FACTOR INFLUENCING CONSUMER'S DRIVING BEHAVIOR OF MOST PREFERRED LUXURY CAR BRAND IN BANGKOK THAILAND

Natthanon Tapanya

This Independent Study Manuscript Present to
The Graduate School of Bangkok University
in Partial Fulfillment
of the Requirements for the Degree
Master of Business Administration

Academic Year 2021

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

Title : Factors influencing Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand

Author : Natthanon Tapanya

Independent Study Committee:

Advisor Dr. Sumas Wongsunopparat

Field Specialist Dr. Jiraphan Skuna

Tapanya, N. M.B.A., November 2021,
Graduate School, Bangkok University.
Factors influencing Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand (59 pp.)
Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

The luxury car market in Thailand is expected to keep expanding with double-digit growth this year (2022), despite the impact of lockdown measures implemented to contain the spread of Covid-19. Demand for cars and the purchasing power of prospective buyers remain strong in these segments, making Thailand a target market for upper-end car manufacturers. Revenue in the Luxury Cars market segment is projected to reach US$201m in 2022. Luxury Cars market segment unit sales are expected to reach 1.7K vehicles in 2026. The volume weighted average price of Luxury Cars market segment in 2022 is expected to amount to US$109,100. Luxury cars have become a commodity in Thailand due to the growing number of millionaires who flaunt their status with a prestige vehicle, even with the rapid spread of Covid-19 Omicron pandemic and rising tensions between Russia and Ukraine leading to Russia confrontation with the United States and its NATO allies. Therefore, there must be something unique about luxury car owner that makes them passionate about driving these luxury vehicles. The purpose of this research is to study factors influencing consumer's driving behavior of his/her most preferred luxury car brand in Bangkok, Thailand. These factors include six independent first-order variables: Social Status (SS), Social Pressure (SP), Brand Personality (BP), Brand Image (BI), Brand Trust (BT), and Product (PD); three second-order latent

variables: Product (PD), Brand (BRN) and Social (SOC) and one dependent variable: Car Usage Behavior (CU). 400 sample were collected using electronic questionnaire through social media. We used second-order Structural Equation Models (SEM) for data analysis. The result shows that the RMSEA, which is an absolute fit index that assesses how far our hypothesized model is from a perfect model, for this model is .049 (<.05) which strongly indicates a "close fit" and the Goodness of Fit Index (GFI) value is .968 (>.90), the model seems to fit well according to the descriptive measures of fit. On the contrary, CFI and TLI, which are incremental fit indices that compare the fit of our hypothesized model with that of a baseline model (i.e., a model with the worst fit), whose values are both greater than .90 (CFI = .979, TLI = .900) indicating an acceptable fit. More importantly the second-order latent factors included in the model i.e. Product (PD) and Social (SOC) seem to have significant effects on influencing consumer's driving behavior of his/her most preferred luxury car brand in Bangkok, Thailand due to their p-values are all both less than .05.

Keywords: COVID-19 Omicron pandemic, second-order SEM, Luxury car, Thailand.

ACKNOWLEDGEMENT

In the process of writing this paper, I got a lot of help from friends and classmates, telling me a lot of knowledge and the "secrets" of the e-commerce industry. First of all, I must first express my deepest gratitude to my supervisor, Dr. Sumas Wongsunopparat. During the writing process, he not only provided me with guidance, support and advice, but also provided me with the necessary tools for this research. I have been very patient in teaching me and caring about the progress of my thesis and has always helped me to show my concern. I would also like to sincerely thank you for helping me.Professor, he always provided encouragement in his free time and provided a lot of valuable suggestions to me in the process of writing.

In addition, I would also like to thank all the professors, lecturers and other staff who have been at Bangkok University for their continuous support and help. Finally, I must thank all my classmates and friends during my Master of Business Administration (MBA) course, because you left me with a pleasant experience during this period and your encouragement made me more motivated and meeting on the road in the future. , And I want to thank the participants who assisted me in completing the survey.

Finally, I would like to express my gratitude to my parents and family for their continued support, encouragement, care and love, and once again thank Bangkok University for giving me an excellent platform and opportunity. I have always felt extremely proud.

TABLE OF CONTENTS

Page

TABLE OF CONTENTS (Continued)

Page

LIST OF TABLES

Page

LIST OF FIGURES

Page

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The sales figures for the premium car segment in Thailand in 2020 are 6 mass premium brands, namely BMW, Mercedes-Benz, Volvo, MINI, Audi and Lexus. Vehicle sales were 26,426 cars, representing 3.3%. Compared with the year 2019, which made a total of 31,677 cars, it was found that in 2020, sales decreased by 5,251 cars, or a decrease of 16.6%, while the overall luxury car market in Thailand in 2018 was at 31,400 cars. In the past 2-3 years, the premium car segment had total sales of 2-3 thousand vehicles, which has continued to grow compared to 2013 with sales of about 18 thousand cars. But the marketing of luxury car brands at a similar level such as Benz, BMW, Volvo, Mini, and Lexus is the top five in the market. There are differences in terms of brand image and brand loyalty that makes Mercedes-Benz still has the largest market share. According to the information from the marketing department of Mercedes-Benz. Customers in the Baby boomer generation who already have high brand loyalty and Benz are trying to pass on the confidence in the quality of the car to the new generation. Therefore, the design of new cars for the new generation will add more choices for customers.

Nowadays, the automotive industry is highly competitive. Leading brands such as BMW, Mercedes-Benz, Volkswagen, Toyota, Honda, etc., are developing new inventions to stimulate the need and wants of the consumer. For example, the current trend of electric vehicles (EV cars) is becoming popular worldwide. And including in Thailand car dealers in each brand has begun to be imported to sell and

the new model of cars are being launched all the time. In Thailand automotive industry are also highly competitive. Many brands have promotions to attract customers. Such as installment 2 payment with zero percent interest rate or have a warranty within three years with unlimited distance. However, this research was conducted during the pandemic of the Covid-19 period causing the overall economy of Thailand to slow down. According to the analysis of Krungsri Bank, the leader in car leasing in Thailand, has analyzed that although new car sales in the year 2020 have dropped to about thirty percent. However, it is predicted that in 2021-2023, the automotive industry in Thailand will have an average growth rate of four percent per year, supported by the economy that has begun to recover from the Covid-19 situation. Krungsri also mentioned that second-hand cars were affected by the outbreak in the early as well.

1.2 Statement of Problem

The lifestyles of urban people in modern times are diverse and social needs because they really need to buy premium cars to drive, which most luxury cars are imported from foreign countries. Some famous car brands are known all over the world, it's expensive. Therefore, the brand owners use the strategy to create a good image of luxury, quality, price and modern designs that meet the needs of consumers. The premium car companies of Mercedes Benz, BMW, and others make a difference in the provision of some special experiences that are superior. They have created the meet of the target group that the brand wants and built stories for brands to make the car more valuable than the vehicle, which indicates the lifestyle, preference and taste of the owner. There are many car brands and models, which consumers need to use

many factors to choose the right luxury car brand for themselves. Therefore, some people are increasingly using a luxury car to respond and reflect the individuality in living. They are buying it to drive for recreation, tourism or even negotiating various businesses to create a credible image for people who see the luxury car.

