

## **CHAPTER FIVE**

### **CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS**

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

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

The summary of the study is divided into 2 parts as follows:

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

The main objectives of this study were to study the purchasing behavior towards modern technology by teenagers and to study the attitudes of the parents towards teenager purchasing behavior. Moreover, the study also clarified the main objectives into two sub objectives which were to investigate how teenagers perceive information about portable audio players and to find out the reasons why the teenagers liked to buy portable audio players.

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

The population comprised 150 teenagers aged between 13-19 years old and conducted some activities at the Center Point. The quota-sampling was the method used to choose the samples and the samples should possess portable audio players as well. The investigator used questionnaires as the instrument to collect the primary data of this study. The questionnaires were separated into 5 parts and composed of closed-ended and opened-ended questions.

In order to collect data, the investigator visited the Center Point and asked the target respondents if they were willing to participate in the study. The 150 questionnaires were distributed to the respondents without any guiding towards the answers. The questionnaires were immediately collected after the respondents finished the answers. Moreover the investigator provided another 20 questionnaires in order to replace some erroneously answered questionnaires. To avoid repeated respondents, the investigator changed the area of study moving to the north, middle

and south. Also the investigator asked the respondents before answering the questionnaires if they had ever answered these questionnaires before.

## **5.2 SUMMARY OF THE FINDINGS**

The results of the study can be summarized as follows:

### **5.2.1 Background Information of the Respondents**

The respondents were equally 75:75 male and female. Most of the respondents were 16 years old (12%) and studied in high school(42%) and vocational school level (39.3%). In addition most of the respondents received an allowance of 2,100-3,000 baht per month (37.3%) while their family incomes were more than 30,000 baht per month (26.7%).

### **5.2.2 Teenager Behavior on Purchasing and Using Portable Audio Players**

All the respondents knew about portable audio players (100%) and they also had their own portable audio players (100%). According to the type of the portable audio players that the respondents used, the MP3 player was used the most (56.7%), followed by the CD/DVD player the same as others like MP4 and IPOD (14.7% each), and walkman (14.0%).

However, the number of respondents who changed portable audio players was less than the ones who never changed (42:58%). For this case, there were 59.3% of respondents who had only one portable music machine while 32.0% had 2 machines. The rest 8.7% had only 3-5 machines.

The data of the purchasing behavior of the respondents showed that most of the respondents got the portable audio players from their parents (mean = 3.77).The reason being that the portable audio players were cheaper than the mobile phones with an mp3 (mean = 2.81). Other reasons for buying the portable audio players were the functions (mean = 2.73), the modern technology in itself (mean = 2.27), fashion (mean = 2.23) and media (mean = 2.17).

According to the behavior of the respondents using portable audio players, it showed that the respondents liked to use only one or two functions (mean = 3.44)

which was the music player function (mean = 4.07) and secondary was the recording function (mean = 3.43).

### **5.2.3 The Attitude of Parents Towards Teenager Purchasing Behavior for Portable Audio Players**

There were some parents who used the portable audio players (mean=2.63) which meant that most parents knew about portable audio players and their usefulness (mean = 3.14). Although some parents had little knowledge about portable audio players, they also allowed respondents to use portable audio players (mean = 2.47).

For this reason, the respondents got support from their parents to use the portable audio players in various ways such as the respondents were encouraged by their parents to have the portable audio players (mean = 3.19), they were helped in choosing the portable audio players by their parents (mean = 3.27), they were allowed to change the portable audio players (mean = 2.85) and their parents liked to buy them the portable audio players (mean = 2.85). However, the respondents also received complaints from their parents because they bought the portable audio players (mean = 2.69) and some of them were not allowed to use portable audio players very much in their houses (mean = 1.99).

### **5.2.4 The Media Influence on the Teenagers' Purchasing Behavior**

According to the data collected investigating the effect of media towards the purchasing behavior of the respondents, there were 6 questions used to ask the respondents such as the informative media that affected the purchasing behavior, the media easily accessible, reliable, interesting, provided clear information and up-to-date. The investigator found that more than 20% of the respondents chose the television medium as an important media that affected their purchasing behavior from nearly every question except the internet which considered as the most up-to-date medium (23.5%). Apart from the television, the internet was another media that was likely to get more attention in the future as the data showed that more than 17% of the respondents chose the internet as the second medium that affected their purchasing behavior except reliability. There were about 8 – 10 percent of the respondents who

considered radio and newspapers as media that affected their purchasing behavior while friends and family sometimes were more influential than these two media which were around 10 – 15 percent.

The last medium that had less effect were brochures and sales persons with only 4 - 10 percent of the respondents considering these two media as influential because the respondents thought these two media aimed only to sell their products.

## **DISCUSSIONS**

This section concerns the discussion of the findings of the study. There are some points that agree and disagree with the concept, model and related studies which are summarized as follows:

### **5.3.1 The Concept of Technological and Social Change**

According to Philip R.(1996), Technology is one of other factors that causes social change and frustration in a teenager world. It makes our lives rely on many kinds of technology that replace the old culture and norms. There are five effects that the teenagers evidently get from social change such as the rapid change of past and present which encourages teenagers to use only new technology, future uncertainty which makes teenagers feel unsafe and live only in the present, the weakening of family functions that increases the gap between teenagers and the family, uncertainty of the standard of living and social norms, and the increasing social complexity of high technology. The result of the study agreed with some parts of this concept which are that technology caused change and made teenagers try to use modern technology as teenagers tended to rely on modern technology and there are 56.7% that use mp3 and another 14.7% that use the MP4 and IPOD which are considered as modern technology right now. However, there was another part that did not agree with the concept. It was the relationship with the family. The result of the study showed that the respondents agreed that the family supported them to use modern technology by purchasing portable audio players for them.

