

**FACTOR THAT COME TO COSTOMERS' MINDS WHEN THEY
WANT TO PURCHASE VEHICLES FIRST HAND**



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Thematic paper
entitled
**FACTOR THAT COME TO COSTOMERS' MINDS WHEN THEY
WANT TO PURCHASE VEHICLES FIRST HAND**

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FACTOR THAT COME TO COSTOMERS' MINDS WHEN THEY WANT TO PURCHASE VEHICLES FIRST HAND

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ABSTRACT

Automotive industry becomes the major part to rise up the GDP in Thailand. The production of this industry alone could support many segments in Thailand such as labor, manufacturer and many small factories to produce engine part support the large company such as Toyota, Honda, Ford and many more. The trend of customer purchasing decision toward vehicles become competitive when there are a lot of car producer try to compete together to raise up the sale volume. However, there are external factor, which could not control such as the oil price and the economic situation effect to corporate to work hard with marketing campaign.

Thus, there are 4 factors to concern in order to understand the customers minds are; Car performance and Reliability, Affordability, Information influence and Utilitarian Influence that have impact on purchase intention toward vehicle. According to previous research, some of them are not correlation with purchase intention at all. In this paper would find out the new result that could help the corporate, manufacturer and sale marketing section to understand their customer in order to push the right plan to their customers.

KEY WORDS: Vehicles, Car Performance, Affordability, Information Influence Group, Utilitarian Influence

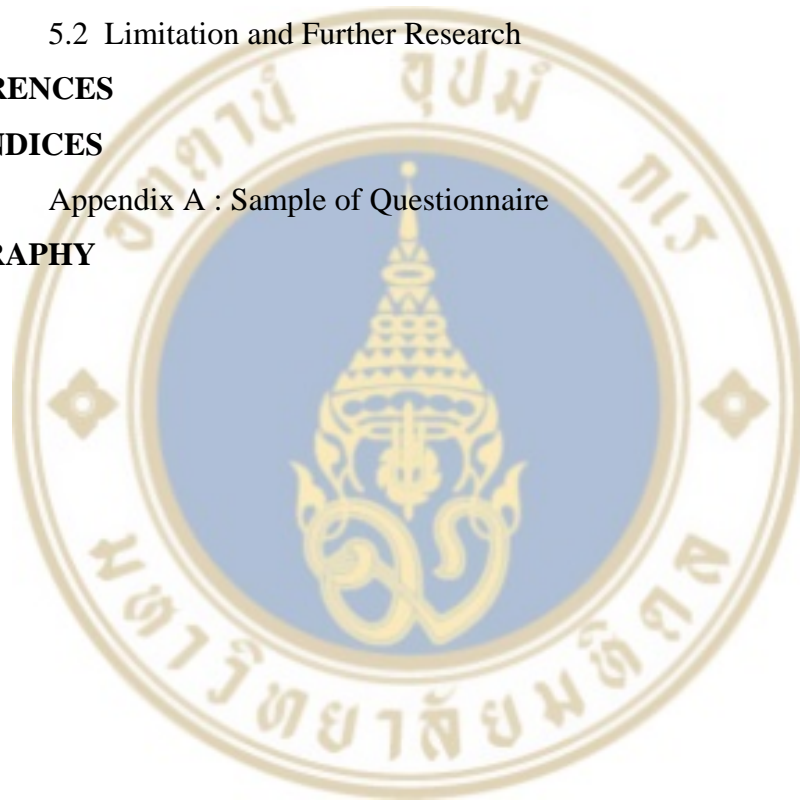
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CHAPTER I

INTRODUCTION

Talking about owning a car to drive is what most people desire for. Car has become a symbol to represent status, enhance standard of living, and increase convenience. People can travel longer distance in a shorter period of time. Demand of cars is increasing rapidly and spreading everywhere around the globe. According to OICA (2016), approximately 90,000,000 cars were produced in 2015 worldwide, which worth around 89,000 million baht. From that figures, passenger cars represented at least 75% or 68.5 million vehicles. Other 25% or 21.5 million vehicles were commercial vehicles. As standard of living and rising in wealth accumulation, people are looking to purchase a vehicle; especially in ASEAN countries. As more and more people start to earn more money, they will start to find or purchase something which can help to make their lives better; thus fueling the rise of global vehicle sales, rising 3% year on year.

According to Nielsen (2016), they have conducted a survey to understand the reason why people choose to purchase their cars according to respondents' ages. The main reason Millennial, age between 21 – 34 years old, decided to purchase a car is a symbol of their success. Out of 68% of total respondents believe that the car can represent how successful they are. Especially in Asia Pacific region, the survey result indicated clearly that 75% of respondents decide to purchase car, because of desire for status. So it can be summarized that status is the main motivation.

In the case of Thailand, which Nielsen (2016) stated that 82% of people here purchase the car, because it can symbolize the social status. Many people around the globe regard Thailand as automotive manufacturing hub, there were 799,594 vehicles sold in 2015 alone, decreasing around 9.3% from 2014. Reasons for this decreasing in sales of vehicles were economic situation, lack of confidence in government and future earning, first car buyer scheme, and high household debt. This year, 2016, many experts believe that it will be another bumpy year for automotive industry. According to Post

Publishing (2013), many expects another 10% drop in demand which will bring the number of sold vehicles to 720,000 vehicles, 265,000 for passenger cars and 455,000 for commercial vehicles. The situation of automotive industry should improve within the next two years.

To be able to produce all necessary parts for vehicle, this industry alone employed approximately 700,000 workers, including all vehicle and parts related companies in Thailand (ASTV, 2013). So it is quite clear that this industry alone also employ large amount of work force. In the next four years or 2020, government forecasts that the output of this industry will rise from 2.5 million vehicles to 3.5 million vehicles. To be able to produce that much vehicle, this industry will need at least 200,000 more workers.

As more and more people are living in the crowded city, size of the car is getting smaller along with the price to purchase. Currently there are many brands which use various promotions to promote and encourage Thai people to purchase car and try to edge up their shares and try to compete with first and second tiers brands. Apart from promotions which use to attract buyers, car companies also add in various functions and technologies into their cars in order to increase the value perception of their cars and gain more attention from customers. Some functions; such as cruise control, a system which controls the speed of a vehicle automatically, used to equip only prestige or luxurious cars now also available in many models with affordable price.

1.1 Thailand and its Automotive Industry

Thailand is very reputable and well-known in automotive arena. According to statistic from BOI (2015), Thailand ranks as number 9th in term of total vehicles output, slightly behind Mexico. Apart from that, many big names, Honda, Mazda, China's SAIC Motor, and Nissan, have invested significant amount of investment in 2014 alone. All of them either constructed their new plants or expanded their original one to increase production. Their investment also helped to stimulate economy by reducing employment rate, transfer of new technologies, and sourcing parts and services from local firms. Out of their investments, Honda and SAIC invested the most, exceeding one billion US dollars. This is how big names view Thailand, production base to export and huge

appetite from domestic side. There are various reasons why they chose to invest big in Thailand as well; excellent infrastructure, supply of skilled labor, support from government, and etc.

Total output of vehicle in 2013 stood at 2.85 million vehicles. From this segment alone, it helped to contribute at least 12% to GDP in that year. From that figure, more than half, 57% or 17,457 million US dollars, of units were exported to many countries around the world; Australia, 13.3%, Indonesia, 8.8%, Malaysia, 6.4%, and lastly but not last Japan, 6.3%. This figures implied that vehicles produced in Thailand has met international standard, and quality was accepted worldwide; including Japanese one.

