

**THE EFFECTIVENESS OF MARKETING STRATEGY  
FOR PICK-UP TRUCK DEALERSHIPS IN MUEANG DISTRICT,  
SAMUTPRAKARN PROVINCE, THAILAND**

**Suvimol Bouyai**

**This Independent Study Manuscript was presented to  
The Graduate School of Stamford International University  
in Partial Fulfillment  
of the Requirement for the Degree  
Master of Business Administration**

**May 2013**

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The Effectiveness of Marketing Strategy for Pick-up Truck Dealerships in Mueang  
District, Samutprakarn Province, Thailand

Advisor: Dr. Ake Choonhachatrachai

### **ABSTRACT**

The objectives of this research were to study the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province in Thailand and to study purchasing decisions made by pick-up truck buyers in Mueang District, Samutprakarn Province. The respondents for this study were those are who using a pick-up truck in Mueang District, Samutprakarn. A sample of 410 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 as a business owner with a monthly income of between 10,001-20,000 Baht. Most of them currently use Toyota pick-up trucks. With regard to customers' purchasing decisions towards a pick-up truck, the study found that consumers mostly conformed to the people, process, promotion, product, physical evidence, price and place respectively.

The result of the hypothesis testing found that the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of marketing mix (7Ps), factors of people has most affected customers' purchasing decisions, followed by process, promotion, product, and physical evidence at the significance level of 0.05 while price and place have not affected customers' purchasing decision.

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## CHAPTER 1

### INTRODUCTION

#### 1.1 General Introduction

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 1.1

Table 1.1 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: Uli Kaiser, 2013.

The Table 1.1 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 payment 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.

Ted Landgraf (2012, p.17) reported that Thailand has experienced some of the worst flooding in 26 of its 90 provinces over the last 50 years. This has affected everything, not to mention the automotive industries, where their capacity was 2 million units in 2010. Moreover, 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).

On other hand, the Prime Minister of Thailand, Yingluck Shinawatra has mentioned about the first car buyers as a new government policy, according to her announcement below:

*“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 Durongkaveroj, 2011)

From the flooding situation in Thailand, this affected car production capacity. Now it is truly passed and it seems people tend to rely on using a pick-up truck. Furthermore, Thailand is the pick-up truck hub of the world, which has its factories running at full throttle again to satisfy a planet-wide demand and also local purchases with total sales with a volume of 592,725 cars in 2012. The entire August models ranking is identical to the 2012 year-to-date one, however market shares vary greatly. Toyota is still in lead, with the second rank to Isuzu, and Mitsubishi was the third ranking (Toyota, 2012).

In the year 2013, pick-up truck market has still been growing and the sales volume also continues increasing as well as shown in table 1.2.

Table 1.2 : Local purchases of 1-ton pick-up trucks between the years 2008 - 2012

Year	1-ton pick-up truck sales
2008	246,033 cars
2009	186,061 cars
2010	257,538 cars
2011	365,636 cars
2012	592,725 cars

Source: The Thai Automotive Industry Association, 2012.

Samutprakarn Province, more widely known as “Mueang Pak Nam,” is located at the mouth of the Chao Phraya River, north to the Gulf of Thailand and twenty-five kilometers from Bangkok. The capital district is Mueang district, which is a business center and is subdivided into 13 sub-districts (tambon) which are Pak Nam, Samrong Nuea, Bang Mueang, Thai Ban, Bang Pu Mai, Phraek Sa, Bang Prong, Bang Pu, Bang Duan, Bang Mueang Mai, Thepharak, Thai Ban Mai, and Phraek Sa Mai. The whole district has a population of approximately 500,000 people. Moreover, Mueang district area has many industrial factories, which includes the car factory of Nissan and pick-up truck factory of Toyota as well. Moreover, the physical geography and the surrounding environment tend to encourage people to use pick-up trucks more than sedan cars.

