

APPENDIX A
Questionnaire (English Version)

**Attitudes toward Marketing Factors Influencing
MP3 Player Purchasing Decisions in Adults**

This questionnaire is part of an independent study required for the Master Degree of English for Careers, Language Institute, Thammasat University. The questionnaire is designed to explore the MP3 player purchasing reasons and attitudes toward marketing factors influencing MP3 player purchasing decisions in adults. It takes only 5-10 minutes to fill in the information. The researcher is grateful to you for devoting your valuable time to complete it.

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Part 1: Demographic Information

Directions: Put mark ✓ into to answer the following questions.

- 1.1 Sex
 Male Female
- 1.2 Age
 25-30 years 31-35 years
 36- 40years More than 40 years
- 1.3 Educational Level
 Primary School High school/ Vocational
 Diploma Bachelor's degree
 Master's degree Doctorate
- 1.4 Occupation
 Government service State Enterprise
 Private sector Business owner
 Freelance Student
 Unemployed Others _____
- 1.5 Average income per month
 Lower than 8,000 Baht 8,000 – 15,000 Baht
 15,001 – 20,000 Baht 20,001 – 25,000 Baht
 25,001 – 30,000 Baht 30,001 – 35,000 Baht

- 35,001 – 40,000 Baht More than 40,000 Baht

1.6 How many MP3 Player do you have?

- 1 2 3 More than 3

1.7 Your MP3 player’s brand (More than one answer can be chosen)

- iPod Sony Samsung
 Creative Zen Soken Philips
 Aconetic SanDisk iriver
 Others _____

1.8 How much is your MP3 player?

- Lower than 2,000 Baht 2,000 – 4,000 Baht
 4,000 – 6,000 Baht 6,000 – 8,000 baht
 More than 8,000 Baht

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Part 2: MP3 Player Purchasing Reasons

Directions: Put mark ✓ in the column that most matches your opinion.

Reason	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
2.1 Because it has good functions					
2.2 Because it is necessary for work					
2.3 Because I use it for entertainment					
2.4 Because I like modern technology					
2.5 Because everyone seems to have one					

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Part 3: Attitude towards Marketing Factors Influencing MP3 Player Purchasing

Decision

Directions: Put mark ✓ in the column that most matches your opinion.

Marketing Factor	Level of Agreement				
	Strongly agree	Agree	Uncertain	Disagree	Strongly disagree
<u>Product</u>					
3.1 Reputation of products					
3.2 Variety of products					
3.3 Quality of products					
<u>Price</u>					
3.4 Reasonable price					
3.5 Variety of price					
3.6 Variety of payment options					
<u>Place</u>					
3.7 Easy to find					
3.8 Convenient to buy					
3.9 Credibility of shop					
<u>Promotion</u>					
3.10 Attractive advertising					
3.11 Special Discount					
3.12 Appealing premiums					

Thank You for Your Time