

**FACTORS THAT IMPACT PURCHASE INTENTION OF
AUTOMATIC ROLLERS SHUTTER**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
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entitled
**FACTORS THAT IMPACT PURCHASE INTENTION OF
AUTOMATIC ROLLERS SHUTTER**

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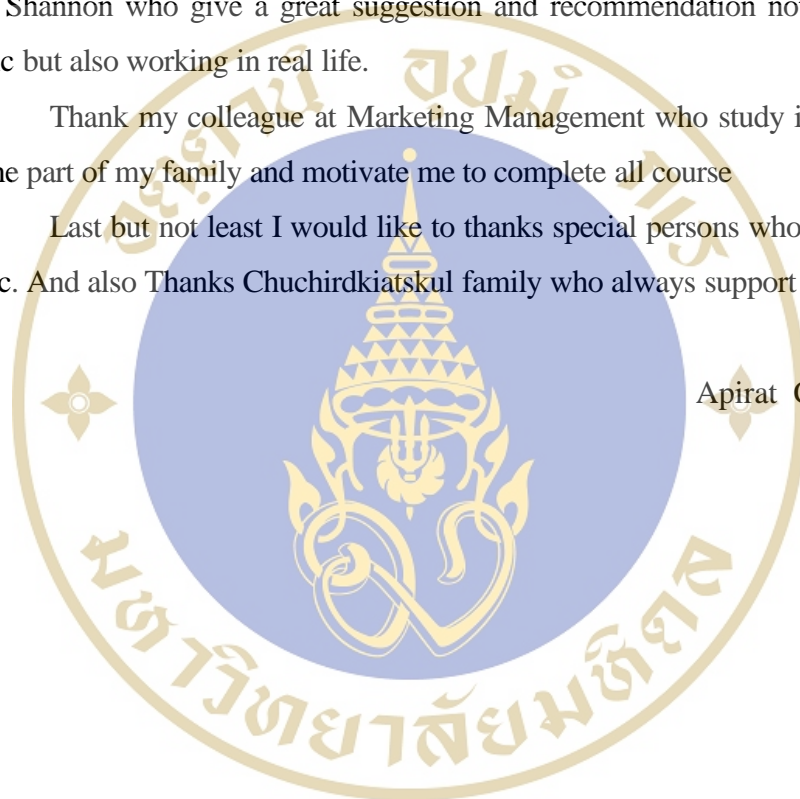
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FACTORS THAT IMPACT PURCHASE INTENTION OF AUTOMATIC ROLLERS SHUTTER

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ABSTRACT

This research will explore the factors that impact to purchase intention of automatic roller shutters. It helps company get to know behavior of consumer and will be benefit to explore opportunities in end consumer. Qualitative research methodology was applied in this research by collecting data via online survey. Total respondents are 121.

The results show that durability is only one factor that impact to purchase intention. Roller shutters company have to focus on durability of roller shutter by using high quality of material. In addition, company should have promotion in term of warranty to serve customer needs. Marketing strategy of automatic roller shutter should deliver key message to customer in term of durability of product, long term use and less maintenance. It will positive effect to promote autonomic roller shutter to thai customer.

Construction material that have characteristic same with autonomic roller shutter like automatic window, innovative product at home may use result from this research to promote their product to business.

KEY WORDS: Automatic Rollers Shutter / Construction material / Home Construction

29 pages

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CHAPTER I

INTRODUCTION

A roller shutter is a type of door shutter consisting of many horizontal slats that made from steel or aluminum hinged together. Automatic roller shutter use in protection against burglary, rain, sunlight and wind. Roller shutter use in warehouse like doors. When the warehouse is in operation, the roller shutter is pushed up. When the warehouse close, the shutters are pulled down to secure the warehouse. Warehouse roller shutters are heavy-duty types and weigh nearly one ton consisting of the housing, motor and shutter slate. Due to their large widths and heights, roller shutters in warehouses are electrically operated using a motor (Facilities, 2008).

A model of intelligent home has included automatic roller shutter that protection against too much sunlight. Roller security shutter could be automatically closed when the house was vacated and then raised when the occupants come home (Facilities 2006).

1.1 Problem Statement

Due to the increasing competition in the roller shutter industry in Thailand, it makes the business situation highly competitive and as every company tries to keep and gain customers from construction corporate which is the big market.

Customer who is home owner, office home owner and factory owner are another portion that company can sale to them. In addition, there is another source of business that company can gain market share.

In this study have to identify what are factors or reasons which impact purchase decision of those customer to decide to purchase automatic roller shutter. If company can understand which factor or reason those customers decide to purchase. It can be benefit for firm that improve their product.

1.2 Research Question

This study investigate factor that impact purchase intention customer for automatic roller shutter.

1.3 Research Objective

To find relationship between purchase intention and automatic roller shutter. The primary target focus on home owner, office home and factory owner. The key variable is 1. Functionality 2. Durability 3. User Appeal 4. Consumer perceived Quality 5. Value consciousness



CHAPTER II

LITERATURE REVIEW

Automatic roller shutter doors as classified to constructive material. Factor that impact constructive material can be classified in five dimension which is Quality, Functionality, User appeal, Resourcefulness and Purchasability (Constructive innovative 2013). However automatic roller shutter is product that difference from constructive material. We use some of factor from model to develop hypothesis in research as fixture below

