

ABSTRACT

Presently, consumers have become more concerned about the best way to get information. The main concern of the new technology of the entertainment media is the consumers. Such awareness and interest have brought about various DVD movie products in various types. Especially in home theater entertainment sector, they are very popular among Thai people who like quality sound and images. Consumers use this product mainly for relaxation.

The objective of this independent project was to analyze and understand any factors that affect DVD movie purchasing decision. It also investigated the ranking order of decision factors that youth and adult perceived or used when they bought DVD movies.

The project was a quantitative and non-experimental project. The purpose of the project was to investigate the rank correlation of DVD movies purchasing decision factors between youths and adults, by using questionnaire as an instrument in data collecting. The collected data were in ordinal scale, so the project used Spearman Rank Correlation Coefficient to measure the significance and correlation between the two groups.

The hypothesis testing result indicated that there was a high correlation in buying decision factors between the two groups. Hence, we could not say that age had a direct impact on DVD movie purchasing decision or that age was the main factor in DVD movie purchasing decision.