

FACTORS OF CAR ACQUISITION FOR BANGKOKIANS



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2022**


COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
FACTORS OF CAR ACQUISITION FOR BANGKOKIANS
was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
December 18, 2022




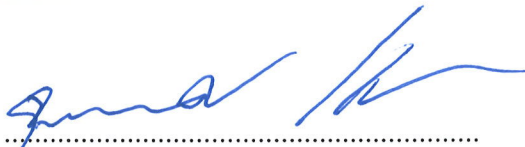
ลักซามี่ สุปวีระ

.....
Laksamee Supaveera
Candidate


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


.....
Assoc. Prof. Sooksan Kantabutra,
Ph.D.
Chairperson


.....
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University


.....
Assoc. Prof. Juthamas Kaewpijit,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

Completing this thematic paper was never been an easy task due to the lack of expertise in this field as well as time limitations. Consequently, I would like to express my deep gratitude toward Professor Randall M. Shannon, who had been providing various kinds of guidance regardless of how small my issues were. His guidance not only led me to find the right direction to complete the thematic paper, but also allowed me to obtain some expert regarding to market research tips. Therefore, it can be said that he played a major part in completing this paper.

In addition, I am also thankful for the assistance from my friends whom I met during the very first semester at CMMU. Their names are Phunnachat (Nonie), Nakamol (Mart), Pornrugsu (Mai), Kamolaphat (Aim) and Ploy. These people were by my side and facing the same stressful situation of completing the thematic paper together. This allowed us to share some empathy for each other resulting in the motivation in completing the task.

Lastly, I would like to thank my colleagues who understood my situation and my Master degree's student's life in terms of how stressful and difficult it could be. This led them to provide some assistance to me in terms of work. Without them, my work could be ruined.

Laksamee Supaveera

FACTORS OF CAR ACQUISITION FOR BANGKOKIANS

LAKSAMEE SUPAVEERA 6449052

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASSOC. PROF. JUTHAMAS KAEWPIJIT, Ph.D.

ABSTRACT

One of the problems that Bangkok has been facing is traffic congestion. In addition, the growth in the automobile industry has been surging. Therefore, it led to the curiosity of car acquisition for Bangkok citizens or Bangkokians. Basically, this paper was written based on the factors of car acquisition for Bangkokians. Such factors can be referred to the income level, social status, stage of life, public transportation, and other factors such as psychological or demographic factors. In terms of the data collection, quantitative research was used as the methodology. In addition to this, the questionnaires were created and used as a tool for collecting the data from the sample group of 102 Bangkokians. And the mean score calculation was used for analyzing the raw data gathered from the targets.

In terms of the results, it was forecasted that social status would play the most significant role in owning the vehicle. On the contrary, income level turned out to be the most important factor people leaned toward for acquiring a car. This may be due to the demographic factors of the target groups. However, social status was stated to be the least significant factor. In terms of other factors' rank, other factors came to be the second most important factor. Next, it was followed by the stage of life and public transportation as the third and fourth place respectively.

KEY WORDS: Car acquisition/ Bangkokians/ Income level/ Social status

32 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF FIGURES	vi
CHAPTER I INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	2
1.3 Research Question	2
1.4 Research Objective	2
CHAPTER II LITERATURE REVIEW AND HYPOTHESIS	3
2.1 Public Transportation	3
2.2 Stage of Life	4
2.3 Income Level	5
2.4 Social Status	6
2.5 Other topics related to car ownership	7
CHAPTER III METHODOLOGY	9
CHAPTER IV RESULT FINDINGS	11
4.1 Income Level	11
4.2 Social Status	13
4.3 Public Transportation	15
4.4 Stage of Life	17
4.5 Other Factors	20
CHAPTER V CONCLUSION	22
5.1 Summary	22
5.2 Limitation	23
5.3 Future Study	24

CONTENTS (cont.)

REFERENCES	25
APPENDICES	27
Appendix A: Questionnaire	28
BIOGRAPHY	32



LIST OF FIGURES

Figure		Page
4.1	Summary average score chart from the sample size of 102 respondents (lowest to highest)	11
4.2	Summary mean score for income factor from 102 respondents	11
4.3	Summary mean score for social status factor from 102 respondents	13
4.4	Summary mean score for public transportation factors from 102 respondents	15
4.5	Pie chart summarizing the percentage of Bangkokians (Sample size of 102)	16
4.6	Summary mean score for stage of life factor from 102 respondents	17
4.7	Pie chart summarizing the percentage of Bangkokians (Sample size of 102)	19
4.8	Summary scores for other factors from 102 respondents	20

CHAPTER I

INTRODUCTION

1.1 Background

Bangkok, the capital city of Thailand, has been the heart of this country for a very long time. This long period is resulting in Bangkok being the city where all of the latest development taking place and it can be seen by numerous global companies' headquarters are located in Bangkok Center Business District (CBD). In addition to this, the more Bangkok is developed can be assumed the more Bangkok's citizens both permanent and temporary are living in this city. According to the Bangkok Post published on December 31, 2021, Thailand's population was roughly 66 million people and Bangkok was the city where most of the Thai population were living in with the number of approximately 5.5 million people. Apart from being in the role of Center Business District, Bangkok is one of the world's best cities in the world alongside various hotels and resorts that are ranked at a high level globally referring to the reward from Condé Nast Traveller Readers' Choice Awards 2022. This leads to the consequences in the growth in the number of Bangkokians year by year regardless of the outbreak of Covid-19. With that being said, a certain issue can be expected with the rise in the number of populations.

It cannot be denied that Bangkok's infrastructure, especially the public transportation system, is not a strength. This can be viewed from various matters happening with Bangkokians of all classes. To be more precise, the lower class who rely on the government subsidiary in terms of personal welfare, such as medical support or transportation providers, are facing some difficulties in living in Bangkok. This is due to the lack of standards in public transport such as the punctuality of some of the public transport. Moreover, the high and middle classes who are able to afford in living in Bangkok well are still facing other challenges. For example, traffic congestion, especially rush hours, can be the matter. This will lead to the opportunity cost that these people have to bear since it is required spare time for traveling on the road in Bangkok.

However, with regard to the mentioned problem, those groups still prefer to travel by private car instead of public transport. In fact, it is assumable that people of all classes tend to acquire a car. This can be the result of growth in this industry due to the strong demand in this area. In the accordance with the FTI or federation of Thai Industry, automobile sales within Thailand, calculated only in August 2022, increased by 61.9% compared to the same month in 2021. The reason behind this can be the loosening in the covid-19 measures and policy from the government leading to people's desire to travel in order to release the pressure from the lockdown and the covid-19 policy restriction.

1.2 Problem Statement

With all the story background mentioned above, it is evident that the market is growing in accordance with the rise in demand for cars. In fact, the automobile market has been growing prior to the pandemic. This has led to an interesting question about the factors behind this growth. In order to understand more about all the factors leading to the first car purchase behavior, research needs to be conducted. Therefore, this study will be focusing on the reason behind the purchasing behaviors which will be resulting in the output of suitable solutions for all stakeholders relating to the automobile industry.

1.3 Research question

What are the factors that lead to the car acquisition for the Bangkokians?

