

THE STUDY OF FACTORS AFFECTING PRINT-MEDIA PURCHASE OF STUDENTS IN HIGHER EDUCATION IN DUSIT DISTRICT IN BANGKOK

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ABSTRACT

This study aimed to investigate and compare factors affecting print-media purchase of one hundred students in higher education in Dusit district, Bangkok. The results demonstrated that the product and salesperson highly affected the decision on purchasing print media of the sample. In addition, the finding of comparing print-media purchase factors based on characteristics of the sample found that the gender and educational year similarly affected decisions on purchasing publications.

Keywords: Factors on Purchase, Purchase Behavior, Print Media

INTRODUCTION

Thai print media has become unpopular since 2014 as a result of four causes including (1) the decrease of advertising budget: according to continuously decreased statistics of magazine advertising budget from 2006 to 2016, the budget has dropped at the average of 14%, (2) the decrease of readers: most readers turn to receive information online which consequently entails the decrease of advertising in print media, (3) the lower speed of print media compared to online media: a magazine is unable to deliver information more rapidly than online media, and it is also hard to access meanwhile online media have a faster delivery as well as more convenient access, and (4) the increase of cost: the cost of printing has been annually increased, especially the cost of paper which is a main cost as evidenced by 40 – 50 percent of the total cost, which conduces to an inability to afford the cost for publishers [1].

Scholars [1], [2] has proposed six survival approaches for print media industry comprising of (1) providing online access together with offline access, (2) changing to be free copy, (3) constructing new and multi-dimensional business model to make money in a new way, (4) distributing tasks in producing print media to other business in order to reduce the cost as well as increase management flexibility, (5) hiring freelancers to decrease permanent employees due to the cheaper wage, and (6) presenting media by responding to new technology as well as updated contents.

Therefore, the researchers attempted to study the need towards print media of students in higher education in Dusit, Bangkok, whether they need print media in their daily life and what kind of print media that most students purchase in order to be a model for entrepreneurs who would like to start print-media business to be able to more precisely meet consumers' demands

OBJECTIVE

1. To investigate factors affecting print-media purchase of students in higher education in Dusit, Bangkok
2. To compare the factors affecting print-media purchase of students in higher education in Dusit, Bangkok, by considering gender and educational year

METHODOLOGY

The methodology and procedures in this study could be explained as followed [3]:

1. Gathered information; the researchers studied relevant document, and reviewed previous literature in order to develop research instruments as well as analyze research results.
2. Drafted questionnaire in order to study about factors affecting print-media purchase of students in higher education in Dusit, Bangkok, and the criteria used for interpreting data were following [4]:

<i>Level</i>	<i>Interpretation</i>
Level 5: Average of 4.51-5.00	The highest affecting factor on decision of purchasing print media
Level 4: Average of 3.51-4.50	The high affecting factor on decision of purchasing print media
Level 3: Average of 2.51-3.50	The moderate affecting factor on decision of purchasing print media
Level 2: Average of 1.51-2.50	The low affecting factor on decision of purchasing print media
Level 1: Average of 1.00-1.50	The lowest affecting factor on decision of purchasing print media

3. After drafting questionnaire, bring the drafted questionnaire to consult the experts in order to find validity (Item Objective Congruence: IOC) whether they had suggestion. Then, revised and conducted a try out to another sample (not included for this study) that had similar characteristics to the sample in this study
4. Conducted 30 copies of the revised questionnaire to publishers by the researchers, and collected the conducted questionnaires to analyze the reliability by using Alpha-Coefficient statistics; the result of the Alpha-Coefficient should be higher than 0.70 [5], [6], [7]
5. Revised the questionnaire again based on the analysis results of validity and reliability of the questionnaire in order to develop the completed version of the questionnaire
6. Conducted the final version of questionnaire by utilizing online channel in sending and receiving questionnaires
7. Analyzed the data by using statistical analysis software to compute frequency, percentage, standard deviation and F-test
8. Summarized and reported the results

RESULTS

The results of the study could be classified into 2 sections as followed:

Section 1: The result of general information and factors affecting print-media purchase of the sample

1. The result of general information regarding the sample's characteristics which could be categorized into gender and educational year as presented in the Table 1 and 2.

