

## CHAPTER FOUR

### RESULTS

#### DATA PRESENTATION AND ANALYSIS

According to chapter three, 150 questionnaires were distributed to 150 respondents who pursued activities such as meeting, shopping or learning at the Center Point, Bangkok. In addition, the respondents should know or use the portable audio players. The data was divided into 4 parts and each part started from part 1 to part 4 respectively.

#### PART 1: BACKGROUND INFORMATION OF THE RESPONDENTS

*Table 1. Sex*

Sex	Frequency (n = 150)	Percent
Male	75	50
Female	75	50
Total	150	100

According to table 1, it indicated that the respondents, both male and female, used equally portable audio players with a ratio of 50:50. It meant that modern technology affected the teenagers, both male and female.

*TABLE 2. Age*

Age	Frequency (n = 150)	Percent
13 years old	15	10.7
14 years old	6	4.0
15 years old	20	13.3
16 years old	48	32.0

<b>Age</b>	<b>Frequency (n = 150)</b>	<b>Percent</b>
<b>17 years old</b>	40	26.7
<b>18 years old</b>	14	9.3
<b>19 years old</b>	6	4.0
<b>Total</b>	<b>150</b>	<b>100.0</b>

From the table above, it indicated that the majority of the respondents who were affected by modern technology were 16 years old (32.0%), followed by 17 years old (26.7%), and 15 years old (13.3%) while the ones who were 14 years old and 19 years old were not affected as much as the major group. It implies that teenagers aged around 15-17 years old were the most interested in modern technology like the mp3.

*Table 3. Educational Level*

<b>Education Level</b>	<b>Frequency (n = 150)</b>	<b>Percent</b>
<b>Secondary School</b>	19	12.7
<b>High School</b>	63	42.0
<b>Vocational School</b>	56	37.3
<b>High Vocational School</b>	2	1.3
<b>Bachelor Degree</b>	10	6.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

The respondents who learnt in high school level used mp3's the most (42.0%), followed by vocational school (37.3%). Regarding table 2, most of the respondents who used portable audio players the most were aged around 15-17 years old, and learnt in high school or vocational school as well. Therefore, the majority of the respondents affected by modern technology like portable audio players were learning in the high school level and were aged around 15-17 years old. In contrast, the respondents aged more than 17 years old were not affected by portable audio players as much.

*Table 4. The Types of Respondent Allowances*

The types of the respondents' allowance	Frequency (n = 150)	Percent
Daily	59	39.3
Weekly	51	34.0
Monthly	40	26.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

According to table 4, the types of the allowances of the respondents were divided into 3 types. Most of the respondents got their allowances as daily types (39.3%), followed by a weekly type (34.0%) and a monthly type (26.7%). Although, the daily type was not the type that got the most money, the respondents who had daily allowance tried to use the portable audio players. In this case, it is seen in a table 12 which indicated that the respondents' families bought the portable audio players for their teenagers. Thus, the respondents' allowance did not affect the purchasing behavior of the respondents.

*TABLE 5. Average Allowance per Month*

Average allowance per month	Frequency (n = 150)	Percent
Less than 1,000 baht	18	12.0
1,001 – 2,000 baht	38	25.3
2,001 – 3,000 baht	52	34.7
3,001 – 4,000 baht	27	18.0
4,001 – 5,000 baht	12	8.0
More than 5,001 baht	3	2.0
<b>Total</b>	<b>150</b>	<b>100.0</b>

Regarding table 4, the respondents who had daily types were the major group that used portable audio players. This table showed the monthly allowance of the

respondents and that most of them had an allowance per month of 2,001-3,000 baht (34.7%), followed by 1,000-2,001 baht (25.3%), and 3,001 – 4,000 baht (18.0%) while the respondents who had the highest allowance and used the portable audio players were only 2.0%.

According to table 2-5, it implied that the respondents, aged around 15-17 years old and got daily allowances at 2,001 – 3,000 baht, were the most interested in the portable audio players. Even though, their allowance might not be enough to buy the portable audio players on their own, they were supported by their families.

