

**THE FACTORS INFLUENCE PURCHASE INTENTION
TOWARDS THE NON-LUXURY PRIVATE CAR OF THAI
CUSTOMERS**



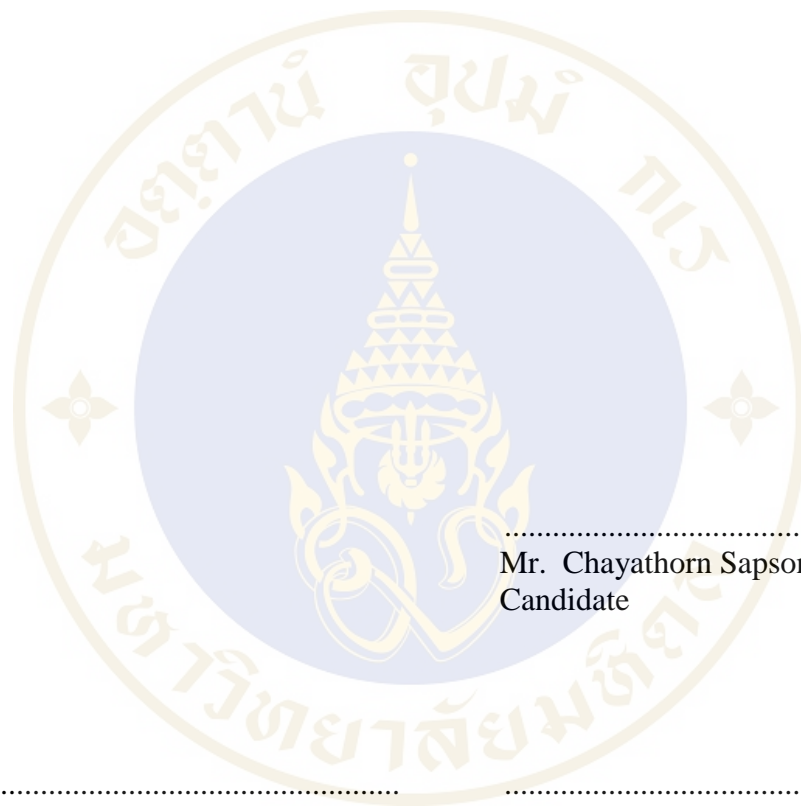
**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2019**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**THE FACTORS INFLUENCE PURCHASE INTENTION
TOWARDS THE NON-LUXURY PRIVATE CAR OF THAI
CUSTOMERS**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
September 7, 2019



.....
Mr. Chayathorn Sapsongkhun
Candidate

.....
Asst. Prof. Randall Shannon,
Ph.D.
Advisor

.....
Assoc. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

.....
Duangporn Arbhasil,
Ph.D.
Dean
College of Management
Mahidol University

.....
Ronald Surachai Thesenvitz,
Ph.D.
Committee member

THE FACTORS INFLUENCE PURCHASE INTENTION TOWARDS THE NON-LUXURY PRIVATE CAR OF THAI CUSTOMERS

CHAYATHORN SAPSONGKHUN 6049181

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASST. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., RONALD SURACHAI THESENVITZ, Ph.D.

ABSTRACT

The purpose of this paper is to identify the influence factors that drive purchase intention towards the non-luxury private cars of Thai customers. From the tense competition in Thailand's private car market. The automobile companies need to figure out both negative and positive factors that influence purchase intention of their customers to persuade customers to make an actual purchase.

The research aims to collect the information using quantitative research by creating an online questionnaire via google forms, including a hyperlink for respondents to be able to complete the questionnaire online. This research has gathered usable 100 respondents which can be viewed as recent car buyers, car dealers, or people who associated with automotive brands. The key finding of this paper indicated that Social status and Perceived value positively influence intention to buy of the customers on non-luxury private car.

KEY WORDS: Intention to buy/ Perceived product and service quality/ Price consciousness/ Perceived value/ Social status

52 pages

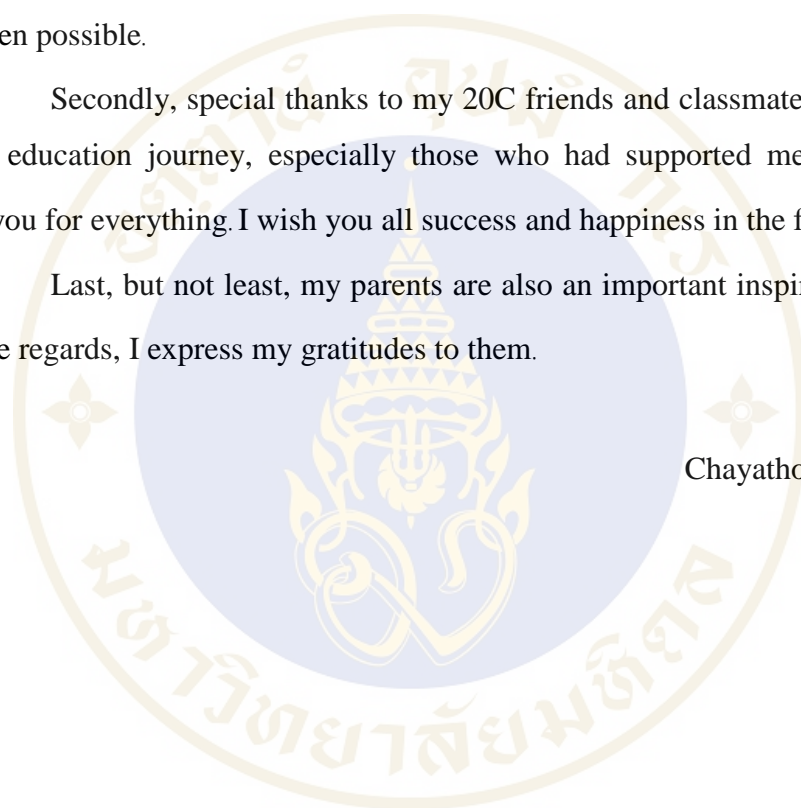
ACKNOWLEDGEMENTS

I would like to express my special thanks and appreciation to my advisor, Asst. Prof. Randall Shannon Ph.D. for their able guidance and support throughout my thematic paper. Without his guidance and persistent help this thematic paper would not have been possible.

Secondly, special thanks to my 20C friends and classmates, it was such as a great education journey, especially those who had supported me since day one. Thank you for everything. I wish you all success and happiness in the future.

Last, but not least, my parents are also an important inspiration for me. So with due regards, I express my gratitudes to them.

Chayathorn Sapsongkhun



CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
CHAPTER II LITERATURE REVIEW	3
2.1 Perceived product and service quality	3
2.2 Price Consciousness	4
2.3 Perceived Value	5
2.4 Social Status	6
CHAPTER III RESEARCH METHODOLOGY	8
3.1 Sample	8
3.2 Questionnaire design	9
3.3 Limitation of survey	10
CHAPTER IV RESEARCH FINDING & RESULTS	11
4.1 Demographic information	11
4.2 Descriptive information of car's respondents	15
4.3 Factors Analysis	19
4.4 Descriptive Analysis	21
4.5 Regression Analysis	36
CHAPTER V CONCLUSION	38
5.1 Conclusion	38
5.2 Discussion & Finding	38
5.3 Implication for Business	39
5.4 Limitation and Recommendation for future research	40
REFERENCE	41
APPENDIX	44

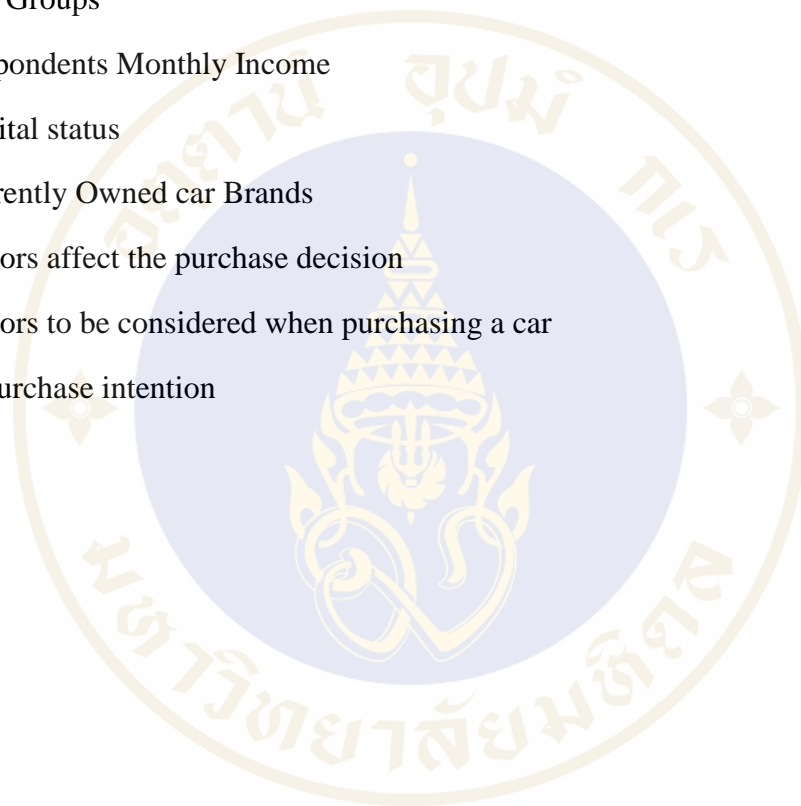
CONTENTS (cont.)

	Page
BIOGRAPHY	52



LIST OF FIGURES

Figure	Page
3.1 Conceptual model and hypothesis framework	8
4.1 Gender	11
4.2 Age Groups	12
4.3 Respondents Monthly Income	13
4.4 Marital status	14
4.5 Currently Owned car Brands	15
4.6 Factors affect the purchase decision	16
4.7 Factors to be considered when purchasing a car	17
4.8 Repurchase intention	18



LIST OF TABLES

Table	Page
4.1 Initial Rotated Component Matrix	19
4.2 Adjusted Rotated Component Matrix	20
4.3 One-way ANOVA of All Factors between Gender	21
4.4 One-way ANOVA of All Factors between Age groups	23
4.5 One-way ANOVA of All Factors between Education	26
4.6 One-way ANOVA of All Factors between Income	29
4.7 One-way ANOVA of All Factors between Marital status	33
4.8 ANOVA table for Regression model	35
4.9 Model summary of Regression analysis	36
4.10 Coefficient matrix for the Regression analysis	36

CHAPTER I

INTRODUCTION

Thailand is one of the heaviest traffic countries in the world, especially in Bangkok. Nowadays, the car is one of the important factors for Thais people, while, cars provide freedom to travel, there is an additional benefit of having cars such as it can be referred to the symbol of Social Status, the flexibility of timetables, Privacy of the owner and etc. Additionally, the private car provides more comfortable compared to travel by public transportation in Bangkok which is very crowded and unpredictable. In addition, due to many factors such as lack of public transportation (only available in a limited area), Social Status (self-image), peer pressure, which drives the numbers of potential private car owners in Thailand, therefore, the number of private car owners in Thailand is very high compared to the population. A recent survey has reported that the automotive industry contributed 12% of Thailand's GDP. Moreover, these successes ranked Thailand as the largest automotive producer in Southeast Asia and 12th in the world (Boi.go.th, 2019).

