

**THE CRITICAL FACTORS TO SELECT AND PURCHASE  
VEHICLE'S REPLACEMENT TIRE OF THAI CAR OWNER**



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
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2014**

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Thematic paper  
entitled  
**THE CRITICAL FACTORS TO SELECT AND PURCHASE  
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was submitted to the College of Management, Mahidol University  
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**THE CRITICAL FACTORS TO SELECT AND PURCHASE VEHICLE'S REPLACEMENT TIRE OF THAI CAR OWNER**

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M.M. (ENTREPRENEURSHIP MANAGEMENT)

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**ABSTRACT**

According to growing rapidly of car industry in Thailand every year and number of passenger car was high volume of sale when first car's policy was issue so growth of vehicle's tire industry also increased and many tire manufacturers plan to extend the market by setting plant in Thailand. Not only the economics' consideration but also tire is part of car that contract to the road, so knowing how consumers make decision toward purchasing tire is interesting and beneficial.

Since, there is no exactly research about consumer behavior of tire in Thailand, so this research focuses on the factors that implement consumer to purchase replacement tire. The result of the find out could be practical and beneficial to the tire and automobile companies.

**KEYWORDS:** Vehicle Tire/ Consumer Behavior/ Car Tire/ Replacement Tire/ Tire Selection

30 Pages

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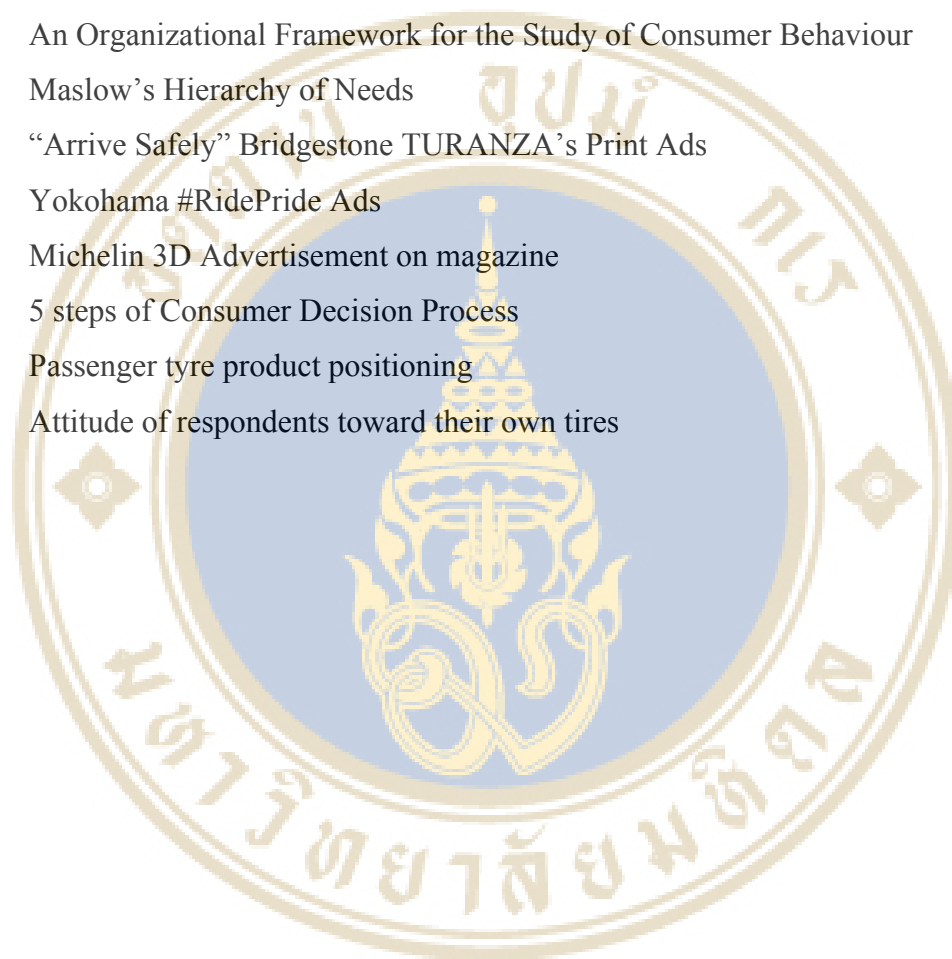
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## CHAPTER I

### INTRODUCTION

The car tire industry is important, both in terms of sales volume and as a source of investment and jobs. The purpose of the current paper is to investigate consumer behavior in this industry. Our findings may help marketing practitioners in the car tire industry to become more effective in communicating with their target market, and in terms of product development

From Department of Land Transport, number of registered vehicle till now is more than 15 million (except motorcycle). According to that number, tire's sales volume can be estimated from maximum usage that was recommended by mostly tire manufacturer, which is 5 years. Since, Automobile could be produced in Thailand, the number of automobile increased. That mean 3 million cars need to change new tire a years and assume that 80% of car owner decide to purchase first hand tire so it will be result as 9 million of new tire can be sell each year. Last government also had first car policy, which made sales and number of car increased rapidly during that time. But from report of year 2013 total sale volumes of tires decreased almost 15% (Thannews, 2013) while sales of automobile in 2013 decreased around 10% in average of all vehicle type due to economic slowdown (9carthai.com, 2014).

