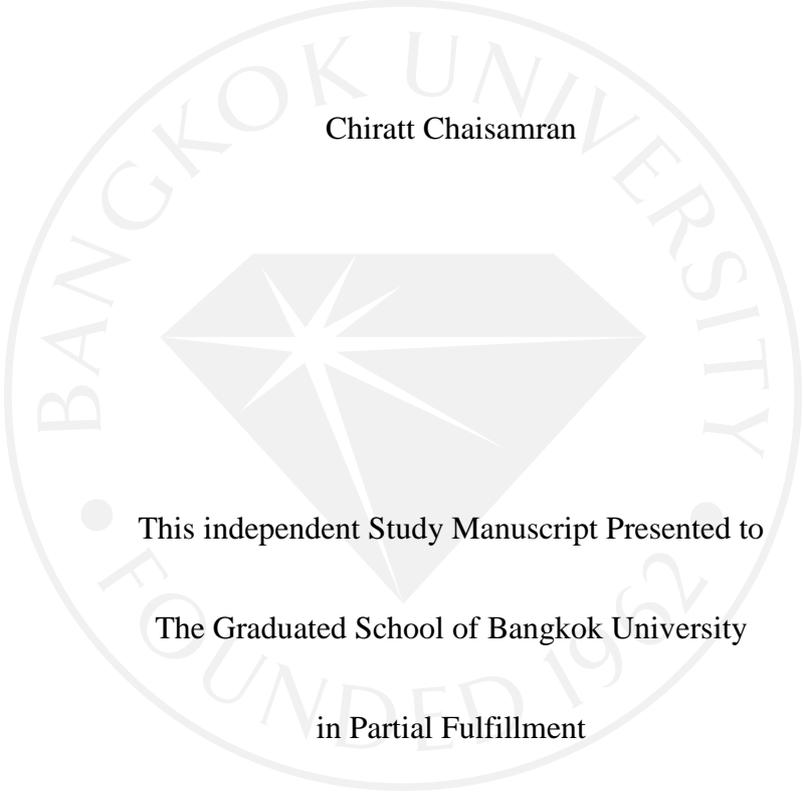


FACTORS POSITIVELY AFFECTING PURCHASE INTENTION OF
AUTOMOBILE CONSUMERS AT THAILAND INTERNATIONAL MOTOR
EXPO 2015 IN BANGKOK



FACTORS POSITIVELY AFFECTING PURCHASE INTENTION OF
AUTOMOBILE CONSUMERS AT THAILAND INTERNATIONAL MOTOR
EXPO 2015 IN BANGKOK

Chiratt Chaisamran



This independent Study Manuscript Presented to
The Graduated School of Bangkok University
in Partial Fulfillment

of the Requirements for the Degree

Master of Business Administration

2016



©2016

Chiratt Chaisamran

All Rights Reserved

**This Independent Study has been approved by
the Graduate School
Bangkok University**

Title: FACTORS POSITIVELY AFFECTING PURCHASE INTENTION OF
AUTOMOBILE CONSUMERS AT THAILAND INTERNATIONAL MOTOR
EXPO 2015 IN BANGKOK

Author: Mr. Chiratt Chaisamran

Independent Study Committee:

Advisor



(Dr. Penjira Kanthawongs)

Field Specialist



(Dr. Nittana Tarnittanakorn)



(Dr. Sansanee Thebpanya)

Dean of the Graduate School

April 24, 2016

Chaisamran, C. M.B.A., April 2016, Graduate School, Bangkok University.

Factors Positively Affecting Purchase Intention of Automobile Consumers at Thailand International Motor Expo 2015 in Bangkok (138 pp.)

Advisor: Penjira Kanthawongs. Ph.D.

ABSTRACT

The researcher studied the positive influence of car attributes, emotional connection, accessibility, external Influence, brand-loving tendency, support environmental protection, drive for environmental responsibility, and vivacity towards purchase intention of automobile consumers at Thailand International Motor Expo 2015 in Bangkok. The 258 usable survey questionnaires were received from the attendants of Thailand International Motor Expo 2015 at IMPACT Muang Thong Thani Convention Centre between 5 December to 13 December in 2015. The data was analyzed using Multiple Regression Analysis found that vivacity ($\beta = 0.361$) and accessibility ($\beta = 0.141$) were positively affected purchase intention of the potential automobile consumers in the Expo at .05 level of significant, explaining 57% of the influence towards purchase intention of the consumers. However, car attribute, emotional connection, brand-loving tendency, supporting environmental protection, and drive for environmental responsibility were not found to be significantly affected purchase intention of working people in Bangkok.

Keywords: Purchase Intentions, Automobile, Vivacity, Accessibility

ACKNOWLEDGEMENT

First of all, I would like to sincerely express my gratitude to my advisor, Dr. Penjira Kanthawongs, for continuous support this research as parts of my study for her patience, review, and suggestion. This study from my own selected topic had been done under the assistance and guidance from my advisor. Besides my advisor, I also would like to thank all professors of MBA International Program for knowledge and encouragement.

I sincerely thank Mr. Nontapant Chongthong, Toyota Mahanakorn Manager, and Mr. Aekkarak Khongkay, Siam Nissan Bangkok HR Manager, who delicated their valuable times to reviewing and correcting the questionnaire.

I thank you for all participants who delicate their valuable time to answering and completing the questionnaire. This independent study would not have been possible unless many participants and many individuals who has provided assistance in all ways.

Thank for the classmates and friends to accompany in my side in the last two years, and thank for the useful suggestions and opinions which they proposed, and thank all people particularly MBA international program colleagues who helped me to pass the troubled situations and for all the fun we have had in the last two years. Last but not least, I would like to dedicate this document to my family, thank for my parents' support.

Chiratt Chaisamran

TABLE OF CONTENTS

	Page
ABSTRACT.....	iv
ACKNOWLEDGEMENT.....	v
LIST OF TABLES.....	xi
LIST OF FIGURES.....	ix
CHAPTER 1: INTRODUCTION.....	1
1.1 Background.....	1
1.2 SWOT Analysis.....	7
1.3 Statement of Problem.....	9
1.4 Objectives of Research	9
1.5 Scope of Research.....	10
1.6 Research Question.....	10
1.7 Significance of Research.....	11
1.8 Limitation of Research.....	11
1.9 Definition of Terms.....	12
CHAPTER 2: LITERATURE REVIEW.....	14
2.1 Concept theories of Car Attribute.....	15
2.2 Concept theories of Emotional Connection.....	16
2.3 Concept theories of Accessibility.....	17
2.4 Concept theories of External Influence.....	18
2.5 Concept theories of Brand-Loving Tendency.....	19
2.6 Concept theories of Supporting Environmental Protection.....	22
2.7 Concept theories of Drive for Environmental Responsibility.....	23

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 2: LITERATURE REVIEW (Continued)	
2.8 Concept theories of Vivacity.....	24
2.9 Concept theories of Behavioral Intention.....	25
2.10 Related document and previous research.....	29
2.11 Hypothesis.....	34
2.12 Variable used in research.....	35
2.13 Theoretical Framework.....	36
CHAPTER 3: METHODOLOGY.....	37
3.1 Research Design.....	37
3.2 Population and Sample Selection.....	38
3.3 Research Instrument.....	39
3.4 Testing Research Instrument.....	42
3.5 Data Collection.....	49
3.6 Preparation and Data Analysis.....	49
3.7 Statistic Method.....	51
CHAPTER 4: FINDING.....	55
4.1 Demographic data.....	55
4.2 Mean, Standard Deviation and Respondents perception.....	62
4.3 Analysis of the data base on assumption.....	72
4.4 Other Analysis.....	80

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS.....	82
5.1 Hypothesis Assumption.....	82
5.2 Summary.....	84
5.3 Suggestion	89
5.4 Recommendation.....	90
BIBLIOGRAPHY.....	93
APPENDICES.....	102
APPENDIX A.....	103
APPENDIX B.....	112
APPENDIX C.....	121
BIODATA.....	137
LICENSE AGREEMENT.....	138

LIST OF TABLES

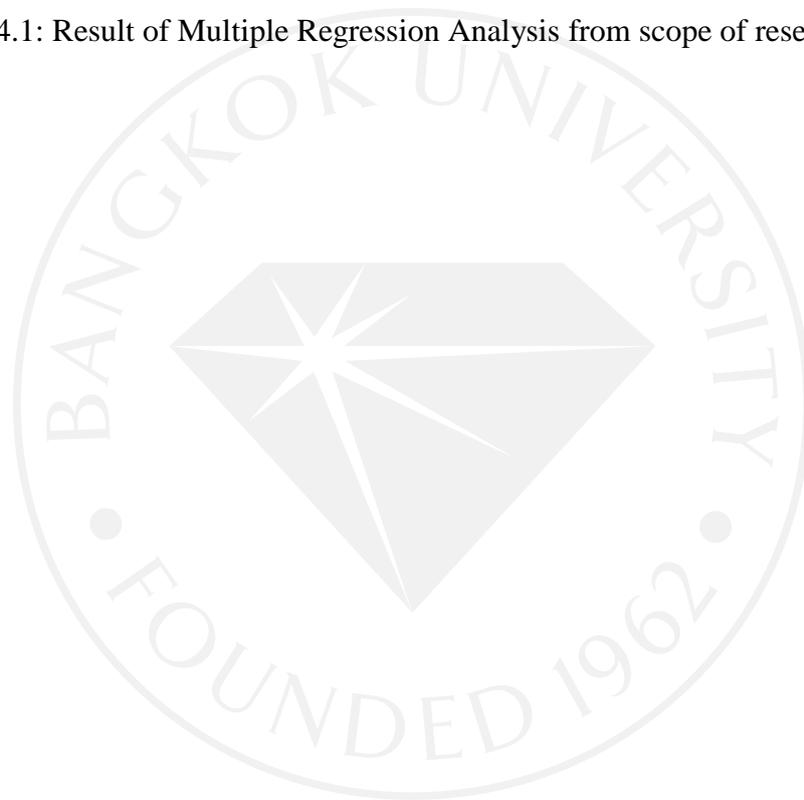
	Page
Table 1.1: Statistic of Number of Vehicle Registered in Thailand.....	2
Table 1.2: Thailand Domestic Sales Volume : November 2015.....	4
Table 1.3: Top 3 Vehicle Sale by Segment During January - December 2015.....	5
Table 1.4: Toyota, Ford, Honda SWOT Analysis.....	7
Table 2.1: Eight kinds of consumer-object relations.....	20
Table 3.1: Factor Analysis of factor positively affect automobile purchase intention of working people in Bangkok.....	44
Table 3.2: ANOVA Analysis.....	53
Table 4.1: Gender of respondents.....	56
Table 4.2: Age of respondents.....	56
Table 4.3: Marital status of respondents.....	57
Table 4.4: Educational level of respondents.....	57
Table 4.5: Monthly salary of respondents.....	58
Table 4.6: Occupation of respondents.....	58
Table 4.7: Number of vehicle own of respondents.....	59
Table 4.8: Interested vehicle segment of respondents.....	60
Table 4.9: Vehicle buying intention period of respondents.....	60
Table 4.10: Buying decision influence of respondents.....	61
Table 4.11: Buying objective of respondents.....	62
Table 4.12: Mean, Standard Deviation and Perception of Car Attribute.....	62
Table 4.13: Mean, Standard Deviation and Perception of Emotional Connection.....	63
Table 4.14: Mean, Standard Deviation and Perception of Accessibility.....	64

LIST OF TABLES (Continued)

	Page
Table 4.15: Mean, Standard Deviation and Perception of External Influence.....	65
Table 4.16: Mean, Standard Deviation and Perception of Brand-Loving Tendency...	66
Table 4.17: Mean, Standard Deviation and Perception of Supporting Environmental Protection.....	67
Table 4.18: Mean, Standard Deviation and Perception of Drive for Environmental Responsibility.....	69
Table 4.19: Mean, Standard Deviation and Perception of Vivacity.....	70
Table 4.20: Mean, Standard Deviation and Perception of Behavioral Intention.....	71
Table 4.21: Pearson's Correlation Coefficient Analysis.....	73
Table 4.22: ANOVA Analysis.....	76
Table 4.23: Multiple Regression Analysis.....	77
Table 4.24: Testing Collinearity of independent variable.....	80

LIST OF FIGURES

	Page
Figure 2.1: Theory of reasoned action.....	26
Figure 2.2: Theory of planned behavior.....	27
Figure 2.3: Consumer buying decision process.....	28
Figure 2.4: Theoretical framework for purchase intention.....	36
Figure 4.1: Result of Multiple Regression Analysis from scope of research.....	81



CHAPTER 1

INTRODUCTION

This chapter presents background of the research, objectives of the research, scope of the research, problem statement, research questions, significance of the research, definition of terms, and limitation of research.

1.1 Background

Nowadays, selecting suitable transportation modes can help to manage time. There are many ways to travel around Bangkok. According to the traffic in Bangkok, BTS Skytrain and MRT subway maybe the most efficient way to reach the destination. Travel by road in Bangkok rush hour may not be a smart choice unless there are no other transportations. However, it is the other way to move from point A to B with more convenience.

Each person has a different reason to purchase a vehicle. Some people have to purchase due to their living area. Most of people in urban areas do not have many transportation choices. Some of them transport by buses, but some travel by driving their own cars. Then, families with children would take longer times to travel from their homes in urban areas into downtown areas of the cities. Next is a family with children. Parents would take their children to school even if the schools are located far away. So, families with children would take longer times to travel from their homes in urban areas into downtown areas of the cities. Moreover, Thai people often drive their own cars for their vacations or visits their ancestors in their hometowns.

According to Thailand Board of Investment (BOI), the automobile industry has been the important key industry in Thailand, accounting for about 12% of the country's gross domestic product (GDP) (Thailand Board of Investment (BOI), 2015). In 2015, Thai automotive production capacity was at 2.85 million vehicles and the Industry employed more than 550,000 people in 2012 (Bangkokbiznews.com, 2015; Thailand Board of Investment (BOI), 2015). Then, the total number of vehicles under the motor vehicle act in Bangkok from 31 December 2014 to 2015 were increased from 8,476,590 units to 8,840,195 units, accounting for the increase of 4.29% (Transport statistic planning division, 2016). Registered vehicles can be divided into 4 major segments as in table 1.1

Table 1.1: Statistic of Number of Vehicle Registered in Thailand

Type of Vehicle	vehicle amount (unit)		Change percentage 2015/2014 (increase,(decrease))
	31 Dec 2014	31 Dec 2015	
Sedan (Not more than 7 Pass.)	3,592,212	3,799,125	5.76
Microbus & Passenger Van	217,717	214,394	(1.53)
Van & Pick Up	1,200,273	1,242,201	3.49
motorcycle	3,168,496	3,284,422	3.66

Source: Department of Land Transport. (2016). *Cumulative vehicle register number*.

Retrieved from http://apps.dlt.go.th/statistics_web/vehicle.html

Thai government coordinated with the private sector have generated the vision development towards the Development of Thailand Automotive Industry in year 2021 together, determining Thailand to be a global green automotive production base with strong domestic supply chains which create high value added for the country (thaiauto.or.th, 2012). The new excise tax to reduce the carbon dioxide emission starting 1 January 2016 should be positive for the Thai automotive industry. In the past when the Thai government succeeded in formulating the tax policies push forward eco-car development projects. As a result, eco-car projects have been product champions for Thailand to attract foreign automobile producers to produce hybrid cars to decrease the use of energies and toxic emission, while increase product safety by automobile producers. With support of the Thai government, many regulations have been implemented to reduce the cost of domestic automobiles produced and sold in Thailand. The regulations included the development of eco-car phase one and two, the use of ethanol fuels, and the reduction of carbon dioxide emission policies. As the result, automobile industry in Thailand is growing year after years (Motorexpo.co.th, 2015).

Domestic sales volumes of top selling 7 brands in Thailand have been Toyota, Isuzu, Honda, Mitsubishi, Ford, Mazda, and Suzuki (Headlightmag.com, 2016). For example, Toyota Motor Company Limited forecasts for producing around 1.5 million cars in 2016 (Bangkokbiznews.com, 2015). The establishment of the ASEAN Economic Community (AEC) in 2015 has extended the regional economic integration, offering opportunities in the form of a huge market of US\$2.6 trillion and over 622 million people. In 2014, AEC was collectively the third largest economy in Asia and the seventh largest in the world (Asean.org, 2016). Then, Toyota has been

interested to enter automobile markets of countries along the Mekong River, including Lao, Vietnam, Cambodia, and Myanmar. Nissan Motor Company Limited decided to invest more than 10,000 million baht building 2 factories in Thailand in order to be the center of producing and exporting to neighboring countries (Bangkokbiznews.com, 2015). Mazda Sales (Thailand) Company Limited pointed out 3 major trends, high-performance hybrid cars, the use of clean diesel technology, and electric cars (Bangkokbiznews.com, 2015).

As consumer perception change over time, it has an impact on purchase vehicles as well. With more variety of products, brands, and feedbacks from users, consumers have enough information to match the vehicles with their lifestyles.

Table 1.2: Thailand Domestic Sales Volume: November 2015

Rank	Brand	Nov '15	Oct '15	% change	Nov '14	% change	Jan '15 - Nov '15
1	Toyota	24,578	23,043	+6.6%	28,965	-15.1%	237,127
2	Isuzu	11,586	10,727	+8.0%	12,045	-3.8%	124,292
3	Honda	10,288	9,699	+6.0%	9,605	+7.1%	99,635
4	Mitsubishi	8,731	6,341	+37.6%	5,221	+67.2%	50,018
5	Nissan	4,899	4,259	+15.0%	4,762	+2.9%	44,851
6	Ford	4,500	3,457	+30.1%	2,905	+54.9%	33,838
7	Mazda	4,197	3,280	+27.9%	2,525	+66.2%	31,233
8	Suzuki	1,562	1,341	+16.4%	1,040	+50.2%	18,711
9	Chevrolet	1,399	1,713	-18.3%	2,003	-30.2%	15,152

(Continued)

Table 1.2 (Continued):Thailand Domestic Sales Volume: November 2015

Total	76,426	67,910	+12.5%	73,608	+4.6%	654,857
-------	--------	--------	--------	--------	-------	---------

Source: Headlightmag.com. (January 8 ,2016). *Sale report divide by segment of November 2015*. Retrieved from <http://www.headlightmag.com/salesreport-november2015/>

According to the change of vehicle taxes structure in 2016, panic of consumer and automobile campaign, unit sale of vehicle was increases in the last quarter of 2015(Formula magazine, 2015).

Table 1.3: Top 3 Vehicle Sale by Segment During January - December 2015

Vehicle Segment	Ranking	Sale amount	% Change	Market share
Passenger car	1. Toyota	105,398	-30.6%	35.2%
	2. Honda	77,959	-17.3%	26.1%
	3. Mazda	26,262	+66.7%	8.8%
Pure Pick up	1. Toyota	120,112	-17.0%	36.6%
	2. Isuzu	118,719	-7.2%	36.2%
	3. Mitsubishi	25,261	-23.7%	7.7%
Pick Up Vehicle Passenger (PPV)	1. Toyota	31,005	-8.3%	38.1%
	2. Mitsubishi	18,975	+12.0%	11.1%
	3. Isuzu	12,524	-10.7%	33.1%
Commercial vehicle	1. Toyota	160,607	-8.4%	32.1%
	2. Isuzu	144,295	-10.0%	28.8%
	3. Mitsubishi	44,236	+12.0%	8.8%

Source: Thairath. (January 25 ,2016). *Total car sales in December 2015*. Retrieved from <http://www.thairath.co.th/content/566539> 2016

Moreover, Thailand International Motor Expo 2015 was the 32nd of the motor expo organized in Thailand with the concept of “new standard automobile care for earth.” The expo was claimed to include 39,125 cars booked, 5,749 motorcycles booked, 1.5 million visitors, and more than 50,000 billion money circulations (Motorexpo.co.th, 2016).

Narteh, Odoom, Braimah, and Buame (2012) conducted research on 1,020 vehicle owners in Ghana about key drivers of automobile brand choices and found that consumers are looking for style, design, comfort, and safety vehicle. Moreover, Kumar and Ghodeswar (2015) studied purchase intention of green products and found that Indian consumers opened to green products and would willing to purchase them. Meanwhile, they prefer products from green company than polluted one. Furthermore, Toldos-Tomero and Orozco-Gómez (2015) discovered that vivacity was the most powerful predictor on purchase intention. Teenagers were more concerned about brand vivacity than professional looks.

