

**Factors Influencing Purchasing Decisions Towards
Toyota Cars in Bangkapi District**

By

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AN INDEPENDENT STUDY

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ABSTRACT

The objectives of this research were to study the factors that influence or lead to Purchase Decisions of Toyota Cars, in Bangkok, Thailand. The respondents for this study were those who own a Toyota car in Bangkok. A sample of 400 respondents was selected as a judgmental sampling and was used for this study. A questionnaire was used as a tool to collect data. The statistic method for analysis was frequency, percentage, mean, standard deviation and regression linear in form of multiple regression analysis.

The result showed that most of the respondents were male, aged between 31-40 years old and worked in offices with a monthly income of between 25,001-40,000 Baht using Toyota Cars. With regard to customers' purchasing decisions towards a Toyota Car, the study found that consumers mostly conformed to the Price, Brand, Quality, Attractiveness of the Product and After sales value of the product.

The result of the hypothesis testing found that the purchasing decisions which affected consumers to buy a Toyota Car was brought around with, independent variables at the significance level of 0.05.

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TABLE OF CONTENTS

| | Page |
|--------------------------------------|-------------|
| Approval Page | I |
| Acknowledgements..... | II |
| Abstract | III |
| Table of Contents | IV |
| List of Tables | V |
| List of Figures | VI |
| | |
| CHAPTER 1 INTRODUCTION | 1 |
| 1.1 General Introduction | 1 |
| 1.2 Statement of the Problem..... | 9 |
| 1.3 Objectives of the Study | 10 |
| 1.4 Scope of the Study..... | 10 |
| 1.5 Research Questions | 10 |
| 1.6 Significance of the Study..... | 11 |
| 1.7 Definition of terms | 11 |
| 1.8 Limitations of the Research..... | 14 |
| | |
| CHAPTER 2 LITERATURE REVIEW | 15 |
| 2.1 Brief history of Toyota..... | 15 |
| 2.2 Consumer Buying Behaviour | 24 |
| 2.3 Decision Making Process | 24 |
| 2.4 Product Attributes..... | 28 |
| 2.5 Other related Research | 37 |
| 2.6 Research Hypothesis | 40 |
| 2.7 Conceptual Framework | 41 |

| | |
|---|------------|
| CHAPTER 3 RESEARCH METHODOLOGY | 43 |
| 3.1 Research Design | 43 |
| 3.2 Population and Sample Size | 44 |
| 3.3 Research Instrument | 47 |
| 3.4 Data Collection | 60 |
| 3.5 Data Analysis | 61 |
| | |
| CHAPTER 4 RESEARCH FINDING | 63 |
| 4.1 Descriptive Statistical Analysis of Demographic Profiles | 63 |
| | |
| 4.2 Descriptive Statistical Analysis of Consumer Behavior | 68 |
| 4.3 Descriptive Statistical Analysis of factors influencing Purchasing Decisions | 70 |
| 4.4 Descriptive Statistical Analysis of Purchasing Decisions | 79 |
| 4.5 Hypothesis Testing | 81 |
| | |
| CHAPTER 5 DISCUSSIONS AND RECOMMENDATIONS | 87 |
| 5.1 Conclusions | 87 |
| 5.2 Summary of the findings | 89 |
| 5.3 Discussion of Major Findings | 89 |
| 5.4 Recommendations for further study | 90 |
| | |
| APPENDICES | 97 |
| Appendix – Survey Questionnaire | 98 |
| | |
| REFERENCES | 92 |
| AUTOBIOGRAPHICAL STATEMENT | 104 |

LIST OF TABLES

| Table | Page |
|---|-------------|
| 1.1 Thailand automobile production from 2008 - 2012 | 2 |
| 1.2 Thailand automobile consumption during 2008 to 2012..... | 3 |
| 1.3 Total automobile market share from 2005 to 2007 | 4 |
| 1.4 Thailand's Economic development | 7 |
| | |
| 3.1 Precision Table for Sample Size | 46 |
| 3.2 Format of Likert Scale | 50 |
| 3.3 Content Validity Index in the evaluation of Factors Influencing Purchasing Decision Towards Toyota Cars in Bangkok..... | 54 |
| 3.4 Reliability Testing: Item-Total Statistics | 58 |
| | |
| 4.1 <i>Demographic Characteristics of the Respondents</i> | 64 |
| 4.2 Level of Descriptive Rating | 67 |
| 4.3 Frequency and Percentage of consumers towards the outlook for Toyota Cars | 68 |
| 4.4 Frequency and Percentage of consumers towards driving their cars | 69 |
| 4.5 Frequency and Percentage of consumers driving their cars to | 70 |
| | |
| 4.6 Mean Standard Deviation (SD) and the level of important factors that influence buying decisions towards Toyota cars in Bangkok | 71 |

LIST OF TABLES (Continued)

| Table | Page |
|--|-------------|
| 4.7 Mean and Standard Deviations (SD) and Level of importance towards the price factor..... | 72 |
| 4.8 Mean and Standard Deviation and the level of importance towards the Brand Factor | 73 |
| 4.9 Mean and Standard Deviation and the level of importance towards Quality Factor..... | 75 |
| 4.10 Mean and Standard Deviation and the level of importance towards Attractiveness of the Product | 76 |
| 4.11 Mean and Standard Deviation and the level of importance towards After Sales Value of the Car | 77 |
| 4.12 Mean, Standard Deviation (SD) and Level of importance towards purchasing decision..... | 79 |
| 4.13 Multiple Regression Result | 81 |
| 4.14 Multiple Regression on Price Factor | 82 |
| 4.15 Multiple Regression on Brand Factor | 82 |
| 4.16 Multiple Regression on Quality Factor | 83 |
| 4.17 Multiple Regression on Attractiveness of the Product | 84 |
| 4.18 Multiple regression of the After Sales Value factor | 84 |

CHAPTER 1

INTRODUCTION

1.1 General Introduction

With its aim of becoming the ‘‘Detroit of Asia’’, Thailand is undoubtedly one of the most important markets for automobile manufacturers. Local demand is sufficient to support the direct foreign investment required, whilst skilled labor and the auto parts industry are available to support the supply side. According to data from the Thailand

Automotive Institute in 2013, more than one million cars were produced in Thailand for each of the three previous years, with domestic consumption being around 50 to 60 percent of the total production. The growth rate on the production side, which stood at 5.57 % in 2011, increased to 8.36 % in 2012, whilst domestic consumption figures released show negative growth rates over those two periods.

Automobiles produced in Thailand can be grouped into three categories, namely passenger cars, one ton pick up trucks and other commercial vehicles. As showed in Table 1, the one ton pick up trucks represent around 73 % of total automobile production in Thailand, whilst passenger cars and other commercial vehicles represent about 25 and 2 %, respectively. Also, the one-ton pick up truck is the fastest growing segment in terms

of production when comparing 2012 to 2011. Its production increased by 9.45 % in 2012, whereas passenger cars and other commercial vehicles increased by 5.56 and 3.51 %, respectively.

Table 1.1: Thailand automobile production from 2008 to 2012

| Description | 2008 | 2009 | 2010 | 2011 | 2012 |
|---------------------------|---------------------------------|---------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| Passenger Car | 251,684 (33.9%) | 304,349 (32.8%) | 277,603 (24.7%) | 298,819 (25.1%) | 315,444 (24.5%) |
| One Ton Pick Up Truck | 468,938 (63.3%) | 597,514 (64.4%) | 822,867 (73.1%) | 866,769 (72.9%) | 948,658 (73.7%) |
| Other Commercial Vehicles | 20,925 (2.8%) | 25,818 (2.8%) | 24,846 (2.2%) | 22,456 (2.0%) | 23,244 (1.8%) |
| Total | 741,547 (100%) | 928,081 (100%) | 1,125,316 (100%) | 1,188,044 (100%) | 1,287,376 (100%) |

Source: Thailand Automotive Institute (2007)

More than 50 percent of the automobiles produced in Thailand are exported whilst the remainder is for local consumption. The one ton pick up truck is the largest category exported, followed by the passenger car. A total of 690,100 automobiles were exported from Thailand in 2012, an increase of 28.04 % on the previous year's figures. The top five destinations for exports of the one-ton pick up truck are Australia, Saudi Arabia, England, Italy and the USA, whilst Australia, Indonesia, the Philippines, Saudi Arabia and Malaysia are the top destinations for exports of passenger cars (Thailand Automotive Institute, 2007).

Regarding automobile consumption in Thailand, Thai consumers bought a total of 631,251 automobiles in 2012, as shown in Table 2. The one-ton pick up truck accounted for 64 % of this figure, whilst passenger cars and other commercial vehicles amounted to 29 and 7 %, respectively. Thailand is currently the second largest pick up truck manufacturer in the world after the USA. It is worth noting that the only category witnessing a growth in 2012 was other commercial vehicles, which increased by 15.48 %. The remaining two categories experienced a downturn in demand during 2012.

Table 1.2: Thailand automobile consumption during 2008 to 2012

| Description | 2008 | 2009 | 2010 | 2011 | 2012 |
|---------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Passenger Car | 179,005 (33.6%) | 209,110 (33.4%) | 188,211 (26.7%) | 191,763 (28.1%) | 182,767 (29.0%) |
| One Ton Pick Up Truck | 309,114 (58.0%) | 368,911 (58.9%) | 469,657 (66.8%) | 449,796 (66.0%) | 405,865 (64.3%) |
| Other Commercial Vehicles | 28,565 (5.4%) | 36,038 (5.8%) | 40,163 (5.7%) | 36,907 (5.4%) | 42,619 (6.7%) |
| Total | 533,176 (100%) | 626,026 (100%) | 703,432 (100%) | 682,161 (100%) | 631,251 (100%) |

Source: Thailand Automotive Institute (2007)

Toyota and Isuzu brands dominate the total automobile market, accounting for 69 % of the market share between them. A major factor in this domination comes from their success in the one ton pick up truck market, as the two brands combined account for more than 78 % of the total market share. The passenger car market is also dominated by Toyota, which has almost 50 % of the market share, with Honda in second place with a

market share of 34 %. The remainder is divided up between Chevrolet, Nissan, Mitsubishi, Ford, Mazda and others (See Tables 3 for the market share breakdowns).

Table 1.3: Total automobile market share from 2005 to 2007

| Rank | Brand | 2005 | 2006 | 2007 |
|-------------|----------------------|----------------|----------------|----------------|
| 1 | Toyota | 37.40% | 39.50% | 42.40% |
| 2 | Isuzi | 24.00% | 25.10% | 26.30% |
| 3 | Honda | 12.00% | 8.30% | 9.80% |
| 4 | Nissan | 7.30% | 5.80% | 4.50% |
| 5 | Mitsubishi | 5.90% | 6.80% | 4.30% |
| 6 | Chevrolet | 2.80% | 4.80% | 4.30% |
| 7 | Ford | 3.90% | 3.30% | 2.80% |
| 8 | Mazda | 2.20% | NA | 2.30% |
| 9 | Others | 4.50% | 6.40% | 3.30% |
| | Total Figures | <u>626,026</u> | <u>703,432</u> | <u>682,161</u> |

Source: Thailand Automotive Institute, 2007

Around 90 % of the passenger cars have engine capacities of two liters or less, which mean that they can be classified as compact or subcompact cars. The incremental demand for compact and subcompact cars is evident, as shown by the constant launch of new models in this segment by existing and emerging brands. For example, Toyota and Honda are continuously modifying their Toyota Altis and Honda Civic in a bid to stay at the top, while Chevrolet has introduced the Aveo to compete in the subcompact car segment with the Toyota Vios and the Honda City. Also, emerging brands such as Kia from Korea and Proton from Malaysia are also posing challenges to the leaders. During the “Thailand International Motor Expo 20012”, Kia introduced the new Picanto, and Proton

introduced the new Savvy in this intensely competitive segment. One of the more prestigious car manufacturers, Mercedes Benz, also officially introduced the A-Class to the Thai market. With the increasing demand for smaller cars, competition in this market is likely to intensify in the future. This is evidenced by the fact that Toyota Vios has been awarded the best selling car in Thailand for the past three years.

The rise of gasoline prices is also shifting local demand towards smaller sized and more efficient gasoline consumption cars. Since the beginning of 2010 to the end of 2012, the price of benzene in Thailand increased by 67 percent (Energy Policy and Planning Office, Ministry of Energy, 2008, Thailand). Some consumers are seriously considering cars with diesel engines, or those with “gasohol” compatible engines. Nevertheless, there are not many passenger car models with diesel engines offered in the market. European brands, such as Mercedes Benz and Audi, each only carry one model with a diesel engine. Another option is “gasohol”, which is a blend of regular benzene and different levels of ethanol. Currently, gas stations in Thailand offer three types of gasohol, E10, E20 and E85 made up of 10, 20 and 85 percent of ethanol, respectively. Compressed Natural Gas (CNG) (or so-called Natural Gas Vehicles (NGV) in Thailand) and Liquefied Petroleum Gas (LPG) are other choices, as their prices are only about one half or a quarter of benzene’s price. Unfortunately, only a few automobile models are equipped with NGV capability. Examples are Mercedes Benz’s E200 NGT Elegance and the Chevrolet Optra CNG 1.6. However, in general, consumers must spend an extra 30,000 to 60,000 Baht to have the NGV tank fitted. LPG is the most popular energy choice for taxis, but not for the general public, due to safety concerns.

Each brand's passenger car market share is a reflection of consumers' preferences over the different car brands. Among the top five brands sold in Thailand, four are Japanese and the other is an American brand. Having entered the Thai market five decades ago, Japanese cars are viewed as the first choice for most Thai consumers due to their affordable prices, good quality and exceptional after sales service. On the other hand, European cars from Germany, Sweden and France convey prestige and status on those who acquire them. Korean and Malaysian brands, which have not been established long in Thailand, are viewed as being of inferior quality, but with the advantage of cheaper prices. Kia entered the market in 1995, exited during the Asian financial crisis in 1997 and re-entered in 1999. Its situation was similar to Hyundai's, which also pulled out during the financial crisis. Hyundai decided to conduct its marketing efforts in Thailand again in 2012, about the same time that Malaysia's Proton was first launched into the Thai market.