In the current situation of the Thai automotive market, it is clearly seen that the most popular brand of automobile in the Thai market is Toyota and Honda. From a tense competition in the domestic market, which can be seen in the changing in market shares of some automotive brands, was taken by other brands such as Mazda, Nissan and etc. (Wad, 2009). According to the research, for the private car sales in December 2017, Toyota and Honda markets share were 29.5% and 25.6%, while in December 2018 private car markets share of both companies were down to 22.8% and 23% respectively (Marklines.com, 2019). According to the data, Honda and Toyota accounted for approximately 46% of private cars market share in 2018, while others less popular brand such as Nissan (12%), Mazda (11.6%), Mitsubishi (8.2%), Suzuki (7.4%) and MG (2.8%) accounted roughly 42% of markets share (Marklines.com, 2019), which it can be assumed that non-luxury private car take account for roughly 88% of private vehicles in Thailand automotive market.

From the tense competition in Thailand's private car market, the automobile companies need to figure out both negative and positive factors that influence purchase intention of their customers to persuade customers to make an actual purchase. Nowadays, most of the automobile companies in the Thai market are investing a huge amount of money on an advertising, event, motor shows or create some seasonal promotion, which can be seen from several events and motor show and promotion in the past decade. However, the majority of the companies are focusing on creating brand awareness, brand image, and brand reputation to attract the customer's interest (Niminet, 2013), but it seems to not be an appropriate strategy. Purchasing a car required a lot of money and time, including insurance cost, fuel cost, maintenance cost, which customers need to consider many factors before attending to an actual purchase.

The sales of private vehicles in Thailand will likely to contract (AEC+ BUSINESS ADVISORY, 2019), which contrast with the numbers of investment on advertising of private car brand, as there are many factors affected the purchase intention of the customer before making an actual purchase, therefore, this research aims to investigate the influence factors that drive purchase intention towards non-luxury private car of Thai customers.

CHAPTER II

LITERATURE REVIEW

To define the key variables affecting customers' purchase intention towards non-luxury private car has become the foundation of this study, it might be the basic understanding on how each variable significantly influences actual purchase behaviors in the various ways. *Xu et al.* (2019) classified the variables that significantly influences customers' purchase intention into four main variables consist of Perceived product and service quality (1), Price Consciousness – price sensitivity (2) as it requires significant financial investment, Perceived Value (3), and lastly, self-image, social identity, perceived Social Status (4) based on characteristics and psychographics of the customers.

2.1 Perceived product and service quality

According to *Aaker* (1991), Perceived quality refers to a consumers' perception of the overall characteristics of the products or services. In this study, we conceptualize the perceived quality based on automobiles' functionality and aesthetics (*Khalid and Helander, 2004*), which aesthetics includes the personal judgment of potential buyers on the overall design of the vehicle. Automobile's functionality can be referred to the utilitarian features of the automobile, such as safety, reliability, durability, ease of use, performance, and serviceability.

In addition, some studies report the positive direct effect of perceived quality on customer intention (*Wells et al., 2011; Boakye et al., 2012*), while some studies indicate that perceived quality has a negative indirect effect on customer purchase intention through satisfaction (*Udo et al., 2010; Wen et al., 2014*). However, in the automotive industry, perceived quality is considered as an underlying factor that drives customer satisfaction, which leads to the purchase intention of potential customers (*Xu et al., 2017*). The majority of customers demand quality and companies

need to meet their expectation, it creates competition in quality (Setiawan, 2017), therefore, automotive brands have to maintain their relationship with drivers consistently to update their product and services (Flex.com, 2019).

Most industries, especially in the automobile industry, provide tangible goods and intangible services, which have a significant impact on customer's purchase intention. How product sounds, feels, smells, tastes, and looks are based on personal judgment of individuals, which it represents how important of a better understanding in the perceived product quality (Garvin, 1984). To simplify this, it is necessary to classify the differences between the ways the manufacturer and consumers perceived quality (Morgan, 1985), in order for the automobile companies to establish the productive product development strategy. This research aims to carry out the Perceived product and service quality that influences the customer's purchase intention on non-luxury private vehicles in Thailand, which the dimensions of perceived product quality to be concluded are (1) Safety, (2) reliability, (3) Ease of use, (4) performance and (5) serviceability. Thus, the following hypothesis is proposed:

H1: Perceived product and service quality is positively associated with the purchase intention of Thai's customers toward the non-luxury private car.

2.2 Price Consciousness – Price sensitivity

Price Consciousness has been described in the marketing literature in slightly different contexts, it can be defined as customer's unwillingness to purchase on a higher price for a product, or "the degree to which customers focus exclusively on purchasing low prices", Price Consciousness level can be determined by the "sensitivity" level of customer resistance over the range of prices that relate to the product's quality perception (Lichtenstein et al., 1993, p. 235). Price sensitive consumers are buyers who seek for lowest prices and avoid purchasing on an expensive item. In another word, customer's reluctance to pay on the additional features of a product if the price difference for these features is too large (Monroe and Petroshius, 1981, p.44, emphasis. Added). As the word "too large" can be suggested as the consumer trade off the higher price with some additional potential benefits, such as the increase in functionality, quality, a brand name of the product, or the reduction in

risk that might lead to that higher price (Sinha and Batra, 1999). From a customer's perspective, price is the crucial factor to give up or sacrifice to obtain the product (Zeithaml, 1988).

Additionally, the customers' implication of higher price physically leads to perceived higher quality, which it has become a considerable research topic in marketing, and this topic has been discussed in various contexts (Lichtenstein et al., 1993). Most of the researchers indicate that a relationship between price and equity does not exist (Sinha and Batra, 1999). According to the research, the majority of customers may perceive that paying a higher price to obtain them a corresponding return in quality, but it only applies in some categories of products and services (Zeithaml, 1988). Thus, based on the discussion above, hypotheses can be proposed:

H2: Price sensitivity is positively associated with the purchase intention of Thai's customers toward the non-luxury private car.

2.3 Perceived Value

On the other hand, this theory cannot apply to all cases, a majority of people will Perceived Value of the products when they assume that its quality goes beyond its price, which Perceived Value can be defined as a concern for price paid associate to the quality received (Lichtenstein et al., 1993, p. 235). To simplify this, the greater the Perceived Value received, the greater of customer's willingness to purchase on the product (McGowan and Sternquist, 1998). In contrast, customer might not have purchase intention toward the products that they do not perceive it has enough value either as a result of quality, price, emotional, or a feeling of social acceptance received from obtaining the products (Kitchen et al., 2014; Lee et al., 2005; Sweeney and Soutar, 2001). In the present, many customers are attempting to maximize value for money that they spent, expecting a better quality of product at lower prices (Kacen et al., 2012). As a result of this, the Perceived Value becomes one of the crucial factors affecting consumer attitudes and their purchasing intention.

Zeithmal (1998) indicated that to evaluate the customer perception level toward products and services, quality and price have been employed as key measurements. He clarified that Perceived Value can be divided into four dimensions

in terms of customer values consist of value as low price, value from what customer gets for what they paid, value as quality obtained from price paid and lastly value as whatever customer wants in the product, also it can be seen as trade-off between what customer is paid and what is received. Furthermore, *Zeithmal* (1998) indicates the perceived quality as benefits and perceived price as sacrifices for any particular product and service. Thus, based on the discussion above, the following hypotheses are proposed, which we will examine in detail:

H3: Perceived Value is positively associated with the purchase intention of Thai's customers toward the non-luxury private car.

2.4 Social Status

Although price and quality are the keys factors affecting Perceived Value, Social Status is a kind of value that some people perceive it is more important than their actual status. Social Status has become an important force driving the purchase intention of the customers (Williams, 2002). According to the research, Social Status is a multidimensional concept. It is based upon three basic assumptions, firstly, A differentiated, an unequal status structure that occurred in our society. Secondly, it can be indicated the Social Status by the occupation an individual engages in, the degree of study he or she has completed or other additional factors such as sex and marital status. Thirdly, the combination of these two factors, which will help estimate the status position of individuals occupies in society (Hodge and Treiman 1968) such as business types, salary range, and educational background, which it differentiates the status of people in the society (Greene et al. 1969: 77-84). For the educational factor, it can evaluate the assumption that everyone who has different levels of education has different taste and preference, and tend to behave different behavior patterns (Hollingshead, 1957).

According to some researchers, that self-image can be identified as one of the relevant factors on Social Status (Steg, 2005). Customer's purchase intention has occurred when they perceive that the product match with their self-image. Self-representation theory describes that consumers can be expressed their identities in a way that conform with their self-image, sometimes it drives the customer's purchase

intention towards some expensive goods such as automobile (ONURLUBAŞ, 2019). The product-image and self-image congruity theory (Sirgy, 1982) describes the correlation between customer self-image expectation and the product that they bought. Majority of customers are motivated to purchase a luxury or positively valued product, to maintain and enhance their Social Status and self-image (Sirgy, 1982). As a result, we hypothesize that:

H4: Social Status is positively associated with the purchase intention of Thai's customers toward the non-luxury private car.

2.5 Purchase intention and actual purchase behavior

“Intention” can be defined as the subjective probability to generate a particular behavior (Fishbein and Ajzen, 1975), It is the key element that drives the decision-making process. In every decision-making process, the intention is the main role, which is associated to the level of effort required to carry out behavior such as purchasing product or service (Bagozzi et al., 1990). Most of the recent research is focusing on purchase intention without any conditions. However, this research aims to study the factors influence purchase intention toward the non-luxury private car concerning the characteristic and psychographic of Thai's customer in terms of Perceived product and service quality, Price, Perceived Value and Social Status.

Most of the studies indicate the strong relationship between the purchase intention's variables and actual purchase behavior (Armstrong and Kotler, 2010). Consumer's judgment on the attribute of private vehicles will be influenced by their perception (Ajzen, 1991). For some customers, if they perceived the high value toward Social Status from obtaining the product, they might have less sensitivity on price, and therefore how the customer perceives the product is the key factors to study.

