

Sumol Suppanimitkul 2013: Perception and Attitude Toward Trend to Purchase Decision on Eco Car of Consumers in Chon Buri Province. Master of Business Administration (Industrial Administration and Development), Major Field: Industrial Administration and Development, Faculty of Management Sciences. Thesis Advisor: Mr. Jumpoth Boriraj, D.B.A. 116 pages.

The objective of this research is to study marketing mix perception and attitude toward trend to purchase decision on eco car of consumers in Chon Buri province. The research was conducted on 400 samples who has career or live in Chon Buri province and the data was collected by using questionnaires with 5 level rating scales and they were tested by validity testing and reliability testing. The data obtained from the set of questionnaires was statistically analyzed by Statistical Product and Service Solution: SPSS for Windows was used in determining the means, standard deviation, correlation, KMO and Bartlett's Test of Sphericity. The AMOS was utilized for conducting Confirmatory Factor Analysis and to synthesis a Structural Equation Model. The regression analysis in the project diagram was also analyzed by the AMOS program, the results of which led to modifications in the model of factors toward trend to purchase decision on eco car of consumers in Chon Buri province.

The results showed that the marketing mix perception, attitude and trend to purchase decision on eco car were found to be rated on average and standard deviation at a high level. The coefficients of correlation points between variable and Bartlett's Test were found by at good criteria. Consequently, the research was explanatory of the consistency of the hypothesis model with the modified model at a good criteria levels and bring to describe for variables relation. The perception variables influencing the attitude on eco car at the significance levels were product perception, place perception and promotion perception. The variables influencing the trend to purchase decision on eco car at the significance levels were product perception, price perception and attitude on eco car. The overall factors could forecast trend to purchase decision on eco car with an accuracy of 55 percent.

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Thesis Advisor's signature