Automakers are competing intensively to persuade consumers to purchase their brands. Knowledge of the different evaluation criterion for selecting cars further improves the firm's capability to influence a purchase. In fact, there are various factors that affect consumers' willingness to pay (WTP). One way is to classify those factors as intrinsic and extrinsic cues (Shiffman and Kanuk, 2000). The intrinsic cues involve physical characteristics of the product itself, while extrinsic cues refer to factors that are external to the product such as brand image, manufacturing location image, retail store image and country of origin (COO).

The willingness to pay premium can easily be quantified under the tangible aspects, namely the product's attributes. The challenge, however, lies in valuing the intangible aspects and calculating the value to be paid for it. This knowledge once known should prove beneficial to firms that wish to evaluate their current position against other competitors, and assist them in coming up with a more accurate premium or discount. Two examples of intangible attributes for automobile selection are the nationality of the brand and the brand itself.

For the past five years (2008-2012), Thailand's automotive industry has been steadily growing. More multinational automotive firms have located their manufacturing plants here in the country to catch up with the predicted raise in demand due to a growing economic period as shown in Table 1.4

Table 1.4: Thailand's economic development

| Real and nominal GDP growth | 2008 | 2009 | 2010 | 2011 | 2012 |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|
| Real Growth (% change) | 4.1 | 1.7 | 3.3 | 5.1 | 4.9 |
| Nominal GDP (US\$ Billion) | 278.4 | 278.5 | 293.8 | 317.0 | 335.3 |

Source: Global Insight, Bank of Thailand, 2012.

The Table 1.4 has shown what could mean as Kuang Jung Chen (2006, p.22) mentioned, that the expansion was stimulated due to the growth of the spare parts business, the increase of the local parts suppliers, and the sprouting of auto dealership in

the metropolis. Employment opportunities, technological transfer, increased bank loan services and increased tax payments to the government funds are some of the important contributions of the automotive industry to the economy. Mobility of the people has been enhanced. It has also transformed the traditional transportation of Thai people, such as transforming it into better-looking and newer vehicles.

An Overview on Toyota Motors in Thailand

Toyota Motors, which hails itself amongst top 3 carmakers in the world, has completed 50 years of operation in the Kingdom of Thailand. However taking dedications over the years Toyota Motors at the right from the beginning in 1962, dedicated its operations to contribute to the development of the Thai Society as a whole. Toyota Motors has also taken this objective very seriously and remains as dedicated as ever to the company's slogan. 'Thai better future, Our Pride'

1.2 Statement of Problem

Vivek Vaidya (2011) declared that Thailand has been inundated with severe floods in its recent history and the automotive sector has been one of the most affected industries. The recent inundation of floods in Thailand has not only had a major effect on local automotive production and supply chain disturbances but is also likely to have short term effect on regional and global supply of automotive parts and vehicle exports. Most of the heavy flooding focused in the central provinces of Thailand, including Ayutthaya and Pathumthani provinces as being the most affected regions, and these areas have

automotive assemblers and parts suppliers. Honda assembly plant is located in Ayutthaya and hence has been the most affected OEM (Original Equipment Manufacturer) with flood inundation within the assembly plant. All the other OEM assembly locations were outside the flood affected regions such as Chachoengsao (Toyota and Isuzu), Samutprakarn (Nissan and Toyota), Chonburi (Mitsubishi), Rayong (Auto Alliance Thailand and GM).

This is however based on the aftermath of the flooding devastation that gripped Thailand in the year 2011. Moreover the Prime Minister of Thailand, Yingluck Shinawatra in 2011 has mentioned about the first car buyers as a new government policy, which said, *“First car tax should be a social contemplation. The program offers the buyer an excise tax rebate of up to 100,000 baht. It initially encompassed all types of vehicles but was after adjusted to include only passenger cars with an engine capacity of no more than 1,500 CC or pickups priced below 1,000,000 baht. The advantage of this scheme is to encourage the automotive industry that has just recovered from the earthquake in Japan that affects its production and transfer of cars to Thailand. The tax rebate up to 100,000 baht boosts the demand for a new car and will induce consumers to purchase a car faster. Also, the car credit market (financial leasing, cash to car, car loan) will recover as well.”* (Wannaphong Durongkaverroj, 2011)

Furthermore, Thailand has emerged as the hub for automobile industry especially when multinational companies are investing in millions in this part of the soon to become the capital city of ASEAN to the world

1.3 Objectives of the Study

The objectives of this research are:

- 1) To determine the factors that influence consumers to buy Toyota cars in Bangkok area.
- 2) To analyze if there is a significant relationship between prices, brand, quality, attractiveness and after-sale value of the Toyota car.

1.4 Scope of the Study

- 1) The target population was consumers who have owned a Toyota car in Bangkok.
- 2) Distributing questionnaires in Bangkok district of Bangkok among people who have owned a Toyota Car collected data.
- 3) The survey covers the population of Bangkok District in Bangkok of over 148,436 people.

1.5 Research Questions

What are the factors that influence purchasing decisions towards Toyota cars in Bangkok district?

1.6 Significance of the study

This research is aimed towards investigating the factors that influence purchasing decisions towards Toyota cars in Bangkapi district. This research explored the relationship between variables that affected the purchasing decision of consumers. The findings of this research may also help Toyota Motors to put emphasis on the cars that most consumers in Bangkapi would prefer based on their choices.

1.7 Definition of Terms

- **The consumer purchase decision:** related to the interaction between the relative importance of emotions and reasons at the level of environmental stimuli (products/services), the degree of involvement (emotional and reasoning intensity) of the products and services and the consumer purchase trend (rational or emotional preponderance).
- **The decision-making:** algorithm lies entirely “within the agent.” It aims to determine a course of action for the agent based on its preferences, goals and observations. The second type of agent is required to interact (negotiate, collaborate with, or assist) humans in carrying out their tasks. In doing so, the agent may also reason about the way humans make their decisions, their preferences and the way they might react, emotionally and cognitively, to its own behavior. An agent can of course be of both types, having to simultaneously make decisions autonomously and interact with humans (Dimitrios Antos, 2011, p.1337).

- **Price:** is being used to attract customers to the business (loss leader pricing). A product is only worth as much as people are prepared to pay for it. The amount of the target markets are prepared to pay for the products/services depends on product features and the target market's budget. The companies will also need to consider competitor pricing and factors within the marketing environment. Effective pricing involves balancing several factors, to find out more about pricing including example-pricing strategies. Price is always an important attribute in the decision-making process (Herrmann et al., 2007; Lalwani and Monroe, 2005).
- **Customer perception to products or services:** has been widely used to measure customer satisfaction. According to Li (2008, p.899), five emotions perceived by customers as explained below, are satisfactory:

Satisfaction: the products can be accepted or tolerated.

Content: the products bring people with a positive and happy experience.

Relieved: the products remove people's negative state of mind.

Novelty: the products bring people with freshness and are exciting.

Surprise: the products make customers unexpectedly pleased.

Furthermore, customer satisfaction has also been measured relying on the phases of customer relationship life-cycle, which characterizes different stages of a customer relationship and requires focus on a specific target and customer expectation of different stages (Spath and Fähnrich, 2007).

- **Brand:** Kotler and Keller described that Brand Attr an important role in Purchase Intention of the consumer. Moving consumers to decide to purchase the brand or take purchase related action. While promotional offers may also encourage consumers to make a mental commitment to buy, but many consumers do not have an expressed category need and may not be aware when exposed to the promotions. There may also be unfamiliar brand names and alternatives available in the market place in the process of which consumers may prefer to trust major brand names. These Brand names attract consumers to purchase the brand and bring about repeat purchasing behaviors and reduce price related switching behaviors.
- **Quality:** Russel and Taylor (cited by Kharim, 2011) described that quality is a measure of how long and well a product performs. Product quality brings about the features of the product or service that bears on its ability to satisfy stated or implied needs.
- **Attractiveness of the product:** Aesthetic impression may be defined as the sensation that results from the perception of attractiveness (or unattractiveness) in products. This theory is related to Crozier (2003) Response to form, Cupchik (1999) Sensory/Aesthetic response, Lewalski (1995) which emphasizes on visual 'X-values' (which express the order of visual forms), Baxter (1995) intrinsic attractiveness and Norman (2004) visceral level in design.

1.8 Limitations of the Research

There are specifically six limiting factors in this research project, detailed as follows:

- 1) Research was limited to the Bangkok area, which could not be carried out in the entire Bangkok metropolitan.
- 2) Since the researchers focused on Toyota Cars owners, the results from the survey were reflected on the particular industry; not generalized to other business fields.
- 3) The research was conducted during a specific time of period, thus it cannot be generalized for all the time, all year round.
- 4) There could be a lack in the details in some parts of this research, due to the time constraint during the research.
- 5) There was likely to be a low response rate from the target population, which may adversely affect the representation of the sample and could generate unreliability.

CHAPTER 2

LITERATURE REVIEW

This chapter consists of a review of previous studies related to the topic of the factors affecting purchase decisions towards Toyota Cars in Bangkok District in Bangkok have been addressed within a research objective. It will also include other related literature reviews, related theories, framework, and models as follows:

Theories and Concepts

2.1 Brief History of Toyota

The Toyota Motor Company (Toyota) was established in 1933 as a Japanese truck manufacturer, sponsored by the Japanese Imperial Army in support of its military expansion throughout Asia. Prior to that date, the Japanese military relied heavily on foreign trucks and truck parts in support of its war effort. Domestic production thereby reduced government costs, provided domestic jobs, and made Japan more self-reliant. To protect this infant truck industry, in 1936 the Japanese government passed 157 legislation that required foreign automobile manufacturers, selling automobiles in Japan, to have a majority of Japanese stockholders along with company officers. This legislation effectively drove Ford and General Motors out of the market, and became the catalyst for establishing Japan's domestic production of trucks for the war effort (Dower, 1992).

Following the surrender of Japan in 1945, Toyota was granted license by the US military to enter into automobile manufacturing. Two years later, the company introduced the Toyopet, an inexpensive domestic automobile with a top speed of 55 mph from a 27 horsepower engine. In the first five years of domestic production, Toyota manufactured 215 Toyopet automobiles (Toyota Corporate History, 2010). By 1955, 8,400 were produced and by 1965, 600,000 were manufactured. In 1955, Toyota began production of its first luxury car – the Crown. An all terrain vehicle, the Land Cruiser, followed later. Toyota's transition from a wartime truck manufacturer, to a domestic peacetime automobile producer, was facilitated by the adaption of American industrial training programs. The training programs, developed in the USA during the war, focused on process improvement, and employee Training & Development. These early programs evolved into the kaizen, and the well-recognized manufacturing processes used by Toyota today.

By the mid-1950s, Toyota had initiated its international marketing efforts. In 1957, Toyota established its first US dealership in California – selling 287 Toyopets and one Land Cruiser in 1958 (Gnerre, 2010). Toyota's international strategy was based on a philosophy of localizing research; development, design and production of its vehicles to meet local government standards and local market needs and wants. By localizing production, Toyota was able to build long-term relationships with local suppliers, vendors and labor. By the end of the 1960s, Toyota was developing a worldwide presence with manufacturing facilities in Brazil, 1959; South Africa, 1962; Thailand, 1964; and Malaysia, 1968.

In 1966, Toyota acquired the Japanese commercial truck manufacturer, Hino, which manufactured a wide variety of heavy trucks and buses; and in 1967, Toyota obtained controlling interest of Daihatsu; purchasing the entire company in 1999. Today, Daihatsu manufactures a three-wheeled car, military four-wheel-drive vehicles, and major components for other automakers. The first Toyota automobile customized for the American market was the Corona in 1964, with sales of 2,000 that year; the following year sales were 6,400; followed by 71,000 in 1968; and 300,000 in 1971. By 1967, Toyota had become established in the USA, albeit as a niche player, and had introduced a second automobile, the Crown, available as a sedan or station wagon (Toyota Corporate History, 2010).

The Corolla, first imported in 1969, was the first Toyota built in the USA, starting in 1985, at the New United Motor Manufacturing facility in California (which later closed in 2009). It was a joint venture with General Motors. Toyota was an industry leader with the three year, 36,000 mile bumper to bumper warranty beginning in 1988. It was the same year Toyota opened a Camry manufacturing facility in Kentucky. After nearly ten years of research and development, the Lexus was introduced in 1989. It was an immediate USA success due in part to its high levels of luxury and reliability, and a lower price than competitive foreign and domestic luxury models. Ten years later, in 1999, Toyota was listed on the New York Stock Exchange. The Scion line of automobiles was introduced in the early 2000s. Scion sales were immediately strong in the early-introduction states. Aimed at the young family market, the Scions brought in younger buyers than the Toyota or Lexus lines.

In 2001, Toyota adopted a Code of Conduct, known as the “Toyota Way 2001” designed as a guideline for all employees (Liker, 2004). The Toyota Way statement incorporated 14 principles:

- 1) Base your management decisions on a long-term philosophy, even at the expense of short-term financial goals.
- 2) Create continuous process flows to bring problems to the surface.
- 3) Use “pull” marketing distribution and promotion systems to avoid overproduction.
- 4) Level out the manufacturing workload. Build a culture of stopping to fix problems to get quality right the first time.
- 5) Recognize standards as the foundation for continuous improvement and employee empowerment.
- 6) Use visual control so problems are not hidden.
- 7) Use only reliable, thoroughly tested technology that serves people and processes.
- 8) Develop leaders who thoroughly understand the work, live the philosophy, and teach it to others.
- 9) Have exceptional people and teams who follow the company’s philosophy.
- 10) Respect the extended network of partners and suppliers by challenging them and helping them improve.
- 11) Personally overview issues to thoroughly understand the situations.
- 12) Make decisions slowly by consensus, thoroughly considering all the options, and then implement decisions rapidly.\

13) Become a learning organization through relentless reflection and continuous improvement.

In the following year, Toyota adopted its 2010 Global Vision for meeting mobility (World Car Fans, 2005). Four key environmental themes were identified relating to Toyota's future markets; a recycle-oriented society, an age of IT and ubiquitous networks, a maturing society (the decline of nationalism and war), and motorization on a global scale (societies with little private transport gaining more). In 2007, Toyota updated its full-size truck line, the Tundra, produced in Texas and Indiana, and was recognized for having the best-designed hybrid-electric car, the Prius. It was the only car that actually saved fuel because of its hybrid design rather than coincidental features.