**Table 6. Average Family Income per Month**

<b>Average family income per month</b>	<b>Frequency (n = 150)</b>	<b>Percent</b>
<b>Less than 10,000 baht</b>	8	5.3
<b>10,001 – 20,000 baht</b>	10	6.7
<b>20,001 – 30,000 baht</b>	22	14.7
<b>30,001 – 40,000 baht</b>	40	26.7
<b>40,001 – 50,000 baht</b>	39	26.0
<b>more than 50,001 baht</b>	31	20.6
<b>Total</b>	<b>150</b>	<b>100.0</b>

Regarding respondent allowances that might not be enough to buy portable audio players by themselves, the family income becomes another factor that affected the respondents' purchasing behavior.

According to table 6, most families with the highest monthly income got 30,001-40,000 baht (26.7%), followed by 40,001-50,000 baht (26.0%) and more than 50,001 baht (20.6%). In contrast, the family with the lowest income, less than 10,000 baht, got only 5.3%. It implied that the higher family income they had, the more the respondents got support from their families towards buying modern technology like portable audio players.

## **PART 2: TEENAGER BEHAVIOR IN PURCHASING AND USING PORTABLE AUDIO PLAYERS**

*Table 7. The Average Frequency of Knowing about Portable Audio players*

<b>The average frequency of knowing about portable audio players</b>	<b>Frequency (n = 150)</b>	<b>Percent</b>
<b>Yes</b>	150	100
<b>No</b>	0	0
<b>Total</b>	<b>150</b>	<b>100.0</b>

All of the respondents knew about portable audio players (100%). Thus, it was considered that the teenagers were interested in searching for information about portable audio players. In addition, the media also accessed by teenagers for information affected the perception and the behavior of the respondents so the respondents knew and remembered what portable audio players were.

*Table8. The Average Frequency for Using the Portable Audio Players*

<b>The average frequency for using the portable audio players</b>	<b>Frequency (n = 150)</b>	<b>Percent</b>
<b>Yes</b>	150	100
<b>No</b>	0	0
<b>Total</b>	<b>150</b>	<b>100.0</b>

According to the averages for using portable audio players, all of the respondents often used portable audio players for many purposes. For example, as per the interview while distributing the questionnaires, the study found that the respondents liked to use portable audio players to listen to music while they were alone, such as waiting for a bus.

**Table 9. The Kind of Portable Audio Players that Used by the Respondents**

<b>The kind of portable audio players that used by the respondents</b>	<b>Frequency (n = 150)</b>	<b>Percent</b>
<b>Walkman (Cassette tape player)</b>	21	14.0
<b>MP3 player</b>	85	56.7
<b>CD/DVD Player</b>	22	14.7
<b>Others</b>	22	14.7
<b>Total</b>	<b>150</b>	<b>100.0</b>

According to table 9, the table showed the types of portable audio players that the teenagers used. These types were divided into 4 groups within the last 5 years. The most popular portable music machine was the mp3 Player at 56.7%, followed by CD/DVD player and others such as mp4 or IPOD equally at 14.7% each. All three groups could be considered as modern technology especially for the mp3 player and the mp 4 and IPOD player which was likely to receive more attention soon. The last group that got only 14.0% was the Walkman(Cassette tape player) which could be considered as old technology.

Thus, the respondents were more likely to use the more modern technology. In addition, it implied that the modern technology like portable audio players influenced the respondents' purchasing behavior. However, if the respondents already had modern ones, they did not tend to purchase more, as shown in table 11.

**Table 10. The Average Frequency for Changing Portable Audio Players**

<b>The average frequency for changing portable audio players</b>	<b>Frequency (n = 150)</b>	<b>Percent</b>
<b>Yes</b>	63	42.0
<b>No</b>	87	58.0
<b>Total</b>	<b>150</b>	<b>100.0</b>



The table showed the frequency for changing portable audio players which reported that the respondents, who did not change portable audio players, had more than the remaining group with a ratio of 58:42 percent. The type of the portable audio players that the major group used were the mp3 players and other even higher technology liked mp4 and IPOD while another group might use the old technology like walkman.

According to the interview while distributing the questionnaires to the respondents, most of the respondents who had mp3 players or higher technology like mp4 and IPOD players appreciated their portable audio players and did not want to change them or buy a new one. In this case, it indicated that the number of portable audio players depended on how modern the technology was. If the respondents had only one mp3 or mp4, they did not tend to buy a new one because their portable audio players were modern technology.