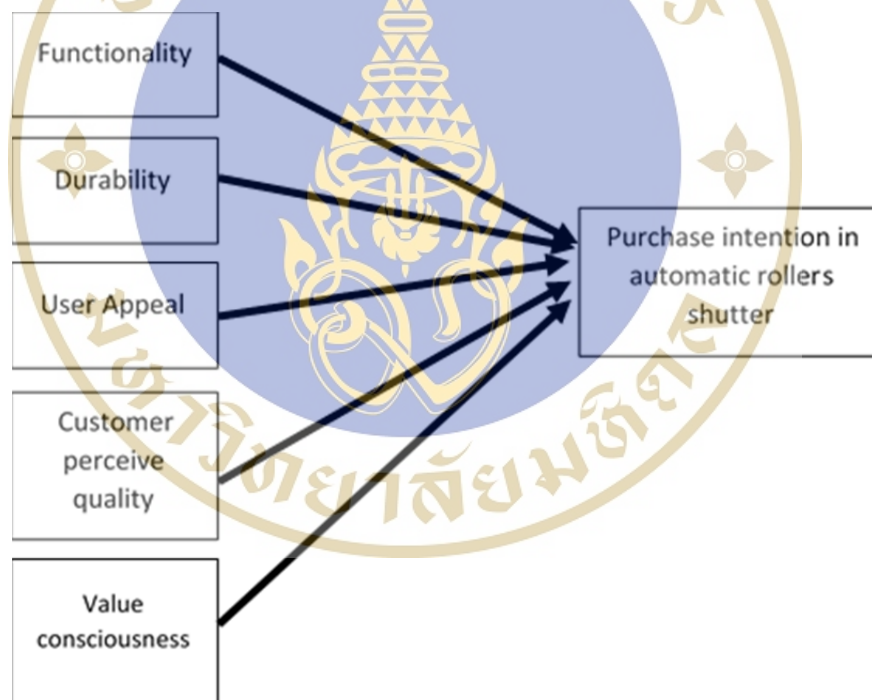


Figure 2.1 Factors that impact to purchase intention in automatic rollers shutter

2.1 Functionality

Functionality is the one scale measurement for purchase intention (Garvin 1986). Function of automatic roller shutter is protecting from environment. So functionality can be defined in term of reduce breaking of stuff. Another function for automatic roller shutter reduces sunlight which is the important one in Thailand.

Hypothesis 1: Functionality has positive effect on purchase intention.

2.2 Durability

Durability of automatic roller shutter is the key for primary function (Security environment reviews, 1996). Durability can be defined as amount of use one gets from a product before it physically deteriorates. In addition, durability becomes the amount of use one gets from a product before it breaks down and replacement (Garvin, 1984). Automatic roller shutter has to low reparable and highly prolong life for satisfy customer (Construction Innovation, 2013).

Hypothesis 2: Durability has positive effect on purchase intention.

2.3 User Appeal

User appeal may be explained by definitions found in the literature associated with the appeal of the product. Thus, the user appeal dimension is associated with a product that is socially and creatively rewarding, that it is available in a continuing renewing manner and that it is highly satisfying to the user (Glavic and Lkmen, 2007).

User appeal may similar authentic. Authentic is one factor of product that effect to purchase intention. Authentic mean is how product looks, feels, sound, taste and smell (Garvin, 1984). Automatic roller shutter that effect to purchase intention have to good design, low noise and feel attractive to user.

Hypothesis 3: User Appeal has positive effect on purchase intention.

2.4 Customer perceive quality

Customer perceive quality is customer's perception of a product quality based on the reputation of the firm. Automatic roller shutter may be evaluated in their image, advertising, brand name (Garvin, 1984).

Cooperate reputation reflect to customer perceiver quality. Good cooperate reputation have positive relation purchase intention (Shih, Kuang-Heng, 2011). Cooperate that produce automatic roller shutter should do some strategy to increase cooperate reputation.

Brand Image will drive consumers can easily recognize products, evaluate product quality, reduce the perceived risks of purpose, and confirm the differential perception and satisfaction (Haug, 2010). Successful design of brand image can transform what consumers view as ordinary or boring into amazing or pleasant experience, which can help products become focus (Lindgreen & Vanhamme, 2003; Ludden, Schifferstein, & Hekkert, 2008). Brand image has positive influence to customer purchase intention. effect to purchase intention have to good design, low noise and feel attractive to user.

Hypothesis 4: Customer perceive quality has positive effect on purchase intention.

2.5 Value Consciousness

Price reflect to purchase intention in term of value consciousness. There is one factor that impact to purchase intention of automatic roller shutter. Value consciousness can define in term of how customer perceive value of product. Price and quality sometimes have positive relation. On the other hands sometimes customer can analyze cost by themselves. They will interpret cost and make decision whether they will buy or not.

Hypothesis 5: Value consciousness has positive effect on purchase intention.

CHAPTER III

RESEARCH METHODOLOGY

Research will conduct to find the positive factor on purchase intention of automatic roller shutter. Quantitative research will conduct in order to understand the factors that could influence purchase intention of automatic roller shutter. In this study conduct by web-based questionnaire (Horn and Salvendy, 2006).

3.1 Data Collection

The questionnaire sends to respondent by e-mail. When the subject opened the web-based questionnaire (Survey Monkey, 2009) by clicking on the link in the e-mail, a brief written introduction and instructions that asked for completion of the questionnaire were given. The questionnaire was composed of two sub-categories. The first sub-category presented the factor that impact to purchase intention, and the second asked about interviewee's demographic information.

3.2 Questionnaire design

3.2.1 General Question

General question will explore opportunities of purchase intension in general. So general question will be question as below.

- Do you know what is automatic roller shutter?
- Do you have an automatic roller shutter in your residence?
- When do you purchase automatic roller shutter what is the most factor that impact to purchase intention?
- What is your location that you install shutter?

3.2.2 Specific Question

Specific question is question that identify in each variable. Question will be rate scale that relate to purchase in tension as table below

Table 3.1 Specific Question

Factor	Question
Functionality	Reduce breaking inside
Functionality	Reduce sunlight
Functionality	Reduce power of consumption
Functionality	Speed when open or close door
Durability	Overall can be used for a long time
Durability	Overall can be used for a long time
User appeal	Attractive look
User appeal	Attractive design
User appeal	Attractive remote control
Customer perceive quality	Cooperate reputation
Customer perceive quality	Brand Image
Value Consciousness	Reasonable price compare with product quality
Purchase Intention	What is your purchase intention to automatic roller shutter in next 3 months?

3.2.3 Demographic question

Demographic question will design for identify characteristic of respondents. Question show as table below

Table 3.2 Demographic question

Factor	Question
Gender	What is your gender?
Income	What is your average monthly income (household income)?
Occupation	What is your occupation?