1.2 SWOT Analysis

Table 1.4: Toyota, Ford, Honda SWOT Analysis

	Toyota	Ford	Honda
Strength	<p>1. Use worldwide quality control call "Toyota Evaluation Quality Audit" to verify product quality every year.</p> <p>2. Variety range of vehicle segment.</p> <p>3. Brand image.</p> <p>4. Using technology to save energy and reduce less pollution.</p> <p>5. Efficient vehicle design.</p>	<p>1. Using high experience personnel from abroad.</p> <p>2. High capital</p> <p>3. Using high technology in product.</p> <p>4. The organization has an effective management system with a clear vision, mission and goals.</p>	<p>1. Brand Image</p> <p>2. Petrol engine technology.</p> <p>3. Efficient performance.</p>
Weakness	<p>1. Thailand has no manufacturing technology and design process.</p>	<p>1. Disadvantage on marker compare to Japanese brand.</p> <p>2. Different team in</p>	<p>1. Interior material usage.</p> <p>2. No pick up vehicle segment sold in Thailand.</p>

(Continued)

Table 1.4 (Continued): Toyota, Ford, and Honda SWOT Analysis

	Toyota	Ford	Honda
	2. Thailand gives less priority to research and development compare to other manufacturing country.	management can cause delay in strategic planning. 3. Less manufacturing power cause queuing on purchase order. 4. Less showroom and service center. 5. Second hand selling price falling.	
Opportunity	1. The rise of oil prices make people conscious of saving oil.	1. Thai people become more interested in vehicle with great price with innovation.	1. Increase in demand of small vehicle.
Threat	1. Increasing in parts and material prices 2. Economic in Thailand and global are unpredictable.	1. Increasing in parts and material prices 2. Economic in Thailand and global are unpredictable.	1. Increasing in parts and material prices 2. Economic in Thailand and global are unpredictable.

Source: -YuadYan Newspaper.(2005). *Knowledge*. Retrieved from

<http://www.bisnescafe.com/forum/view.php?pid=208>

- Toyota Motor Thailand (2011). *Toyota Motor Thailand case study*.

Retrieved from <http://www.bisnescafe.com/forum/view.php?pid=208>

- Ford Thailand (2011) .*Publications news*. Retrieved from

<http://www.ford.co.th/about/newsroom>

1.3 Statement of Problem

Since the consumers change their behaviors, change of government regulations on automobile taxes, automotive technology advancements, and more variety of vehicles with wider price ranges. As the results, every car manufacturer compete with each other to provide the best option for consumers. However, each consumer has different intention to purchase vehicles, which is worth researching.

1.4 Objective of Research

The objective of this research was to study positive influence of factors affecting purchase intention of visitors at Thailand International Motor Expo 2015 in Bangkok. These positive factors were car attributes, emotional connection, accessibility, external Influence, brand-loving tendency, support environmental protection, drive for environmental responsibility and vivacity towards purchase intention of the visitors at Thailand International Motor Expo 2015 in Bangkok.

1.5 Scope of Research

1.5.1 Study on the following independent factors that positively affect purchase intention.

1.5.1.1 Car Attributes

1.5.1.2 Emotional Connection

1.5.1.3 Accessibility

1.5.1.4 External Influence

1.5.1.5 Brand-Loving Tendency

1.5.1.6 Supporting Environmental Protection

1.5.1.7 Drive for Environmental Responsibility

1.5.1.8 Vivacity

1.5.2 The data collected by using survey questionnaires from the working people who attend the Thailand International Motor Expo 2015 at Impact Challenger, Bangkok, during 5 December 2015 to 13 December 2015 with the sample size of 258.

1.6 Research Question

1.6.1 Do car attributes, emotional connection, accessibility, external influence, brand-loving tendency, supporting environmental protection, drive for environmental responsibility, and vivacity have relationships with consumer purchase intention?

1.6.2 Do car attributes, emotional connection, accessibility, external influence, brand-loving tendency, supporting environmental protection, drive for environmental responsibility, and vivacity affect consumer purchase intention?

1.7 Significant of Research

1.7.1 The results of this research can be used in automobile marketing plan to launch the promotion or advertisement that related to the research factors.

1.7.2 To provide the information on factors affecting consumer purchase intention.

1.7.3 This research will expand the information on how car attributes, emotional connection, accessibility, external influence, brand-loving tendency, supporting environmental protection, drive for environmental responsibility, and vivacity affecting consumer purchase intention. This will benefit researchers in the future.

1.8 Limitations of Research

First, the data collection had been done in only one event which was at “Thailand International Motor Expo 2015 at IMPACT Muang Thong Thani Convention Centre between 5 to 13 December in 2015,” then the results may not be able to generalized to all Motor Expos in the past or the future or in other areas. Moreover, this research was the preliminary one. Therefore, only independent and dependent variables were considered, mediating or mediator variables may not be taken into the account.

1.9 Definition of terms

1.9.1 ASEAN Economic Community (AEC) is the realization of the region's end goal of economic integration. It envisions ASEAN as a single market and production base, a highly competitive region, with equitable economic development, and fully integrated into the global economy.

1.9.2 Thailand board of investment (BOI) is an agency of the Government of Thailand to promote investment in Thailand. It provides investment information and services for investors, as well as many incentives.

1.9.3 Country-of-origin (COO) refer to the country that a manufacturer's product or brand is associated with.

1.9.4 Car Attribute refers to product quality encompasses the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs, can be defined as "fitness for use" or "conformance to requirement".

1.9.5 Emotional Connection refers to the intimate bond created from feelings and experiences between a consumer and a brand or a product.

1.9.6 Accessibility refers to comfortability of the brand, product, or service that is easy to find, purchase, and use. Including varieties of payment methods, flexibility of operation hours, and product availability.

1.9.7 External Influence refers to any external factors that affect consumer purchase intention such as COO. COO was based on stereotypical images associated

with certain countries, which has impact on consumer perceptions and choice of brands.

1.9.8 Brand-Loving Tendency refers to relationship between consumer and object, product or brand.

1.9.9 Supporting Environmental Protection refers to consumer perception on environmental impact during manufacturing process and finished products.

1.9.10 Drive for Environmental Responsibility refers to consumer perception on environmental responsibility of the company. For example, factory that powered by green energy and used waste treatment system during manufacturing process.

1.9.11 Vivacity refers to youth, spirit, cool and cheerfulness that brand reflected.

1.9.12 Behavioral Intention refers to a plan that a person will perform some behavior in specific situations. The theory of planned behavior (TPB) stated that an individual behavioral intention was influenced by attitudes, subjective norms, and perceived behavior control.

CHAPTER 2

LITERATURE REVIEW

This chapter will present related literature, related theories, theoretical framework, and previous studies of factors positively affecting consumer vehicle purchase intention of automobile consumers at Thailand International Motor Expo 2015 respectively as follow:

- 2.1 Concept theories of Car Attribute
- 2.2 Concept theories of Emotional Connection
- 2.3 Concept theories of Accessibility
- 2.4 Concept theories of External Influence
- 2.5 Concept theories of Brand-Loving Tendency
- 2.6 Concept theories of Supporting Environmental Protection
- 2.7 Concept theories of Drive for Environmental Responsibility
- 2.8 Concept theories of Vivacity
- 2.9 Concept theories of Behavioral Intention
- 2.10 Related document and previous research
- 2.11 Hypothesis
- 2.12 Variable used in research
- 2.13 Theoretical Framework

2.1 Concept theories of Car Attribute

Consumers have many perceptions toward brand and quality. Recently product quality becomes an important issue between competitors. Product quality bears responsibility to satisfy consumer needs, usage, and reflects the brand standard. On the other hand, its uniqueness represent the brand. Product quality can be defined as “fitness for use” or “conformance to requirement” from the consumer’s expected standards of the brand (Russell & Taylor, 2006).

Product design is another related attributes. Since consumers pay more attention toward design and style of the product (Kuksov, 2004). Product design is a process of making new innovative products to be sold to consumers. Design include styling, selecting materials, and processing (Robert, 2014). This made it an extremely powerful and unique tool in the modern marketing environment. In order to influence consumers, some marketers use design as opportunities and focus on designing a car instead of advertising. As the result, most of the cases show that style and designs have more influence on consumers perception toward car brand than advertising (Hofmeyr & Rice, 2000). Some car brands use only style and design as tools to communicate to consumers without the help of advertising and support (Rundh, 2005). When consumers know and familiar with the uniqueness design or components of the brand, for example, consumer recognized Porsche and Jeep by their exterior design, BMW by the front grill, and Roll-Royce by their iconic symbolic, known as the spirit of ecstasy, standing on the front of the bonnet. Consumer will acknowledged the brand without a doubt. Not only that, vehicle brands can reflect owner personality. Forbes magazine found that, Honda owners are usually pragmatic, well educated, and

technology guys. For Roll-Royce, every owners have passion for life (Greenburg, 2009).

2.2 Concept theories of Emotional Connection

Emotional connection refers to the intimate bond created from feelings and experiences between a consumer and a brand or a product (Narteh et al., 2012). Nowadays, branding is an important issue toward consumers perception. It also creates an emotional connection to consumers as well. It is not easy to crate this link between consumers and brands, but once they bound by emotional connection, it is harder for consumers to separate and finding another brand (Chaffey & Miller, 2012). The concept of emotional brand is consumers emotionally attach to their passionate brand. This bond is similar to the bond consumers crated among their close friend or family (Aggarwal, 2004). Consumers' perceived "emotional value" refers to their affective reactions to a brand. Feelings toward brands are usually reported in elicitation sessions such as "this brand make me feel confident" and usually express their feeling toward brands in mild, intense, negative, or positive (Keller, 2001). Morris et al. (2002) also found that emotional response to a brand is a strong predictor toward purchase intention. Nowadays, every companies used emotional branding to creates controls on consumer's emotions and makes them better receptors to brands (Gobe, 2001).

Lots of consumers have high emotional connection with their car. Some owners become emotionally attached towards vehicle brand based on ethical value considerations. Not only that, some owner gave their car gender, male or female, while owners with ages of 18 to 24 love to name their cars (Charlwood, 2014). This

makes car brand more focus on creating emotional atmosphere through their brands or their car models instead of brand trustworthy (Rindfleisch, Burroughs, & Wong, 2009). With emotionally connected, car will be more than a type of transportation. Consumers will enjoy their moment while they travelling and have good experience with it.

2.3 Concept theories of Accessibility

Accessibility is another factor that consumers give priority to. Accessibility can change consumers decision on purchasing one product to another. Accessibility brand is a brand that consumers can easy to access. Consumers feel more comfortable with a brand or service that is easy to find, purchase, and use. Including varieties of payment methods, process simplicity, flexibility of operation hours, waiting times, and product availability (VanAuken, 2015). Brand accessibility can be expanded by using distribution. Switching brand is another serious issue. The studied of Emmelheinz et al. (1991) found that 32 percents of consumers switched brand due to out-of-stock. Raising price above the competitors in the same segment of substitution goods can also lead consumers to switching brands as well. Convenience of a brand had a significant impact on consumers' brand choices as well as distribution channels (Lin & Chang, 2003). In consumers decision making process, pre-purchase states, consumers only considering only three to five favorite brands in their mind for a certain product categories based on their accessibility and convenience (Schiffman & Kanuk, 2009). For the car company, having showroom and service center give more accessibility for consumers to stop by or service the car. Stocking is another issue related to accessibility. In the other word, car brand must be available where

consumers shopped or within a reasonable distance for it to be considered within the choice set (Schiffman & Kanuk, 2009). Since the number of older people is raising, 14.5% of U.S. population in 2014 which predicted to be 24.7% in 2040 (Administration for Community Living, 2015). Easy access to the vehicle become another issue. This included getting in and out of the vehicle, comfortable of the vehicles, and luggage space. For a large family market, especially in Thailand, that have to travel with elders (UNPFA Asia, 2016). Luggage space for wheelchair, seat position, and easiness of enter and exit vehicle become important issues.

2.4 Concept theories of External Influence

Now, consumers choose to be part of a group that they feel comfortable with. There are many types of group with various types of social power. Beside family, which has most influence power, 5 social power can be categorized. First is referent. This group compose of people who share the same lifestyle. Second is legitimate, created to achieve something with order and direction. Third is expert, this group share or give an information on expert expertise field. Forth is reward, this group provide reward to member who exceed the condition, Last one is coercive, penalty for misbehave members usually use in military (Friesner, 2014).

Consumers tend to find more information before purchasing products or services in order to get the most suitable one by searching through consumers experience, feedback, promotion, and etc (Friesner, 2014).

Nowadays, COO of the manufacturing becomes more important than the actual country of manufacture. COO refers to the country that a manufacturer's product or brand is associated with. As the result, car manufactures are looking for

consumers behaviors and find that birth place and manufacture location have relationship between brand personality of vehicle and consumers purchase intention (Wang & Yang, 2008). In the other word, Country-of-origin (COO) was known to affect consumers perceptions and choice of brands. COO was based on stereotypical images associated with certain countries and scholars argued that the construct could moderate the positive relationship between brand personality and purchase intention. A favorable COO increased the positive impact, while the opposite usually occurred when COO was negative. Then, brand selection could be influenced by external factors, including the consumer's status, role, family and other reference groups (Narteh, Odoom, Braimah, & Buame, 2012). However, a different type of product or service may have different effects (Wu & Lo, 2009).

2.5 Concept theories of Brand-Loving Tendency

Love combine many bonds of feeling together. Relationship between consumers and objects, products or brands, are as same as interpersonal love. Liking mean feeling toward the brand. Yearning mean strong emotion toward the brand. Decision mean personal perception of liking and yearning toward brand for short periods. Commitment mean long term repeat purchase perception toward the brand (Shimp & Madden, 1988).

Table 2.1: Eight kinds of consumer-object relations (Shimp & Madden, 1988).

Kind of relation	Liking	Yearning	Decision/ Commitment
Nonliking	-	-	-
Liking	+	-	-
Infatuation	-	+	-
Functionalism	-	-	+
Inhibited desire	+	+	-
Utilitarianism	+	-	+
Succumbed desire	-	+	+
Loyalty	+	+	+

Note: cell entries represent the presence (+) or absence (-) of each concept-defining component

Source: Shrimp and Madden (1988). *Consumer-Object Relations: a Conceptual Framework Based Analogously on Sternberg's Triangular Theory of Love*.

Retrieved from <http://acrwebsite.org/volumes/6810/volumes/v15/NA-15>

The table show that inhibited desire has positive on liking and yearning but not decision and commitment. Consumers may like and yearn the brand but according to several external influences, such as income, has impact on purchasing behavior.

Feeling toward brand can come from brand experience as well. Product and service can express sensory through their design, packaging, and more. Brand experience will be more effective over a period of time and can lead to emotional

connection toward brand (J. Joško Brakus, Bernd H. Schmitt, & Zarantonello, 2009). Satisfaction is another emotion toward brand. First impression toward product are far more important than post-consumption experience. Negative impression on first sight is vital to the brand.

After brand love conceptualization by Shrimp and Madden (1988), it became a topic of interest for every brand. Then Sternberg (1986) adapted the theory and newly categorized into three dimensions, composed of passion, intimacy, and commitment. The brand love relationship is deep and enduring, sometime it is irreplaceable. Consumers suffer when deprived of the brand for a period of time. Brand love also leads to negative or positive perceptions of the brand.

Consumers choose products and brands not only for their utilitarian values but also for their symbolic benefits. Consumers use brands to present themselves to others or achieve their identity goals (Escalas & Bettman, 2003). Brands also have the ability to reflect owner's identity. There are two sources of link between consumers and brands. First is "brand identification" which refers to brand's image, values, and personality. Second is "consumer identification" which refers to the focal consumer's identification with typical consumers of the brand (Escalas & Bettman, 2003; Fournier, 1998).

Another issue that affects brand love is brand trust. In a consumer-brand relationship, trust reflects reliability, honesty and selflessness that consumers attribute to brands (Hess, 1995).

2.6 Concept theories of Supporting Environmental Protection.

Every human share the same home called earth. Every life on earth depend on each other. Food chain and ecosystem are an example of system created by earth. Global warming confirmed that these two systems has been ruined by human for a long time (ODonnell, 2014). As global environment changing quickly, many environmental protection organizations such as NRDC (Natural Resource Defense Council) working together with government to legislate regulations and laws on environmental protection. As the result, protecting environment become an important issue for every company. For example Siemens using environmental management system to surpass the laws and regulation consist of EHS (Environmental Protection, Health Management and Safety) management system, "Serve the Environment" program to efficient energy and resource, "Product Eco Excellence", a modular design program, to innovative product (Siemen AGs, 2014).

As time passed, consumers have more concern about environmental issue. So product and service that proofed to be part of environmental protection grows among others and become one of the consumers choice (Gadenne, Sharma, Kerr, & Smith, 2011). Furthermore, environmental protection materials, design, and usage become more popular and more available. The consumers searched for products which were not harmful to the animals and nature, their ingredients were recyclable and produced lesser environmental pollution during their usage. Thus, they recognized the role of green products in improving the quality of environment and they exhibited support for environmental protection by purchasing and owning green products (Escalas & Bettman, 2005).

For the automobile industry, regulation of carbon emission standard is increasing in a past few year. According to the EU regulation, since 2009, newly build passenger cars and light van are using Euro 5 standard and become Euro 6 in 2014. As the result, car brand develops new technology to reduce carbon emission. The result is green car, a vehicle that is more environmental friendly and consume less fuel than normal vehicle. Hybrid cars, electric cars, hydrogen cars, and solar cars are the example (PetrolPrices, 2014). Even the price is higher than a normal car. Green car show consumers the ability to support environmental protection with suitable for their lifestyle (Pickett-Baker & Ozaki, 2008).

2.7 Concept theories of Drive for Environmental Responsibility.

Since environmental problem issue becomes more serious. Many people demand companies to have more responsibility toward environmental including their research and development to manufacturing process (Gadenne et al., 2011). Due to the image of the company, modern company give more importance on environmental responsibility. Staring from using green energy to power factory, material of the factory, and wasted from the manufacturing process to product design and development (Apple, 2015). Same as car companies. Many car companies continue to designing and developing a better green vehicle. Lower consumption combustion engine to hybrid engine and become fully electric. As a reward green company and product getting more attention to consumers. Before consumers making purchase decision, green consumers focus on ingredients as well as energy usage during manufacturing process (Laroche, Bergeron, & Barbaro-Forleo, 2001). But not every consumers, environmental responsibility related to the perspective of consumers on

environmental protection. Each consumer has different level of responsibility toward environment. Some consumers believe environmental protection lies with them (Gadenne et al., 2011). Some have emotionally attached to environmental protection (Lee, 2009).

With consumers concern about environmental problem that occur. Consumers perception as well as purchase decision change and having more responsibility on environment by purchase more green products (Kilbourne & Pickett, 2008). So, drive for environmental responsibility was related to consumers' personal commitment towards environmental protection issues and their individual-level activities intended to improve the quality of the environment (Gadenne et al., 2011).

2.8 Concept theories of Vivacity

Vivacity or hipness was a component of the brand personality and had been explained as included youth, spirit, cool and cheerfulness (Toldos-Romero & Orozco-Gómez, 2015). According to Aaker's methodology of brand personality, 42 traits can be divide to 5 main personality dimensions consist of Sincerity, Excitement, Competence, Sophistication and Ruggedness. Later on, Aaker's methodology has been use and developing all over the world with different in use of the methodology, dimension found, and outcome. For example, the study in Mexico with 7 factors: Success, Hipness/Vivacity, Sophistication, Sincerity, Domesticity/Emotionality, Ruggedness, and Professionalism use to analyze brand personality between male and female (Romero & Paz, 2012). The result show that women rated brand toward Success and Hipness/Vivacity, while men rated brand using Domesticity/Emotionality, Ruggedness and Professionalism.

Consumers express attitudes toward a brand using level of favor. Image and attitude toward brand create brand equity (Berger & Mitchell, 1989). Higher level of brand equity creates more attention, which lead to purchase and repurchase intention (Chang & Liu, 2009).

Nowadays, brand personality becomes an important matter for company since consumers purchase decision base on brand image than product (Dick, Chakravarti, & Biehal, 1990). In purchasing process, consumers will search for the preference of brand though memory. Positive brand image or personal experience has critical impact on purchasing decision and repurchase product or brand (Aaker, 1992). However, influence of brand personality dimension base on product type. Product attributes has more influence to consumers on a familiar product while brand personality is more effective on consumers toward unfamiliar product (Hoon, Ho, & Wook, 2003).

2.9 Concept theories of Behavioral Intention.

Behavioral intention is a plan that a person will perform some behavior in specific situations and usually measured by Likert scale. The question on intention to perform made by respondents show that behavioral intention has predicted to have highly relation toward behavior (Ajzen, 1991). There are 2 well known model of behavioral intention, theory of reasoned action (TRA) and theory of planned behavior (TPB).

Theory of reasoned action (TRA) was established by Martin Fishbein in 1960s, but was well known in 1970s after getting help from Icek Ajzen to expand the theory. TRA focus on individual intention to perform actions. In order to understand

behavioral intention, TRA combine attitude, internal influence, and external influence that might affect people intention toward behavior (Lezin, 2007). For example, someone intends to climb the wall. TRA uses attitude and norm to predict the cat action. Attitude come from belief in outcome of behavior and evaluation of outcome. As the result from TRA, attitude on intention have impact on behavioral outcome. Positive attitude will lead to desirable outcomes while negative attitude lead to undesirable outcomes (Ajzen & Fishbein, 1975). The model of the theory is

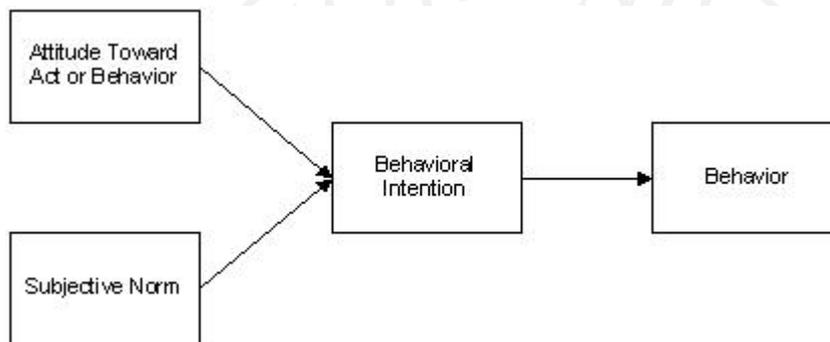


Figure 2.1: Theory of reasoned action

Source: Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Reading, Mass: Addison-Wesley.