## 1.2 Statement of Problem

According to Table 1.2 in page 3, the researcher found that the sales volume of pick-up truck buyer has still increasing. Even in 2011, Thailand had been in flooding situation the sale volume was raising. So after the flooding situation, pick-up trucks seem important in daily life to provide essential transport from one location to another. This is due to many people today who are willing to invest a lot of money to have a pick-up truck of their own. In today’s world, pick-up trucks can be classified as one of an individual need. The reason behind this is that pick-up trucks can provide

comfort, protection and convenience to people when they travel. Also, Thailand has recently been developing and increasing the road network more than in the past, therefore the transportation and road connections are far more convenient for people who are driving. The service of mass transportation including both the government sector and the private sector are not enough for the needs and Mueang district, Samutprakarn province, where people prefer to use pick-up trucks more than sedan cars because of the physical geography and the environment. The reasons are because pick-up trucks now are so common. It is easy to overlook the usefulness of them as the ultimate tool for commercial working. Furthermore, pick-up trucks can also be a personal car with similar price as a sedan car, which can guide people towards the right vehicle for their budget and lifestyle.

Nowadays, pick-up trucks have been developed and people can find them with offering limited-slip or locking differentials and electronic traction control. Safety options and driving helpers, such as hill descent, are becoming increasingly popular on new pick-up trucks, with many showing up as standard equipment, with a good design to haul cargo to option-filled pick-up. Including car insurance and services from car showrooms, they treat people as professionals do. Thus, it is the reason to satisfy people's needs because people expect benefits, image, quality, and insurance. Since pick-up truck selling competition is increasing, in terms of product, price, place, promotion, people, process, and physical evidence, these factors convince people to buy a pick-up truck. Then hopefully, this study would give the right answer for the customers.

As mentioned above, the researcher was interested in the effectiveness of the marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province in Thailand. In terms of marketing mix (7Ps), which affect customers' purchasing decisions, this study can provide helpful information and it can be a guide on developing the marketing strategy for pick-up trucks and car dealers. By using marketing strategies as marketing mix, they can be reasonable to persuade people to come back and buy or pass information on to other people by telling them to use the service. In consequence, it can raise sales revenue and this can also influence customers' purchasing decisions on buying a pick-up truck.

### **1.3 Objective of the Study**

- 1.3.1 To study the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of marketing mix (7Ps), which affects customers' purchasing decisions.
- 1.3.2 To study purchasing decisions for pick-up truck buyers in Mueang District, Samutprakarn Province.

### **1.4 Scope of Study**

This research focused on the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of marketing mix (7Ps), which affects customers' purchasing decisions. The study was limited in its scope only on people who have bought a pick-up truck in Mueang District, Samutprakarn Province. The respondents of this study were Thai customers who live in Mueang District, Samutprakarn Province.

### **1.5 Significance of Study**

- 1.5.1 To recognize the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of marketing mix (7Ps) and how it affects customers' purchasing decisions.
- 1.5.2 Research results will be guided on developing the marketing strategy for pick-up truck dealerships.



## 1.6 Research Hypothesis

As reconsidering the related theories, framework, and other related research, the research hypothesis was constructed and tested the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, Thailand. In terms of marketing mix (7Ps) which affect customers' purchasing decisions on buying a pick-up truck, the seven hypotheses to be tested in this study are:

H1. Product affects customers' purchasing decisions on buying a pick-up truck.

H2. Price affects customers' purchasing decisions on buying a pick-up truck.

H3. Place affects customers' purchasing decisions on buying a pick-up truck.

H4. Promotion affects customers' purchasing decisions on buying a pick-up truck.

H5. People affect customers' purchasing decisions on buying a pick-up truck.

H6. Process affects customers' purchasing decisions on buying a pick-up truck.

H7. Physical evidence affects customers' purchasing decisions on buying a pick-up truck.

## 1.7 Definitions of Term

**Pick-up truck:** or pick-up is a small van or truck with low sides (Oxford English Mini Dictionary, 2008, p.414), which is one ton in weight and the features include a two-door regular, two-door with Regular Cab, four-door with two wheels drive, and four-door with four wheel drive with model Dodge around 2500-3200 cc.

**Car Dealership:** or vehicle local distribution is a business that sells new or second-hand cars at the retail level, based on a dealership contract with an automaker or its sales subsidiary. It employs automobile salespeople to do the selling. It may also provide maintenance services for cars, thus employing Automotive Technicians, stock and sell spare automobile parts, and process warranty claims (Genat and Robert, 2004).

**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).

**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 Fahrlich, 2007).

**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).

**Marketing mix for marketing a service:** is different to the marketing mix for products. Just like the marketing mix of a product the service marketing mix comprises of Product, Price, Place and Promotion. However as a service is not tangible the marketing mix for a service has three additional elements: People, Process and Physical Evidence (7Ps in total).