**Table 11. The Number of Portable Audio Players Used by the Respondents**

<b>The number of portable audio players used by the respondents</b>	<b>Frequency (n = 150)</b>	<b>Percent</b>
Only 1	89	59.3
2 machines	48	32.0
3 machines	7	4.7
4 machines	5	3.3
5 machines	1	0.7
More than 6 machines	0	0
<b>Total</b>	<b>150</b>	<b>100.0</b>

The table above shows the number of the portable audio players used by the respondents. It indicates that more than half of the respondents had only one portable audio player which were mp3 players (59.3%). The second most group had only 2 machines (32.0%), and the remainder of only 8.7% had more than 3 machines. In addition, there were no respondents with more than 6 machines.

According to the study, it could imply that the majority appreciated the portable audio players they used because they could meet the needs of the respondents such as its modern technology, while most of the remaining group changed only once from old ones to new ones.

**TABLE 12. The purchasing behavior of respondents**

Scale	Mean Range	Meaning
5	1.00-1.49	Strongly Agree
4	1.50-2.49	Agree
3	2.50-3.49	Moderately
2	3.50-4.49	Disagree
1	4.50-5.00	Strongly Disagree

Descriptions	Strongly Agree	Agree	Moderately	Disagree	Strongly Disagree	Mean
12. You buy the portable audio players by yourself.	17 (11.3)	32 (21.3)	25 (16.7)	52 (34.7)	24 (16.0)	3.23
13. Your parents buy you the portable audio players.	7 (4.7)	22 (14.7)	15 (10.0)	61 (40.7)	45 (30.0)	3.77
14. You buy the portable audio players because of social fashion.	29 (19.3)	69 (46.0)	44 (29.3)	4 (2.7)	4 (2.7)	2.23
15. You buy the portable audio players because they are cheaper than the mobile phone with an mp3.	11 (7.3)	44 (29.3)	63 (42.0)	27 (18.0)	5 (3.3)	2.81



Descriptions	Strongly Agree	Agree	Moderately	Disagree	Strongly Disagree	Mean
16. You buy the portable audio players because of the functions.	23 (15.3)	45 (30.0)	40 (26.7)	33 (22.0)	9 (6.0)	2.73
17. You buy the portable audio players because of modern technology.	35 (23.3)	60 (40.0)	38 (25.3)	13 (8.7)	4 (2.7)	2.27
18. You buy the portable audio players because of media.	32 (21.3)	67 (44.7)	45 (30.0)	5 (3.3)	1 (0.7)	2.17

The data in table 12 indicated the purchasing behavior of the respondents which could be divided into 7 questions, aiming to investigate how the respondents got portable audio players and the reason why they chose to buy portable audio players. As a result, most of the respondents got portable audio players from their families (mean = 3.77). In this case, it could be considered that parents were the factors that supported the purchasing behavior of the respondents because they bought the portable audio players for their teenagers. However, some of respondents also bought the portable audio players by themselves (mean = 3.23).

In addition, the reason that most of the respondents decided to buy portable audio players was the price (mean = 2.81), as shown in item 15 “You buy the portable audio players because they are cheaper than a mobile phone with mp3.” In this case, price was the most influential factor that affected the respondents’ purchasing behavior. Moreover, they also compared the price of the portable audio players with other modern technology such as mobile phones which were more expensive. However, the functions of portable audio players were another factor that impacted the purchasing behavior of the respondents (mean = 2.73). According to table 13, it shew the functions used by the respondents. The third reason that affected the purchasing behavior of the respondents was its modern technology (mean = 2.27), and

followed by social fashion (mean = 2.23). From these two reasons, it was considered that the modern technology factor had a relationship with the fashion factor. The more modern the technology the portable audio players had, the more the respondents considered them fashionable. Another reason that affected the purchasing behavior of the respondents was the media such as mass media like television, radio and internet (mean = 2.17). Even though, media were not as important as other reasons that could affect the purchasing behavior of the respondents, media played an important role in supporting information about the portable audio players for the respondents before they bought portable audio players. For this reason, the respondents considered media as another reason that affected their purchasing behavior.