Theory of planned behavior (TPB) is an extension TRA. According to the limitation in certain circumstance, actual behavior change along with the limitation. In order to improve predicting power, Ajzen added new component called perceive behavioral control (Ajzen, 1991). Perceive behavioral control is a part of self-efficacy theory (SET). SET show that repeated expectation effect behavioral reaction, success and failure lead to different behavioral reaction. SET divides expectation into self-efficiency and outcome expectancy. Self-efficiency refers to the first step of facing behavior, the main reason for changing behavior. On the other hand, outcome

expectancy shows person belief that behavior will lead to the exact result (Bandura, 1977). The models of the theory is

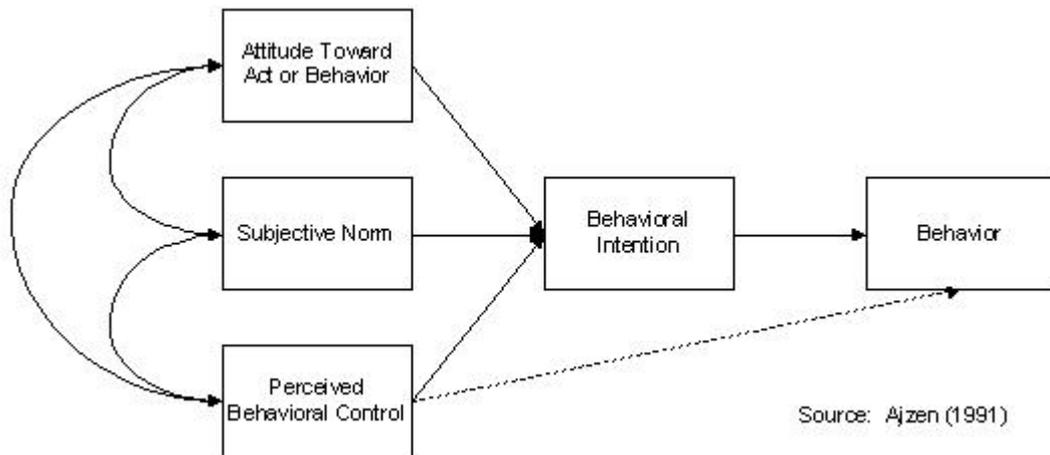


Figure 2.2: Theory of planned behavior

Source: Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50, 179-211.

Purchase intention is a bond between consumers behavior and purchased product or service. Good experience and satisfaction that consumers sense from products or services will lead to purchase intention. Moreover, consumers may continue to use the same product or service, repurchase, and recommended product or service to others (Papagiannidis, See-To, & Bourlakis, 2014). Intention has ability to form a solid choice of action in the future base on past experience (Magistris & Gracia, 2008). Purchase intention can determine the probability of purchasing products by consumers, more purchase intention mean more enthusiasm to purchase.

Consumers behavior can be influenced by cultural, social, personal, and psychological. These following factors are external influence that affect consumers

behavior on purchasing product (Armstrong, Kotler, Harker, & Brennan, 2009).

Another influence is consumers personal characteristic such as gender, age, income, lifestyle, and more (Kotler & Armstrong, 2010).

Consumers buying decision can be divided into 4 types. The first type is complex buying behavior. Consumers in the first type are very concern on purchase and clearly understand the different between brands. Usually take effect on high risk and expensive product. Second is dissonance-reducing buying behavior, second type consumers has bad experience or unsatisfied after purchasing the product but still believe in their decision. Third is habitual buying behavior, this type of behavior occurring in daily use product. So consumers takes a few involvements on purchasing. Last type called variety seeking buying behavior; consumers have no brand loyalty and usually switching brands (Kotler & Armstrong, 2010).

From the theory of Kotler (1993), consumers buying decision process has 5 steps. But in reality, this process can be shorten depends on the complexity of buying decision like daily use product or product that consumers used before.

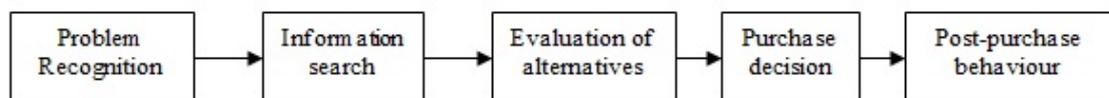


Figure 2.3: Consumer buying decision process.

5 steps in consumer buying decision process start from problem recognition. Problem recognition occurs when consumers needed product and aware of the problem. Consumers feel the different between the burden of the real needs and desires. The demand may be triggered by internal or external stimuli.

Second is information search. As the effect of stimuli, consumers will find more information about the product to satisfy the need. The information comes from internal search, based on psychology, and external search. External search includes personal source, commercial source, public source, and experimental source.

Third is evaluation of alternative. Once gather enough information, consumers will process on branding advantage and value of the brand. Next step is pulling out the alternative criteria of belief and attitude that buried in consumers' minds. Each consumer has different alternative criteria. Some consider on interested specific features or benefits to purchase the product. Then compare product and choose the best one. However, different person has different perspective and measurement.

Fourth is purchase decision. End of the buying process. The variables that have influence in this stage are motivation, attitude, culture, product feedback and situation.

The last step is post-purchase behavior. Post-purchase behaviors include consumers satisfaction toward products or services. Positive and negative satisfaction affect consumers belief and attitude on repurchase the product, word of mouth, and brand changing.

2.10 Related document and previous research

Naeteh, Odoom, Braimah, & Buame (2012) study on automobile brand choice in Ghana through a survey of 1,020 respondents. The factors are brand awareness, brand image, accessibility, emotional connection, price, automobile attributes, and external influence. The results show that automobile attributes, emotional connection,

external influences, brand awareness, and accessibility show significant effect on automobile brand choice in Ghana. Consumers are more familiar with famous or well-known brand as well as unique vehicle attributes which have significant impact on purchase decisions. Positive emotional attachment on car brand as well as positive brand country origin and manufactory origin are another factor that impact purchase decision and can lead to repurchase product depend on consumers reference.

Consumers purchase decision lies on convenient as well. More factors that increase accessibility make consumers more convince to purchase the product. Last positive factor mention in this study is automobile attribute. Style and design of the vehicle reflect market segmentation and positioning, which has more influence on consumers than advertising.

Kumar & Ghodeswar (2015) study the factors that affect consumers purchase decisions on green product in Asian market. The study method is snowball sampling on 38-item questionnaires from 403 respondents in Mumbai, India. The result shows that Indian consumers are concerned about existing environmental problem and willing to cooperate by purchasing and using green products. Indian consumers searching information on green product and experience them. Indian consumers also prefers to purchase product from companies that supporting environmental protection and denied to purchase product from companies that polluted the environment. Supporting environmental protection and drive for environmental responsibility factors require consumers experience and emotional involvement on green products. In the other words, consumers have an environmental friendly lifestyle.

Woo, Ahn, Lee, & Koo (2015) study to explore the influence of media channels on purchase decision. Nowadays, consumers receive product information from many different sources depend on their personal interest and product categories. Non-durable goods, durable goods, and services are used against 10 media channels. Base on lifestyle, the result show that broadcast TV and word of mouth are most effective channel on consumers purchase decision while newspapers and magazine are least effective. Base on ages, newspaper ads and word of mouth works well for older consumers while teenager consumers more information from internet ads. Based on gender, effective media channel for male consumers are a newspaper while female consumers are magazine. Based on education level, newspaper and internet ads have most impact on educated consumers. For brand-loving consumers. Broadcast TV and magazines are the most effective way. As the result, consumers prefers information on word of mouth and broadcast TV before purchase a car.

Toldos-Romero & Orozco-Gómez (2015) study the influence of brand personality on purchase intention. The participants in this study are 400 undergraduate students. Factors in this study are vivacity, success, sincerity, sophistication, emotionality and professionalism. The result of the research found that vivacity, success, sincerity, and sophistication powerful predictor on purchase intention but not emotionality and professionalism. Among all powerful predictors, vivacity is the best predictor follow by success. In the other word, teenagers looking for vivacity of the brand not the professional of the brand. However, consumers purchase intention is based on product type and category.

Shiau & Chau (2015) study on behavioral intention to use a cloud computing classroom. Researchers tested 6 theories: service quality, self-efficacy, the motivational model, the technology acceptance model, theory of planned behavior, and innovation diffusion theory using online questionnaires with 478 samples. As the result, 6 theoretical models show strong capability toward behavioral intention on using cloud computing classroom. The result also shows the reference on managing, planning, and implementing system on cloud computing classroom.

Moslehpour, Aulia, & Masarie (2015) study on perception and purchase intention of consumers toward bakery products. Since there are many Indonesian in Taiwan, it is an opportunity for Taiwanese bakery owner to develop new strategy for Indonesian consumers. So, the sample group of this study is Indonesian consumers. Independent factors in this study are product characteristics, perceived price, and perceived servicescape. While perceived quality and purchase intentions are dependent factors. The result of this study found that product characteristic is the most important matters of Indonesian consumers follow by perceived price. In contrast, no influence on perceived servicescape toward perceived quality and purchase intention.

Pungchoo, Kanthawongs, & Chitcharoen (2014) study on the effect of label product, communications of organic distinctiveness, global socioeconomic conditions, resource availability of organicity, assessment of statements about organic farming, healthy and environmentally friendly, and buying motivation on purchase intention of organic product at shop A using survey method. Hypotheses testing analyzed by Multiple Regression Analysis. The result shows that most of the participants were female, ages between 21-30, bachelor's degree, company employees, and income

range of 10,001-20,000 baht. After analysis at 0.05 levels of significance by Multiple Regression, Buying Motivation has beta equal to 0.258, Assessment of Statement about Organic Farming has beta equal to 0.242, Communications of Organic Distinctiveness has beta equal to 0.211, and Healthy and Environmentally Friendly has beta equal to 0.158 have effect on purchase intention of the organic product shop “A” in Pathumthani Province. Hence, organic product shop should consider the following factors and use in future marketing strategy.

Siraiyara, Kanthawongs, & Chitcharoen (2014) research on influence of celebrities’ Instagram references, customer review, cost and time savings, convenience, risk, product variety, and consumers resources and skills on purchase intention of facial skin care products through Instagram application of females in Bangkok. The data in this research were collected by using survey method with 300 sample size. Hypotheses testing analyzed by Multiple Regression Analysis. The result shows that most of the participants were aged between 26-35, bachelor's degree, single, student, income range of 10,001-20,000 baht, using Instagram more than 15 times a month, using Instagram 1-5 hours a week, and never bought product through Instagram before. After analysis at 0.01 levels of significance by Multiple Regression, only celebrities’ Instagram references, customer review, and cost and time savings have significance effect on purchase intention of facial skin care products through Instagram. The result from this research will benefit facial skin care products sellers on Instagram.

Saengrattanachaiyakul, Kanthawongs, & Kanthawongs (2014) studied on the influence of convenience, social conscience, behavioral loyalty, product-based satisfaction, transaction-based satisfaction, and unconstrained eating toward purchase

intention of consumers in Bangkok. The data in this research were collected by using survey method with 300 sample size. Hypotheses testing analyzed by Multiple Regression Analysis. The result shows that most of the participants were female, ages between 25-35, bachelor's degree, business owner, income below 30,000 baht, single, live in a detached house, consume fast food 1 time a week, favorite fast food menu were fried chicken, and consume fast food at the store. After analysis at 0.01 level of significance by Multiple Regression, only product-base satisfaction, convenience, and behavioral loyalty have significance effect on purchase intention of fast food in Bangkok. The result from this research will benefit fast food brand and store.

2.11 Hypothesis

From related literature, related theories, theories framework, and previous studies can be hypothesized as follows.

2.11.1 There is positive relationship between Car Attribute and Behavioral Intention.

2.11.2 There is positive relationship between Emotional Connection and Behavioral Intention.

2.11.3 There is positive relationship between Accessibility and Behavioral Intention.

2.11.4 There is positive relationship between External Influence and Behavioral Intention.

2.11.5 There is positive relationship between Brand-Loving Tendency and Behavioral Intention.

2.11.6 There is positive relationship between Supporting Environmental Protection and Behavioral Intention.

2.11.7 There is positive relationship between Drive for Environmental Protection and Behavioral Intention.

2.11.8 There is positive relationship between Vivacity and Behavioral Intention.

2.11.9 Car Attribute, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Supporting Environmental Protection, Drive for Environmental Protection has positively influence on Behavioral Intention of working people in Bangkok.

2.12 Variable used in research.

2.12.1 Independent Variable categorized into

2.12.1.1 Car Attribute.

2.12.1.2 Emotional Connection.

2.12.1.3 Accessibility.

2.12.1.4 External Influence.

2.12.1.5 Brand-Loving Tendency.

2.12.1.6 Supporting Environmental Protection.

2.12.1.7 Drive for Environmental Protection.

2.12.1.8 Vivacity.

2.12.2 Dependent Variable is Behavioral Intention.

2.13 Theoretical Framework.

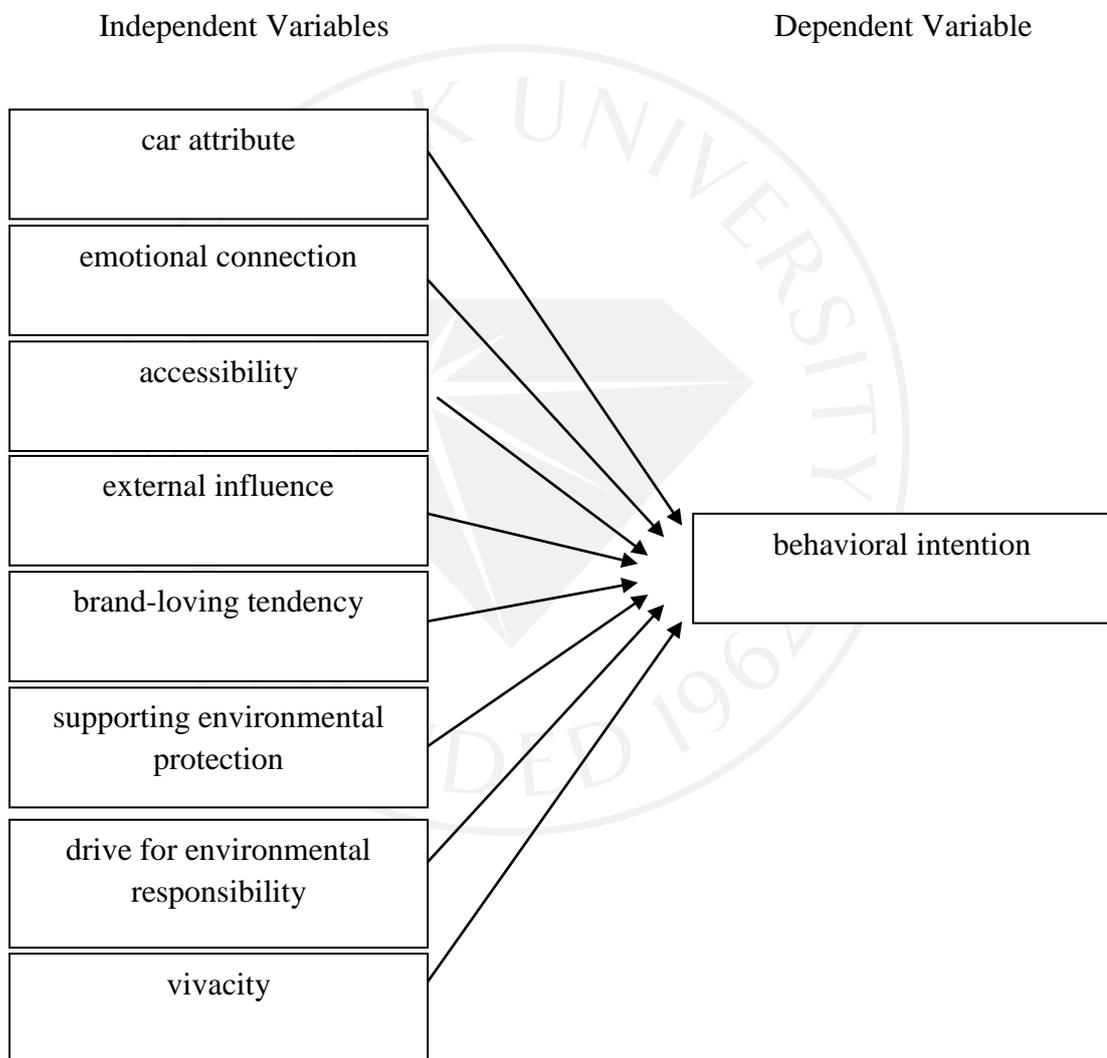


Figure 2.4: Theoretical framework for purchase intention

CHAPTER 3

RESEARCH METHODOLOGY

To study factors positively affecting purchase intention of automobile consumers at Thailand International Motor Expo 2015 in Bangkok. The researcher conducts research on the following order.

- 3.1 Research Design
- 3.2 Population and Sample Selection
- 3.3 Research Instrument
- 3.4 Testing Research Instrument
- 3.5 Data Collection
- 3.6 Preparation and Data Analysis
- 3.7 Statistic Method

3.1 Research Design

This research objective is to explore the factor positively affecting automobile consumer purchase intention in Thailand International Motor Expo 2015. The methodology of this research is based on quantitative approaches. This research use survey method and collect data by questionnaire.

3.2 Population and Sample Selection

3.2.1 Population in Research

Population in this research are working people who attend to 32nd Bangkok International Motor Expo 2015 at Impact Challenge. Total number of visitors during the exhibition are 1.5 million (Redlinelap, 2015).

3.2.2 Sample Size in Research

The sample size for this study was based on a Cohen (1977) formula to determine the sample size from 40 questionnaires done by working people that attend to 32nd Bangkok International Motor Expo 2015. According to the formula, Cohen (1977), using in G*power and an approval from several researchers (Erdfelder, Faul, & Buchner, 1996; Wiratchai, 2012). G*power version 3.1.9.2 is using to calculate 40 sets of Pilot Test with the Power ($1 - \beta$) of 0.80, Alpha (α) of 0.20, Number of Test Predictor of 8, Effect Size of 0.03702 (Calculated by Partial R^2 of 0.0357). The result shows that the minimum of the total sample size is 258 (Cohen, 1977). Thus, 300 sets of questionnaire have been collected.

3.2.3 Sample Selection in Research

The sample of this research is selected by using one of the non-probability sampling methods called Convenience Sampling; participants are working people who attend to 32nd Bangkok Motor Expo 2015 and willing to cooperate with researcher by doing questionnaire.

3.3 Research Instrument

The researcher conduct research instrument in the following order

1.1 Research from books, documents, articles, and Journals that relate to the customer purchase intention, customer purchase decision, customer satisfaction, and environmental responsibility, together with guidance and assistance from an advisor.

1.2 Creating a questionnaire from theory in related researches, which are car attributes, emotional connection, accessibility, external influence, brand-loving tendency, supporting environmental protection, drive for environmental responsibility, vivacity, and behavioral intention, with the approval of an advisor.

1.3 After complete questionnaire form, passing content validity of the questionnaire by approval from the advisor, Dr. Penjira Kanthawongs, and 2 automotive experts, Mr. Nontapant Chongthong, Toyota Mahanakorn Manager, and Mr. Aekkarak Khongkay, Siam Nissan Bangkok Human Resource Manager.

1.4 Using comment and guidance from the advisor and 2 experts to remake the questionnaire. After that, launch 40 pilot test questionnaires and analyze the reliability of each variable in each factor using Cronbach's Alpha Coefficient. Value of Cronbach's Alpha is between $0 \leq \alpha \leq 1$, higher value mean higher reliability and closely related of section.

1.5 Conduct Construct Validity by using Factor Analysis on 40 pilot test to ensure that the grouping of questions for each factor is also consistent with the theory that study.

This research using questionnaire, which created from a related literature review, for collected data. The questionnaire can be divide into 4 parts:

Part 1: 6 Close-ended Response Question about participant demographic and general information consist of Gender, Age, Status, Education, Salary, and Occupation.

Part 2: 5 Close-ended Response Question about buying behavioral consist of How many cars you owned?, What types of car are you interested to purchase?, How long do you intend to purchase a car?, Who has an influence on purchase a car?, and Main reason to purchase a car?

Part 3: 39 Close-ended Response Question about " Factor Positively Affecting Automobile Consumer Purchase Intention of Working People in Bangkok " consist of

Car Attributes	4	Questions
Emotional Connection	4	Questions
Accessibility	4	Questions
External Influence	4	Questions
Brand-Loving Tendency	4	Questions
Support Environmental Protection	6	Questions
Drive for Environmental Responsibility	5	Questions
Vivacity	4	Questions
Behavioral Intention	4	Questions

This part is measured in interval scale by using a five-level Likert Scale to measure the level of agreement.