1.4 Research Objective

The result of this research can be used for the automobile industry stakeholders which can be the automobile companies and the government department. In terms of automobile companies, an understanding of consumer behaviors will be resulting in the proper marketing solutions for attracting customers. Moving on to the government department, suitable policies or measures on economic stimulation can be expected by using the findings for understanding Bangkokian behaviors.

CHAPTER II

LITERATURE REVIEW AND HYPOTHESIS

In order to have more understanding on this study, some past researches can be used to capture some key features as well as apply in this study. Basically, the main focus of this study will be based on the factor hypothesis on how people choose their car which can be on various reasons. For example, the public transport quality, the stage of life and the economic factor which is income.

2.1 Public Transportation

Looking at the first factor which is the public transport system in Bangkok, it can be evident that some of the public transport in Bangkok have not planned properly in terms of integrating such transportation together (Sugandi and Petchsasithon, 2020). To illustrate this, the Bangkok Mass Transit System or BTS has numerous existing lines in Bangkok and the near city such as Samut Prakan or Nonthaburi. However, when the passenger transit from one line to other type of transportation such as Mass Rapid Transit System or MRT or Airport Rail link, it takes a long walk with some complicated direction. This has led to the low level of satisfaction in terms of the lack of comfort in travelling and the lack of seamless experience in the transition process between two transportation modes. With this being said, it can lead to the desire of owning a vehicle in order to reduce such satisfaction. In addition, the similarity on the cost can be found between the cost of travelling via such transport choices and the cost of owning the car (car monthly installment) for some people whose distance between home and workplace is long. Therefore, the transportation modes affect greatly on the desire of owning the car.

In addition to this, with the convenience of the modern public transports mentioned above, the growth in number of condominiums nearby the stations of these transportation can be found in order to accommodate the Bangkokians in terms of the

convenience. However, the distance between such accommodations and the public transport station will result negatively in the price of such places. This means the closer to the station is the higher the cost of acquiring such places. In fact, the accessibility of such public transport also has a consequence in the rise in real estate price in those areas. For instance, the stations on the Sukhumvit line of BTS have led to the real estate price on the Sukhumvit road growing. This also resulted in the only the high-income people can afford to live in such areas (Pujinda and Yupho, 2017). Furthermore, these people prefer to travel around Bangkok by their own private cars for their own convenience which can be referred the growth in car market. Apart from this, the people who obtain the lower income are forced to live further from the CBD or nearby city such as Nonthaburi or Samut Prakan where the public transports are not reached. This will be resulted in the high demand of cars in order to facilitate themselves for working in Bangkok.

Another topic related to the Bangkok travelling by public transport is that the change of workplace. It is assumable that the same transportation choice used with the previous workplace cannot be adapted to the new location. In fact, if this relocation to the new area where some difficulties in taking public transport can be found, it is more likely that the level of car acquisition can be seen (Pfertner, Büttner, Duran-Rodas and Wulfhorst, 2022). This study also mentioned about the growth in demand of cars which is positively related to the use on the Bangkokian daily basis. Therefore, the workplace relocation can be used for this research in terms of due to the lack of quality in public transport. And it can be said people who are relocated themselves to the new workplace will be projected to acquire their own car which leads to the factor of car ownership.

2.2 Stage of Life

Similarly with the above study, people's stage of life can be related to the car ownership status (Clark, Chatterjee and Melia, 2016). Basically, this study said that the life's event in people stage of life can be resulted in the change in car ownership. To give more detail, car ownership status can be shifted from zero to one car, from one car to two or more car or changing from owning a car to none. These statuses are generally

relating to the stage of life. For example, in the family where it consists of various kinds of members starting from older generation to the children who are having an education, it can be found the status of owning a car or more. This can be due to the fact that the functional benefits of car can be facilitating the quality of life of this family's members. Another group which has not own the yet can be the group of households where the size of family is small as well as the age of members in the family is high (approximately more than sixty years old). However, the non-car owners can be changed to the car owners depending on the socio-economic factors such as employer details, the job position, working period or travel time on their daily routine to the workplace. Other factors that can change the car ownership status can be such as acquiring the driving license which will result in the desire of driving a car leading to the demand of car acquisition. In terms of the family expansion, it is also result in the change in the car owning status. To illustrate this, the growth in number of grownups in the family will be resulting in the needs to have a vehicle in order to cope with the personal and family matters. Therefore, this study can be used to assume the reasons of owning a car for the Bangkokians.

2.3 Income level

In terms of the income acquiring, this is also the key factor in people's acquiring the car. Nowadays, people in the society tend to be more focused on the car acquisition. (Anirudh, Tarak Nath Mazumder and Das, 2022). In addition to this, the relationship between car ownership and income can be found. Basically, the growth in income will be impacted by more car acquisitions (MDargay, 2001). However, the drop in income will not affect the level of having a car. This is due to the fact that the income is sticky. To be more precise, the sticky income means that the there are some factors that pull people in spending and purchasing regardless to either the growth or the decline in the earnings. Such factors can be the social needs that is related to the social class or the perception of other people on the matter of owning the car. However, the sticky income will eventually will be coped meaning that the time adjustment is required for people in order to change their behaviors. As a consequence, it can be referred that the

income will be one of the factors causing people to acquire a car with the regardless to the movement of the income.

Furthermore, there is another study from Iran (Shaygan, Mamdoohi and Masoumi, 2017) saying that income is the most important factors when it comes to car acquiring in this country. Initially, the socioeconomic factor was mentioned as the most apparent factor considering based on the available studies at that period. However, the socioeconomic factors can be referred to several aspects such as income, residential environment or demographic factors. After running the statistic process for finding the result, the income turned to be the most important factor for the citizen in this country to own the vehicles. Moreover, the study also mentioned about the limitation of researches relating to the car ownership which is resulting the inaccuracy of the result on this matter. Basically, the researches about car acquisitions were conducted around the globe, especially in the north America and Europe. On the other hand, only some conducted in the middle east areas. This has a consequence in the future research that needs to focus more on this matter. Nevertheless, income can be seen as one of the most important factors for acquiring the car regardless the inadequate of the previous related research.

2.4 Social Status

It is also said that the car ownership is corelated to the status (Verhoef and van Wee, 2000). Acquiring the car is the additional result from the growth in income. This is due to the fact when the income is reached to a certain level, the happiness will not be increased. However, such additional money will be spent on the goods which is related to the status. This can be proved that by acquiring the smaller car (eco car) which its efficiency cannot be compared to the bigger car leads to the lower level of happiness than the bigger car. This is due to the fact the smaller car will not satisfy the social needs in which relates to the social status which will be resulting in the reduction of the desire to own such car. Therefore, it can be applied to this research in terms of the importance of social needs on the car ownership topic since the social needs will be related to the people's life goal fulfillment for some person.

Another study which was conducted in Indonesia mentioning about the factors of owning a car for a student, its finding was interesting. They mentioned about the five factors that led the student in the city named Bandung buying a car (Belgiawan, SCHMÖCKER and FUJII, 2002). And the result presented that convenience was the most important reason for them to acquire the car. The second most important factor is social status which was measured by the respondent who was classified in the group of arrogant people. These people valued the image through other people's eyes leading to acquiring the car in order to level their own social status. In fact, according to such study, it can be said that due to the low quality of public transport in this city, the citizen living in this city need to find a better for commuting around the city which results in owning the car as the study suggested. Therefore, its finding will be resulting the emphasizing on the fact that social status plays an important part of car ownership.

