

**MOTIVATION TO BUY AND DEMOGRAPHICS OF TOYOTA
PRIUS DRIVERS IN BANGKOK AREA**



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PRIUS DRIVERS IN BANGKOK AREA**

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MOTIVATION TO BUY AND DEMOGRAPHICS OF TOYOTA PRIUS DRIVERS IN BANGKOK AREA

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ABSTRACT

Thailand's automotive industry has shown significant growth over the past ten years. However, this growth has also had a negative impact, with increased air pollution and a reduction in energy resources. In an effort to deal with those problems, automotive companies have developed a new hybrid technology, Toyota Prius have been introduced to the Thai market. However, the Thai market has not shown the strong demand and sales have reduced sharply in recent years. Hence, the objective of this study is to understand consumers' insight purchasing Toyota Prius, which interviews and questionnaires will be used to understand consumer behavior.

The results of the findings will be broken down into three factors: demographic issues; consumer motivation; and factors that influence decision making. The results show that demographic aspects have positive correlation with decisions to purchase the Toyota Prius. However, Thai consumers tend to have less intrinsic motivation, and are more likely to consider factors as image, specifications and price.

In conclusion, this thematic study will benefit automotive companies by enhancing their understanding of consumer insights and using them to evaluate marketing and product strategies relating to hybrid models.

KEY WORDS: Toyota Prius / Consumer / Demographic / Motivation / Consideration

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CHAPTER I

INTRODUCTION

1. 1 Introduction

Cars are a key transportation mode for Thai people, and the automotive industry therefore tends to reflect changes in Thai society and in its economic status. In this regard, the number of new car registrations has increased sharply over the past ten years, especially in 2012 as a result of the first-time car buyer scheme introduced by the government (www.boi.go.th). In the automotive industry, cars are typically divided into two main classes: passenger cars (PC) and commercial vehicles (CV). These classes distinguish cars in terms of purchasing purpose, design, utility, specifications, price range, size, fuel type, and engine. Fuel and emissions are the main factors that negatively influence diminishing energy resources and air pollution, since an increase in the number of cars means a corresponding rise in fuel consumption and pollution. Today, oil companies are developing alternative fuel consumption methods and engines that enhance driving efficiency, improve fuel economy, and are environmentally friendly. This can be seen in the new product offerings from oil and gas companies, which include E91, E95, E85, E20, compressed natural gas (CNG), and liquefied petroleum gas (LPG). In parallel, apart from the development of engines to support alternative fuel types, the first major change by an automotive company was the introduction of the hybrid engine in 2009 by the main player, Toyota. Hybrids in the medium to high PC segment (price range between 1MB to 2 MB) include the Camry, the Prius, the Prius C, and the Alphard. Honda also made a similar move, with the introduction of the Honda Jazz in the small car segment (priced below 1 million baht) in 2013.

Having been in development for over a decade, the hybrid vehicle was well received on the global market. Seventeen years after it was first launched, over six million units of the Toyota Prius have been sold worldwide (Toyota Europe). In terms of the Thai market, consumers responded well to the hybrid car, especially

during the introductory period. In 2010, its first year on the market, 9,774 units of the Prius were sold (4.2% of all passenger cars sold), and sales figures reached a high of 23,039 units in 2013 (3.6% of all passenger cars sold). However, sales of the Toyota Prius have declined sharply in recent times from 3,000 units per quarter to 500 units per quarter.

Table 1.1 Hybrid vehicle sales from 2009-2013 (Medium segment, price range between 1 million baht to 2 million baht)

Year	Quarter	HV TTL	Toyota	Camry HV	Prius HV	Prius C HV	Honda	Jazz HV	CR-Z	Civic HV
2009	Q1	2	2	2	-	-	-	-	-	-
	Q2	1	1	1	-	-	-	-	-	-
	Q3	2,016	2,016	2,016	-	-	-	-	-	-
	Q4	2,868	2,868	2,868	-	-	-	-	-	-
2010	Q1	1,983	1,983	1,983	-	-	-	-	-	-
	Q2	1,392	1,392	1,392	-	-	-	-	-	-
	Q3	1,352	1,352	1,352	-	-	-	-	-	-
	Q4	2,284	2,284	1,737	547	-	-	-	-	-
2011	Q1	4,582	4,582	1,548	3,034	-	-	-	-	-
	Q2	3,409	3,409	1,309	2,100	-	-	-	-	-
	Q3	3,047	3,047	1,305	1,742	-	-	-	-	-
	Q4	1,804	1,804	895	909	-	-	-	-	-
2012	Q1	2,213	2,213	988	1,225	-	-	-	-	-
	Q2	4,569	4,530	2,911	1,619	-	39	-	39	-
	Q3	5,501	4,249	2,606	1,643	-	1,252	1,220	32	-
	Q4	6,211	4,146	2,828	1,318	-	2,065	2,042	23	-
2013	Q1	3,704	2,798	1,929	868	1	906	871	14	21
	Q2	2,629	1,990	1,202	788	-	639	503	26	110
	Q3	2,548	2,013	1,362	650	1	535	378	77	80
	Q4	2,373	1,652	1,133	518	1	721	498	20	203