### **5.3.2 The Consumer Behavior Models: The Howard-Sheth Model**

The Howard-Sheth Model was developed by John A. Howard and Jagdish N. Sheth (as cited in Dorothy C., 1981) with the aim of explaining the buyer behavior. There were four main factors that affected consumer behavior which were inputs, perceptual constructs, learning constructs and outputs. In addition, each factor had its own relationship and it worked as a process. The inputs include the physical and linguistic aspect of product as well as the social factors which also affected the perception of the consumers while the perceptual constructs were the information process. After finishing the perceptual constructs, the learning construct were developed to the buying process and ended up with the outputs which had various choices.

According to the Howard-Sheth Model, the investigator found that the result of the study agreed with the process of the model, especially for the inputs in which the result emphasized the family, prices and society such as fashion and media. All of these factors affected the purchasing behavior of the teenagers towards portable audio players.

### **5.3.3 The Communication Invention: The Balance of History**

The McLuhan's Media Map of History (as cited in Em, 2000, p. 314), has divided human history into four ages which were the Tribal age, the Literate age, the Print age and the Electronic age. McLuhan considered that communication technology, which can be called media, was the cause of change in each age. Moreover, this change affected every part of the social from the family life to politics.

The Tribal Age focused on sounds that were more important than visualization and ended when the alphabet was invented and became the Literate age. The Literate age had created logical thinking and divided people into two groups; writers and readers. In addition, the reader had more chance to agree and disagree with the writing. The Print Age came after the print revolution age had begun, this age could produce a lot of printing production and increased individualism. The Electronic Age was introduced by the telegraph and developed into the electronic media which influences everyone now.

According to this map, the investigator found that the result agreed with the map because the respondents preferred to choose the electronic media especially television more than 20% which was more than any other medium. It was because television can convey both sounds and pictures to the audience. Moreover, it was likely that the online media like the internet might play an important role for the audience in the near future because this medium got the second most attention after the television and it is considered as the most up-to-date media now ( 23.5%).

### **5.3.4 The Factors of Marketing Communications on Purchasing 3G**

#### **Mobile Phones**

From the relevant study of Pakapan Yoothai, she claimed that the medium that affected the consumer behavior the most in giving information was television, followed by newspapers and radio while the internet was not mentioned. The reason that the television was considered as the most effective medium was that television could create brand awareness and it was easy to remember. Moreover, the respondents could remember the slogans and the names of the company from television more than other media. The result of the survey agreed with the relevant research that television was the most effective medium. The finding showed that 20% of the respondents got information about the portable audio players from television. However, the relevant study did not mention about the online media which might be because the target population of the relevant study were adults who might be familiar with newspapers more than online media.

### **5.3 CONCLUSIONS**

According to the results of the study, it was inevitable that modern technology had impacted teenager behavior. Most of the teenagers used portable audio players and more than half of them used the mp3 which is considered to be modern technology now. The finding showed that the family played an important role in the purchasing behavior of teenagers, like the result of the study of Jintana Lerdsrikittiwat about the use of mobile phones by teenage students. Most parents bought portable audio players for their teenagers as well as some of the parents also used the portable audio players. The result also supported that more than half of the family had high

incomes which could support the respondents in buying them portable audio players while the allowances of the respondents did not affect their purchasing behavior as much. Moreover, price also affected the decision of the teenagers as the results showed that teenagers liked to buy portable audio players because the price is lower than for mobile phones with mp3.

In addition, Media was another factor which affected the purchasing behavior of teenagers. The medium that was the most clear, useful, reliable and interesting was television while the internet was considered as the most up-to-date medium. This result could imply that the teenagers did not like to read newspapers and magazines as much and they were likely to use the internet instead of newspapers and magazines.

According to all of information above, it could indicate that the modern technology like portable audio players affected teenager purchasing behavior. With support from the family, the high impact of the media and low prices, teenagers will tend to use modern technology more in the future.

## **5.5 RECOMMENDATIONS FOR FURTHER RESEARCH**

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

5.5.1 The result of the study shows that the teenagers like to use more and more modern technology. For this reason, parents should have knowledge about other kinds of modern technology in order to give some advice to the teenagers and to understand the teenagers' behavior as well.

5.5.2 Even though it is good to support the teenagers in using the modern technology, it may also increase the idea of individualism which separates teenagers from society and teenagers may use technology in the wrong way. Therefore, parents should advise teenagers to use technology in the right way and maintain their relationship as well.

5.5.3 Since the data were collected within Bangkok, because of the limitation of the time, further study should be done on teenagers upcountry.

5.5.4 Since the target group of the study are teenagers who may easily be affected by society and environment, further study should investigate the attitude of adults towards modern technology.

5.5.5 Since the result of the study showed that parents supported teenagers in buying the portable audio players, the further study should investigate the attitude of parents towards other modern technology such as e-learning.