Strongly Agree	5	points
Agree	4	points
Neutral	3	points
Disagree	2	points
Strongly Disagree	1	points

To get the result, using Class Interval formula to find the value of the class width.

$$\begin{aligned} \text{Class Interval} &= \frac{\text{Highest Value} - \text{Lowest Value}}{\text{number of classes you want to have}} \\ &= \frac{5-1}{5} \\ &= 0.8 \end{aligned}$$

In the segment that use Interval Scale, researcher uses average measurement as

At 4.21-5.00 mean participants' acceptance level on Car Attributes, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Support Environmental Protection, Drive for Environmental Responsibility, Vivacity, and Behavioral Intention are at the highest level.

At 3.41-4.20 mean participants' acceptance level on Car Attributes, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency,

Support Environmental Protection, Drive for Environmental Responsibility, Vivacity, and Behavioral Intention are at high level.

At 2.61-3.40 mean participants' acceptance level on Car Attributes, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Support Environmental Protection, Drive for Environmental Responsibility, Vivacity, and Behavioral Intention are at normal level.

At 1.81-2.60 mean participants' acceptance level on Car Attributes, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Support Environmental Protection, Drive for Environmental Responsibility, Vivacity, and Behavioral Intention are at low level.

At 1.00-1.80 mean participants' acceptance level on Car Attributes, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Support Environmental Protection, Drive for Environmental Responsibility, Vivacity, and Behavioral Intention are at the lowest level.

Part 4: An Open-Ended Response Question that allows participants to leave some advice or comment for researcher.

3.4 Testing Research Instrument

After analyzing 40 pilot test. The Cronbach's Alpha Coefficient of Car Attribute equal 0.647, Emotional Connection equals 0.755, Accessibility equals 0.695, External Influence equals 0.653, Brand-Loving Tendency equals 0.833, Supporting Environmental Protection equals 0.862, Drive for Environmental Responsibility equals 0.873, Vivacity equals 0.758, Behavioral Intention equals

0.645. Almost all alpha coefficients passed the 0.65 (Nunnally, 1978) recommended level and had proven to be reliable. However, the Cronbach's Alpha Coefficient of Car Attribute of 0.647 is likely to be increased with larger sample size for actual data collection in the next step.

Moreover, researcher has conducted Construct Validity by using the following Factor Analysis

1) Car Attributes	4	Questions
2) Emotional Connection	4	Questions
3) Accessibility	4	Questions
4) External Influence	4	Questions
5) Brand-Loving Tendency	4	Questions
6) Support Environmental Protection	6	Questions
7) Drive for Environmental Responsibility	5	Questions
8) Vivacity	4	Questions
9) Behavioral Intention	4	Questions

All of 39 Questions are analyzed by using Principle Component Analysis to find the structural component of each factor. Setting Eigenvalue at 1, the lowest value. Then, using Varimax Orthogonal rotation to make certain that every set of questions has the most suitable component. The result after 5 axis rotation, researcher will consider factor loading value of each question and rearrange the component with the

condition that each factor loading value exceed 0.3 (Nitiphong, 2012; Piyapimonsit C., 2005 & Sririkanon R., 2012).

Table 3.1: Factor Analysis of factor positively affect automobile purchase intention of working people in Bangkok.

	CA	EC	AC	EI	BL	EP	ER	VV	BI
CA1	<u>-0.52</u>								
CA2	0.653								
CA3	0.771								
CA4	0.793								
EC1		0.725							
EC2		0.665							
EC3		<u>0.036</u>							
EC4		0.587							
AC1			0.572						
AC2			0.753						
AC3			0.845						
AC4			0.824						
EI1				<u>0.164</u>					
EI2				0.806					
EI3				0.743					
EI4				<u>0.232</u>					

(Continued)

Table 3.1 (Continued): Factor Analysis of factor positively affect automobile purchase intention of working people in Bangkok.

BL1					0.548				
BL2					0.593				
BL3					0.739				
BL4					0.638				
EP1						0.507			
EP2						0.600			
EP3						<u>0.294</u>			
EP4						0.465			
EP5						0.679			
EP6						0.703			
ER1							0.775		
ER2							0.883		
ER3							0.863		
ER4							0.828		
ER5							0.834		
VV1								0.736	
VV2								0.718	
VV3								0.798	
VV4								0.595	
BI1									<u>0.090</u>

(Continued)

Table 3.1 (Continued): Factor Analysis of factor positively affect automobile purchase intention of working people in Bangkok.

BI2									0.530
BI3									0.889
BI4									0.896

From table 3.1: All factor can be explain as:

Car Attribute

From factor analysis of Car Attribute, independent factor can be organize as 1 group. Consist of 4 questions. Which are "I buy car of high price" (CA1), "I prefer attractive and well-designed cars" (CA2), "I choose car that is safer" (CA3), and "I will buy a car that is durable" (CA4).

Emotional Connection

From factor analysis of Emotional Connection, independent factor can be organize as 1 group. Consist of 4 questions. Which are "My brand of car stand for something important for me" (EC1), "My car brand socially connects me to people" (EC2), "I buy unique and admirable cars" (EC3), and "My brand of car makes me feel confident" (EC4).

Accessibility

From factor analysis of Accessibility, independent factor can be organize as 1 group. Consist of 4 questions. Which are "I prefer a car which is widely available" (AC1), "I buy a car which has showrooms all over the country" (AC2), "I buy a car

which has spare parts readily available" (AC3), and "I choose cars with maintenance and repair services" (AC4).

External Influence

From factor analysis of External Influence, independent factor can be organized as 1 group. Consist of 4 questions. Which are "I buy a car because of its country origin" (EI1), "I buy a car recommended by my family and friends" (EI2), "I buy a car used by my family and friends" (EI3), and "My car brand reflects my social status" (EI4).

Brand-Loving Tendency

From factor analysis of Brand-Loving Tendency, independent factor can be organized as 1 group. Consist of 4 questions. Which are "I tend to care about brands when I buy things" (BL1), "I tend to repurchase brands that I have bought before" (BL2), "I tend to consider company image when I buy things" (BL3), and "I tend to buy products from famous brands even though they are expensive" (BL4).

Supporting Environmental Protection

From factor analysis of Supporting Environmental Protection, independent factor can be organized as 1 group. Consist of 6 questions. Which are "Supporting environmental protection in automobile makes me feel meaningful" (EP1), "The price for environmental friendly vehicles should be appropriate in relation to value for money" (EP2), "Components of an environmentally friendly vehicles are recyclable" (EP3), "I find environmental friendly vehicles really relevant to my lifestyle" (EP4), "An environmental friendly vehicles should produces the least pollution in its usage"

(EP5), and "I prefer environmental friendly vehicles over non- environmental friendly vehicles when their product qualities are similar" (EP6).

Drive for Environmental Responsibility

From factor analysis of Drive for Environmental Responsibility, independent factor can be organize as 1 group. Consist of 5 questions. Which are "Supporting environmental protection makes me feel as an environmentally responsible person" (ER1), "I should be responsible for protecting our environment" (ER2), "Environmental protection start with me" (ER3), "I would say I am emotionally involved in environmental protection issue" (ER4), and "Supporting environmental protection makes me special" (ER5).

Vivacity

From factor analysis of Vivacity, independent factor can be organize as 1 group. Consist of 4 questions. Which are "Car design should reflect your youth" (VV1), "Car design should reflect your spirit" (VV2), "I Car design should reflect your coolness" (VV3), and "Car design should reflect your cheerfulness" (VV4).

Behavioral Intention

From factor analysis of Behavioral Intention, independent factor can be organize as 1 group. Consist of 4 questions. Which are "I would like to purchase vehicle that has good price" (BI1), "I intend to purchase vehicle soon" (BI2), "I will recommended my friend to purchase vehicle by considering factors in this questionnaire" (BI3), and "I encourage my relative to purchase vehicle by considering factors in this questionnaire" (BI4).

3.5 Data Collection

There are two types of data collection in this research.

3.5.1 Primary Data is the data from the questionnaire by following step

3.5.1.1 Researcher research from related hypothesis, idea, and documents to create research ideas through research procedure. 280 questionnaires were collected during 32nd Bangkok International Motor Expo 2015.

3.5.1.2 Correct and check the finished questionnaire along with the advice from the advisor and experts before analyzing the data.

3.5.1.3 Keying raw data from completed questionnaire in suitable tools. Compute and analyze the data.

3.5.2 Secondary Data is data collected from books, tables, articles, researched research, and internet that related to the automobile, customer decision, and purchase intention to narrow the scope of research and using as a reference.

3.6 Preparation and Data Analysis

This research uses SPSS as a software for statistical analysis. Each part of the questionnaire uses different tools to analyze the data. The steps are

1. Classify complete and useable questionnaire.
2. Coding classified questionnaire.
3. Saving coding questionnaire in SPSS by using Level of Significance of 0.05.

4. Questionnaire data will be analyzed for statistics.

4.1 Descriptive Statistic Analysis

4.1.1 Question about participant demographic and general information are analyzed by using Frequency and Percentage.

4.1.2 Question about buying behavioral analyze by using frequency and Percentage.

4.1.3 Likert Scale question about Car Attributes, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Support Environmental Protection, Drive for Environmental Responsibility, Vivacity, and Behavioral Intention analyze by using Mean (\bar{X}) and Standard Deviation (S.D)

4.2 Inferential Statistic Analysis

4.2.1 Each independent variable consist of Car Attributes, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Support Environmental Protection, Drive for Environmental Responsibility, and Vivacity analyzes by using Pearson Product-Moment Correlation Coefficient.

4.2.2 All independent variable (Car Attributes, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Support Environmental Protection, Drive for Environmental Responsibility, and Vivacity) with dependent variable (Behavioral Intention) analyze by using Multiple Regression Analysis.

3.7 Statistic Method

Statistic analysis method in this research consist of

3.7.1 Reliability of the Test using Cronbach's Alpha Coefficient

(Vanichbuncha, 2009)

$$\alpha = \frac{n}{n-1} \left[1 - \frac{\sum S_i^2}{S_t^2} \right]$$

α reliability value of total questionnaire

n number of question

$\sum S_i^2$ total variability of questionnaire

S_t^2 variability of total questionnaire

3.7.2 Descriptive Statistics Analysis

3.7.2.1 Percentage

$$P = \frac{f}{N} \times 100$$

P percentage

f percentage frequency

N frequency

3.7.2.2 Mean

$$\bar{x} = \frac{\sum x}{n}$$

\bar{x} mean

$\sum x$ total group score

n number of group score

3.7.2.3 Standard Deviation

$$S.D. = \sqrt{\frac{\sum(x - \bar{x})^2}{n - 1}}$$

S.D. standard deviation

x score

n number of score in each group

\sum Total amount

3.7.3 Inferential Statistics

3.7.3.1 Multiple Regression Analysis (MRA) is an analysis progress to find relationship between Dependent Variable and Independent Variable (Vanichbuncha, 2009).

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + \dots + b_kX_k$$

\hat{Y} predicted dependent variable

b_0 value of Y when all of the independent variables are equal to zero

b_1, \dots, b_k estimated regression coefficients

X_0, \dots, X_k predictor variables

3.7.3.2 ANOVA Analysis has hypothesis that $H_0 : \beta_1 = \beta_2 = \dots = \beta_k = 0$

compare to H_1 : with at least 1 β_i at $\neq 0$ ($i=1, \dots, k$)

Table 3.2 : ANOVA Analysis

Source of Variance	df	Sum Square: SS	Mean Square: MS	F-Statistics
Regression	k	SSR	$MSR = \frac{SSR}{K}$	$F = \frac{MSR}{MSE}$
Error/ Residual	n-k-1	SSE	$MSE = \frac{SSE}{n-k-1}$	
Total	n-1	SST		

Source: Vanichbuncha K. (2008) *Multiple Variable Analysis*. Bangkok:

Chulalongkorn University.

k number of independent variable

n number of example

SST Sum Square of Total

SSR Sum Square of Regression

SSE Sum Square of Error/ Sum Square of Residual

MSR	Mean Square of Regression
MSE	Mean Square of Error
F	F-Statistic

3.7.3.3 Pearson Product-Moment Correlation Coefficient

$$r = \frac{n \sum XY - \sum X \sum Y}{\sqrt{[n \sum X^2 - (\sum X)^2][n \sum Y^2 - (\sum Y)^2]}}$$

R_{xy}	Pearson Correlation Coefficient
x	Values in the first set of data
y	Values in second set of data
n	Total number of value

The value of Pearson Correlation Coefficient is between $-1 \leq r \leq 1$. The positive and negative value of r determine the direction of relationship.

Positive r show that 2 variable have same direction of relationship.

Negative r show that 2 variable have opposite direction of relationship.

The size of the relationship can be determine by value of r

r value nearly +1 show that 2 variable have close relationship in the same direction.

r value nearly -1 show that 2 variable have least relationship in opposite direction.

r value equal to 0 mean there is no correlation between 2 variable.

r value close to 0 mean that 2 variable has few relationship.

CHAPTER 4

FINDING

Since the purposes of this research is to explore factors positively affecting automobile consumer purchase intention of working people in Bangkok. The data are collected by passing a survey questionnaire in 32nd Bangkok International Motor Expo 2015 at Impact Arena, Muang Thong Thani. During 5 to 11 December 2015, the questionnaire was sent to 258 people, whose buying an exhibition ticket, with a hundred percent response rate.

The value of Cronbach's Alpha Coefficient of 8 factors are shown as follows. Car Attributes equal to 0.712, Emotional Connection equal to 0.739, Accessibility equal to 0.792, External Influence equal to 0.631, Brand-Loving Tendency equal to 0.734, Supporting Environmental Protection equal to 0.852, Drive For Environmental Protection equal to 0.916, Vivacity equal to 0.797, and Behavioral Intention equal to 0.704. Every factor except External Influence exceeds the minimal coefficient, 0.65. All alpha coefficients passed the 0.65 (Nunnally, 1978) recommended level and had proven to be reliable.

According to this, data can be analyzed and can be presented below.

4.1 Demographic data

Data will be present in frequencies and percentage of gender, ages, status, educational level, monthly salary, occupation, number of vehicles owned, interested vehicle segment, vehicle buying period, buying decision influenced, and buying objective.

Table 4.1: Gender of respondents

Gender	Frequency	Percent
Male	127	49.2
Female	131	50.8
Total	258	100.0

There are 131 female out of 258 respondents, which is 50.8% of the total. The number of females is greater or nearly as equal as male respondents. The results show that, nowadays female interested in choosing a vehicle as much as or even higher than male.

Table 4.2: Age of respondents

Age	Frequency	Percent
under 26	43	16.7
26-35	84	32.6
36-45	72	27.9
46-55	47	18.2
over 55	12	4.7
Total	258	100.0

Age of the respondents shows that 32.6% of the total is between 26-35 years old is looking for vehicle most. The second is 36-45 year old with the ratio of 27.9%. This show that new generation people have an intention to purchase vehicle more than

middle age. But it may be due to most of the elder owned at least one vehicle so they have less intention to purchase another.

Table 4.3: Marital status of respondents

Status	Frequency	Percent
single	143	55.4
married	108	41.9
divorced	7	2.7
Total	258	100.0

55.4% of respondents are single while 41.9% are married and only 2.7% divorced.

Table 4.4: Educational level of respondents

Education	Frequency	Percent
under bachelor	33	12.8
bachelor	151	58.5
master	74	28.7
Total	258	100.0

Most of the respondents are Bachelor degree with the number of 151 out of 258, which is 58.5%. Next is Master degree at 28.7% and last is under bachelor degree.

Table 4.5: Monthly salary of respondents

Salary	Frequency	Percent
under 30001	110	42.6
30001-50000	59	22.9
50001-70000	51	19.8
70001-90000	18	7.0
90001-150000	15	5.8
over 150000	5	1.9
Total	258	100.0

Nearly half of the respondents earn less than 30,001 baht a month, 110 respondents at 42.6%. Follow by 30,001-50,000 salary of 59 respondents at 22.9%. Third is 50,001-70,000 salary of 51 respondents at 19.8%.

Table 4.6: Occupation of respondents

Occupation	Frequency	Percent
government officer	53	20.5
private employee	185	71.7
owner	20	7.8
Total	258	100.0

Most of the respondents occupation are private employee, 185 respondents at 71.7%. Follow by government officers, 53 respondents at 20.5%. The rest 7.8% is owner.

Table 4.7: Number of vehicle own of respondents

Owned Vehicle	Frequency	Percent
None	68	26.4
1	141	54.7
2	34	13.2
3	6	2.3
over 3	9	3.5
Total	258	100.0

Nearly half of the respondents owned 1 vehicle, 141 respondents at 54.7%. Follow by no vehicles, 68 respondents at 26.4%. Third is owned 2 vehicles, 34 respondents at 13.2%.

Table 4.8: Interested vehicle segment of respondents

Vehicle Segment	Frequency	Percent
sedan	145	56.2
pick up	24	9.3
sport	6	2.3
SUV/PPV	66	25.6
MPV	17	6.6
Total	258	100.0

Nearly half of the respondents looking for a sedan car, 145 respondents at 56.2%. Follow by SUV and PPV, 66 respondents at 25.6%. Third is pick up vehicle, 24 respondents at 9.3%. Fourth is MPV, 17 respondents at 6.6%. and last is sport car, 6 respondents at 2.3%.

Table 4.9: Vehicle buying intention period of respondents

Buy period	Frequency	Percent
in a month	7	2.7
2-6 month	21	8.1
6-12 month	33	12.8
over a year	197	76.4
Total	258	100.0

Most of the respondents intend to buy vehicle over a year, 197 respondents at 76.4%. Follow by 6-12 month, 33 respondents at 12.8%. Third is 2-6 month, 21 respondents at 8.1%. Last is in a month, 7 respondents at 2.7%.

Table 4.10: Buying decision influence of respondents

Buy influence	Frequency	Percent
yourself	134	51.9
family	105	40.7
advertise	2	0.8
review	6	2.3
friend	4	1.6
test drive	7	2.7
Total	258	100.0

Top buying influence is themselves, 134 respondents at 51.9%. Follow by family, 105 respondents at 40.7%.

Table 4.11: Buying objective of respondents

Buy objective	Frequency	Percent
work	172	66.7
travel	73	28.3
commerce	11	4.3
attractive	2	0.8
Total	258	100.0

Top buying objective is drive to work, 172 respondents at 66.7%. Follow by use for travel, 73 respondents at 28.3%.

4.2 Mean, Standard Deviation and Respondents perception

Table 4.12: Mean, Standard Deviation and Respondents perception of Car Attribute

Car Attribute	MEAN	S.D.	Perception Level
I buy car of high price	2.63	0.84	Normal
I prefer attractive and well-designed cars	4.14	0.67	High
I choose car that is safer	4.31	0.67	Highest
I will buy a car that is durable	4.28	0.65	Highest
Total	3.84	0.70	High

Table 4.12 shown that Car Attribute has a total Mean in high level (Mean = 3.84) and Standard Deviation of 0.70. This research found that "I choose car that is

safer" has the highest Mean (Mean = 4.31). Follow by "I will buy a car that is durable" (Mean = 4.28) and "I prefer attractive and well-design cars" (Mean = 4.14). The lowest Mean (Mean = 2.63) is "I buy car of high price".

Table 4.12 also shown that "I buy car of high price" has the most deviation of information among 4 elements(S.D. = 0.84). While the least deviation of information among 4 elements is "I will buy a car that is durable" (S.D. = 0.65).

Table 4.13: Mean, Standard Deviation and Respondents perception of Emotional Connection

Emotional Connection	MEAN	S.D.	Perception Level
My brand of car stand for something important for me	3.68	0.81	High
My car brand socially connects me to people	3.31	0.92	High
I buy unique and admirable cars	4.24	0.67	Highest
My brand of car makes me feel confident	3.69	0.82	High
Total	3.73	0.80	High

Table 4.13 shown that Emotional Connection has a total Mean in high level (Mean = 3.73) and Standard Deviation of 0.80. This research found that "I buy unique and admirable cars" has the highest Mean (Mean = 4.24). Follow by "My brand of car makes me feel confident" (Mean = 3.69) and " My brand of car stand for something important for me" (Mean = 3.68). The lowest Mean (Mean = 3.31) is "My car brand socially connects me to people".

Table 4.13 also shown that "My car brand socially connects me to people" has the most deviation of information among 4 elements (S.D. = 0.92). While the least deviation of information among 4 elements is " I buy unique and admirable cars" (S.D. = 0.67).

Table 4.14: Mean, Standard Deviation and Respondents perception of Accessibility

Accessibility	MEAN	S.D.	Perception Level
I prefer a car which is widely available	3.58	0.96	High
I buy a car which has showrooms all over the country	4.06	0.73	High
I buy a car which has spare parts readily available	4.26	0.63	Highest
I choose cars with maintenance and repair services available	4.20	0.67	High
Total	4.02	0.74	High

Table 4.14 shown that Accessibility has a total Mean in high level (Mean = 4.02) and Standard Deviation of 0.74. This research found that "I buy a car which has spare parts readily available" has the highest Mean (Mean = 4.26). Follow by "I choose cars with maintenance and repair services" (Mean = 4.20) and "I buy a car which has showrooms all over the country" (Mean = 4.06). The lowest Mean (Mean = 3.58) is "I prefer a car which is widely available".

Table 4.14 also shown that "I prefer a car which is widely available" has the most deviation of information among 4 elements (S.D. = 0.96). While the least

deviation of information among 4 elements is "I buy a car which has spare parts readily available" (S.D. = 0.63).