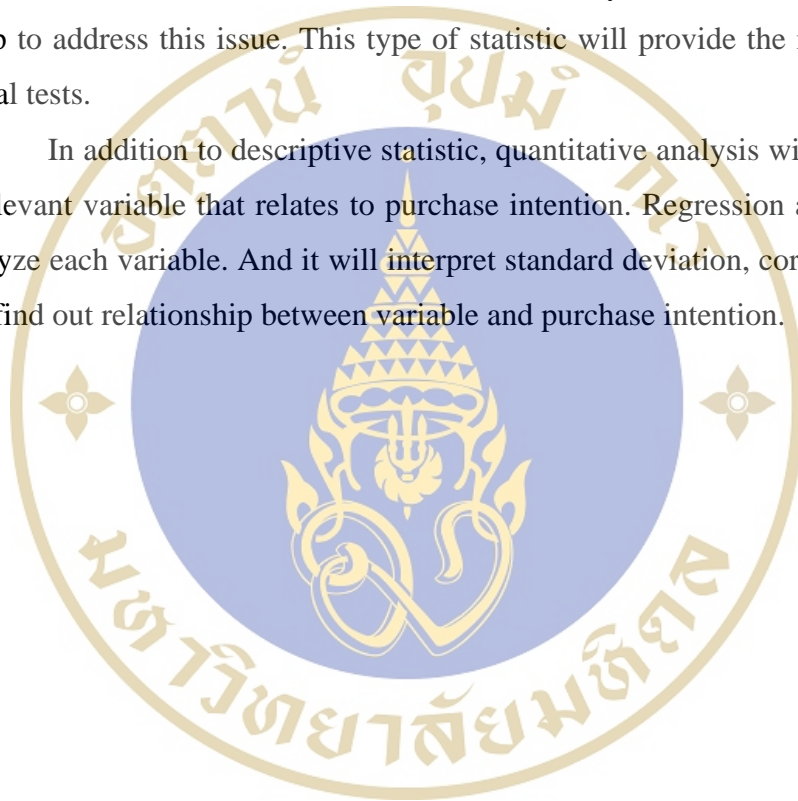
Table 3.2 Demographic question (cont.)

Factor	Question
Location	Please select the most likely to your residence?
Age	Please indicate your age?

3.3 Data Analysis

After collect all of data, SPSS will use to analyses statistic. Descriptive statistic can help to address this issue. This type of statistic will provide the mean, mode and statistical tests.

In addition to descriptive statistic, quantitative analysis will use to find the most relevant variable that relates to purchase intention. Regression analysis will use for analyze each variable. And it will interpret standard deviation, correlation and will help to find out relationship between variable and purchase intention.



CHAPTER IV RESEARCH FINDINGS

After collect questionnaire survey form online survey. Respondents characteristics show as table below

Table 4.1 Respondent characteristics

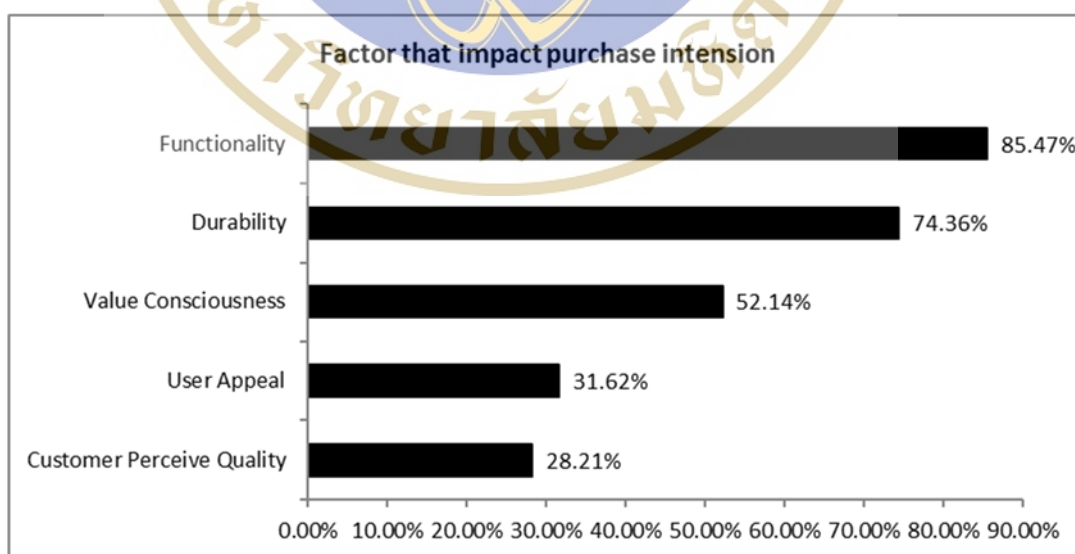
		Frequency	Valid Percent
Age	Male	45	39.8
	Female	68	60.2
Total		113	100.0
Income	Below 25,000 Baht	17	14.7
	75,001 to 100,000 Baht	17	14.7
	50,001 to 75,000 Baht	23	19.8
	Above 100,000 Baht	27	23.3
	25,001 to 50,000 Baht	32	27.6
Total		116	100.0
Age	41-45	1	0.9
	51-55	1	0.9
	56-60	1	0.9
	Above 60	1	0.9
	46-50	2	1.8
	36-40	10	8.9
	18-25	12	10.7
	31-35	39	34.8
	26-30	45	40.2
	Total		112

Table 4.1 Respondent characteristics (cont.)

	Frequency	Valid Percent
Freelance	2	1.7
Student	6	5.2
Government Service	13	11.2
Business owner	16	13.8
Employee	79	68.1
Total	116	100.0

Research collects form 121 respondents. 60% of survey is female. The most income range is 25,001 to 50,000 baht which is contribution 27.6%. The most age is range around 26 to 30 years old which is 40.2 %. The most occupation is employee which is 68.1%

Analyses variable that relate to purchase intention of automatic roller shutter as graph 4.1. Result show that functionality is the most factor that impact to purchase intention. 85.7% of respondents agree with functionality. Second variable is durability which has 74.36% of respondents. Value consciousness, user appeal and customer perceive quality have 52.14%, 31.62% and 28.12% respectively.

**Figure 4.1 Factor that impact purchase intension**

4.1 Functionality

In term of functionality, result shows that reduce power of consumption have the highest response in term of strongly agree 43.9% and agree 43.9% as figure 4.2.