**Product:** is the item being sold to the customer, the thing that will bring in money, its features and design need careful consideration. Whether the firm is manufacturing the

product or purchasing the product for re-sale, they need to determine what product features will appeal to their target market.

**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).

**Place:** element of the marketing place is about where the product is made, where is it stored and how is it transported to the customer. The place for each of these things should ensure that the product gets to the right place at the right time without damage or loss.

**Promotion:** is any activity to raise awareness of a product or to encourage customers to purchase a product.

**People:** people reflect, in part, internal marketing and the fact that employees are critical to marketing success. Marketing will only be as good as the people inside the organization. It also reflects the fact that marketers must view consumers as people to understand their lives more broadly and not just as they shop for and consume products and service (McCarthy, 2012, p. 47).

**Process:** process reflects all the creativity, discipline, and structure brought to marketing management. Marketers must avoid ad hoc planning and decision making and ensure that state-of-the-art marketing ideas and concepts play an appropriate role in all they do. Only by instituting the right set of processes to guide activities and program can allow a firm to engage in a mutually beneficial long-term relationship. Another important set of processes guides the firm in imaginatively generating insights and breakthrough products, services, and marketing activities (McCarthy, 2012, p. 47).

**Physical evidence:** is about where the service is being delivered from. It is particularly relevant to retailers operating out of shops. This element of the marketing

mix will distinguish a company from its competitors. Physical evidence can be used to charge a premium price for a service and establish a positive experience.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter consists of a review of previous studies related to the topic of the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province that has been addressed within a research objective. It will also include other related literature reviews, related theories, framework, and models as follows:

- 2.1 General Information of pick-up trucks
- 2.2 Consumer behavior
- 2.3 The Marketing Mix
- 2.4 Other Related Research
- 2.5 Research Framework

#### **2.1 General Information of Pick-up trucks**

Pattanadesh Asasappakij (2012) reported that the pick-up truck market trend in Thailand is still the most suitable type of vehicle in a developing country like Thailand. This is because most developing nations usually have poor road surfaces, which make pick-up trucks and sport utility vehicles (SUVs) far more suitable than passenger sedan cars. However, SUVs are pricey and most people in the country are unable to afford them. Although the growth rate of the pick-up market has dropped dramatically, that may be due to the larger number of passenger car choices in the market as well as the variety of fuels that can be chosen these days. Apart from two doors, four doors and five doors, passenger cars also come with a range of power sources-gasoline, ethanol, CNG, LPG, hybrid and electric. Pick-up trucks in Thailand are powered by diesel engines and only a few come with gasoline and CNG compatible engines. However, if we look carefully at the pick-up truck, we will see many variations as well. It has the standard cab for pure commercial purposes, and the space cab, double cab, two-wheel-drive, four-wheel-drive and the PPVs (Pick-up Passenger Vehicles). Although the growth of pick-up trucks may have slowed down, certain types of the vehicle have been enjoying an interestingly high growth. An

example is the double-cab pick-up (both 2wd and 4wd) that saw sales surge during the past year. Pick-up Passenger Vehicles (PPVs) of every brand also enjoyed increased sales last year. If we look even deeper, we will find that the increase has taken place in city areas, which is considered the traditional stronghold of passenger cars. This shows that the pick-up truck still has a lot of opportunities. If auto companies are able to break into the city market, they will have a high growth opportunity. At the same time they must also actively defend the pick-up truck's main market in the provinces. However, one must not forget that competition among auto brands these days has forced retailers to keep crossing borders. Brands that have only passenger cars are trying to promote their vehicles in upcountry markets as they see that the infrastructure has improved, with new roads being built every day. The last government also had a "Dirtless Road" project, which allowed passenger cars to be more widely used. Meanwhile, a bit of the old lifestyle in the agricultural sector still remains. Farmers are now modernized and have less reason to use pick-up trucks. They do not need a truck to carry crops, relying on integrated commercial services instead. They feel that passenger cars have more appealing designs and owning one would bring them much pride. This is why carmakers can penetrate the pick-up market. Pick-up truck brands must try to protect their original market by capitalizing on the consumer's familiarity with the vehicles as well as technology and dealers in the area. Knowing the dealer is one of the strong points in selling vehicles in provincial areas. In penetrating markets in major cities, pick-up trucks must have better image that gives pride of ownership so that owners do not feel they are second-class citizens. This feeling of pride can be created by using the right marketing tactics, while the appearance of the pick-up truck must be modern and stylish as well as emotional. It must also be able to offer the owner a great experience of the capabilities and performance of the pick-up truck that are superior to passenger cars at every price level. To do this, pick-up truck manufacturers must create marketing events that allow target customers and consumers in general to see the pick-up truck using its full capability. It could also be compared with high-priced sport utility vehicles (SUVs), and the explanation would be that pick-up trucks have almost the same level of capability as sport utility vehicles (SUVs) but are much cheaper, while maintenance costs are much lower. Lastly, if pick-up truck makers want to expand into city