Today, Toyota is the world's largest manufacturer of automobiles in both unit sales and in net sales. In April 2007, Toyota achieved the title of world's largest automaker from General Motors passing the Detroit leader for the first time (Mataconis, 2007).

General Information of Toyota Motors in The Kingdom of Thailand

According to Imai (1999), stated that when Toyota Motor Thailand (TMT) began in 1956, the challenge was to get Thai customers buying from a Japanese company. The word "Thainization" was coined to mean exactly this, to make the people buying the products buy more of them because they feel affiliated with the organization in some way. The phrase is used internally at TMT – the market leader in auto industry in Thailand. Thainization is a philosophy under which a Japanese company in Thailand is

increasingly managed by a Thai workforce rather than Japanese. “Thainization philosophy provides a recipe for building and harnessing local advantages for global competitiveness.”

TMT also go along way to improving their relations and community work within Thailand. Toyota Thailand Foundation (TTF) was established in October 1992, which was the occasion when TMT had been in business in Thailand for 30 years. The foundation operated with the interest funds generated from the initial registered capital of 30 million baht donated by TMT. In 2002, the 40th anniversary of TMT, the company raised the fund to 400 million baht. The activity objectives are as follows:

- To promote and support all education levels.
- To promote quality of life and environment in Thailand.
- To cooperate with other charity organizations for social benefits, being a charity organization.

2.1.1 Matching and adapting products with customer needs

TMT serves two customer groups: the city customers, who need reliable cars at affordable prices; and up-country segments, who need a pickup truck for their agriculture business. To meet specific needs and to conform to usage behavior of Thai customers, more than 200 Thai engineers and managers worked alongside the Japanese expatriates to design the economy-priced car Soluna, and the larger, pickup style vehicle named Hilux Tiger. Sensing that farmers used their pickup as a family car, the joint team of Thai and Japanese engineers introduced a new vehicle named Sport Rider. This model used the

same platform as Hilux, to save production costs, but the external appearance looked more like a four-wheel drive. Sport Rider is very successful in Thailand and is now being exported. By incorporating local customers' needs TMT has created a new opportunity to penetrate emerging markets and benefit from economies of scale.

2.1.2 Building network of local suppliers

TMT has built a network of local suppliers by funding their operations, transferring technology, providing design patents, deputing advisors and training in manufacturing techniques. As a result of continuous efforts at developing local suppliers, TMT has achieved more than 70 percent local content by value. TMT views the network of local suppliers as a source of competitive advantage in terms of parts development capability, material substitution, lower cost, efficient supply chain, and reduced working capital.

Characteristics of Thai suppliers that influence the nature and the evolution of relationship

Takahashi (1999) pointed out that there are three important characteristics of the Thai auto parts industry: it is driven by quality and quality comparisons with ASEAN countries; it lacks competitiveness with advanced countries; and Japanese capital plays a large role because of the large amount of parts imported by Japanese manufacturers or manufactured locally by Japanese companies. To reduce the cost of importing parts,

automobile manufacturers have invited suppliers from their home countries to establish plants in Thailand (Techakanont and Terdudomtham, 2004). These manufacturers generally have been able to establish closer relationships with the home-country suppliers than local suppliers. However, Techakanont (2002) also observed that, in response to Thai government policies aimed at developing the Thai auto parts industry, many manufacturers, particularly Japanese ones, have played important roles in developing local suppliers by upgrading and developing technology through intra- and inter-firm technology transfers.

Several factors have driven the nature of the manufacturer–supplier relationships in terms of its impact on the development of local suppliers: the need to cut learning time and cost; proprietary characteristics of designs; the value of supplies; the need to maintain differentiation, lower cost, higher quality, and higher delivery reliability; and the importance of trust (Lalit and Petison, 2005). Chiasakul (2004) pointed out that the degree of closeness of the relationship between suppliers and automobile manufacturers varies in Thailand. The nature of the relationship can include strategic partnership, equity participation, joint venture, and affiliation as the auto assemblers see the opportunities to strengthen their competitiveness.

Much can still be learned about the nature and evolution of manufacturer–supplier relationships, particularly in the automobile industry, and of the characteristics of Thai suppliers that affect the development of manufacturer–supplier relationships. First, additional detailed data collected from case studies of automobile manufacturers can clarify the picture of relationship types. Second, it would be valuable to provide more

information on how supplier characteristics influence the nature and evolution of relationships. Third, research addressing the relationships specifically between subsidiaries of manufacturers operating in developing economies and their suppliers is lacking. Such research would be particularly valuable in the current era of increasing globalization.

2.1.3 Adapting production processes and systems

At TMT, the Toyota production system (TPS) has been modified to match the skill profile of Thai workers so that they can perform their tasks easily. To reduce the complexity of assembly operations, each of the two plants specializes in the production of a specific class of vehicles. The assembly layout was designed based on the analysis of the video recordings of the movements of Thai workers in terms of direction and time taken to perform various tasks. Thai employees in each plant team have independent authority to manage and adjust their production lines enabling them to enjoy production flexibility.

2.1.4 Creating a positive local identity

TMT's growth strategy is built on the strength of its symbiotic relationship with Thai society and its image of being a good corporate citizen. The company's has successfully created a strong local identity by reinvesting significant amounts of profits for upgrading assembly technology and plants. TMT management and employees believe

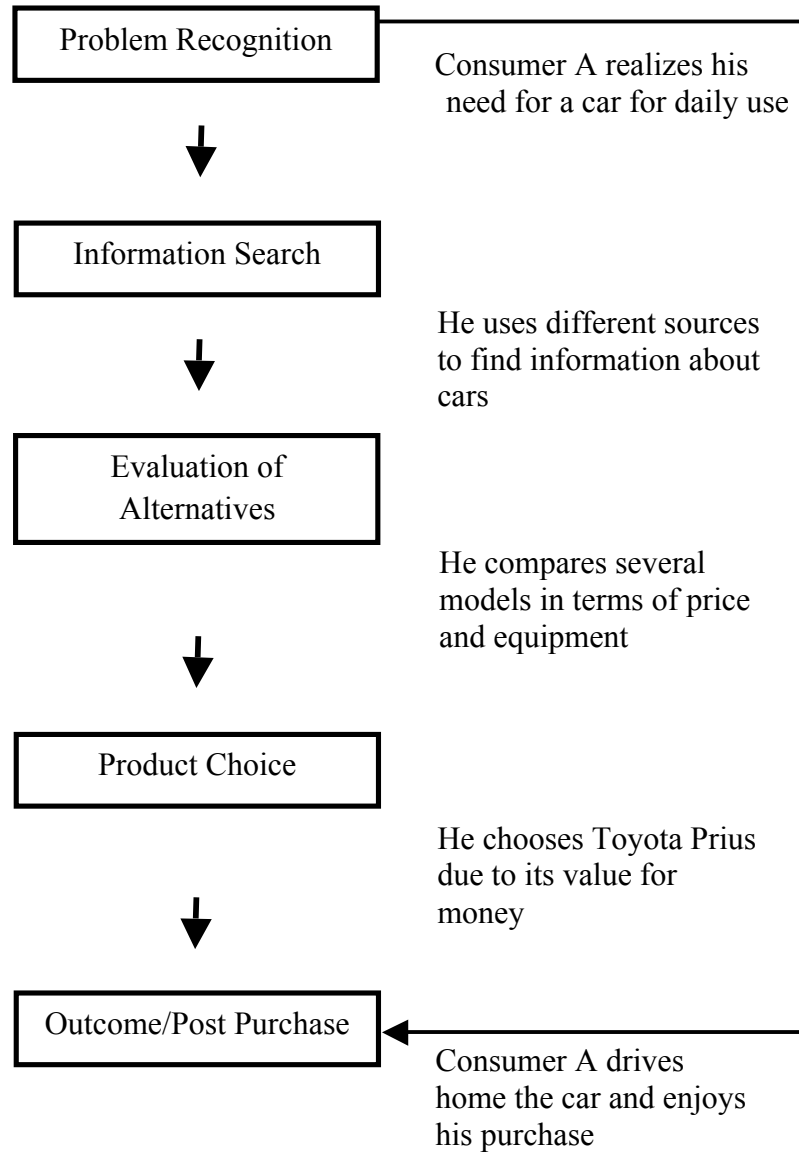
that by reinvesting profits, the company is able to motivate its local employees and seal lasting bonds between employees and company.

2.2 Consumer buying behavior

Consumer behavior can be defined as the behavior that consumers display in searching for purchasing, using, evaluating and disposing products and services they expect will satisfy their needs. Schiffman and Kanuk's study (as cited in Kittinarux, 2009) described that marketers have classified types of purchasing behavior by using different criteria. Consumers make two types of purchase; Trial Purchase that shows exploratory phase of purchasing behavior and Repeative Purchase are closely related to concept of brand loyalty, which most firms try to encourage because it tries to encourage them because it ensures them of stability in market place.

2.3 Decision Making Process

The most commonly used model in consumer behavior could be found in most marketing textbooks. This model includes five stages: problem recognition, information search, and evaluation of alternatives, purchase decisions, and outcomes. Table 2.1 below provides an overview of the decision-making process.

Table 2.1: Stages in Consumer Decision Making

Source: Consumer Behavior (Michael R. Solomon, 2003, p.199)

Stage 1: Problem Recognition

Kotler and Keller's study (as cited in Kokoi, 2011) describing that buying process starts when buyer recognizes a problem or need. A problem or a need can arise based on internal and external stimuli. A problem or a need can arise based on normal needs i.e. Hunger, Thirst and Shelter which gives rise to a drive that urges a consumer to make a purchase. In the external stimulus state a person may admire those Sedans and this triggers his thoughts about the possibility of making a purchase.

Stage 2: Information Search

After having recognized a problem or need, an aroused consumer will look for more information, which can be distinguished between two levels of arousal. The milder stage for information search is called 'heightened attention' in which a person is more receptive to information about a product. Whereas the other level is known as the 'active information search' in which the consumer turns to seek the relative influence that will have on the purchase decision. This information comes from the groups of Personal, Commercial, Public and Experimental.

Stage 3: Evaluation of Alternatives

After gathering information, a consumer evaluates the alternatives available and which of them to choose. In terms of understanding consumer behavior, it is important to know how consumers make decisions and what kind of criteria they use to choose one product over another.

There are several processes, which form judgments of the consumer largely on conscious and rational bias. Firstly, the consumer may think of just buying a car in which he or she is trying to satisfy a need. Secondly, the consumer is looking for certain benefit from the product solution. Thirdly, the consumer sees and evaluates each of the products with varying abilities for delivering his needs. The attributes of buyers vary by product (Kittitanarux, 2009).

Stage 4: Purchase Decisions

In the evaluating stage the consumer forms preferences among the products in the choice set in which the consumer may also form an attribute to buy the most preferred product.

Stage 5: Post Purchase Behavior

After the purchase, the consumer might experience certain disquieting features, which can be of better technology at more affordable price. Marketing communications should supply and also monitor post-purchase satisfaction and action prior to the use of the product (Kittitanarux, 2009).

2.4 Product Attributes

In this study factors affecting Purchasing decisions towards a Toyota Car are divided into two parts as follow:

- 1) Product related Attributes (Price, Brand, Quality and Attractiveness of the Product), which is mostly before the consumer buys the product, and
- 2) Service related Attributes (After Sales Value) of the Toyota Car.

2.4.1 Price

Price is an element, which communicates to the consumer or the market about the company's intended value positioning of its product or brand. Price is probably the most important in which an average consumer depends on. Consumers with higher brand loyalty may be willing to pay a premium price for their favorite brands. Keller (2003) stated that customers have a strong belief in the price and value of their favorite brands so much so that they would compare and evaluate prices with alternative brands. So, usually when a consumer purchases a product the value of the item must be greater than its costs. The benefits that are perceived must exceed the expenses.

2.4.2 Brand

Kotler and Keller described that Brand played an important role in Purchase Intention of the consumer. Moving consumers to decide to purchase the brand or take purchase related action. While promotional offers may also encourage consumers to make a mental commitment to buy, but many consumers do not have an expressed category need and may not be aware when exposed to the promotions. There may also be unfamiliar brand names and alternatives available in the market place in the process of which consumers may prefer to trust major brand names. These Brand names attract consumers to purchase the brand and bring about repeat purchasing behaviors and reduce price related switching behaviors. Yee and Sidex(2008) stated that Brand loyalty is a function of both behavior and attitudes. It is a consumer's preference to buy a particular brand in a product category. It is because consumers perceive that brand offers the right features in the products, image or level of quality at the right price. Consumers will initially take a trial run of a product of the brand and when satisfied with the purchase prefers the same brand because of the familiarity.

Firms use brands to identify and differentiate their products or services from competitors. The commercial importance of brands is undoubtedly evident. Benefits of a great brand include a short-term gain on recognition to long-term competitive advantage on loyalty, which are ultimately translated into revenues and profits. Nevertheless, there are several meanings of "brand" depending on whether the focus is on the narrow or broader perspective. For example, Haigh (2007) has proposed three definitions: "trademark" is a logo with associated visual elements, "brand" is a trademark with

associated intellectual property rights, and “branded business” covers the whole organization.

Brand valuation

Since there is no formal market for buying and selling brands, valuing brands is not a straightforward task. Several researchers have attempted to quantify brand equity by focusing on the consumer side. Srinivasan (1979) measures brand equity by testing preferences for different primary health care physicians. Kim et al. (2003) value brand equity on different dimensions, which include brand loyalty, brand awareness, perceived quality and brand image, and relates these four dimensions to the financial performance of the hotel industry. Myers (2003) conducts an adaptive conjoint analysis on tangible and intangible attributes to measure the brand equity of nine national soft drink brands. There is also other research that does not rely on survey data, but focuses on scanner panel data instead. One example of this is Kamakura and Russell (1993), who measure brand equity by focusing on perceived value, brand dominance and intangible value.