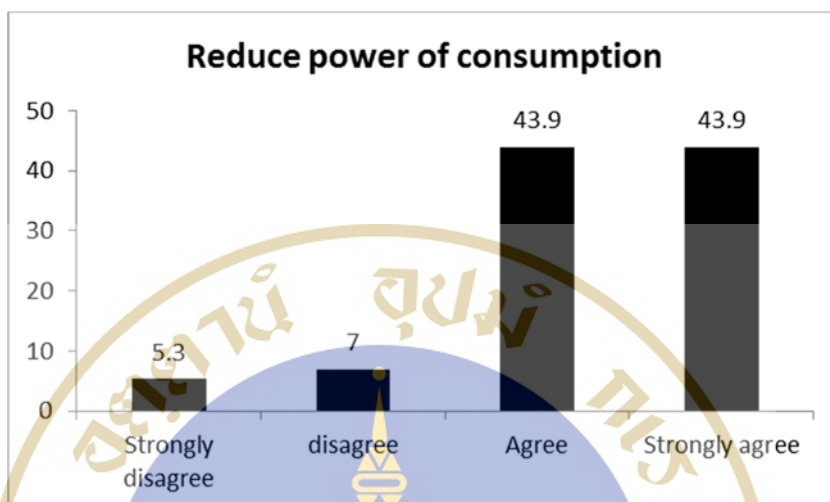


Figure 4.2 Reduce power of consumption

Protect from burglar has strongly agree 35.1% which is the second place compare with other question in term of functionality as figure 4.3.

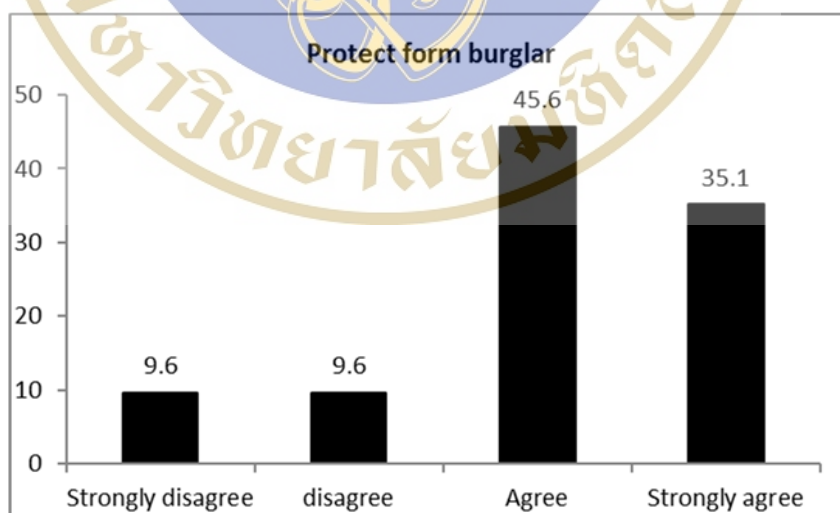


Figure 4.3 Protect from burglar

Figure 4.4 show result of speed when open or close door which have 18.8% strongly agree and 52.7% agree

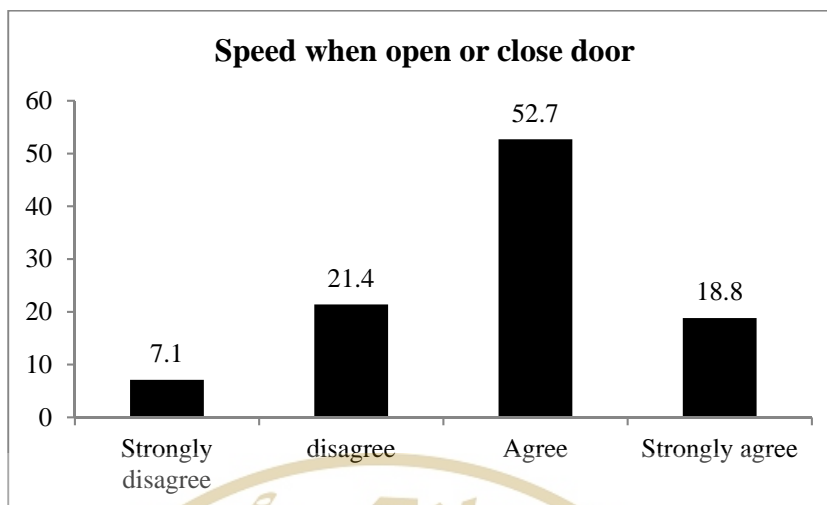


Figure 4.4 Speed when open or close door

Reduce of sunlight is the last place that respondents agree that relate to purchase intention which is 5.2% strongly agree and 49.6% agree. In addition, reduce sunlight has 13% strongly disagree which is the most strongly disagree in term of functionality.

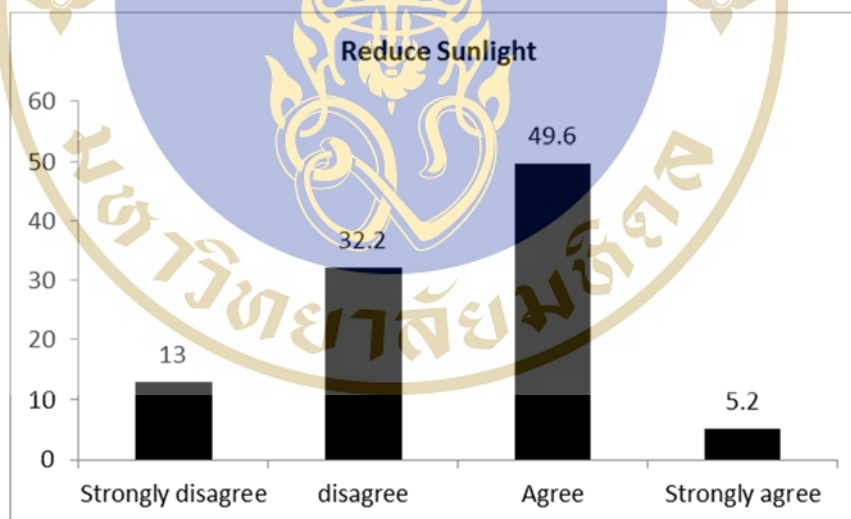


Figure 4.5 Reduce Sunlight

Rank question that relate to purchase intention in term of functionality. First is reduce power of consumption and the second is protect from burglar. Speed when open or close door and reduce sunlight is the third and fourth.