CHAPTER III

RESEARCH METHODOLOGY

The conceptual model and hypothesis framework in *Figure 1* represented the hypothesis and the relationships between variables. The research questionnaire can be seen in *Appendix A*

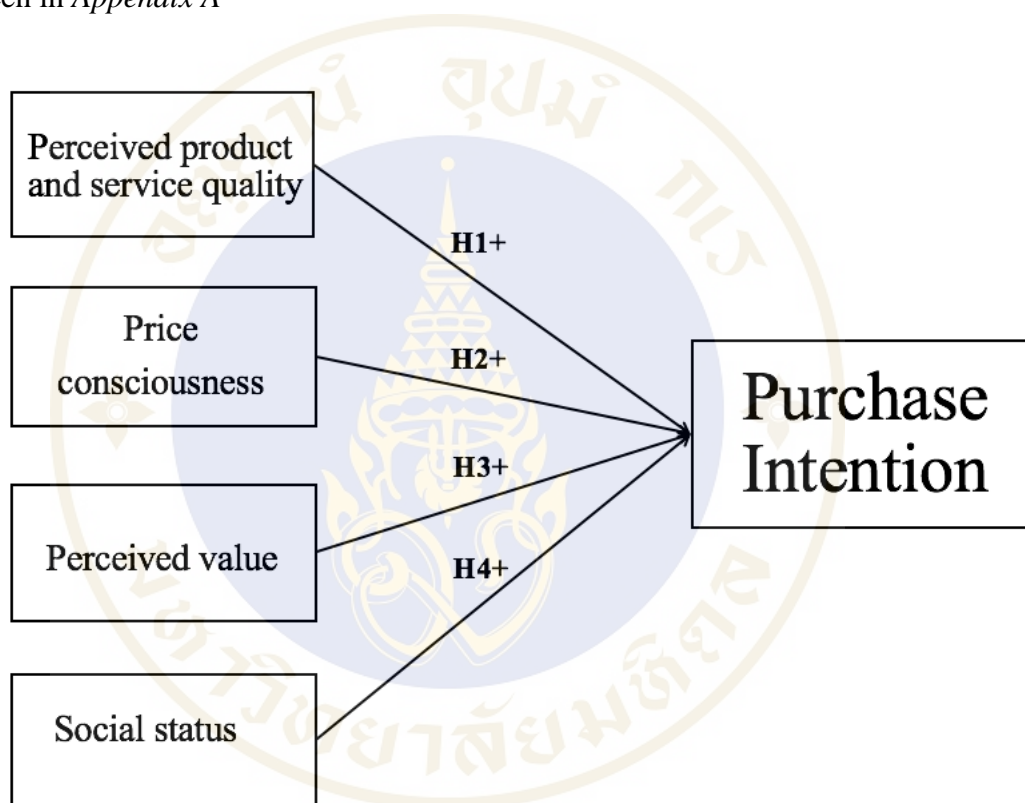


Figure 3.1 conceptual model and hypothesis framework

3.1 Sample

After discussing on the variables in the previous chapter, this research aims to collect the information using quantitative research by creating online questionnaire via google forms, including with a hyperlink for respondents to be able to complete the questionnaire online. This research will conclude with a total of 100

potential respondents which can be viewed as a recent car buyer, car dealers, or people who associated with automotive brands, including their salary range and educational background in order to investigate the factors influence purchase intention towards the non-luxury private car.

SPSS will be used as a statistical analysis tool for measuring the results conducted for answering the research questions. The methods are consisting of factor analysis, descriptive analysis, and linear regression analysis.

3.2 Questionnaire design

This questionnaire consists of four parts as followings;

Part 1: Screening Question:

The screening question is placed at the beginning of a survey in order to determine whether respondents meet certain requirement to take part in the study. In this case, this research aims to collect information from people who already had a car and also participate in decision making on purchasing their car. In the pre-screening section, there is three multiple choices screening question.

Part 2: General Question:

This section contains the set of questions based on the constructs using a nominal scale. The question will be guiding the respondents to have a better understanding of the context of the survey before attending to the main questions.

Part 3: Main Question:

The survey construction will be based on 4 main variables; in a total of 20 questions - 5 questions for each variable. This research aims to use a five-point Likert scale with 5 representing "Strongly agree" and 1 representing "Strongly disagree" in measuring the items of the constructs. It allows the study to measure the values of some factors that have an impact over one another.

Part 4: Demographic information

In the last section of the survey, the demographic question was created using nominal scales. The question is related to gender, age, education background, monthly income and marital status of the respondents.

Part 5: Limitation of survey

However, the limitations of methodology used include the survey is planned to conduct via online, which means the respondents who give responses to the survey need to have competencies in digital usage and need to have abilities in accessing to the internet, Therefore, the results of the survey might represent digital users instead of overall market customers. Nevertheless, these limitations do not much affect the results of the survey since it was found that 70% of Thailand population can access to the internet (Statista Research Department, 2019) and this method used can access to lots of respondents faster than using traditional survey due to the limit of time in conducting the survey.

CHAPTER IV

RESEARCH FINDING & RESULTS

4.1 Demographic information

After launching this questionnaire via a google form, this questionnaire has gathered a total of 117 respondents result. However, there are 17 respondents did not pass the qualification from our screening question, which results of reduced into 100 usable respondents result.

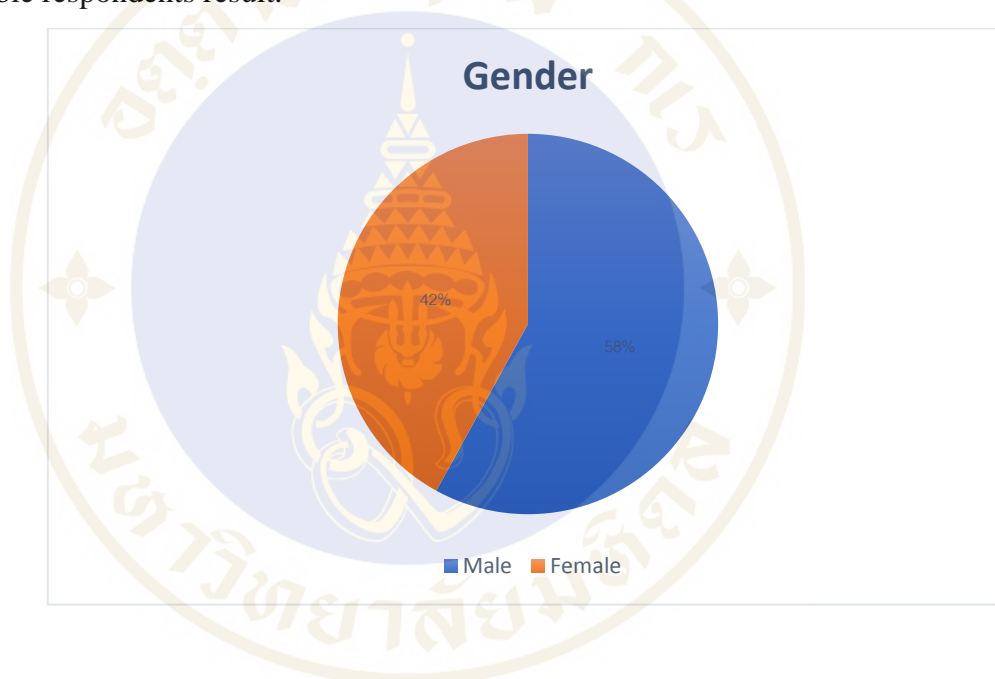
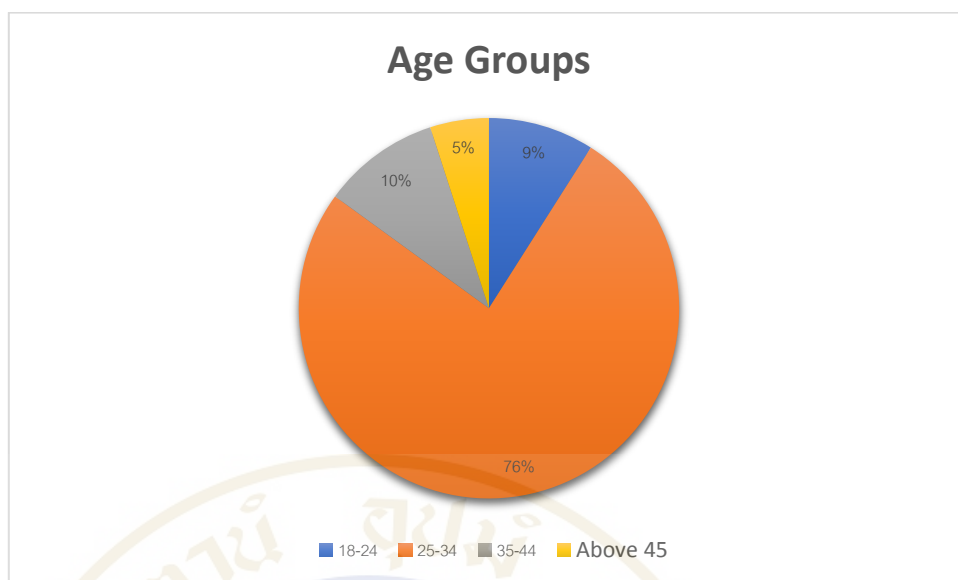


Figure 4.1 Gender

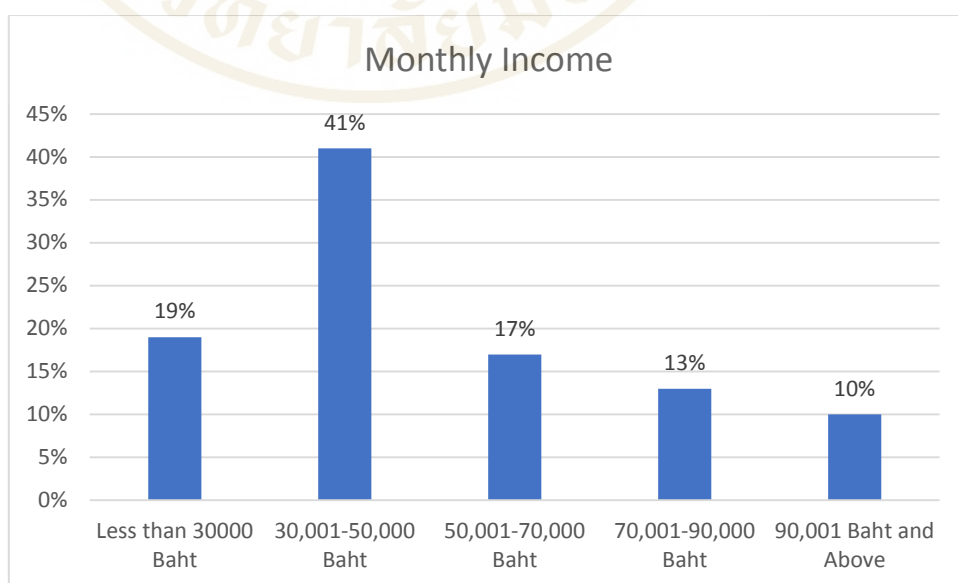
Figure 4.1 represents the gender of respondents, which 52% of the respondents are male and 42% of the respondents are female



n = 100

Figure 4.2 Age Groups

Additionally, Figure 4.2 indicates the age groups in the percentage of the respondents. The main age group in this study is the respondents who age between 25-34 accounted for 76%, following with respondents whose age between 35-44, 18-24 and above 45 respectively.



n = 100

Figure 4.3 Respondents Monthly Income

In *Figure 4.3*, most of the respondents have monthly income between 30,001-50,000-baht account for 41%, whereas the others monthly income range has quite close proportion which are 19% (less than 30,000), 17% (50,001-70,000), 13% (70,001-90,000) and 10% (90,001 and above) respectively.