Research question:

To sure the background and statement of problems, with the aim of conduct the research study, the researcher creates the research question as follow:

Main question:

The main research question is "What is the structural relationship among all the variables and how Social Status factor, Social Pressure factor, Brand Personality factor, Brand Image factor, Brand Trust factor, and Product factor will effect on the Car Usage Behavior of Most Preferred Luxury Car Brand". Hence, the researcher is interested in the factors influencing on Car Usage Behavior of Most Preferred Luxury Car Brand in Bangkok, Thailand.

1.3 Purposes of Study

The purposes of this present study are demonstrated as follows:

1. To study the effect of Social Status factor on Car Usage Behavior of Most Preferred Luxury Car Brand.
2. To study the effect of Social Pressure factor on Car Usage Behavior of Most Preferred Luxury Car Brand.
3. To study the effect of Brand Personality factor on Car Usage Behavior of Most Preferred Luxury Car Brand.

4. To study the effect of Brand Image factor on Car Usage Behavior of Most Preferred Luxury Car Brand.
5. To study the effect of Brand Trust factor on Car Usage Behavior of Most Preferred Luxury Car Brand.
6. To study the effect of Product factor on Car Usage Behavior of Most Preferred Luxury Car Brand.

1.4 Scope of the Study

The research study surveys the factors influencing Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand. The questionnaire is used as tool for survey in this research.

The scope of the research study as follow:

1. The research is focus on how Social Status, Social Pressure, Brand Personality, Brand Image, Brand Trust, and Product that effect and influencing on Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand.
2. The research is focus on peoples who live in Bangkok and including both males and females.
3. The research study is conducted over survey research with the use of questionnaires with a sample size of 400 respondents. Questionnaires are distributed within the areas of Bangkok, Thailand only.
4. The research study was conducted from the period of May 2022 – July 2022.

1.5 Limitations of Research Study

The findings of this research study are exclusively applicable to residents in Bangkok, Thailand. The findings of this research study cannot be confidently transferred to other factors, age groups, alternative locations for data collection, and other research procedures. This research study's users should be aware of its inherent limitations.

CHAPTER 2

LITERATURE REVIEW

2.1 Theoretical Background

2.1.1. Social status

Social status is considered a fundamental human motive that refers to one's position in the social hierarchy and typically reflects the amount of respect or admiration by others (Anderson, Hildreth, & Howland, 2015). In addition to the well-known positive relationship between consumers' need for status and their desire for luxury goods. Consumers can climb the social ladder if status can be achieved and open the possibility that people may engage conspicuously. Consumption to trade up and thereby to signal their social progress relative to others. Importantly, consumers' views on status have important consequences for luxury brand management as being associated with "unwanted" consumers can harm brand perceptions. In addition to varying in their views about social status, consumers may also differ in how they feel they can best achieve status depending on where they are in the social hierarchy.

Social class is a level that clearly indicates the status of a group. People in society may use a pattern as a separate factor, such as income, education, and occupation. Social class differences may lead to a couple of differences in lifestyle and consumption of goods, such as the car you drive or even the dress style. Therefore, the differences in social motives will have an impact on the ability to express conformity with the society or to create distinction in social status as well.

Each class of society has different values, attitudes and behaviours. This distinction allows for market segmentation and increases their understanding of behaviour. Structure of the social class into 6 sessions.

Level 1

Upper-Upper Class consists of old people who were born on piles of money. This person is the smallest group in society, it can be a big trader, bankers, and people with famous careers.

Level 2

Lower-Upper Class, a new wealthy class will have a property and still not acceptable to a 1st class person. The wealthiest and the highest-earning company in the whole class is the billionaire.

Level 3

Upper-Middle Class consists of a group of successful professionals such as physicians, lawyers, lawyers, medium-sized business owners and executives in various corporations. Young people are expected to climb their career paths to their inner peaks. 2-3 years in which most of this group are graduating from university.

Level 4

Lower-Upper-class is an “average person” in a society comprising non-management employees, small business owners, technicians and office workers.

Level 5

Upper-Lower class is a group of poor people who have some knowledge are a large group in society for the working class.

Level 6

Lower-Lower Class consists of unskilled workers, groups of farmers without land or ethnic minorities.

Therefore, social classes are also relevant to the criteria for evaluating the consumer's values. Appraisals are various criteria that consumers use to compare products and get the luxury brands. Demonstrates a person's goals and preferences in connection with the purchase. Each class of society has a behavioural value or lifestyle. Different social classes are useful for marketing in order to understand consumer behaviour and marketing strategies because social class determines the purchasing power of consumers as well. As a result of that ethnicity, many factors such as occupation, education, income, as well as the values, interests and lifestyle of the person are also determined.

2.1.2. Brand personality

Brand personality is a set of human personality traits that are relevant to a brand. A distinctive brand personality serves a symbolic or self-expressive function and helps to create a set of unique and favourable associations in the consumer's mind. Brand value is the financial worth of the brand. To determine brand value, businesses need to estimate how much the brand is worth in the market in other words, how much would someone purchasing the brand pay? It is important to note that a positive brand value does not automatically equal positive brand equity. While measuring brand value is fairly straightforward, the process for brand equity is not quite so simple. Brand equity is a set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from value of a current or potential product or service driven by the brand (Compared, 2019).

Brand Visibility

This means that the brand has awareness and credibility with respect to a particular customer need which is relevant (Aaker, Prophet, 2022). If a customer is searching for a buying option and the brand does not come to mind, or if there is some reason that the brand is perceived to be unable to deliver adequately, the brand will not be relevant and not be considered.

Brand Associations

Brand associations involve anything that created a positive or negative relationship with or feelings toward the brand (Aaker, Prophet, 2022). It can be based on functional benefits but also a brand personality, organizational values, self-expressive benefits, emotional benefits or social benefits.

Customer Loyalty

There are provides a flow of business for current and potential products from customers that believe in the value of the brand's offerings and will not spend time evaluating options with lower prices. The inclusion of loyalty in the conceptualization of brand equity allows marketers to justify giving loyalty priority in the brand building budget.

Brand Equity

Brand equity is a set of assets or liabilities in the form of brand visibility, brand associations and customer loyalty that add or subtract from the value of a current or potential product or service driven by the brand. It is a key construct in the management of not only marketing but also business strategy (Aaker, 2016). In the late 1980s, brand equity helped create and support the explosive idea that brands are assets that drive business performance over time. That idea altered perceptions of what marketing does, who does it, and what role it plays in business strategy. Brand equity also altered the perception of brand value by demonstrating that a brand is not only a tactical aid to generate short-term sales, but also strategic support to a business strategy that will add long-term value to the organization.