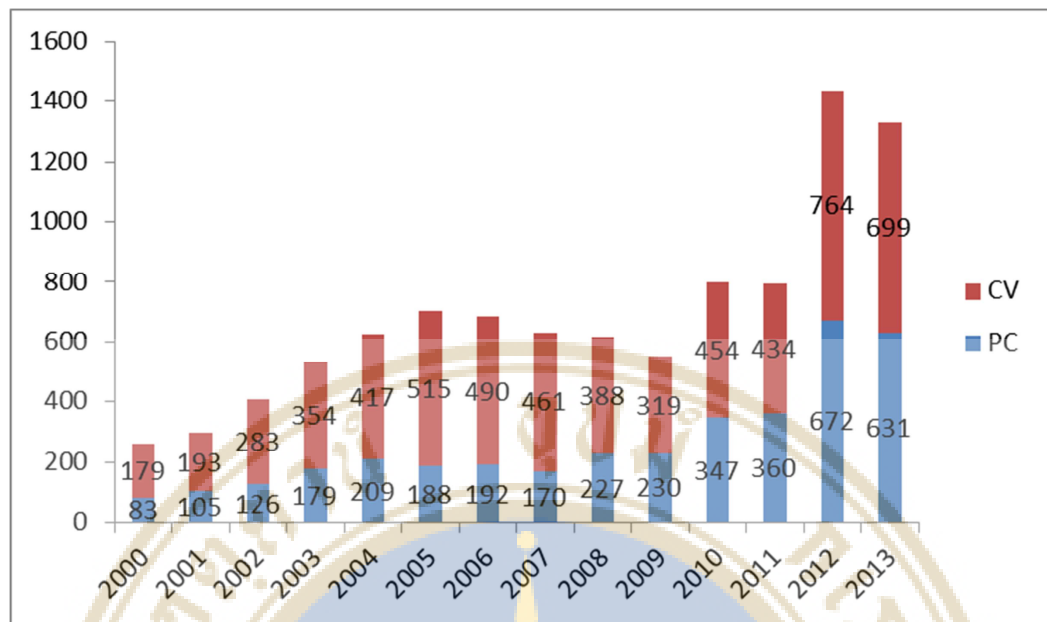


Figure 1.1 Graph shows automotive market sales volume from 2000-2013

1.2 Problem statement

As mentioned previously, although hybrid vehicles appear to be a good choice for Thai consumers with concerns about fuel economy, prestige, and the environment, sales of the Toyota Prius are now significantly lower. The objective of this research is to focus on the factors that affect consumer decision making with regard to purchasing the Toyota Prius. It also aims to investigate consumer insights regarding their purchasing decisions and how they adapt to sustainable energy products.

1.3 Research question:

This research aims to identify the motivation that influence consumers to buy and demographic of Toyota Prius' drivers in the Bangkok area.

1.4 Research objectives:

1. To gain an insight into why consumers in Bangkok purchase the Toyota Prius.
2. To analyze the consumer decision-making process based on the information collected.
3. To outline the relationships between all factors involved in consumer preference and expectation.

1.5 Research scope:

The scope of the research mainly covers the area of marketing, particularly consumer behavior and intentions with regard to purchasing the Toyota Prius. As hybrids represent a new technology in the automotive industry, consumers need to have access to more detailed information so they can compare the specifications and functions of hybrid cars. This research study will conduct an analysis to understand consumer insight into what they are looking for from an automotive company.

1.6 Expected Benefit:

1. The research will enable companies to devise new measures and utilize available information in order to enhance the effectiveness of marketing strategies for the Toyota Prius and other hybrid models.
2. The information will also benefit automotive companies in analyzing consumer behavior and identifying the factors that influence marketing and product planning for new models.
3. It is hoped that the work will enhance our understanding of consumer demographics, as well as consumer decision-making processes and factors that influence customer satisfaction.

CHAPTER II

LITERATURE REVIEWS & PROPOSED FRAMEWORKS

In this chapter, we will discuss existing research and theories concerning consumer behavior in the automotive industry, and how that information can be adapted and utilized to support and build on study frameworks.

2.1 Theoretical Foundation

2.1.1 Demographic influencing car-purchasing decisions

Demographic factors are the most likely factors to influence car-purchasing decisions, and cover areas such as income, education, age, gender, household characteristics, and family size. Previous research has found that income has a positive impact on the decision to purchase a new car, especially in the high segment. Meanwhile, low income and unemployment correlate negatively to new car purchases (www.boundless.com/economics). Moreover, studies show that the first car purchased by a household is more likely to be a new or used car from the compact, intermediate, or luxury segment, while the second is more likely to be a new or used car from the compact segment (Marc and Caemmerer, 2013). Hybrid drivers tend to be better educated than other groups of drivers, which is also the case in terms of new technology adopters (www.lauratoyota.com).