In addition to this, there is also another research conducted in the capital city of Iceland, Reykjavik. This research described the significance of car ownership since such city contains a strong culture regarding car ownership (Heinonen, Czepkiewicz, Árnadóttir and Ottelin, 2021). It was said that Reykjavik is the city where owning a car is a norm that needs to be followed. This is due to the fact that car ownership can be used as a reference in measuring people's social status. Those with cars will be considered as the high social class. On the other hand, those without a car will be counted as the lower social class. Those own for in who g a car during childhood, there will be possibility they will lean towards owning their own car during adulthood. Similarly in Bangkok where car ownership plays an essential part in Bangkokians' life. Therefore, it can be said that the social status is likely to be one of the main factors that people living in Bangkok value referring to this study.

2.5 Other topics related to car ownership

In 2021, there was a study focusing on the relationship between the car acquisition which was conducted in Jodhpur city, India. The main content of this study focusing about the psychological and demographic factors that can influence the car ownership. Basically, the research was about finding the customer behaviors towards the future purchasing on vehicles by using the demographic factors as the core focus on

this matter. In terms of the finding, it was various depending on the demographic factors that used to determine the case. To illustrate this, people who concern about their own image through other people's eyes, there are some possibilities that the cars will be purchased by these more than those whose concern are not on their image. In addition to this, the group of people who have a high educational background or in the engineer background are more likely to buy the vehicles that those who do not. Similarly with people who can be influenced or convinced by the advertisements or their society, they can be expected to buy a car than those who have a stronger mind. However, those whose concerns are on the environments, traffic related issues or expenses related to car owning can be less projected to buy a car. And finally, one factor that does not influence car purchasing is the gender. At the end of this research, it was mentioned about the use of this finding which will be beneficial to the policymaker in such area to impose some appropriate policy in accordance to this customer behaviors. Consequently, it can be said that these examples mentioned earlier have emphasized that there are multiple factors that lead to car purchasing and more importantly, the findings should bring some beneficial aspects to society in some way.

After reviewing the previous researches that relate to the chosen topic, a hypothesis can be found. Initially, it is assumed that the most important factor that Bangkokians tend to lean towards when it comes to car purchasing would be social status. This is due to the fact that in Thailand, especially in the big city where a variety of people's lifestyles and social classes can be found, materialism can be used to classify people's social class. In fact, owning a vehicle is considered as a materialism due to the fact that it is a good with value and not everyone can possess it. In addition to this, it is the norm of classifying people into different classes regarding to the normal Asian culture. Therefore, using the car as the tool to judge the members in this society is apparent. This will be resulting in the hypothesis of this research regardless to other factors that are important to the car acquisition.

CHAPTER III

METHODOLOGY

Basically, this research will be conducted by using quantitative research in the data collection process. The sample size is 102 Bangkokians. These people will be divided into two groups based on the timeframe of acquiring the cars. The first group will be the Bangkokians who are planning to own a car within the next 1 year. These groups will be providing information that uses in order to make the purchasing decision. Another group will be the Bangkokians who purchased the car within the last 1 year. These people will give insight into what kind of information you used for owning the car.

The reasons for selecting quantitative research are various. Starting with the location, quantitative research will allow the researcher to acquire information from sample size easier. This is due to the fact that Bangkok is a big city containing fifty districts that provide different atmosphere. Therefore, it would be more difficult to conduct the qualitative research for all districts in order to have as accurate result as possible. On the other hand, the quantitative research can be conducted easily by delivering the online questionnaires to the target respondents. In fact, the cost of conducting such type of research is by far lower comparing to the qualitative research. Another reason of choosing the quantitative research is due to the topic. Basically, the topic mentioned about the factors which are relating to the car ownership. As the name suggested, the factors can be various due to different perspective towards the matter. Therefore, the use of qualitative research will be resulting in the difficulties in controlling the survey direction since there will be numerous of factors mentioning by different respondents. Such varieties of factors will potentially be resulting in the low accuracy of the finding. However, the quantitative research is different. Since the questionnaires used as the tool for data collection, it can be structured prior sent to the respondents for data collection. This will be consequent in the ability to control the direction of the survey which will be potentially resulting the higher level of finding

accuracy. As a consequence, the former method is selected as the tool for collecting the data.

In terms of data collection, the google form will be used as a tool for delivering the questionnaires to the target respondents. Basically, all the respondents have to be citizens of Bangkok in order to have an insight into the issue regarding car acquisition for commuting in Bangkok. As mentioned earlier, the two groups of respondents will be divided regardless of other demographic factors such as gender, age, or income in order to be able to cover all necessary areas relating to the matter explored in this research.

To be more precise about each group of respondents, there is reason that the Bangkokians are divided into two groups. Such reason is the different information used; the different timeframe targets will be resulting in the use of different insight in purchasing the car. To illustrate this, those who purchased car during the past year would realize the accuracy of their decision on car purchasing whether it is the right or wrong in accordance to their real desire. However, the other group of targets who only have plans of buying a car may not realize yet about the same matter. These people have not owned their realization on car acquisition since their desired car has not been acquired yet. These two different insights will provide the different aspects in considering the factors of acquiring the car. Additionally, the one-year timeframe is imposed as the criteria for screening the target respondents. This is due to the fact that this amount of time would be considered as an appropriate time since the respondents can be expected to recall their own experiences in detail in order to provide as more accurate answers as possible. In fact, the shorter timeframe will be resulted in a smaller group of targets as well as being inappropriate in terms of the required time in making a purchasing decision. This is because the car's value is high which, for some people, requires a huge amount of time for making any decision regarding this matter. Therefore, dividing the target respondents into two distinctive groups based on a timeframe of one year can be considered as the most suitable way for conducting this research.

CHAPTER IV

RESULT FINDINGS

After collecting all data required for completing this research, the next step stated below will relate to the result analysis as well as provide some discussion based on the part of research stated in the literature review section. Based on the sample description above, the data can be discussed as well as analyzed in accordance with the use of an average score.