In term of domestic consumption, the figure was impressive as well. Only the last two months of 2015 alone, Thai people purchased 177,890 vehicles. According to Toyota Thailand (2015), Toyota alone occupied 30% and ranked as number 1, Isuzu, 18%, Honda, 13%, Mitsubishi, 10%, Nissan and Mazda, 6%, Ford, 5%, and Suzuki, 2%. From this figure from Toyota, Japanese brands dominated or occupied big piece of market share of Thailand automotive market. Only Ford, ranked 7th, was the only car maker which is not Japanese one. Reasons for choosing Japanese cars were reliability or performance and maintenance cost (Sumnientlum, 2009).

1.2 Problem Statement

To buy a car, customers need to weight in many things before making any judgment. They need to study and research on brands and models that they like, because the car will be with them for quite a period of time. In order to buy one, it will take huge investment and risks for some people. So they need to consider every aspect carefully. Once the decision is made, they can not turn back or decide to return the car.

At the moment, many companies are promoting heavily in order to pull potential customers to take a look at their cars. Then, they use different kind of promotions to trigger customers to book and to purchase their cars. So what are the reasons or factors which influence Thai customers when they need to decide what kind of vehicle they want to buy for themselves or their families? If one could understand how the mind works, they will be able to influence their decision which can lead to sales and increase bottom line afterward. Apart from that, companies also can allocate their budget more

efficient as well. So the aim of this paper is to bring out the motivation factors which can influence buyers or key decision makers. With the result that researcher could identified, car companies will be able to understand customers and able to formulate strategies better.

1.3 Research Questions

1. What are factors influence customers' purchase decision toward car?
2. What is the relation or effect of each factor toward purchase decision?

1.4 Research Objectives

1. To study factors that can influence car purchase decision.
2. To understand expectation of customers when they want to purchase their cars
3. To make recommendation that can assist car's makers to edge up their market share

1.5 Research Scope

This research will focus on young adults, ages 22 and up, who will purchase their cars in the future to be able to understand their expectation and needs. The scope or population frame will be all young adults who are living in Bangkok or in metropolitan area and who has access to internet, because survey will be distribute through GoogleDoc for the ease of collection. Apart from that, they have to earn at least 15,000 baht per month in order to be qualified to answer this survey, because it is a minimum requirement from financing companies, in the case of purchasing the car by himself or herself.

1.6 Expected Benefit

Able to understand what customers really need and their expectations before making any decision to purchase their cars will cars' makers to utilize their budget efficiently and to trim their costs of marketing and other unnecessary costs down. This research will help cars' makers to understand more about potential buyers and influence them which in turn affecting their bottom line and market share.



CHAPTER II

LITERATURE REVIEW

2.1 Purchasing Decision Process

Before customers purchase their cars, they need to make weight in various factors before final their judgment. Ackaradejruangsri (2015) described consumer-buying process when they want to purchase vehicle as followed:

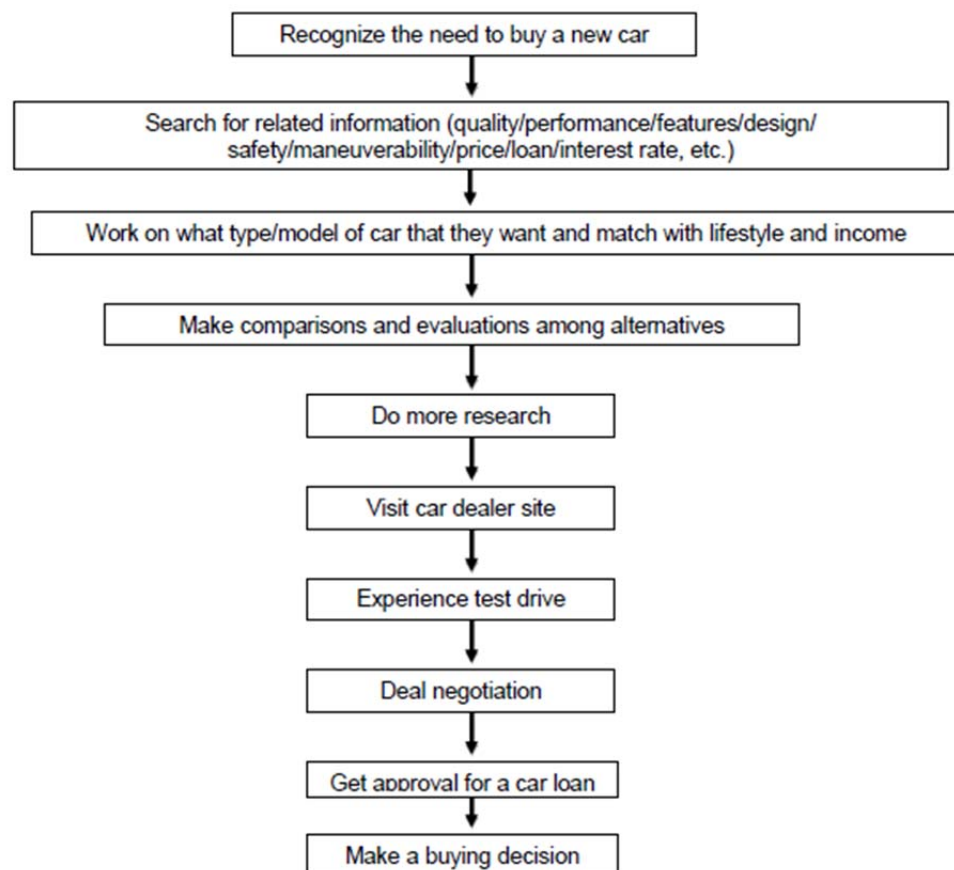


Figure 2.1 Brand new car purchasing decision process

Source: Ackaradejruangsri (2015)

It all starts with need recognition. Customers realize that they need to buy a car in the first step. Then, they will search for any vehicle's related information and try to gather as much information as possible. In the third step, they will try to select the ones that match their life style and income to see whether they can purchase it or not. Then they will try to compare between each alternative or choice to narrow their focus. After that they will do more research by visiting dealer to see the real car and do a test drive. If the car matches or exceeds their expectation, they will start the negotiation to get the best deal for themselves. Once everything is done, they will apply for a loan to purchase car. Once the loan is approved, they will proceed with the buying process.

2.2 Vehicle Characteristic: Performance or Reliability

People decide to purchase car, because of its performance. No one will purchase car with low performance even there are a lot of promotion attached to it. Yousefi (2011) also confirmed this point in this research by stating that performance or reliability is the first priority. Apart from performance or reliability, affordability also plays another important aspect in consumers' minds which ranks 2nd in term of importance. If the price tag of the given vehicle is not affordable, they will not buy it even the performance of the car is superb. Ackaradejruangsri (2015) also confirmed this point as well. According to her research on Thai consumers when they want to purchase their brand-new car, performance and reliability of the car rank as the top criteria which are very important one that can influence Thai people when they need to select the car they want to purchase. Ackaradejruangsri (2015) described performance or quality of the car as safety, designs, features, and fuel consumption. When consumers want to purchase their cars, it seems like they need to weight in many factors in cars' performance and its features and judge which model serve their purpose the most.