Existing literature indicates that age and gender impact on the car type purchased, and consumer preference and reasons for purchase vary according to consumer groups (www.drdriving.org). For example, young people are more likely to prefer small cars, while older consumers look for convenience cars in higher segments, which is also a function of their income. Gender is also a factor, with men and women showing different car preferences. Men may focus more on a car's

performance, whereas women tend to view a car from a multi-purpose perspective (www.dailymail.co.uk). An analysis of car-purchasing decisions in terms of demographics indicates that the highest proportion of Toyota Prius purchasers in Bangkok is woman between 25 and 40 years with a high income. Moreover, existing Toyota Prius customers in Bangkok tend to be well educated and are generally early adopters of technology.

2.1.2 Consumer motivation

In looking at consumers' psychological decision-making processes, previous research in Europe and the US has shown that the motivation to buy hybrid vehicles can be categorized as intrinsic or extrinsic.

2.1.2.1 Intrinsic motives: This describes the motivation of consumers who are interested in conservation and the environment, and prefer to purchase eco-friendly products. In line with increased concern about global warming since the 1970s (Minton and Rose, 1997; Pelletier, 1998), consumer behavior has changed over the past 40 years, and rather than paying for luxury and convenience items, consumers are more interested in purchasing green products that have a low impact in terms of resource utilization, demonstrate increased efficiency, and result in less harm to the environment. This means that consumers are aware of environmental change and are willing to make changes in support of a sustainable environment (Chan, 1996; Bamberg, 2003). In terms of the automotive industry, the Toyota Prius is a green product that was introduced to the Japanese market in 1997, and had achieved cumulative global sales of approximately three million units by June 2013 (www.csmonitor.com). Aside from concerns about the environment, purchasing a hybrid car, despite the fact that it is costlier, can allow consumers to enhance their image by sacrificing their own interests in favor of a green product (Griskevicius, Tybur, and Van den Bergh, 2010). However, research has revealed that there is only a low to moderate association between intrinsic motives and consumers purchasing environmentally friendly products (Chua, Lee, and Sadeque, 2013).

2.1.2.2 Extrinsic motives: This motivation centers on consumers purchasing products to enhance their own popularity and image (Jansson, Marrell, and Nordlund, 2009). Results of experiments have shown that many

consumers choose environmentally friendly products to cement their social image or professional status rather than on the basis of the intrinsic motives mentioned above (Griskevicius et al., 2010). In addition, Griskevicius et al. shed further light on extrinsic motivation based on their finding that consumers are likely to purchase comparatively more expensive green products if those products are likely to improve their social status and personal image (Chua et al., 2010 ;Griskevicius et al ., 2010).

However, since Thailand is a developing country, Thai consumer behavior in terms of education levels, technology adoption, and environmental concern may differ from that of developed countries or continents such as Japan, Europe, and the US. This study's hypothesis is based on predictions compared to previous research, taking account of factors such as demographic differences in consumer behavior, environmental concerns, government regulations, the economy, and technology adoption levels (Gallagher and Muehlegger, 2008). In the case of Thailand, particularly Bangkok, there appears to be less concern and fewer regulations regarding the environment (Camara, 2011). Hence, consumers are more likely to make decisions about car purchases based on product specifications, price, salespeople, after-sales service, and product promotion rather than on intrinsic and extrinsic motivation.

2.1.3 Consumer decision-making (consideration set)

When purchasing a product, consumers are required to seek out product information and evaluate the product in terms of price, durability, and range to aid them in the decision-making process.

Assessing and gauging factors for consideration is one tool that can help consumers arrive at a final decision. The initial step is to rate each attribute or criterion in order of importance. These elements must then be grouped into key factors for consideration (Chua et al., 2010). The most common deciding factors include cost, practicality, performance, design, fuel consumption, lifestyle, image considerations, and even social influence (Griskevicius et al., 2010). Some may buy a car based on intrinsic motivation, for example, a hybrid vehicle to protect the environment. In contrast, some may buy a hybrid vehicle for social status and image reasons. Hence, the decision-making process is a considerable challenge for marketers and researchers,

and requires an in-depth analysis and study of the factors that consumers take into consideration (Chua et al., 2010).

This study's prediction of consumer decision making indicates that Thai people tend to prioritize specifications, price, personal preference and brand.

2.2 Proposed Framework

According to the literature, we hypothesized that there are a number of factors that can impact Bangkok consumers' decision making in terms of purchasing the Toyota Prius. These factors include demographic considerations (age, occupation, education levels, income, and marital status), consumer motivation, consumer decision-making processes, and environmental behavior.