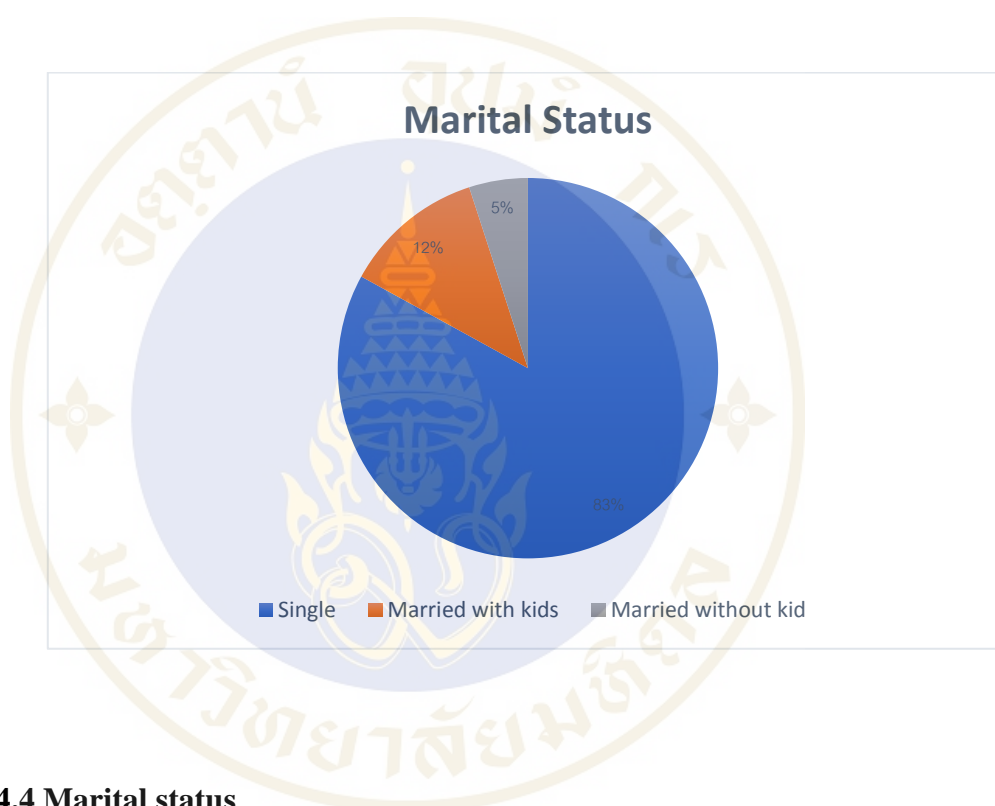
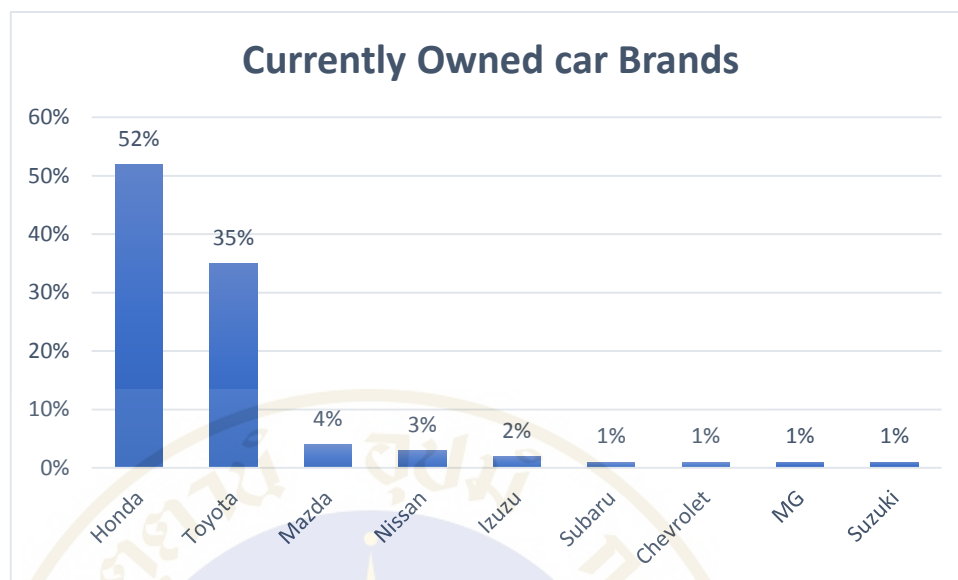


Figure 4.4 Marital status

The Social Status of the respondents is represented in *Figure 4.4*, from 100 usable respondents the majority of the respondents are single (83%), following with married with kid (12%) and Married without kid (5%).

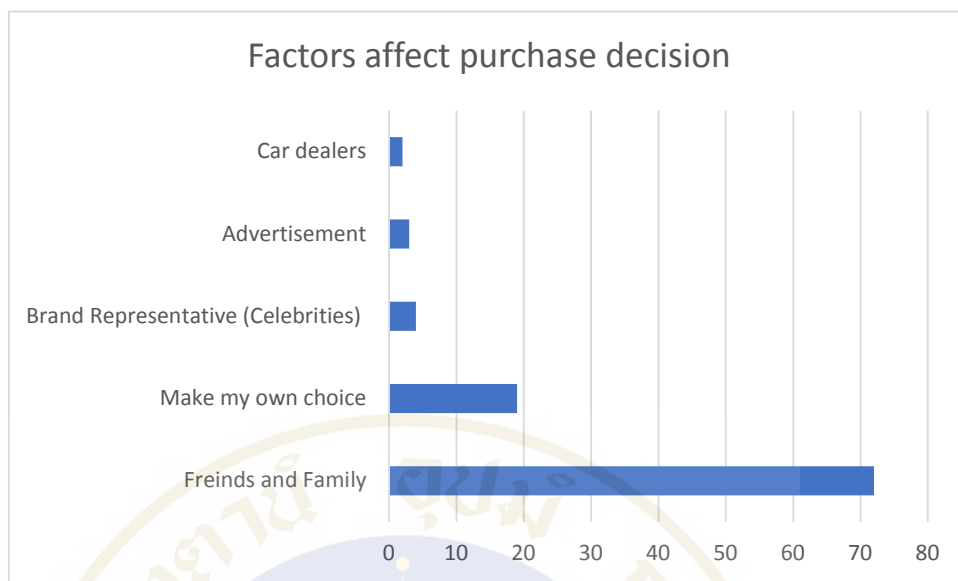
4.2 Descriptive information of car's respondents



n = 100

Figure 4.5 Currently Owned car Brands

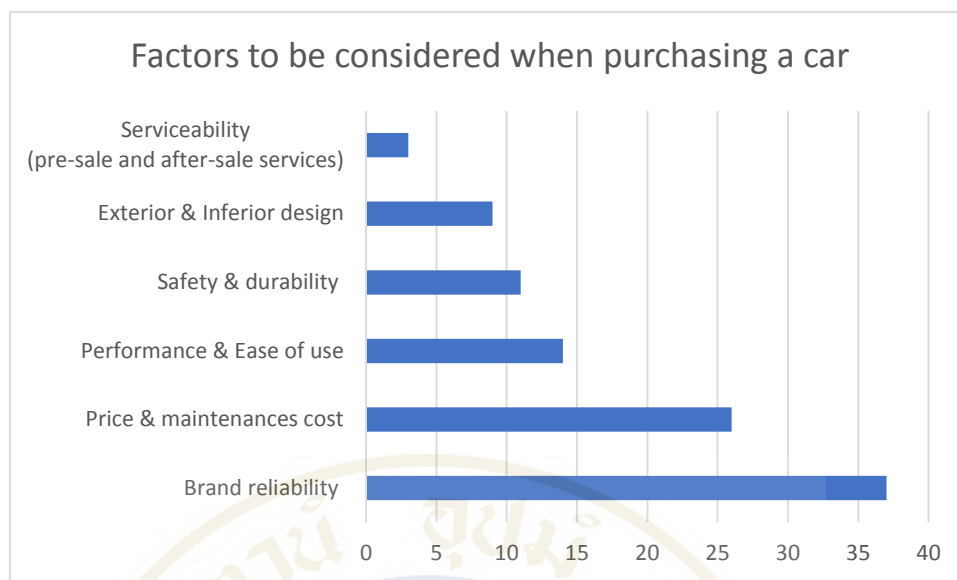
The information from *Figure 4.5* indicates that the majority of respondents are using Honda (52%) and Toyota (35%), while the minority of respondents have used others car brand which is Mazda, Nissan, Isuzu, Subaru, Chevrolet, MG, and Suzuki account for only 13 %.