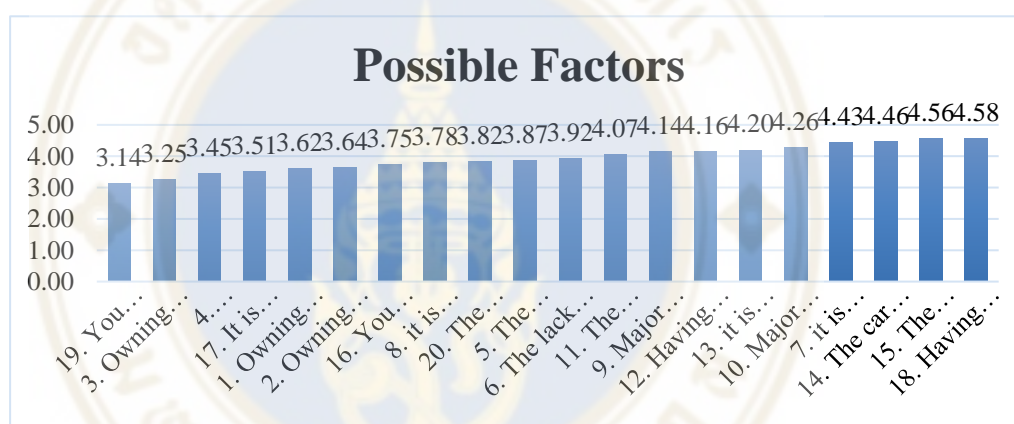


Figure 4.1 Summary average score chart from the sample size of 102 respondents (lowest to highest)

4.1 Income Level

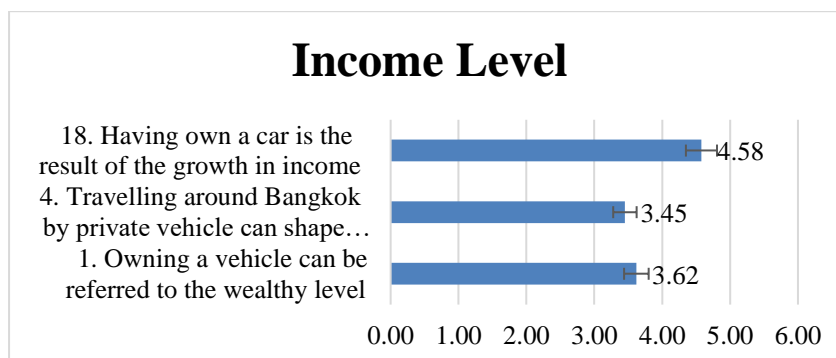


Figure 4.2 Summary mean score for income factor from 102 respondents

It can be evident that income has played an important role in car acquisition according to the many past studies. This is due to the fact that cars can be considered as the luxury goods which means that the purchasing purposes can be based on hedonic motivation where emotional factors turn into one of the turning points in proceeding with the purchase. In terms of the results found from the sample group, it can be said that income is the most influential factor regarding to car acquisition. To be more precise, question number 18 from the survey asks that “having owned a car is the result of the growth in income”. The result from this question stated that 4.58 on a scale of 1 to 5 or 91.6 percent of the respondents agreed with this statement. Similarly, with the part study, the more of income rising can be assumed the growth in car ownership (MDargay, 2001).

However, the remaining two questions relating to the income level do not display the similar result. When it comes to asking about the relationship between owning a car and the wealthy level (question no.1), the mean score is by far lower than the former one at the amount of 3.62 or 72.4 percent of the respondents agreed on this term. In addition to this, choosing the private vehicle as your transportation mode for travelling around Bangkok (question no.4) does not seem to convince other people in terms of earning a high income. This can be evident the result from the survey stating that 3.45 or 69 percent of the respondents agreed on this term.

In terms of the reason behind these matters, there can be some discussions. Starting with the first question, it can be assumed to the logical thinking that the growth in earning can be referred to the more purchasing power. This can be resulting in the high possibility of people purchasing the luxury products which may not hold a high necessity for their living. Therefore, the agreement scale stated the highest score. While the former question demonstrates such result, others do not share the similarity. Owning the vehicles can not be used to state the wealthy level. This is due to the fact that there are many ways to acquire a vehicle regardless to the fact of having a financial issue. For example, the car can be purchased with a full loan from the bank. In fact, the used car can also be an option for those whose fund is not covering the full price of new car. Therefore, owning a car cannot be referred to the wealthy level which resulted in the score of agreement level which lower than the previous matter. Moreover, in terms of convincing people about being able to obtain the high income by owning a private car,

this does not seem to be successful. This is due to the fact that there might be some other factors in convincing other bystanders in terms of earning a high income such as the brand of your owned car. To be more precise, the Asian brand cars mostly are offered to the market with the lower price compared to the European brand cars. Therefore, travelling by car may not be able to shape people's attitude to you in terms of high income. As a consequence, it resulted in the by far lower score of this issue.

4.2 Social Status

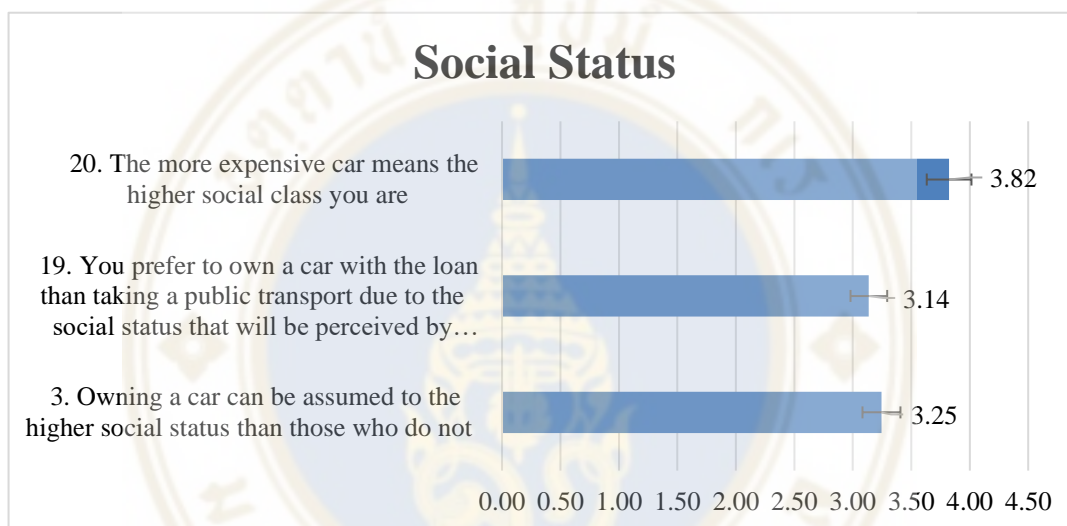


Figure 4.3 Summary mean score for social status factor from 102 respondents

One of the factors assuming to be related to the car ownership is the social status or social class. This is due to the fact that Bangkokians' lifestyle seems to be influence by the materialism resulting the desire of owning a luxury product such as car. However, with regard to the result from the questions surveyed the sample of Bangkokians, it does not seem to be corelated. Question no.19 was asking about the willingness to take a loan for car purchasing in order to level the social status through other people's perception. Its result of agreement came up with the lowest mean score of 3.14 or 62.7 percent from the respondents agree on this matter. Similarly with question no.3 asking about the assumption of the respondents in terms of having a higher social status due to the ownership of the vehicle, the result displayed as the second

lowest when it was measured by the calculation of the mean score accounting for the amount of 3.25 or 64.9 percent.

However, question no.20 relating to the social class which asked about the relationship about owning an expensive car and the high social status demonstrated a moderately different result. The mean score of 3.82 calculating from this question mentioned that 76.5 percent of the respondents agree with this matter.

In terms of the interpretation, the first two questions presented the lowest mean scores can be assumed to the less agreement on the relationship between the car ownership and the social class. The reasons behind this can be the growth in automobile industry. To explain more, owning a car is not difficult. This is due to the fact that there are various of price promotions offering in the market in order to increase the sales of automobile. This influences the consumers in terms of receiving more motivation or stimulating the desire of owning a car. With the price promotion as well as other marketing strategies relating to the price, not only those who are in the high social class, but also others who are able to afford the car purchasing can acquire such vehicle. As a consequence, such marketing strategies has changed the image of vehicle's owner in terms of social status. Therefore, this could be the reason behind such the lowest result of the mentioned questions.

