

Pitawat Visavutanont 2010: Consumer s' Attitudes in Bangkok towards Toyota Camry Hybrid. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Associate Professor Chuenjit Changchenkit, M.B.A. 158 pages.

This research aims to study the formation of attitude and study consumer's attitudes in Bangkok towards Toyota Camry Hybrid, including the difference of attitude level classified by personal factors and formation of attitude. This research is the exploratory research conducted by using 400 questionnaires to collect data from consumers who is Toyota Camry Hybrid 's targeting or user who using Toyota Camry Hybrid and consumer who making decision for buy Toyota Camry Hybrid with Toyota dealer in Bangkok. In addition, the data are combined and analyzed by the descriptive statistical methods; frequency, percentile, mean, and standard deviation. The inferential statistical methods are also used to test hypotheses by means of t-test, F-test and LSD at the significant level of 0.05.

The results show that the main sample group are male with ages lower than 30 years old. Most of them are private companies taking a Bachelor's degree with monthly allowance 30,000-50,000baht. This sample group tends to use Toyota Camry Hybrid for saving energy And financial cost in the long run. Most of them get information from television and decision to buy a car with someone in the family Influencing. Most of them have used a car for 1 year period - 5 years, which is used mainly for cars every day. The sample attitude in the component of cognitive is uncertain, the affective the behavioral tendency of the car are moderate. The overall sample s' attitude towards Toyota Camry Hybrid are neutral. The results of the research are that all of the personal factors affect attitudes. Also, the formation of attitude except the information and group affiliation affect attitudes toward Toyota Camry Hybrid

For recommendations of this research include Toyota should make lift the selling point of the Toyota Camry Hybrid on the benefits of the Toyota Camry Hybrid can. fuels economy than ordinary gasoline, and should select the Channels for giving data of Toyota Camry hybrid to consumers via And Internet sales. In addition to the Toyota should focus on to communicate or build relationships with people who have income levels per month more than 70,001 Baht who has the opportunity to acquire Toyota Camry Hybrid.

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Thesis Advisor's signature

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