n = 100

Figure 4.6 Factors affect the purchase decision

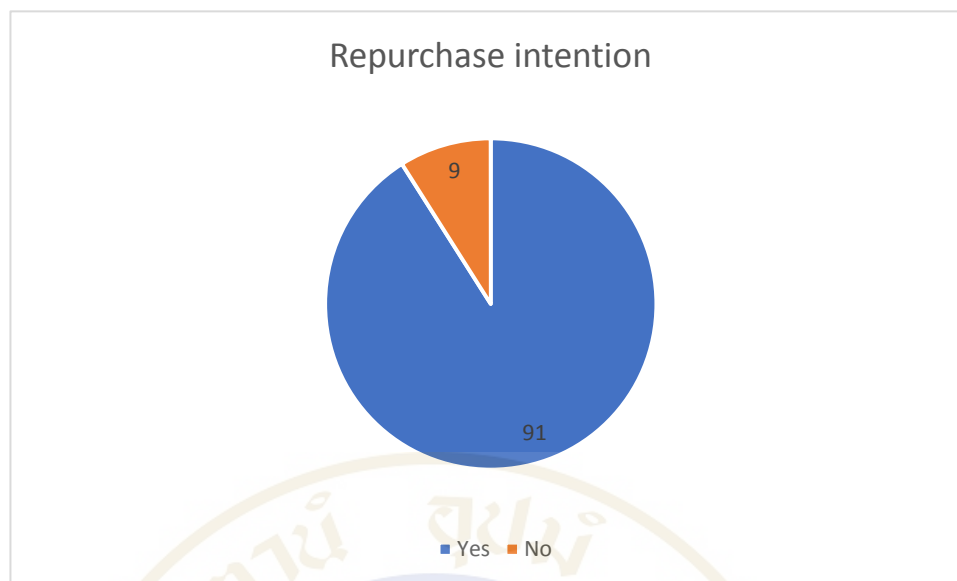
Besides, *Figure 4.6* represents the factors affect the purchasing decision of the customers, friends, and family is the most influencing factors affecting the purchase decision of the customer with 72%, while 19% of respondents make their own choice on purchasing. However, Brand representative (Celebrities), Advertisement both online and offline and Car dealers are also one of the factors that affect the purchasing decision of the customers which account for 9%



n = 100

Figure 4.7 Factors to be considered when purchasing a car

According to *Figure 4.7*, there are many factors to be considered when purchasing a car, majority of respondents (37%) consider about brand reliability when purchasing a car, while 26% of respondents prove that price & maintenances cost is the important factor to be considered. Moreover, the performance & Ease of use and safety of the car are also one of the factors to be considered at 14% and 11%. Interestingly, only a few respondents are considered on the design of the car (9%) and serviceability (3%) when purchasing a car.



n = 100

Figure 4.8 Repurchase intention

This research also collected the information regarding repurchase intention of the respondents. According to *Figure 4.8*, most of the respondents indicate that they will repurchase on the same vehicle brand, while only 9% of respondents did not want to repurchase on the same vehicle brand.

4.3 Factors Analysis

Table 4.1 Initial Rotated Component Matrix

	Component				
	1	2	3	4	5
The product quality is very important to me in choosing the brand of car.					-0.611
I think the car I have provides the highest quality comparing to other brand of cars in the same class.	0.720				
I think the car I have is the most reliable brand on the same class of cars.	0.654				
After-sales service affects my satisfaction toward the brand, and it increases the likelihood to re-purchase on the same brand.	0.508		-0.431		
A price of the product is very important to me.			0.798		
I would like to buy a cheaper car rather than the luxury car with a higher price.			0.589	0.471	
I perceived that a less expensive car provides a lower quality than a higher expensive car.		0.524			
When choosing the brand of car, resale value is one of the most important factors I considered.				0.873	
I feel that I am purchasing a vehicle for a reasonable price.	0.609				
I consider whether a brand or product provides positive image to my social status when making my purchase decision.		0.679			
If I compared to the services, it is good value for the money that I will spend.	0.609				
If I compared to the product's quality, it is good value for the money that I will spend.	0.766				
To what extent do you see the car only as a transportation tool.					0.765
I think purchasing a car can raise my social status.		0.817			
I care other people see what brand of car I am using when I go out.		0.804			
If the price of luxury brand car is not much expensive, I would like to buy one.		0.633			

In this study, the factors analysis technique was implemented to reduce a large number of variables into the smaller data set in order to make more manageable and understandable. The initial question contains 16 questions, that were representing 4 independent variables which are perceived service and product quality, Price Consciousness, Perceived Value, and Social Status.

Table 4.1 represents the initial result after implementing the factors analysis, the initial result separates all factors into five components. Nevertheless, it is necessary to cut some of the variables with factor loading below 0.4 and cut the variables that have cross-loading or the factors that have numbers show up on more than one component. Moreover, before getting the final adjusted components as shown in *Table 4.3.2*, the mismatch meaning factors in every component need to be eliminated.

Table 4.2 Adjusted Rotated Component Matrix

	Component	
	1	2
I care other people see what brand of car I am using when I go out.	0.827	
I think purchasing a car can raise my social status.	0.822	
I consider whether a brand or product provides positive image to my social status when making my purchase decision.	0.676	
If the price of luxury brand car is not much expensive, I would like to buy one.	0.674	
If I compared to the product's quality, it is good value for the money that I will spend.		0.814
I feel that I am purchasing a vehicle for a reasonable price.		0.736
I think the car I have is the most reliable brand on the same class of cars.		0.639
If I compared to the services, it is good value for the money that I will spend.		0.603

After deducted all low factor loading, cross-loading, and mismatch meaning factors, there were a total of 8 questions left which proved to be more related and significantly being a proper measurement of intention to buy. The final component of this research can be separated into 2 components which are perceived Social Status and Perceived Value.

4.4 Descriptive Analysis (Gender, Age, Education, income and marital status)

One-way ANOVA was implemented by running SPSS to examine whether there are any statistically significant differences between the means of demographic attributes. In this study, demographic is consisting of 5 attributes including Gender, Age groups, Education background, Monthly income, and Marital status.

4.4.1 Gender

Table 4.3 One-way ANOVA of All Factors between Gender

	Gender	n	Mean	Sig.
The product quality is very important to me in choosing the brand of car.	Male	58	3.55	0.896
	Female	42	3.67	
	Total	100	3.60	
I think the car I have provides the highest quality comparing to another brand of cars in the same class.	Male	58	3.19	0.747
	Female	42	2.98	
	Total	100	3.10	
I think the car I have is the most reliable brand in the same class of cars.	Male	58	3.59	0.327
	Female	42	3.17	
	Total	100	3.41	
After-sales service affects my satisfaction toward the brand, and it increases the likelihood to re-purchase on the same brand.	Male	58	3.33	0.857
	Female	42	3.40	
	Total	100	3.36	
A price of the product is very important to me.	Male	58	3.41	0.673
	Female	42	3.48	
	Total	100	3.44	

Table 4.3 One-way ANOVA of All Factors between Gender (cont.)

	Gender	n	Mean	Sig.
I would like to buy a cheaper car rather than the luxury car at a higher price.	Male	58	2.86	0.309
	Female	42	2.83	
	Total	100	2.85	
I perceived that a less expensive car provides a lower quality than a higher expensive car.	Male	58	3.07	0.584
	Female	42	2.93	
	Total	100	3.01	
When choosing the brand of car, resale value is one of the most important factors I considered.	Male	58	2.90	0.251
	Female	42	3.07	
	Total	100	2.97	
I feel that I am purchasing a vehicle at a reasonable price.	Male	58	3.28	0.528
	Female	42	3.33	
	Total	100	3.30	
I consider whether a brand or product provides a positive image to my Social Status when making my purchase decision.	Male	58	3.17	0.949
	Female	42	2.86	
	Total	100	3.04	
If I compared to the services, it is a good value for the money that I will spend.	Male	58	3.21	0.324
	Female	42	3.17	
	Total	100	3.19	
If I compared to the product's quality, it is a good value for the money that I will spend.	Male	58	3.31	0.57
	Female	42	3.36	
	Total	100	3.33	
To what extent do you see the car only as a transportation tool.	Male	58	2.71	0.576
	Female	42	2.55	
	Total	100	2.64	
I think purchasing a car can raise my Social Status.	Male	58	3.14	0.104
	Female	42	2.90	
	Total	100	3.04	

Table 4.3 One-way ANOVA of All Factors between Gender (cont.)

	Gender	n	Mean	Sig.
I care other people see what brand of car I am using when I go out.	Male	58	2.47	0.38
	Female	42	2.10	
	Total	100	2.31	
If the price of a luxury brand car is not much expensive, I would like to buy one.	Male	58	3.53	0.744
	Female	42	3.33	
	Total	100	3.45	

According to Table 4.3, there are no significant differences in means between male and female relating to all factors involving an intention to buy. As represented in the table, both male and female respondents' response in the same direction. For this attribute, the highest mean is Perceived product and service quality represented in "The product quality is very important to me in choosing a brand of a car" with a mean of 3.60, while the lowest mean score in this attribute is Social Status ("I care other people see what brand of car I am using when I go out") with a mean score of only 2.31.

4.4.2 Age groups

Table 4.4 One-way ANOVA of All Factors between Age groups

	Age	n	Mean	Sig.
The product quality is very important to me in choosing the brand of car.	18-24	9	3.44	0.058
	25-34	76	3.55	
	35-44	10	3.90	
	Above 45	5	4.00	
	Total	100	3.60	
I think the car I have provides the highest quality comparing to another brand of cars in the same class.	18-24	9	3.11	0.293
	25-34	76	3.04	
	35-44	10	3.50	
	Above 45	5	3.20	
	Total	100	3.10	

Table 4.4 One-way ANOVA of All Factors between Age groups (cont.)

	Age	n	Mean	Sig.
I think the car I have is the most reliable brand in the same class of cars.	18-24	9	3.00	0.143
	25-34	76	3.41	
	35-44	10	3.60	
	Above 45	5	3.80	
	Total	100	3.41	
After-sales service affects my satisfaction toward the brand, and it increases the likelihood to re-purchase on the same brand.	18-24	9	3.44	0.961
	25-34	76	3.34	
	35-44	10	3.40	
	Above 45	5	3.40	
	Total	100	3.36	
A price of the product is very important to me.	18-24	9	3.22	0.328
	25-34	76	3.50	
	35-44	10	3.20	
	Above 45	5	3.40	
	Total	100	3.44	
I would like to buy a cheaper car rather than the luxury car at a higher price.	18-24	9	3.11	0.128
	25-34	76	2.87	
	35-44	10	2.30	
	Above 45	5	3.20	
	Total	100	2.85	
I perceived that a less expensive car provides a lower quality than a higher expensive car.	18-24	9	3.22	0.513
	25-34	76	3.01	
	35-44	10	3.00	
	Above 45	5	2.60	
	Total	100	3.01	
When choosing the brand of car, resale value is one of the most important factors I considered.	18-24	9	3.00	0.883
	25-34	76	3.00	
	35-44	10	2.80	
	Above 45	5	2.80	

Table 4.4 One-way ANOVA of All Factors between Age groups (cont.)

	Age	N	Mean	Sig.
	Total	100	2.97	
I feel that I am purchasing a vehicle at a reasonable price.	18-24	9	2.78	0.002
	25-34	76	3.30	
	35-44	10	3.80	
	Above 45	5	3.20	
	Total	100	3.30	
I consider whether a brand or product provides a positive image to my Social Status when making my purchase decision.	18-24	9	2.89	0.644
	25-34	76	3.08	
	35-44	10	2.80	
	Above 45	5	3.20	
	Total	100	3.04	
If I compared to the services, it is a good value for the money that I will spend.	18-24	9	3.44	0.066
	25-34	76	3.12	
	35-44	10	3.60	
	Above 45	5	3.00	
	Total	100	3.19	
If I compared to the product's quality, it is a good value for the money that I will spend.	18-24	9	3.33	0.174
	25-34	76	3.28	
	35-44	10	3.50	
	Above 45	5	3.80	
	Total	100	3.33	
To what extent do you see the car only as a transportation tool.	18-24	9	2.89	0.582
	25-34	76	2.66	
	35-44	10	2.30	
	Above 45	5	2.60	
	Total	100	2.64	
I think purchasing a car can raise my Social Status.	18-24	9	3.22	0.846
	25-34	76	3.04	

Table 4.4 One-way ANOVA of All Factors between Age groups (cont.)