**Table 1.1 Sale of Automobile in Thailand, 2013**

	2013	% Decrease from 2012
Total sale	1,330,668	-7.4%
Passenger car	631,221	6.1%
Public use car	699,447	8.4%
Pure Pick Up (including PPV)	588,115	11.7%
Pure Pick Up (not including PPV)	528,864	10.7%

**Source: (9carthai.com, 2014)**

However Automobile industry still be accounts around 10 percent of GDP (Gross Domestic Product) of Thailand that make it become one of the main industries of Thailand. In ASEAN (Association of Southeast Asian Nations), Thailand is the one of biggest producer of automobiles so it results in highly demand of tires (Association of Southeast Asian Nations(ASEAN), 2014). Tire manufacturer point Thailand as major manufacturer plant according to Yokohama (Japanese tire maker) had plant to double production capacity in Rayong (Thai News Service Group, 2013) and Bridgestone also expand their service center for big size of tire since 2009 (Thai News Service Group, 2009). At the same time Toyo, Nokian and Apollo entered to Thai market to get market shares from the major tire companies in Thailand such as Bridgestone, Michelin and Goodyear since 2013 (Association of Southeast Asian Nations(ASEAN), 2014).

There are main 2 types of tire service stores in Thailand, which are modern tire store and local traditional store. For modern tire store will have one stop service for changing or repairing tire with many branches and franchise stores including other regular maintenance services but sell new tire only to customers such as B-Quik, which have more than 90 branches and 170 stores of Cockpit which is Bridgestone and Firestone's official dealer. While local traditional store will have not much service or lower quality service and usually will have only one or few branches. Some local store can change and rotate the tire but can't do wheel alignment including poor after sales service. In competition of tire which include store competitive that try to expand their market continuously such as B-Quik tried to expand to premium and supercar segments (Thai News Service Group, 2010) while Bridgestone let their official dealer, Cockpit to enter big size tire (Santivimolnat, 2003).



Figure 1.1 Brand of tire that sell at B-Quik

Source: (B-quik.com)

In Thailand, there is no exactly law about vehicle tire using so some people use tire until it explodes and some change the tire since they got new cars. Some people also change the size of tire that different from OE (Original Equip) tires.

This research will focus to the factors why consumers think that they are important for selecting tire to attach their own vehicles. So the sample will be chosen from end user who had experience of purchasing tire from modern or local traditional store in Thailand so the purpose of this paper is finding the reason behind purchasing decision of automobile tire of Thai people. Reason that why they choose or plan to purchase new tire at that time. Information from samples that where is the first place that they prefer to look for purchasing new tire. Other benefit except quality that make people satisfy enough to purchase. This includes suggestion or information that is important for consumer to make a decision to change or purchase new tires.

Result will contain consumers' information, knowledge and understanding about important of vehicle tires. There will show the attitude of consumers to each tire's brand and stores. Tire company can understand what consumers need and the way to set position including marketing strategy selection. In long term, tire company and marketer can use information from this research as particle part for developing new product in the future.

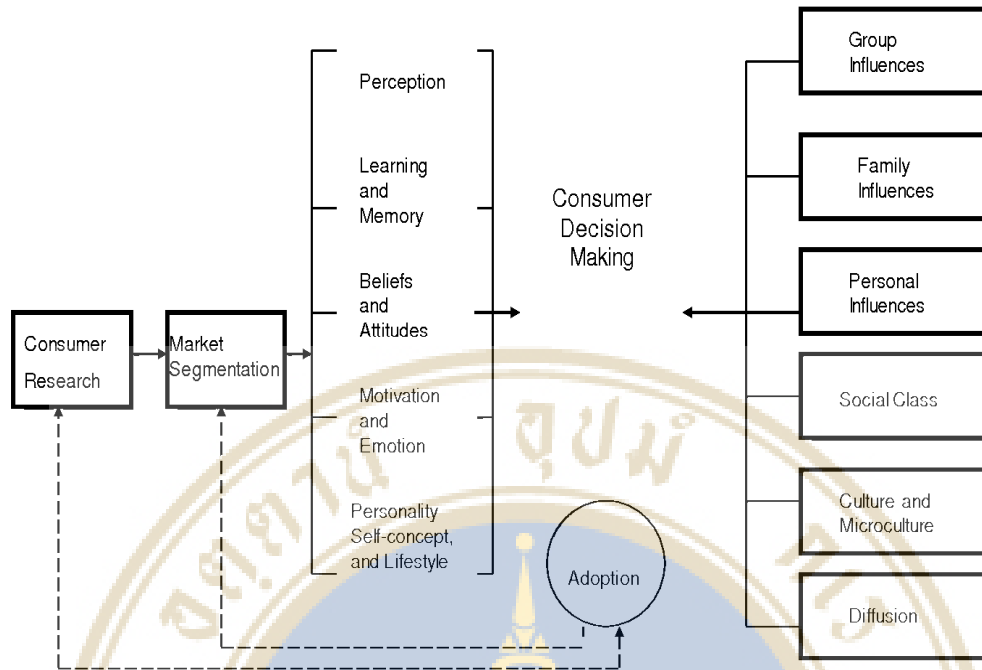
## **CHAPTER II**

### **LITERATURE REVIEW**

The approach in finding the theory and literature to support this research is factors that effect to the decision of consumer's purchasing. There is relevant journal that quantitative research was about tire's buyer behavior in India, which aimed to find out tire customer's satisfaction and factor for making decision to purchase replacement tire (Natarajan, Sounddararajan, & Jayakrishnan, 2013). The research found that price and brand were main factors of purchasing and less involvement with the purchasing of replacement tire. And other specific research of Bridgestone that showed consumer perspective of the brand (Prabakaran & Panchanatham, 2013). Bridgestone was only one brand for using to collect the data in to identify brand awareness, brand value and level of customer preference toward the brand. From the find out of that research, customers satisfied to purchase Bridgestone in term of service more than brand image. Those can be beneficial as reference of explanation with consumer behavior theory that shows below.