On the other hand, the last question related to the price of the vehicles showed a different result. This can be assumed to the relationship between the wealthy level and the social status. To illustrate this, a measurement of the social status can be referred to the wealthy level of such person meaning that the richer you are, the higher social class you are on. In fact, this is also relating to the previous discussion about the income level that people tend to agree more that matters in terms of purchasing the car. Therefore, when the question asked about the price level of the car as well as the social status, the agreement intensity displayed in the higher level comparing to the first two questions.

4.3 Transportation

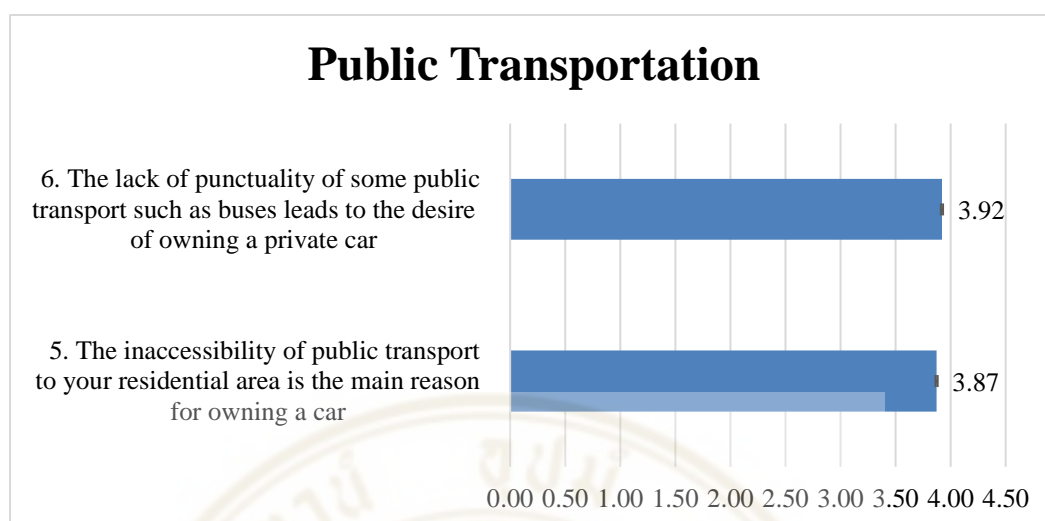


Figure 4.4 Summary mean score for public transportation factors from 102 respondents

One of the factors leading to the desire of owning a vehicle is the public transportation. In Bangkok, it can be said that there are various kinds of public transport offering to the citizens of this city. However, the quality of some kinds of public transportation may be not satisfied the needs of those people. Therefore, this needs to be taken into consideration when analyzing the result of this research. In terms of the questionnaires, it can be said that public transportation may not have a huge impact on Bangkokian's life. In accordance to the question no. 5 asking about the correlation between the inaccessibility to the public transportation from the respondent's residential area and the desire of owning the vehicle. The result displayed that 77.5 percent of the respondents or from the mean scores of 3.87 saying that they agree on this matter. Such percentage is ranked at the 11th in terms of the agreement level. Similarly with other questions relating to the transportation mode provided as the citizen's welfare, the result is on the rank of 10th level. Basically, the question no.6 asked about the punctuality of the buses, which are one of kinds of public transportation modes that is provided by the government, and desire of owning a car. The result of this question presented that 78.4 percent of the respondents or with the mean score of 3.92 saying that there is a negative correlation between these two courses. The lower the punctuality of the buses, the more of the desire for acquiring the car is likely to take place.

To be more precise in terms of the possible reasons behind these results, they can be discussed as the following. Starting with the first questions relating to the accessibility of those who live in Bangkok and the desire of acquiring the car, the level of agreement seems to be in the middle at the rank of 11th. This is possibly due to the fact that the public transportation provided to the Bangkokians covers most of the areas in this city with various of kinds of transportation modes. Even though the quality of such transportation choices may be varied, it still can be used to commute around this city for those who does not have a high income enough to afford the owning of private car. As a consequence, the inaccessibility to the public transportation is not likely to widely be happened. Therefore, people may be not considered this as the real problem. In fact, for some people that may never face an experience similarly to the question might not aware of the effects of this issue. Consequently, the result can be explained in this way.

Moreover, another questions relating to the transportation mode which was asking about the punctuality level of busses in terms of the impact on the desire of car acquisition, the reason behind this can be explained by using the demographic information collecting from the sample group.

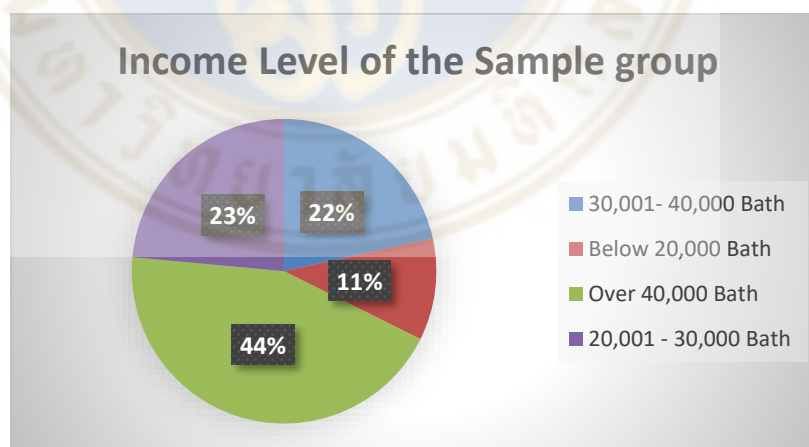


Figure 4.5 Pie chart summarizing the percentage of Bangkokians (Sample size of 102)

According to the picture, it can be said that the majority of the respondents earn in the monthly income more than 40,000 Baht presenting in the proportion of 44

percent from all respondents. With this amount of monthly income, these people can afford themselves to commute around Bangkok with other kinds of public transport which can provide a better condition in terms of punctuality, BTS or MRT, for instance. Therefore, their experience on this matter may not be intense which can be resulting in the lower level of agreement on this matter. In addition to this, another group that may hold a similar condition in terms of transportation choice is those who earn income between 30,000 – 40,000 Baht accounting for 22 percent of all respondents. Combining these two groups together means that 66 percent of the respondents may not have an intense experience with the lack of punctuality of buses leading to the unaware of this effect of this matter. Therefore, the result of this question is presented in this way.