markets, they need to build a vehicle that is comfortable and offers ride quality that is as good as a passenger car. A good example is the Pick-Up Passenger Vehicle (PPVs), which is highly popular with city-dwellers. Or they may offer other derivatives of the pick-up truck for city folks. The pick-up truck can be turned into more than just a simple pick-up truck, which will have a better chance for growth, both in Thai and global markets.

Although during the year of this research (2013), the Thailand automotive market concentrated on the sub-compact and eco-car segment, pick-up trucks sales were still a large number and there are many competitors. The pick-up truck competition focuses on the conventional engine technology of the machine to deliver towing and hauling power with modest gains in fuel economy and the modern style. The following information offers an explanation:

- a. 2013 Chevrolet Colorado: The new Colorado is sold in Thailand with the usual choice of regular, extended, and 4-door crew-cab body styles, as well as with high- and low-stance suspensions and standard and wide-track bodies. The 2013 Chevrolet Colorado in Thailand is to start a new beginning and create a lot of enthusiasm in Chevrolet (General Motors officially, 2012).
- b. 2013 Isuzu D-Max: The new D-Max is very different than the previous D-Max model because its improvement is almost total, in terms of exterior, interior and the engine. The pick-up truck is the result of joint development between Isuzu and General Motors (GM). The 2013 Isuzu D-Max from the exterior view, the front of the D-Max 2012 is different from its predecessor, including the stern or rear sectors which are more stylish. On the interior, the panel trims also look more modern (Top Cars List, 2012).
- c. Ford: the Ranger has been engineered and tested to ensure it can stand up to the toughest challenge. It can tow more, carry more, go deeper and climb higher. It also boasts outstanding payload capacity of more than 1200kg on some 4x2 variants, as well as excellent ground clearance of up to 237 millimeters when fully loaded.

- d. Mazda has a different marketing strategy. The BT-50 PRO is not a pick-up for the masses, but serves the smaller part of the market where customers drive their own trucks, and want more refinement than regular pick-up trucks, along with a more passenger car-like environment. Apart from the stylishness, another noticeable improvement is the quality of the materials and assembly. As mentioned before, the BT-50 caters to buyers who want passenger car quality and Mazda has made sure they get it. The console, switches, seats and even the headrest give no clue that this is a pickup truck (Kingsley Wijayasinha, 2012).
- e. The latest evolution of an indestructibly robust range of Nissan vehicles, the Navara draws on a 50 year heritage of engine building expertise, muscling to the front of its class for pure power performance. The second generation 2.5 litre common rail turbo diesel engine uses a variable nozzle turbo and intercooler to produce an incredible 128kW of power and 403Nm of torque. This means that the Navara not only outperforms all of its rivals, but it can also carry 971kg while towing up to 3,000kg. This impressive power unit comes standard on the Navara 4WD with a 6 speed manual transmission – a first in its category. A 106kW, 356Nm torque version is available for the Navara 2WD (Mark Motors Thailand, 2013).
- f. Toyota focuses on promotion in a new campaign to point that Toyota Vigo can save energy and offer good performance from a common rail engine. This year Toyota did not change to a new model and did not even make minor changes.