Apart from performance, Thai consumers also look for reliability of their cars. Consumers do not want to purchase car which has problems or fails frequently. Lee and Govindan (2014) stated that customers consider a vehicle to be reliable one if and only if it has fewer problems than other vehicles or brands. Woods's research (2010) also pointed out that reliability has positive impact on customers' purchase decision. If the vehicle is perceived to be a reliable one, it can help to foster brand loyalty and very

likely to turn that current customer into a brand promoter. Once the car is reliable, consumer will believe that they will pay less for maintenance cost and have higher resale value.

Hypothesis I: performance and reliability have positive impact on purchase intention

2.3 Vehicle Characteristic: Affordability

When the car performance exceeds customers' expectation, they need to make a decision whether they will purchase it or not. Another criterion which plays an important role in customers' making process is price or affordability. If the price is too expensive or not affordable by customers' incomes, they will not be able to purchase it. Lee and Govindan (2014) stated that price is always a crucial factor which customers need to make any final judgment. When customers comparing many brands or cars, they are trying to compare between the price tag of each car and perceived quality level. According to Deloitte (2009), vehicle price has very heavy impact when customers need to make purchase decision. In any case, they want to buy a car that they can afford without compromising on other important vehicle performance factors; reliability and safety. Due to recession and economic slowdown in many countries recently, price has become the most important factor to many middle class people.

Hypothesis II: price or affordability has positive impact on purchase decision

2.4 Information Influence

When one wants to purchase anything which is significant to them, they need to look for information regarding any product or service. Before purchasing vehicle, customers also need to seek information from their family, friends, loved ones, and other experts in order to make sure that they make the right choice. They seek advice of others in order to reduce risk and reconfirm their decision. Venkatesan (1996) confirmed this point; people tend to receive heavy influence by their reference group when they need to purchase high involvement or high value product. When others' opinions can have influence on customers' purchase decision, it is called peer influence. Peer influence

can be described as the amount to which peers can influence on attitudes, actions, and/or thoughts of individuals (John, 2013). From his study, peer influence can

Valeecha and Reza (2013) stated reference group or peer influence can exert different types of influence on individuals; informational influence and utilitarian influence. They described informational influence as craving to make informed decisions and try to optimize one's decision. When they need more information on certain product or service, because they lack knowledge in that area, they may perceive information from their reference group as valuable and credible.

Hypothesis III: Information influence has positive impact on purchase decision

2.5 Utilitarian Influence

On the other hand, reference group can exert their influence on individual by utilitarian influence. This type of influence will work on individual when they seek praise or avoid punishment from the group (Valeecha and Reza, 2013). So it can be said that individual will change their original idea or decision, if their reference group regards that decision as incorrect or inappropriate. This kind of influence will work when individual tries to make oneself associated with certain group or try to gain a position or a place in society. Thus, utilitarian influence is used for advertising themselves to avoid the embarrassing of using each produce from their reference group (Jiaqin Yang, et al., 2007)

Hypothesis IV: Utilitarian influence has positive impact on purchase decision

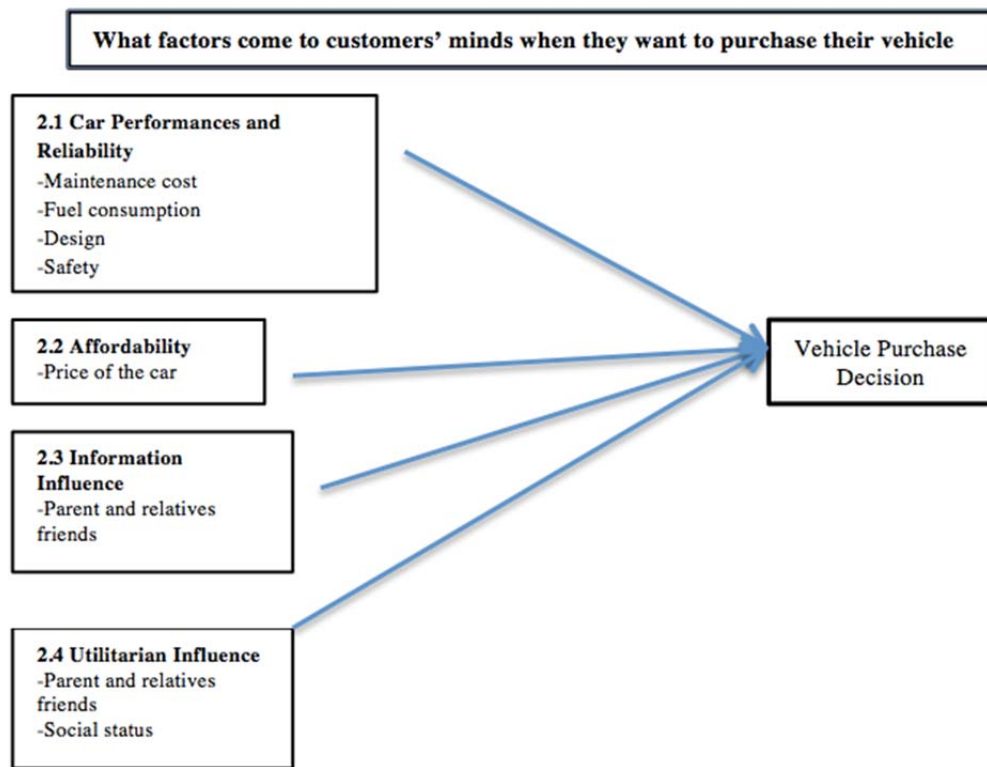
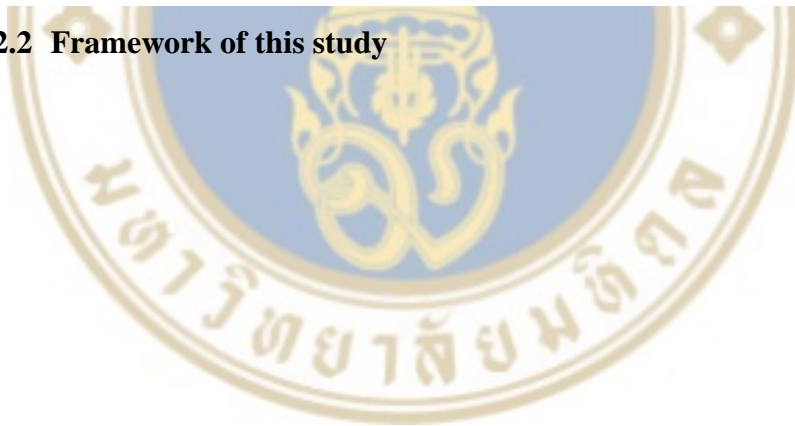


Figure 2.2 Framework of this study



CHAPTER III

RESEARCH METHODOLOGY

To understand the effect and magnitude of each factor toward purchase intention of vehicle, causal study was selected as a tool to conduct this research. According to Mcdaniel and Gates (2013), this kind of research method can analyze whether the value of independent factor can effect or alter the value of dependent factor or not. In this study, there are four independent factors or reasons to be tested whether they can impact on purchase intention of young adults toward vehicle or not. Before analyzing the impact of each independent variable toward dependent variable, data needed to be gathered from target population first. In order to collect necessary information to answer or to address the research question, questionnaire will be formed and distributed through Internet.

Mcdaniel and Gates (2013) described questionnaire as a set of questions constructed to collect necessary information to assist researchers to address research objectives. If the questions on questionnaire were designed poorly, it will not help researchers to collect information at all. So it is very crucial to come up with questions carefully to be able to collect required information from respondents.

Before launching questionnaire, researchers must make sure that they will receive answers or responded from interested population only (young adult, age 22 and up). These target group, which has answers, or information that researchers need to answer research objective. If researchers do not define the population of interest correctly, results might mislead and will not be able to yield any effective result during data analysis process.