4.4 Stage of Life

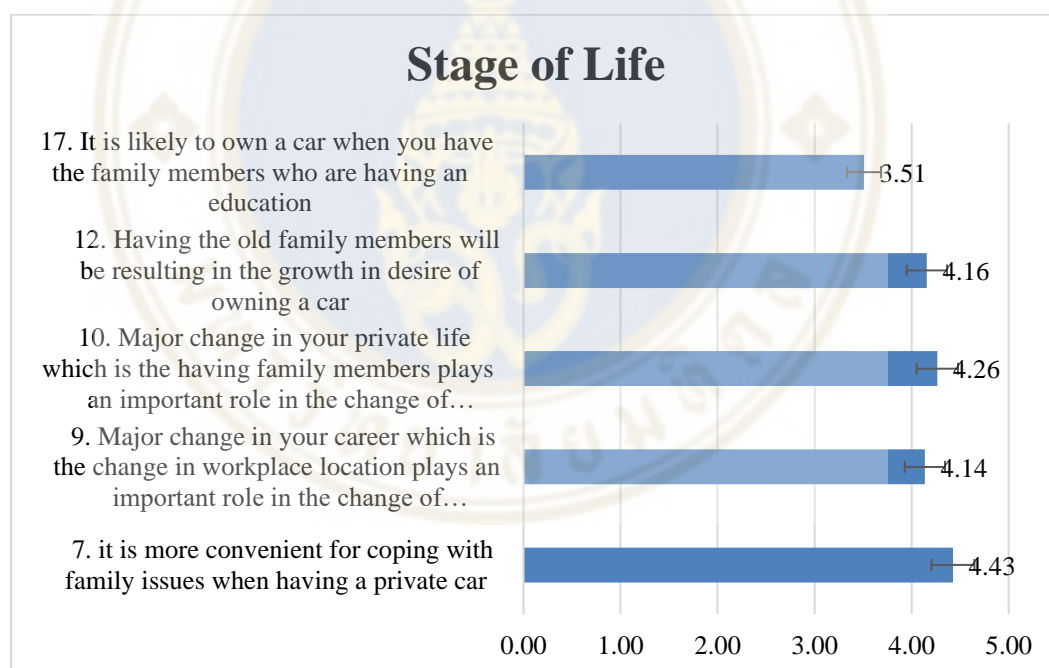


Figure 4.6 Summary mean score for stage of life factor from 102 respondents

Stage of life can be referred to the different period during the lifetime. In every stage of life, the major events will be taking place which will be varied in everyone. Such events can be used to define the factors of car acquisition since it will be resulted by such events in terms of the decrease or increase in the desire of owning

the vehicles. In terms of the questionnaires, five questions are related to this matter which presented the different results. Starting with the first two questions which presented a high score ranking them in the top five of all questions, the question no.7 is about the benefit of owning a car to family related issue handling. The result of this question is ranked at the 4th level accounting for 88.5 percent in terms of agreement (mean score 4.43). Moreover, question no.5 is about the major change in the life which is related to the addition of family members such as having partners or having children relating to the desire of owning a car. After completing the survey, mean score calculation showed that 4.26 (ranking in the 5th level) or 85.3 percent of the respondents agree on this matter.

In addition to these, there are another two questions relating to the stage of life. To begin with the question no.12 which is about the addition of aging family members in correlating to the desire of car acquisition, the mean score calculation display at the amount of 4.16 or as the percentage of 83.1. This means that 83.1 percent of the respondents agree on the positive correlation of this question. Additionally, question no.9 also presented a similar mean score taking up for 4.14 or 82.7 percent. It basically asked about the major change in life in terms of workplace location relating to the desire of owning a car. This reason that this question is explained as in the topic of stage of life is since working plays a significant role in people's life. This can be referred to the many factors that can define the quality of life such as the society, the income or the mental health. Therefore, the change in the working location will also play an essential role and should be considered as part of the stage of life.

Nevertheless, there is question no.17 relating to the stage of life. It is about the effect of having the family member who are the age of attending to the education institute on the desire of owning a car. With the calculation of the mean score, it showed the score of 3.51 or as the percentage of 70.2. This can be rank as in the 17th level of all questions and can be considered as the issue that received the lowest score of all five questions.

In terms of the reason behind this difference in the mean score, it can be due to many reasons. Beginning with the first one which can be referred to the demographic information collected from the sample group.

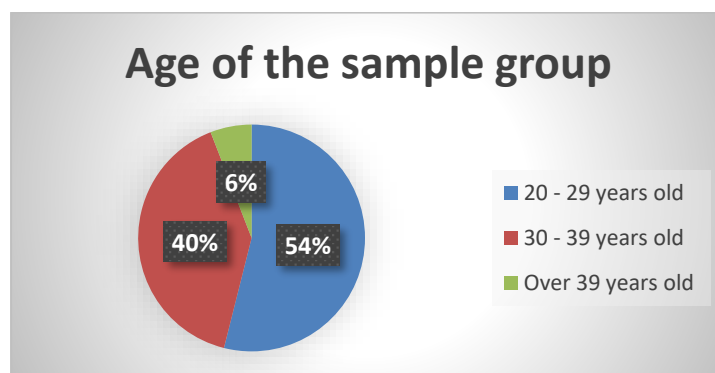


Figure 4.7 Pie chart summarizing the percentage of Bangkokians (Sample size of 102)

According to the picture above, it can be immediately said that the majority of the respondents are those whose ages are between 20 to 29 years old. This can be assumed to the stage of life where the personal life is being focused. To illustrate this, mostly, these people are in the stage of building their life for the future leading to the prioritization on the work more than other topics in life. As a consequence, when it comes to talking about the children who are having an education, some difficulties can take place as they may not have such kind of real experience yet. Therefore, as in the last question stated the lowest mean score of all five question, it can use this explanation to clarify.

However, in the comparison to the previous study about the stage of life, it is said that the socio-economic factors will be affected the car ownership status ((Clark, Chatterjee and Melia, 2016). Such factor can be such as the increase in number of family member who are in the age of having an education. This is due to the fact that owning a car during this stage of life will be resulting in the fully use of functional benefit of the car. Nevertheless, the result from the survey displayed in a different way which can be due to the demographic factors of the respondents for that past study and the current one.

In terms of the remaining four questions, their results can be similar to the past study in terms of the positive correlation between the car ownership and the stage of life relating to the family or personal life.