2.1.3. Brand image

Brand image or popularly known as a brand. The Marketing Association of the United States defines words, symbols, forms, or combinations of such things. To intend to show the products or services of a seller and a group that differentiates them from competitors. Under trademark law, sellers have the right to use the created brand forever, unlike patents or copyrights that have an expiration period. A good brand must be unique and difficult to imitate from competitors in order to create a lasting competitive advantage for the product or service. A brand can make a product different in the minds of customers. For example, in general, if talking about oranges are oranges, but if it's branded oranges and more than 80 per cent of consumers know the name of that product. Trust is different from regular oranges, so a strong and well-known brand will make it sell at a high price. At the same time, these organizations have to invest and develop a brand continuously for a long time. Especially advertising promotion, the development of product forms and packaging. In addition, a strong brand can tell consumers about the quality of products or services.

Consequently, regular buyers are assured that they will receive products with the same appearance, benefits, and quality every time until the brand becomes the basis for creating a special quality story about that product. The terms of brand value and brand equity are similar. Brand value means the true financial value of the brand while the overall value in the brand means the name of the brand, symbol, imagination of consumers about the product. Relevance and awareness of consumers will be represented in the form of abstract and intangible concepts of the brand. Consumers create overall value in a variety of brands that are different from the value

of the brand. Having a high value in the brand makes it possible to set a high selling price. Consumers are willing to pay more when compared to other brands, satisfied and loyal.

The level of satisfaction of the brand helps consumers to become loyal and prevent price sensitivity with an awareness of quality. Consumers are aware of the higher quality of the product compared to competitors and aware of the value of the product as well. Consumers understand the value of the received product not only the value of money or quality but other values that cannot be tangible. Consumers have a psychological relationship by having trust with the unique personality of the brand, which the special characteristics of the brand. It can make it different from competitors as awareness and recognition, which is important in measuring how successful.

A brand is measuring familiarity with the brand in the market. The overall value of this brand is held together by what is known as the brand essence. It can be seen that the customer creates the overall value of the brand within the mind. Therefore, executives or marketers are not just brand creators but are the person who takes care and helps accelerate consumers to remember and create relationships with brands. The brand is a complex symbol and can convey 6 meanings such as characteristics, benefits, corporate values, culture, personality, and users.

2.1.4. Brand trust

Brand trust is what builds relationships between the seller or the manufacturer and the buyer if the consumer does not have trust in the company or the product. The relationship is was implicitly destroyed and that is what indicates why the product that consumers trust can generate profits and have more market share. Consumer trust is very important that marketers should focus on and care to build a continual basis as a key priority in brand management strategy. The principle of trust is building a relationship between the consumer and the brand. Consumers want a brand that they trust. Brands also need consumer confidence in order to maintain the stability of the brand's trust. Especially in the market situation at present, the competition is fierce. trust in that brand is born from the belief that the brand does not cause damage or harm to consumers. A successful brand by gaining trust from consumers can be sustained in the long term because consumers are loyal. Trust is another important factor that consumers in the target market are worried about when deciding to buy an expensive luxury car that may have some impact on the good after-sale service. Brand trust is related to consumer confidence in brand quality and safety. In addition, attribute confidence has been shown to lead to brand loyalty. Brand trust trends are based on brand competence, brand credibility, brand benevolence, and brand reputation.

2.1.5. Product life cycle

The life story of the most successful product is presented and analyzed by the marketers as a history of its passing through a certain number of recognizable stages. Product Lifecycle is the process that represents how a product goes through when it is first introduced into the market until it declines over a certain period of time or is rejected by its customer from the market. The life cycle has four stages in it, the introduction stage, growth stage, maturity stage, and decline stage.

Stage1. Introduction Stage

This is when a new product is first introduced to the market before there is a proven demand for that particular product (Zeda.io, 2020). In this stage, the product is being released into the market, and it is often at high-stakes in the product's life cycle and usually takes a little longer before it settles down and is accepted in the market. At this stage, costs for different operations are accumulating with no corresponding revenue generation. Some products require years and large capital investment to develop and penetrate into the market and then test their effectiveness. The risk incurred is high as funding and loan sources are limited, so in this stage, the owner or the team is typically funding the development of the product from their own personal resources, but the idea of the product and the approach may differ. For example, Self-driving cars are still at the development stage, but there is a possibility that several firms hope to be able to sell these cars to early adopters.

Stage 2. Market Growth

Demand begins to accelerate, and the size of the total customer base expands rapidly for this product. The marketer also called this stage the “Takeoff Stage.” By this market growth stage, consumers are already considering the product and started buying and using it thus results in increased sales. Other companies or competitors in the market become aware of the product and its space, which results in drawing attention to the market and increasingly pull in the shared revenue of that particular segment. If the product gains major competition the company will invest heavily in advertising and promotion of the product to beat out the competitors. As a result of the product growing, the market itself tends to expand. In this stage, as the product has been accepted by customers, so companies used to be eager to increase the market share. For innovative products like electric cars, there is limited competition at this stage, so pricing can remain at a higher level. Funding for this stage is generally still through lenders or from personal investment or in some cases through the increase in sales revenue. For example, the Tesla Model S is in its growth phase. Electric cars still need to convince many people to drive and that it will work and be practical. As more and more people start getting adapted to this technology, it becomes easier to sell to those who are more skeptical of new technology like electric cars.

Stage 3. Market Maturity

When a product reaches the market maturity stage, its sales tend to slow down or in some cases even stop signaling a largely saturated market (Zeda.io, 2020). At this point in time, sales can even start to drop gradually. Pricing at this stage can tend to get competitive, as prices of the product start to fall due to the weight of external pressures like the increasing number of new and existing competition or due to lower demand. Marketing and PR activity a company does at this point is completely targeted at fending off competition, and in many cases, it has been observed that companies develop new or altered products to reach different market segments. While unit sales are at their highest at this stage, actual prices tend to decline to stay competitive in the market. Production costs also tend to decline at this stage because of more efficiency in the manufacturing process. Companies usually incur high profits and thus do not need additional funding at this stage. For example, Mercedes-Benz is also focused on the future of electric vehicles (EVs). Its plug-in hybrid vehicle (PHEV) models saw a significant growth of 14% year on year.

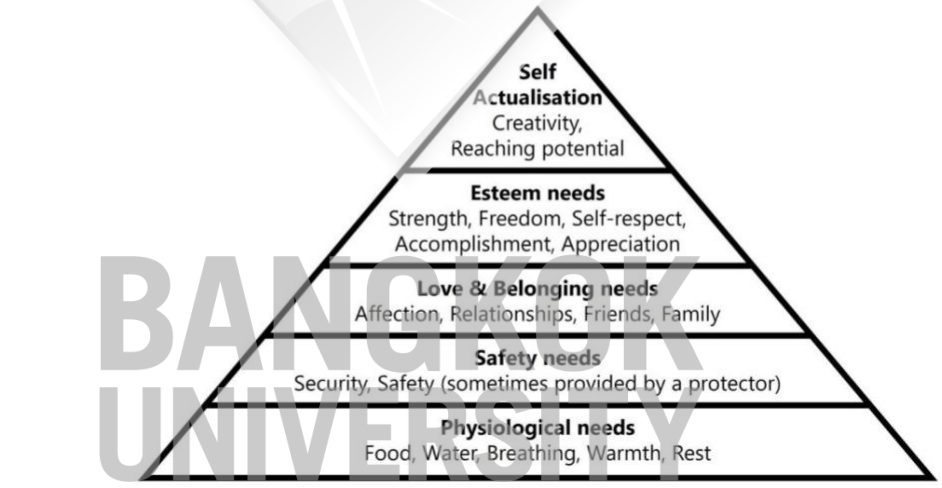
Stage 4. Market Decline

Although companies will generally attempt every way to keep the product alive in the maturity stage as long as possible, every product has to face the market decline phase. In the decline stage, the sale of the product drops significantly, and consumer behavior changes as there is less demand for the product in the market. The company's product continues to lose more and more market share, with that the competition tends to cause sales to deteriorate. To cite an example with respect to the given topic, television program distribution has related products in all stages of the product life cycle.