4.2 Durability

In term of durability, overall can be used for a long term has 63.2 % strongly agree 29.8% agree. Result show small population that disagree and strongly disagree. It reflects to respondents concern usage in the long time as figure 4.6

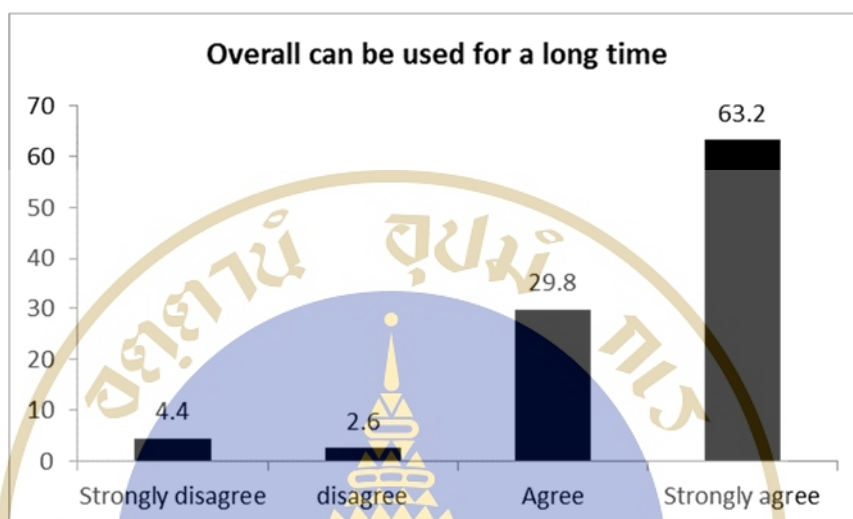


Figure 4.6 Over all can be used for a long term

In addition long term use motorization has good result align with over all can be used in long term. Result has 61.4% strongly agree and 30.7% agree. Only 8% that disagree with this question as figure 4.7.

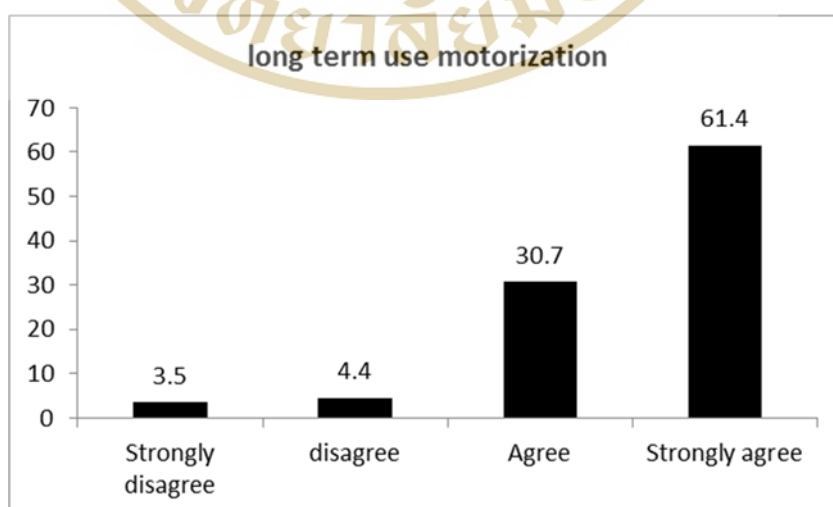


Figure 4.7 long term use motorization

4.3 User Appeal

Attractive design which explain in term of design of roller shutter. Result shows 63.2 % agree with this question.

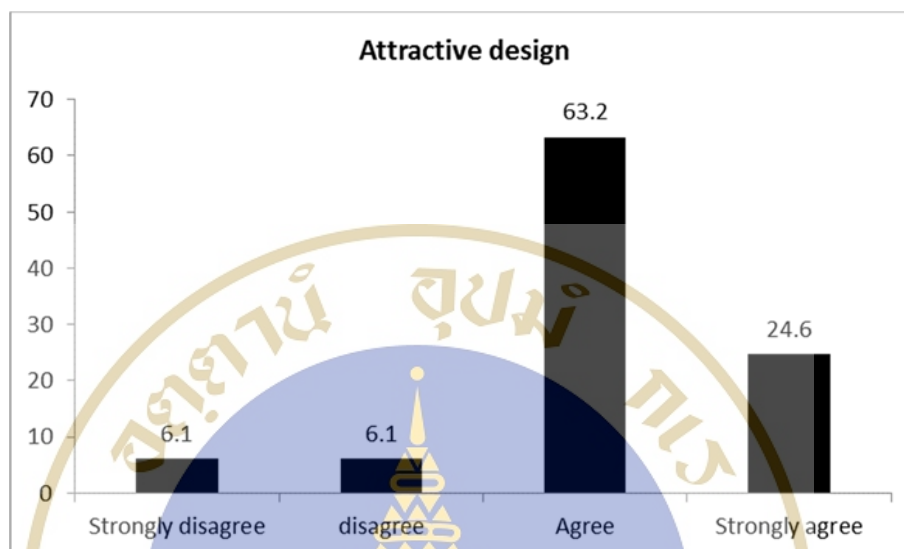


Figure 4.8 Attractive design

Attractive look reflects when customer look roller shutter and how they feel to roller shutter. 58.3% agree with this question.

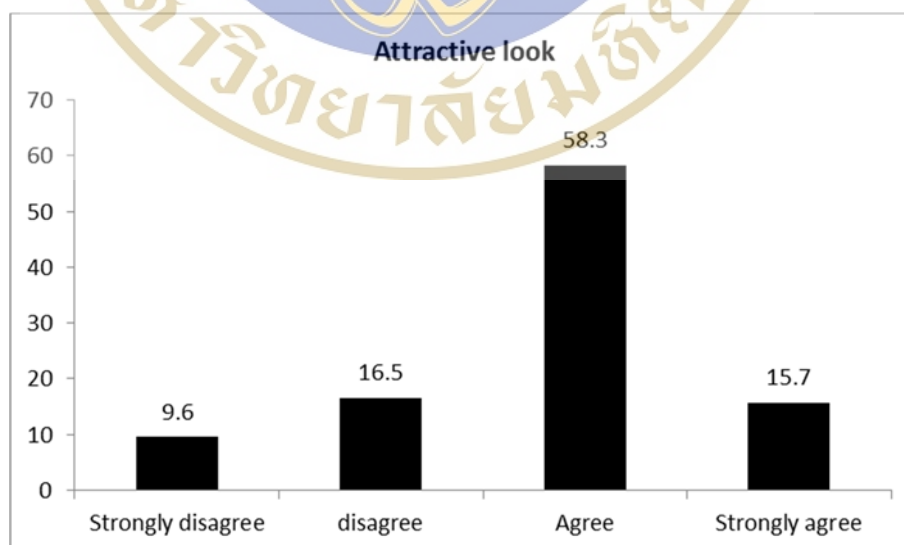


Figure 4.9 Attractive look

In term of design remote control, result show that 47.4% agree with this sentence. However, there is 34.9% disagree with this question. So design of remote control may not impact to purchase intention.