	Age	N	Mean	Sig.
	35-44	10	2.90	
	Above 45	5	3.00	
	Total	100	3.04	
I care other people see what brand of car I am using when I go out.	18-24	9	2.56	0.767
	25-34	76	2.30	
	35-44	10	2.30	
	Above 45	5	2.00	
	Total	100	2.31	
If the price of a luxury brand car is not much expensive, I would like to buy one.	18-24	9	3.56	0.403
	25-34	76	3.45	
	35-44	10	3.20	
	Above 45	5	3.80	
	Total	100	3.45	

According to Table 4.4, One-way ANOVA indicates the significant difference between Age groups (sig.<0.05) pertaining to one variable which is the Perceived Value (I feel that I am purchasing a car for a reasonable price) (Sig.=0.002).

Regarding the mean score, it can be described that respondents at the age between 35-44 perceived more value in the aspect of “I feel that I am purchasing a car for a reasonable price” than respondent at the age between 18-24, 25-34 and above 45.

4.4.3 Education background

Table 4.5 One-way ANOVA of All Factors between Education

	Education	n	Mean	Sig.
The product quality is very important to me in choosing the brand of car.	Bachelor's degree or below	63	3.49	0.896
	Master's degree or above	37	3.78	
	Total	100	3.60	

Table 4.5 One-way ANOVA of All Factors between Education (cont.)

	Education	n	Mean	Sig.
I think the car I have provides the highest quality comparing to another brand of cars in the same class.	Bachelor's degree or below	63	3.03	0.747
	Master's degree or above	37	3.22	
	Total	100	3.10	
I think the car I have is the most reliable brand in the same class of cars.	Bachelor's degree or below	63	3.43	0.327
	Master's degree or above	37	3.38	
	Total	100	3.41	
After-sales service affects my satisfaction toward the brand, and it increases the likelihood to re-purchase on the same brand.	Bachelor's degree or below	63	3.32	0.857
	Master's degree or above	37	3.43	
	Total	100	3.36	
A price of the product is very important to me.	Bachelor's degree or below	63	3.51	0.673
	Master's degree or above	37	3.32	
	Total	100	3.44	
I would like to buy a cheaper car rather than the luxury car at a higher price.	Bachelor's degree or below	63	2.90	0.309
	Master's degree or above	37	2.76	
	Total	100	2.85	
I perceived that a less expensive car provides a lower quality than a higher expensive car.	Bachelor's degree or below	63	3.05	0.584
	Master's degree or above	37	2.95	
	Total	100	3.01	
When choosing the brand of car, resale value is one of the most important factors I considered.	Bachelor's degree or below	63	3.03	0.251
	Master's degree or above	37	2.86	
	Total	100	2.97	
I feel that I am purchasing a vehicle at a reasonable price.	Bachelor's degree or below	63	3.22	0.528
	Master's degree or above	37	3.43	
	Total	100	3.30	
I consider whether a brand or product provides a positive image to my Social Status when making my purchase decision.	Bachelor's degree or below	63	2.94	0.949
	Master's degree or above	37	3.22	
	Total	100	3.04	

Table 4.5 One-way ANOVA of All Factors between Education (cont.)

	Education	n	Mean	Sig.
If I compared to the services, it is a good value for the money that I will spend.	Bachelor's degree or below	63	3.19	0.324
	Master's degree or above	37	3.19	
	Total	100	3.19	
If I compared to the product's quality, it is a good value for the money that I will spend.	Bachelor's degree or below	63	3.32	0.57
	Master's degree or above	37	3.35	
	Total	100	3.33	
To what extent do you see the car only as a transportation tool.	Bachelor's degree or below	63	2.71	0.576
	Master's degree or above	37	2.51	
	Total	100	2.64	
I think purchasing a car can raise my Social Status.	Bachelor's degree or below	63	2.95	0.104
	Master's degree or above	37	3.19	
	Total	100	3.04	
I care other people see what brand of car I am using when I go out.	Bachelor's degree or below	63	2.33	0.38
	Master's degree or above	37	2.27	
	Total	100	2.31	
If the price of a luxury brand car is not much expensive, I would like to buy one.	Bachelor's degree or below	63	3.43	0.744
	Master's degree or above	37	3.49	
	Total	100	3.45	

In addition, there is no significant difference between the educational backgrounds of the respondents relating to all factors involving the intention to buy. In this attribute, it can be defined that respondents of all education levels response in the same direction, reflecting the mean score.

4.4.4 Income

Table 4.6 One-way ANOVA of All Factors between Income

	Income	n	Mean	Sig.
The product quality is very important to me in choosing the brand of car.	Less than 30000 Baht	19	3.53	0.213
	30001-50000 Baht	41	3.61	
	50001-70000 Baht	17	3.65	
	70001-90,000 Baht	13	3.38	
	90001 Baht and Above	10	3.90	
	Total	100	3.60	
I think the car I have provides the highest quality comparing to another brand of cars in the same class.	Less than 30000 Baht	19	2.95	0.263
	30001-50000 Baht	41	3.27	
	50001-70000 Baht	17	3.00	
	70001-90,000 Baht	13	2.85	
	90001 Baht and Above	10	3.20	
	Total	100	3.10	
I think the car I have is the most reliable brand in the same class of cars.	Less than 30000 Baht	19	3.05	0.067
	30001-50000 Baht	41	3.56	
	50001-70000 Baht	17	3.47	
	70001-90,000 Baht	13	3.23	
	90001 Baht and Above	10	3.60	
	Total	100	3.41	
After-sales service affects my satisfaction toward the brand, and it increases the likelihood to re-purchase on the same brand.	Less than 30000 Baht	19	3.37	0.789
	30001-50000 Baht	41	3.39	
	50001-70000 Baht	17	3.41	
	70001-90,000 Baht	13	3.15	
	90001 Baht and Above	10	3.40	
	Total	100	3.36	

Table 4.6 One-way ANOVA of All Factors between Income (cont.)

	Income	n	Mean	Sig.
A price of the product is very important to me.	Less than 30000 Baht	19	3.63	0.418
	30001-50000 Baht	41	3.46	
	50001-70000 Baht	17	3.35	
	70001-90,000 Baht	13	3.38	
	90001 Baht and Above	10	3.20	
	Total	100	3.44	
I would like to buy a cheaper car rather than the luxury car at a higher price.	Less than 30000 Baht	19	3.20	0.021
	30001-50000 Baht	41	3.10	
	50001-70000 Baht	17	2.76	
	70001-90,000 Baht	13	2.25	
	90001 Baht and Above	10	2.15	
	Total	100	2.85	
I perceived that a less expensive car provides a lower quality than a higher expensive car.	Less than 30000 Baht	19	3.26	0.154
	30001-50000 Baht	41	2.90	
	50001-70000 Baht	17	2.88	
	70001-90,000 Baht	13	3.31	
	90001 Baht and Above	10	2.80	
	Total	100	3.01	
When choosing the brand of car, resale value is one of the most important factors I considered.	Less than 30000 Baht	19	3.00	0.470
	30001-50000 Baht	41	3.00	
	50001-70000 Baht	17	2.65	
	70001-90,000 Baht	13	3.23	
	90001 Baht and Above	10	3.00	
	Total	100	2.97	
I feel that I am purchasing a vehicle at a reasonable price.	Less than 30000 Baht	19	3.05	0.014
	30001-50000 Baht	41	3.24	
	50001-70000 Baht	17	3.24	
	70001-90,000 Baht	13	3.62	
	90001 Baht and Above	10	3.70	
	Total	100	3.30	

Table 4.6 One-way ANOVA of All Factors between Income (cont.)

	Income	n	Mean	Sig.
I consider whether a brand or product provides a positive image to my Social Status when making my purchase decision.	Less than 30000 Baht	19	3.05	0.360
	30001-50000 Baht	41	3.07	
	50001-70000 Baht	17	2.76	
	70001-90,000 Baht	13	3.00	
	90001 Baht and Above	10	3.40	
	Total	100	3.04	
If I compared to the services, it is a good value for the money that I will spend.	Less than 30000 Baht	19	3.16	0.366
	30001-50000 Baht	41	3.27	
	50001-70000 Baht	17	3.12	
	70001-90,000 Baht	13	2.92	
	90001 Baht and Above	10	3.40	
	Total	100	3.19	
If I compared to the product's quality, it is a good value for the money that I will spend.	Less than 30000 Baht	19	3.21	0.083
	30001-50000 Baht	41	3.32	
	50001-70000 Baht	17	3.24	
	70001-90,000 Baht	13	3.31	
	90001 Baht and Above	10	3.80	
	Total	100	3.33	
To what extent do you see the car only as a transportation tool.	Less than 30000 Baht	19	2.95	0.476
	30001-50000 Baht	41	2.66	
	50001-70000 Baht	17	2.41	
	70001-90,000 Baht	13	2.46	
	90001 Baht and Above	10	2.60	
	Total	100	2.64	
I think purchasing a car can raise my Social Status.	Less than 30000 Baht	19	2.89	0.509
	30001-50000 Baht	41	3.20	
	50001-70000 Baht	17	2.88	
	70001-90,000 Baht	13	3.08	
	90001 Baht and Above	10	2.90	
	Total	100	3.04	

Table 4.6 One-way ANOVA of All Factors between Income (cont.)

	Income	n	Mean	Sig.
I care other people see what brand of car I am using when I go out.	Less than 30000 Baht	19	2.00	0.049
	30001-50000 Baht	41	2.60	
	50001-70000 Baht	17	1.88	
	70001-90,000 Baht	13	2.38	
	90001 Baht and Above	10	2.34	
	Total	100	2.31	
If the price of a luxury brand car is not much expensive, I would like to buy one.	Less than 30000 Baht	19	3.53	0.957
	30001-50000 Baht	41	3.44	
	50001-70000 Baht	17	3.35	
	70001-90,000 Baht	13	3.46	
	90001 Baht and Above	10	3.50	
	Total	100	3.45	

For monthly income attribute, Table 4.6 indicates the significant differences between income range relating in three variables which are Price Consciousness (I would like to buy a cheaper car rather than the luxury car with a higher price.) <Sig.= 0.021>, Perceived Value (I feel that I am purchasing a car for a reasonable price.) <Sig.=0.014>, and Social Status (I care other people see what brand of car I am using when I go out.) <Sig.=0.049>.