2.2 Maslow hierarchy need theory

Abraham Maslow is well renowned for proposing the Hierarchy of Needs Theory in 1943. This theory is a classical depiction of human motivation. This theory is based on the assumption that there is a hierarchy of five needs within each individual (Maslow, 1943). The urgency of these needs varies. These five needs are as follows.

Figure 2.1: Maslow's Hierarchy of Needs



Source: Maslow, A. (1943). A theory of human motivation. *Psychological Review, 50(4), 370-396.*

Physiological needs: These are the basic needs of air, water, food, clothing and shelter. In other words, physiological needs are the needs for basic amenities of life.

Safety needs: Safety needs include physical, environmental and emotional safety and protection. For instance- Job security, financial security, protection from animals, family security, health security, etc.

Social needs: Social needs include the need for love, affection, care, belongingness, and friendship.

Esteem needs: Esteem needs are of two types: internal esteem needs (self-respect, confidence, competence, achievement and freedom) and external esteem needs (recognition, power, status, attention and admiration).

Self-actualization need: This includes the urge to become what you are capable of becoming / what you have the potential to become. It includes the need for growth and self-contentment. It also includes the desire for gaining more knowledge, social-service, creativity and being aesthetic. The self-actualization needs are never fully satiable. As an individual grows psychologically, opportunities keep cropping up to continue growing.

2.3 Hypothesis

H1: Social Status (SS) will have the effect on influencing the Social Factor of Most Preferred Luxury Car Brand in Bangkok Thailand.

H2: Social Pressure (SP) will have the effect on influencing the Social of Most Preferred Luxury Car Brand in Bangkok Thailand.

H3: Brand Personality (BP) will have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H4: Brand Image (BI) will have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H5: Brand Trust (BT) will have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

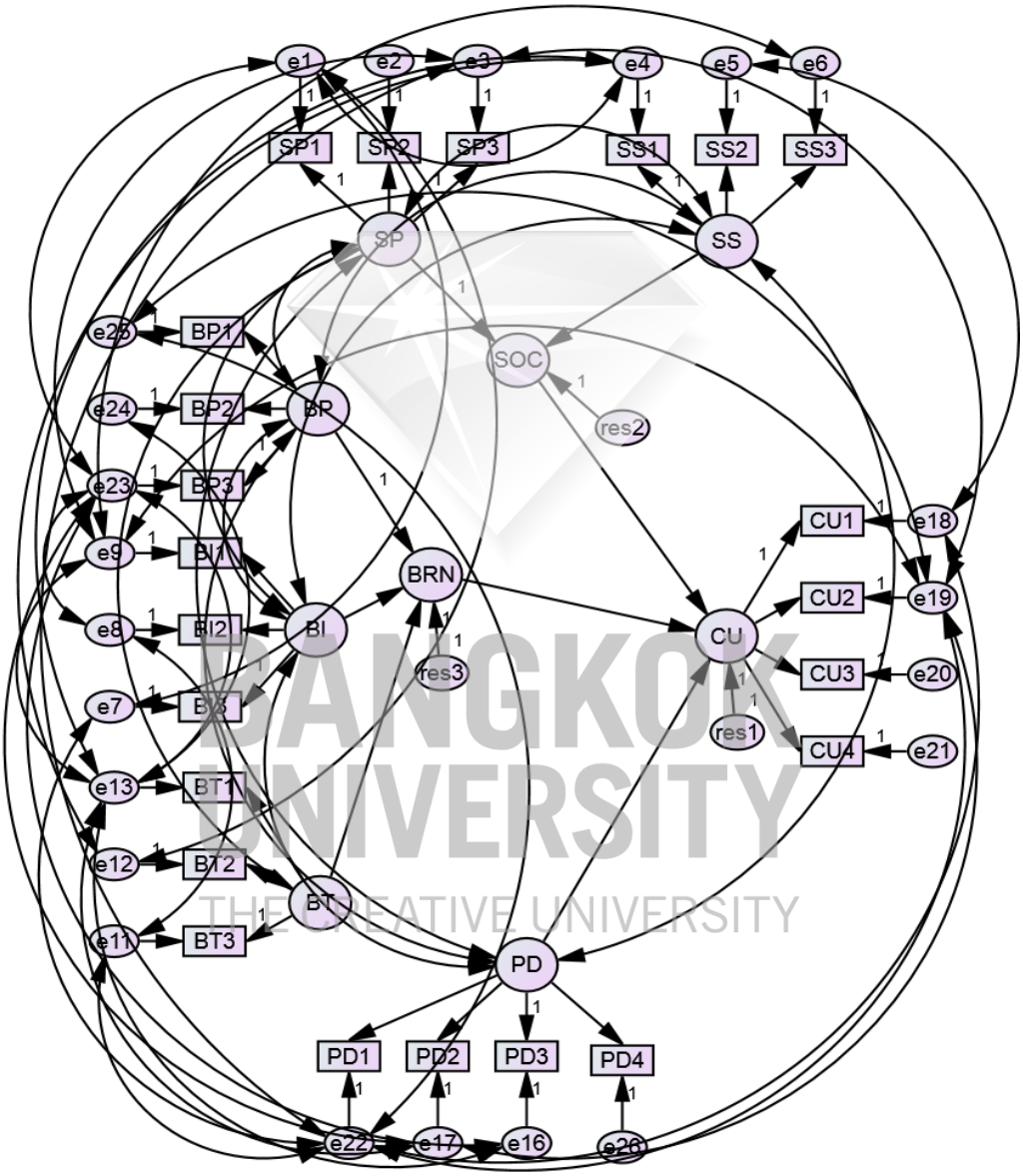
H6: Product (PD) will have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

H7: Social (SOC) will have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

H8: Brand (BRN) will have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

2.4 Hypothesized Model

Figure 2.2: Hypothesized Model



Independent variables include Social Status (SS), Social Pressure (SP), Brand Personality (BP), Brand Image (BI), Brand Trust (BT), and Product (PD).

Dependent variable is Car Usage Behavior (CU).

CHAPTER 3

METHODOLOGY

In this chapter, the researcher is mentioned the research strategy and methodologies which were used in this research. Methodology has been reasoned and suggested along with strategies which were apply in this research. It contains research strategy, identification of the population and sample size, explanation of the instrument of research for data collection and the process of data collection.

