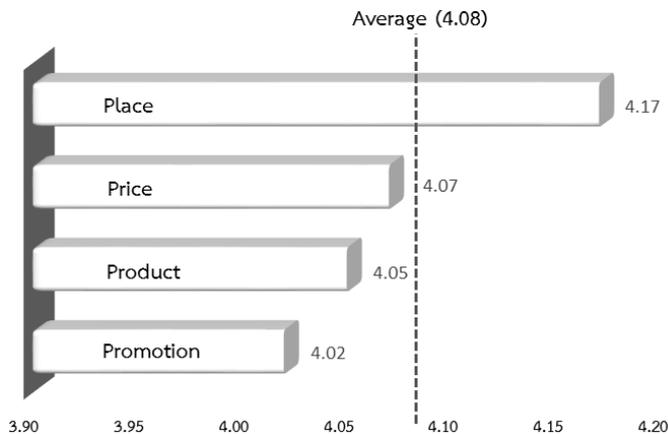


Nimitmai School, and all the 154 sets were returned. The returned questionnaires were then inspected for data completeness and followed by analysis process.

Overall picture of marketing mix factors' influences on buying decision for children English books.



The study found that overall mean of significance of marketing mix factors in buying decision of children English book is at high level in place aspect (Mean = 4.17), high level

in price aspect (Mean = 4.07), high level in price aspect (Mean = 4.05), and high level in promotion aspect (Mean = 4.02).

Table II shows results of hypothesis test by Regression Analysis. It is found that for product aspect, brand of books and reputation of authors have Sig value of 0.018. For price aspect, it is found that books are available at different price has Sig value of 0.032. Finally for promotion, the Sig value of 0.050 was found in promotion aspect for advertisement through different media. All the 3 marketing mix factors are related to buying behavior for children English books at a significance level of 0.05.

II. CONCLUSION

The followings are findings on the study in marketing mix factors' influences on buying decision of children English books.

Product. The samples paid attention to content and quality of the books as well as design and color of the books when they consider buying English books for their children.

Price. The samples gave importance to price that is not high comparing to other bookstores and the price that is reasonable with the quality of the book.

TABLE II Results of hypothesis test.

| Marketing Mix | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | Test Result |
|--|-----------------------------|--------------|---------------------------|--------------|---------------|----------------|
| | B | Std. Error | Beta | | | |
| (Constant) | 2.814 | 0.801 | | 3.514 | 0.001 | |
| Product | | | | | | |
| Book brand is recognized and author is reputable. | 0.284 | 0.118 | 0.239 | 2.396 | 0.018* | Related |
| Content and quality of the book. | 0.039 | 0.146 | 0.028 | 0.267 | 0.79 | unrelated |
| Design and color of the book. | 0.143 | 0.134 | 0.107 | 1.07 | 0.287 | unrelated |
| Price | | | | | | |
| Various prices of book available | 0.31 | 0.143 | 0.244 | 2.166 | 0.032* | Related |
| Price is not comparatively high | 0.025 | 0.126 | 0.021 | 0.199 | 0.843 | unrelated |
| Reasonable price with quality | 0.08 | 0.088 | 0.082 | 0.911 | 0.364 | unrelated |
| Place | | | | | | |
| Sufficient bookstores available. | 0.285 | 0.16 | 0.224 | 1.777 | 0.078 | unrelated |
| Bookstores are easy to access. | 0.008 | 0.168 | 0.006 | 0.05 | 0.96 | unrelated |
| Promotion | | | | | | |
| There are advertisement through different medias | 0.228 | 0.12 | 0.198 | 1.91 | 0.050* | Related |
| Point of sale activities to attract customers | 0.157 | 0.124 | 0.137 | 1.268 | 0.207 | unrelated |
| Price discount when new products are launched. | 0.136 | 0.15 | 0.11 | 0.907 | 0.366 | unrelated |

Place. The samples focused on easy access to bookstores and sufficient number of bookstores.

Promotion. The samples were interested in price discount when new products are launched and activities at the point of sales as well as advertisement through different types of media.

III. RECOMMENDATION FROM THE STUDY

From the study of marketing factors' influences on buying behavior for children English books, the researcher has suggestion as follows.

1. For product, publishers and booksellers should pay attention to content of the books to match the age of the children, the books should reach safety standard for children, and design & coloring of books should be attractive for children to read.

2. For price, publishers and booksellers should focus on reasonable pricing and setting competitive price to compete with other sellers.

3. For place, publishers and booksellers should have branches in department stores and in many areas enabling easy access for the customers.

4. For promotion, publishers and booksellers should discount price for newly launched books, give premiums, set up activities at the point of sales, and advertise through different types of media such as website and television to attract customers.

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