customers to be both genders.

5.4.2 The majority of the respondents were aged between 25-30 years old and held a bachelor's degree.

5.4.3 The majority of the respondents owned only one player and they paid over 8,000 baht for their players. In addition, their most favorite brand was iPod from Apple Inc.

5.4.4 Personal entertainment was the main reason that most respondents bought their MP3 players. In addition, they were concerned about the functions of the devices as well.

5.4.5 "Product" factor was considered by most respondents as the most important factor that influenced MP3 player purchasing decision. Other marketing factors like price, place, and promotion were also considered by most respondents to have important influences on their purchasing decision except the variety of payment options which had only moderate influence. Therefore, the MP3 player manufacturers should pay attention to all marketing factors but focus more on the product factor in order to satisfy the target customers and increase their sale volumes.

## **5.5 RECOMMENDATIONS FOR FURTHER STUDIES**

Based on the findings and conclusions of this study, the following recommendations are made for future research.

5.5.1 In further studies, the sampling should be in the same proportion and have a wider range of age groups in order to study the relationships and differences in their purchasing behaviors, consuming behaviors, and attitudes toward marketing factors.

5.5.2 The researchers should add more aspects or dimensions in the purchasing reasons as well as marketing factors influencing purchasing decision in order to gain more information and improve the validity & reliability of the study.

5.5.3 In the next study, a larger sampling size is required in order to obtain more accurate results that truly represent the total population.

5.5.4 Since this study was limited to people who live in Bangkok, it would be beneficial to conduct the study in other provinces for reliability of the study.

5.5.5 This research was conducted in a limited of time. So, interested researchers should strengthen the research by extending the period of collecting the data.