Table 1
Frequency and percentage of the sample's general information concerning by gender

General Information	Frequency	Percentage
Male	24	24
Female	76	76
Total	100	100

Table 2
Frequency and percentage of the sample's general information concerning by educational year

General Information	Frequency	Percentage
The 1st year	48	48
The 2nd year	29	29
The 3rd year	12	12
The 4th year	11	11
Total	100	100

According to the Table 1 and 2, the sample could be divided into 24 male and 76 female, and be categorized into 48 first-year students, 29 second-year students, 12 third-year students as well as 11 fourth-year students.

2. The result of factors affecting print-media purchase of the sample was demonstrated in the Table 3.

Table 3
The result of factors affecting print-media purchase of the sample

Factors affecting print-media purchase of students in higher education in Dusit district	\bar{x}	S.D.
Product	4.03	0.53
Price and sales channel	4.02	0.61
Marketing promotion	3.90	0.70
Salesperson	4.03	0.59
Total	4.00	0.61

There was a high level of the overview of factors affecting print-media purchase of students in higher education in Dusit district, and the highest factors out of all factors came from product and salesperson.

Section 2: The results of comparing factors affecting print-media purchase of students in higher education in Dusit district categorized by personal factors were presented in the Table 4 and 5.

Table 4
The comparison of factors affecting print-media purchase of the students in higher education in Dusit district on the overview categorized by gender

Factors affecting print-media purchase	Source of variance	SS	df	MS	F	P
Product	Between Groups	0.286	1	0.286	1.014	0.316
	Within Groups	27.688	98	0.283		
	Total	27.974	99			
Price and sales channel	Between Groups	0.097	1	0.097	0.253	0.616
	Within Groups	37.495	98	0.383		
	Total	37.592	99			
Marketing promotion	Between Groups	0.240	1	0.240	0.482	0.489
	Within Groups	48.889	98	0.499		
	Total	49.129	99			
Salesperson	Between Groups	0.808	1	0.808	2.284	0.134
	Within Groups	34.694	98	0.354		
	Total	35.503	99			

p<.05*

It was presented in the Table 4 that factors affecting print-media purchase of students in higher education in Dusit district on the overview categorized by gender were not different.

Table 5
The comparison of factors affecting print-media purchase of the students in higher education in Dusit district on the overview categorized by educational year

Factors affecting print-media purchase	Source of variance	SS	df	MS	F	P
Product	Between Groups	1.667	3	0.556	2.028	0.115
	Within Groups	26.308	96	0.274		
	Total	27.974	99			
Price and sales channel	Between Groups	0.493	3	0.164	0.425	0.736
	Within Groups	37.099	96	0.386		
	Total	37.592	99			

Marketing promotion	Between Groups	0.538	3	0.179	0.355	0.786
	Within Groups	48.591	96	0.506		
	Total	49.129	99			
Salesperson	Between Groups	1.053	3	0.351	0.979	0.406
	Within Groups	34.449	96	0.359		
	Total	35.502	99			

p<.05*

Regarding the Table 5, factors affecting print-media purchase of students in higher education in Dusit district on the overview categorized by educational year were not different.

CONCLUSION AND FUTURE WORK

The study of factors affecting print-media purchase of students in higher education in Dusit district found that:

1. There was a high level of product, and according to the study, it was found that students chose the subcategories on the colorfulness of cover and interestingness of illustrations respectively.
2. For the price and sales channel, students chose the subcategories on the appropriateness compared to the quality as well as the accessibility of selling print media the highest. Additionally, they chose the variety of sales channel the second highest.
3. For the marketing promotion, students chose the subcategories on discount and privilege provision for members the highest, and advertising and publicizing through diverse kinds of media the second highest.
4. For the salesperson, students chose the subcategories on the good service of salesperson the most, and the correctness of financial services and various ways of payment.

After comparing the differences, the factors affecting print-media purchase of students in higher education in Dusit district showed no significant difference.

Conforming to suggestions for further studies, the future study should qualitatively investigate factors affecting print-media purchase by using in-depth interview in order to obtain information which could not be explained by the use of quantitative research method.

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