As for this research, the population of interest is defined as all Thai young adult, ages 22 years old and up, who live in Bangkok area, and express interest to purchase first hand vehicle. The sample size for this survey is 100 people.

3.1 Questionnaire Development

The questionnaire of this research were developed from previous literatures and adapted to fit the target respondents and answering the objective of the research. The list of questionnaire (Appendix A) was designed to gather information about what is in the consumers mind when they want to purchase vehicle first hand. The reference of each questionnaire was from these literatures.

3.2 Measurement Values

5 points Likert scale will be used in this research to measure attitude or feelings of respondents toward one single statement at a time (Mcdaniel and Gates, 2013). Researcher decided to adopt 5 points scale rather than 4 or 7 points, because 7 points scale is slightly yield better result than 5 points scale. And there is no midpoint for 4-point scales; respondents sometime try to answer positively in order to help researchers.

Table 3.1 Demographic Question

Factors	Questionnaire	References
Gender	What is your gender?	Langwieder, 2005
Age	What is your age?	Langwieder, 2005
Income	What is your monthly income in Baht?	Marc Prieto and Barbara Caemmerer, 2013
Level of education	What is your level of education?	Marc Prieto and Barbara Caemmerer, 2013

Table 3.2 Car performance and Reliability

Factors	Questionnaire	References
Maintenance Cost	When I want to purchase a vehicle, I always take maintenance cost into my consideration as the most important factor.	Langwieder, 2005
	When I want to purchase a vehicle, I always take after sale services into my consideration as the most important factor.	Langwieder, 2005

Table 3.2 Car performance and Reliability (cont.)

Factors	Questionnaire	References
Maintenance Cost	When I want to purchase a vehicle, I always take availability of service station into my consideration as the most important factor	Langwieder, 2005
Fuel Consumption	When I want to purchase a vehicle, I always take fuel consumption into my consideration as the most important factor	Lee and Govindan, 2014
	When I want to purchase a vehicle, I always take the type of fuel (Diesel, Benzil, Gasohol 95, E20, E85) into my consideration as the most important factor.	Lee and Govindan, 2014
Design	When I want to purchase a vehicle, I always take color into my consideration as the most important factor	Seng and Huisin, 2015
	When I want to purchase a vehicle, I always take interiors option (eg. seat material) into my consideration as the most important factor	Seng and Huisin, 2015
	When I want to purchase a vehicle, I always take car body shape into my consideration as the most important factor	Seng and Huisin, 2015
Safety	When I want to purchase a vehicle, I always take safety system (break system, airbag, sensor) into my consideration as the most important factor.	Langwieder, 2005
	When I want to purchase a vehicle, I always take car body kit (wheels, spoiler and bumper car) into my consideration as the most important factor	Langwieder, 2005

Table 3.3 Affordability

Factors	Questionnaire	References
Price	Price of the car is the most important thing I think about when I need to make decision to purchase a car	Lee and Govindan, 2014
	Even I like the car very much, I will not purchase it, if it is too expensive for me	Lee and Govindan, 2014

Table 3.4 Information Influence

Factors	Questionnaire	References
Parents and relatives friends	My parents or relatives can influence my decision when I ask for their advice prior purchasing a car	Gupta, 2013
	My friends can influence my decision when I ask for their advice prior purchasing a car	Gupta, 2013
	If my parents or relatives or friends say or mention something bad about the vehicle I like, I will not purchase it.	J. Yang, X. He and H. Lee, 2007

Table 3.5 Utilitarian Influence

Factors	Questionnaire	References
Parents and relatives friends	I want to buy a car that my parents or relatives or friends like, so they will praise and accept me afterward	J. Yang, X. He and H. Lee, 2007
	I prefer to not to buy a car that my parents or relatives or friends dislike, so they will not punish me	J. Yang, X. He and H. Lee, 2007
Social Status	Buying a new vehicle would have a positive effect on my self-image	J. Yang, X. He and H. Lee, 2007
	Buying a new vehicle would say something positive what I stand for	J. Yang, X. He and H. Lee, 2007

Table 3.6 Purchase Intention

Factors	Questionnaire	References
Purchase Intention	I am very likely to purchase a vehicle in the next 6 months.	Reza & Valeech, 2013

3.3 Data Collection

To collect necessary information, both primary and secondary data collection methods will be utilized to conduct this research. Mcdaniel and Gates (2013) defined primary data as first hand data, collecting through observation, survey, interview, and/or experiment, collect to address research problem or objective. In this research, first hand data was collected by non-probability sampling method through internet, the URL will be create from Google doc survey, set of questionnaire 120 sets altogether will be distribute via Facebook Messenger which already set the target group who age from 22 years and up as well as, Line Application and email.

Apart from primary data, researcher also utilized journals, articles, and other published books and literature to help define the purchase intention of first hand vehicles, including other factors or independent variables which have effect or impact on purchase intention. Mcdaniel and Gates (2013) described secondary data as a data which have been researched, analyzed, and recorded by other researchers in the past, and those results are available for others to study and to adapt to solve problems at hand. Comparing to primary data, this type of data is very useful, because it can helps researchers to save time and very cost effective. It might be able to provide some solutions or alternatives to problems as well.

3.4 Data Analysis

There are two statistic tools, which researchers would adopt to analyze the data. Those tools are descriptive statistic and quantitative analysis. Descriptive statistic will provide a quick look into the overall result of the data. It also can help to reveal some characteristics of respondents. Types of measures of this descriptive statistic are central tendency, means, median, or mode, measure of dispersion, and percentile. For

this study, this descriptive statistic will be used to compute frequency, percentage, mean, and standard deviation to provide a glimpse of respondents.

As for quantitative analysis, SPSS will be utilized to test hypothesis and relationship between independent and dependent factors. Means of each variable will be tested and compared to find out the difference by using F and T tests. Multiple regression and Pearson correlation will also be adopted to find out relationship of each factors, significant level above 95%.



CHAPTER IV

RESEARCH FINDINGS

After the questionnaire was collected and use SPSS to analyze the data, all of the questionnaire out of 120 set of samples collected from respondents, researcher chose 100 sets of samples that has no error or missing data to analyze. Before knowing respondents' perspective toward purchasing first hand vehicle, overall profile of respondents is being displayed. According to Table 4.1 below, about 70% of respondents who answered the survey are female, mostly young adult, earning around 35,001 baht and above, holding bachelors degree, and working in private companies. When they need to purchase vehicle, the main reason they will choose first hand vehicle is car performance and reliability. It seems like affordability also play an important role, when respondents need to weight their decision among four factors. On the other hand, information and utilitarian do not much influence their decision.

Table 4.1 Respondents' Profiles

		Count	Column N %
gender	male	30	30.00%
	female	70	70.00%
age	22 - 27 years old	45	45.00%
	28 - 32 years old	39	39.00%
	33 - 38 years old	8	8.00%
	39 - 44 years old	8	8.00%
Monthly income	below 15,000 baht	3	3.00%
	15,000 - 25,000 baht	26	26.00%
	25,001 - 35,000 baht	22	22.00%
	35,001 - 45,000 baht	17	17.00%
education	above 45,001 baht	32	32.00%
	high school	1	1.00%
	bachelors	64	64.00%
	masters	35	35.00%
occupation	phd	0	0.00%
	employee	72	72.00%
	business owner	15	15.00%
	government employee	6	6.00%
Main reason when purchasing vehicle	student	7	7.00%
	Car performance and reliability	51	51.00%
	affordability	33	33.00%
when purchasing vehicle	information influence	8	8.00%
	Utilitarian influence	8	8.00%

4.1 Car Performance and Reliability

Table 4.2 Maintenance Cost

When I want to purchase a vehicle, I always take maintenance cost into my consideration as the most important factor.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	4.0	4.0	4.0
	disagree	3	3.0	3.0	7.0
	neutral	17	17.0	17.0	24.0
	agree	51	51.0	51.0	75.0
	strongly agree	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Respondents rated this reason quite high. It seems like respondents consider maintenance cost as a very important factor when they need to purchase a car. 76% of total respondents express that they agree with the statement. Only 7% do not agree with this.