3.1 Research Strategy

The quantitative research method has been used in this research to accomplish the purposes of study. The questionnaires are using to collect and analyze by the researcher as a tool of survey to accomplish the aim of the research to study Factors influencing Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand. The questionnaire is used as the research instrument, which is created by employing the related theories and endorsed by the experts.

The casual comparative, descriptive and experimental are the three general classification of the quantitative research. The causal comparative methodology is applied in this research. The research using the causal comparative methodology studies how the dependent variable is affected by the independent variables as part of the cause-and-effect relationships. Precisely, the focus of the research is the interaction among the independent variable on the dependent (Williams, 2007).

The research sample were precisely chosen from the population which is the methodology developed for achieving the research about the Factors influencing Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand. Furthermore, the method of purposive and convenient sampling is using to choose the random samples. The statistical techniques such as descriptive statistics, inferential statistics and Structural Equation Modelling (SEM) for Factor Analysis were applied for data analysis and interpretation.

3.2 Measurement of Instrument

3.2.1. Content Validity

Each question of the questionnaire was examined by the Researcher for the validity, Item Objective Congruence (IOC) result which is evaluating the objective and questions, or content and objective will be applied. The mean value of three expert's judgments toward each statement of the questionnaire is the determination of the validity. The statement of the questions in the questionnaire were built based on their comments.

To evaluate the consistency between the objective and content or questions and objective, the researcher applied the Item Objective Congruence (IOC) method below.

$$IOC = \frac{\sum R}{N}$$

IOC = The result for Item Objective Congruence Index

£ R = Total evaluated points given from each expert

N = Number of qualified experts

There are three scales of rating for each question of the questionnaires to be evaluated for IOC:

+1: The question is consistent and comprehensive with the objective of the questionnaire.

0 : The question is uncertain or unclear with the objective of the questionnaire.

-1 : The question is inconsistent and incomprehensible with the objective of the questionnaire.

Project values with a score lower than 0.66 will be considered invalid, but project values higher than or equal to 0.66 can be studied. Therefore, with the help and feedback of four experts, my research can obtain content validity by calculating the following results.

Table 3.1: Content Validity

No.	Expert 1			Expert 2			Expert 3			∑R	IOC	Data analysis
	-1	0	1	-1	0	1	-1	0	1			
Q1.1			1			1			1	3	1	Acceptable
1.2			1			1			1	3	1	Acceptable
Q2.1			1			1			1	3	1	Acceptable
2.2			1			1			1	3	1	Acceptable
2.3			1			1			1	3	1	Acceptable
2.4			1			1			1	3	1	Acceptable
2.5			1			1			1	3	1	Acceptable
2.6			1			1			1	3	1	Acceptable
2.7		0				1			1	2	0.66	Acceptable
SS 1			1			1			1	3	1	Acceptable
SS 2			1			1			1	3	1	Acceptable
SS 3			1			1			1	3	1	Acceptable
SP 1			1			1			1	3	1	Acceptable
SP 2			1			1			1	3	1	Acceptable
SP 3			1			1			1	3	1	Acceptable
BP 1			1			1			1	3	1	Acceptable
BP 2		0				1			1	2	0.66	Acceptable
BP 3			1			1			1	3	1	Acceptable
BI 1			1		0				1	2	0.66	Acceptable

(Continued)

Table 3.1: (Continued) Content Validity

BI 2			1			1			1	3	1	Acceptable
BI 3			1			1			1	3	1	Acceptable
BT 1			1			1			1	3	1	Acceptable
BT 2			1			1			1	3	1	Acceptable
BT 3			1			1			1	3	1	Acceptable
PD 1			1			1			1	3	1	Acceptable
PD 2			1			1			1	3	1	Acceptable
PD 3			1		0				1	2	0.66	Acceptable
PD 4			1			1			1	3	1	Acceptable
CUB 1			1			1			1	3	1	Acceptable
CUB 2			1			1			1	3	1	Acceptable
CUB 3			1			1			1	3	1	Acceptable
CUB 4			1			1			1	3	1	Acceptable
PII.1			1			1			1	3	1	Acceptable
PII.2			1			1			1	3	1	Acceptable
PII.3			1			1			1	3	1	Acceptable
PII.4			1			1			1	3	1	Acceptable
PII.5			1			1		0		2	0.66	Acceptable
PII.6			1			1			1	3	1	Acceptable

(Continued)

The Item Objective Congruence (IOC) index should be the value of at least 0.5 or above to be accepted. After receiving the feedback from the four qualified experts, the reviews were made to ensure that each question has an index value more than 0.5.

The result of the IOC is shown as below

$$IOC = \frac{36.3}{38}$$

$$= 0.95$$

According to the IOC results of the 38 questions in the questionnaire, the Item Objective Congruence (IOC) index value is 0.95.

3.2.2 Reliability

The value of the Cronbach's Alpha is applying to measure the reliability of questionnaire by the researcher. The researcher is also applying the 30 samples (30 peoples) as a pilot test and those sample were put the data into the IBM SPSS 25 statistical software. The Cronbach's alpha coefficient value of the questionnaire should be greater than 0.70 for all parts, therefore the questionnaire is considered as reliable (Taber, 2018).

Table 3.2: Criteria of Cronbach's alpha coefficient

Cronbach's alpha coefficient	Reliability Level	Desirability Level
0.80 – 1.00	Very High	Excellent
0.70 – 0.79	High	Good
0.50 – 0.69	Medium	Fair
0.30 – 0.49	Low	Poor
Less than 0.30	Very Low	Unacceptable

Table 3.3: The result of Cronbach's Alpha Test from 30 samples: All Factors

Statement of each part	Alpha Coefficient	Accept/ Not
Social Status (SS)	0.932	Accept
Social Pressure (SP)	0.924	Accept
Brand Personality (BP)	0.975	Accept
Brand Image (BI)	0.893	Accept
Brand Trust (BT)	0.910	Accept
Product (PD)	0.928	Accept
Car Usage Behavior (CUB)	0.946	Accept
All Factors	0.941	Accept

Above table indicated that the result of the Cronbach's Alpha based on 30 samples pilot test of all factors. The result of Cronbach's Alpha test for each factor are Social Status (SS) factor with 0.932, Social Pressure (SP) factor with 0.924, Brand Personality (BP) factor with 0.975, Brand Image (BI) factor with 0.893, Brand Trust (BT) factor with 0.910, Product (PD) factor with 0.928, Car Usage Behavior (CUB) factor with 0.946 and all factors with 0.941 respectively. Since all the results are greater than the 0.70, so that each factor is highly reliable.

3.3 Population and Sample Size

3.3.1. Population

The population is defined as the people who lived in Bangkok, Thailand. The target population including the native and foreigners who live, work and study in Bangkok not lower than 1 year.