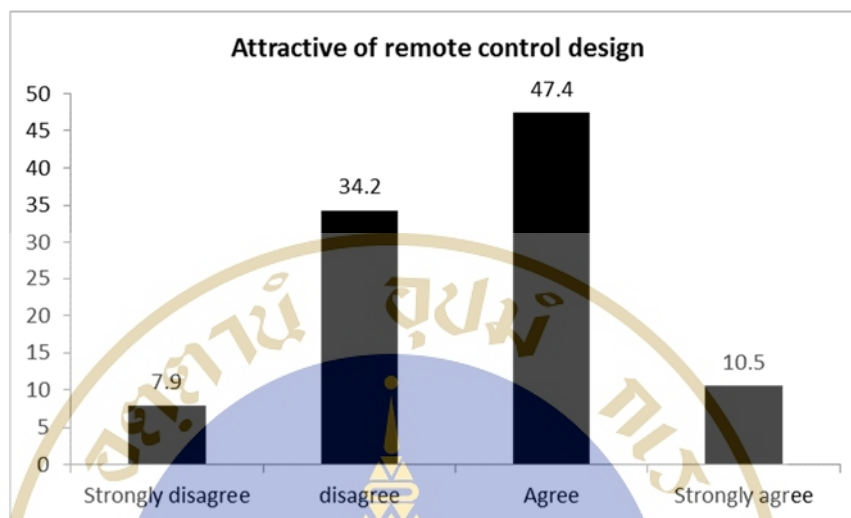


Figure 4.10 Attractive of remote control design

4.4 Customer perceive quality

Result show that cooperate reputation has 64.6% agree and only 4.4% strongly disagree. It infers that respondents agree cooperate reputation relate to purchase intention

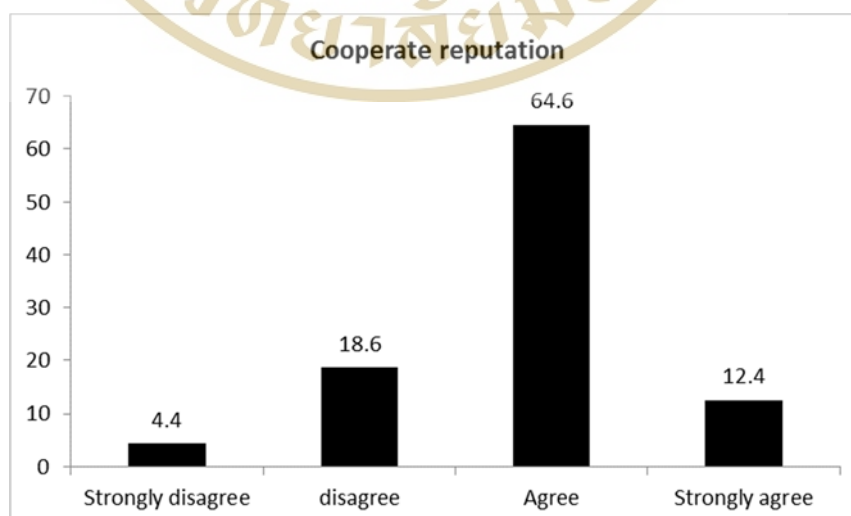


Figure 4.11 Cooperate reputation

Advertisement in this filed seem to not relate to purchase intention. Analysis form result that have 49.6% disagree and strongly disagree compare with agree and strongly agree 43.8%.

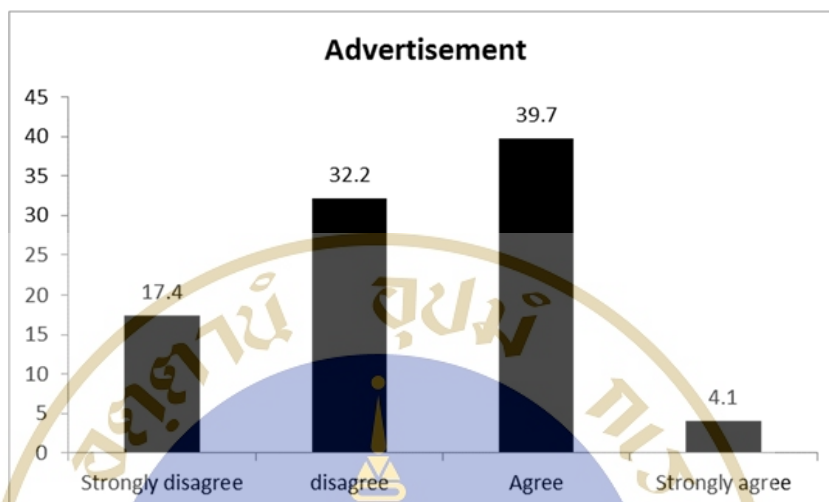


Figure 4.12 Advertisement

4.5 Value Consciousness

Result value consciousness show strongly agree and agree 42.6% and 51.3% which is the most question that have respondents answer in positive trend to this question.



Figure 4.13 Reasonable price compare with product quality

4.6 Relationship between purchase intention and five variables

To test hypothesis in this research, interpreted data by using regression backward method. Result finding that functionality and durability has significant relation with purchase intention. Functionality has negative impact to purchase intention significant p-value < 0.019. And durability has impact to purchase intention significant p-value < 0.013.