2.4.3 *Quality*

Sproles and Kendall’s study (cited by Kharim, 2011) stated that many consumers repeat the purchase of single brands or switch around several brands due to tangible quality of the product sold. Functional attributes in an automobile include the Mileage, Built in features, Durability, Handling, Acceleration, and Transmission. For instance,

some consumers use cars for personal use while some may prefer to use it for commercial purposes, as they need to make the best choice for buying their first car.

Russel and Taylor (cited by Kharim, 2011) described that quality is a measure of how long and well a product performs. Product quality brings about the features of the product or service that bears on its ability to satisfy stated or implied needs.

Quality without Cost

As ever, quality is at the core of Toyota's strategy. Consumers within emerging markets may want cheaper cars but that does not mean that quality has to be sacrificed. Instead, the Toyota aim is to develop its technologies and processes so that vehicles for all markets can be produced at a lower cost. This is part of a grand plan to manufacture its products better, faster and cheaper than its rivals with superior after-sales service thrown in for good measure

Another huge plus is that any problems might be detected even sooner. But that is not all. The organization has also launched its value innovation cost reduction program. The purpose here is to drive down cost through revolutionary design and development by integrating components and eliminating those deemed unnecessary. If successful, Toyota and its suppliers increase their competitiveness. Such processes require cooperation among different Toyota divisions and company suppliers. However, that should hardly pose a problem in an organization where respect remains a core value.

Beside product quality and cost reduction, developing its human resources is deemed an essential foundation of Toyota's success. A strong foundation impacts on every stage of the supply chain from product design through to after-sales provision. Toyota's philosophy is that quality is essential for growth to occur. Others may rate performance on volume or revenue but Toyota puts success down to its sustained quality. And while current status is largely the product of incremental improvement, the company also recognizes that radical reforms may sometimes also be needed to sustain future progress.

2.4.4 Attractiveness of the Product

Aesthetic impression may be defined as the sensation that results from the perception of attractiveness (or unattractiveness) in products. This theory is related to Crozier (2003) Response to form, Cupchik (1999) Sensory/Aesthetic response, Lewalski (1995) which emphasizes on visual 'X-values' (which express the order of visual forms), Baxter (1995) intrinsic attractiveness and Norman (2004) visceral level in design. Symbolic association may be defined as the perception of what a product says about its owner or user which also indicates the personal and social significance attached to the design of the product. This is related to Crozier (1995) Response to meaning and Cupchik (1999) personal/symbolic response towards the product.

2.4.5 After Sales Value

Toyota's after-sales strategy was summarized in its Toyota Fair concept "to discover the wishes and requirements of the customer and to attempt to satisfy these wishes and requirements".

Toyota describes its after-sales objectives as customer satisfaction, customer retention, and efficiency in work and job flow, both for the distributor and dealer, and high service absorption for dealers. Its major target groups are all Toyota customers. Although an after-sales department does not exist at Toyota, after-sales activities are taken care of by the service-marketing department, parts, marketing department, customer service and four regions with a total of 24 regional staff. According to Toyota sources, 33 people are directly responsible for these after-sales activities. Nine of these 33 co-ordinate from the offices in Cologne and 24 are field representatives. According to the 1994 annual report, Toyota employs a total of 793 workers.

Product policies:

Toyota offers 150,000 single after-sales products broken down into three major groups. These groups are the key products group, the original parts group and the accessories group. The number of products belonging to the first two groups was not supplied but approximately 5,000 products belong to the accessories group. According to Toyota sources, Toyota stocks all after-sales products that their models could need.

Products are delivered directly from Toyota motor company Japan through Toyota Europe.

All after-sales products carry the brand mark Toyota. While Toyota would classify some of its products as fast-movers, its major working classification is closely tied to an inventory system. In addition to this inventory system, it also maintains a demand classification system for each individual dealer. It offers a warranty on all its products. For parts the warranty is 12 months and for some accessories the warranty could extend up to 36 months. The warranty covers cost of fitting. Certain Toyota products are compatible with other producer models but Toyota says it is unaware of the percentage of its products that are

Distribution policies:

Toyota dealers receive their supplies from a central store in Cologne, supported by three other stores in its regional offices in Hannover, Maisach near Munich and Bruchsal near Karlsruhe. The central store in Cologne stocks about 125,000 single products. Trucks are used for both normal and express deliveries. Normal deliveries take place daily. This just-in-time concept of dealer delivery is unique. Express deliveries take a maximum of 12 hours. Both express and normal delivery costs are split, 50 per cent paid by the dealer and 50 per cent paid by Toyota. Express, therefore, is at no extra cost, just the normal 50 per cent cost to the dealer.

Toyota estimates the percentage chance of a delivery mistake occurring to be 7 per cent and, when such a mistake occurs, the cost of correcting the error is born by Toyota. The distribution system is computer based including the dealer ordering system. Toyota has no recommended minimum stock levels for its dealers but has maximum stock levels for the dealers depending on their markets. This is most probably possible due to the daily delivery system practiced by Toyota.

Promotion policies:

Toyota supports its dealers in their promotional activities. Direct support given includes technical information, product information, price lists through computer microfiches, after-sales brochures for each car model, advertising support, special complete price offers including parts and service, extra incentives, temporary price reductions and advertising for selected products including use of after-sales merchandising. The after-sales support, according to Toyota, is 100 per cent computer based. Dealers are given a recommended after-sales presentation concept but the concept is not binding in all outlets.

Toyota uses special after-sales advertisements as distinct from new car advertisements. These advertisements are, however, mainly regional and dealer based. Payment for the cost of the advertisements varies; some advertisement costs are shared between dealers and Toyota. Certain advertisements are paid for fully by Toyota and, in some cases, the dealer assumes 100 percent cost responsibility. Other promotional

measures employed by Toyota include seasonal offers, event marketing, and sponsoring and 41 public relations measures.

Service and related policies:

Toyota offers full support in the conception of dealer after-sales strategies. These services cover the full range of all dealer business activities and are provided by the regional team of 24. The dealer must, however, bear the cost of the services should any extra costs arise. In addition, Toyota offers a special end-customer programme called the Toyota Fair programme. This programme consists of five direct end-customer services:

- Toyota service through the dealers;
- Toyota Euro-care;
- Toyota quality through original parts;
- Toyota security through warranties and;
- The Toyota key-care service.

Furthermore, Toyota also offers after-sales training programmes. The volume of training programmes to be offered is decided yearly and the dealer bears the cost of participating in such training programmes.

Price policies:

Toyota does not offer any end-customer directed special after-sales financing schemes. However, through the Toyota credit bank, dealers can apply for and receive financial support. In addition, dealers are given discounts on the after-sales products ordered. The value of the discount given is based on a dealer grouping system. The grouping system is made up of seven dealer groups. Information on the exact make-up of these groups was, however, not revealed. The discounts offered fall broadly between 15 per cent and 50 per cent. The average discount being approximately 35 percent. Furthermore, the dealers are also offered bonuses. The value of the bonus ranges between 2-10 per cent of certain products purchased from Toyota. Products used for the bonus calculation were simply described as “key products”.

The majority of the after-sales products are priced as single products. However, some are priced as complete packages. Toyota does not recommend an hourly service payment rate to its dealers and considers its price policies as very competitive.

2.5 Other Related Research

Liu Dongyan and Bai Xuan (2008) studied on Car Purchasing Behaviour in Beijing: An Empirical Investigation. This study aimed at providing an overview on young Chinese consumers' car purchase behavior. This study mainly focused on young people in Beijing. Both primary and secondary data were gathered during the research.

Josephine Stella and Rajeswari (2012) studied on consumer behavior towards passenger cars that was a study with reference to Virudhunagar District of Tamilnadu in India. They confirmed that relationship marketing is an influential asset for consumer behavior analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Customer satisfaction is the important factor, which affects the financial position and goodwill of the company. Customer demands are dynamic, but its consideration is necessary for every company to establish their existence in the market. The Indian economy is set to grow rapidly through improved public transport and intensified competition and the rural people are graduating to a higher income. This will be beneficial to consumers but is likely to impact the two-wheeler segment rather than the four-wheeler segment groups at a faster rate. Rising income has enhanced the purchasing power and more and more people are able to afford a car. Improved public transport is likely to have an impact on the four-wheeler segment rather than the two-wheeler segment. The economy is set to enter a higher growth path, leading to people graduating in to higher income groups at a faster rate.

Nikhil Monga, Bhuvnender Chaudhary, and Saurabh Tripathi (2012) studied car markets and buying behavior and based their study on consumer perception. The research results showed that when studied from the point of view of a customer there seems to be no major difference among the car brands in a segment as far as performance is

concerned. The brand perception is dependent mostly on the peripheral cues depending upon the nature and quality of the service provided along with the pricing, maintenance, availability of spare parts and related issues. So, a serious question arises here: “Is this the end of the road for the branding of cars?” Has the commoditization of cars now started and its time that manufacturers read the writing on the wall? It seems so! It seems a definite undercurrent sentiment is flowing and the perception of the customers is changing according to it.

Apurva Jain (2013) studied on consumers' behavior towards purchasing decisions of a car and mentioned that consumer behavior represents the study of individuals and the activities that take place to satisfy their realized needs. That satisfaction comes from the processes used in selecting, securing, and using products or services when the benefits received from those processes meet or exceed consumers' expectations. Through this process, the individual sets out to find ways to fulfill the need she/he has identified. That process includes the individual's thoughts, feelings, and behavior. When the process is complete, the consumer is faced with the task of analyzing and digesting all the information, which determines the actions he will take to fulfill the need. The consumer decision-making process has constantly been the subject of research in understanding the factors that influence and shape consumer choices as well as the consumer thought process. This research empirically examined the factors impacting consumers' purchasing behavior towards passenger cars. The research also identified the relationship between demographic variables and purchase decision as well as the ownership of a car.

2.6 Research Hypothesis

The research Hypothesis regarding the relative nature of independent variables and dependent variables were described in the following

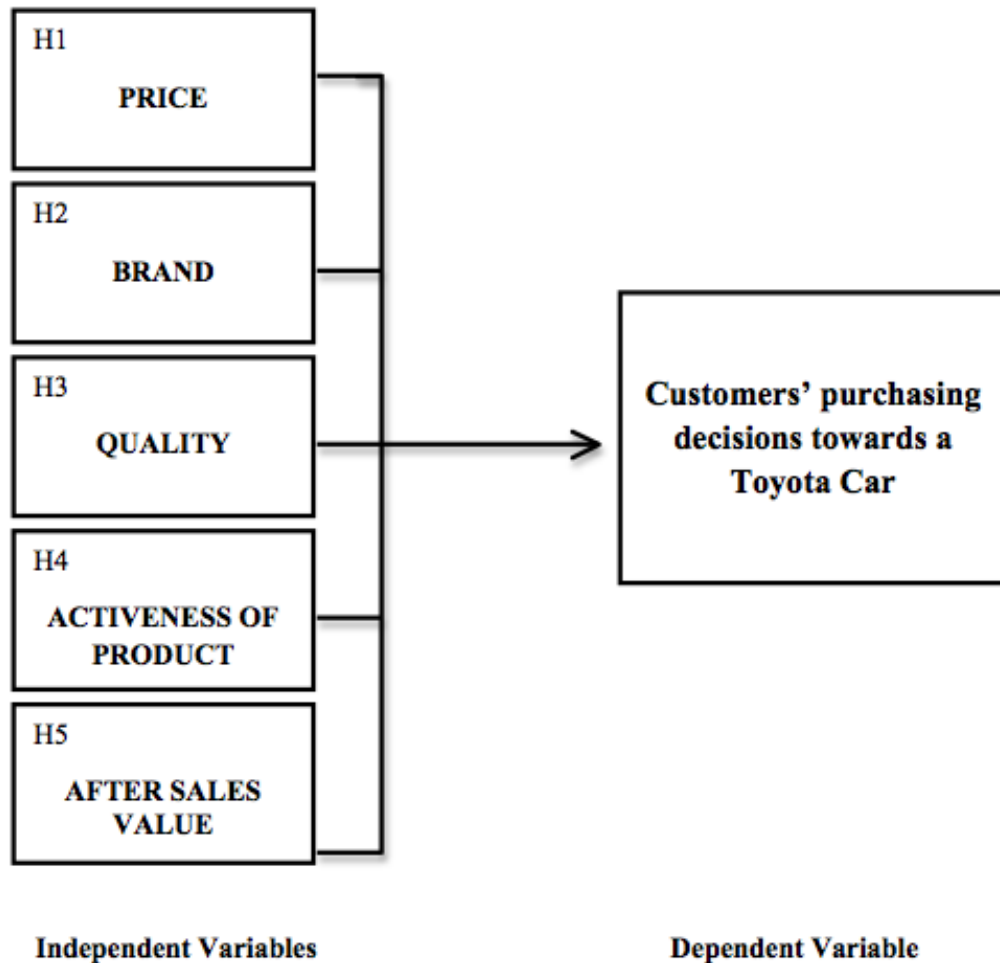
- ❖ H1A: There is no significance between price and purchase of Toyota Cars amongst consumers
- ❖ H1B: There is significance between price and purchase of Toyota Cars amongst consumers.
- ❖ H2A: There is no significance between brands and purchase of Toyota Cars amongst consumers.
- ❖ H2B: There is significance between brands and purchase of Toyota Cars amongst consumers.
- ❖ H3A: There is no significance between quality and purchase of Toyota Cars amongst consumers
- ❖ H3B: There is significance between quality and purchase of Toyota Cars amongst consumers.
- ❖ H4A: There is no significance between attractiveness and purchase of Toyota Cars amongst consumers.
- ❖ H4B: There is significance between attractiveness and purchase of Toyota Cars amongst consumers.
- ❖ H5A: There is no significance between after sale value and purchase of Toyota Cars amongst consumers

- ❖ H5B: There is significance between after sale value and purchase of Toyota Cars amongst consumers.

2.7 Conceptual Framework

As reconsidering the related theories, framework, and other related research, the Conceptual Framework was constructed and tested on the Factors influencing buying decision towards Toyota Cars in Bangkapi district.