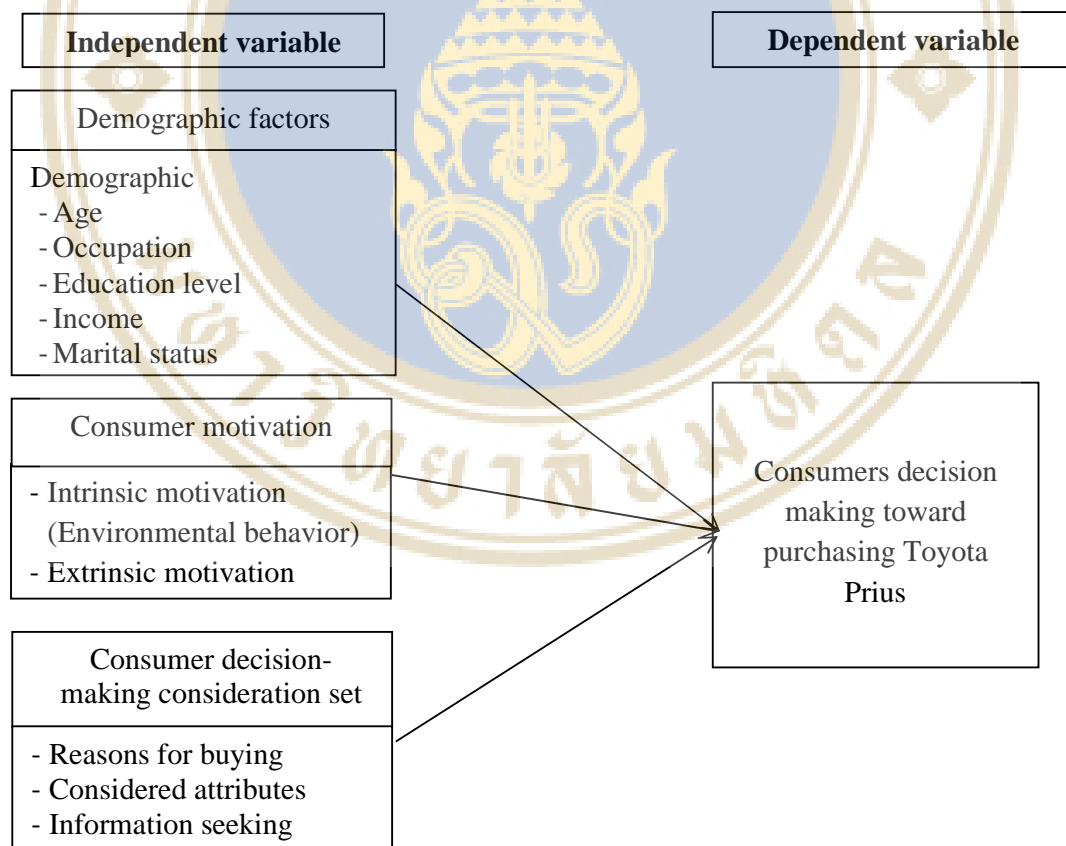


Figure 2.1 Study framework showing independent and dependent variables

Based on this study's hypothesis, the demographic factor should correlate positively with consumer decision-making. It is assumed that Prius purchasers range in age from 25 to 40, have successful careers, a high level of education and income, and a small family (if applicable). The Toyota Prius is positioned in the mid-high PC segment and boasts advanced technology with optimal fuel consumption; it is also in the upper price range in its class. As discussed previously, there are many different motivating factors behind consumers' decisions to purchase the Prius.



CHAPTER III

METHODOLOGY

3.1 Research setting

This part of the study will look at the research methodology that will be utilized to collect research data, focusing on the methodology and rationale of the study, the sample size, and the scope of the questions. The study will be based on mixed approaches. Quantitative and qualitative research will be utilized to collect data by means of a survey, and open-ended questions will be asked in order to enhance our understanding of consumers' insights. The objective is to use the above methods to determine the relationship between independent and dependent variables in terms of factors that may impact consumer decision making when buying the Toyota Prius.

The rationale for using this method is to enhance existing knowledge of Toyota Prius consumers by analyzing quantitative data on the basis of descriptive statistics. This will be advantageous in terms of interpreting the statistical data by means of charts or graphs. Conversely, qualitative data will help to gain an understanding of consumer insights so that more in-depth information can be obtained. Previous research carried out using mixed methods has revealed the advantages of applying this methodology, mainly in terms of developing multiple perspectives and enhancing our understanding of the problem and the research objective. In order to fully interpret quantitative outcome measurements, using qualitative data to support the descriptive analysis may provide a more comprehensive result (Creswell, Klassen, Clark, and Smith, 2010).

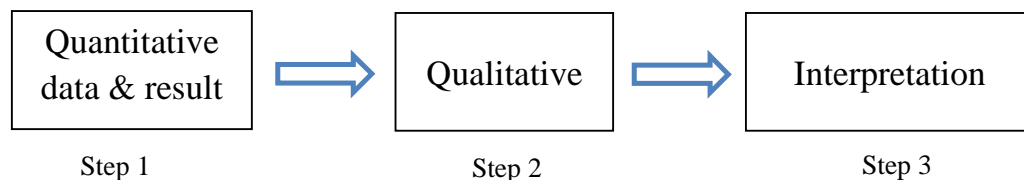


Figure 3.1 Framework process for data collection

❖ Step 1: Quantitative data and results

A questionnaire containing 16 questions based on independent variables such as demographic factors, consumer motivation, and consumer decision making will be conducted online using the non-probability sampling method for convenience.

