**MANGEMENT IMPLICATIONS**

1. First, this study provides information on cartoon character preferences by potential visitors to the RET theme park. The research reveals a significant difference in the preference of cartoon characters according to various demographic characteristics. The results clearly show that Snoopy Dog, Mickey Mouse, and Donald Duck have higher degree of likeness of presence in the RET theme park than other studied cartoons characters. Furthermore, primary school students particularly like Pleasant Goat, Shrek, and Keroro among the top popular cartoon characters. Apart from Mickey Mouse, Donald Duck, and Grey Wolf, the findings show significant differences in cartoon character preference among different groups of people. Thus, to fulfill the needs of target groups, from the marketing perspective, theme park designers should take into consideration the studied generations’ preferences to develop “edutainment activities” and relevant programs.
2. Second, to maximize the appeal of the theme park, investigation of the preferred cartoon characters for potential customers is conducted. The research findings shed light on the early stage of planning and program development of the RET theme park. This study provides RET theme park operators with information on cartoon character preferences.
3. Third, to fulfill the needs of the target market, theme park operators must understand what potential visitors expect and how to achieve their expectations. Neuromarketing and persuasive communication techniques are independent proposals that would facilitate meeting potential customers' expectations. Featuring the preferred cartoon characters in the RET theme park can appeal to potential visitors.
4. In addition, theme park operators should develop “edutainment” activities and relevant programs based on the preference of target markets. For instance, if the designed program is focused on primary school students, then Pleasant Goat, Shrek, and Keroro definitely should appear to appeal to them. Interaction with their favorite cartoon characters during “edutainment” activities will undoubtedly increase the effectiveness of learning and gaining new knowledge on RETs and their interests and expectations of activities.
5. In general, suitable selection of cartoon characters according to various demographic characteristics can effectively increase visitors’ expectations and satisfactions during their visit to the RET theme park.