#### **2.1 Consumer behavior**

As this research involve to the consumer decision making which is the part of consumer behavior. There is no exactly tires selection theory so I select the most related model from existed theory to be a reference in this topic. Stowe Shoemaker divides factors into two groups: internal and external factors. There are 5 internal (1.perception 2.learning and memory 3.beliefs and attitudes 4.motivation and emotion 5.personality, self-concept and lifestyle) 6 external factors (group influences, family influences, personal influences, social class, culture and diffusion) (Shoemaker, 2008) that effect the decision of customer for purchasing products.



**Figure 2.1 An Organizational Framework for the Study of Consumer Behaviour**

**Source: (Shoemaker, 2008)**

### 2.1.1 Internal Influence

#### Perception

Perception of product can be influenced by various attributes, such as brand name, price and product appearance (Natarajan, Sounddararajan, & Jayakrishnan, 2013). Learning from past experience relevant to customer's judgment about those products and become the perception. As evidence from the past research 98 percentages of consumer are aware of brand through their own experience and only 2 percentages that rely on their friend about brand awareness (Natarajan, Sounddararajan, & Jayakrishnan, 2013). But brand image is not all of the most concerning factor of tire selection as very small number customers of Bridgestone (14.28%) care about brand image while 52.55% of customers prefer good services (Prabakaran & Panchanatham, 2013).

### **Learning and Memory**

Memories are not like copies of our past experience on deposit in a memory bank but they are constructed at the time of withdrawal (Shoemaker, 2008). Peter Noel Murray, Ph.D. gave an example and explained about memory that “Let’s say you are on vacation and have dinner at the best restaurant recommended to you. Perfect table. Food is exquisitely prepared. Wonderful wine. The experience is fantastic. However, when clearing the table the waiter spills coffee into your lap. Odds are that the coffee spill will degrade your memory of the food and wine, no matter how exceptional you otherwise would have remembered them.” (Murray, 2012). That means memory can happen during the past experience which effect to consumers’ decisions.

### **Beliefs and Attitudes**

Attitude affects shopping and purchasing behavior. Dr. Lars Perner defines consumer attitude as a composite of a consumer’s beliefs, feelings, and behavioral intentions toward some object within the context of marketing. Consumer can hold negative or positive beliefs or feelings toward a product or service (Perner, 2010). According to Bridgestone brand value research, number of consumer who chose Bridgestone because of service are more than double number of consumer who choose because of price. At the same time, consumer feel that price of Bridgestone are not high. From recommendation of the research said that increasing service quality could gain more brand value (Prabakaran & Panchanatham, 2013). Deestone, Chinese tire brand also want to move from mass market to high-end market (Thai News Service Group, 2014).

### **Motivation**

Abraham Maslow explained his motivation theory (hierarchy theory) as 5 stages of human needs which contain physiological needs, safety needs, social needs, personal needs and self-actualization needs (Figure 2.2). Hierarchy of Needs is often used by marketer for sending message about segmentation of their product’s advertisement to customer (Schiffman & Kanuk, 2004).



**Figure 2.2 Maslow's Hierarchy of Needs**

Tire manufacturers also tried to develop their product to fulfill and serving variety of customer needs, Bridgestone built the testing ground in Thailand for tire developing with car manufacturers to increase potential of research and development and same year Yokohama also opened in Rayong (Thai News Service Group, 2009).

Early 2014, Yokohama motivate customer to take picture of their car with tire submit to Yokohama's #RidePride Facebook page. "There are some great cars on the road that consumers spend a lot of time and money modifying. #RidePride will provide them with well-deserved recognition," Andrew Briggs, Yokohama director, said about Yokohama's #RidePride contest (tirebusiness.com, 2014).



**Figure 2.3 “Arrive Safely” Bridgestone TURANZA’s Print Ads**  
**Source: (coroflot.com)**



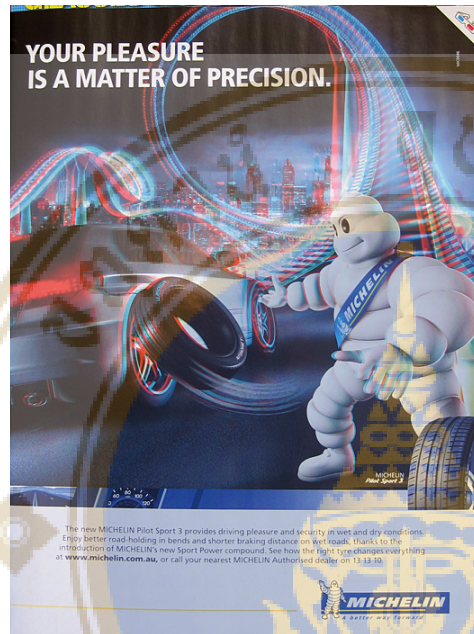
**Figure 2.4 Yokohama #RidePride Ads**  
**Source: (tirebusiness.com, 2014)**

### **Personality/ Self Concept**

Purchasing products can reflect consumers’ personality (Sarker , Bose, Palit, & Haque, 2013). So marketer will develop their products, advertisement and campaign following personality of their target customers (Bhasin, 2006). Personality can be identified by personal’s activities, interest and opinions (Sarker , Bose, Palit, & Haque, 2013). It can be a hypothesis that tires choosing factors can be from driving style (fast or slow) and car usage’s purpose of driver or car’s owner. There were good example from customer’s review of user of Michelin who care about the handling and



traction during using high speed, Mark Chia said “It gave me confidence when I'm doing sharp bends at 120km/h. No worries on the hydroplaning.” while Ted Lowe who really care about comfortable of driving said “I decided to try Michelin. Very pleased with my choice. Really quiet and smooth. Highly recommended.” (michelin.co.th).