Table 4.15: Mean, Standard Deviation and Respondents perception of External Influence

External Influence	MEAN	S.D.	Perception Level
I buy a car because of its country origin	3.44	0.89	High
I buy a car recommended by my family and friends	3.27	0.92	Normal
I buy a car used by my family and friends	2.89	0.94	Normal
My car brand reflects my social status	3.38	0.87	Normal
Total	3.24	0.90	Normal

Table 4.15 shown that External Influence has a total Mean in normal level (Mean = 3.24) and Standard Deviation of 0.90. This research found that "I buy a car because of its country origin" has the highest Mean (Mean = 3.44). Follow by "My car brand reflects my social status" (Mean = 3.38) and "I buy a car recommended by my family and friends" (Mean = 3.27). The lowest Mean (Mean = 2.89) is "I buy a car used by my family and friends".

Table 4.15 also shown that "I buy a car used by my family and friends" has the most deviation of information among 4 elements (S.D. = 0.94). While the least deviation of information among 4 elements is "My car brand reflects my social status" (S.D. = 0.87).

Table 4.16: Mean, Standard Deviation and Respondents perception of Brand-Loving Tendency

Brand-Loving Tendency	MEAN	S.D.	Perception Level
I tend to care about brands when I buy things	3.54	0.78	High
I tend to repurchase brands that I have bought before	3.48	0.70	High
I tend to consider company image when I buy things	3.60	0.65	High
I tend to buy products from famous brands even though they are expensive	3.30	0.81	Normal
Total	3.48	0.73	High

Table 4.16 shown that Brand-Loving Tendency has a total Mean in high level (Mean = 3.48) and Standard Deviation of 0.73. This research found that "I tend to consider company image when I buy things" has the highest Mean (Mean = 3.60). Follow by "I tend to care about brands when I buy things" (Mean = 3.54) and "I tend to repurchase brands that I have bought before" (Mean = 3.48). The lowest Mean (Mean = 3.30) is "I tend to buy products from famous brands even though they are expensive".

Table 4.16 also shown that "I tend to buy products from famous brands even though they are expensive" has the most deviation of information among 4 elements

(S.D. = 0.81). While the least deviation of information among 4 elements is "I tend to consider company image when I buy things" (S.D. = 0.65).

Table 4.17: Mean, Standard Deviation and Respondents perception of Supporting Environmental Protection

Supporting Environmental Protection	MEAN	S.D.	Perception Level
Supporting environmental protection in automobile makes me feel meaningful	3.72	0.83	High
The price for environmental friendly vehicles should be appropriate in relation to value for money	4.08	0.70	High
Components of an environmentally friendly vehicles are recyclable	3.16	0.84	Normal
I find environmental friendly vehicles really relevant to my lifestyle	3.42	0.94	High
An environmental friendly vehicles should produces the least pollution in its usage	4.16	0.84	High
I prefer environmental friendly vehicles over non- environmental friendly vehicles when their product qualities are similar	4.01	0.79	High
Total	3.75	0.82	High

Table 4.17 shown that Supporting Environmental Protection has a total Mean in high level (Mean = 3.75) and Standard Deviation of 0.82. This research found that "An environmental friendly vehicles should produces the least pollution in its usage" has the highest Mean (Mean = 4.16). Follow by "The price for environmental friendly vehicles should be appropriate in relation to value for money" (Mean = 4.08), "I prefer environmental friendly vehicles over non-environmental friendly vehicles when their product qualities are similar" (Mean = 4.01), "Supporting environmental protection in automobile makes me feel meaningful" (Mean = 3.72), and "I find environmental friendly vehicles really relevant to my lifestyle" (Mean = 3.42). The lowest Mean (Mean = 3.16) is "Components of an environmentally friendly vehicles are recyclable".

Table 4.17 also shown that "I find environmental friendly vehicles really relevant to my lifestyle" has the most deviation of information among 6 elements (S.D. = 0.94). While the least deviation of information among 6 elements is "I prefer environmental friendly vehicles over non- environmental friendly vehicles when their product qualities are similar" (S.D. = 0.79).

Table 4.18: Mean, Standard Deviation and Respondents perception of Drive for Environmental Responsibility.

Drive for Environmental Responsibility	MEAN	S.D.	Perception Level
Supporting environmental protection makes me feel as an environmentally responsible person	3.94	0.79	High
I should be responsible for protecting our environment	4.09	0.68	High
Environmental protection start with me	4.15	0.73	High
I would say I am emotionally involved in environmental protection issue	3.87	0.76	High
Supporting environmental protection makes me special	3.94	0.78	High
Total	3.99	0.74	High

Table 4.18 shown that Drive for Environmental Responsibility has a total Mean in high level (Mean = 3.99) and Standard Deviation of 0.74. This research found that "Environmental protection start with me" has the highest Mean (Mean = 4.15). Follow by "I should be responsible for protecting our environment" (Mean = 4.09), "Supporting environmental protection makes me feel as an environmentally responsible person" (Mean = 3.94), and "Supporting environmental protection makes me special" (Mean = 3.94). The lowest Mean (Mean = 3.87) is "I would say I am emotionally involved in environmental protection issue".

Table 4.18 also shown that "I find environmental friendly vehicles really relevant to my lifestyle" has the most deviation of information among 5 elements (S.D. = 0.94). While the least deviation of information among 5 elements is "I should be responsible for protecting our environment" (S.D. = 0.68).

Table 4.19: Mean, Standard Deviation and Respondents perception of Vivacity.

Vivacity	MEAN	S.D.	Perception Level
Car design should reflect your youth	3.41	0.86	High
Car design should reflect your spirit	3.05	1.04	Normal
Car design should reflect your coolness	3.38	0.86	Normal
Car design should reflect your cheerfulness	3.83	0.80	High
Total	3.41	0.89	High

Table 4.19 shown that Vivacity has a total Mean in high level (Mean = 3.41) and Standard Deviation of 0.89. This research found that "Car design should reflect your cheerfulness" has the highest Mean (Mean = 3.83). Follow by "Car design should reflect your youth" (Mean = 3.41) and "Car design should reflect your coolness" (Mean = 3.38). The lowest Mean (Mean = 3.05) is "Car design should reflect your spirit".

Table 4.19 also shown that "Car design should reflect your spirit" has the most deviation of information among 4 elements (S.D. = 1.04). While the least deviation of information among 4 elements is "Car design should reflect your cheerfulness" (S.D. = 0.80).

Table 4.20: Mean, Standard Deviation and Respondents perception of Behavioral Intention.

Behavioral Intention	MEAN	S.D.	Perception Level
I would like to purchase vehicle that has good price	4.28	0.66	Highest
I intend to purchase vehicle soon	2.62	1.17	High
I will recommended my friend to purchase vehicle by considering factors in this questionnaire	3.20	0.89	High
I encourage my relative to purchase vehicle by considering factors in this questionnaire	3.21	0.92	High
Total	3.32	0.91	Normal

Table 4.20 shown that Behavioral Intention has a total Mean in normal level (Mean = 3.32) and Standard Deviation of 0.91. This research found that "I would like to purchase vehicle that has good price" has the highest Mean (Mean = 4.28). Follow by "I encourage my relative to purchase vehicle by considering factors in this questionnaire" (Mean = 3.21) and "I will recommended my friend to purchase vehicle" (Mean = 3.20). The lowest Mean (Mean = 2.62) is "I intend to purchase vehicle soon".

Table 4.20 also shown that "I intend to purchase vehicle soon" has the most deviation of information among 4 elements (S.D. = 1.17). While the least deviation of

information among 4 elements is "I would like to purchase vehicle that has good price" (S.D. = 0.66).

4.3 Analysis of the data based on assumptions

Consists of Car Attributes, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Supporting Environmental Protection, Drive For Environmental Protection, Vivacity, and Behavioral Intention



Table 4.21: Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of Car Attribute, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Supporting Environmental Protection, Drive for Environmental Responsibility, and Vivacity that positively affect Behavioral Intention of working people in Bangkok.

Variable	Mean	S.D.	Cronbach's Alpha	CA	EC	AC	BL	EP	ER	VV	BI
Car Attribute(CA)	4.24	0.53	0.712	1							
Emotional Connection(EC)	3.73	0.61	0.739	0.384**	1						
Accessibility(AC)	4.03	0.60	0.792	0.296**	0.352**	1					
Brand-Loving Tendency (BL)	3.48	0.55	0.734	0.275**	0.599**	0.314**	1				
Supporting Environmental Protection (EP)	3.76	0.63	0.852	0.305**	0.142*	0.289**	0.161**	1			

(Continued)

Table 4.21 (Continued): Analysis of correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of Car Attribute, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Supporting Environmental Protection, Drive for Environmental Responsibility, and Vivacity that positively affect Behavioral Intention of working people in Bangkok.

Drive for Environmental Responsibility (ER)	4.00	0.65	0.916	0.310**	0.210**	0.234**	0.185**	0.693**	1		
Vivacity (VV)	3.41	0.71	0.797	0.220**	0.498**	0.225**	0.451**	0.206**	0.175**	1	
Behavioral Intention (BI)	3.33	0.68	0.704	0.250**	0.377**	0.299**	0.377**	0.235**	0.253**	0.505**	1

**Correlation is significant at the .01 level.

*Correlation is significant at the .05 level.

From table 4.21: Hypothesis can be explain as

Hypothesis 1, Car Attribute factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Car Attribute has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.250) at 0.01 significant level.

Hypothesis 2, Emotional Connection factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Emotional Connection has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.377) at 0.01 significant level.

Hypothesis 3, Accessibility factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Accessibility has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.299) at 0.01 significant level.

Hypothesis 4, Brand-Loving Tendency factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Brand-Loving Tendency has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.377) at 0.01 significant level.

Hypothesis 5, Supporting Environmental Protection factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Supporting Environmental Protection has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.235) at 0.01 significant level.

Hypothesis 6, Drive for Environmental Responsibility factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Drive for Environmental Responsibility has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.253) at 0.01 significant level.

Hypothesis 7, Vivacity factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Vivacity has a positive relationship toward Behavioral Intention (Pearson's Correlation = 0.505) at 0.01 significant level.

Table 4.22: Analysis of variance using ANOVA of Car Attribute, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Supporting Environmental Protection, Drive for Environmental Responsibility, and Vivacity that positively affect Behavioral Intention of working people in Bangkok

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	38.293	7	5.470	17.172	.000 ^b
Residual	79.644	250	.319		
Total	117.937	257			

From table 4.22, ANOVA analysis confirmed that independent variable consist of Car Attribute, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Supporting Environmental Protection, Drive for

Environmental Responsibility, and Vivacity have influence on dependent variable, Behavioral Intention due to Sig. of the equation equal 0.000 at 0.01 significant level.

Table 4.23: Multiple Regression Analysis of Car Attribute, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Supporting Environmental Protection, Drive for Environmental Responsibility, and Vivacity that positively affect Behavioral Intention of working people in Bangkok.

Dependent Variable: Behavioral Intention, $R = 0.570$, $R^2 = 0.325$, Constant(a) = 0.147								
Independent Variables	R	R^2	β	Std Error	t	Sig	Tolerance	VIF
(Constant)				0.366	0.403	0.687		
Car Attribute (CA)	0.250	0.062	0.063	0.076	0.831	0.407	0.769	1.301
Emotional Connection (EC)	0.377	0.142	0.040	0.081	0.493	0.662	0.515	1.942
Accessibility (AC)	0.299	0.089	0.141*	0.066	2.133	0.034	0.795	1.258
Brand-Loving Tendency (BL)	0.377	0.142	0.137	0.082	1.665	0.097	0.599	1.668

(Continued)

Table 4.23 (Continued) : Multiple Regression Analysis of Car Attribute, Emotional Connection, Accessibility, External Influence, Brand-Loving Tendency, Supporting Environmental Protection, Drive for Environmental Responsibility, and Vivacity that positively affect Behavioral Intention of working people in Bangkok.

Supporting Environmental Protection (EP)	0.235	0.055	0.008	0.081	0.095	0.925	0.485	2.061
Drive for Environmental Responsibility (ER)	0.253	0.064	0.114	0.076	1.497	0.136	0.502	1.992
Vivacity (VV)	0.505	0.255	0.361*	0.059	6.069	0.000	0.701	1.427

* significant at the .05 level

From table 4.23, Hypothesis can be explain from Multiple Regression Analysis. Independent variable can predict behavioral intention and Vivacity (Sig. = 0.000) and Accessibility (Sig. = 0.034) can predict behavioral intention significantly. On the other hand, Car Attribute (Sig. = 0.407), Emotional Connection (Sig = 0.622), Brand-Loving Tendency (Sig. = 0.097), Supporting Environmental Protection (Sig. = 0.925), and Drive for Environmental Responsibility (Sig. = 0.136) cannot predict

behavioral intention significantly. The most predictive independent variable is Vivacity ($\beta = 0.361$) follow by Accessibility ($\beta = 0.141$), Brand-Loving Tendency ($\beta = 0.137$), Drive for Environmental Responsibility ($\beta = 0.114$), Car Attribute ($\beta = 0.063$), and Emotional Connection ($\beta = 0.040$). These following variable can explain influence on behavioral intention of working people in Bangkok at 32.5%.

Another 67.5% are influence from others variable that are not use in this research. The standard error is ± 0.366 using the following equation.

$$Y (\text{Behavioral Intention}) = 0.147 + 0.361 (\text{Vivacity}) + 0.141 (\text{Accessibility})$$

From this equation

If Vivacity increase by 1 point and other factors remain the same. Behavioral Intention will increase by 0.361 point.

If Accessibility increase by 1 point and other factors remain the same. Behavioral Intention will increase by 0.141 point.

Data from table 4.23 used to test following hypothesis.

Hypothesis 8, by using Multiple Regression Analysis. The result show that Vivacity, and Accessibility have positive influence on Behavioral Intention at statistical significant level of 0.05. While Car Attribute, Emotional Connection, Brand-Loving Tendency, Supporting Environmental Protection, and Drive for Environmental Responsibility have no positive influence on Behavioral Intention at 0.05 statistical significant.

4.4 Other Analysis

Multicollinearity is multiple correlation among independent variables (more than 2 independent variable) (Nitiphong, 2012) or relation among group of independent variables.

In high multicollinearity relation, high degree of relation can affect deviation from true value. In the other word, muticollinearity should not occur while using Multiple Linear Regression.

Multicollinearity can be tested by Variance Inflation Factor (VIF) value or Tolerance value. Variance Inflation Factor (VIF) value should not exceed 4 and Tolerance value should exceed 0.2 (Miles & Shevlin, 2001).

Table 4.24: Testing Collinearity of independent variable.

Independent Variable	Tolerance	Variance Inflation Factor (VIF)
Car Attribute (CA)	0.769	1.301
Emotional Connection (EC)	0.515	1.942
Accessibility (AC)	0.795	1.258
Brand-Loving Tendency (BL)	0.599	1.668
Supporting Environmental Protection (EP)	0.485	2.061
Drive for Environmental Responsibility (ER)	0.502	1.992
Vivacity (VV)	0.701	1.427

Result from table 4.24 found that less Tolerance value is 0.502, which exceed 0.2, and Variance Inflation Factor (VIF) value is 2.100, which not exceed 4. So there are no Multicollinearity.

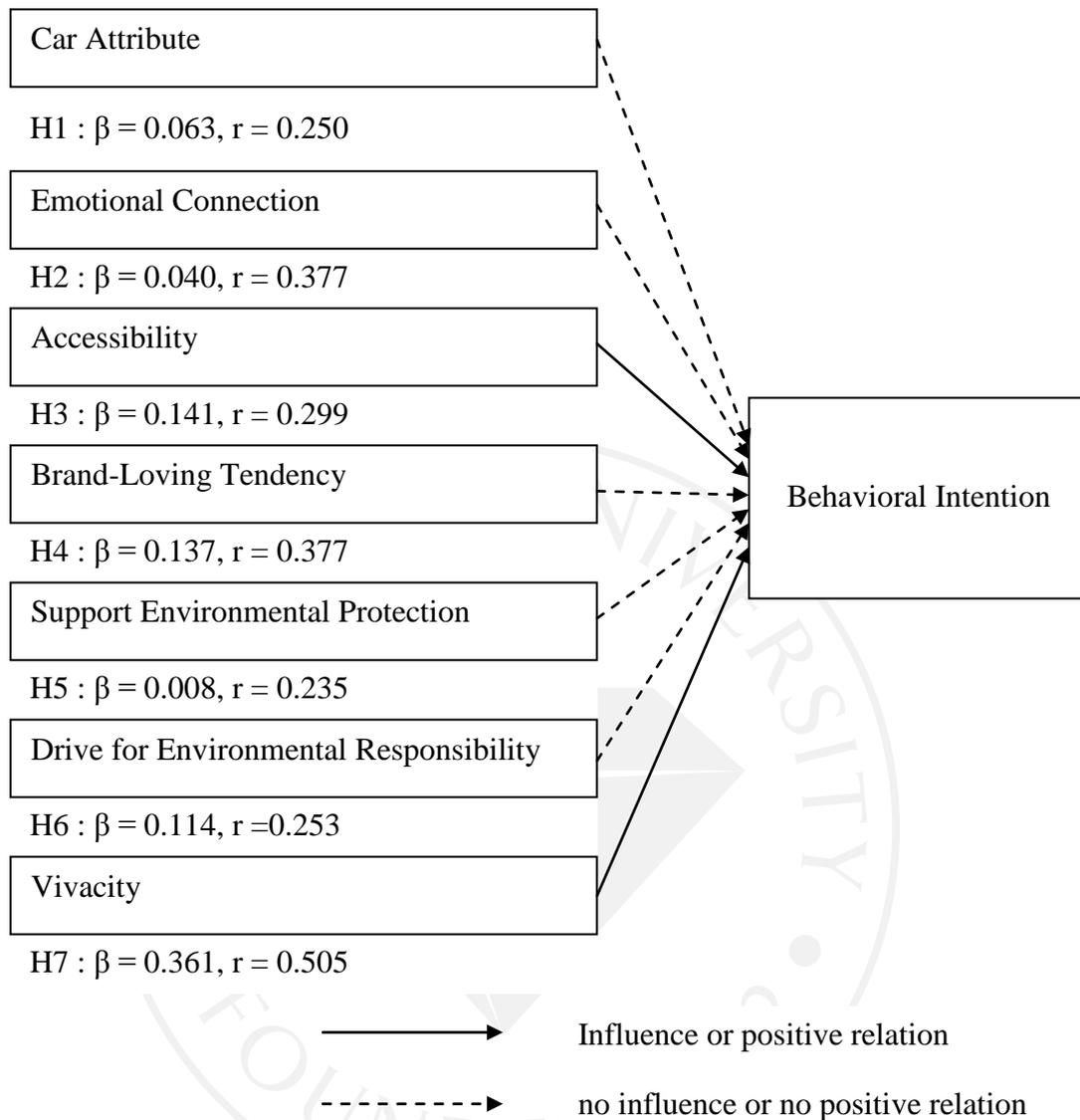


Figure 4.1: Result of Multiple Regression Analysis from scope of research

Figure 4.1 show that Accessibility and Vivacity have positive relationship or positive influence toward behavioral intention of working people in Bangkok. While Car Attribute, Emotional Connection, Brand-Loving Tendency, Support Environmental Protection, and Drive for Environmental Responsibility have no positive relationship or positive influence toward behavioral intention of working people in Bangkok.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The research on the positive influence of car attributes, emotional connection, accessibility, external Influence, brand-loving tendency, support environmental protection, drive for environmental responsibility, and vivacity toward consumer purchase intention of working people in Bangkok is a survey research using questionnaires to collect data.

Populations in this research are working people who attend to 32nd Bangkok International Motor Expo 2015 at Impact Challenge during 5 December 2015 to 13 December 2015. The sample size of this research is 258. The result of this research analyzed in quantitative approach using SPSS program. The result can be concluded as follows.

5.1 Hypothesis Assumption.

The important factors studied in this research are car attributes, emotional connection, accessibility, external Influence, brand-loving tendency, support environmental protection, drive for environmental responsibility, and vivacity influenced on automobile consumer purchase intention found that most of the respondents are female, ages between 26-35 years old, single, bachelor education background, has salary under 30,000 baht per month, private employee, owned at least 1 vehicle, interested in sedan vehicle segment, has intention to purchase vehicle over a year, have their own influence on purchase decision, and main objective to

purchase vehicle is using for work. Research result base on hypothesis can be concluded as

Hypothesis 1, Car Attribute factor has a positive relationship toward Behavioral Intention or not. The result from the analysis shows that Car Attribute has a positive relationship toward Behavioral Intention at 0.05 significant levels. So hypothesis accepted.

Hypothesis 2, Emotional Connection factor has a positive relationship toward Behavioral Intention or not. The result from the analysis shows that Emotional Connection has a positive relationship toward Behavioral Intention at 0.05 significant level. So hypothesis accepted.

Hypothesis 3, Accessibility factor has a positive relationship toward Behavioral Intention or not. The result from the analysis shows that Accessibility has a positive relationship toward Behavioral Intention at 0.05 significant levels. So hypothesis accepted.

Hypothesis 4, Brand-Loving Tendency factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Brand-Loving Tendency has a positive relationship toward Behavioral at 0.05 significant level. So hypothesis accepted.