❖ Step 2: Qualitative data and results

When respondents have completed the questionnaire, they will be asked further questions to enhance insights regarding their perspectives on buying the Toyota Prius. The information gained here will be used as support information for the study, and the process will be conducted on the phone or face to face.

❖ Step 3: Interpretation and analysis

The descriptive data will be used to interpret the data and results. The collected data will be converted to statistics, as this is the most convenient and suitable method for understanding the overall problem. The qualitative data will then be analyzed to support and explain the statistical results.

3.2 Data collection

Sample definition

Qualification for sampling

- ❖ People who have owned a Toyota Prius for at least one year
- ❖ People living in Bangkok

Sampling size: 25 respondents in Bangkok

Period of data collection: March to April, 2014

The reason for the above criteria is that this respondent group will have the necessary product knowledge and be in a position to provide a comprehensive evaluation of the product.

CHAPTER IV

RESULT OF FINDINGS

As previously stated in Chapter 2, the factors that impact consumer decision making with regard to buying the Toyota Prius include demographic factors, buying motivation, and consumer behavior. The results of the data collected from the questionnaire and open-ended questions will be viewed in three parts and analyzed according to the proposed framework.

4.1 Factor 1: Demographic factors

Hypothesis:

The Toyota Prius is categorized in the medium PC segment (priced at one million baht or more) and is technologically innovative in terms of fuel consumption, which enhances the efficiency of the engine. The demographic of Toyota Prius consumers is largely female, as women are more likely to focus on cost and utility than on a sporty image. The age of purchasers ranges from 25 to 40 years old with a high income that enables them to afford this innovative car. Lastly, it is assumed that Toyota Prius buyers have at least some knowledge of hybrid vehicles and assess price in proportion to value as part of the decision-making process.

Results:

In terms of demographic factors, the data results can be summarized as follows:

Table 4.1 Prius consumer demographic by gender

Gender	Response	Ratio
Male	10	40%
Female	15	60%
Total	25	100%

The results show that 60% of the respondents are female, while 40% are male.

Table 4.2 Prius consumer demographic by marital status

Marital status	Response	Ratio
Single	4	16%
Married	21	84%
Divorced	0	0%
Widowed	0	0%
Total	25	100%

A total of 84% of the respondents are married and the remaining 16% are single.

Table 4.3 Prius consumer demographic by age

Age	Response	Ratio
Under 24 years	1	4%
25-29 years	1	4%
30-34 years	6	24%
35-39 years	8	32%
40-45 years	5	20%
46-49 years	3	12%
50-55 years	1	4%
56 years or over	0	0%
Total	25	100%

The majority of the respondents are between 30 and 45, which represent more than 76% of the total sample size; people below 29 years rank second at 8% and people over 50 represent 4%.

Table 4.4 Prius consumer demographic by education

Education	Response	Ratio
Primary school and below	0	0%
High school	0	0%
Diploma	0	0%
University	22	88%
Post graduate and above	3	12%
Total	25	100%

A total of 88% of Toyota Prius consumers graduated at university level, while the remaining 12% gained at least a post-graduate qualification.

Table 4.5 Prius consumer demographic by occupation

Occupation	Response	Ratio
Private company	9	36%
Business owner	8	32%
Management	4	16%
Housewife	0	0%
Student	0	0%
Unemployed	0	0%
Government servant	3	12%
Sales person	1	4%
Retired	0	0%
Other	0	0%
Total	25	100%

The questionnaire indicates that people working for private companies and business owners account for 68% of the total, while management represent 16%, government servants, 12% and salespeople, 4%.

Table 4.6 Prius consumer demographic by monthly income

Monthly income	Response	Ratio
30,000 baht or less	1	4%
30,001 - 40,000 baht	6	24%
40,001 - 50,000 baht	6	24%
50,001 - 60,000 baht	5	20%
60,001 - 70,000 baht	4	16%
70,001 - 80,000 baht	3	12%
80,001 baht or more	0	0%
Total	25	100%

The monthly income figures demonstrate the income range of the respondents, just 4% earning 30,000 baht or less per month, while 48% earning between 30,001 and 50,000 baht per month, 20% earning between 50,001 and 60,000 baht per month, 16% earning between 60,001 and 70,000 baht and 12% have monthly income between 70,001 and 80,000 baht per month.

Demographic information is the most basic data required by marketers and product developers to understand what the customer wants and how to devise efficient marketing strategies, and in the process, communicate the product's utility, uniqueness, and value properly to consumers.

The consumer demographic data collected in the study is similar to the study's prediction, in that the majority of the respondents are female, aged between 30 and 45 years old have a high level of income and education. Hence, the data also supports the hypothesis that demographic factors are decisive in consumer decisions to purchase the Toyota Prius. Various demographic backgrounds tend to influence consumer product preferences based on consumer knowledge and budget.