**Figure 2.5 Michelin 3D Advertisement on magazine**

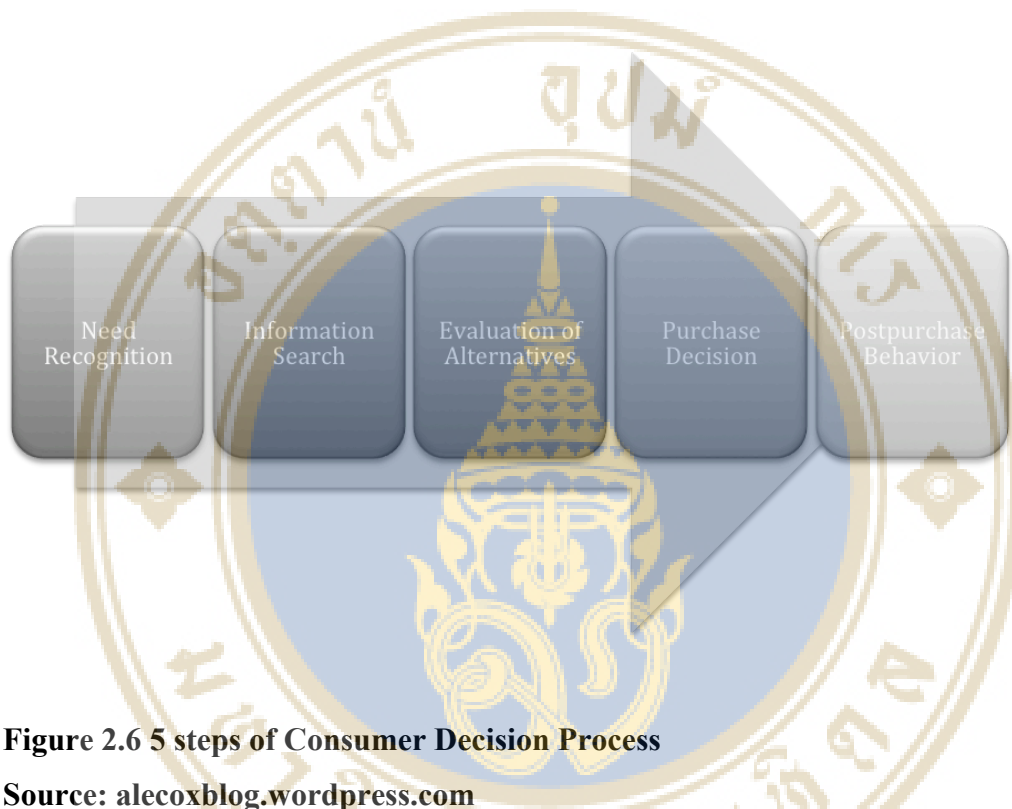
**Source: (adsoftheworld.com)**

### 2.1.2 External Influences

External influence can change the behavior of consumer especially from close person such as family member or relative (Natarajan, Sounddararajan, & Jayakrishnan, 2013). Although external influence is important factor of choosing, but the past research about tire selecting show the point of influence that unfamiliar or unclosed person's recommendation would not effect to the behavior. As result that car manufacturer and distributor recommendation got lower number than other driver recommendation in term of influencing for selecting tire's brand (Natarajan, Sounddararajan, & Jayakrishnan, 2013).

## 2.2 Purchasing Decision Process

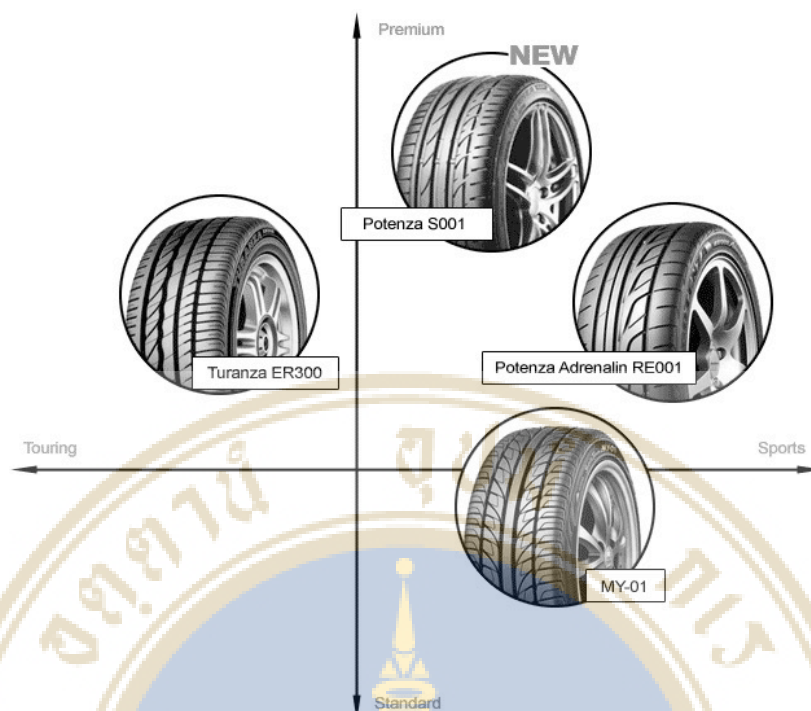
This part is basic of consumer's decision to purchase the products which basically include whether to purchase, what to purchase, when to purchase, from whom to purchase, and how to pay for it (Sheth & Mittal, 2004). Concept is relevant to consumer behavior and consists with 5 steps as followed; problem recognition, information search, alternative evaluation, purchase and post purchase.