4.5 Other Factors

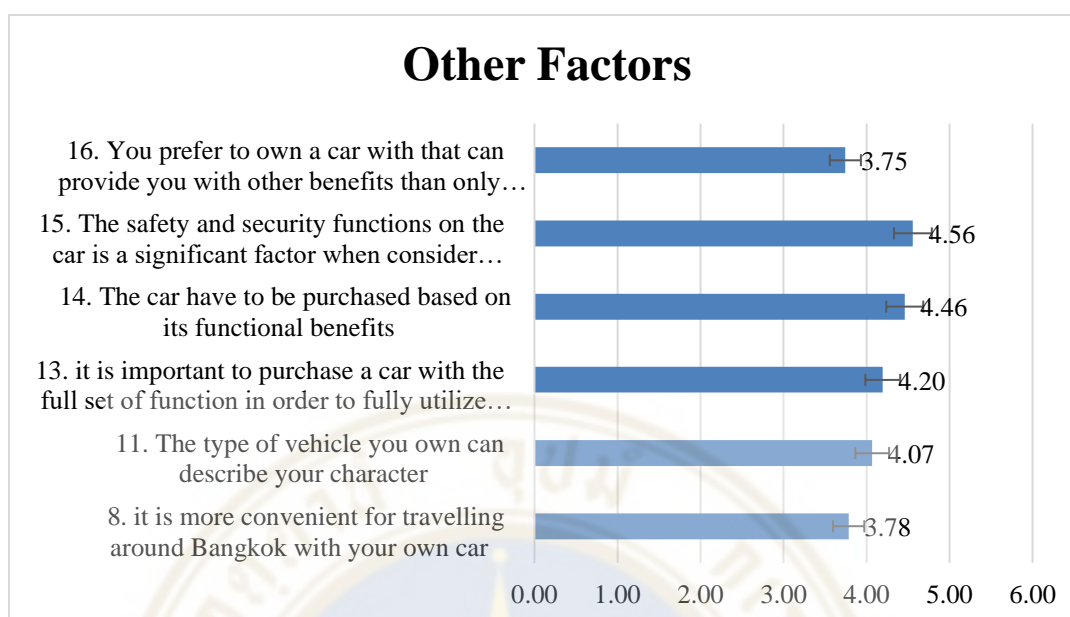


Figure 4.8 Summary scores for other factors from 102 respondents

Basically, there are several factors that could affect the car ownership, apart from the mentioned four factors. Such factors could be related to, for example, the functional benefit of the vehicle, convenience or personal complementary tools. These factors have been gathered and asked to the sample groups which lead in the various of results due to the different in questions. To begin with one of the most interesting topics which is relating to the car functional benefit in the correlation to the desire of car acquisition, there are three of them. In fact, its result from the calculation of the mean scores showed that people tend to purchase the cars that can provide the functional benefits that they can commute conveniently. Two of the questions saying that functional benefits (question no.14) and safety and security that the car can provide (question no.15) are one of the most important factors that people use for car purchasing consideration. Their results presented with the mean scores that 4.56 for the safety and security benefits and 4.46 for functional benefits or with the percentage of 91.2 and 89.2 respectively. These two also ranked at 2nd and 3rd from all questions meaning that people highly prioritize these two benefits. In addition, when it comes to ask about the vehicles that can be used to describe the owner's characteristic (question no.11), people also tend

to agree on this matter. This can be referred to the mean score of 4.07 or 81.4 percent of the respondents agreed on this matter.

In terms of the remaining question, it does not demonstrate any outstanding results that are beyond expectation. For example, the convenience (question no.13) received the mean score of 3.78 which is ranked at the 13th from all questions. This can likely be expected since driving a private car can provide several benefits relating to the convenience such as ability to carry more stuffs or the privacy for travelling.

In terms of the interpretation, it can be said in numerous ways. Starting with the questions about the functional benefits and the safety and security in the correlation to the car acquisition, it is evident that these two can be an essential factor in acquiring the vehicles. This is due to the fact that those benefits can lead to the difference of being alive and death when any severe car accidents take place. In fact, the functional benefits can also lead to the more convenient and facilitate the travelling time to be more pleasant, especially during the traffic congestion which can be found many times on the Bangkok's roads. In terms of the car being used for the owner's characteristic description, it is due to the fact that the design and styles of vehicles can relate to the owner personality. To illustrate this, the adventurous owners whose hobbies would be wild and dangerous such as hiking, trekking or diving, the car they selected must support and facilitate this kind of lifestyle. Therefore, it can be assumed that their car can be the SUV due to its design purposes and functional benefits. Therefore, seeing the SUV car on the street can be assumed to the lifestyle of the car owner.

CHAPTER V

CONCLUSION

5.1 Summary

It can be evident that there are numerous factors of owning a car for the Bangkokians regarding to the questions stated above. However, the most significant factors that is influent the Bangkokians in terms of car acquisition is the Income level. This can be seen from the highest mean scores calculating from the total 102 respondents.

While there are some past studies saying that social status has a major impact on car acquisition, the result from the survey claimed that it demonstrated the least influential aspects on this matter referencing from the lowest mean scores. This contrast can be assumed to the change in Thai society where people is lowering the importance of social status in terms of social judgement. In fact, this may be due to the fact that Bangkok is city where it can be found various of multi-nationality people resulting a high level of open-minded attitude that people have as well as a low discrimination and stereotyping. Therefore, the hypothesis stated earlier in the Literature Review is not correct due to the mentioned explanation.

In terms of other factors such as public transportation, stage of life and others, their results from the mean score calculation are as expected. Other factors such as functional benefits are in the second place which can be assumed to the customer behaviors leaning toward to the product innovation for facilitating modern lifestyle. Moving on to the third place which is the stage of life, this can be assumed to the relationship between the stage of life and other factors such as income that played an important role in car acquisition. In fact, this relationship can be seen as the complementary where the stage of life complements the income to be the most important factors on this matter. Additionally, regardless to the fact of any stage of life you are in where the needs of car acquisition take place, the income is still playing an essential role in acquiring it. Therefore, the stage of life is come as in this position. Finally, the public

transportation is last factors possible in influencing the Bangkokians to own a car. This is due to the fact that there has been some improvement in the public transportation in Bangkok leading to a growth in the quality of such travelling mode. This results in the least influential factors in owning a car.

In terms of the beneficial aspects applying to the society, the results stated above can be used as a database to provide some new innovation and policies for the business in the automobile industry as well as the authorities. To illustrate this, according to the income level being a major factor in car acquisition, the policies from the business in such industry needs to align with this fact in order to facilitate the customer behaviors. For instance, promoting a new marketing promotion relating to the price regardless to the effect of brand image. This will be resulting in the growth in this industry. In addition to this, the authority departments which usually impose rule and regulation relating to car ownership can use the fact to innovate the policy that can facilitate both business sectors as well as the customers. As a consequence, the automobile industry will be likely to expand resulting in the growth in the Thai economy as a whole.

5.2 Limitation

Despite the fact that this research is conducted with a small sample group of 102 Bangkokians, there was a limitation regarding to this matter. It can be said that finding the respondents that could potentially be able to understand the insight relating to this study is difficult. This is due to the fact that with the time period of 1 year set on the screening questions. Therefore, there were some difficulties in finding the respondents regardless to the growth in desire of car acquisition. In addition to this, since the research is done as part of the MGMG 697 Thematic Paper, it was conducted while the researcher was studying and working at the same time. As a result, a very thigh schedule can be assumed. Therefore, this time pressuring can lead to some difficulties in conducting this research.

5.3 Future Study

Apart from the past studies stating as in the Literature review in chapter two, there are numerous researches regarding to the car acquisition. The example can be such as the studies stating the correlation between the car ownership and the income, the quality of public transports and the desire of owning a car or the socio-economic factors relating to the ownership of the vehicles. However, there is one area that is on the stepping stones in the automobile industry which is the EV car or the electronic vehicles. Even though there are some researches mentioning such area due to the sustainability trend, the in-depth study in terms of the customer satisfaction due to the use in the reality has not been conducted as many as the formative studies. The reasons of the needs to focus on this matter is that the EV car is still in the early stage of entering to the market compared to the fuel cars which have been in the market by far longer. Therefore, it can be assumed to some mismatching in terms of customer familiarity on the vehicles to the actual usage of the EV cars. This can potentially lead the driver to lower their satisfaction. As a consequence, if there are some studies involving with such matter, the accurate insight relating to this will be obtained leading to the enhancement in the features and functions of the EV cars.