3.3.2 Sample size

Structural equation modeling is both a flexible and powerful extension of the generic linear model. It contains the same number of assumptions as other statistical methods. To ensure reliable results, those assumptions must be met or approximated. The important challenge in Structural Equation Modeling is determining the appropriate sample size (SEM). Unfortunately, there is no general method for selecting an adequate sample size for SEM.

Bentler and Chou (1987) recommend that researchers use as little as 5 examples for each parameter estimate in SEM analysis, although the data presented are perfectly behaved (i.e., outlaying cases or no missing data, commonly distributed, etc.). Bentler and Chou (1987) also recommend that researchers do 5 cases per parameter estimate rather than every observed variable. The measured variables typically have a minimum of one path coefficient that is related to another variable during the analysis, as well as the residual term or variance estimate,

making it critical to identify that the recommendations of Bentler, Chou, and Stevens fit together at a minimum of 15 cases per measured variable. Most of the researchers are recommended to using the sample size of 200 or 5/10 cases per parameters at least (Kline, 2005).

Based on the Kline (2005) recommendations, the researcher is using 10 cases per parameter. The total parameter on this research is 23 parameters. So that the population size is as follow:

$$23 \times 10 = 230$$

The total sample is 230. However, the researcher is using 400 samples. The 400-sample size is often considered as the most “cost effective” sample size and it gives the statistical accuracy of ±5%.

3.4 Data Analysis

IBM SPSS Amos 25.0.0.0 and IBM SPSS Statistics 25.0.0.0 software were using to analyze the collected data by the researcher. The output data will be presented in this research with the format of tables all along with the respective descriptions. The appropriate descriptive statistics of the sample are stated in Chapter 4. The Factor Analysis statistical method is employed to analyze the collected data with the purpose of analyze the factors influencing Chinese purchase decision of imported products from Thailand. SEM is used as a significant tool for testing the proposed model and final model Chapter 4.

CHAPTER 4

DATA ANALYSIS

In this chapter, the researcher will show the research findings which is resulting from the data analysis were presented as follows:

Part 1: Demographic Data

Part 2: Mean and Standard Deviation

Part 3: Model Fit

Part 4: Hypothesis

4.1 Demographic Data

The research findings of this part will be presented the respondent's personal data including gender, age, marital status, Education level, Monthly income, and Professional status. Respondent characteristics vary greatly in terms of sample demographics (Morgan & Hunt, 1994).

Descriptive Statistics of Demographic Factor

Table 4.1: Gender

		Frequency	Percent	Valid Percent
Valid	Female	109	27.3	27.3
	Male	291	72.8	72.8
	Total	400	100.0	100.0

The above table is represented about the participant's gender status. According to the table, female respondent is total of 109 with 27.3 percent and the male respondent is total of 291 with 72.8 percent. This is showed that male respondents are willing to cooperate with the survey.

Table 4.2: Age

		Frequency	Percent	Valid Percent
Valid	18 - 23 years	48	12.0	12.0
	24 - 29 years	209	52.3	52.3
	30-39 years	117	29.3	29.3
	40-49 years	26	6.5	6.5
	Total	400	100.0	100.0

The above table is mentioned about the respondent's age groups. According to the table, the age group of 24-29 years is highest participating rate with 52.3 percent,

30- 39 years is second highest with 29.3 percent, 18- 23 years is 12 percent and lastly 40 – 49 years with 6.5 percent respectively.

Table 4.3: Marital Status

		Frequency	Percent	Valid Percent
Valid	Divorced/ Widowed/ Separated	15	3.8	3.8
	Married	54	13.5	13.5
	Single	331	82.8	82.8
	Total	400	100.0	100.0

The above table is mentioned about the Marital Status of respondents. According to the table, Single is 82.8 percent, married is 13.5 percent and Divorced/ Widowed/ Separated is 3.8 percent respectively.

Table 4.4: Education Level

		Frequency	Percent	Valid Percent
Valid	Bachelor's Degree	305	76.3	76.3
	Doctorate Degree	2	.5	.5
	Master's degree	93	23.3	23.3
	Total	400	100.0	100.0

The above table is represented the Education level of respondents. Based on the table, most of the respondents holding the bachelor's degree which is 76.3 percent,

second highest is holders of master's degree with 23.3 percent and 0.5 percent with Doctorate degree respectively.

Table 4.5: Monthly Income

		Frequency	Percent	Valid Percent
Valid	≤ 15,000 baht	50	12.5	12.5
	15,001-30,000 baht	71	17.8	17.8
	30,001-50,000 baht	148	37.0	37.0
	50,001- 100,000 baht	119	29.8	29.8
	More than 150,000 baht	12	3.0	3.0
	Total	400	100.0	100.0

Table 4.6: Professional Status

		Frequency	Percent	Valid Percent
Valid	Private employee	185	46.3	46.3
	Searching for a job	6	1.5	1.5
	Self-Employed	126	31.5	31.5
	State enterprise employee	31	7.8	7.8
	Students	52	13.0	13.0
	Total	400	100.0	100.0

Table 4.7: Consideration of purchase a Luxury Car

		Frequency	Percent	Valid Percent
Valid	No	59	14.8	14.8
	Yes	341	85.3	85.3
	Total	400	100.0	100.0

Table 4.8: Most preferred brand

		Frequency	Percent	Valid Percent
Valid	BMW	110	27.5	27.5
	Honda Civic	15	3.8	3.8
	Honda HRV	2	.5	.5
	Mazda	10	2.5	2.5
	Mercedes Benz	204	51.0	51.0
	Mini Cooper	9	2.3	2.3
	Nissan GTR R35	1	.3	.3
	Porsche	13	3.3	3.3
	Tesla	4	1.0	1.0
	Toyota	32	8.0	8.0
	Total	400	100.0	100.0

4.2 Correlation of the Variables

In the following part, we will go over the various goodness-of-fit criteria for testing the model. One of the review criteria for model evaluation is root mean square residuals (RMR), and a model is considered acceptable or sufficient if the RMR value is low. The root mean square of the residuals is denoted by RMR. RMR is the sum of the squares of the sample variances and covariances minus the estimated variances and covariances, as well as the square root of the mean. If RMR is less than 0.8, it is acceptable. The lower the RMR, the better the fit. The lower the RMR, the better the fit. The goodness-of-fit index (GFI) is a measure of goodness-of-fit that can theoretically be a negative number with no relevance. For the model to be declared acceptable, the GFI should be equal to or greater than 0.90. The adjusted goodness-of-fit index (AGFI) is the adjusted GFI value and should be more than 0.9 to be considered acceptable. The parsimonious normed fit index (PGFI) determines whether the research model is excessively complex, and similar models with the same sample information perform better with a higher parsimonious score. PGFI >0.50 indicates that the model is satisfactory.

Model	RMR	GFI	AGFI	PGFI
Default model	.293	.968	.855	.717
Saturated model	.000	1.000		
Independence model	.241	.221	.150	.203

4.3 Fit Indices

The use of structural equation models (SEM) has grown steadily in the business literature; three forms of SEM can be distinguished. The first kind consists of measurement models (type 1), the second of structural models (type 2), and the third of combining measurement and structural characteristics in a single study (McQuitty, 2004). In this investigation, the researcher explored type 3. The Structural Equation Model (SEM) is a quantitative data analysis method that specifies, estimates, and analyzes the theoretical relationships between observed "endogenous variables" and latent, unobserved variables (exogenous variables) (Byrne, 2001).