**Figure 2.6 5 steps of Consumer Decision Process**

Source: [alecoxblog.wordpress.com](http://alecoxblog.wordpress.com)

“Modern purchaser want to know not only about the product features but also to know how and why the product benefit them” (Natarajan, Sounddararajan, & Jayakrishnan, 2013). So this theory can be the guideline to study and understand selection's factors of consumer so it will be use in constructing research result.



**Figure 2.7 Passenger tyre product positioning**

**Source: (Bridgestone.co.za)**

Bridgestone also have their guideline for customer to select tire by using product-positioning method, which contain 4 positions in the graph (Premium, Sport, Touring and Standard). This method could apply to understand what consumer's attitude and perception about each tire.

### 2.3 Purposed Framework

As the following all literature review that I collected above, I hypothesized the factors of decision making for purchasing new tire of consumer may relate to the study of consumer behavior and consumer decision process. There are 6 factors that main point for developing to data collecting tools of this research as following: problem recognition, price, performance, brand perception, influencer and service.

### Problem Recognition

When or why consumers want to purchase new tires. Problem come from condition or preferring new one.

### Price

It concerns about how consumer compare tires' price also the source that consumer can get the information about price and will they trust them. Price is a major reason for selecting tire (Natarajan, Sounddararajan, & Jayakrishnan, 2013).

### Brand Perception

In this part, price must be not concern for consumer selecting. Key point is the brands that consumer have impression, preferable or rush into their mind in the positive.

### Performance

Tire performance is specified to 5 factors (appearance, durability, ride, traction and handling (Natarajan, Sounddararajan, & Jayakrishnan, 2013). To find out the most important performance that consumer prefers.

### Influencer

External and internal influence factors that impact to selection of consumer (Relative, Friend, Car manufacturer, Store and etc.).

### Service

After sales service of each brand or store that provide and fulfill customer need. Goodyear found out from the research those customers need clean, open places with knowledgeable technicians (Thai News Service Group, 2009)

## **CHAPTER III**

### **METHODOLOGY**

According to this study focusing on “the consumer’s vehicle tire selection factors”, the methodology that is suitable for collecting data and developing to the analytical would be qualitative method with one by one in-depth interview.

The question that will collect the data would be open-end question by using 5W and 1H (Who, What, When, Where and Why + How) to find insight reason and influencing factors for selecting and purchasing replacement tire.

For the sampling of collecting data would be divided into 2 segments by gender and all of the sampling must purchase tire at least once. Sampling size will be 11 respondents for Male and 9 respondents for female. Note that every respondent should be driver for understanding how they really feel about tire that they chose but they might not need to be registered as owner of their driving car.

#### **The Question of Interview**

Questions were divided into 7 parts according to the framework.

##### **General Information**

What car that you use regularly?

What is the purpose of driving?

Which tire install in that car?

Why you choose this tire? How do you feel about it?

Which tire that you prefer to buy next time? (new or second hand)

Where did you purchase and install your tire?

Where will you plan to purchase tire next time?

When will you plan to purchase new tire?

**Problem Recognition**

When would you like or feel to change tire?

How the problems of tire affect you?

**Price**

How do you compare price of each brand?

Which source that you trust when you want to compare price of tire?

Will you purchase tire with more expensive in familiar store?

**Brand Perception**

Which brand of tire that you prefer to buy if not concerning price?

How do you know each brand? (Friend, Family, Media or Store)

How do you feel about the brand of tire that you have never heard before?

**Performance**

Which performance do you expect from tire? (Handling, Traction, Energy saving and Silence)

What performance that you will give most important?

**Influencer**

Who is the most important for choosing tire?

Why do you trust that recommendation?

How recommendation from car manufacturer effect to you?

How suggestions of tire selling store effect to you?

How tire advertisements influence your purchasing?

**Service**

What kind of service do you prefer from tire manufacturer?

What service that satisfies you the most?

How number of franchise of tire store impact to your selection?

**Additional Card**

For additional for understanding about attitude and perception, by showing graph of tire positioning to respondents. In the card contain 4 positions (Premium, Touring, Sport and Standard) to let respondents choose what position of their current using tire.



## **CHAPTER IV**

### **RESEARCH FINDINGS**

According to the methodology and framework, interviewing with 20 respondents who have their own car and had experience about purchasing replacement tire at least once time. I realized that number of sample size quite small due to the limitation of time but the respondents in this research are the good representative of tire purchasing group because all of them are people who graduated a least high school or higher and have their own budget for purchasing necessary things and especially all of them are Thai. As the methodology of this research use deep interview for understanding attitude of respondents who are car owner and had ever purchased tires so some discussion and explanation also include consumer's attitude about car manufacturers and tire stores. Questions are based on framework, which relate to the consumer behavior and decision process of tire purchasing. Additional find out also include in this discussion.