Factor 2: Consumers' motivation to purchase the Toyota Prius

Hypothesis:

The motivation to purchase a vehicle varies among consumers; some wish to enhance their social status, while others may place more emphasis on fuel consumption and vehicle efficiency in terms of the environment. Previous research has categorized the motivation to buy as intrinsic or extrinsic motivation, as explained previously in Chapter 2. However, this study focuses on Thai people living in the Bangkok area, who are likely to have different motivations to consumers living in developed countries. Accordingly, the study predicts that the study subjects are more likely to prioritize the value that they can get from the product itself, including product specifications, price, promotion, and superior vehicle performance, rather than intrinsic and extrinsic factors.

Results:

For this part, the 25 respondents were asked several questions with a view to obtaining an insight into what motivated them to purchase the Toyota Prius. The results can be summarized as follows:

In terms of motivation, the results show that 18% of the respondents purchased the Toyota Prius to enhance their social status, while a further 18% made the purchase because they liked the vehicle itself. A total of 14% made their decision

on the basis of household income, while 9% were persuaded by the fuel consumption. Work purposes accounted for a further 9%, as did leisure purposes. Each of the remaining motivating factors was selected by 5% of the respondents, i.e., trading real estate, attractive promotion, suitable financial terms, and style and design.

Table 4.7 Consumer motivation to purchase the Toyota Prius

Motivation lists	Response	Ratio
Household income increase	3	14%
Trading real estate	1	5%
Improved economic status	1	5%
Salesperson	0	0%
Attractive promotion	1	5%
Serious damage to previous car	0	0%
Replacement	0	0%
Social status	4	18%
Favourable financial term	1	5%
Work purposes	2	9%
Family size	0	0%
Leisure	2	9%
Style and design	1	5%
Fuel consumption	2	9%
Environmental concern	0	0%
Satisfaction with the car itself	4	18%
Total	22	100%

Table 4.8 Consumer perception of social and image attributes

Attributes	Response	Strongly disagree	Disagree	Agree	Strongly agree	Total
Vehicle is symbol of social status	Respondents	0	3	10	12	25
	Ratio	0%	12%	40%	48%	100%
Vehicle represents owner's image	Respondents	3	3	8	11	25
	Ratio	12%	12%	32%	44%	100%
Price is more important than style	Respondents	1	8	10	6	25
	Ratio	4%	32%	40%	24%	100%
Manufacturer image is important	Respondents	0	2	11	12	25
	Ratio	0%	8%	44%	48%	100%
Hybrid performance is good compared to conventional vehicle	Respondents	0	2	11	12	25
	Ratio	0%	8%	44%	48%	100%

The above table provides a cross check of consumers' views compared to attributive statements regarding the Toyota Prius. The majority of the respondents strongly agree that social status is important and the vehicle represents both the owner's and the manufacturer's image. They also agree that the hybrid performs well compared to conventional models, while most feel price is more important than style and can be used as a leverage tool.

To conclude this section on consumer motivation factors, it is clear that Thai consumers have a similar attitude both to vehicle attributes and social status, as found in previous studies (see table showing consumer motivation to purchase the Toyota Prius). In terms of the proposed framework for the study, the data results show that consumers consider social status important, and are also concerned with vehicle attributes, but are likely not to be driven by intrinsic motivation (from an environmental perspective). All of the above are in line with the study findings.

Factor 3: Consumer decision making (consideration factors)

Hypothesis:

Regarding the factors consumers consider in the decision-making process, this study predicts that Thai people mainly prioritize specification, price, personal preferences, and brand image.

Table 4.9 Reasons for purchasing the Toyota Prius

Reasons list	Response	Ratio
Reasonable price	1	4%
Payment terms	1	4%
Resale value	1	4%
Part availability	2	8%
Brand reputation	5	20%
Convenience	2	8%
Attractive product design	7	28%
Discount	0	0%
After-sales service	2	8%
Repair parts	0	0%
Dealerships	4	16%
Salesperson	0	0%
Total	25	100%

Results:

The main reasons why Thai people purchase the Toyota Prius are product design, accounting for 28% of the total respondents, brand reputation, accounting for 20%, dealerships, accounting for 16%, availability and after-sales service, accounting for 16%, and reasonable price, payment terms, and resale value accounting for the remaining 12%.

Table 4.10 Consumer opinions on the image of the Toyota Prius

Vehicle's image lists	Response	Ratio
Advanced	3	12%
Calm	1	4%
Prestigious	2	8%
Fun to drive	1	4%
Aerodynamic	2	8%
Sporty	4	16%
High performance	2	8%
Family-oriented	3	12%
Conservative	0	0%
Leadership	1	4%
Economical	6	24%
Total	25	100%

In terms of consumer opinions on the image of the Toyota Prius, around 24% feel it is economical, 16% perceive it as sporty, 12% consider it advanced and family-oriented, 8% admire its prestige and high performance, while the remaining 12% perceive the Toyota Prius as calm, fun to drive, and a leadership.