Table 4.2 Relationship between purchase intention and five variables

Variables Entered/Removed ^b								
Model		Variables Entered			Variables Removed		Method	
Dimension 0	1	Reasonable price compare with product quality, Customer PercivedQuality, UserApeal, Durability, Functionality ^a					Enter	
	2				UserApeal		Backward (criterion: Probability of F-to-remove >= .100).	
	3				Customer Percived Quality		Backward (criterion: Probability of F-to-remove >= .100).	
a. All requested variables entered.								
b. Dependent Variable: What is your purchase intention to automatic roller shutter in next 3 months?								
Model Summary								
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
						R Square Change	F Change	Sig. F Change
Dimension 0	1	.359 ^a	.129	.086	1.10660	.129	3.041	.013
	2	.356 ^b	.127	.093	1.10242	-.002	.215	.644
	3	.349 ^c	.122	.097	1.10041	-.005	.618	.434
a. Predictors: (Constant), Reasonable price compare with product quality, Customer Percived Quality, User Apeal, Durability, Functionality								
b. Predictors: (Constant), Reasonable price compare with product quality, Customer Percived Quality, Durability, Functionality								
c. Predictors: (Constant), Reasonable price compare with product quality, Durability, Functionality								

Table 4.2 Relationship between purchase intention and five variables (cont.)

ANOVA ^d								
	Model	Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	18.622	5	3.724	3.041	.013 ^a		
	Residual	126.130	103	1.225				
	Total	144.752	108					
2	Regression	18.359	4	4.590	3.776	.007 ^b		
	Residual	126.394	104	1.215				
	Total	144.752	108					
3	Regression	17.608	3	5.869	4.847	.003 ^c		
	Residual	127.144	105	1.211				
	Total	144.752	108					
a. Predictors: (Constant), Reasonable price compare with product quality, Customer Percived Quality, UserApeal, Durability, Functionality								
b. Predictors: (Constant), Reasonable price compare with product quality, Customer Percived Quality, Durability, Functionality								
c. Predictors: (Constant), Reasonable price compare with product quality, Durability, Functionality								
d. Dependent Variable: What is your purchase intention to automatic roller shutter in next 3 months?								
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.805	.735		3.814	.000	1.346	4.263
	Functionality	-.557	.323	-.241	-1.722	.088	-1.198	.085
	Durability	.574	.222	.337	2.587	.011	.134	1.014
	UserApeal	-.108	.233	-.056	-.464	.644	-.571	.355
	CustomerPercivedQuality	-.130	.180	-.071	-.723	.471	-.488	.227
	Reasonable price compare with product quality	.327	.188	.194	1.736	.086	-.047	.700
2	(Constant)	2.751	.723		3.803	.000	1.316	4.185
	Functionality	-.630	.281	-.273	-2.238	.027	-1.188	-.072
	Durability	.566	.220	.333	2.570	.012	.129	1.003
	CustomerPercivedQuality	-.140	.178	-.077	-.786	.434	-.494	.213
	Reasonable price compare with product quality	.330	.187	.195	1.761	.081	-.042	.702

Table 4.2 Relationship between purchase intention and five variables (cont.)

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
3	(Constant)	2.582	.689		3.745	.000	1.215	3.949
	Functionality	-.663	.278	-.288	-2.388	.019	-1.214	-.113
	Durability	.551	.219	.323	2.514	.013	.116	.985
	Reasonable price compare with product quality	.317	.186	.188	1.702	.092	-.052	.687
a. Dependent Variable: What is your purchase intention to automatic roller shutter in next 3 months?								
Excluded Variables ^c								
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance		
2	UserApeal	-.056 ^a	-.464	.644	-.046	.586		
3	UserApeal	-.066 ^b	-.554	.581	-.054	.595		
	CustomerPercivedQuality	-.077 ^b	-.786	.434	-.077	.882		
a. Predictors in the Model: (Constant), Reasonable price compare with product quality, Customer Percived Quality, Durability, Functionality								
b. Predictors in the Model: (Constant), Reasonable price compare with product quality, Durability, Functionality								
c. Dependent Variable: What is your purchase intention to automatic roller shutter in next 3 months?								

4.7 Correlation between each factor and purchase intention

Analysis relationship between purchase intention and each factors by using SPSS analysis. Result find that durability and value consciences has the most correlation with purchase intension 0.263 and 0.264.

Table 4.3 Correlation between each factor and purchase intention

		Correlations					
		What is your purchase intention to automatic roller shutter in next 3 months?	Functionality	Durability	User Appeal	Customer Perceived Quality	Reasonable price compare with product quality
What is your purchase intention to automatic roller shutter in next 3 months?	Pearson Correlation	1	.012	.263**	-.009	-.002	.264**
	Sig. (1-tailed)		.452	.002	.461	.492	.002
	N	116	111	114	114	112	115
Functionality	Pearson Correlation	.012	1	.641**	.620**	.309**	.448**
	Sig. (1-tailed)	.452		.000	.000	.001	.000
	N	111	111	111	111	109	111
Durability	Pearson Correlation	.263**	.641**	1	.485**	.348**	.598**
	Sig. (1-tailed)	.002	.000		.000	.000	.000
	N	114	111	114	114	112	114
User Appeal	Pearson Correlation	-.009	.620**	.485**	1	.338**	.325**
	Sig. (1-tailed)	.461	.000	.000		.000	.000
	N	114	111	114	114	112	114
Customer Perceived Quality	Pearson Correlation	-.002	.309**	.348**	.338**	1	.300**
	Sig. (1-tailed)	.492	.001	.000	.000		.001
	N	112	109	112	112	112	112
Reasonable price compare with product quality	Pearson Correlation	.264**	.448**	.598**	.325**	.300**	1
	Sig. (1-tailed)	.002	.000	.000	.000	.001	
	N	115	111	114	114	112	115