#### **4.1 Problem Recognition**

##### **4.1.1 Overall**

Most of the answers of interviewees prefer to change new tire because the condition is not normally (slipping easily, losing traction, hard to control on wet) during driving experience. Some of them will notice when the expert or technician notify them to change. However the respondents who can notice that driving conditions change, they will check the condition of tire such as worn out of tread. From 20 respondents, 18 persons care about safety of driving so they may change tire when they feel the problem occur from the tire but only one person found problem about the sound from tire and another one has never found problem from tire before.



### 4.1.2 Gender Differentiation

From the finding out in this part, it is not seem the differentiation of gender anymore. Some male respondents also listen to the recommendation of expert person about timing to change tire as most of female respondents in the other hand some of females can notice from driving as well.

### 4.1.3 Representative Quotes

“When something happen to my tire like an accident, I will change it”  
(Male)

“When I drive and I feel my tire not contract to street” (Female)

“Following the recommendation that it’s time to change” (Male)

“I will ask person that I trust. Does it really need to change?” (Female)

“Sound is very loud. That is my tire’s problem” (Male)

“If traction control system defects over spin often” (Male, owner of 7 cars)

“If tire flats, it effect to petrol and impact to my pocket.” (Female)

“Tire is effect to life so we need to choose the good quality one.” (Female)

### 4.1.4 Discussion/ Implication

As the answer of the respondents, all of the real reason that they change tires because they care about the safety on the street. Although some of them don’t know about the technical of car and tire, they are willing to change tire for safety reason.

## 4.2. Price

### 4.2.1 Overall

There are 3 channels that the respondents find the information about the price: Internet (website, online community), friend and selling store (car dealer). All of them search price of the brand and series that they prefer to buy first and then find the store where is the cheapest one. Some respondents ask their friend for ensuring the information, new promotion and value (comparing to quality). Most of them prefer to

purchase higher price of tire in familiar store but it should not a big gap when comparing with other store. At the same time they gave the reason that because of they trust in the store's service. But someone who know well about tire technical, they find other store that cheaper and pay some service such as nitrogen free to the store that they familiar for taking care their tire.

#### **4.2.2 Gender Differentiation**

There also have some conflict in each gender as mention above. Most of female can accept with little bit high but must be better in service quality while few of them think that it is not fair for them. In the other hand, some male respondent want to find the cheapest one, other they care more about service of the store.

#### **4.2.3 Representative Quotes**

“Search information from the Internet first and consult with my friend”

(Female)

“I set the budget first then find the brand from Internet” (Male)

“Actually I believe in Yokohama because it made in Japan so I didn't compare with any brand but comparing price with same brand” (Male)

“If price is only 100-200 more, I don't care” (Male)

“If it's cheaper and not far from my home, I will go to the cheaper one.”  
(Female)

“If it didn't different much, it's ok for me. I concern on quality and service of the store.” (Female)

“Too expensive, I will not buy it” (Male)

“No, I will not buy it. Because it is not fair” (Female)

#### **4.2.4 Discussion/ Implication**

Internet is used widely so people will find the information of price online first but they still not exactly believe it. Friends are quite important for ensuring information before purchasing. Because of tire is not same as other product, it must be install with special equipment to the wheels and also need specific knowledge during installation process, price is not always important for selecting the selling store.

## 4.3 Brand Perception

### 4.3.1 Overall

If price is not concerning factor, most of respondents prefer to buy market or major brands in Thailand which have long reputation such as Bridgestone, Yokohama, Michelin and Toyo but few respondents also choose Continental and Pirelli, which is quite premium brand. In the other hand, all of the answer for the brands that are no reputation is undisputed. All respondents don't trust those brands. Everyone accept that media (Online, TV advertisement) make him or her know about brand of the tire. More than half of respondents heard tire's brand from their friend but few of them got information of brand from store.

### 4.3.2 Gender Differentiation

It is quite hard to say that there is different in gender that impacts the brand selection but small point that found out from this part only. 2 Males had an idea of premium brand (Continental and Pirelli) while all of female can figure out only well-known brand that target medium and high in Thai market.

### 4.3.3 Representative Quotes

"I feel strange" (Female)

"The tire that I have never heard before, I feel unconfident to buy"  
(Female)

"Unreliable!" (Female)

"I will not use it definitely because it is new and I can't trust it. I will trust the brand that is used a lot and I have heard about it a lot" (Female)

"Dangerous! Risk with nonsense! Let's other tries it first." (Male)

"No information to support. How about the quality! I don't want to try it. It's risky!" (Male)

"Untrusted! I will not use." (Male)

"Unsure about the brand" (Male)

#### **4.3.4 Discussion/ Implication**

People feel unsure and unreliable about the brand that they had never heard or non-reputation anymore. Consumer perception theory can explain this well. Although price is very cheap but as the tire is quite special product, which concern about safety so people will choose the brands that are trustworthy.

#### **4.4 Performance**

##### **4.4.1 Overall**

As handling and traction concern to safety of driving, every respondent realized the performance of tire must be handling and traction as normal basic that they preferred. But some of them need additional performance such as silence and energy saving. Although one respondent think that all of brand that have similar price range, they will provide the same quality, but safety also the most important one.