- 1) Price affects consumers purchasing decisions on buying a Toyota.
- 2) Brand affects consumers purchasing decisions on buying a Toyota.
- 3) Quality affects consumers purchasing decisions on buying a Toyota.
- 4) Attractiveness of product affects consumers purchasing decisions on buying a Toyota.
- 5) After sale value affects consumers purchasing decisions on buying a Toyota.

Table 2.2: Research Framework

Based on the research framework, the independent variables can be separated into five categories, which are perception towards price, brand, quality, and attractiveness of product, and after sales value regarding the customers' purchasing decisions towards a Toyota Car. The five independent variables will influence the dependent variable that is customers' purchasing decisions towards a Toyota Car.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the research methodology that was used for the collecting and interpreting the research of “Factors Influencing Purchasing Decisions Towards Toyota Cars in Bangkapi District” The procedures were as follows:

- 3.1 Research Design
- 3.2 Population and Sample Size
- 3.3 Research Instrument
- 3.4 Data Collection
- 3.5 Data Analysis

3.1 Research Design

This research was conducted to study the factors that affecting purchase decisions towards Toyota Cars in Bangkapi district. In order to examine the relationship between prices, brand, quality, attractiveness and after sales value of the Toyota Car in Bangkapi district. This research was based on quantitative data. It used the descriptive method in defining the characteristics of a population or phenomenon.

This method seeks to determine the answers to who, what, when, where, and how questions (Zikmund, 2003). With the description of the population, the research used a causal approach to determine the level of job satisfaction and organizational

commitment of respondents with the perceptions of their profile of individual factors, job satisfaction factors, and organizational commitment factors. The findings and conclusion of the research depended on the full utilization of statistical data collected and analyzed by using Statistical Software.

3.2 Populations and Sample Size

To determine sample size was an important concern for the researcher to collect relevant data from the relevant respondents. In this research, the research approach required a small sample of the respondents because of the particular research area.

3.2.1 Population

The target populations for this study were people who were above the age of 18 and had bought a Toyota Car in Bangkok District area of Bangkok Province. Due to the driver's license law, a driver needs to be at least 18 years old. The National Statistical Office Thailand (2012) has reported the total population in Bangkok District, Bangkok Province was last recorded as 148,645. (Statistical profile of BMA, 2012)

3.2.2 Sample Size

The Sample Selection for this study were people who were 18 years old or above and had bought a Bangkok District, Bangkok Province because of the law, in which a driver needs to be at least 18 years old. To calculate the sample size of this study the researcher used Simple Random Sampling based on Yamane's formula (EDIS, 2009),

which provides a formula to calculate sample sizes with a 95 % confidence level and $e = 0.05$. When the researcher knows the size of the population in the Bangkapi District, the sample size was determined based on the formula as follows:

$$n = \frac{N}{1 + N(e)^2}$$

n = sample size

N = population size

e = level of precision

The specific values set for the formula:

$$N = 148,645$$

$$e = 0.05$$

$$n = \frac{148,645}{1 + 148,645(0.05)^2}$$

$$n = 398.93$$

According to the result being 398.93, the researcher decided to distribute 400 sets of questionnaires in order to prevent any errors. Thus, the target population was 400 drivers in total.

Table 3.1: Sample Size for $\pm 3\%$, $\pm 5\%$, $\pm 7\%$, and $\pm 10\%$ Precision Levels where Confidence Level is 95% and $P = .5$.

| Size of Population | Sample Size (n) for Precision (e) of: | | |
|--------------------|---------------------------------------|-----------|------------|
| | $\pm 5\%$ | $\pm 7\%$ | $\pm 10\%$ |
| 1,000 | 286 | 169 | 91 |
| 2,000 | 333 | 185 | 95 |
| 3,000 | 353 | 191 | 97 |
| 4,000 | 364 | 194 | 98 |
| 5,000 | 370 | 196 | 98 |
| 6,000 | 375 | 197 | 98 |
| 7,000 | 378 | 198 | 99 |
| 8,000 | 381 | 199 | 99 |
| 9,000 | 383 | 200 | 99 |

| | | | |
|----------|-----|-----|-----|
| 10,000 | 385 | 200 | 99 |
| 15,000 | 390 | 201 | 99 |
| 20,000 | 392 | 204 | 100 |
| 25,000 | 394 | 204 | 100 |
| 50,000 | 397 | 204 | 100 |
| >100,000 | 400 | 204 | 100 |

3.3 Research Instrument

This study entitled “Factors influencing buying decision towards Toyota Cars in Bangkok” uses quantitative research methods. The reason why the researcher has chosen the quantitative method is for reliability in order to ensure this research analysis covers the statistical methods used to test hypotheses. In addition, the strength of the quantitative method is suitable for evaluating the results since the researcher is studying consumer attitudes, which are intangible factors. Therefore, the quantitative method can assist the researcher to strengthen research analysis.

The quantitative method is also suitable for surveys that use questionnaires in order to get the information from non-probability sample designs by using convenience sampling.

Questionnaire

The Survey instruments including 400 questionnaires to ask consumers about their factors that influenced them to purchase a Toyota Car in Bangkok District, in Bangkok.

The questionnaire was divided into three parts as follows

Part I: General Information / Screening Question:

Closed-end, multiple choice, single answer questions to obtain general demographic information, including gender, age, marital status, education level, income level, and occupation. First Question requested whether they owned a Toyota Car or not, the Second question asked their age and the Third question asked about their average Monthly Income. In the first question, if the respondents are not Toyota car owners then the questionnaires are not valid.

Part II: Behavior towards buying a Toyota Car:

Four closed ended questions were combined in this section. On factors that influenced consumers to buy a Toyota Car in Bangkok. These questions include issues about products, prices, outlook, and external influences on buying decision; The first question asked about which model of Toyota car does the owner own. The second asked about the prices and financial issues. The third asked about the service value of the car.

The fourth enquired which sources enabled the consumer to buy the car. It uses a five-point numerical scale (Zikmund, Babin, Carr, & Griffin, 2010, p.322).

Part III: The importance of factors on decision-making:

Close-ended questions on importance of factors decision making. These questions included Price, Brand, and Quality Attractiveness towards the product and After sales Value related attributes.

Part IV: The importance of Purchasing Decision

This part was designed for data collection to measure the importance of various reasons behind the buying decision towards Toyota Cars in Bangkok.

The total score of the sample group will be collected to find the average and to decode the average of the factors that influences a consumer to buy a Toyota Car in Bangkok

Evaluation scores will be measured by the variable in the questionnaire based on the Rating Scale followed by the Likert Scaling technique. A Likert item is simply a statement, which the respondent is asked to evaluate according to any kind of subjective or objective criteria; generally, the levels of “Strongly Agree or Strongly disagree” are measured. Often, five ordered response levels are used (University of Northern Iowa, 2013). In terms of variation about the mean (X), the evaluation scheme is shown by the below formula:

| | |
|------------------------------|----------------|
| (Highest Score-Lowest Score) | (5-1) |
| Level of Scale | 5 |
| Interval | $(5-1)/5=0.80$ |

Table 3.2: The formats of a typical five-point numerical scale are:

| | | | | |
|----------------|-------|-----------|----------|-------------------|
| Strongly Agree | Agree | Uncertain | Disagree | Strongly Disagree |
| 5 | 4 | 3 | 2 | 1 |

- Score between 1.00-1.80 = Strongly disagree
- Score between 1.81-2.60 = Disagree
- Score between 2.61-3.40 = Uncertain
- Score between 3.41-4.20 = Agree
- Score between 4.21-5.00 = Strongly agree

Instrument Validity and Reliability

The purpose of this research was to determine the factors that influence consumers to buy Toyota cars and to analyze if there is a significant relationship between prices, brand, quality, attractiveness and after-sale value of the Toyota car in Bangkok, Thailand. The identified measurement instruments were subjected to a comprehensive examination of validity and reliability using empirical data from a set sample of 30 random respondents in the Bangkok District area. In order to investigate the validity and reliability of the data, the researcher analyzed both construct validity and construct reliability.

The procedure of the instrument validity and the reliability test is described as follows:

- (1) The researcher presented the proposal of the questionnaire to a project advisor for review and revision as appropriate.
- (2) The measurement of the validity of the instrument by the experts:

3.3.1 Instrument Validity

Validity refers to the extent to which a measure achieves its goal. Validity of content is important for methods of measurement, and its focus is to determine whether the items included in a tool represent the instruments' content of interest. The questionnaire of this research was checked for its validity in three specific areas, which were completeness of the content, clarity of the questions and correct grammatical structure.

Committee of Expert Judges

Prior to the main survey, the questionnaire in Thai was submitted to a committee of judges, along with the original questionnaire version of the instrument in English. The committee members from the Stamford International University possessed both qualifications and significant practical work experience in the area of Marketing Management, as well as speaking English language fluently. Primarily, three experts with the above characteristics were invited to form the committee to collaborate effectively and to analyze the construct validity that is considered by the Item Objective Congruence Index (IOC) and calculate the use Internal Consistency (IC) by the questions and the main points made by Rovinelli and Hambleton (1977).

For carrying out the evaluation and sending the suggested modification, each judge was advised to point out discrepancies, doubts and suggestions for the items in the questionnaire, considering the two sections suggested by the researcher: personal attitude and decision-making about product attributes to buy a Toyota Car. All the committee members accepted to participate in the research, returned the material, completed, in time for the research to be concluded.

The following steps were taken to carry out the process:

- Sending information relevant to the questions to each judge.
- The researcher collected the information, and each judge submitted a new version of the instrument, with his/her suggested revision in order to be better visualized and understood; the relevancy of the recommendations and their application for each item were evaluated.
- The researcher will use Internal Consistency (IC) ranges between zero and one; “0 = Disagree” and “1 = Agree” which evaluates the judges’ agreement concerning the representativeness of a measurement in relation to the content studied.

For calculating the IC, the following formula was used:

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

IC = Internal Consistency

$\sum R$ = Number of items evaluated by judge

N = Total of judges

A commonly accepted rule for describing Internal Consistency (IC) is as follows:

| Value | IC |
|-------------|-----------|
| 0.90 – 1.00 | Excellent |
| 0.70 – 0.89 | Good |
| 0.50 – 0.69 | Fair |
| 0.00 – 0.49 | Poor |

Regarding evaluation of the questionnaire, the instrument was considered appropriate for men and women, and addresses the principal topics referring to factors influencing Purchasing Decision towards Toyota cars in Bangkok, as all three judges agreed that these items are sufficient. The judges' responses were organized into summary Tables 3.3 for there accept rate.

Table 3.3: Content Validity Index in the evaluation of Factors Influencing Purchasing Decision Towards Toyota Cars in Bangkok

| Question No. | Question | Judge 1 | | Judge 2 | | Judge 3 | | $\sum R$ | $IC = \frac{\sum R}{N}$ | Result |
|--------------|--|---------|---|---------|---|---------|---|----------|-------------------------|-----------|
| | | 0 | 1 | 0 | 1 | 0 | 1 | | | |
| | | | | | | | | | | |
| 1. | I will buy a Toyota Car I think the product has a reasonable price when compared to Quality. | | √ | | √ | | √ | 3 | 1.0 | Excellent |
| 2. | Lower prices than other Automobile brands influences my purchasing decision. | √ | | | √ | | √ | 2 | 0.7 | Good |
| 3. | I can also avail finance facility at lower interest rates when buying a Toyota Car. | | √ | | √ | | √ | 3 | 1.0 | Excellent |
| 4. | Buying a well-known car makes me feel rewarding. | | √ | √ | | | √ | 2 | 0.7 | Good |
| 5. | I will buy only Toyota Car and not other Cars | | √ | | √ | | √ | 3 | 1.0 | Excellent |
| 6. | When I think about buying a Toyota car, I will choose the car that is most rewarding. | | √ | | √ | | √ | 3 | 1.0 | Excellent |
| 7. | When I buy a Toyota Car, it makes me feel important. | | √ | | √ | | √ | 3 | 1.0 | Excellent |

| Question No. | Question | Judge 1 | | Judge 2 | | Judge 3 | | $\sum R$ | $IC = \frac{\sum R}{N}$ | Result |
|--------------|---|---------|---|---------|---|---------|---|----------|-------------------------|-----------|
| | | 0 | 1 | 0 | 1 | 0 | 1 | | | |
| | | | | | | | | | | |
| 8. | I am happy to buy a Toyota Car because it is of better quality and lasts longer than the other brands | | √ | | √ | | √ | 3 | 1.0 | Excellent |
| 9. | I am willing to pay extra for the Superior models rather than the Standard models. | √ | | | √ | | √ | 2 | 0.7 | Good |
| 10. | I would like to take a test drive before buying the Toyota Car. | | √ | | √ | | √ | 3 | 1.0 | Excellent |
| 11. | When it comes to choosing a car in terms of quality 'Toyota' is the first name that comes to my mind. | √ | | | √ | | √ | 2 | 0.7 | Good |
| 12. | Toyota cars are more attractive than other cars. | | √ | | √ | | √ | 2 | 0.7 | Good |
| 13. | Buying a Toyota car makes me feel as an attractive person. | √ | | | √ | | √ | 2 | 0.7 | Good |
| 14. | Toyota cars are of more value than other cars. | | √ | | √ | | √ | 3 | 1.0 | Excellent |
| 15. | Toyota cars are of more value than other cars. | | √ | | √ | | √ | 3 | 1.0 | Excellent |
| 16. | Toyota also provides me more services after I buy the car. | | √ | | √ | | √ | 3 | 1.0 | Excellent |
| 17. | Toyota cars have much value if I decide to sell it. | | √ | | √ | | √ | 3 | 1.0 | Excellent |

| | | | | | | | |
|-----|---|---|---|---|---|-----|-----------|
| 18. | I explore the after sales value of the Toyota Car. | √ | √ | √ | 3 | 1.0 | Excellent |
| 19. | I realize and understand that buying a Toyota would provide me more benefits in the future. | √ | √ | √ | 2 | 0.7 | Good |
| 20. | I search and gather product information to be aware of before making the purchase. | √ | √ | √ | 3 | 1.0 | Excellent |
| 21. | I search information related to other automobile brands. | √ | √ | √ | 2 | 0.7 | Good |
| 22. | I gather proper information regarding each car to evaluate which one is the best before making a decision to buy. | √ | √ | √ | 2 | 0.7 | Good |
| 23. | I compare the quality of each car in order to get the best suitable car. | √ | √ | √ | 2 | 0.7 | Good |
| 24. | I buy the car immediately after the purchasing decision process is finished. | √ | √ | √ | 3 | 1.0 | Excellent |
| 25. | If I feel satisfied with the quality of the car that I buy, I will consider keeping it for a longer period of time. | √ | √ | √ | 3 | 1.0 | Excellent |

(3) The measurement of the reliability described as follows:

3.3.2 Instrument Reliability

Reliability concerns the degree to which the findings of the research are dependable. It can be considered in terms of internal reliability, i.e. the internal consistency of the data, i.e. the stability of the measure. In order to find out the reliability of the questionnaire, reliability analysis was performed to test groups of consistency questions. The reliability analysis procedure calculates a number of generally used measures of scaled reliability and also provides information about the relationship between individual items in the scales.