** Correlation is significant at the 0.01 level (1-tailed).

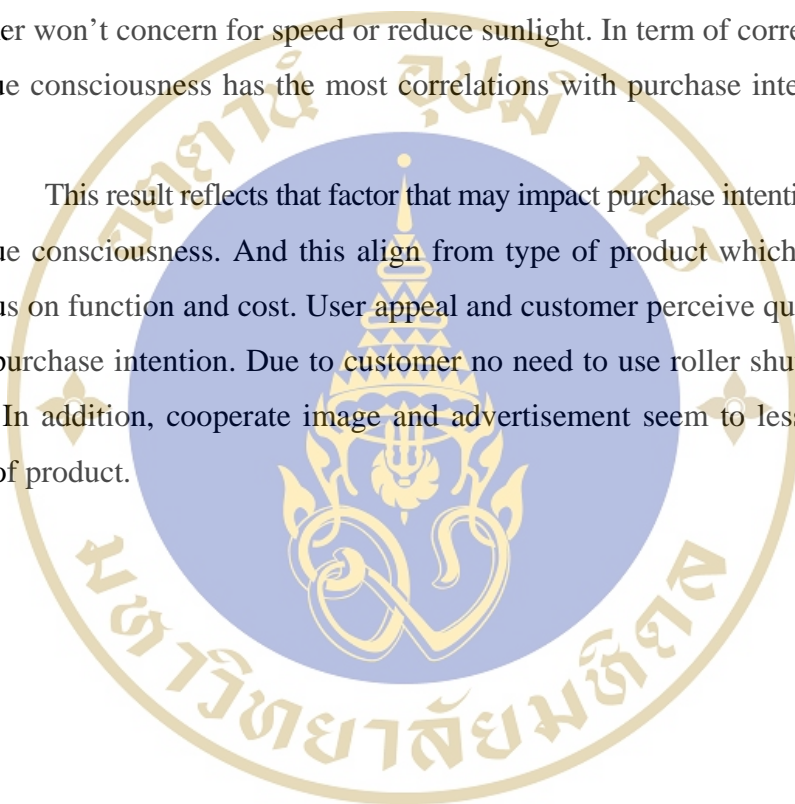
4.8 Discussion

In this research have objective to explore factor that relate to purchase intention of automatic roller shutter. Research hypothesis analyses form construction material and product quality research. Quantitative methodology conduct to this research that collect 121 respondents. Almost of respondents is female age between 26-30 years

old. terms of factors influencing the decision to purchase leather goods, most of them said the most important factor is quality yet one of them said the design is the most important rather than quality.

Result finds that durability seems to be the most variable that impact to purchase intention. As result from regression analysis show durability has the highest standardized beta. Value consciousness show significant in regression analysis which may impact to purchase intention. However, functionality seem to negative impact to purchase intention. Question of functionality might not relate to purchase intention. Consumer won't concern for speed or reduce sunlight. In term of correlation durability and value consciousness has the most correlations with purchase intension 0.263 and 0.264.

This result reflects that factor that may impact purchase intentions are durability and value consciousness. And this align from type of product which is roller shutter that focus on function and cost. User appeal and customer perceive quality seem not to impact purchase intention. Due to customer no need to use roller shutter by appeal of feature. In addition, cooperate image and advertisement seem to less important than quality of product.



CHAPTER V

CONCLUSION AND RECOMMENDATION

In summary of this research, testing five factors has result as table below. Durability is the one factor that impact to purchase intention. However, functionality and value consensuses is factors that may impact to purchase intention.

Table 5.1 Conclusion

Item	Accepted/ Rejected	Reason	Significant level
Hypothesis 1	Rejected	Functionality may effect customer to buy, however it not reflects purchase intention	No correlation, significant different below 0.05
Hypothesis 2	Accepted		Correlation, significant different below 0.05
Hypothesis 3	Rejected	User appeal not impact to purchase intention	No correlation, significant different above 0.05
Hypothesis 4	Rejected	Customer perceive quality not impact to purchase intention	No Correlation, significant different above 0.05
Hypothesis 5	Rejected	Value Consciousness not impact to purchase intention	Correlation, significant different above 0.05

5.1 Recommendations

Finding research show that durability is only one factor that impact to purchase intention. Roller shutters company have to focus on durability of roller shutter by using high quality of material. In addition, company should have promotion in term of warranty to serve customer needs. Marketing strategy of automatic roller shutter should deliver key message to customer in term of durability of product, long term use and less maintenance. It will positive effect to promote autonomic roller shutter to thai customer.

Construction material that have characteristic same with autonomic roller shutter like automatic window, innovative product at home may use result from this research to promote their product to business

5.2 Limitation and further research

This research has limitation in term of online survey that sometime will not reach to old citizens that will another customer of autonomic roller shutters. And survey can collect only people who have internet. It may lack of collect customer who not internet user.

Further research may use another factor that come from product quality or construction material research to test whether it impact to purchase intention or not. In addition, it can use same factor to test with Business to Business segment for explore marketing strategy to this segment.

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Appendix A: Questionnaire

Introduction

A roller shutter is a type of door shutter consisting of many horizontal slats that made from steel or aluminum hinged together. Automatic roller shutter is roller shutter that add with motor. Automatic roller shutter use in protection against burglary, rain, sunlight and wind.

1. General question

1.1 Do you know what is automatic roller shutter?

Yes

No

1.2 Do you have an automatic roller shutter in your residence?

Yes

No

1.3 When do you purchase automatic roller shutter what is the most factor that impact to purchase intention? (Please select all of apply)

Functionality

Durability

User appeal

Customer perceive quality

Value Consciousness

Others (Please specific)

1.4 What is your location that you install shutter?

2. Specific Question

2.1 Please rating your scale that impact purchase intension (Strongly disagree to Strongly Agree 1-4)

	Strongly disagree	disagree	Agree	Strongly agree
Protect from burglar				
Reduce sunlight				
Reduce power of consumption				
Long distance between remote control and roller shutter				
Speed when open or close door				
long term use motorization				
long term uses remote control				
Overall can be used for a long time				
Attractive look				
Attractive design				
Attractive of remote control design				
Cooperate reputation				
Brand Image				
Advertisement				
Reasonable price compare with product quality				

2.2 What is your purchase intention to automatic roller shutter in next 3 months?

- Definite buy
- Probably buy
- May or likely not buy
- Probably not buy
- Definite not to buy

3. Demographic question

3.1 What is your gender?

Male

Female

3.2 What is your average monthly income (household income)?

Below 25,000 Baht

25,001 to 50,000 Baht

50,001 to 75,000 Baht

75,001 to 100,000 Baht

Above 100,000 Baht

3.3 What is your occupation?

Business owner

Employee

Government Service

Freelance

Others

3.4 Please select the most likely to your residence?

Home

Home & Factory

Office Home

Condominium

Row House

Home Village

Others.....

Thank you for your cooperation