##### **4.4.2 Gender Differentiation**

It is very surprising that half of female respondents also know and care about the additional performance such silence and energy saving while 1 of 3 male respondents didn't care about it. So it means that female who go to purchase tire, may choose high quality of tire with additional function while male may purchase only standard series of tire.

##### **4.4.3 Representation Quotes**

“Traction as a main performance. Silence is secondary.” (Female)

“Adhere to the road surface!” (Female)

“I don't care about energy saving. Most one is traction.” (Female)

“Perching! It's not slip while driving.” (Female)

“Firm grip. Wet road handling.” (Male)

“Quality of Traction and Handling.” (Male)

“I care the safety at maximum speed.” (Male)

“Reliability! I can rely on my tire during driving.” (Male)

#### 4.4.4 Discussion/ Implication

Tire is the one part of car that touch to the road so everyone expect that basic performance of tire should be safety during driving. Energy saving and Silence are only additional function to increase more benefit when consumer would like to compare each brand.

### 4.5 Influencer

#### 4.5.1 Overall

Most respondent trust suggestion and recommendation about tire, from their relatives (friend, family) who have knowledge or expert about tire or car and 2 respondents, who are really self-confident, have no external influencer. Only 3 respondents trust recommendation from tire seller and also trust recommendation from car manufacturer. All of other respondents think that car manufacturer have bias due to commission or would like to sell only products on their shelves. The important information from selling store, which influences the respondents, is promotion but not effect selection as major point. Advertisement of tire in every media doesn't effect respondent selection but only just brand awareness.

#### 4.5.2 Gender Differentiation

There is clearly different of gender in this part. It is same way of answer from all female respondents, that they trust their relative persons (friend and family) more than selling store and car manufacturer. Some male respondents believe their own opinion and experience and tire seller. But influence of advertisement is not effect to both genders for choosing tire.

#### 4.5.3 Representative Quotes

“I bought my car from them so I trust that recommendation.” (Male)

“I am important!” (Male)

“(Father) He used to be a mechanic and lot of experience about car”

(Male)

“(Friend) She has experienced and she is working in this field. Selling mud guard” (Female)

“(Car Manufacturer) Yes, a lot because I don’t know about tire before so I have to trust them.” (Male)

“(Tire selling store doesn’t effect to me. I will decide myself.” (Female)

“(Car Manufacturer) It is less effect to me. I thought that the car manufacturer want to sell their product” (Male)

“(Totally car manufacturer’s recommendation is not effect to me much. For Porsche, I have to use “N-Spec” as recommendation but for Mercedes, ‘Mercedes-Original tire’ is nonsense” (Male, 7 cars owner)

“(Car Manufacturer) I don’t trust them much because they have bias. They may have something behind and they may cheer the one that they got pay a lot.” (Female)

“(Advertisement) Just about new product” (Male)

“(Tire Advertisement) It like a cartoon” (Female)

“(Advertisement) It is just brand awareness. But for selection I will go to ask my friends.” (Female)

#### **4.5.4 Discussion/ Implication**

The most important influence factor for choosing tire is suggestion and recommendation from relative (friend and family). Thai people feel uncomfortable when car manufacturer recommend tire that suitable with their car because they feel that car manufacturer may receive sale commission from tire’s company. Information from tire store that people use as their one of decision factor is promotion but finally they go to consult with the one who they feel trust about their recommendation. Although from the answer about tire advertisement look negative but it can send the message of brand awareness to customers.

## 4.6 Service

### 4.6.1 Overall

Warranty is the most answer from respondents who prefer as after sale service from tire manufacturer. Some respondents, who prefer warranty from manufacturer, would like longer period of warranty. Some respondents who had ever looked servicing of tire store, would like tire manufacturer to service for them instead. Free of charge in tire balancing and rotating service is expected by more than half of respondents. From respondents who prefer free of charge service, some of them will satisfy if the stores provide free nitrogen air. 11 respondents don't care about any stores, which have many franchises. They prefer to go to good quality in term of service and must locate near their home while another group of respondent give the reason that more franchise is more convenience and better in service quality when they have problem. But interesting opinion about franchisee is more charging than traditional store.

### 4.6.2 Gender Differentiation

In this part gender doesn't concern satisfaction of service much. Many female respondents also want warranty and free service same as male respondents. But about franchise store, only 3 male respondents would to go to franchisee due to the reason of convenience while 6 female respondents from 8 female prefer those kinds of store with the same reason.

### 4.6.3 Representative Quotes

“Warranty! Free Nitrogen air! If I purchase there, they should provide free.” (Male)

“Tire manufacturer should obtain and train tire store, how to proper mount the tires with special characteristic.” (Male, 7 cars owner)

“Warranty extended more 1 or 2 years.” (Male)

“When problem with tire, need 24 hours service.” (Male)

“I expect them to repair tire and change it when I have problem.” (Female)

“If service come from manufacturer, I think I will not be cheated.”  
(Female)

“Warrantee! If explode, when I got an accident. They should change new one for me” (Female)

“Rotating tire free for 1 year. Fill Nitrogen air free for 2 years. Warranty is the most important to me” (Female)

“Because those kinds of store (franchisee), they will charge me more expensive than traditional store.” (Male)

“(Franchisee) A lot! Convenience is very important for me. If they aren’t much store of them even it’s very cheap/very good, I will not go there anyway” (Female)

#### **4.6.4 Discussion/ Implication**

Important of the service that consumer expect is warranty from tire manufacturer but for the store, consumer would like to get free after sale service such as balancing, rotating and nitrogen air with quite high quality expectation. Number of franchise store effect in convenience and perception of quality but not the big important factor for purchasing tire for all consumers. Most consumer trust that tire manufacturers have knowledge and expert for installing, changing and maintenance tire more than tire stores.