The pilot test is the use of a questionnaire on a trial basis in a small pilot study to examine how reliable and valid the questionnaire is. In order to conduct the pilot test, the number of respondents should be in the range from 25 to 50 samples. Thus, the questionnaires were distributed to 30 random respondents in the Bangkapi District area in order to test the understanding of the correct wording and sequences of the questions. In this research, the Cronbach's alpha calculation formula was applied in order to check if the items that were created to measure the construct could be used in a real-life research situation.

Pilot Test

The self-administered questionnaires, which measured "Factors Influencing Purchasing Decision Towards Toyota Cars in Bangkok" were distributed to 30 random respondents in the Bangkapi District area. These 30 respondents were the pilot test of the research. The calculation of Cronbrach's alpha was used to measure the internal

consistency reliability of the research instrument.

Table 3.4: Reliability Testing: Item-Total Statistics

| Question Items | Cronbach's Alpha if Item Deleted |
|---|----------------------------------|
| I will buy a Toyota Car I think the product has a reasonable price when compared to Quality. | .857 |
| Lower prices than other Automobile brands influences my purchasing decision. | .855 |
| I can also avail finance facility at lower interest rates when buying a Toyota Car. | .855 |
| Buying a well-known car makes me feel rewarding. | .857 |
| I will buy only Toyota Car and not other Cars | .856 |
| When I think about buying a Toyota car, I will choose the car that is most rewarding. | .856 |
| When I buy a Toyota Car, it makes me feel important. | .854 |
| I am happy to buy a Toyota Car because it is of better quality and lasts longer than the other brands | .854 |
| I am willing to pay extra for the Superior models rather than the Standard models. | .855 |
| I would like to take a test drive before buying the Toyota Car. | .856 |

| | |
|---|------|
| When it comes to choosing a car in terms of quality 'Toyota' is the first name that comes to my mind. | .857 |
| Toyota cars are more attractive than other cars. | .855 |
| Toyota also provides me more services after I buy the car. | .863 |
| Toyota cars have much value if I decide to sell it. | .853 |
| I explore the after sales value of the Toyota Car. | .856 |
| I realize and understand that buying a Toyota would provide me more benefits in the future. | .859 |
| I search and gather product information to be aware of before making the purchase. | .855 |
| I search information related to other automobile brands. | .853 |
| I gather proper information regarding each car to evaluate which one is the best before making a decision to buy. | .860 |
| I compare the quality of each car in order to get the best suitable car. | .855 |
| I buy the car immediately after the purchasing decision process is finished. | .856 |
| If I feel satisfied with the quality of the car that I buy, I will consider keeping it for a longer period of time. | .859 |

According to averages of pre-test achievement scores from 30 responders, the results of using Cronbach's alpha method for all questions were .858. To summarize, the survey results had a high reliability of variables because the number was nearly near to 1.00. Thus, the questionnaire proved to be suitable to be used for all 400 respondents in the research project.

Table 3.5: Reliability Statistics: Cronbach's alpha

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|-------------------------|---|-------------------|
| .858 | .858 | 25 |

3.4 Data Collection

Data collection for the study of "Factors influencing buying decision towards Toyota Cars in Bangkok" used a survey method that included learning from other related researches and theories. Therefore, data collection was done in two types, as provided below:

3.4.1 Primary data collection

When the researcher collected the information data by using questionnaires were according to the sample selected in Bangkapi District, Bangkok Province. Bangkapi District was found to be a very suitable area where the researcher could undertake the survey because of the residential areas nearby and many automobile dealers, in petrol stations and parking lots of department stores. In the beginning of the questionnaire, the researcher provided a detailed explanation to the respondents about this study.

3.4.2 Secondary data collection

Which shows second hand information, and which has already been collected. So in the specific study of “Factors influencing buying decision towards Toyota Cars in Bangkok” the information data such as newspapers, magazines, books, the Internet websites, other MBA and PhD theses, and independent studies were also used.

3.5 Data Analysis

After collecting the filled up questionnaires, coding the approach and statistical software was used to scrutinize the data. The data from the questionnaires was entered into the Statistical Software computer program and then verified. Finally the data was analyzed as descriptive statistics.

The data analysis in this research was classified in four separate parts, which were mentioned in the Research Instrument section are as follows:

Part I: Screening Questions**Part II: Behavior towards buying a Toyota Car.****Part III: The importance of factors on decision-making.**

The scores which responded which responded in each questionnaire would be the consequence determined by which range of scores it belonged to. The result will show up the importance of each factor, which influences consumers towards buying Toyota Cars in Bangkok.

Part IV: The importance of purchasing decision.

Frequency, Percentages, Means and standard deviation were applied to describe the importance of purchasing decision made by consumers towards Toyota Cars in Bangkok.

This chapter has presented the details of the methodology used in this research. The description of the questionnaire development, research samples and the reasons for selecting the locations were explained.

Data collection of four hundred questionnaires were collected that took approximately three months was explained. Pre testing of questionnaires with an acceptable value reliable score of 0.858 was explained. Research hypothesis were developed and the data analysis was taken using Statistical Software. The research findings will be explained in Chapter 4.

CHAPTER 4

RESEARCH FINDINGS

This chapter will present the data analysis of “Factors Influencing Purchasing Decisions towards Toyota Cars in Bangkapi District”. There were 400 questionnaires collected in this research study, along with 400 samples were accepted as being valid. The researcher presented the revealed data in the form of several tables by arranging data into three parts, as follows:

- 4.1 Descriptive statistical analysis of demographic profiles.
- 4.2 Descriptive statistical analysis of consumer’s behavior.
- 4.3 Descriptive statistical analysis of the factors influencing purchasing decisions.
- 4.4 Descriptive statistical analysis of purchasing decision.
- 4.5 Hypothesis testing - the multiple regressions analysis was applied to examine the predictive relationship between price, brand, quality, attractiveness of the product and after sales value that influences consumer purchasing decision.

4.1 Descriptive Statistical Analysis of Demographic Profiles

This section is the summary description of respondents’ profile in terms of demographics by using frequency and percentage distribution to describe the data. The details were as follows:

4.1.1 Demographic Profiles

The first part of questionnaire elicited demographic profiles in terms of gender, age, marital status, education level, monthly income, and occupation. The details were as follows:

Table 4.1: Demographic Characteristics of the Respondents (N =400)

| Demographic Profile | Frequency (N = 100) | Percentage (%) |
|---------------------------------------|------------------------|-------------------|
| <i>Gender</i> | | |
| Male | 217 | 54.3 |
| Female | 183 | 45.7 |
| <i>Age</i> | | |
| 18 – 21 years | 46 | 11.5 |
| 22 – 25 years | 99 | 24.7 |
| 26 – 30 years | 113 | 28.3 |
| 31 – 40 years | 118 | 29.5 |
| More than 40 years old | 24 | 6.0 |
| <i>Marital Status</i> | | |
| Single | 265 | 66.3 |
| Married | 122 | 30.4 |
| Divorced/ Separated | 13 | 3.3 |
| <i>Highest Education Achieved</i> | | |
| High school | 53 | 13.3 |
| College | 54 | 13.4 |
| Bachelor's degree | 118 | 47.0 |
| Master's degree | 64 | 16.0 |
| Doctoral degree | 41 | 10.3 |

| <i>Monthly Income</i> | | |
|------------------------------|------------|--------------|
| Less than 15,000 Bath | 33 | 8.3 |
| 15,001 to 25,000 Bath | 94 | 23.5 |
| 25,001 to 40,000 Bath | 166 | 41.5 |
| More than 40,000 Bath | 107 | 26.7 |
| <i>Occupation</i> | | |
| Professional | 56 | 14.0 |
| Student | 75 | 18.7 |
| Office Worker | 147 | 36.7 |
| Business owner/ Entrepreneur | 68 | 17.0 |
| Government Service | 29 | 7.3 |
| Unemployed | 17 | 4.3 |
| Freeland | 8 | 2.0 |
| Total | 400 | 100.0 |

Source: *Self-illustration*

Demographic Profile – Gender

According to the result in Table 4.1, the number of male respondents was 217 responses or 54.3% and the number of female respondents was 183 or 45.7%. Based on the graph, the majority gender among the respondents was male.

Demographic Profile – Age

From the total of 400 respondents, 118 people or 29.5% were in the range of 31 – 40 years old that represented the majority of adult age. The second majority of respondents were 113 people, or 28.3% in the range of 26–30 years old. The third

majority of respondents were 99 people, or 24.7% in the range of 22 – 25 years old, and the fourth majority of respondents were 46 people, or 11.5% in the range of 18 – 21 years old.

Demographic Profile – Marital Status

The marital status of the respondents was as follows: 265 respondents or 66.3% were single, 122 respondents or 30.4% were married, 13 respondents or 3.3% were divorced or separated. The finding indicated that the majority group of respondents was in the single status, while the minority group was in the divorced/separated status.

Demographic Profile – Education Level

The highest education level was divided into five levels, which were divided into High school or equivalent, College, Bachelor's degree, Master's degree or Higher. From the questionnaire survey data, the majority of education attainment group was Bachelor's degree with 118 respondents, which are 47.0%. The second group was Master's degree and College with 64 and 54 respondents, which was 16.0% and 13.4%, while the remaining 41 and 53 respondents were Doctoral degree and High school level.

Demographic Profile – Monthly Income

According to the result in the Table 4.1, show that the monthly income of the largest group of respondents is the range of 20,001 – 30,000 Bath (41.5% or 166 people). The respondents in the second largest income bracket have income of more than 30,000 Bath per month (26.7% or 107 people). The third largest income group has income from

5,000 – 20,000 Bath per month (23.5% or 94 people). The smallest income group is those making less than 5,000 Bath per month (8.3% or 33 people). Another way to look at this is that 273 respondents or 68.25% earn over 20,000 Bath per month.

Demographic Profile – Occupation

The results of Table 4.1 show that the occupations in the largest group of respondents are office worker (36.7% or 147 people). The second largest group are student (18.7% or 75 people); and the third largest group are business owner/ proprietor (17.0% or 68 people). 14.0% of the respondents or 56 people are professional. Respondents who are government service numbered 29 or 7.3% and 17 people or 4.3% are unemployed. A small majority is freelance (2.0% or 8 people).

In order to make it easy to identify the perceptions of respondents on Factors Influencing Purchasing Decisions, this research used the average weight means to categorize and rate the level of descriptive rating into five levels as follows:

Table 4.2: *Level of Descriptive Rating*

| Descriptive Rating | Average weight mean |
|---------------------------|----------------------------|
| Strongly disagree | 1.00 – 1.79 |
| Disagree | 1.80 – 2.59 |
| Neutral | 2.60 – 3.39 |
| Agree | 3.40 – 4.19 |
| Strongly agree | 4.20 – 5.00 |

4.2 Descriptive statistical analysis of consumer's behavior

The second part of questionnaire composed of 3 items used to describe respondent's personal outlook about Toyota Cars. The details were as follows:

Table 4.3: Frequency and Percentage of consumers towards the outlook for Toyota Cars

| Which Toyota Car do you own? | Frequency (f) | Percent (%) |
|------------------------------|---------------|-------------|
| Altis | 130 | 32.5 |
| Vios | 119 | 29.75 |
| Yaris | 20 | 5 |
| Prius | 4 | 1 |
| Camary | 4 | 1 |
| Vigo | 3 | 0.75 |
| Hi - Ace | 25 | 6.25 |
| Alphard | 19 | 4.75 |
| Innova | 12 | 3 |
| Fortuner | 20 | 5 |
| Others | 44 | 11 |
| Total | 400 | 100 |

As shown in Table 4.3, Altis and Vios models of the Toyota were the first choices of the respondents with percentages of 32.5 and 29.75 respectively whereas Prius, Camary and Vigo were the least choices among respondents with just 1 each Prius and Camary and 0.75% for Vigo.

Table 4.4: Frequency and Percentage of consumers towards driving their cars

| How Often do you drive your car? | Frequency (f) | Percent (%) |
|---|----------------------|--------------------|
| Everyday | 268 | 67 |
| Alternate Days | 25 | 6.25 |
| Once a Week | 29 | 7.25 |
| Depends | 78 | 19.5 |
| Total | 400 | 100 |

As shown in Table 4.4, Majority of the respondents i.e 67% of the total Sample population in Bangkapi District of Bangkok drives their cars every day.

Table 4.5: Frequency and Percentage of consumers driving their cars to

| Where do you often drive to in your car? | Frequency (f) | Percent (%) |
|--|---------------|-------------|
| Work | 326 | 81.5 |
| College/ University | 31 | 7.75 |
| Shopping with Family | 29 | 7.25 |
| Recreation | 14 | 3.5 |
| Total | 400 | 100 |

As shown in Table 4.5, Majority of the respondents i.e. 81.5 % of the total Sample population in Bangkok District of Bangkok drives their cars to work every day. Second comes the College and University goers with 7.75% which is followed by Shopping with Family at 7.25% and Recreation activities at 3.5%.

4.3 Descriptive statistical analysis of the factors influencing purchasing decisions

This part shows the respondent's importance of the factors that have an impact on the purchasing decisions towards Toyota Cars using the aspects of Price, Brand, Quality, Attractiveness of the Product and After Sales Value of the Car. This part was analyzed by mean and standard deviation for descriptive analysis.