Hypothesis 5, Supporting Environmental Protection factor has a positive relationship toward Behavioral Intention or not. The result from the analysis shows that Supporting Environmental Protection has a positive relationship toward Behavioral Intention at 0.05 significant levels. So hypothesis accepted.

Hypothesis 6, Drive for Environmental Responsibility factor has a positive relationship toward Behavioral Intention or not. The result from the analysis show that Drive for Environmental Responsibility has a positive relationship toward Behavioral Intention at 0.05 significant levels. So hypothesis accepted.

Hypothesis 7, Vivacity factor has a positive relationship toward Behavioral Intention or not. The result from the analysis shows that Vivacity has a positive relationship toward Behavioral Intention at 0.05 significant levels. So hypothesis accepted.

Hypothesis 8, Factors that can predict automobile consumer purchase intentions (Y) are vivacity and accessibility which has 32.5% influence. Another 67.5% are influence from others variable that are not used in this research. The standard error is ± 0.366 using the following equation.

$$Y (\text{Behavioral Intention}) = 0.147 + 0.361 (\text{Vivacity}) + 0.141 (\text{Accessibility})$$

5.2 Summary

The research on the positive influence of car attributes, emotional connection, accessibility, external Influence, brand-loving tendency, support environmental protection, drive for environmental responsibility, and vivacity toward consumer purchase intention of working people in Bangkok is a survey research using questionnaires to collected data found the interesting issue as follows.

Hypothesis 1, Car Attribute factor has a positive relationship toward Behavioral Intention or not. The results from Pearson correlation analysis show that Car Attribute has no positive relationship toward Behavioral Intention at 0.05

significant levels which accepted hypothesis. Quality, feature, and characteristic in car attribute are factors that consumer consider in purchase decision, but are not as important as accessibility and vivacity. Russell & Taylor (2006) state that consumers expect the feature that suitable to use from the brand. However, every car manufacturing gives nearly the same feature on the vehicle in order to compete with competitors which cause consumers to look over this issue. Another attribute state by Kuksov (2004) is product design and style. Design and style have a lot of influence on consumers. However, Thai people always looking for brand and accessibility.

Hypothesis 2, Emotional Connection factor has a positive relationship toward Behavioral Intention or not. The results from Pearson correlation analysis show that Emotional Connection has no positive relationship toward Behavioral Intention at 0.05 significant levels which accepted hypothesis. Emotional connection refers to a bond between consumers and brands or products. According to Travis (2010) and Gobe (2001), brand control the emotional feeling on consumers. Thus, new generation people and teenagers in Thailand are more attached to luxury brand while middle age people tend to balance functionality, brand, and price. Consumers memorable experience with a vehicle brand will last long in their memory.

Hypothesis 3, Accessibility factor has a positive relationship toward Behavioral Intention or not. The results from Pearson correlation analysis show that Accessibility has a positive relationship toward Behavioral Intention at 0.05 significant levels which accepted hypothesis. Consumers in Thailand belief that accessibility provides by vehicle brand make their life less complex conform with Lin & Chang (2003), convenience offered by a brand impact consumer purchase

intention. Plenty of showrooms, service centers, and stocked spare parts to reduce transportation time and waiting time. Due to high vehicle price, Thai people use vehicle longer than Japanese, American, and European people. In order to service the vehicle after warranty, consumers are looking for fast services with professional work at reasonable prices. Furthermore, beside the authorize service center, there are many choices of private garage in Thailand. In the other word, after warranty service affect the vehicle purchase decision. European vehicle has higher maintenance cost and less private garage than Japanese vehicle. So, accessibility has a lot of influence to Thai consumer purchase intention.

Hypothesis 4, Brand-Loving Tendency factor has a positive relationship toward Behavioral Intention or not. The results from Pearson correlation analysis show that Brand-Loving Tendency has no positive relationship toward Behavioral at 0.05 significant levels which accepted hypothesis. From Shimp & Madden (1988), inhibited desire has positive on liking and yearning but not decision and commitment. Consumers may like and yearn the brand, but according to several external influences, such as income, has an impact on purchasing behavior. As well as purchasing the vehicle. In reality, admired vehicle brand may unreachable. Another issue is brand royalty. At the same brand level, new generation consumers tend to purchase product base on giving feature.

Hypothesis 5, Supporting Environmental Protection factor has a positive relationship toward Behavioral Intention or not. The results from Pearson correlation analysis show that Supporting Environmental Protection has no positive relationship toward Behavioral Intention at 0.05 significant levels which accepted hypothesis. As

the global environment changing quickly, consumers have more concern about environmental issues. Pickett-Baker & Ozaki (2008) state that green vehicle show consumer the ability to support environmental protection with suitable for their lifestyle. But in reality, even green vehicle suitable for consumers, but the price of the vehicle is higher than petrol car as well as the maintenance cost. There are only a few green vehicles sold in Thailand and almost of them are hybrid vehicle. High technology came with high price and high maintenance cost. In order to set the selling price reachable, some luxury materials are replaced with plastic which make consumers feel the vehicle is overprice. Not to mention the long term maintenance on a complex engine system which has nearly 3 times more expensive than normal vehicle and can only maintenance at authorize service center. As the result, petrol and diesel vehicle are consumer choice.

Hypothesis 6, Drive for Environmental Responsibility factor has a positive relationship toward Behavioral Intention or not. The results from Pearson correlation analysis show that Drive for Environmental Responsibility has no positive relationship toward Behavioral Intention at 0.05 significant levels which accepted hypothesis. According to Gadenne et al. (2011), since environmental problem issue becomes more serious. Companies have to create more responsibility toward environmental. For this reason, every heavy factory and manufacturing factory have to pass the pollution test which becomes less concern to consumers. Another study by Kilbourne & Pickett (2008) found that consumer perception as well as purchase decision change and having more responsibility on environment by purchasing more green products. However, environmental responsibility related to the perspective of

consumer on environmental protection. Each consumer has different levels of responsibility toward environment.

Hypothesis 7, Vivacity factor has a positive relationship toward Behavioral Intention or not. The results from Pearson correlation analysis show that Vivacity has a positive relationship toward Behavioral Intention at 0.05 significant levels which accepted hypothesis. Conform to the study of Dick, Chakravarti, & Biehal (1990), brand personality become an important matter for company since consumer purchase decision based on brand image than products. In the purchasing process, consumers will search for preferences of the brand through memory. Together with Aaker (1992), positive brand image or personal experience has critical impact on purchasing decision and repurchase products or brands.

Hypothesis 8, by using multiple regression analysis on hypothesis found that factors affecting consumer purchase intention are vivacity and accessibility at significant levels of 0.05. Together with the Toldos-Romero & Orozco-Gómez (2015), show that dimensions success, vivacity, sophistication, and sincerity can explain purchase intention. The most predictor among these dimensions is vivacity. Furthermore, teenager prefers to purchase vivacity brands to reflect their lifestyle conform to the main participants in this study. The result in this research is also as same as Narteh, Odoom, Braimah, & Buame (2012), which found that a major factor that influences consumer vehicle purchase was accessibility. Accessibility provides convenience to consumers in term of dealer's showrooms, service centers, available spare parts, location, and open hours. Poor accessibility can make consumer switching brand as well.

5.3 Suggestion

From the result of the research on the positive influence of car attributes, emotional connection, accessibility, external Influence, brand-loving tendency, support environmental protection, drive for environmental responsibility, and vivacity toward consumer purchase intention of working people in Bangkok. Marketers or automobile company should consider new development on product and service strategies as follows

5.3.1 Automobile brands should focus more on accessibility for customers, open more showrooms and service centers, stock more spare parts, and provide after sales services. Nowadays, customers intend to purchase a vehicle that has easily access to service and maintenance, have wide range of genuine and aftermarket spare parts, can service through private garage, and memorable after sales service. Another issue is flexibility of service hours. Some customers are not comfortable to bring the car in and out of the service center during open hours. So vehicle delivering services are becoming more popular. Some car brands and private garage already offer this service without charging. This can be concluded that convenient service and easy access have an influence on customer satisfaction which can lead to purchase and repurchase intention.

5.3.2 Since vivacity or hipness reflects the brand and product characteristic. Automobile brands should consider vivacity in the research and development process of new car models. Each automobile brand has a different personality, for example Mercedes-Benz reflects luxury and wealth, Mazda reflect youthfulness. New generation consumers in Thailand tend to stick to the brand less than older people.

They started to choose the vehicle that suits them most. Female and male consumers have a different perspective on purchasing vehicles. Male consumers focus more on mechanical and technological issue while females are looking for practicality and trusted brand. To satisfy the both male and female customers, automobile should combine mechanical, technological, and practical together to maximize the probability of selling vehicles. (Erdfelder, Faul, & Buchner, 1996; Wiratchai, 2012)

5.4 Recommendation

Researcher should consider the following issue in the future research

5.4.1 Respondents of this research are mostly having intention to purchase vehicle over a year. Purchasing a vehicle need a lot of research on interested car segment and brand. Unlike consumers who intend to purchase a vehicle in a month, respondents who have an intention to purchase within a year may change perception easily due to unpredictable external influence. According to this, purchase intention toward vehicle may be different from the respondents who have an intention to purchase in a month. As a result, researcher recommend to collect data from the respondents who intend to purchase vehicle within a month.

5.4.2 In this research, only accessibility and vivacity can predict consumer purchase intention. Some respondents mention about second hand selling price and after sale service in the comment of the questionnaire. According to this, second hand selling price and after sale service might have influence on consumer purchase intention and should be added in the future research.

5.4.3 During factor analysis in this research found that some question has factor loading value less than 0.3 which should be deleted from the group or using confirmatory factor analysis in the future research. The question that are not exceed factor loading value are question 1: I buy car with high price (CA1) in car attribute grouping, question 3: I buy unique and admirable cars (EC3) in emotional connection grouping, question 1: I buy a car because of its country origin (EI1) and question 4: My car brand reflect my social status (EI4) in external influence grouping, question 3: Components of an environmental friendly vehicles are recyclable (EP3) in supporting environmental protection grouping, and question 1: I would like to purchase vehicle that has good price (BI1) in behavioral intention grouping.

5.4.4 For business benefits, the result from this study showed that vivacity and accessibility had an impact on purchase intention of the consumers. Therefore, car dealers and manufacturers should first aim to show vivacity or hipness as a component of the brand personality by making the consumers believe that the physical appearances of their cars reflect their youth, spirits, coolness, and cheerfulness. Second, car dealers and manufacturers should be certain that the cars are widely available, showrooms easy to access all over the country, spare parts readily available, as well as easy to access for maintenance and repair services. Then, the consumers are likely to purchase the automobiles.

5.4.5 For academic benefits, theories and knowledge on vivacity and accessibility toward purchase intention had been expanded. Future research includes data collection in other big cities like Chiangmai or Phuket to compare the results.

Also, the data can be collected, compared, and analyzed between the Thai and the foreign automobile consumers in Thailand.



BIBLIOGRAPHY

- Aaker, D. A. (1992). The Value of Brand Equity. *Journal of Business Strategy*, 13(4), 27-32. doi: doi:10.1108/eb039503
- Administration for Community Living. (2015). *Aging Statistics*. Retrieved from http://www.aoa.acl.gov/aging_statistics/index.aspx
- Aggarwal, P. (2004). The Effects of Brand Relationship Norms on Consumer Attitudes and Behavior. *Journal of Consumer Research*, 31(1), 87-101.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Ajzen, I., & Fishbein, M. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Apple.com. (2015). *Environmental Responsibility* Retrieved from <http://www.apple.com/environment/>
- Armstrong, G., Kotler, P., Harker, M., & Brennan, R. (2009). *Marketing: An Introduction*. USA: Financial Times Prentice Hall.
- Asean.org. (2016). *ASEAN Economic Community*. Retrieved from <http://www.asean.org/asean-economic-community/>
- Bandura, A. (1977). Self-efficacy: toward a unifying theory of behavioral change. *Psychological Review*, 84(2), 191. doi: 10.1016/0146-6402(78)90002-4
- Bangkokbiznews.com. (2015). *Chakramon" declares political stability. Automotive industry downturn points out recession. First vehicle project successful and upturn the market*. Retrieved from <http://www.bangkokbiznews.com/mobile/view/news/620884>

- Berger, I. E., & Mitchell, A. A. (1989). The Effect of Advertising on Attitude Accessibility, Attitude Confidence, and the Attitude-Behavior Relationship. *Journal of Consumer Research*, 16(3), 269-279. doi: 10.1086/209213
- Boston University School of Public Health. (2013). *Multiple Linear Regression Analysis*. Retrieved from http://sphweb.bumc.bu.edu/otlt/MPH-Modules/BS/BS704_Multivariable/BS704_Multivariable7.html
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty? *Journal of Marketing*, 73(3), 52-68. doi: doi:10.1509/jmkg.73.3.52
- Chaffey, D., & Miller, S. (2012). *What is emotional branding?* Retrieved from <http://www.smartinsights.com/online-brand-strategy/emotional-branding-means-customers-stay-loyal-for-the-long-haul/>
- Chang, H. H., & Liu, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the service industries. *The Service Industries Journal*, 29(12), 1687-1706. doi: 10.1080/02642060902793557
- Charlwood, S. (2014). *Why owners have emotional connections with cars?* Retrieved from <http://www.drive.com.au/motor-news/why-owners-have-emotional-connections-with-cars-20140116-30ytt.html>
- Cohen, J. (1977). *Statistical Power Analysis for the Behavioral Sciences*. New York: Academic.
- Dick, A., Chakravarti, D., & Biehal, G. (1990). Memory-Based Inferences During Consumer Choice. *Journal of Consumer Research*, 17(1), 82-93. doi: 10.1086/208539

- Emmelheinz, M., Stock, J. & Emmelheinz, L. (1991). Consumer response to retail stock-outs. *Journal of Retailing*, 67, 138-46.
- Erdfelder, E., Faul, F., & Buchner, A. (1996). GPOWER: A general power analysis program. *Behavior Research Methods Instruments & Computers*, 28(1), 1-11. doi: 10.3758/BF03203630
- Escalas, J. E., & Bettman, J. R. (2005). Self-Construal, Reference Groups, and Brand Meaning. *Journal of Consumer Research*, 32(3), 378-389. doi: <http://dx.doi.org/10.1086/497549>
- Explorable.com. (2009). *Convenience Sampling*. Retrieved from <https://explorable.com/convenience-sampling>
- Formula magazine. (2015). *Comparison on automobile tax between current tax and 2016 tax*. Retrieved from <https://motorexpo.co.th>
- Fournier, S. (1998). Consumers and their brands: developing relationship theory in consumer research. *Journal of Consumer Research*, 24(4), 343-373.
- Friesner, T. (2014). *What are external influences in consumer behavior?* Retrieved from <http://www.marketingteacher.com/external-influences-introduction/>
- Gadenne, D., Sharma, B., Kerr, D., & Smith, T. (2011). The influence of consumers' environmental beliefs and attitudes on energy saving behaviours. *Energy Policy*, 39(12), 7684-7694. doi: <http://dx.doi.org/10.1016/j.enpol.2011.09.002>
- Gobe, M. (2001). *Emotional Branding: A New Paradigm for Connecting Brands to People*. New York: Allworth.
- Greenburg, Z. O. M. (2009). *In Depth: What Your Car Says About You*. Retrieved from http://www.forbes.com/2009/10/06/car-personality-wealth-lifestyle-vehicles-gender-income_slide_6.html

Headlightmag. (2016). *In depth vehicle sale report November 2015 by segment*.

Retrieved from <http://www.headlightmag.com/salesreport-november2015/>

Hess, J. (1995). Construction and assessment of a scale to measure consumer trust.

AMA Educators' Conference, Enhancing Knowledge Development in Marketing, 6, 20-25.

Hofmeyr, J. and Rice, B. (2000). *Commitment-led Marketing*. John Wiley: Chichester.

Hoon, L. B., Ho, A. K., & Wook, J. Y. (2003). The Empirical Study of the Relative Influence of Brand Personality and Product Attributes in the Brand Choice.

Korea Marketing Review, 18(4), 1-21.

Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands. *Journal of Marketing Management*, 10, 1-14.

Kilbourne, W., & Pickett, G. (2008). How materialism affects environmental beliefs, concern, and environmentally responsible behavior. *Journal of Business Research*, 61(9), 885-893. doi: <http://dx.doi.org/10.1016/j.jbusres.2007.09.016>

Kotler, P., & Armstrong, G. (2010). *Principles of marketing*. New Jersey: Prentice Hall.

Kuksov, D. (2004). Buyer Search Costs and Endogenous Product Design. *Marketing Science*, 23(4), 490-499.

Kumar, P., & Ghodeswar, B. M. (2015). Factors affecting consumers' green product purchase decisions. *Marketing Intelligence & Planning*, 33(3), 330-347. doi: [doi:10.1108/MIP-03-2014-0068](https://doi.org/10.1108/MIP-03-2014-0068)

Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of Consumer Marketing*, 18(6), 503-520. doi: [doi:10.1108/EUM00000000006155](https://doi.org/10.1108/EUM00000000006155)

- Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87-96. doi: doi:10.1108/07363760910940456
- Lezin, N. (2007). *Theories & Approaches: Theory of Reasoned Action (TRA)*. Retrieved from <http://recapp.etr.org/recapp/index.cfm?fuseaction=pages.TheoriesDetail&PageID=517>
- Lin, M. Y., & Chang, L. H. (2003). Determinants of habitual behavior for national and leading brands in China. *Journal of Product & Brand Management*, 12(2), 94-107. doi: doi:10.1108/10610420310469788
- Magistris, T. d., & Gracia, A. (2008). The decision to buy organic food products in Southern Italy. *British Food Journal*, 110(9), 929-947. doi: doi:10.1108/00070700810900620
- Miles, J., & Shevlin, M. (2001). *Applying regression and correlation: A guide for students and researchers*. London: Sage.
- Morris, J. D., Woo, C., Geason, J. A., & Kim, J. (2002). The power of affect: predicting intention. *Journal of Advertising Research*, 43(3), 7-17.
- Moslehpour, M., Aulia, C. K., & Masarie, C. E. L. (2015). Bakery Product Perception and Purchase Intention of Indonesian Consumers in Taiwan. *International Journal of Business & Information*, 10(1), 63-94.
- Motorexpo.co.th. (2015). *Next year price for Eco Car/Hybrid decreasing?* Retrieved from <http://www.motorexpo.co.th/news/402>
- Motorexpo.co.th. (2016). *Motor Expo 2016*. Retrieved from <http://www.motorexpo.co.th/>

- Mouakket, S. (2015). Factors influencing continuance intention to use social network sites: The Facebook case. *Computers in Human Behavior*, 53, 102-110. doi: <http://dx.doi.org/10.1016/j.chb.2015.06.045>
- Narteh, B., Odoom, R., Braimah, M., & Buame, S. (2012). Key drivers of automobile brand choice in sub-Saharan Africa: the case of Ghana. *Journal of Product & Brand Management*, 21(7), 516-528. doi: doi:10.1108/10610421211276268
- Nunnally, J. C. (1978). *Psychometric theory*. New York: McGraw-Hill.
- ODonnell, L. (2014). *Why Is Our Environment Important?* Retrieved from http://greenliving.lovetoknow.com/Why_is_Our_Environment_Important
- Papagiannidis, S., See-To, E., & Bourlakis, M. (2014). Virtual test-driving: The impact of simulated products on purchase intention. *Journal of Retailing and Consumer Services*, 21(5), 877-887. doi: <http://dx.doi.org/10.1016/j.jretconser.2014.02.010>
- PetrolPrices. (2014). *What is a Green Car?* Retrieved from <http://www.petrolprices.com/green-guide.html>
- Pickett-Baker, J., & Ozaki, R. (2008). Pro-environmental products: marketing influence on consumer purchase decision. *Journal of Consumer Marketing*, 25(5), 281-293. doi: doi:10.1108/07363760810890516
- Pungchoo, O., Kanthawongs, P., & Chitcharoen, C. (2014). *The Relationship and the Influences of the Factors Affecting Purchase Intention of Organic Product Shop "A" in Pathumthani Province*. Suan Sunandha Rajabhat Conference Bangkok: : Graduated School Suan Sunandha Rajabhat.