**Table 13. The Respondents' Behavior towards Using the Portable Audio Players**

<b>Descriptions</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Moderately</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>
19. You like to use one or two functions only.	2 (1.3)	20 (13.3)	60 (40.4)	46 (30.7)	22 (14.7)	3.44
20. You use all of the functions in your portable audio players.	10 (6.7)	39 (26.0)	57 (38.0)	33 (22.0)	11 (7.3)	2.97
21. The most function that you use is the music player.	1 (0.7)	12 (8.0)	12 (8.0)	76 (50.7)	49 (32.7)	4.07
22. You use your portable audio players to record songs and lectures.	12 (8.0)	16 (10.7)	43 (28.7)	53 (35.3)	26 (17.3)	3.43
23. Other functions that you like to use such as saving files	17 (11.3)	60 (40.0)	51 (34.0)	16 (10.7)	6 (4.0)	2.56

According to table 13, it showed the respondents' behavior for using portable audio players which was divided into 5 questions. The result of this table helped study the reason why the respondents used the portable audio players and what function was used the most. As a result, the respondents liked to use only one or two functions (mean = 3.44). There were only some of them that used all the functions of the portable audio players (mean = 2.97). In this case, it could be implied that the objective of the respondents in buying the portable audio players was only to listen to music. For this reason, the function that was the respondents liked to use most was the music player (mean = 4.07). However, some of the respondents also used other functions like recording (mean = 3.43) and saving files (mean = 2.56).

### **PART 3: THE ATTITUDE OF THE PARENTS TOWARDS THE TEENAGER PURCHASING BEHAVIOR FOR PORTABLE AUDIO PLAYERS**

*Table 14. Parents' Attitude towards the Respondents' Purchasing Behavior for Portable Audio Players*

<b>Descriptions</b>	<b>Strongly Agree</b>	<b>Agree</b>	<b>Moderately</b>	<b>Disagree</b>	<b>Strongly Disagree</b>	<b>Mean</b>
24. Your parents encourage you to have portable audio players.	2 (1.3)	24 (16.0)	78 (52.0)	35 (23.3)	11 (7.3)	3.19
25. Your parents like to buy you portable audio players.	13 (8.7)	43 (28.7)	57 (38.0)	28 (18.7)	9 (6.0)	2.85
26. Your parents allow you to change portable audio players.	21 (14.0)	29 (19.3)	60 (40.0)	32 (21.3)	8 (5.3)	2.85
27. Your parents know how useful portable audio players are.	6 (4.0)	23 (15.3)	72 (48.0)	42 (28.0)	7 (4.7)	3.14
28. Your parents also use portable audio players.	30 (20.0)	52 (34.7)	24 (16.0)	32 (21.3)	12 (8.0)	2.63

Descriptions	Strongly Agree	Agree	Moderately	Disagree	Strongly Disagree	Mean
29. Your parents help you choose portable audio players.	10 (6.7)	31 (20.7)	35 (23.3)	56 (37.3)	18 (12.0)	3.27
30. Your parents allow you to buy portable audio players even though they don't know them very well.	27 (18.0)	54 (36.0)	47 (31.3)	16 (10.7)	6 (4.0)	2.47
31. Parents sometimes complain about you because you buy portable audio players.	30 (20.0)	40 (26.7)	36 (24.0)	35 (23.3)	9 (6.0)	2.69
32. The portable audio players are not allowed to use as much in the house.	53 (35.3)	64 (42.7)	19 (12.7)	10 (6.7)	4 (2.7)	1.99

According to table 14, the study aimed to investigate the attitude of parents towards the respondents' purchasing behavior regarding portable audio players. As a result, most parents supported the purchasing behavior of their teenagers. Item 29 showed that parents helped the respondents choose the portable audio players (mean = 3.27) as well as encouraging the respondents to have portable audio players (mean = 3.19). Moreover, most parents knew about the usefulness of the portable audio players (mean = 3.14) and some of them also used portable audio players (mean = 2.63). The parents also liked to buy the portable audio players for their teenagers as well as allowing them to change them for new ones (mean = 2.85 each). In addition, only some parents did not know much about the portable audio players but they still allowed respondents to buy them. (mean = 2.47). However, the parents sometimes complained about the respondents because they bought portable audio players (mean = 2.69) and they were not allowed to use the portable audio players very much in their houses (mean = 1.99).