Table 4.6: Mean Standard Deviation (SD) and the level of important factors that influence buying decisions towards Toyota cars in Bangkok

| What are your opinions towards Product Attributes? | Mean | S.D | Level of importance |
|---|-------------|--------------|----------------------------|
| Price | 4.76 | 0.318 | Very High |
| Brand | 4.76 | 0.246 | Very High |
| Quality | 4.60 | 0.319 | Very High |
| Attractiveness of the Product | 4.37 | 0.398 | Very High |
| After Sales Value | 4.48 | 0.329 | Very High |
| Total | 4.58 | 0.298 | Very High |

As shown in Table 4.6, the general points of the view of the respondents had in their perception was that of Price, Brand, Quality, Attractiveness of the Product and After Sales Value are all of high importance to influence them to purchase a Toyota Car.

The average is equal to 4.58. When considering each factor, the researcher found that Price and Brand factors had the highest mean score, equal to 4.76, followed by Quality for 4.60. Other aspects such as Attractiveness of the product and After sales value also had very high level of importance, with means of 4.37 and 4.48 respectively.

Table 4.7: Mean Standard Deviations (SD) and Level of importance towards the price factor

| Price | Mean | S.D | Level of Importance |
|--|-------------|--------------|----------------------------|
| 1. I will buy a Toyota Car I think the product has a reasonable price when compared to Quality | 4.83 | 0.376 | Very High |
| 2. Lower prices than other Automobile brands influences my purchasing decision. | 4.75 | 0.434 | Very High |
| 3. I can also avail finance facility at lower interest rates when buying a Toyota Car | 4.71 | 0.454 | Very High |
| Total | 4.76 | 0.318 | Very High |

Descriptive Statistics was used to calculate the means and Standard Deviation for three elements of price factors that influence purchasing decisions. As shown in Table 4.7, the results show the respondent's perception towards the important level from overall price factor was very high with a mean of 4.76 and Standard Deviation of 0.318.

- 1) The respondents perceived the reasonable price with quality in very high important level with a mean of 4.83 and Standard Deviation of 0.376.
- 2) The respondents perceived lower prices with comparison to other Automobile Brands in very high important level with a mean of 4.75 and Standard Deviation of 0.434.

- 3) The respondents perceived availing finance facilities at lower interest rates when buying a Toyota car in very high important level with a mean of 4.71 and Standard Deviation of 0.454.

Table 4.8: Mean and Standard Deviation and the level of importance towards Brand Factor

| Brand | Mean | S.D | Level of Importance |
|--|-------------|--------------|----------------------------|
| 1. Buying a well-known car makes me feel rewarding. | 4.83 | 0.376 | Very High |
| 2. I will buy only Toyota Car and no other Cars | 4.70 | 0.459 | Very High |
| 3. When I think about buying a Toyota car, I will choose the car that is most rewarding. | 4.81 | 0.393 | Very High |
| 4. When I buy a Toyota Car, it makes me feel important. | 4.69 | 0.463 | Very High |
| Total | 4.76 | 0.246 | Very High |

Descriptive Statistics was used to calculate the Mean and Standard Deviation for four elements of brand factors that influence purchasing decisions. As shown in Table 4.8, the respondents overall perception towards the level of Brands is very high with average mean of 4.76 and standard deviation of 0.246

- 1) The respondents feel rewarding to the fact that they are buying a well-known car with a mean of 4.83 and Standard Deviation of 0.376
- 2) The respondents also feel very highly inclined towards the fact that owning a Toyota is their first choice with a mean of 4.70 and Standard deviation of 0.459.
- 3) The respondents choose to go for the car that promises to be rewarding with a mean of 4.81 and Standard deviation of 0.463
- 4) The respondents when thinks of buying a Toyota Car, makes them feel important with a mean of 4.76 and Standard deviation of 0.246.

Table 4.9: Mean and Standard Deviation and the level of importance towards Quality

Factor

| Quality | Mean | S.D | Level of Importance |
|---|-------------|--------------|---------------------|
| 1. I am happy to buy a Toyota Car because it is of better quality and lasts longer than the other brands. | 4.56 | 0.497 | Very High |
| 2. I am willing to pay extra for the Superior models rather than the Standard models | 4.63 | 0.483 | Very High |
| 3. I would like to take a test drive before buying the Toyota Car. | 4.62 | 0.486 | Very High |
| 4. When it comes to choosing a car in terms of quality 'Toyota' is the first name that comes to my mind. | 4.59 | 0.492 | Very High |
| Total | 4.60 | 0.319 | Very High |

Descriptive Analysis was used to calculate the means and standard deviation for four elements of quality factors that influence purchasing decisions. As shown in Table 4.9, it could be summarized that the respondents perceived the quality in the very high important level. This mean was equal to 4.60 and Standard Deviation was equal to 0.319.

- 1) The respondents were very happy to buy a Toyota Car because of its better quality and lasts longer than other brands with a mean of 4.56 and Standard Deviation of 0.497 with a very high level of importance.

- 2) The respondents were willing to pay extra for the Superior models rather than the Standard models with a mean of 4.63 and standard deviation of 0.483
- 3) The respondents also wanted to take a test drive of the Toyota Car so that they are overall satisfied with the quality in which mean is 4.62 and Standard Deviation is 0.486
- 4) The respondents were inclined towards Toyota when it comes to choosing a car in terms of quality and 'Toyota' is the first name that comes to their mind with a mean of 4.59 and Standard deviation of 0.492.

Table 4.10: Mean and Standard Deviation and the level of importance towards Attractiveness of the Product

| Attractiveness of the product | Mean | SD | Level of Importance |
|---|-------------|--------------|----------------------------|
| 1. Toyota cars are more attractive than other cars | 4.63 | 0.483 | Very High |
| 2. Buying a Toyota car makes me feel as an attractive person. | 4.11 | 0.313 | High |
| Total | 4.37 | 0.398 | Very High |

Descriptive Statistics was used to calculate the mean and standard deviation for two elements of the factors that affect Attractiveness of the Product As shown above in the table 4.10, majority of the respondents had the following views

- 1) Toyota Cars are more attractive than other cars with a mean of 4.63 and standard deviation of 0.483
- 2) Buying a Toyota Car made them feel more attractive as a person with mean of 4.11 and Standard Deviation of 0.313

In conclusion to Attractiveness of the product, the average was equal to 4.37 with Standard Deviation of 0.398

Table 4.11: Mean and Standard Deviation and the level of importance towards After Sales Value of the Car

| After Sales Value | Mean | S.D | Level of Importance |
|--|-------------|--------------|---------------------|
| 1. Toyota cars are of more value than other cars . | 4.49 | 0.501 | Very High |
| 2. Toyota also provides me more services after I buy the car | 4.42 | 0.494 | Very High |
| 3. Toyota cars has much value if I decide to sell it. | 4.53 | 0.550 | Very High |
| Total | 4.48 | 0.329 | Very High |

Descriptive Analysis was used to calculate the means and Standard deviation for elements of After sales Value of the Toyota Car. As shown in Table 4.11

- 1) Respondents felt Toyota Cars are of more value than other cars with a mean of 4.49 and Standard Deviation of 0.501 with very high level of importance.
- 2) Respondents also felt that Toyota provides more services even after the car is sold with a mean of 4.42 and standard Deviation of 0.494
- 3) Respondents seemed to highly agree with the fact that if a Toyota Car is being sold it has more value compared to others with a mean of 4.53 and Standard Deviation of 0.329

The overall statistics showed that importance of After sales value in Toyota cars was highly placed with a mean of 4.38 and Standard Deviation of 0.371

4.4 Descriptive statistical analysis of purchasing decision.

Table 4.12: Mean, Standard Deviation (SD) and Level of importance towards purchasing decision

| Decision Making | Mean | SD | Level of Importance |
|--|-------------|--------------|---------------------|
| 1. I explore the after sales value of the Toyota Car. | 4.59 | 0.492 | Very High |
| 2. I realize and understand that buying a Toyota would provide me more benefits in the future. | 4.31 | 0.463 | Very High |
| 3. I search and gather product information to be aware of before making the purchase. | 4.15 | 0.358 | Very High |
| 4. I search information related to other automobile brands. | 4.12 | 0.325 | High |
| 5. I gather proper information regarding each car to evaluate which one is the best before making a decision to buy. | 4.2 | 0.401 | High |
| 6. I compare the quality of each car in order to get the best suitable car. | 4.1 | 0.3 | High |
| 7. I buy the car immediately after the purchasing decision process is finished. | 4.16 | 0.367 | High |
| 8. If I feel satisfied with the quality of the car that I buy, I will consider keeping it for a longer period of time. | 4.19 | 0.393 | High |
| Total | 4.22 | 0.387 | High |

As shown in Table 4.12, it could be concluded that Decision Making is in High level. The total average is equal to 4.22 with Standard Deviation of 0.387

- 1) The majority of the respondents always explore the after sales value of the Toyota Car with a mean of 4.59 and Standard Deviation of 0.492
- 2) At Second, respondents realize and understand that buying a Toyota would provide them more benefits in the future with Mean of 4.31 and Standard Deviation of 0.463.
- 3) Thirdly, respondents search and gather product information to be aware of before making the purchase with a mean of 4.15 and Standard Deviation of 0.358
- 4) Fourthly, respondents search for information related to other automobile brands which is of high importance with mean of 4.12 and Standard deviation of 0.325
- 5) At the fifth, respondents gather proper information regarding each car to evaluate which one is the best before making a decision to buy, which is of high importance with mean of 4.2 and Standard deviation of 0.401
- 6) At the sixth, respondents compare the quality of each car in order to get the best suitable car with mean of 4.1 and Standard Deviation of 0.3
- 7) In the seventh, respondents buy the car immediately after the purchasing decision process is finished. Mean is 4.16 Standard Deviation is 0.367
- 8) Lastly, respondents feel that if they are satisfied with the quality of the car that they buy; they will consider keeping it for a longer period of time. Mean are 4.19, Standard Deviation is 0.393

4.5 Hypothesis Testing

The multiple regressions analysis was applied to examine the predictive relationship between independent variables consisting of Price, Brand, Quality, Attractiveness of the product and After Sales Value which influences consumers purchasing decision. The results of a multiple regression analysis were used to evaluate the strength of the proposed relationship

Table 4.13: Multiple Regression Result

| Dependent Variables: Customers' purchasing decisions towards a Toyota Car | B | Standard Error | β | t | p-value |
|--|----------|---------------------------|---------------------------|----------|----------------|
| (Constant) | 1.285 | 0.345 | | 3.721 | 0 |
| $R^2 = 0.545$, Adjusted $R^2 = 0.537$, $F = 67.063$, $p\text{-value} = 0$, Durbin-Watson = 1.655 | | | | | |

Statistical Significance $\alpha = 0.05$

As Table 4.13, based on statistically significant with 95% confidence, the regression was statistically significant ($F = 67.063$, $p\text{-value} = 0$). The independent variables of Price, Brand, Quality, Attractiveness of the Product and After Sales Value impacted on dependent variables on consumers purchase decision towards Toyota Cars.

Table 4.14: Multiple regression of the price factor

H1A: There is no significance between price and purchase of Toyota Cars amongst consumers.

| Dependent Variables: Customers' purchasing decisions towards a Toyota Car | B | Standard Error | β | t | p-value |
|--|----------|-----------------------|---------------------------|----------|----------------|
| (Constant) | 1.285 | 0.345 | | 3.72 | 0 |
| Price | -0.149 | 0.04 | -0.182 | -3.67 | 0 |

Statistical Significance $\alpha = 0.05$

As the table 4.14 which were calculated to 53.7% (Adjusted $R^2=0.537$) the result showed that price (p-value = 0.00), means that price factor has some significance on the purchasing decisions made towards Toyota cars.

Table 4.15: Multiple regression of the brand factor

H2A: There is no significance between brand and purchase of Toyota Cars amongst consumers.

| Dependent Variables: Customers' purchasing decisions towards a Toyota Car | B | Standard Error | β | t | p-value |
|--|----------|-----------------------|---------------------------|----------|----------------|
| (Constant) | 1.285 | 0.345 | | 3.72 | 0 |
| Brand | 0.089 | 0.044 | 0.084 | 2.03 | 0.043 |

Statistical Significance $\alpha = 0.05$

As the table 4.15 which were calculated to 53.7% (Adjusted $R^2=0.537$) the result showed that brand (p-value = 0.043), means that brand factor has some significance on the purchasing decisions made towards Toyota cars.

Table 4.16: Multiple regression of the quality factor

H3A: There is no significance between quality and purchase of Toyota Cars amongst consumers.

| Dependent Variables: Customers' purchasing decisions towards a Toyota Car | B | Standard Error | β | t | p-value |
|--|----------|-----------------------|---------------------------|----------|----------------|
| (Constant) | 1.285 | 0.345 | | 3.72 | 0 |
| Quality | 0.088 | 0.051 | 0.108 | 1.73 | 0.084 |

Statistical Significance $\alpha = 0.05$

As the table 4.16 which were calculated to 53.7% (Adjusted $R^2=0.537$) The result showed that quality (p-value = 0.084), means that quality factor has no significance on the purchasing decisions made towards Toyota cars.

Table 4.17: Multiple regression of the Attractiveness of Product factor

H4A: There is no significance between Attractiveness of Product and purchase of Toyota Cars amongst consumers.

| Dependent Variables: Customers' purchasing decisions towards a Toyota Car | B | Standard Error | β | t | p-value |
|--|----------|-----------------------|---------------------------|----------|----------------|
| (Constant) | 1.285 | 0.345 | | 3.72 | 0 |
| Attractiveness of the product | 0.038 | 0.038 | 0.483 | 9.89 | 0.000 |

Statistical Significance $\alpha = 0.05$

As the table 4.17 which were calculated to 53.7% (Adjusted $R^2=0.537$)

The result showed that attractiveness of the product (p-value = 0.000), means that the factor has some significance on the purchasing decisions made towards Toyota cars.