SEM is not a single statistical approach, but rather a collection of approaches that includes covariance structure analysis, which combines regression and factor analysis. The SEM technique begins with a model description that relates the variable expected to affect other variables as well as the directionalities of those effects (Kline, 2005). A specification is a graphical representation of practical (theoretical) hypotheses, whereas a measuring method is comprised of applicable theory, information, and, finally, a model produced (Diamantopoulos & Siguaw, 2000). SEM creates the regression weights, covariances, variances, and correlations in an iterative procedure that converges on the set of parameter estimates during the Estimation step (Holmes-Smith, Coote, & Cunningham, 2006). After the estimation process, the fit statistics should be used to check if the proposed model fits the data or if modifications are needed to increase the fit. Holmes-Smith, Coote and Cunningham (2006) state that there are three types of model fit statistics.

The three types of model fit are as follows:

• Absolute fit indexes,

• Incremental fit or Comparative fit index, and

• Indices of model parsimony

In every type of model fit, there are various ways of fit indices and some rules of thumb about the minimum necessity level of score/value to have good fit (Byrne, 2001). Although the researchers pointing that many different value of fit indices are found to have some problems in the evaluation process (Kline, 2005), because different value of fit indices are reported in different articles and different reviewers of the same kind of manuscript will be recommend the indices that they prefer ((Maruyama, 1998) & (Ping Jr., 2004)). As an example, Kenny & McCoach (2003) argue that there is no reliable standard for evaluate an acceptable model fit and they only focus on CFI, TLI, and RMSEA are common to use fit indexes.

Hulland, Chow and Lam (1996) state that the value of the CFI, NFI and IFI should lie between 0 – 1. However, the value must be close to 1. If the value is between 0.90 – 0.95 show that the model is adequate fit and when the value is bigger than 0.95 means that the model is fit very well.

Baseline Comparisons

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.962	.877	.981	.900	.979
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA is possess the many interests among the evaluation of the fit indices because of its unique relative power of the combination of properties. One of the most useful principles in covariance structure modeling is the RMSEA fit statistic (Byrne, 2001). A value of RMSEA less than 0.05 suggests a decent fit, whereas a value greater than 0.08 shows that there are reasonable approximation errors in the population (Browne & Cudeck (1992) & Byrne (2001)). However, MacCallum, Browne, & Sugawara (1996) suggested that RMSEA values between 0.06 and 0.10 indicate a mediocre fit, whereas values more than 0.10 indicate a poor match. Hulland, Chow, & Lam (1996) also claimed that RMSEA values between 0.05 and 0.10 are occasionally regarded sufficient.

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.049	.043	.056	.000
Independence model	.273	.268	.278	.000

Since the RMSEA, which is an absolute fit index that assesses how far our hypothesized model is from a perfect model, for this model is .049 (<.05) which strongly indicates a “close fit” and the Goodness of Fit Index (GFI) value is .968 (>.90), the model seems to fit well according to the descriptive measures of fit. On the contrary, CFI and TLI, which are incremental fit indices that compare the fit of our hypothesized model with that of a baseline model (i.e., a model with the worst fit), whose values are both greater than .90 (CFI = .979, TLI = .900) indicating an acceptable fit.

4.4 Hypothesis

			Estimate	S.E.	C.R.	P	Label
BRN	<---	BP	1.000				
BRN	<---	BI	.116	.430	.269	.788	
BRN	<---	BT	-.370	.148	-2.501	**.012**	
SOC	<---	SP	1.000				
SOC	<---	SS	-.025	.244	-.103	.918	
CU	<---	PD	.563	.208	2.702	**.007**	
CU	<---	BRN	-.668	.789	-.847	.397	
CU	<---	SOC	.326	.135	2.410	**.016**	

More importantly the second-order latent factors included in the model i.e. Product (PD) and Social (SOC) seem to have significant effects on influencing consumer's driving behavior of his/her most preferred luxury car brand in Bangkok, Thailand due to their p-values are all both less than .05.

CHAPTER 5

CONCLUSIONS AND DISCUSSION

In this chapter, the researcher is summarizing and analyze the result of the research from the method of Structural Equation Modeling (SEM) of the Social Status factor, Social Pressure factor, Brand Personality factor, Brand Image factor, Brand Trust factor, Product factor and the factor of Car Usage Behavior. The research was using the quantitative approach and collected the data from 400 respondents to study the factors influencing on Car Usage Behavior of Most Preferred Luxury Car Brand in Bangkok, Thailand. The respondents were who live in the area of Bangkok, Thailand. The target population includes locals and foreigners who have lived, worked, or studied in Bangkok for at least one year.

5.1 Hypothesis Result

Based on our SEM output, the Hypothesis result are as follows:

H1: Social Status (SS) doesn't have the effect on influencing the Social Factor of Most Preferred Luxury Car Brand in Bangkok Thailand.

H2: Social Pressure (SP) doesn't have the effect on influencing the Social of Most Preferred Luxury Car Brand in Bangkok Thailand.

H3: Brand Personality (BP) doesn't have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H4: Brand Image (BI) doesn't have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H5: Brand Trust (BT) have the effect on influencing the Brand of Most Preferred Luxury Car Brand in Bangkok Thailand.

H6: Product (PD) have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

H7: Social (SOC) have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

H8: Brand (BRN) doesn't have the effect on influencing the Car Usage Behavior (CUB) of Most Preferred Luxury Car Brand in Bangkok Thailand.

5.2 Discussion

According to our SEM result showed that the product factor and social factor is significantly affected on the Car usage behavior of luxury car. This is mean that peoples in Thailand are prefer the product rather than the brand. Social factor is also important for the luxury car usage behavior Thai Peoples. So that the manufacturers, distributors, and marketers should beware of these behaviors to get an opportunity and advantages in the market competition.

5.3 Recommendations for Future Research

The generalizability of the findings are the limitations of this study. The sample used in this research was targeted on all age groups. So that future research should be choosing the certain age groups. The different viewpoints of confirmatory factor analysis (CFA) can also be applied on the factors which were reviewed in this research to find further inside on the Factors influencing Consumer's Driving Behavior of Most Preferred Luxury Car Brand in Bangkok Thailand. Moreover, the different Structural construct and model can be used based on the factors discussed in the paper.

BIBLIOGRAPHY

Aaker, D. (2016, September 21). *Yahoo Finance*. Retrieved from https://finance.yahoo.com/news/brand-equity-vs-brand-value-121823040.html?

Aaker, D. (2022, January). *Prophet*. Retrieved from https://prophet.com/2022/01/brand-equity-vs-brand-value/

Anderson, C., Hildreth, J. A., & Howland, L. (2015). Is the desire for status a fundamental human motive? A review of the empirical literature. *Psychological Bulletin*, 574–601. doi:3

Bentler, P., & Chou, C.P. (1987). Practical Issues in Structural Equation Modeling. *Sociological Methods & Research, 16*(1), 78-117.

