Abstract

Objective. The objective of the thesis was to understand the demographic characteristics and buying patterns of ring-back tone users in the Jakarta, the factors that influence users to purchase Ring-back tones and to help providers and music labels in improving their promotional plan for the entertainment services in particular ring-back tone segment.

Method. The methods that the author uses are Focus Group Discussion, Rasch Model, Descriptive, ANOVA and Factor analysis. The questionnaire was distributed to over 150 respondents.

Results. Rock (3.76) and Pop (4.2) are the genre that respondents preferred the most. They look for it in magazine (3.7), music CD (3.62), and operator’s website (3.6). Provider Advertisement, Mood, Curious, Special price offer, Base on your feeling, Base on your character, Base on lifestyle, Just following friends / relatives, Like the song, Random pick, and Expressing yourself were the reasons that significantly differentiate the frequency of purchase. The reasons can be categorized in four groups, group 1, 24.6%, Favor Base, chose RBT because of the favor to the song; group 2, 15.3%, Ambience Base, chose RBT because of others’ influence; group 3, 11.7%, Promotion Base, chose RBT because of the promotional offer; and group 4, 8.6%, Spontaneous, chose RBT based on mood, and / or available options on the list.

Conclusion. Even though respondents’ tastes of music were very diverse, respondents had taste in common, pop and rock. Respondents who had stronger reasons of choosing ring back tone tend to change their ring back tone less frequent, or even just change it if there were new preferred song.

Key words. Ring back tone, Consumer behavior, motivation, lifestyle, Jakarta, Indonesia, buying pattern, mobile marketing, behavioral characteristic, specific needs, buying behavior, psychographic, operator provider, consumer attitudes. Influencing factors, demographic characteristic.