Apart from maintenance cost, respondents also asked to rate how important for after sales service and service stations to them. Table 4.3 and Table 4.4 have stated what respondents think or feel toward each statement on service stations and after sale service. It seems like after sale service and availability of service station are very important to respondents as well. For both statements, at least 70% of respondents express that they agree with it. Only minority of respondents does not care about service station or after sale service.

Table 4.3 Considering After Sale Services

When I want to purchase a vehicle, I always take after sale services into my consideration as the most important factor.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	2.0	2.0	2.0
	disagree	2	2.0	2.0	4.0
	neutral	16	16.0	16.0	20.0
	agree	45	45.0	45.0	65.0
	strongly agree	35	35.0	35.0	100.0
	Total	100	100.0	100.0	

Table 4.4 Availability of Service Station

When I want to purchase a vehicle, I always take availability of service station into my consideration as the most important factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	2.0	2.0	2.0
	disagree	1	1.0	1.0	3.0
	neutral	21	21.0	21.0	24.0
	agree	45	45.0	45.0	69.0
	strongly agree	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

Apart from service and maintenance, respondents also consider that vehicle fuel consumption is another important factor when they need to purchase vehicle. 76% of respondents agree with this statement. Again only 5% or very small group of respondents does not mind about fuel consumption of vehicle. If vehicle consumes less fuel, it will help them to save their money for other usages.

Table 4.5 Fuel Consumption

When I want to purchase a vehicle, I always take fuel consumption into my consideration as the most important factor.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	2.0	2.0	2.0
	disagree	3	3.0	3.0	5.0
	neutral	19	19.0	19.0	24.0
	agree	49	49.0	49.0	73.0
	strongly agree	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Table 4.6 Safety System of the Car

When I want to purchase a vehicle, I always take safety system (break system, airbag, sensor) into my consideration as the most important factor.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	2	2.0	2.0	2.0
	disagree	1	1.0	1.0	3.0
	neutral	12	12.0	12.0	15.0
	agree	32	32.0	32.0	47.0
	strongly agree	53	53.0	53.0	100.0
	Total	100	100.0	100.0	

According to Table 4.6, safety system also plays an important role for respondents. They consider this factor to be very important one for them, because at least 80% of respondents express that safety system is another important factor which they need to consider when they purchase a car.

After asking respondents to rate how importance of fuel consumption, maintenance cost and service, and safety, they need to weight how importance of exterior design and interior design to them. As for exterior design, body kit, color, and body shape will be used as criteria to ask respondents. According to Table 4.7, 4.8, and 4.9, more than half of respondents express that they take exterior design, shape, and color

into their consideration when they need to make a decision to purchase a car. Especially body shape and color, at least 75% of respondents agree with the statement.

Table 4.7 Exterior designs, Body Kit

When I want to purchase a vehicle, I always take car body kit (wheels, spoiler and bumper car) into my consideration as the most important factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	4.0	4.0	4.0
	disagree	15	15.0	15.0	19.0
	neutral	31	31.0	31.0	50.0
	agree	35	35.0	35.0	85.0
	strongly agree	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

Table 4.8 Exterior colors

When I want to purchase a vehicle, I always take color into my consideration as the most important factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	3.0	3.0	3.0
	disagree	3	3.0	3.0	6.0
	neutral	18	18.0	18.0	24.0
	agree	44	44.0	44.0	68.0
	strongly agree	32	32.0	32.0	100.0
	Total	100	100.0	100.0	

Table 4.9 Body Shape of Vehicle

When I want to purchase a vehicle, I always take car body shape into my consideration as the most important factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	4	4.0	4.0	4.0
	neutral	7	7.0	7.0	11.0
	agree	55	55.0	55.0	66.0
	strongly agree	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

In term of interior design, 68% of respondents also express that they consider about this factor before purchasing according to table 4.10. Only 4% disagree with the statement. So it can be concluded from above statements that both exterior and interior designs play an important role when customers need to decide to purchase a car.

Table 4.10 Interior Design

When I want to purchase a vehicle, I always take interiors option (eg. seat material) into my consideration as the most important factor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	4	4.0	4.0	4.0
	neutral	28	28.0	28.0	32.0
	agree	45	45.0	45.0	77.0
	strongly agree	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

Table 4.11 Importance Level of Car Performance and Reliability

Statistics		
Car Performance and Reliability		
N	Valid	100
	Mean	4.1242

From the mean of what respondents' answers, car performance and reliability is very important, 4.12. It can play an important role on purchase intention. Customers need to weight in many aspects of vehicles before making any purchase.

4.2 Pricing or Affordability

Before making any purchase, customers need to consider the price of vehicle. If the price of vehicle is out of their reach, they will not be able to purchase it no matter how much they like the car. Finding in Table 4.12 can explain what respondents have in their minds. 85% of total respondents agree with the statement, so it is the most important thing, which they need to think when they need to make a decision. Only 2% of respondents do not care about the price of the car. In Table 4.13, most of respondents, 83%, also confirm their original point of view. If the price is just too expensive, they will not try to push themselves to get it.

Table 4.12 Pricing

Price of the car is the most important thing I think about when I need to make decision to purchase a car					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	2.0	2.0	2.0
	neutral	13	13.0	13.0	15.0
	agree	36	36.0	36.0	51.0
	strongly agree	49	49.0	49.0	100.0
	Total	100	100.0	100.0	

Table 4.13 Overpricing Vehicle

Even I like the car very much, I will not purchase it, if it is too expensive for me					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.0	1.0	1.0
	disagree	3	3.0	3.0	4.0
	neutral	13	13.0	13.0	17.0
	agree	26	26.0	26.0	43.0
	strongly agree	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

Even the price is right; they need to consider all options and alternatives before making their final decision. According to Table 4.14, 91% of respondents agree that they need to compare the value of the car that they want to purchase in order to find the best alternative which is worth their money. Car is one of luxurious items which people do not purchase often and also require big amount of money. In order to finalize their decision, they need to make sure that they make the right choice.

Table 4.14 Comparing the Value of Car

I need to compare the value of the car to the price I need to pay for it in order to find whether it is worth my money					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	1.0	1.0	1.0
	Neutral	8	8.0	8.0	9.0
	agree	46	46.0	46.0	55.0
	strongly agree	45	45.0	45.0	100.0
	Total	100	100.0	100.0	

After looking at how respondents review their thought toward affordability and price of vehicle, it is quite clear that most of them agree that pricing is very important to them. They will not try to reach for something, which they can not afford. Although putting this factor along with others four for respondents to choose, it ranks as 2nd most

important factor. When researcher separate it and let respondents rate each factor alone. The mean of this factor is 4.33, which indicates that it is the most important factor here.