We are in the boundaries of technological changes, it is about changing the technology of a one-ton pick-up truck, which causes the large number of sales that car manufactures have been increasing in Thailand and exporting to other counties. The two interesting changes are:

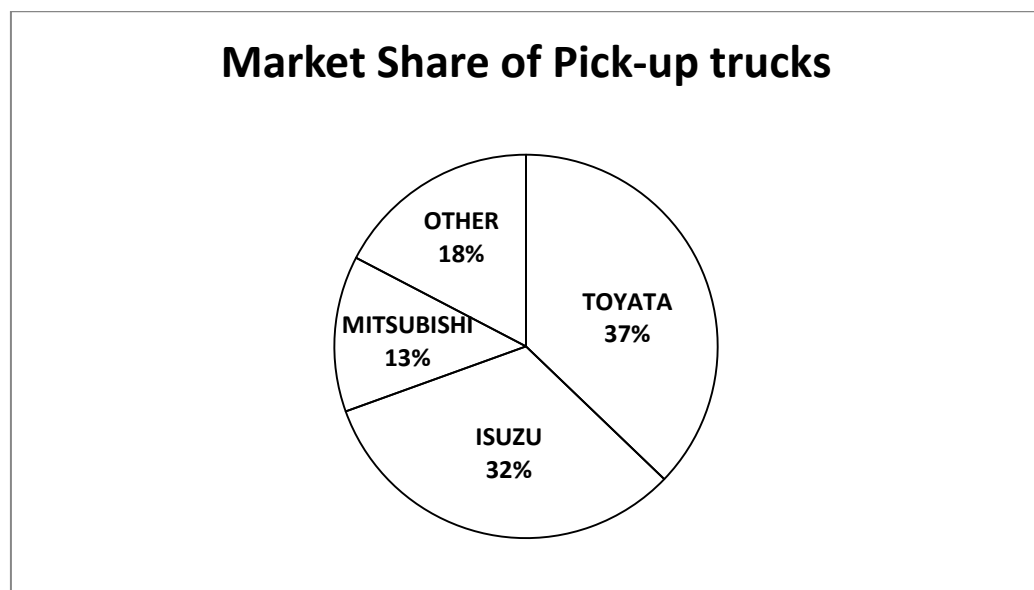
- I. Technologies, while adjusting to the fuel crisis. It means that now, more than 90% of pick-up trucks are using a diesel engine. It can save cost from this situation and also the diesel engine still continues developing technology of combustion to be much more efficient.



- II. Dimensions of the new pick-up truck market are still continuing. As a result, in terms of fuel pricing, the large size pick-up truck is not necessary. Plus, in the city trend, the pick-up truck is not convenient as the size of a car. Thus, people who used to have pick-up trucks now turn to use an E-co personal car or Sedan car. To keep the pick-up truck customers, car developers and carmakers should think about this situation, which can be solved.

The movement of the pick-up truck market in the future could be in the market including Isuzu and Toyota in the development of new models. Also, now Toyota Vigo has simply come out with the second option from the factory by using CNG instead of diesel fuel. CNG technology has developed and it seems that it can be used in the Isuzu D-Max. However, Toyota is investing in a new hybrid. We might see Toyota Vigo using the power of a hybrid engine in the future and Isuzu D-Max would work on CNG. The competition in a car market includes pick-up trucks, sedan cars and E-co cars. Therefore, pick-up truck makers and pick-up truck marketers should consider protecting the customers and the market share as well.

Figure 2.1: The pick-up truck sale report in January 2013



Source: Adapted from Uli Kaiser, 2013.

Based on Figure 2.1 above, the market of one-ton pick-up trucks (pure pick-up and PPV) in January 2013, sold 55,618 units, an increase of 29.9% as follows by the top three ranked pick-up trucks:

- a. Toyota 20,676 units, decrease of 0.4% market share of 37.2%
- b. Isuzu 17,974 units, increase of 75.9. % market share of 32.3%
- c. Mitsubishi 7,318 units, increase of 6.5% market share of 13.2%.

Table 2.1: Comparison between the numbers of registered pick-up trucks and sedan cars in Samutprakarn Province in 2012

Month (every quarter)	Numbers of car registration 2012 in Samutprakarn	
	Pick-up truck	Sedan car
March	17,883	13,819
June	17,779	13,808
September	17,639	13,795
December	17,570	13,820
Total	70,871	55,242

Source: Department of Land Transport, 2013.

Based on Table 2.1 comparison between the numbers of registered pick-up trucks and sedan cars in Samutprakarn province in 2012 suggests that people who live in Samutprakarn Province use pick-up trucks more than sedan cars. Even though the number of pick-up truck sales is slowing down it may be because the first car policy has already ended since the end of December 2012. In consequence, Samutprakarn Province became the target market of pick-up trucks. To gain the market share all pick-up truck companies and dealerships would take a competitive advantage by using market strategy.