REFERENCES

- Anirudh, B, Mazumder, N, T and Das, A. (2022). *Examining effects of city's size and regional context on vehicle ownership levels in the Indian context*. Transportation Research Part D: Transport and Environment. 108. doi: 10.1016/j.trd.2022.103279
- Belgiawan, P, F, Schmöcker, J and Fujii, S. (2011). *Psychological Determinants for Car Ownership Decisions*. the 16th International Conference of Hong Kong Society for Transportation. Retrieved from https://www.researchgate.net/publication/270961556_Psychological_Determinants_for_Car_Ownership_Decisions
- Clark, B, Chatterjee, K and Melia, S. (2016). *Changes in level of household car ownership: the role of life events and spatial context*. Transportation 43, 565–599. doi: 10.1007/s11116-015-9589-y
- Dargay, M, J. (2001). *The effect of income on car ownership: evidence of asymmetry*. Transportation Research Part A: Policy and Practice. 35(9), 807 – 821. doi: 10.1016/S0965-8564(00)00018-5
- Meena, S, Singh, S.K and Jodha, K. (2021). *Identification of psychological factors associated with car ownership decisions of young adults: Case study of Jodhpur city, India, Asian Transport Studies*. Asian Transport Studies. doi: 10.1016/j.eastsj.2021.100037.
- Pfertner, M, Büttner, B, Duran-Rodas, D and Wulfhorst, G. (2022). *Workplace relocation and its association with car availability and commuting mode choice*. Journal of Transport Geography. 98. doi: 10.1016/j.jtrangeo.2021.103264.
- Pongprasert, P. (2022). *Determinants of Luxurious Condominium Prices in Bangkok CBD: A Case study of Encouraging Housing Affordability in Bangkok, Thailand*. International Review for Spatial Planning and Sustainable Development. 10(1), 167 – 182. doi: 10.14246/irspsd.10.1_167

REFERENCES (cont.)

- Pujinda, P and Yupho, S. (2017). *The Paradoxical Travel Behavior of Bangkokians*. AicQoL2017Bangkok. 2(5), 393-402. doi: 10.21834/e-bpj.v2i5.706
- Shaygan, M, Mamdoohi, A and Masoumi, H, E. (2017). *CAR OWNERSHIP MODELS IN IRAN: A REVIEW OF METHODS AND DETERMINANTS*. Transport and Telecommunication. 18(1), 45–59. doi: 10.1515/ttj-2017-0005
- Sugandi, A and Petchsasithon, A (2020). *Assessing the Seamlessness of Bangkok Metropolitan Public Transport by using Modified Quantitative Gap Analysis*. Penerbit UTM Press, Universiti Teknologi Malaysia. 81-97. doi: 10.11113/ijbes.v7.n1.440
- Thailand's population: 66,171,439*. (2022, January 19). Retrieved from <https://www.bangkokpost.com/thailand/general/2250071/thailands-population-66-171-439>
- Thailand sees surge in domestic car sales in first eight months due to reopening*. (2022, September 25). Retrieved from <https://www.pattayamail.com/thailandnews/thailand-sees-surge-in-domestic-car-sales-in-first-eight-months-due-to-reopening-411473>
- Verhoef, E, T, Bert, V, W. (2000). *Car Ownership and Status*. Tinbergen Institute, Amsterdam and Rotterdam. Retrieved from <https://www.econstor.eu/handle/10419/85634?locale=en>
- YUDA, M. (2022, February 21). *Thai economy grew 1.6% in 2021 despite COVID-19 headwind*. Retrieved from <https://asia.nikkei.com/Economy/Thai-economy-grew-1.6-in-2021-despite-COVID-19-headwind>
- เจ๋งอีกแล้ว! "ไทย" เป็นอันดับ 3 ประเทศชั้นนำของโลก และ "กรุงเทพฯ" เมืองที่ดีที่สุดอันดับ 4. (2022, October 5). Retrieved from <https://mgronline.com/travel/detail/9650000095740>



Appendix A: Questionnaire

We appreciate your time for conducting this survey and it will help us gain more insight regarding your opinions towards the factors of first car owning. This survey will take approximately 3-5 minutes and information collected will be fully analyzed in order to be able to provide the suitable measures as well as marketing promotion for both the authorities and automobile companies

1. Have you purchased any vehicles during the past year?

- a. Yes
- b. No

2. Have you purchased your first vehicle during the past year?

- a. Yes
- b. No

If should select No for number 1 and 2, please go to the demographic section.

3. What kind of vehicles did you consider when you purchase your first vehicle?

- a. Hybrid
- b. SUV
- c. Sedan
- d. Eco
- e. Super car
- f. other

4. What brand of vehicles that your take into consideration of purchasing your first vehicle?

- a. European brands
- b. Asian brands

5. How did you gather information about vehicles prior your first time purchasing?

- a. Searching on the internet and other type of social media for the reviews
- b. Having a real experience with the car at the showroom
- c. Talking to inner circle
- d. Going to some automobile events

6. How long did it take starting from having the desire of owning the first vehicle until making the purchase?

- a. More than a year
- b. 6 months to 1 year
- c. 3 to 6 months
- d. less than 3 months

7. What was the range of price of your first vehicle that you can accept?

- a. Less than 500,000 Baht
- b. 500,001 to 1,000,000 Baht
- c. 1,000,001 to 1,500,000 Baht
- d. more than 1,500,001

Specific questions

Question	Strongly Agree	Agree	Disagree	Strongly Disagree
1. Owning a vehicle can be referred to the wealthy level				
2. you proudly say that you own a car				
3. Owning a car can be assumed to the higher social status that those who do not				
4. Travelling around Bangkok by private vehicle can shape people attitude towards you in terms of high income.				
5. The inaccessibility of public transport to your residential area is the main reason for owning a car				
6. The lack of punctuality for some public transport such as buses leads to the desire of owning a private car				
7. it is more convenient for coping with family issues when having a private car				

Question	Strongly Agree	Agree	Disagree	Strongly Disagree
8. it is more convenient for travelling around Bangkok with your own car				
9. The design of a vehicle can lead you to make a purchase on that vehicle				
10. The design of the car can be used to assume your personality				
11. The type of vehicle you own can describe your character				
12. it is important to own a car with the preferred color				
13. it is important to purchase a car with the full set of function in order to fully utilize its capacity				
14. The car have to be purchased based on its functional benefits				
15. The safety and security functions on the car is a significant factor when consider buying it				
16. You prefer to own a car with that can provide you with more functions than only travelling				
17. You prefer to own a car that can alleviate the greenhouse gas emission				
18. The air pollution caused by a car is your major concern regarding the automobile purchase				
19. The lack of CSR program regarding to the environment of the automobile company decreases the desire of own car from such company				
20. When the automobile company claims that the specific car model can mitigate the air pollution, it stimulates the desire of such model				

Demographic

1. What is your age group?

- Below 20 years old
- 20 - 29 years old
- 30 - 39 years old
- Over 39 years old

2. What is your physical gender?

- Male
- Female

3. How much is your income earning per month?

- Below 20,000 Bath
- 20,001 - 30,000 Bath
- 30,001 - 40,000 Bath
- Over 40,000 Bath

4. What is your Nationality

- Thai
- Not Thai

5. Do you live in Thailand?

- Yes
- No

6. Which region you live in Thailand

- Thai capital of Bangkok
- Eastern Thailand
- Northern Thailand
- Northeast (Isan)
- Southern Thailand
- Western Thailand