4.3 Information Influence

By asking respondents whether parents or relatives can have any effect on their purchase intention or not. 62% of total respondents agree that they seek information from their parents and relatives and can affect their purchase intention. Another 38% of the rest either express neutral or disagree with the statement. For those who disagree, they only represent around 11%. This is quite clear that before making purchase, respondents seek advice from parents and relatives.

Table 4.15 Influence by Parents and Relatives

My parents or relatives can influence my decision when I ask for their advice prior purchasing a car					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	4.0	4.0	4.0
	disagree	7	7.0	7.0	11.0
	neutral	26	26.0	26.0	37.0
	agree	38	38.0	38.0	75.0
	strongly agree	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Apart from parents and relatives, it seems like friends also can play a role in supporting respondents when they need to make a decision, although not as much as parents and relatives. Only 7% of respondent's expresses that they are strongly agree with the statement, comparing to parents and relatives, 25%. Number of those who agree with the statement above drop from 61% to 49%, those who seek advice from friends. So it is quite clear that friends can exert some influence but not as great as parents or relatives. It might have to do with trust and bond between them.

Table 4.16 Influence by Friends

My friends can influence my decision when I ask for their advice prior purchasing a car					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	8	8.0	8.0	8.0
	disagree	14	14.0	14.0	22.0
	neutral	39	39.0	39.0	61.0
	agree	32	32.0	32.0	93.0
	strongly agree	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

According to statements above, parents, relatives, or friends can exert an influence on respondents. Table 4.17 below can confirm that if they mention something bad about the car which respondents like, they are very likely not to purchase it. It seems like trust and information from those people can greatly influence respondents.

Table 4.17 Effect of Comments on Purchase Intention

If my parents or relatives or friends say or mention something bad about the vehicle I like, I will not purchase it.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	4.0	4.0	4.0
	disagree	17	17.0	17.0	21.0
	neutral	39	39.0	39.0	60.0
	agree	30	30.0	30.0	90.0
	strongly agree	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Although this factor might not be as much important as affordability and vehicle performance and maintenance, but it seems to have some influence on respondents' final decision, when not comparing with other factors at the same time. The mean of this information influence is 3.38, which can consider as moderate important.

4.4 Utilitarian Influence

When respondents were asked whether they will buy a car which is liked by their parents or relatives or friends to get praise or reward afterward or not, only 37% express that they agree with the statement. While another 39% disagree with this, and another 34% do not agree or disagree. It seems like praise or reward from parents, relatives, or friends does not play a big role in respondents' purchase intention that much.

Table 4.18 Praise and Reward from Parents and Relatives

I want to buy a car that my parents or relatives or friends like, so they will praise and accept me afterward					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	12	12.0	12.0	12.0
	disagree	17	17.0	17.0	29.0
	neutral	34	34.0	34.0	63.0
	agree	29	29.0	29.0	92.0
	strongly agree	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Answers from respondents are quite mix for this case. It seems like they do not mind that much about getting punishment, if they will purchase something, which their parents, relatives, or friends dislike. 40% of respondents express either agree or disagree. The biggest group is those who disagree with the statement, 42%. Only 23% agree to this.

Table 4.19 Purchasing to Avoid Punishment

I prefer to not to buy a car that my parents or relatives or friends dislike, so they will not punish me					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	15	15.0	15.0	15.0
	disagree	22	22.0	22.0	37.0
	neutral	40	40.0	40.0	77.0

Table 4.19 Purchasing to Avoid Punishment (cont.)

	Frequency	Percent	Valid Percent	Cumulative Percent
agree	17	17.0	17.0	94.0
strongly agree	6	6.0	6.0	100.0
Total	100	100.0	100.0	

The overall mean of this factor is only 2.90, which also can be rated as moderately important. When respondents need to consider this factor along with others three, it seems like this factor does not have that much effect on purchase intention as all.

4.5 Differences Between Male and Female for Each Factor

To understand difference of what male and female think or perceive, T Test will be used to measure the difference in mean. The mean of both groups has to be significant different at level 0.05 or below. The result shows that there is differences in one thing; body kit of the car. It seems like male takes body kits into consideration when they need to purchase vehicle more than female. They might care more about their image when they need to drive inside that car.

Table 4.20 Differences between Male and Female for Each Factor

Gender		N	Mean	Std. Deviation	Std. Error Mean
Body Kit	Male	30	3.8667	0.81931	0.14958
	female	70	3.2286	1.07907	0.12897

Table 4.21 Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.627
Bartlett's Test of Sphericity	Approx. Chi-Square	377.217
	df	105
	Sig.	.000

Table 4.21 Factor Analysis (cont.)

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.282	21.878	21.878	3.282	21.878	21.878	2.395	15.968	15.968
2	2.32	15.469	37.346	2.32	15.469	37.346	2.27	15.136	31.104
3	1.507	10.05	47.396	1.507	10.05	47.396	2.002	13.346	44.45
4	1.311	8.741	56.137	1.311	8.741	56.137	1.753	11.687	56.137
5	0.934	6.894	63.031						
6	0.923	6.15	69.181						
7	0.839	5.593	74.774						
8	0.734	4.893	79.667						
9	0.677	4.514	84.182						
10	0.549	3.659	87.841						
11	0.51	3.4	91.241						
12	0.44	2.931	94.172						
13	0.357	2.382	96.554						
14	0.282	1.878	98.432						
15	0.235	1.568	100						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix^a

	Component			
	Information influence	Car Performance and reliability	Affordability	Utilitarian influence
My parents or relatives can influence my decision when I ask for their advice prior purchasing a car	0.806			
My friends can influence my decision when I ask for their advice prior purchasing a car	0.644			
I always take car body shape into my consideration as the most important factor		0.715		
Even I like the car very much, I will not purchase it, if it is too expensive for me		0.636		
Price of the car is the most important thing I think about when I need to make decision to purchase a car		0.619		
I always take interiors option (eg. seat material) into my consideration as the most important factor		0.612		
When I want to purchase a vehicle, I always take color into my consideration as the most important factor		0.558		
When I want to purchase a vehicle, I always take the type of fuel (Diesel, Benzil, Gasohol 95, E20, E85) into my consideration as the most important factor		0.742		
Comparing value of the car before making purchase			0.735	
Maintenance cost of the car is the most important factor			0.634	
I prefer to not to buy a car that my parents or relatives or friends dislike, so they will not punish me				0.731
If my parents or relatives or friends say or mention something bad about the vehicle I like, I will not purchase it. consideration as the most important factor				0.7
Safety system of the car is the most important factor				0.587