- Redlinelap. (2015, 14 December 2015). *Motor Expo 2015 Finished. Vehicles sale and visitors exceed expectation and acheive their goals*. Retrieved from <http://www.redlinelap.com>
- Rindfleisch, A., Burroughs, J. E., & Wong, N. (2009). The Safety of Objects: Materialism, Existential Insecurity, and Brand Connection. *Journal of Consumer Research*, 36(1), 1-16. doi: <http://dx.doi.org/10.1086/595718>
- Robert, Q. (2014). *Product Design & Development*. Retrieved from <http://www.rqriley.com/pro-dev.htm>
- Romero, T., & Paz, M. D. L. (2012). Dimensions of Brand Personality in Mexico. *Global Journal of Business Research*, 6(5), 35-47. doi: <http://ssrn.com/abstract=2146097>
- Rundh, B. (2005). The multi-faceted dimension of packaging: Marketing logistic or marketing tool? *British Food Journal*, 107(9), 670-684. doi: [doi:10.1108/00070700510615053](https://doi.org/10.1108/00070700510615053)
- Russell, R. S., & Taylor, B. W. (2006). *Operations management : quality and competitiveness in a global environment*. Hoboken, NJ: John Wiley.
- Saengrattanaichaiyakul, K., Kanthawongs, P., & Kanthawongs, P. (2014). *Factors Influencing Fast Food's Purchase Intention of Consumers in Bangkok*. Suan Sunandha Rajabhat Conference Bangkok: Graduated School Suan Sunandha Rajabhat.
- Shiau, W.-L., & Chau, P. Y. K. (2015). Understanding behavioral intention to use a cloud computing classroom: A multiple model comparison approach. *Information & Management*, 53, 355-365. doi: <http://dx.doi.org/10.1016/j.im.2015.10.004>

- Shimp, T. A., & Madden, T. J. (1988). Consumer-Object Relations: A Conceptual Framework Based Analogously on Sternberg's Triangular Theory of Love. *Advances in Consumer Research*, 15(1), 163-168.
- Siemen AGs. (2014). *Environmental Protection*. Retrieved from <http://www.siemens.com/about/sustainability/en/core-topics/environmental-protection/management-and-facts/index.php>
- Siraiyara, Y., Kanthawongs, P., & Chitcharoen, C. (2014). *The Influence of Factors Affecting Purchase Intention of Facial Skin Care Products through Instagram Application of Females in Bangkok*. Suan Sunandha Rajabhat Conference Bangkok: Graduated School Suan Sunandha Rajabhat.
- Sternberg, R. J. (1986). A triangular theory of love. *Psychologist Review*, 93(2), 119-135.
- UNPFA Asia. (2016). *Traditional family structures no longer the norm in Thailand*. Retrieved from <http://asiapacific.unpfa.org/news/traditional-family-structures-no-longer-norm-thailand>
- Thaiauto.or.th. (2012). *Master Plan for Automotive Industry 2012 – 2016*. Retrieved from http://www.thaiauto.or.th/2012/backoffice/file_upload/research/11125561430391.pdf
- Thailand Board of Investment (BOI). (2015). *Thailand: Global green automotive production base*. Retrieved from http://www.boi.go.th/upload/content/BOI-brochure%202015-automotive-20150325_70298.pdf

- Toldos-Romero, M. D. L. P., & Orozco-Gómez, M. M. (2015). Brand personality and purchase intention. *European Business Review*, 27(5), 462-476. doi: doi:10.1108/EBR-03-2013-0046
- Transport statistic planning division. (2016). *Vehicle registered number (cumularive)*. Retrieved from http://apps.dlt.go.th/statistics_web/vehicle.html
- VanAuken, B. (2015). *How Brand Accessibility Builds Strong Brands*. Retrieved from <http://www.brandingstrategyinsider.com/2015/09/how-brand-accessibility-builds-strong-brands.html#.VrC5OLJ97-g>
- Vanichbuncha, K. (2008). *Multiple Regression Analysis*. Bangkok: Chulalongkorn University.
- Wang, X., & Yang, Z. (2008). Does country-of-origin matter in the relationship between brand personality and purchase intention in emerging economies?: Evidence from China's auto industry. *International Marketing Review*, 25(4), 458-474. doi: doi:10.1108/02651330810887495
- Wiratchai, N. (2012). *Interested sample size and statistical analyzes determination*. Bangkok: National Research Council of Thailand.
- Woo, J., Ahn, J., Lee, J., & Koo, Y. (2015). Media channels and consumer purchasing decisions. *Industrial Management & Data Systems*, 115(8), 1510-1528. doi: doi:10.1108/IMDS-02-2015-0036
- Wu, S. I., & Lo, C. L. (2009). The influence of core-brand attitude and consumer perception on purchase intention towards extended product. *Asia Pacific Journal of Marketing and Logistics*, 21(1), 174-194. doi: doi:10.1108/13555850910926317



APPENDICES





มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

Questionnaire

on

Factors Positively Affecting Purchase Intention of Automobile Consumers at
Thailand International Motor Expo 2015 in Bangkok

Instruction : Objective of this survey is to collected data for use in master of business administration research, Bangkok University. The result of this research will be benefit to automobile industry. In this regard, cooperation from the respondents are needed. I, Chiratt Chaisamran, master's degree of business administration student from Bangkok University thankfully for your cooperation

Instruction : Please answer the following question and put ✓ in that matches you most.

1. Gender

1) Male

2) Female

2. Age

1) Under 24 years old

2) 25–35years old

3) 36–45years old

4) 46–55years old

5) Over 56years old

3. Status

- 1) Single 2) Married
 3) Divorced/ Widowed/ Separated

4. Level of education

- 1) Under Bachelor Degree 2) Bachelor Degree
 3) Master Degree 4) Doctorate Degree
 5) Others

5. Monthly income

- 1) Less than 30,000 baht 2) 30,001–50,000 baht
 3) 50,001–70,000 baht 4) 70,001–90,000 baht
 5) 90,001–150,000 baht 6) More than 150,000 baht

6. Occupation

- 1) State enterprise employee 2) Private employee
 3) Self-Employed 4) Others

8. Owned vehicle

- 1) None 2) 1 vehicle
 3) 2 vehicles 4) 3 vehicles
 5) More than 3 vehicles

9. Interested vehicle segment

- 1) Sedan 2) Pick-up
 3) Sport 4) SUV/PPV
 5) MPV e.g. Toyota Alphard/Vellfire, Volkswagen Caravelle

Please mark every question with only one ✓ in the box that most corresponds to your comments.

		Agreeable Level				
		Highest	High	Medium	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Car Attributes						
1	I purchase car with high price					
2	I prefer attractive and well-designed cars					
3	I choose car that is safer					
4	I will buy a car that is durable					
Emotional Connection						
1	My brand of car stand for something important for me					
2	My car brand socially connected me to people					
3	I purchase unique and admirable cars					
4	My brand of car makes me feel confident					
Accessibility						
1	I prefer a car which is widely available					
2	I purchase a car which is widely available					
3	I purchase a car which has spare parts readily available					

		Agreeable Level				
		Hig	Hi	Mo	Lo	Lo
		hest	gh	dera	w	wes
		(5)	(4)	(3)	(2)	(1)
4	I choose cars with maintenance and repair services available					
External Influence						
1	I purchase a car because of its country origin e.g. Toyota, Honda from Japan. Mercedes-Benz, BMW from Germany					
2	I purchase a car recommended by my family and friends					
3	I purchase a car used by my family and friends					
4	My car brand reflects my social status					
Brand-Loving Tendency						
1	I tend to care about brands when I buy car					
2	I tend to repurchase car brand that I have bought before					
3	I tend to consider company image when I buy car					
4	I tend to purchase car from famous brands even though they are expensive					

		Agreeable Level				
		Highest	High	Moderate	Low	Lowest
		(5)	(4)	(3)	(2)	(1)
Supporting Environmental Protection						
1	Supporting environmental protection in automobile make me feel meaningful					
2	The price for environmental friendly vehicles should be appropriate in relation to value for money					
3	Components of an environmentally friendly vehicles are recyclable					
4	I find environmental friendly vehicles really relevant to my lifestyle					
5	An environmental friendly vehicles should produces the least pollution in its usage					
6	I prefer environmental friendly vehicles over non-environmental friendly vehicles when their product qualities are similar					
Drive for Environmental Responsibility						
1	Supporting environmental protection makes me feel as an environmentally responsible person					

		Agreeable Level				
		Hig	Hi	Mo	Lo	Lo
		hest	gh	dera	w	wes
		(5)	(4)	(3)	(2)	(1)
2	I should be responsible for protecting our environment					
3	Environmental protection start with me					
4	I would say I am emotionally involved in environmental protection issue					
5	Supporting environmental protection makes me special					
Vivacity						
1	Car design should reflect your youth					
2	Car design should reflect your spirit					
3	Car design should reflect your coolness					
4	Car design should reflect your cheerfulness					
Behavioral Intention						
1	I would like to purchase vehicle that has good price					
2	I intend to purchase vehicle soon					
3	I will recommended my friend to purchase vehicle by considering factors in this					

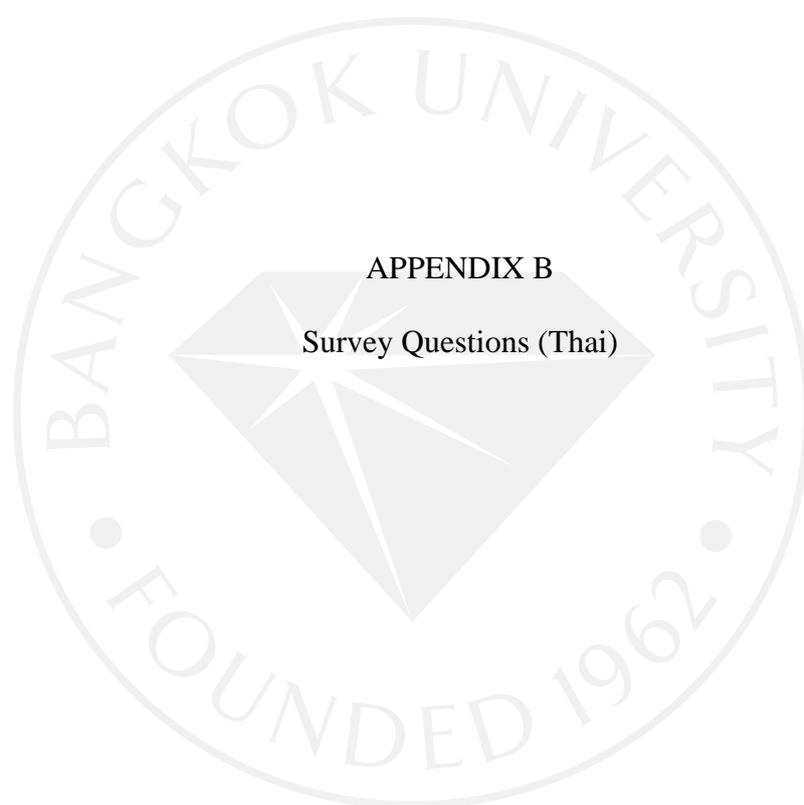
		Agreeable Level				
		Highest (5)	High (4)	Moderate (3)	Low (2)	Lowest (1)
	questionnaire					
4	I encourage my relative to purchase vehicle by considering factors in this questionnaire					

Please recommend for other factors that might affect vehicle purchase intention

Thank you for your cooperation

Mr. Chiratt Chaisamran

E-Mail: chiratt.chai@bumail.net





มหาวิทยาลัยกรุงเทพ
BANGKOK UNIVERSITY

NO.....

แบบสอบถาม

เรื่อง

ปัจจัยที่มีอิทธิพลต่อความตั้งใจซื้อรถยนต์ของพนักงานบริษัทเอกชนในกรุงเทพมหานคร

คำชี้แจง: แบบสอบถามนี้มีวัตถุประสงค์เก็บรวบรวมข้อมูล เพื่อนำไปประกอบการศึกษาระดับปริญญาโท บริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ และสามารถนำผลการวิจัยไปใช้ประโยชน์ได้อย่างมีประสิทธิภาพต่อธุรกิจยานยนต์ ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามให้ตรงตามความเห็นของท่านมากที่สุด โอกาสนี้ผู้ศึกษาวิจัยนาย จิรัฏฐ์ ใจสำราญ นักศึกษาปริญญาโท สาขาวิชาเอกบริหารธุรกิจ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่งคำตอบและโปรดทำให้ครบทุกข้อ

1. เพศ

- 1) ชาย 2) หญิง

2. อายุ

- 1) ต่ำกว่า 24 ปี 2) 25-35ปี
- 3) 36-45ปี 4) 46-55ปี
- 5) 56ปีขึ้นไป

3. สถานภาพ

- 1) โสด 2) สมรส
- 3) หย่าร้าง/หม้าย/แยกกันอยู่

4.ระดับการศึกษา

- 1) ต่ำกว่าปริญญาตรี 2) ปริญญาตรี
- 3) ปริญญาโท 4) ปริญญาเอก
- 5) อื่นๆ โปรดระบุ.....

5.รายได้ต่อเดือน

- 1) ต่ำกว่า 30,000 บาท 2) 30,001–50,000 บาท
- 3) 50,001–70,000 บาท 4) 70,001–90,000 บาท
- 5) 90,001–150,000 บาท 6) 150,000 บาท ขึ้นไป

6.อาชีพ

- 1) พนักงานรัฐวิสาหกิจ/รับราชการ 2) พนักงานบริษัทเอกชน/ รับจ้าง
- 3) ธุรกิจส่วนตัว/ ค้าขาย 5) อื่นๆ

8. ท่านมีรถยนต์จำนวนกี่คัน

- 1) ไม่มี 2) 1คัน
- 3) 2 คัน 4) 3 คัน
- 5) มากกว่า 3 คัน

9. ท่านสนใจที่จะซื้อรถยนต์ประเภทใด

- 1) รถเก๋ง 2) รถกระบะ
- 3) รถสปอร์ต 4) รถ SUV/PPV
- 5) รถตู้/MPV เช่น โตโยต้า อัลพาร์ด, โฟล์ค คาราเวล

10. ท่านมีแนวโน้มที่จะซื้อรถยนต์ ในระยะเวลา

- 1) ภายใน 1 เดือน 2) 2 เดือน -6 เดือน
- 3) 6 เดือน - 1 ปี 4) 1 ปี ขึ้นไป

11. ปัจจัยที่มีความสำคัญที่สุดในการเลือกซื้อรถยนต์ของท่าน

- 1) ราคา 2) การใช้งาน
- 3) แบรินด์ 4) ความประหยัด
- 5) การบริการหลังการขาย 6) โปรโมชั่น
- 7) อื่นๆ

12. ใครมีอิทธิพลในการตัดสินใจซื้อรถยนต์ของท่าน

- 1) ตัวเอง 2) ครอบครัว
- 3) โฆษณา 4) รีวิวรถยนต์
- 5) เพื่อน 6) การทดลองขับ (Test Drive)
- 7) อื่นๆ

13. เหตุผลหลักในการซื้อรถยนต์ของท่าน

- 1) ใช้ไปทำงาน/ไปเรียน 2) ใช้ไปเที่ยว/กลับบ้านต่างจังหวัด
- 3) ใช้เพื่อการพาณิชย์ 4) เสริมภาพลักษณ์

โปรดทำเครื่องหมาย ✓ ลงในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดในแต่ละข้อเพียงข้อละหนึ่ง
คำตอบและโปรดทำให้ครบทุกข้อ

		ระดับความเห็นด้วย				
		มาก	มาก	ปาน	น้อย	น้อย
		ที่สุด		กลาง		ที่สุด
		(5)	(4)	(3)	(2)	(1)
คุณลักษณะของรถยนต์ (Car Attributes)						
1	ท่านจะซื้อรถที่มีราคาแพง					
2	ท่านชอบรถยนต์ที่มีรูปลักษณ์และการออกแบบที่ดี					
3	ท่านเลือกรถยนต์โดยเน้นความปลอดภัยเป็นหลัก					
4	ท่านจะซื้อรถยนต์ที่มีความทนทาน					
การเชื่อมต่อทางอารมณ์ (Emotional Connection)						
1	ท่านมีความเชื่อว่าแบรนด์ของรถยนต์มีความสำคัญต่อท่าน					
2	ท่านเชื่อว่าแบรนด์ของรถยนต์ที่ท่านเลือกจะใช้จะส่งผลต่อกลุ่มคนที่ท่านพบปะ					
3	ท่านจะซื้อรถยนต์ที่ท่านชื่นชอบและมีเอกลักษณ์					
4	ท่านเชื่อว่าแบรนด์ของรถยนต์ส่งเสริมความมั่นใจของท่าน					
การเข้าถึง (Accessibility)						

		ระดับความเห็นด้วย				
		มาก ที่สุด (5)	มาก (4)	ปาน กลาง (3)	น้อย (2)	น้อย ที่สุด (1)
		1	ท่านชอบรถยนต์ที่มีอยู่ในตลาดจำนวนมาก เช่น โตโยต้า			
2	ท่านจะซื้อรถยนต์ที่มีชื่อทั่วประเทศ					
3	ท่านจะซื้อรถยนต์ที่สามารถหาอะไหล่ทดแทนได้โดยง่าย					
4	ท่านจะซื้อรถยนต์ที่หาศูนย์บริการได้ง่าย					
อิทธิพลภายนอก (External Influence)						
1	ท่านจะซื้อแบรนด์รถยนต์ที่บ่งบอกถึงประเทศผู้ผลิต เช่น โตโยต้าจากประเทศญี่ปุ่น เบนซ์จากประเทศเยอรมัน					
2	ท่านจะซื้อรถยนต์จากคำแนะนำของคนในครอบครัวและเพื่อน					
3	ท่านจะซื้อรถยนต์แบบเดียวกับที่คนในครอบครัวหรือเพื่อนของท่านใช้					
4	ท่านเชื่อว่าแบรนด์ของรถยนต์บ่งบอกถึงสถานะทางสังคม					
ความชอบต่อแบรนด์ (Brand-Loving Tendency)						
1	ท่านมักให้ความสนใจกับแบรนด์ของสินค้าเมื่อท่านซื้อรถยนต์					

		ระดับความเห็นด้วย				
		มาก ที่สุด	มาก	ปาน กลาง	น้อย	น้อย ที่สุด
		(5)	(4)	(3)	(2)	(1)
2	ท่านจะซื้อรถยนต์จากแบรนด์ที่ท่านเคยซื้อมาก่อนแล้ว					
3	ท่านจะซื้อรถยนต์จากภาพลักษณ์ของบริษัทผลิตรยนต์เป็นหลัก					
4	ท่านจะซื้อรถยนต์โดยดูจากความมีชื่อเสียงของแบรนด์ ถึงแม้ว่าจะมีราคาแพงกว่าก็ตาม					
สนับสนุนการปกป้องสิ่งแวดล้อม (Supporting Environmental Protection)						
1	ท่านตั้งใจที่จะซื้อรถยนต์ที่สนับสนุนต่อการอนุรักษ์สิ่งแวดล้อม					
2	ท่านจะซื้อรถยนต์ที่ช่วยอนุรักษ์สิ่งแวดล้อม ถ้ามีราคาสมเหตุสมผล					
3	ท่านจะซื้อรถยนต์ที่มีการผลิตจากวัสดุรีไซเคิล					
4	ท่านเชื่อว่ารถยนต์ที่ช่วยอนุรักษ์สิ่งแวดล้อมจะตรงกับไลฟ์สไตล์ของท่าน					
5	ท่านต้องการให้รถยนต์ปลดปล่อยมลพิษน้อยลงกว่าปัจจุบัน					
6	ท่านชอบรถยนต์ที่ช่วยอนุรักษ์สิ่งแวดล้อมถ้าคุณภาพ					

		ระดับความเห็นด้วย				
		มาก ที่สุด	มาก	ปาน กลาง	น้อย	น้อย ที่สุด
		(5)	(4)	(3)	(2)	(1)
ของตัวรถเทียบเท่ารถยนต์ทั่วไป						
แรงผลักดันเพื่อความรับผิดชอบต่อสิ่งแวดล้อม (Drive for Environmental Responsibility)						
1	การช่วยอนุรักษ์สิ่งแวดล้อมทำให้ท่านรู้สึกเป็นผู้มีความรับผิดชอบต่อสิ่งแวดล้อม					
2	ท่านคิดว่าท่านควรมีส่วนร่วมในการปกป้องสิ่งแวดล้อม					
3	ท่านคิดว่าการปกป้องสิ่งแวดล้อมควรเริ่มจากตัวท่านเอง					
4	ท่านพูดได้ว่าท่านมีอารมณ์ร่วมในการช่วยปกป้องสิ่งแวดล้อม					
5	ท่านรู้สึกพิเศษที่ได้สนับสนุนการปกป้องสิ่งแวดล้อม					
ความมีชีวิตชีวา (Vivacity)						
1	ท่านเชื่อว่ารูปลักษณ์ของรถยนต์บ่งบอกถึงบุคลิกที่เยาวยิ่งของท่านได้					
2	ท่านเชื่อว่ารถยนต์คือจิตวิญญาณของท่าน					
3	ท่านเชื่อว่ารถยนต์จะแสดงออกถึงความทันสมัยของท่าน					
4	ท่านเชื่อว่าตัวรถยนต์จะทำให้ท่านเพลิดเพลินไปกับการขับขี่					

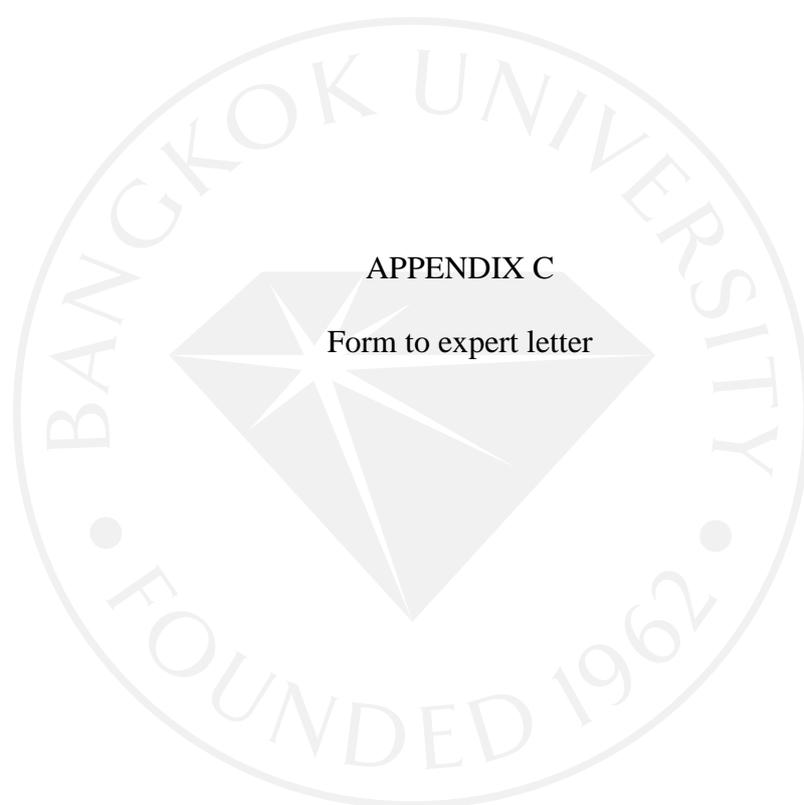
		ระดับความเห็นด้วย				
		มาก ที่สุด	มาก	ปาน กลาง	น้อย	น้อย ที่สุด
		(5)	(4)	(3)	(2)	(1)
พฤติกรรมความตั้งใจ (Behavioral Intention)						
1	ท่านจะซื้อรถยนต์ถ้ารถยนต์มีราคาที่เหมาะสม					
2	ท่านตั้งใจจะซื้อรถยนต์เร็วๆนี้					
3	ท่านจะแนะนำให้เพื่อนๆ ของท่านซื้อรถยนต์โดยพิจารณาจากปัจจัยในแบบสอบถามนี้					
4	ท่านจะแนะนำให้ญาติพี่น้องของท่านซื้อรถยนต์โดยพิจารณาจากปัจจัยในแบบสอบถามนี้					

ขอให้ท่านแนะนำเพิ่มเติมสำหรับปัจจัยอื่นๆ ที่มีผลต่อความตั้งใจที่จะซื้อรถยนต์

โอกาสนี้ผู้ศึกษาวิจัยขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง

นาย จิรภัฏ ใจสำราญ

E-Mail: chiratt.chai@bumail.net



122/44 Latprao Road. Soi.Latprao 37
Chankaseam, Jatujak
Bangkok 10900
Tel. 081-646-0752
E-mail: Chiratt.chai@bumail.net

December 22, 2015

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A student at Bangkok University

To Dr. Penjira Kanthawongs
Advisor, Bangkok University

I, Chiratt Chaisamran, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, Factor Positively Affecting Automobile Consumer Purchase Intention of Working People in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities by using Index of Item Objective Congruence : IOC with ± 1 as **comprehensible**, 0 as **uncertain**, or -1 as **incomprehensible** by the target group of this research. I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Dr. Penjira Kanthawongs)

Advisor

Signature..