According to One-way ANOVA, it indicates that for Price Consciousness (I would like to buy a cheaper car rather than the luxury car with a higher price.) the monthly income of less than 30,000 baht has much higher mean (mean=3.20) comparing to others monthly income range, while the income group of 90,001baht and above has the mean of only 2.15. It can be interpreted that the lower-income group tends to have more sensitive on price than the higher income groups.

Additionally, for Perceived Value variable (I feel that I am purchasing a car for a reasonable price.), it proves the significant difference in the income groups as higher monthly income groups tend to perceived more value than the lower-income groups. As indicated in Table 4.6, monthly income of 90,001 & above and 70,001-

90,000 have a mean of 3.70 and 3.62, whereas the lower income group which is less than 30,000 baht has the mean of only 3.05.

The other significant difference in monthly income is Social Status (I care other people see what brand of car I am using when I go out), as monthly income of 50,001-70,000 baht (mean=1.88) and less than 30,000 (mean= 2.00) perceived less important of Social Status comparing to other monthly income range.



4.4.5 Marital status

Table 4.7 One-way ANOVA of All Factors between Marital status

	Status	n	Mean	Sig.
The product quality is very important to me in choosing the brand of car.	Single	83	3.61	0.216
	Married with kids	12	3.67	
	Married without kid	5	3.20	
	Total	100	3.60	
I think the car I have provides the highest quality comparing to another brand of cars in the same class.	Single	83	3.02	0.002
	Married with kids	12	3.75	
	Married without kid	5	2.80	
	Total	100	3.10	
I think the car I have is the most reliable brand in the same class of cars.	Single	83	3.37	0.172
	Married with kids	12	3.75	
	Married without kid	5	3.20	
	Total	100	3.41	
After-sales service affects my satisfaction toward the brand, and it increases the likelihood to re-purchase on the same brand.	Single	83	3.41	0.177
	Married with kids	12	3.17	
	Married without kid	5	3.00	
	Total	100	3.36	
A price of the product is very important to me.	Single	83	3.47	0.514
	Married with kids	12	3.33	
	Married without kid	5	3.20	
	Total	100	3.44	
I would like to buy a cheaper car rather than the luxury car at a higher price.	Single	83	2.84	0.110
	Married with kids	12	3.17	
	Married without kid	5	2.20	
	Total	100	2.85	
I perceived that a less expensive car provides a lower quality than a higher expensive car.	Single	83	3.00	0.840
	Married with kids	12	3.00	
	Married without kid	5	3.20	
	Total	100	3.01	

Table 4.7 One-way ANOVA of All Factors between Marital status (cont.)

	Status	n	Mean	Sig.
When choosing the brand of car, resale value is one of the most important factors I considered.	Single	83	3.00	0.158
	Married with kids	12	2.58	
	Married without kid	5	3.40	
	Total	100	2.97	
I feel that I am purchasing a vehicle at a reasonable price.	Single	83	3.28	0.449
	Married with kids	12	3.50	
	Married without kid	5	3.20	
	Total	100	3.30	
I consider whether a brand or product provides a positive image to my Social Status when making my purchase decision.	Single	83	3.05	0.773
	Married with kids	12	2.92	
	Married without kid	5	3.20	
	Total	100	3.04	
If I compared to the services, it is a good value for the money that I will spend.	Single	83	3.18	0.939
	Married with kids	12	3.25	
	Married without kid	5	3.20	
	Total	100	3.19	
If I compared to the product's quality, it is a good value for the money that I will spend.	Single	83	3.31	0.501
	Married with kids	12	3.50	
	Married without kid	5	3.20	
	Total	100	3.33	
To what extent do you see the car only as a transportation tool.	Single	83	2.61	0.752
	Married with kids	12	2.83	
	Married without kid	5	2.60	
	Total	100	2.64	
I think purchasing a car can raise my Social Status.	Single	83	3.00	0.525
	Married with kids	12	3.25	
	Married without kid	5	3.20	
	Total	100	3.04	
I care other people see what brand of car I am using when I go out.	Single	83	2.28	0.243
	Married with kids	12	2.25	
	Married without kid	5	3.00	
	Total	100	2.31	

Table 4.7 One-way ANOVA of All Factors between Marital status (cont.)

	Status	n	Mean	Sig.
If the price of a luxury brand car is not much expensive, I would like to buy one.	Single	83	3.48	0.533
	Married with kids	12	3.25	
	Married without kid	5	3.40	
	Total	100	3.45	

From Table 4.7, there is one significant difference between Marital status pertaining to one variable which is Perceived product and service quality (I think the car I have provides the highest quality comparing to another brand of cars in the same class.) <Sig.=0.002>.

The result indicates, married with kids group perceived more product and service quality (mean=3.75) than single (mean=3.02) and married without kid (mean=2.80).

4.4.6 ANOVA table for the Regression model

Table 4.8 ANOVA table for regression model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.091	2	3.545	27.520	.000 ^b
	Residual	12.496	97	0.129		
	Total	19.587	99			

a. Dependent Variable: Intention to buy

b. Predictors: (Constant), Perceived Value, Social Status

In Table 4.8, the df (degrees of freedom) for the regression model is build upon the two variables which are Perceived Value and Social Status. The ANOVA

indicates that the regression model is statistically significant with the dependent variable which is the Intention to buy.



4.5 Regression Analysis

Table 4.9 Model summary of Regression analysis

Model Summary				
Model	r	r Square	Adjust r Square	Std. Error of the Estimate
1	.602 ^a	0.362	0.349	0.35893

a. Predictors: (Constant), Perceived Value, Social Status

Table 4.9 illustrates that these two variables; Perceived Value and Social Status can be determined dependent variable; Intention to buy by 34.9%.

Table 4.10 Coefficient matrix for the Regression model

Coefficients ^a						
Model		b	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	0.821	0.322		2.546	0.012
	Social Status	0.351	0.06	0.477	5.878	0.000
	Perceived Value	0.359	0.082	0.355	4.376	0.000

a. Dependent Variable: Intention to buy

The result in coefficients matrix provides the information to predict intention to buy from Social Status and Perceived Value. According to Table 4.10, Social Status and Perceived Value contribute statistically significant to the regression model (Sig.=.000). Moreover, from Standardized Coefficients Beta, Social Status (.477) has a higher score than the Perceived Value (.355) which it can be described that it is the most underlying factor effecting intention to buy.

To simplify this, customers are more likely to purchase a non-luxury private car to enhance their Social Status. However, there is no significant difference between the results in the relation between Social Status and Perceived Value.

CHAPTER V

CONCLUSION

5.1 Conclusion

In conclusion, regarding full analysis including descriptive, ANOVA and regression, it was found that there are only two hypotheses affecting intention to buy the non-luxury private car, which includes;

- H3: Perceived Value is positively associated with the purchase intention of Thai's customers toward the non-luxury private car. It can be interpreted that Thai customers tend to purchase non-luxury vehicle when they perceive those cars are valuable compared to their price.

- H4: Social Status is positively associated with the purchase intention of Thai's customers toward the non-luxury private car. In term of Social Status, according to Williams (2002), he stated on his study that most people tend to perceive that the ones who owned a car will have higher status than the ones who only use public transportation and do not have their own car. Regarding the results gathering from the survey, it can prove that Thais also have the same perception about owning a car can raise their Social Status.

Nevertheless, another two hypotheses cannot be found the correlation between the factors affecting on the non-luxury private car's intention to buy.

5.2 Discussion & Finding

From the initial four independent variables, the result of this study has represented that there are two independent variables; Social Status and Perceived Value are the most two underlying factors that influence the purchase intention toward the non-luxury private car of Thai customers. To simplify this, Thai customers tend to buy the car that can help to enhance their self-image and Social Status which was similar to the existing research of Williams (2002). Moreover, another important factor that Thais consider when deciding to buy a car is that its qualities and services

they received have to be perceived suitable and valuable with the money they paid for which is related to the study of Zeithmal (1998).

Although, Perceived product and service quality and Price Consciousness did not prove any statistically significant in the regression model. However, there are some interesting results gathering from One-way ANOVA. For Price Consciousness and Perceived product and service quality factors, it indicates the significant difference in price sensitivity within the different income range of the respondents, from the result, it can be seen that respondents with higher income range tend to have less sensitive on price.

Moreover, it proves the significant difference on perceived service and product quality perception among the marital status, respondents who already married with kids tend to perceive more on product and service quality rather than others marital status groups. According to Kacen et al., (2012) Perceived product, service quality and price consciousness are underlying factors that drive the Perceived Value of the customers. It is observable that customers maximize the value for their spending with high quality of products and services in return.

5.3 Implication for Business

The marketers of the non-luxury vehicle companies should be created the marketing strategy focusing on these two aspects which are Social Status (Buying a car to enhance their Social Status) and to enhance the most valuable of the product in customer perception (Perceived Value).

Additionally, for Price Consciousness, the result represents that people with higher monthly income tend to have less Price Consciousness, which it is necessary that non-luxury vehicle companies need to focus on pricing strategy accord with car model in order to drive intention to buy of the potential customers.

5.3 Limitation and Recommendation for future research

However, there are some limitations that should be taken into consideration and provide more exploration in future study. First, the factors influenced customers' purchase intention should be explored beyond the four variables including in this research. Second, the focused variables utilizing as the main factors influencing purchase intentions are more related to psychographic aspects. Although demographic aspects have been employed to parallel analyze with the psychographic ones, they are only fundamental characteristics, such as age, income, education background, marital status, etc. Nevertheless, there are some characteristics related to demographic aspects should be more deeply studied, such as the difference in customers' perspective in a different generation. Lastly, the sample size is quite low, also the sample of each demographic attributes is not equal due to time constraints to collect the data, which it might have some minor effect to the finding result in one-way ANOVA. The recommendation for future research is to collect more variety of sample size, to ensure that the sample size of each attribute is roughly equal, in order to make it more reliable, and explore it more deeply on descriptive analysis.