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

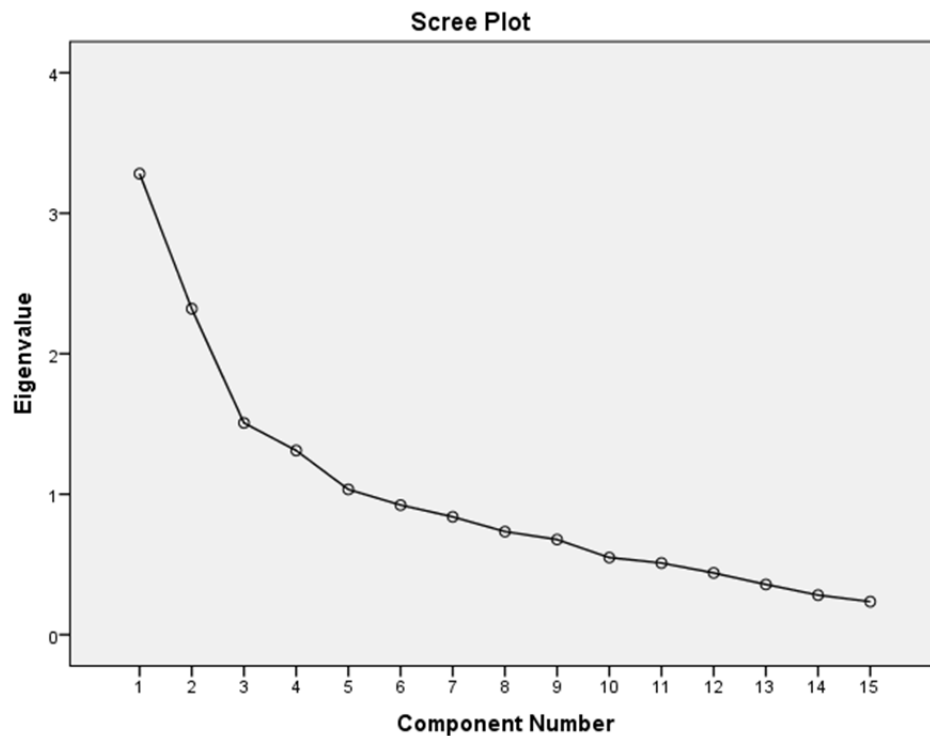


Figure 4.1 Factor Analysis

Factor Analysis was utilized before conducting multiple regressions in order to reduce cross loading data and take out factors, which might have correlation or relation between each independent factor. After removing out all those factors, researcher then proceed with the next step to analyze the relationship between each factor and purchase intention of first hand vehicle.

Thus, the result of factor analysis proves that the hypothesis is not change from the literature review, which shows as follow:

- H I:** Performance and reliability have positive impact on purchase intention
- H II:** Price or affordability has positive impact on purchase decision
- H III:** Information influence has positive impact on purchase decision
- H IV:** Utilitarian influence has positive impact on purchase decision

To understand overall relationship or correlation between each factor toward purchase intention, multiple regressions will be utilized to analyze their relationship. Backward method will be adopted to find the best model, which can predict purchase intention.

Table 4.22 Multiple Regression Result

		Correlations				
		Purchase intention	Performance reliability	Affordability	Information	Utilitarian
Pearson Correlation	Purchase intention	1.000	.233	.118	.038	.051
	Performance reliability	.233	1.000	.531	.123	.152
	Affordability	.118	.531	1.000	.170	-.049
	Information	.038	.123	.170	1.000	.462
	Utilitarian	.051	.152	-.049	.462	1.000
Sig. (1-tailed)	Purchase intention	.	.012	.127	.357	.311
	Performance reliability	.012	.	.000	.112	.066
	Affordability	.127	.000	.	.046	.313
	Information	.357	.112	.046	.	.000
	Utilitarian	.311	.066	.313	.000	.
N	Purchase intention	95	94	95	95	95
	Performance reliability	94	99	99	99	99
	Affordability	95	99	100	100	100
	Information	95	99	100	100	100
	Utilitarian	95	99	100	100	100

Model Summary ^a										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.234 ^a	.055	.102	.95640	.101	1.293	4	89	.279	
2	.234 ^b	.055	.123	.95111	.123	1.407	1	89	.157	
3	.234 ^c	.055	.153	.94599	.153	1.724	1	90	.075	
4	.233 ^d	.054	.233	.94094	.233	2.019	1	91	.037	2.027

a. Predictors: (Constant), utilitarian, affordability, information, performance_reliability

b. Predictors: (Constant), utilitarian, information, performance_reliability

c. Predictors: (Constant), utilitarian, performance_reliability

d. Predictors: (Constant), performance_reliability

e. Dependent Variable: Purchase_intention

Table 4.22 Multiple Regression Result (cont.)

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.724	4	1.181	1.287	.281 ^b
	Residual	81.673	89	.918		
	Total	86.397	93			
2	Regression	4.723	3	1.574	1.735	.166 ^c
	Residual	81.674	90	.907		
	Total	86.397	93			
3	Regression	4.721	2	2.361	2.630	.078 ^d
	Residual	81.676	91	.898		
	Total	86.397	93			
4	Regression	4.699	1	4.699	5.292	.024 ^e
	Residual	81.698	92	.888		
	Total	86.397	93			
a. Dependent Variable: Purchase_intention						
b. Predictors: (Constant), utilitarian, affordability, information, performance_reliability						
c. Predictors: (Constant), utilitarian, affordability, performance_reliability						
d. Predictors: (Constant), utilitarian, performance_reliability						
e. Predictors: (Constant), performance_reliability						

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)	2.018	.951		2.123	.037	.129	3.906
	Performance reliability	.457	.244	.234	1.876	.064	-.027	.941
	Affordability	-.010	.201	-.006	-.048	.962	-.410	.390
	Information	.005	.153	.004	.035	.972	-.298	.309
	Utilitarian	.013	.115	.013	.111	.912	-.216	.241
2	(Constant)	2.026	.916		2.211	.030	.206	3.846
	Performance reliability	.456	.242	.234	1.888	.062	-.024	.937
	Affordability	-.008	.195	-.005	-.042	.967	-.396	.380
	Utilitarian	.015	.100	.015	.147	.884	-.184	.214
3	(Constant)	2.011	.843		2.387	.019	.338	3.685
	Performance reliability	.451	.202	.231	2.238	.028	.051	.851
	Utilitarian	.015	.098	.016	.156	.876	-.180	.211
4	(Constant)	2.036	.823		2.475	.015	.402	3.670
	Performance reliability	.456	.198	.233	2.300	.024	.062	.849

a. Dependent Variable: Purchase intention

According to SPSS analysis, it seems like only car performance and reliability factor can help to predict purchase intention, around 23.3%. The rest of other factors do not have any relationship, significant difference below 5%. So it is quite clear that only hypothesis 1 is accepted. This can be explained as respondents will take a look at the car their interest and consider its performance and reliability first. After listed out all options, which they interest in, price of the car and information from parents and relatives and friends will be taken into consideration.

4.6 Discussion

To influence Thai teenagers to purchase vehicle, it seems like car manufacturer need to understand their needs and wants for performance and reliability of the car first. There is no difference between what both male and female need for performance and reliability, so company can create one single campaign for all of them. After that, companies need to know how much young adult can pay for their cars, so they can set up the price tag, which is not out of reach for young adult

Yousefi (2011) stated that performance or reliability is the first priority. If the performance and reliability of the car is not up to standard, no one wants to purchase that car. No one wants to have a car that they need to fix often. Our finding is similar to what other researchers have found. Respondents rated this factor as the most important one. This factor alone also can explain up to 23% of purchase intention for first hand vehicle. It is the only factor, which has positive relationship with the purchase intention.

Although respondents rated affordability as 2nd most important factor after car performance and reliability, 33%, our finding indicated that it has no relationship with purchase intention that much. Respondents will not try to pick something that is beyond their payment ability. Before purchasing a car, they will not choose or pick the car that they can't buy into their consideration. Our finding is different from what other researchers have found in the past. According to the respondents, there are 48% earned income per month around 15,000 THB – 35,000 THB. Thus, by the condition to purchase the car, people who earned at least 15,000 THB per month could use their payment slip to purchase car then the car's companies in Thailand try to produce car in reachable price. Thus, it can imply that affordability could impact purchase intention.