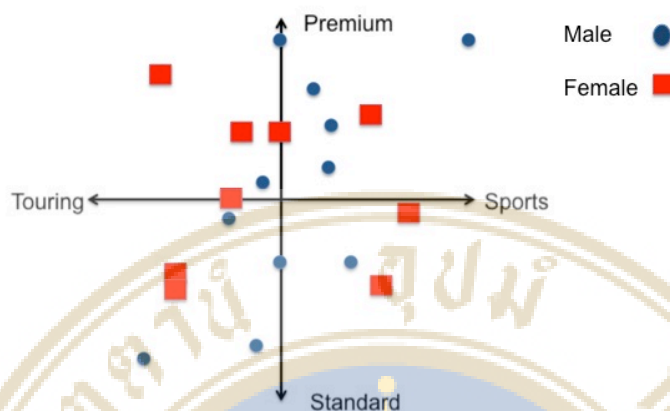
#### **4.7 Other Finding**

According to the interviewing, many topic and question still have some argument but only question about next purchasing of tire, all respondent prefer to purchase new one (first hand) and no one want to buy second hand tire. Half of respondent would like to make consideration by looking the same brand of their current use first. 11 respondents prefer to purchase new tire at the same store while another group will make decision again depend on promotion at that time. Although some respondent will think about the new tire again but all of respondents quite satisfy with their current tires.



#### 4.7.1 Rechecking

From the graph of tire positioning that was shown to the respondents for rechecking all of answer and consumer attitude, there is a result as following:



**Figure 4.1 Attitude of respondents toward their own tires**

During interview I request respondents to point the graph from their own opinion about their current tire. It was very impressive during interviewing, no one of them uses time more than few second, and all of them feel free to point the position. From the graph, there is very wide range of attitude about the tire from both genders. There are only two of respondents feel that their tires are Standard. Half of respondents feel very pleasure with their tires as they pot the answer in Premium area. From the graph, it can be say that female drive slower than male because only 3 female respondents pot in the sport area while 6 male respondents pot in the Sports area.

## **CHAPTER V**

### **DISCUSSION & CONCLUSION**

#### **5.1 Conclusion**

According to Elaboration Likelihood Model, I initial hypothesis that female will be in low involvement group for tire products and male is in high involvement group but from the result of data collecting by using qualitative questionnaire, it can be concluded that gender is not concern about how people make decision to purchase price. Reason to support this finding out, is smaller world with online which everyone can search information and reference.

As tire is the only part of car that touch on the street, both gender realize that safety would be come from their selection as safety is the basic needs according to Hierarchy needs theory. From the sampling, people who have no knowledge and experience about tire, will ask recommendation and suggestion from relative (Family and Friends) and experts but car manufacturer will effect to their decision very few. Consumers have good perception to major brand such as Michelin, Bridgestone, Yokohama, Nitto, Toyo and Continental, will perceived few differences between brands although tire is high product involvement or can say that they are dissonance-reducing buying behavior (Four types of buying behavior) while consumer feel untrusted with unknown or non-reputation brand.

Promotion and service are the factor that consumer concern for choosing tires. Consumers expect high quality service from tire store although those stores may sell more expensive than other but should not be too high. Consumer may cut off from their choice if that service store is low service quality although price is lower. Number of franchise can make consumer keep them as first choice as reason of convenience and trustworthy. Finally, advertisement of tire can help to increase brand awareness only.

## 5.2 Marketing Suggestion

According to the research, tire is the high involvement product and consumers buying behavior of tire is dissonance-reducing so marketer should care about pricing and promotion strategy to complete competition. Increasing service quality of distribution channel (tire store, service center) can satisfy customer and lead to top choice in consumer's mind.

Advertisement and campaign should be non-traditional such as test-drive event, support for racing team and etc. but traditional media still have to invest for brand awareness. Online review of products with good reputation person can help to increase brand recognition and trustworthy while promotion and price information should be up-to-date on company homepage for convenience of customer who would like to purchase new tire. Finally, as find out that female also realize the important of tire's performance and quality so marketer should notice that female customer will go to find many information before selecting and purchasing that lead to the method to creating advertisement campaign should set more detail and performance for each genders.

## 5.3 Limitation

There are 2 main limitations that I found during do this research. First, limitation of academic journal and previous research are very few and not exactly concern to Thai consumes behavior for reviewing in literature chapter. Information and statistic of tire in Thailand are not up-to-date. Automobile journal or research also did not focus to attitude of consumer toward the tire anymore.

Second one is about sampling that this research needs to collect data from two segments, which should be 10 female respondents and 10 male respondents. Limit of time make me to change number of female respondents to 9 persons and 11 for male respondents because many females that I try to ask information, they don't purchase tire by themselves and many of them purchase it without knowing any information about tire so they feel uncomfortable to be my respondents.

Finally, if any researcher who would like to do qualitative about tire, the way for more potential of the research in the future is collecting data by asking about

attitude of respondents toward vehicles, interviewee would feel more comfortable than specific only tire's question because most people feel that tire's question must be include with technician and engineering knowledge question. Researcher could filter the data of consumers who are high involvement toward vehicle's tire and additional with tire attitude.



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