REFERENCES

- AEC+ BUSINESS ADVISORY. (2019). Thailand's Automotive Industry Outlook 2019. [online] Available at https://www.kasikornbank.com/international-business/en/Thailand/IndustryBusiness/Pages/201901_Thailand_AutoOutlook19.aspx [Accessed 10 Jun. 2019].
- Ajzen I., (1991). The theory of planned behavior. *Org Behavior Hum Decision Processes* 50, 179-211.
- Armstrong and Kotler, (2010). *Principle of Marketing*. Prentice-Hall, 2010
- Bagozzi, R.P., Yi, Y. and Baumgartner, J. (1990), "The level of effort required for behavior as a moderator of the attitude-behavior relation", *European Journal of Social Psychology*, Vol. 20No. 1, pp. 45-59.
- Boi.go.th. (2019). [online] Available at: http://www.boi.go.th/upload/content/BOI-brochure%202015-automotive-20150325_70298.pdf [Accessed 10 Jun. 2019].
- Fishbein, M. and Ajzen, I. (1975), *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA.
- Flex.com. (2019). How Automakers Need to Change to Remain Competitive. [online] Available at <https://flex.com/insights/live-smarter-blog/how-automakers-need-change-remain-competitive> [Accessed 24 Jun. 2019].
- Garvin, David A. (1984). What Does 'Product Quality' Really Mean? relationship marketing, and trust on purchase intention: the moderating effects of word-of-mouth. *Emerald Group Publishing Limited*, 65 (3),16-34.
- Greene, Stanley, John Prieve, and Richard Morrison. (1969). "The 1970 Census of Population Occupational Classification System." *Statistical Reporter* (December):77-84.

- Kacen, J.J., Hess, J.C. and Walker, D. (2012), "Spontaneous selection: the influence of product and retailing factors on consumer impulse purchases", *Journal of Retailing and Consumer Services*, Vol. 19 No. 6, pp. 578-588
- Khalid, H.M. and Helander, M.G. (2004), "A framework for effective customer needs in product design", *Theoretical Issues in Ergonomics Science*, Vol. 5 No. 1, pp. 27-42.
- Kitchen, P.J., Alwi, S.F.S., Che-Na, N. and Lim, P.Y. (2014), "Coupon redemption behavior: a Malaysian cross-segment investigation", *Marketing Intelligence and Planning*, Vol. 23 No. 1, pp. 66-88.
- Lichtenstein, D.R., Ridgway, N.M. and Netemeyer, R.G. (1993), "Price perceptions and consumer shopping behavior: a field study", *Journal of Marketing Research*, Vol. 30 No. 2, pp. 234-245.
- Marklines.com. (2019). Thailand - Flash report, Sales volume. (2018) - MarkLines Automotive Industry Portal. [online] Available at https://www.marklines.com/en/statistics/flash_sales/salesfig_thailand_2018 [Accessed 10 Jun. 2019].
- Niminet, L. (2013). *Automotive Market from a general to a market segmentation approach. Studies and scientifically researched economics edition.*
- ONURLUBAŞ, E. (2019). The Mediating role of brand image on the effect of electronic Word of Mouth marketing in purchasing intention. *the Journal of Academic Social Sciences*, 88(88), pp.152-174.
- Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*. 49 (October): 41–50.
- Peter N. Golder, Debanjan Mitra, & Christine Moorman. (2012). What Is Quality? An Integrative Framework of Processes and States. *Journal of Marketing*. 76 (July): 1–23.
- Setiawan, E. (2017). Quality and Purchase Intention Perceived Towards Low-Cost Energy- Saving Cars. *JURNAL MANAJEMEN TRANSPORTASI DAN LOGISTIK*, 2(1), p.107.

- Sinha, I. and Batra, R. (1999). The effect of consumer Price Consciousness on private label purchase. *International Journal of Research in Marketing*, 16(3), pp.237-251.
- Sirgy, M.J. (1982), "Self-concept in consumer behavior: a critical review", *Journal of Consumer Research*, Vol. 9 No. 3, pp. 287-300
- Steg, L. (2005), "Car use: lust and must. Instrumental, symbolic and affective motives for car use", *Transportation Research Part A: Policy and Practice*, Vol. 39 No. 2, pp. 147-162.
- The strategy of grounded theory: Possibilities and problems. (1995). *Social Work Research*.
- Wad, P. (2009). The automobile industry of Southeast Asia: Malaysia and Thailand. *Journal of the Asia Pacific Economy*, 14(2), pp.172-193.
- Wells, J.D., Valacich, J.S. and Hess, T.J. (2011), "What signals are you sending? How website quality influences perceptions of product quality and purchase intentions", *MIS Quarterly*, Vol. 35 No. 2, pp. 373-396.
- Williams, T. (2002). Social class influences on purchase evaluation criteria. *Journal of Consumer Marketing*, 19(3), pp.249-276.
- Xu, L., Blankson, C. and Prybutok, V. (2017), "Relative contributions of product quality and service quality in the automobile industry", *Quality Management Journal*, Vol. 24 No. 1, pp. 21-36.
- Xu, L., Prybutok, V. and Blankson, C. (2019). An environmental awareness purchasing intention model. *Industrial Management & Data Systems*, 119(2), pp.367-381.
- Zeithaml, V. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), p.2.



APPENDICES

Appendix A: Research Questionnaire

This survey is a part of the research for a consulting practice to fulfill the requirements for the degree of Master of Management at the College of Management, Mahidol University. The study topic relates to “The factors influence purchase intention towards the non-luxury private car of Thai customers”. It will take about 10 minutes to complete.

SCREENER: CUSTOMER PROFILE

Q1. How many cars (s) do you have?

1	
2	
3	
4	
More than 4	
none	Terminated

Q2. What car brand do you use the most?

ปัจจุบันคุณใช้รถยนต์แบรนด์ใดบ่อยที่สุด

TOYOTA	1	
HONDA	2	
NISSAN	3	
MAZDA	4	
MITSUBISHI	5	
SUZUKI	6	
MG	7	
Ford	8	

SUBARU	9	
Chevrolet	10	
ISUZU	11	
Others _____ อื่นๆ โปรดระบุ _____	12	Terminate

Q3. Are you a person who decides or choose the brand of car, which you currently have?

คุณเป็นผู้ตัดสินใจในการเลือกยี่ห้อรถที่คุณมีด้วยตนเองหรือไม่

I am the main person who decides on the brand of car I have. ฉันเป็นคนตัดสินใจหลักในการเลือกยี่ห้อรถยนต์ที่ฉันมี	1	
I am a part of the decision making on the brand of car I have. ฉันมีส่วนในการตัดสินใจในการเลือกยี่ห้อรถยนต์ที่ฉันมี	2	
I did not provide any decision on choosing the brand of car I have. ฉันไม่มีส่วนร่วมใดๆ ในการตัดสินใจเลือกยี่ห้อรถยนต์ที่ฉันมีอยู่เลย	3	Terminate

General Question

M1. What about your satisfaction with your current car? ระดับความพึงพอใจต่อรถยนต์ปัจจุบันของคุณ

Very dissatisfied	1
Dissatisfied	2
Neutral	3
Satisfied	4
Very satisfied	5

M2. Who influences you the most when you choose the brand of car you buy?

ใครมีส่วนในการเลือก

ซื้อรถยนต์ของคุณที่สุด

Friends/ Family	1
Brand Representative (Celebrities)	2
Make my own choice	3
Seller	4
Advertisement	5

M3. Reminding to when you decide to buy a car, among the following factors, which one matches you the most? (You can answer only one)

Brand & Reliability	1
Price & maintenances cost	2
Safety & durability	3
Performance & Ease of use	4
Serviceability (pre-sale and after-sale services)	5
Exterior & Interior Design	6

Overall, how do you agree with the below statement?

Perceived product and service quality

	Strongly Disagree	Disagree	Agree	Strongly Agree
M4. The product quality is very important to me in choosing the brand of car.	1	2	3	4
M5. I think the car I have provides the highest quality comparing to another brand of cars in the same class.	1	2	3	4
M6. I think the car I have is the most reliable brand in the same class of cars.	1	2	3	4
M7. After-sales service affects my satisfaction toward the brand, and it increases the likelihood to re-purchase on the same brand.	1	2	3	4

Overall, how do you agree with the below statement?

Price Consciousness

	Strongly Disagree	Disagree	Agree	Strongly Agree
M8. A price of the product is very important to me.	1	2	3	4
M9. I would like to buy a cheaper car rather than the luxury car at a higher price.	1	2	3	4
M10. I perceived that a less expensive car provides a lower quality than a higher expensive car.	1	2	3	4
M11. When choosing the brand of car, resale value is one of the most important factors I considered.	1	2	3	4

Overall, how do you agree with the below statement?

Perceived Value

	Strongly Disagree	Disagree	Agree	Strongly Agree
M12. I feel that I am purchasing a vehicle at a reasonable price.	1	2	3	4
M13. I consider whether a brand or product provides a positive image to my Social Status when making my purchase decision.	1	2	3	4
M14. If I compared to the services, it is a good value for the money that I will spend.	1	2	3	4
M15. If I compared to the product's quality, it is a good value for the money that I will spend.	1	2	3	4

Overall, how do you agree with the below statement?

Social Status

	Strongly Disagree	Disagree	Agree	Strongly Agree
M16. To what extent do you see the car only as a transportation tool.	1	2	3	4
M17. I think purchasing a car can raise my Social Status.	1	2	3	4
M18. I care other people see what brand of car I am using when I go out.	1	2	3	4
M19. If the price of a luxury brand car is not much expensive, I would like to buy one.	1	2	3	4

M20. Reminding to when you decide to buy a car, what are the main factors influence your purchase intention?

Intention to buy

	Strongly Disagree	Disagree	Agree	Strongly Agree
I think purchasing this car brand help me improving my self-image	1	2	3	4
I feel that the price of the car is matched with product quality.	1	2	3	4
I decide to buy this brand because of the product quality and sale services (pre-sale and after-sale).	1	2	3	4
I decide to buy this car brand because they provide an attractive promotion.	1	2	3	4

M21. In the future, will you repurchase on the same vehicle brand?

Yes (*M21.1)	1
No (*M21.2)	2

Demographic Questions

D1. What is your gender?

ขอทราบเพศของคุณ

Male ชาย	1
Female หญิง	2

D2. What is your age?

ขอทราบอายุของคุณ

18-24	1	
25-34	2	
35-44	3	
Above 45	4	

D3. Level of Education?

Bachelor's degree or below	1
Master's degree or above	2

D4. Which income range best describes your monthly personal income?

ช่วงรายได้ใดดังต่อไปนี้ตรงกับรายได้ส่วนตัวต่อเดือนของคุณมากที่สุด

Lower than 30,000 Baht น้อยกว่า 30,000 บาท	1
30,001-50,000 Baht 30,001-50,000 บาท	2
50,001-70,000 Baht 50,001-70,000 บาท	3
70,001-90,000 Baht 70,001-90,000 บาท	4
90,001 or above	5

D5. Marital Status

ขอทราบสถานภาพสมรสของคุณ

Single โสด	1
Married with kids แต่งงานมีบุตร	2
Married without kid แต่งงานไม่มีบุตร	3

Thank you for taking the time to complete our survey.