In conclusion, a comparison between the proposed framework of this study and the results shows that although consumers emphasize the specifications and attributes of the Prius, they are less likely to be concerned about price, as the minority chose this alternative in their consideration of all the factors. In contrast, they are likely to focus more on dealerships and brand reputation. This can be interpreted as a desire for convenience and reliability in the consumer's mind.



CHAPTER V

DISCUSSION & CONCLUSION

The Toyota Prius has been a success story in international countries such as the US and Japan, with global sales in excess of six million units to date. However, the introduction of the Toyota Prius in Thailand was a different story, and sales have dropped continuously since its launch in 2010. Hence, to ensure success in today's highly competitive environment, it is essential for marketers to understand consumers' motivation and behavior. The findings in this study regarding what drives consumers to purchase the Toyota Prius may be beneficial to automotive companies in devising new and more efficient marketing strategies or sales and new product planning. As high investment and a long preparation lead time is required for production planning and introducing marketing strategies, it is advisable for marketers to evaluate previous case studies in order to deliver the right marketing mix to consumers.

To summarize the findings, the results can be grouped into six factors in terms of motivation, as follows: products and marketing, utility and benefits, extrinsic, intrinsic, economic, and other factors. These results indicate the product and marketing conditions perceived as priority considerations, including product, price, place, promotion, and service.

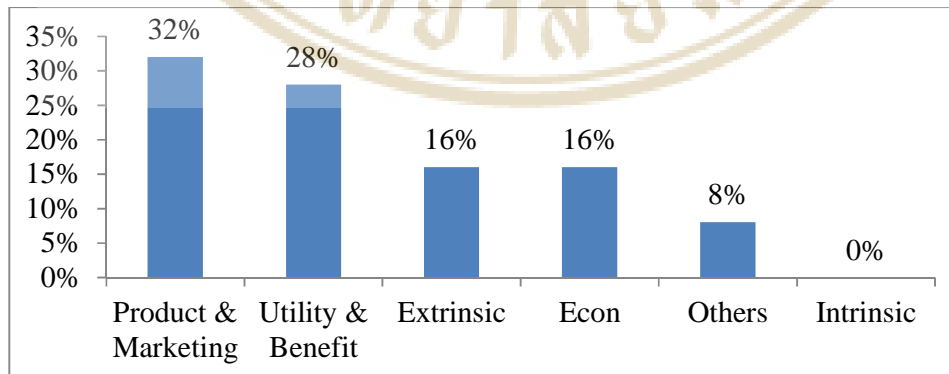


Figure 5.1 Demonstration of the motivating factors for the 25 respondents

In terms of the six factors listed in Figure 5.1, the survey results have shown that 32% of consumers put product and marketing first in their considerations, namely, product design, financial terms, marketing campaigns, and discount. A further 28% considered the utility and benefit they would get from purchasing a vehicle, for example, in terms of fuel economy, family transport, and use for work. A total of 16% of the respondents showed extrinsic motivation and were influenced by economic conditions. Lastly, respondents simply replacing their cars accounted for just 8%.

The overall findings support the hypotheses in the area of demographic and consumer consideration factors. The results show a positive correlation between age, income, and education background on the one hand, and the purchase of the Toyota Prius on the other. The findings also support the hypothesis that consumers focus on vehicle attributes and design, as well as extrinsic motivation to enhance their social status, while Thai consumers are not overly concerned with intrinsic motivation such as environmental concern. This can be understood in the social context of the difference between developing and developed countries, along with differences in education and regulation levels, and concern for the environment.

Contribution of the study

The study aims to analyze the problem in term of marketing strategies and consumer behavior, decision-making processes, and complexity in the automotive industry. The results will enhance our in-depth understanding of the consumer's point of view, particularly regarding what motivates them to buy a Toyota Prius. Based on this essential understanding of consumer behavior, the data collected can be used to evaluate and compare actual marketing strategies and the criteria in consumers' minds. Hence, the solutions found to this problem can be further defined to develop and improve marketing strategies in the automotive industry.

Managerial implications and suggestions

1. Automotive companies can utilize the study to support the evaluation and development of Prius hybrid sales and marketing strategies.
2. The results can be used to understand consumer insights and behavior regarding the purchasing decision-making process.
3. The study material will facilitate an understanding of the differences between developing and developed countries from a consumer perspective.
4. The study data will make it easier to foresee trends in the automotive industry, in addition to market changes.
5. The data collected can be used to improve marketing strategies in future implementations.

Limitations

1. The study was conducted with a sample size of 25 respondents between March and April 2014 in Bangkok, Thailand. This sample may not represent the entire segment fully.
2. The study utilized the descriptive statistics method to explain the data results.
3. The main part of the literature review was based on studies concerning the US and European markets for information search reasons.
4. A more complex methodology can be utilized to enhance the accuracy of the data.
5. Study topics include demographics, consumer motivation, and consumer decision-making considerations; however, in reality, there are many other factors to consider, such as sales promotion, marketing communication, or the impact of salespeople on the purchase.