(Chiratt Chaisamran)

Researcher

122/44 ซอย ลาดพร้าว 37 ถนน ลาดพร้าว

แขวงจันทระเกษม เขต จตุจักร

กรุงเทพฯ 10900

โทรศัพท์ 081-646-0752

อีเมล : Chiratt.chai@bumail.net

2 ธันวาคม 2558

เรื่อง โคร่ขอความอนุเคราะห์ผู้เชี่ยวชาญพิจารณาคำถามเพื่อใช้ในแบบสอบถามสำหรับงานวิจัย (Independent Study) นักศึกษาปริญญาโท สาขาวิชาเอก การบริหารและจัดการ มหาวิทยาลัยกรุงเทพ

เรียน คุณ นนทพัทธ์ จงทอง

ผู้จัดการ

บริษัท โคโยต้ามหานคร จำกัด

กระผม นาย จิรัฏฐ์ ใจสำราญ นักศึกษาปริญญาโท สาขาวิชาเอก บริหารธุรกิจ มหาวิทยาลัยกรุงเทพ กำลังดำเนินการศึกษาวิจัยเรื่อง ปัจจัยที่มีอิทธิพลเชิงบวกต่อความตั้งใจซื้อรถยนต์ของพนักงานบริษัทเอกชนในกรุงเทพมหานคร เนื่องจากกระทรมทราบว่าคุณเป็นผู้เชี่ยวชาญในธุรกิจยานยนต์นี้ดี ดังนั้น ประสิทธิภาพ ความคิดเห็น ของท่านจะช่วยให้แบบสอบถามงานวิจัยมีค่าเขียนที่ถูกต้อง เข้าใจได้ง่าย โดยผู้บริโภครองธุรกิจนี้เป็นอย่างดี ดังนั้น กระผม โคร่ขอให้ท่าน พิจารณาประเมินว่า เป็นคะแนน ค่าดัชนีความสอดคล้อง (Index of Item Objective Congruence : IOC) ดังนี้ "+ 1" หมายถึง ข้อคำถามนั้น มีค่าเขียนที่ถูกต้อง เข้าใจได้ง่าย โดยผู้บริโภครองธุรกิจนี้เป็นอย่างดี "0" หมายถึง ไม่แน่ใจหรือตัดสินใจไม่ได้ "- 1" หมายถึง ข้อคำถามนั้นมีค่าเขียนที่ไม่ถูกต้อง หรือไม่น่าจะถูกต้อง หรือไม่สามารถเข้าใจได้ง่ายโดยผู้บริโภครองธุรกิจนี้

จึงเรียนมาเพื่อขอความอนุเคราะห์

ลงชื่อ.....

(นาย นนทพัทธ์ จงทอง)

ผู้เชี่ยวชาญ

ด้วยความเคารพอย่างสูง

ลงชื่อ.....

(นาย จิรัฏฐ์ ใจสำราญ)

นักศึกษา

122/44 ซอย ลาดพร้าว 37 ถนน ลาดพร้าว
 แขวง จันทระเกษม เขต จตุจักร
 กรุงเทพฯ 10900
 โทรศัพท์ 081-646-0752
 อีเมล : Chiratt.chai@bumail.net

2 ธันวาคม 2558

เรื่อง ใ้ขอความอนุเคราะห์ผู้เชี่ยวชาญพิจารณาคำถามเพื่อใช้ในแบบสอบถามสำหรับงานวิจัย (Independent Study) นักศึกษา
 ปริญญาโท สาขาวิชาเอก การบริหารและจัดการ มหาวิทยาลัยกรุงเทพ

เรียน คุณ เอกสิทธิ์ กองกาย
 ผู้จัดการฝ่ายทรัพยากรบุคคล
 บริษัท สยามนิสสัน กรุงเทพฯ จำกัด สำนักงานใหญ่

กระผม นาย จิรัฏฐ์ ใจสำราญ นักศึกษาปริญญาโท สาขาวิชาเอก บริหารธุรกิจ มหาวิทยาลัยกรุงเทพ กำลังดำเนินการ
 ศึกษาวิจัยเรื่อง ปัจจัยที่มีอิทธิพลเชิงบวกต่อความตั้งใจซื้อรถยนต์ของพนักงานบริษัทเอกชนในกรุงเทพมหานคร เนื่องจากกระผม
 ทราบว่าท่านเป็นผู้เชี่ยวชาญในธุรกิจยานยนต์นี้ดี ดังนั้น ประสงค์ ความคิดเห็น ของท่านจะช่วยให้แบบสอบถามงานวิจัยมีค่า
 เขียนที่ถูกต้อง เข้าใจได้ง่ายโดยผู้บริ โภคของธุรกิจนี้เป็นอย่างดี ดังนั้น กระผม ใ้ขอใ้ท่าน พิจารณาประเมินว่า เป็นคะแนน ค่า
 คำนวณความสอดคล้อง (Index of Item Objective Congruence : IOC) ดังนี้ "+ 1" หมายถึง ข้อคำถามนั้น มีค่าเขียนที่ถูกต้อง เข้าใจ
 ได้ง่ายโดยผู้บริ โภคของธุรกิจนี้เป็นอย่างดี "0" หมายถึง ไม่แน่ใจหรือตัดสินใจไม่ได้ "- 1" หมายถึง ข้อคำถามนั้นมีค่าเขียนที่ไม่
 ถูกต้อง หรือไม่น่าจะถูกต้อง หรือ ไม่สามารถเข้าใจได้ง่ายโดยผู้บริ โภคของธุรกิจนี้

จึงเรียนมาเพื่อขอความอนุเคราะห์

ลงชื่อ

(นาย เอกสิทธิ์ กองกาย)

ผู้เชี่ยวชาญ

ด้วยความเคารพอย่างสูง

ลงชื่อ

(นาย จิรัฏฐ์ ใจสำราญ)

นักศึกษา

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or</u> <u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
car attributes (CA) (Narteh, Odoom, Bramah, & Buame, 2012)	CA1: I buy car of high price.	CA1: ท่านจะซื้อรถ ที่มีราคาแพง			
	CA2: I prefer attractive and well-designed cars.	CA2: ท่านชอบ รถยนต์ที่มีรูปลักษณ์ และการออกแบบที่ดี			
	CA3: I choose car that is safer.	CA3: ท่านเลือก รถยนต์โดยเน้นความ ปลอดภัยเป็นหลัก			
	CA4: I will buy a car that is durable.	CA4: ท่านจะซื้อ รถยนต์ที่มีความ ทนทาน			
emotional connection (EC)	EC1: My brand of car stand for something	EC1: ท่านมีความ เชื่อว่า แบนด์ของ รถยนต์มีความสำคัญ			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
(Narteh, Odoom, Brammah, & Buame, 2012)	important for me.	ต่อท่าน			
	EC2: My car brand socially connects me to people.	EC2: ท่านเชื่อว่าแบ รנדของรถยนต์ที่ ท่านเลือกใช้จะส่งผล ต่อกลุ่มคนที่พบเจอ กับท่าน			
	EC3: I buy unique and admirable cars.	EC3: ท่านจะซื้อ รถยนต์ที่ท่านชื่นชอบ และมีเอกลักษณ์ตรง กับความชื่นชอบของ ท่าน			
	EC4: My brand of car makes me feel confident.	EC4: ท่านเชื่อว่าแบ รנדของรถยนต์ ส่งเสริมความมั่นใจ ของท่าน			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or</u> <u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
accessibility (AC) (Narteh, Odoom, Brammah, & Buame, 2012)	AC1: I prefer a car which is widely available.	AC1: ท่านชอบ รถยนต์ที่มีอยู่ใน ตลาดจำนวนมาก เช่น โตโยต้า, ฮอนด้า			
	AC2: I buy a car which has showrooms all over the country.	AC2: ท่านจะซื้อ รถยนต์ที่มีโชว์รูมและ ศูนย์บริการทั่ว ประเทศ			
	AC3: I buy a car which has spare parts readily available.	AC3: ท่านจะซื้อ รถยนต์ที่สามารถหา อะไหล่ทดแทนได้ โดยง่าย			
	AC4: I choose cars with maintenance and repair services available.	AC4: ท่านจะซื้อ รถยนต์ที่มี ศูนย์บริการเยอะหรือ มีศูนย์บริการใกล้ บ้านท่าน			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
external influence (EI) (Narteh, Odoom, Brammah, & Buame, 2012)	EI1: I buy a car because of its country origin.	EI1: ท่านจะซื้อแบ รนต์รถยนต์ที่บ่งบอก ถึงประเทศผู้ผลิต เช่น โตโยต้าจาก ประเทศญี่ปุ่น เบนซ์ จากประเทศเยอรมัน			
	EI2: I buy a car recommended by my family and friends.	EI2: ท่านจะซื้อ รถยนต์จาก คำแนะนำของคนใน ครอบครัวหรือเพื่อน ร่วมงาน			
	EI3: I buy a car used by my family and friends.	EI3: ท่านจะซื้อ รถยนต์แบบเดียวกับ ที่คนในครอบครัว หรือเพื่อนของท่านใช้			
	EI4: My car brand reflects my social status.	EI4: ท่านเชื่อว่าแบ รนต์ของรถยนต์บ่ง บอกถึงสถานะทาง			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
		สังคม			
brand-loving tendency (BL) (Kumar & Ghodeswar, 2015)	BL1: I tend to care about brands when I buy things.	BL1: ท่านมักให้ ความใส่ใจกับแบรนด์ ของสินค้าเมื่อท่านซื้อ รถยนต์			
	BL2: I tend to repurchase brands that I have bought before.	BL2: ท่านจะซื้อ รถยนต์จากแบรนด์ที่ ท่านเคยซื้อมาก่อน แล้ว			
	BL3: I tend to consider company image when I buy things.	BL3: ท่านจะซื้อ รถยนต์จาก ภาพลักษณ์ของ บริษัทผลิตรถยนต์ เป็นหลัก			
	BL4: I tend to buy products from famous brands	BL4: ท่านจะซื้อ รถยนต์โดยดูจาก			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	even though they are expensive.	ความมีชื่อเสียงของ แบรนด์ ถึงแม้ว่าจะมี ราคาแพงกว่าก็ตาม			
supporting environmental protection (EP) (Woo, Ahn, Lee, & Koo, 2015)	EP1: Supporting environmental protection in automobile makes me feel meaningful.	EP1: ท่านมีความ ตั้งใจที่จะซื้อรถยนต์ ที่เป็นมิตรต่อ สิ่งแวดล้อม			
	EP2: The price for environmental friendly vehicles should be appropriate in relation to value for money.	EP2: ท่านจะซื้อ รถยนต์ที่เป็นมิตรต่อ สิ่งแวดล้อม ถ้ามี ราคาที่น่าพอใจและ สมเหตุสมผล			
	EP3: Components of an environmentally	EP3: ท่านจะซื้อ รถยนต์ที่มีการผลิต			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	friendly vehicles are recyclable.	จากวัสดุรีไซเคิล เช่น กันชน, วัสดุตกแต่ง ภายใน			
	EP4: I find environmental friendly vehicles really relevant to my lifestyle.	EP4: ท่านมีความ เชื่อว่ารถยนต์ที่เป็น มิตรต่อสิ่งแวดล้อม จะตรงกับไลฟ์สไตล์ ในการใช้ ชีวิตประจำวันของ ท่าน			
	EP5: An environmental friendly vehicles should produces the least pollution in its usage.	EP5: ท่านต้องการ ให้รถยนต์ปลดปล่อย มลพิษน้อยกว่า ปัจจุบัน			
	EP6: I prefer environmental friendly vehicles	EP6: ท่านชอบ รถยนต์ที่เป็นมิตรต่อ สิ่งแวดล้อมถ้า			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	over non- environmental friendly vehicles when their product qualities are similar.	คุณภาพของตัวรถ เทียบเท่ารถยนต์ ทั่วไป			
drive for environmental responsibility (ER) (Woo, Ahn, Lee, & Koo, 2015)	ER1: Supporting environmental protection makes me feel as an environmentally responsible person.	ER1: การที่รถช่วย อนุรักษ์สิ่งแวดล้อม และเป็นมิตรต่อ สิ่งแวดล้อมทำให้ ท่านรู้สึกเป็นเหมือน ผู้มีความรับผิดชอบ ต่อสิ่งแวดล้อม			
	ER2: I should be responsible for protecting our environment.	ER2: ท่านคิดว่าท่าน ควรมีส่วนร่วมในการ ปกป้องสิ่งแวดล้อม			
	ER3: Environmental	ER3: ท่านคิดว่าการ ปกป้องสิ่งแวดล้อม			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	protection start with me.	ควรเริ่มจากตัวท่าน เอง			
	ER4: I would say I am emotionally involved in environmental protection issue.	ER4: ท่านพูดได้ว่า ท่านมีอารมณ์ร่วมใน การช่วยปกป้อง สิ่งแวดล้อม			
	ER5: Supporting environmental protection makes me special.	ER5: ท่านรู้สึกพิเศษ ที่ได้สนับสนุนการ ปกป้องสิ่งแวดล้อม			
vivacity (VV) (Toldos- Romero & Orozco- Gómez, 2015)	VV1: Car design should reflect your youth.	VV1: ท่านเชื่อว่า รูปลักษณ์ของรถยนต์ บ่งบอกถึงบุคลิกที่ เยาว์วัยของท่านได้			
	VV2: Car design	VV2: ท่านเชื่อว่า			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	should reflect your spirit.	รถยนต์คือจิต วิญญาณของท่าน			
	VV3: Car design should reflect your coolness.	VV3: ท่านเชื่อว่า รถยนต์จะแสดงออก ถึงความทันสมัยของ ท่าน			
	VV4: Car design should reflect your cheerfulness.	VV4: ท่านเชื่อว่าตัว รถยนต์จะทำให้ท่าน เพลิดเพลินไปกับการ ขับขี่			
behavioral intention (BI) (Mouakket, Moslehpour, Massoud, Aulia, Carrine K., & Masarie ,2015)	BI1: I would like to purchase vehicle that has good price	BI1: ท่านจะซื้อ รถยนต์ถ้ารถยนต์มี ราคาที่เหมาะสม			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or</u> <u>Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments</u> <u>from the</u> <u>expert</u>	<u>Total</u> <u>points</u>
	BI2: I intend to use cloud computing classroom to print project, papers or assignments this term.	BI2: ท่านตั้งใจจะซื้อรถยนต์เร็วๆ นี้ BI2: I intend to purchase vehicle soon.			
	BI3: I encourage my friends to try Taiwanese bakery product.	BI3: ท่านจะแนะนำให้เพื่อนๆ ของท่านซื้อรถยนต์โดยพิจารณาจากปัจจัยในแบบสอบถามนี้ BI3: I will recommended my friend to purchase vehicle by considering factors in this questionnaire.			
	BI4: I will	BI4: ท่านจะแนะนำ			

<u>Factors</u>	<u>Eng. V.</u>	<u>Thai v. or Adjusted Eng v.</u>	<u>IOC</u>	<u>Comments from the expert</u>	<u>Total points</u>
	recommended cloud computing classroom to others.	ให้ญาติพี่น้องของ ท่านซื้อรถยนต์โดย พิจารณาจากปัจจัย ในแบบสอบถามนี้ BI4: I encourage my relative to purchase vehicle by considering factors in this questionnaire.			

BIODATA

Name-Surname: Chiratt Chaisamran

Date of Birth: 15 September 1991

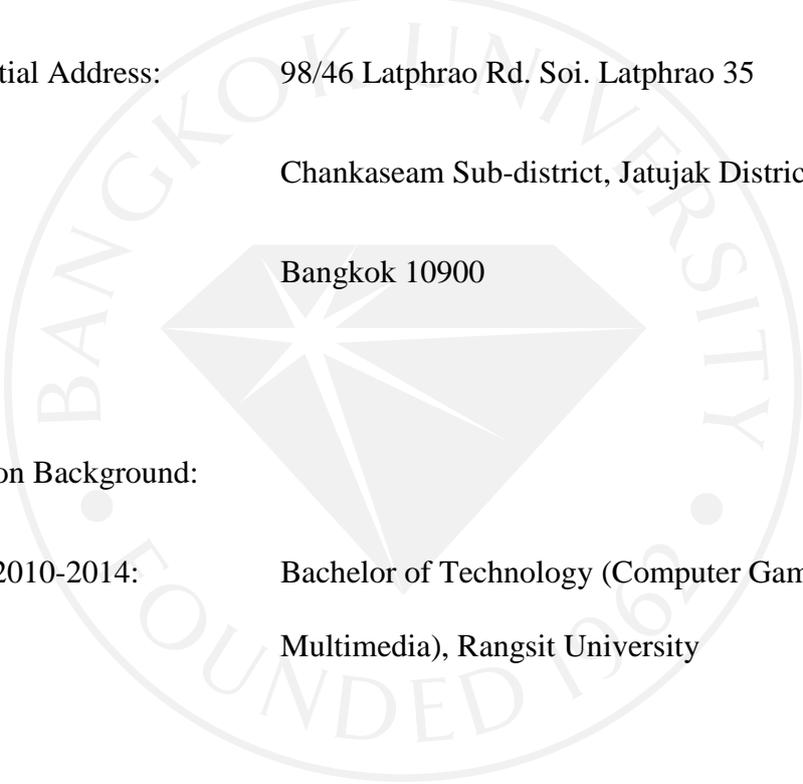
Place of Birth: Bangkok, Thailand

E-Mail: chiratt.chai@gmail.com

Residential Address: 98/46 Latphrao Rd. Soi. Latphrao 35
Chankaseam Sub-district, Jatujak District
Bangkok 10900

Education Background:

2010-2014: Bachelor of Technology (Computer Game
Multimedia), Rangsit University



Bangkok University

License Agreement of Dissertation/Thesis/ Report of Senior Project

Day 12 Month November Year 2016

Mr./ Mrs./ Ms Chiratt Chaisamran now living at 98/46
Soi Latphrao 35 Street Latphrao
Sub-district Chankaseam District Jatujak
Province Bangkok Postal Code 10900 being a Bangkok
University student, student ID 7570204300

Degree level Bachelor Master Doctorate

Program M.B.A. Department - School Graduate School

hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled

Factors positively affecting purchase intention of automobile consumers at Thailand international motor expo 2015 in Bangkok

submitted in partial fulfillment of the requirement for M.B.A. of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

([REDACTED]) Licensor

(Director, Library and Learning Center) Licensee

(Dean, Graduate School) Witness

(Program Director) Witness