For information and utilitarian influence, other researchers in the past stated that individual always seek information from those who are closed to them to avoid making the wrong choice. Sometimes those people can influence one's judgment, because he/she wants to avoid punishment or to earn reward or praise from those people (Valeecha and Reza, 2013). However, our finding yields different result, the information influence and utilitarian influence do not have any correlation or relationship with purchase intention of first handcar at all. According from the result show that, respondents does not care about information from their friend and family when they decided to purchase car at first time. 39% of respondents answer natural, it can imply that nowadays people could seek information by themselves via Internet and other channel online. Also, at the showroom there is car available for test drive. Thus, the information from friend and family are not influencing them to purchase the car. Utilitarian influence shows the difference result from the previous as well. More than half of respondents do not feel guilty or praise from their friend if they did not purchase the car according to their friend like or recommend. Further to the result related to the Thai social nowadays, people have their own personality and more confidence then when they choose to purchase any items, its would be the thing that match to them or personalize for them. Thus, social status, friends and family are not in their concern when they want to purchase car first hand.

CHAPTER V

SUMMARY AND RECOMMENDATION

To purchase luxurious products, one must spend time and effort to gather information and compare different options to find the best one that meet their needs. Car is one of luxurious items, which people need to spend time to gather information either from sales person or families, relatives, and closed friends in order to find the right one for them. By the result of this research purchasing something which will be with them for a long time, most of respondents do not want to feel regret afterward by making a bad choice. According from the result show many aspects of respondents before purchasing a car, they need to consider many factors; car performance and reliability, affordability, and influence and pressure either from parents, friends and relatives. According to those factors related to purchase decision, here is the final result as follows;

Table 5.1 Criteria & Summarize to summarize the overall finding, please refer to table below for more information:

Item	Accepted/ Rejected	Reason	Significant Level
Hypothesis 1	Accepted	People do consider car performance and reliability when they need to purchase a vehicle	.024
Hypothesis 2	Rejected	Price of the car does not impact purchase intention much, because they will only consider those cars that they have ability to pay	Above 0.05, no significant different
Hypothesis 3	Rejected	Information from parents, closed friends, or relatives do not have much effect	Above 0.05, no significant different
Hypothesis 4	Rejected	People do not select the car, because they want to get reward or avoid punishment	Above 0.05, no significant different

According to Table 5.1, only **Hypothesis I** is accepted. Other hypotheses are rejected. So it is quite clear that only car performance and reliability is the only factor, which has a positive relation with purchase intention.

5.1 Recommendation

To influence customers to purchase a car, companies must understand the needs and wants of customers in performance and reliability first. Once people interest in the car itself, they will try to gather information from their closed ones, although not that much impact on purchase intention. If the company wants to encourage male customers, they need to install body kit to the car, because the result from T-Test shows that they take body kit into consideration when they need to purchase a car more than women, significant different.

Thus, when the marketer do their promotion they should take the car performance to encourage people as well as push the event marketing to create the experience for them to try and believe in the performance by themselves. For example, arrange the road trip focus on key target group and allow them to drive a car from Bangkok to some destination rather than test at the showroom. This event would support the target group to engage with the car performance and influence them to purchase the car

In term of manufacturer, the production line should take the car preformation and reliability into their concern. Because of people always take the safety system and fuel consumption is the major factor for them to purchase the car. According to the result show that male take body kit in to their consideration to purchase car then, corporate should create the marketing strategy related to body kit as the first priority in order to increasing sales volume.

5.2 Limitation and Further Research

There are some limitations to this research; time constraint and budget. Researcher could gather more samples to conduct further analysis. Apart from that, focus group could be conducted in order to understand the true reason why Thai young adult want to purchase vehicles and their needs. Apart from that, all 100 samples were

gathered from those who live in Bangkok area only. Due to this point, profile and characteristics of respondents might not be able to represent the whole population of target group.



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Appendix A: Sample of Questionnaire

“What Factors Come to Customers’ Minds When They Want to Purchase Their Vehicles First Hand”

This questionnaire has been developed by Mahidol University’s International Student to be used for Thematic Study. All of the information given by respondents will be treated with high confidentiality and the given information will be used for education purpose only. Please complete all questions truthfully by selecting the answers you prefer or fit with your opinion.

Part 1 Demographic

1. What is your gender?
 - a) Male
 - b) Female
2. Age
 - a) 22-27 Years
 - b) 28-32 Years
 - c) 33-38 Years
 - d) 39-44 Years
3. What is your monthly income in Baht?
 - a) Below 15,000
 - b) Between 15,000 – 25,000
 - c) 25,001-35,000
 - d) 35,001-45,000
 - e) 45,001 and above
4. What is your level of education?
 - a) High School
 - b) Bachelors
 - c) Masters
 - d) PhD

5. What is your occupation?

- a) Employees
 b) Business owners
 c) Government employees
 d) Students

6. What is the main factor which can influence you the most when you need to purchase your first hand vehicle?

- a) Car performance and reliability
 b) Affordability
 c) Information influence
 d) Utilitarian influence

Car Performance and Reliability

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree

- 5 = Strongly Agree 2 = Disagree
 4 = Agree 1 = Strongly Disagree
 3 = Neutral

Question	5	4	3	2	1
When I want to purchase a vehicle, I always take maintenance cost into my consideration as the most important factor.					
When I want to purchase a vehicle, I always take after sale services into my consideration as the most important factor.					
When I want to purchase a vehicle, I always take availability of service station into my consideration as the most important factor					
When I want to purchase a vehicle, I always take fuel consumption into my consideration as the most important factor.					
When I want to purchase a vehicle, I always take the type of fuel (Diesel, Benzil, Gasohol 95, E20, E85) into my consideration as the most important factor.					

Question	5	4	3	2	1
When I want to purchase a vehicle, I always take safety system (break system, airbag, sensor) into my consideration as the most important factor.					
When I want to purchase a vehicle, I always take car body kit (wheels, spoiler and bumper car) into my consideration as the most important factor					
When I want to purchase a vehicle, I always take color into my consideration as the most important factor					
When I want to purchase a vehicle, I always take interiors option (eg. seat material) into my consideration as the most important factor					
When I want to purchase a vehicle, I always take car body shape into my consideration as the most important factor					

Affordability

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

5 = Strongly Agree

2 = Disagree

4 = Agree

1 = Strongly Disagree

3 = Neutral

Question	5	4	3	2	1
Price of the car is the most important thing I think about when I need to make decision to purchase a car					
Even I like the car very much, I will not purchase it, if it is too expensive for me					

Information Influence

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

5 = Strongly Agree

2 = Disagree

4 = Agree

1 = Strongly Disagree

3 = Neutral

Question	5	4	3	2	1
My parents or relatives can influence my decision when I ask for their advice prior purchasing a car					
My friends can influence my decision when I ask for their advice prior purchasing a car					
If my parents or relatives or friends say or mention something bad about the vehicle I like, I will not purchase it.					

Utilitarian Influence

Please rate your opinion toward each statement. Choices range from 1, strongly disagree, to 5, strongly agree.

5 = Strongly Agree

2 = Disagree

4 = Agree

1 = Strongly Disagree

3 = Neutral

Question	5	4	3	2	1
I want to buy a car that my parents or relatives or friends like, so they will praise and accept me afterward					
I prefer to not to buy a car that my parents or relatives or friends dislike, so they will not punish me					
Buying a new vehicle would have a positive effect on my self-image					
Buying a new vehicle would say something positive what I stand for					

Purchase Intention

I am very likely to purchase a vehicle in the next 6 months.

- a) Strongly disagree
- b) Disagree
- c) Neutral
- d) Agree
- e) Strongly agree