Table 4.18: Multiple regression of the After Sales Value factor

H5A: There is no significance between After Sales Value and purchase of Toyota Cars amongst consumers.

| Dependent Variables: Customers' purchasing decisions towards a Toyota Car | B | Standard Error | β | t | p-value |
|--|----------|-----------------------|---------------------------|----------|----------------|
| (Constant) | 1.285 | 0.345 | | 3.72 | 0 |
| After Sales Value | -0.011 | 0.037 | -0.016 | -0.3 | 0.762 |

Statistical Significance $\alpha = 0.05$

As the table 4.18 which were calculated to 53.7% (Adjusted $R^2=0.537$)

The result showed that After Sales Value (p-value = 0.762), means that After Sales Value factor has no significance on the purchasing decisions made towards Toyota cars.

In conclusion the price factor had a significant negative value on the purchasing decisions that are made towards Toyota Cars ($\beta = -0.182$), while brand factor had a significant positive value on the purchasing decisions of Toyota cars ($\beta = -0.084$). However, quality factor had no significance on the purchasing decisions made towards Toyota cars ($\beta = -0.108$). Attractiveness of the product ($\beta = -0.483$) had positive significance on purchasing decisions of Toyota Cars. Surprisingly, After Sales Value factor ($\beta = -0.016$) also had no significance on the purchasing decisions made towards Toyota cars.

4.5.1 Results of The Hypothesis Testing

| Factors affecting Purchasing Decisions | Hypothesis Statement | Test Results |
|---|--|--------------------------------|
| Price | <p>H1A: There is no significance between price and purchase of Toyota Cars amongst consumers.</p> <p>❖ There is some significance between price and purchasing decisions of a Toyota car. In terms of price, they have affected consumers purchasing decisions.</p> | Rejected hypothesis H1A |

| | | |
|---|--|---|
| <p style="text-align: center;">Brand</p> | <p>H2A: There is no significance between brands and purchase of Toyota Cars amongst consumers.</p> <ul style="list-style-type: none"> ❖ There is some significance brand factor has some significance on the purchasing decisions made towards Toyota cars, which makes consumers go for Toyota cars | <p style="text-align: center;">Rejected hypothesis H2A</p> |
| <p style="text-align: center;">Quality</p> | <p>H3A: There is no significance between quality and purchase of Toyota Cars amongst consumers.</p> <ul style="list-style-type: none"> ❖ The dependent variable of quality factor has no significance on the purchasing decisions made towards Toyota cars | <p style="text-align: center;">Accepted hypothesis H3A</p> |
| <p style="text-align: center;">Attractiveness of the Product</p> | <p>H4A: There is no significance between attractiveness and purchase of Toyota Cars amongst consumers.</p> <ul style="list-style-type: none"> ❖ The result showed that attractiveness of the product (p-value = 0.000), factor has some significance on the purchasing decisions made towards Toyota cars. | <p style="text-align: center;">Rejected Hypothesis H4A</p> |
| <p style="text-align: center;">After Sales Value</p> | <p>H5A: There is no significance between After Sales Value and purchase of Toyota Cars amongst consumers.</p> <ul style="list-style-type: none"> ❖ The hypothesis result showed that After Sales Value has no significance on the purchasing decisions made towards Toyota cars. | <p style="text-align: center;">Accepted hypothesis H5A</p> |

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

After interpretation and generalization of the statistical results in Chapter 4 it would be better for the readers to have more convenience and clear understanding of this research by going through this final chapter. This chapter consists of four sections:

- 5.1 Conclusions
- 5.2 Summary of the finding
- 5.3 Discussion of Major findings
- 5.4 Recommendations for future research

5.1 Conclusions

The purpose of this study was to analyze the factors that influence the purchasing decisions towards Toyota Cars in Bangkok. The conceptual framework of this study included the factors that relates product attributes and after sales value of the product.

The study was undertaken using a questionnaire as a tool. Four hundred respondents were people from Toyota Car owners in Bangkok District in Bangkok, who were aged above 18 years old. The study used a simple random sampling group data which was statistically delineated through frequency and percentage. The mean and multiple regressions were used to test various hypotheses.

According to the result, in the first part, the sampling group was Toyota Car owners in Bangkok District in Bangkok. The respondents were all in the age group of above 18 years. Most of the respondents also had an average income of 25,000 to 40,000 Baht per month with majority of the sample population having at least a Bachelors degree and work in companies.

In the second part, consumer behavior towards their outlook towards Toyota Cars and frequency of driving cars and their use in which most consumers preferred the Altis and Vios models of Toyota at 32.5 and 29.75 respectively in which 67% of the people drove everyday on a regular basis most to work with a percentage of 81.5%.

In the third part, the study result of the important level on all factors (price, brand, quality, attractiveness of the product and after sales value) towards purchasing decision of Toyota Cars are discussed. The result showed all factors are on very high importance level. Especially in the Brand Level in which Toyota tops the perceptions of consumers worldwide (Best Global Automotive Brand, 2012, www.interbrand.com). Moreover, consumer perception towards Toyota Motor Cars in Thailand is quite strong as it has been in Thailand from the past 50 years and has been well established as a Thai brand rather than being known as a Japanese brand.

According to Hypothesis testing, the regression was applied to examine the predictive relationship between independent variables consisting of Price, Brand, Quality, Attractiveness of the Product and After sales Value and their significance on Purchase decision towards Toyota Cars in Bangkok at 95% confidence level.

5.2 Summary of the findings

According to the results, consumer behavior towards their outlook towards Toyota Cars showed that the independent variable factors of:

- ✧ Price had a significant negative value on the purchasing decisions that are made towards Toyota Cars ($\beta = -0.182$)
- ✧ Brand factor had a significant positive value on the purchasing decisions of Toyota cars ($\beta = -0.084$).
- ✧ Quality factor had no significance on the purchasing decisions made towards Toyota cars ($\beta = -0.108$).
- ✧ Attractiveness of the product ($\beta = -0.483$) had positive significance on purchasing decisions of Toyota Cars.
- ✧ After Sales Value factor ($\beta = -0.016$) also had no significance on the purchasing decisions made towards Toyota cars.

5.3 Discussion of Major findings

From this research project of the Factors Influencing Purchase Decisions towards Toyota cars in Bangkok in terms of consumer behavior, the factors of price, brand,

quality, attractiveness of the product and after sales value of the product. were found to affect the customers' purchasing decisions on buying a Toyota Car. In Bangkok

So, to confirm the research hypotheses that were presented in Chapter Two, because customers are interested with the product in terms of quality, performance and colors and they also care about the safety systems and facilities inside of the Toyota Car.

To support the whole study the theory of Michael R. Solomon was used in which Problem Recognition, Information Search, Evaluation of Alternatives, Product Choice and Outcome/Post Purchase

5.4 Recommendations for further study

Automotive Businesses

The researcher has provided recommendations on the study as detailed:

- 1) From the results of this research, it became apparent that price and brand are important factors that have influenced purchasing decisions towards Toyota cars. Therefore, other Automobile companies should also set the standards of Toyota as a benchmark especially in Thailand that would enhance them to focus on their products.
- 2) Automobile companies should take surveys based on Pre and Post purchase of their products, in order to determine what consumers need or require.
- 3) According to this research, Attractiveness of the Product has significance towards purchasing decisions so; in that case the Toyota Company may also consider a plan that may allow consumers to customize their cars based on

their needs. As, for the findings of the research shows that Price does not have significance in the purchasing decisions towards Toyota Cars.

Further Research

The researcher has provided the following as suggestions for further study:

- 1) For future study, the research can also be taken for a province and also for The Kingdom of Thailand. There may be different factors that can be of significance for purchasing decisions depending on the geographical entity.
- 2) Further research can also be conducted to compare Toyota and its competitors in Thailand.

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APPENDIX

“Factors influencing Purchasing Decision towards Toyota cars in Bangkok”

APPENDIX

TOYOTA CARS RESEARCH QUESTIONNAIRE

Instructions:

1. This questionnaire is part of a research project titled 'Factors influencing Purchasing Decision towards Toyota cars in Bangkok'. A student preparing for a Masters Degree of International Business Administration at Stamford International University, Bangkok Campus is conducting the research. The aim of this questionnaire is to put forward the factors that influence a consumer to buy a Toyota Car in Bangkok.

2. This questionnaire consists of four main parts:

- General Information
- Consumer Behavior for buying a Toyota car
- Consumer Attitudes
- Decision making

3. The information may be published as an academic paper and presentation. Your information will be kept completely confidential and your identity will not be disclosed to any third parties. Please give each applicable question your careful consideration.

Part 1: General Information

Please mark the appropriate choice with a [tick] check mark (√).

1. Do you own a Toyota Car?

- Yes No

2. Gender

- Male Female

3. Age

- 18-21 years old 22-25 years old
 25-30 years old 31-40 years old
 More than 40 years old

4. Marital status

- Single Married
 Divorced Other, please specify_____

5. Income

- Less than 15,000 Baht 15,000 to 25,000 Baht
 25,001-40,000 Baht More than 40,000 Baht

6. Level of education

- High school College
 Bachelors Degree Masters Degree
 Doctoral Degree Other, please specify_____

7. Occupation

- Professional (doctor, lawyer, engineer, professor, etc.)
- Student
- Office worker
- Business Owner/Proprietor
- Government Service (includes military, police)
- Unemployed
- Freelance
- Teacher
- Housewife
- Retired
- Other, please specify _____

Part 2: Consumer behavior for buying a Toyota car

The following statements describe your personal outlook about Toyota Cars.

Please read the question, and then, for each suitable statement, please select your answer.

1. Which Toyota car do you own?

- Altis Vios Yaris Prius Camary
- Vigo Hi-Ace Alphard Innova Fortuner
- Other, please specify _____

2. How often do you drive your car?

- Everyday Alternate Days Once a week Depends

3. Where do you often drive to in your car?

- Work College/University
 Shopping with family Recreation

Part 3: What are your opinions towards product attributes (price, Brand, Quality, Attractiveness of the product) in making decisions to buy a Toyota car?

The following statements describe your personal attitude about product attributes to buy a Toyota Car. Please read the question, and then, for each numbered statement, circle your level of agree or disagree with the statement. Selecting 3 means that you are uncertain.

| Price | | | | | |
|---|---------------------|---|---|-------------------|---|
| Question | Level of Evaluation | | | | |
| | Strongly Agree | | | Strongly Disagree | |
| 1. I will buy a Toyota Car I think the product has a reasonable price when compared to Quality. | 1 | 2 | 3 | 4 | 5 |
| 2. Lower prices than other Automobile brands influences my purchasing decision. | 1 | 2 | 3 | 4 | 5 |
| 3. I can also avail finance facility at lower interest rates when buying a Toyota Car. | 1 | 2 | 3 | 4 | 5 |

| Brand | | | | | |
|--|---------------------|---|---|-------------------|---|
| Question | Level of Evaluation | | | | |
| | Strongly Agree | | | Strongly Disagree | |
| 1. Buying a well-known car makes me feel rewarding. | 1 | 2 | 3 | 4 | 5 |
| 2. I will buy only Toyota Car and not other Cars | 1 | 2 | 3 | 4 | 5 |
| 3. When I think about buying a Toyota car, I will choose the car that is most rewarding. | 1 | 2 | 3 | 4 | 5 |
| 4. When I buy a Toyota Car, it makes me feel important. | 1 | 2 | 3 | 4 | 5 |

| Quality | | | | | |
|---|---------------------|---|---|-------------------|---|
| Question | Level of Evaluation | | | | |
| | Strongly Agree | | | Strongly Disagree | |
| 1. I am happy to buy a Toyota Car because it is of better quality and lasts longer than the other brands. | 1 | 2 | 3 | 4 | 5 |
| 2. I am willing to pay extra for the Superior models rather than the Standard models | 1 | 2 | 3 | 4 | 5 |
| 3. I would like to take a test drive before buying the Toyota Car. | 1 | 2 | 3 | 4 | 5 |
| 4. When it comes to choosing a car in terms of quality 'Toyota' is the first name that comes to my mind. | 1 | 2 | 3 | 4 | 5 |

| Attractiveness of the Product | | | | | |
|---|---------------------|---|---|-------------------|---|
| Question | Level of Evaluation | | | | |
| | Strongly Agree | | | Strongly Disagree | |
| 1. Toyota cars are more attractive than other cars. | 1 | 2 | 3 | 4 | 5 |
| 2. Buying a Toyota car makes me feel as an attractive person. | 1 | 2 | 3 | 4 | 5 |

| After Sales Value of the Product | | | | | |
|---|---------------------|---|---|-------------------|---|
| Question | Level of Evaluation | | | | |
| | Strongly Agree | | | Strongly Disagree | |
| 1. Toyota cars are of more value than other cars. | 1 | 2 | 3 | 4 | 5 |
| 2. Toyota also provides me more services after I buy the car. | 1 | 2 | 3 | 4 | 5 |
| 3. Toyota cars have much value if I decide to sell it. | 1 | 2 | 3 | 4 | 5 |

Part 4: Decision Making: What are your final decisions towards buying a Toyota car?

| Decision Making | | | | | |
|--|---------------------|---|---|-------------------|---|
| Question | Level of Evaluation | | | | |
| | Strongly Agree | | | Strongly Disagree | |
| 1. I explore the after sales value of the Toyota Car. | 1 | 2 | 3 | 4 | 5 |
| 2. I realize and understand that buying a Toyota would provide me more benefits in the future. | 1 | 2 | 3 | 4 | 5 |
| 3. I search and gather product information to be aware of before making the purchase. | 1 | 2 | 3 | 4 | 5 |
| 4. I search information related to other automobile brands. | 1 | 2 | 3 | 4 | 5 |
| 5. I gather proper information regarding each car to evaluate which one is the best before making a decision to buy. | 1 | 2 | 3 | 4 | 5 |
| 6. I compare the quality of each car in order to get the best suitable car. | 1 | 2 | 3 | 4 | 5 |
| 7. I buy the car immediately after the purchasing decision process is finished. | 1 | 2 | 3 | 4 | 5 |
| 8. If I feel satisfied with the quality of the car that I buy, I will consider keeping it for a longer period of time. | 1 | 2 | 3 | 4 | 5 |

AUTOBIOGRAPHICAL STATEMENT

| | |
|--------------------|---|
| NAME | Mr. Ranjan Borah |
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