Future Research

For future research, the analysis of marketing strategies and consumer behavior regarding the Toyota Prius in Thailand can be improved using other methods, including SPSS, regression analysis, and qualitative methods through the focus group approach. Moreover, different areas of the study will yield different results in terms of consumer behavior and lifestyle.



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Appendix A Questionnaire

Questionnaire

1) Currently you drive Toyota Prius?

☐ Yes

☐ No

2) You decided to purchase Toyota Prius by your own?

☐ Fully participate

☐ Partially participate

3) You purchase Hybrid car because you concerned on environmental?

☐ New Car

☐ Used Car

4) You purchase Toyota Prius as a First / Additional or replace vehicle?

☐ First

☐ Additional

☐ Replace

5) When you found information during purchasing Toyota Prius, Do you also considered other models?

☐ Yes

☐ No

6) What's your motivation for buying Toyota Prius?

☐ Household income increase

☐ Appropriate financial term

☐ Trading real estate

☐ To use in working

☐ Economic condition improve

☐ Family size (children)

☐ Environmental concerned

☐ Leisure

☐ Attractive promotion

☐ Style and design

☐ Serious damage of previous car

☐ Fuel consumption

☐ Replacement

☐ Influencers

☐ Social status

☐ Like the vehicle itself

7) What do you think about the image of Toyota Prius?

☐ Advance

☐ High performance

☐ Calm

☐ For Family

☐ Prestigious

☐ Conservative

☐ Fun to drive

☐ Leadership

☐ Aerodynamic

☐ Economical

☐ Sport

8) What are reasons for buying Toyota Prius?

- | | |
|--|--|
| <input type="checkbox"/> Reasonable price | <input type="checkbox"/> Attractive product design |
| <input type="checkbox"/> Payment terms | <input type="checkbox"/> Discount |
| <input type="checkbox"/> Resale value | <input type="checkbox"/> After sales service |
| <input type="checkbox"/> Part availability | <input type="checkbox"/> Repair part |
| <input type="checkbox"/> Brand reputation | <input type="checkbox"/> Dealerships |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Sales person |

9) Where do you always get information about Automobile?

- | | |
|---|--|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Magazine |
| <input type="checkbox"/> TV advertisement | <input type="checkbox"/> Out of home media |
| <input type="checkbox"/> Cinema | <input type="checkbox"/> Radio |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Direct mail |
| <input type="checkbox"/> Family / Friends | <input type="checkbox"/> Motor show and events |

10) Please rank the following attributes that suit you the most?

(1 = strongly disagree, 2 = disagree, 3 = agree and 4 = strongly agree) ☐

Attributes list	1	2	3	4
Vehicle is symbol of social status				
Vehicle represent owners sense				
Price is more important than style				
Manufacturer image is important				
Hybrid performance is good compared to conventional vehicle				

11) Gender of main driver?

- | | |
|-------------------------------|---------------------------------|
| <input type="checkbox"/> Male | <input type="checkbox"/> Female |
|-------------------------------|---------------------------------|

12) Marital status?

- | | |
|--|----------------------------------|
| <input type="checkbox"/> Single | <input type="checkbox"/> Married |
| <input type="checkbox"/> Divorced / Separate | <input type="checkbox"/> Widowed |

13) Age of main driver?

- | | |
|---|---|
| <input type="checkbox"/> Under 24 years | <input type="checkbox"/> 25-29 years |
| <input type="checkbox"/> 30-34 years | <input type="checkbox"/> 35-39 years |
| <input type="checkbox"/> 40-45 years | <input type="checkbox"/> 46-49 years |
| <input type="checkbox"/> 50-55 years | <input type="checkbox"/> 56 years and above |

14) Education of main driver?

- | | |
|---|--------------------------------------|
| <input type="checkbox"/> Primary school and below | <input type="checkbox"/> High school |
| <input type="checkbox"/> Diploma | <input type="checkbox"/> University |
| <input type="checkbox"/> Post graduated and above | |

15) Occupation of main driver?

- | | |
|---|---|
| <input type="checkbox"/> Private company | <input type="checkbox"/> Business owner |
| <input type="checkbox"/> Management | <input type="checkbox"/> Housewife |
| <input type="checkbox"/> Student | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> Government servant | <input type="checkbox"/> Sales person |
| <input type="checkbox"/> Retired | <input type="checkbox"/> Others |

16) Monthly income of main driver?

- | | |
|--|---|
| <input type="checkbox"/> Below 30,000 baht | <input type="checkbox"/> 30,001- 40,000 baht |
| <input type="checkbox"/> 40,001 - 50,000 baht | <input type="checkbox"/> 50,001 – 60,000 baht |
| <input type="checkbox"/> 60,001 - 70,000 baht | <input type="checkbox"/> 70,001 – 80,000 baht |
| <input type="checkbox"/> 80,001 baht and above | |