Browne, M. W., & Cudeck, R. (1992). Alternative Ways of Assessing Model Fit. *SAGE Journal, 21*(2), 230-258.

Byrne, B. M. (2001). *Structural equation modeling with AMOS: Basic concepts, applications, and programming.* Mahwah, New Jersey, USA: Lawrence Erlbaum Associates.

Compared, T. (2019, August 15). *Brand value vs brand equity.* Retrieved from https://www.termscompared.com/difference-between-brand-value-and-brand-equity/

Diamantopoulos, A., & Siguaw, J. A. (2000). *Introducing LISREL: A Guide for the Uninitiated* (1st ed.). London, UK: Sage.

Holmes-Smith, P., Coote, L., & Cunningham, E. (2006). *Structural equation modeling: From the fundamentals to advanced topics.* Melbourne: School of Research, Evaluation and Measurement Services.

Hulland, J., Chow, Y. H., & Lam, S. (1996). Use of causal models in marketing research: A review. *International Journal of Research in Marketing, 13*(2), 181-197.

Kenny, D. A., & McCoach, B. (2003). Effect of the number of variables on measures of fit in structural equation modeling. *Structural Equation Modeling, 10*(3), 333–351.

Kline, R. (2005). *Principles and Practice of Structural Equation Modeling* (2nd ed.). New York: The Guildford.

MacCallum, R. C., Browne, M. W., & Sugawara, H. M. (1996). Power analysis and determination of sample size for covariance structure modeling. *Psychological Methods, 1*(2), 130–149.

Maruyama, G. M. (1998). *Basics of Structural Equation Modeling* (1st ed.). Thousand Oaks, California, USA: Sage.

Maslow, A. H. (1943). A theory of human motivation. *Psychological review, 50*(4), 370.

McQuitty, S. (2004, February). Statistical power and structural equation models in business research. *Journal of Business Research, 57*(2), 175-183. doi:10.1016/S0148-2963(01)00301-0

Ping Jr., R. A. (2004). On assuring valid measures for theoretical models using survey data. *Journal of Business Research, 57*(2), 125-141.

Taber, K. S. (2018, December). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education, 48*, 1273–1296. doi:10.1007/s11165-016-9602-2

Williams, C. (2007, March 1). Research Methods. *Journal of Business & Economics Research (JBER), 5*(3). doi:doi:10.19030/jber.v5i3.2532

Zeda.io. (2020, November). *The product life cycle.* Retrieved from https://bootcamp.uxdesign.cc/product-life-cycle-bdd39c29b7c2

APPENDIX

Appendix 1: Questionnaire

Topic: Factors influencing Consumer's Most Preferred Luxury Car Brand in Bangkok Thailand

Part I:

Q1.1: Do you ever consider purchasing luxury car?

- ☐ Yes (what brand_____)
- ☐ No

Q1.2: What is your most preferred brand?

- ☐ Mercedes
- ☐ BMW
- ☐ Others (please specify_____)

Q2. Please rank the following potential factors on Q1 from the scale of 0 to 7: 0(no effect), 1(minimum effect), 2(mild), …., 7(maximum effect)

		0	1	2	3	4	5	6	7
2.1	Social Status (SS)								
2.2	Social Pressure (SP)								
2.3	Brand Personality (BP)								
2.4	Brand Image (BI)								
2.5	Brand Trust (BT)								
2.6	Product (PD)								
2.7	Customer Psychology (CP)								

Q3. Please rank the followings on the scale of 1 to 5: 1(strongly disagree), 2(somewhat disagree), 3(neutral), 4(somewhat agree), 5(strongly agree)

3.1 Social Status (SS)						
		1	2	3	4	5
SS 1	I would prefer the brand that meet my social status expectation					
SS 2	I would prefer the brand that make me feel rich					
SS 3	I would prefer the brand that can upgrade my social status					

3.2 Social Pressure (SP)						
		1	2	3	4	5
SP 1	I have to admit that social pressure could influence my decision to buy what brand					
SP 2	I prefer the brand that the society accept					
SP 3	I have to admit that friends and family could influence my decision to buy what brand					

3.3 Brand Personality (BP)						
		1	2	3	4	5
BP 1	I prefer the brand that can reflect my personality					
BP 2	I prefer the brand that can change my personality in a good way or the way I want					
BP 3	I would prefer the brand that makes me look cool					

3.4 Brand Image (BI)						
		1	2	3	4	5
BI 1	I prefer the brand that can give me the image I want					
BI 2	I prefer the brand that is unique and positive					
BI 3	I would prefer the brand whose image matches with my personal image					

3.5 Brand Trust (BT)						
		1	2	3	4	5
BT 1	I prefer the brand that I can trust					
BT 2	I prefer the brand that makes me feel safe and secure					
BT 3	I would prefer to buy the brand that has strongly positive reviews on credible social media platform					

3.6 Product (PD)						
		1	2	3	4	5
PD 1	I prefer high-quality brand					
PD 2	I prefer top-of-the-line model					
PD 3	I'd rather buy the brand whose design best fits with my style & personal preference					
PD 4	I prefer high-performance and safety brand					

3.7 Car Usage Behavior (CUB)						
		1	2	3	4	5
CUB 1	I prefer to drive luxury car every day, both to work and during holiday					
CUB 2	I prefer to drive luxury car only for special occasion					
CUB 3	I prefer to drive luxury car whenever I want to show off					
CUB 4	I prefer to drive luxury car to the places that lots of people can see it					

PART II: Demographic Information

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

1. Gender

□ 1. Male □ 2. Female

2. Age

□ 1. 18 to 23 years □ 2. 24–29 years old

□ 3. 30-39 years old □ 4. 40-49 years old

□ 5. Equal and over 50 years old

3. Status

□ 1. Single □ 2. Married

□ 3. Divorced/ Widowed/ Separated

4. Level of education

□ 1. Under bachelor's Degree □ 2. Bachelor's degree

□ 3. Master's Degree □ 4. Doctorate Degree

□ 5. Others, Please Specify ……

5. Monthly income

□ 1. Less than and equal to 15,000 baht □ 2. 15,001-30,000 baht

□ 3. 30,001-50,000 baht □ 4. 50,000- 100,000 baht

□ 5. 100,001-150,000baht □ 6. More than 150,000 baht

6. Professional Status

□ 1.State enterprise employee □ 2. Private employee

□ 3. Self-Employed □ 4. Searching for a job

□ 5. Retired □ 6. Students

BIODATA

Name – Surname:	Natthanon Tapanya
Date of Birth:	21 September 1992
Email:	Natthanon.timeline@gmail.com
Address:	10/19 Thaninthon Village, Soi Vibhavadi Rangsit 35, Don Mueang, Bangkok 10210
Education Background:	Bachelor of Digital Media and Cinematic Arts Bangkok University (Feb 2021 – Apr 2016) Major: Film (Director and Scriptwriter) Minor: Marketing