Therefore, the parents could be considered as a factor which supported and influenced respondents to buy the portable audio players because most parents not

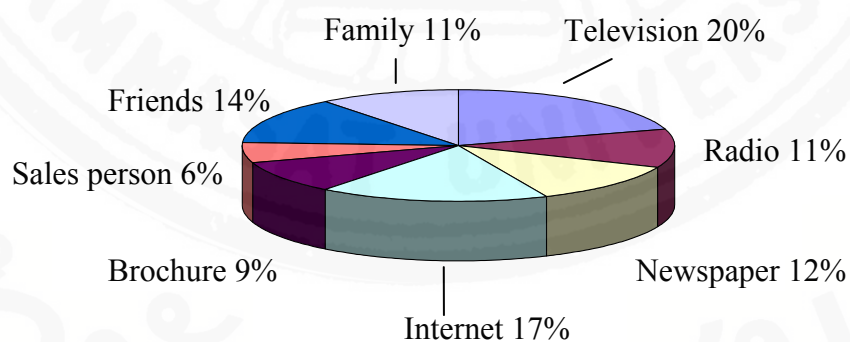
only bought portable music machines for the respondents, as shown in table 12, they also helped respondents choose portable audio players.

#### **PART 4: THE MEDIA INFLUENCE ON TEENAGER PURCHASING BEHAVIOR**

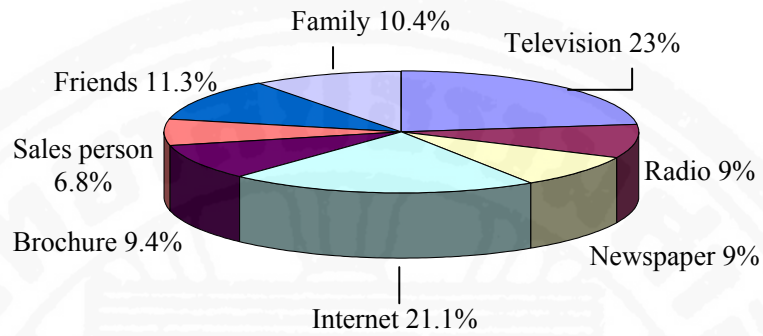
According to part 4, the charts below were used to indicate the result of each medium that affected the purchasing behavior of the respondents. Each chart indicated the number the respondents considered how each medium affected their purchasing behavior such as “the informative media that affected your purchasing behavior, the media was easily accessible, the media are reliable, the media are interesting which gained the attention of the respondents, the media provides clear information, and the media gives updated information.”

Although the study allowed the respondent to choose more than one answer to investigate the various media that affected the respondents, the study showed that there was only few media that affected the respondents. Thus, the conclusion below explained the data of all the figures.

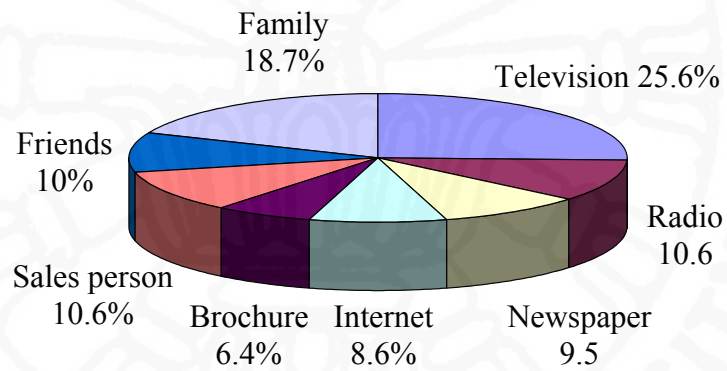
**Figure 3.** The informative media that affects your purchasing behavior.



