

Marketing Factors Influent in Buying Children English Book, Bangkok

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Abstract—The purpose of this study was to determine marketing factors and customer behavior influent in buying Children English book. The samplings were 154 school children parents from kindergarten to third grade school level at Sarasas Witaed Nimitmai school by using a check list and rating scale questionnaire as the study tool for quantitative study. The descriptive and inferential statistics used for data analysis of percentage, mean, standard deviation, Chi-square, and regression analysis. Findings indicated that most of respondents were females, age between 26-30 years old, work for private corporations, bachelor degree graduated, and monthly income at least 25,000 baht, and preferred to buy light blue color shade book cover, considering content of the book, and monthly purchased spending at least 50-199 baht each time from bookstore at the shopping mall. The average opinions of marketing mix such as products were at high level from these aspects; content, knowledge, quality, publishing standard, cover page design, appropriate prices, and channel of distribution with conveniently access. As for sale promotion, should offer discount prices, create special event, and advertise thru multimedia during new books introduction. The hypothesis revealed that the personal different such as gender, education, occupation, income had influent in marketing factors and customer behavior in buying Children English book. As for personal age had no affect in customer behavior in buying Children English book. Which all of these factors have relationship with marketing factors and customer behavior influent in buying Children English book by means of statistic significant at 0.05 level.

The recommendations from this study were that publishers should focus on selecting children English book which appropriate for children age, design with exciting color, reasonable prices, discount prices, free gift, and create special event during sale promotion.

I. BACKGROUND AND SIGNIFICANCE OF THE RESEARCH

English is internationally used and it plays important role in our life. Influences of communication technology make English more necessary as a medium for international communication, data search from information sources, and also in work. Basic education programs pay more attention to learning English and insert English language as a compulsory subject for every student to develop their skills of speaking, listening, reading, writing, and comprehension to be able to communicate with foreigners. Despite all the above attempts, many of Thai people still cannot communicate in English even after studying for 10 years at least. Numbers of bachelor's degree and master's degree graduated people are also not capable of English communication. To solve this problem, it is advisable to combine different techniques for teaching of phonics and whole-word reading. It is a new method of learning English for Thai students by emphasizing on developing speaking, listening, reading, and writing simultaneously. The most effective way to learn English consists of 3 basics i.e. 1) phonemic awareness 2) phonics and 3) whole-word method or whole language. After students practice until they can use fluently, they have to apply to the real situation such as reading stories, documentary, news, or articles. The more they read the higher possibility for them to be fluent in writing.

Thailand is one of ASEAN countries and English becomes more and more crucial in life, therefore we have to plan for our children to have good skills of English communication.

Marketing Mix Concept

Marketing mix is defined as components of marketing tools including product, price, place, and promotion. Businesses use a combination of these marketing elements to respond to customer needs so that they can achieve their targets. Meanings of each component of marketing mix are explained below.

Product refers to goods or services of the business.

Price refers to selling price of goods or services that the business offers to consumers.

Place refers to distribution channel or the place that the goods or services are available for sale.

Promotion refers to persuasion to make consumers want to buy goods or services of the business.

Research Objective

The research attempts to study consumer buying behavior for children English books and to evaluate influences of the marketing factors. In the study, the researcher has outlined the research method as shown in the table below.

TABLE 1. Con IndependentVariables	TABLE 1. Conceptual framework. Independent Variables Dependent					
Variables						
Personal Factors	Marketing Mix Factors					
1. Gender	1. Product					
2. Age	2. Price					
3. Occupation	3. Place					
4. Education level	4. Promotion					
5. Average monthly income						

Population of the Study

For this research, the population is guardians of students from kindergarten to grade3 in Sarasas Withed Nimitmai School.

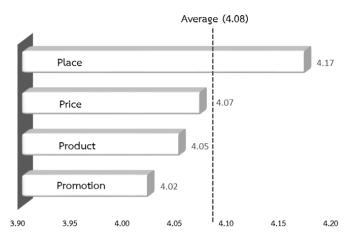
Data Collection

154 sets of questionnaires were given to 154 guardians of students from kindergarten to grade3 in Sarasas Withed



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.

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Marketing Mix	Unstandardized Coefficients		Standardized Coefficients		G *.	Test Result
×	В	Std. Error	Beta	t	Sig.	
(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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