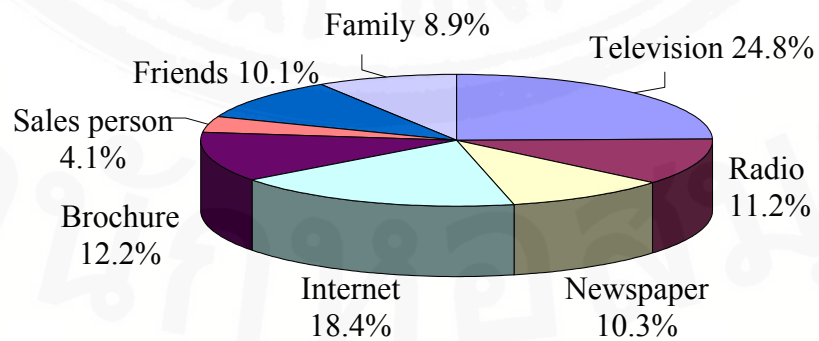
**Figure 4.** The media that is easily accessible



**Figure 5.** The media that is reliable

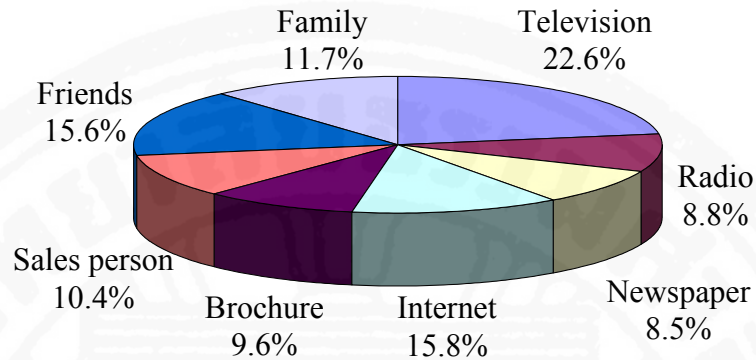


**Figure 6.** The media that is interesting

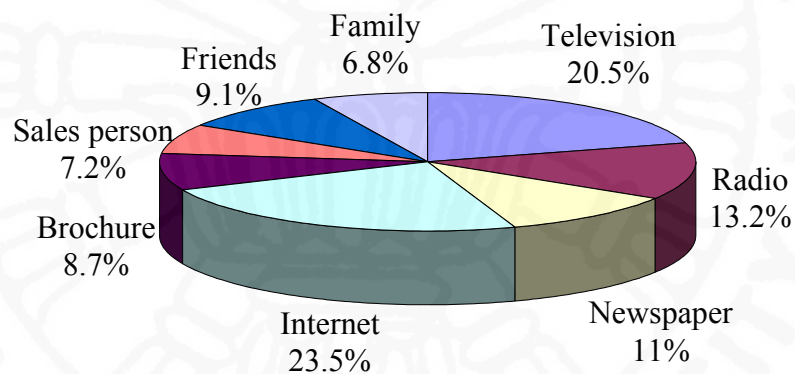




**Figure 7.** The media that provides clear information



**Figure 8.** The media that provides updated information



According to the above charts, there were 6 questions that investigated the influence of the media on the respondents. The results showed that most of the respondents considered television as the medium that was informative, easily accessible, clear, interesting and reliable which got more than 20%. However, the internet was considered as the most up-to-dated medium (23.5%) and always got more than 15% except for figure 5, which showed that the respondents considered the television and family were more reliable than internet and others.

Other media such as radio, newspapers, friends and family were in the same range about 10– 15 % while sales persons and brochures were the last media chosen by the respondents with 8-10%.

As a result, television was the most effective medium because it could convey both image and sound to the respondents as well as being easy to understand. The internet was another medium that was gradually accessed by respondents because the internet was widely used by many people especially the respondents. For this reason, it could be implied that, in the future, the internet might be the most effective medium for teenagers. On the other hand, the newspaper and radio were less effective than television and the internet because they conveyed either sounds or images which might not give clear information. So, the respondents did not consider newspapers and radio as effective media. Friends and family were another media that influenced the respondents. Even though these media were not as effective as television and internet, the respondents still believed the information of these media. On the other hand, the last media like brochures and sales persons got the lowest effectiveness from the respondents because respondents considered that these media aimed to make a profit from the respondents rather than giving useful information.