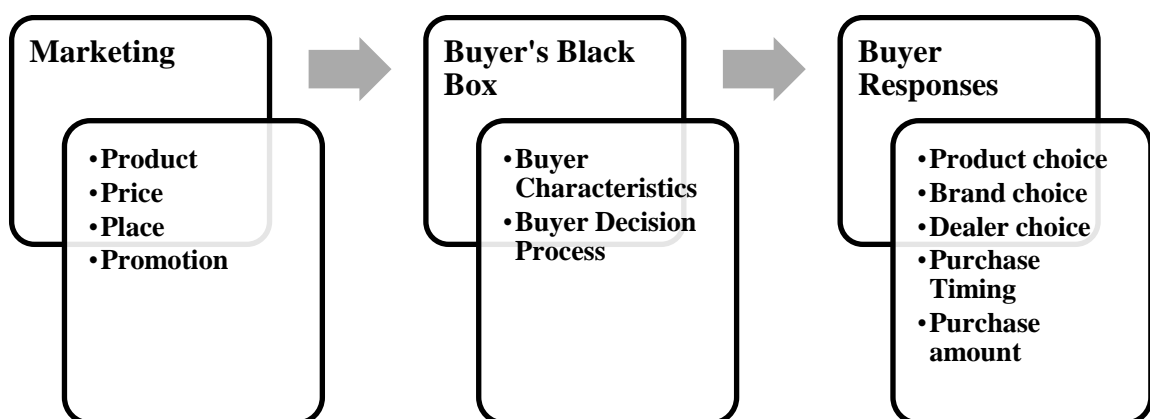
To give further explanation about this study, the researcher will use the model of buyer behavior. From this model it can be seen that there are two factors: marketing and other issues that can influence buyers. There are buyer characteristics and the buyer decision process. After the buyer makes a decision they will respond to product choices, brand choices, dealer choices, purchase timing and purchase amount.

For this study the researcher concentrated on focusing on the marketing mix (7Ps): product, price, place, promotion, people, process and physical evidence as independent variables and car purchase as a dependent variable. To explain more about the topic, firstly the researcher will explain about consumer buying behavior. Secondly, there will be an explanation about the consumer decision process, and thirdly the marketing mix.

## 2.2 Consumer behavior

In the world of business it shows varieties of consumer behavior. According to Kotler (2006, p.188) a consumer's buying behavior is influenced by cultural, social, and personal factors. From these three factors cultural factors contribute the broadest and deepest influence. In this study, the researcher believes that pick-up truck buyers also have their own behavior to buy their personal car. Consumer buying behavior refers to the buying behavior of end users or final consumers. In this study, the researcher used the buyer behavior model which was developed by Kotler to explain how consumers respond to various marketing efforts. Much of the marketing literature bypasses decision making models by focusing on the effects of changes of one "input" marketing variable (i. e., Product, Price, Place, Promotion, People, Process, Physical Evidence) on the purchase choices ("output") made by consumers. The decision process is ordinarily left as a "black box."

Figure 2.2: Model of Buyer Behavior

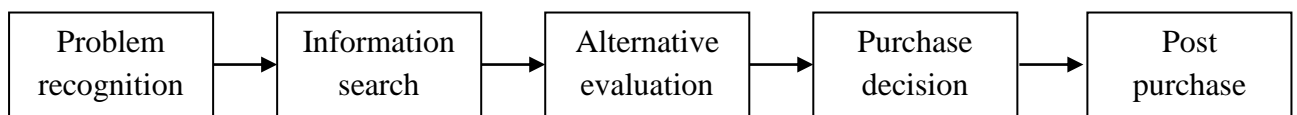


Source: Kotler, 2006, p.189.

The Figure 2.2 shows the stimulus and the response of buyer behavior. Kotler (2006, p.189) believes that marketing and other stimuli will enter the consumer's "black box" and produce certain responses. The responses are such as product choices, brand choice, dealer choice, purchase timing and purchase amount. Most research in the consumer behavior literature both in the form of empirical inquiries and conceptual development, for both of them makes an effort to understand why consumers purchase.

As follow Belch & Belch (2009, p.114) mentioned before making a decision to purchase a product, there is a process making consumers to think concerning products before making a decision to buy. The consumer's purchase decision process is generally viewed as consisting of stages through which the buyer passes in purchasing a product or service. The explanation of the process of the consumer decision-making process can be described as follows in this diagram:

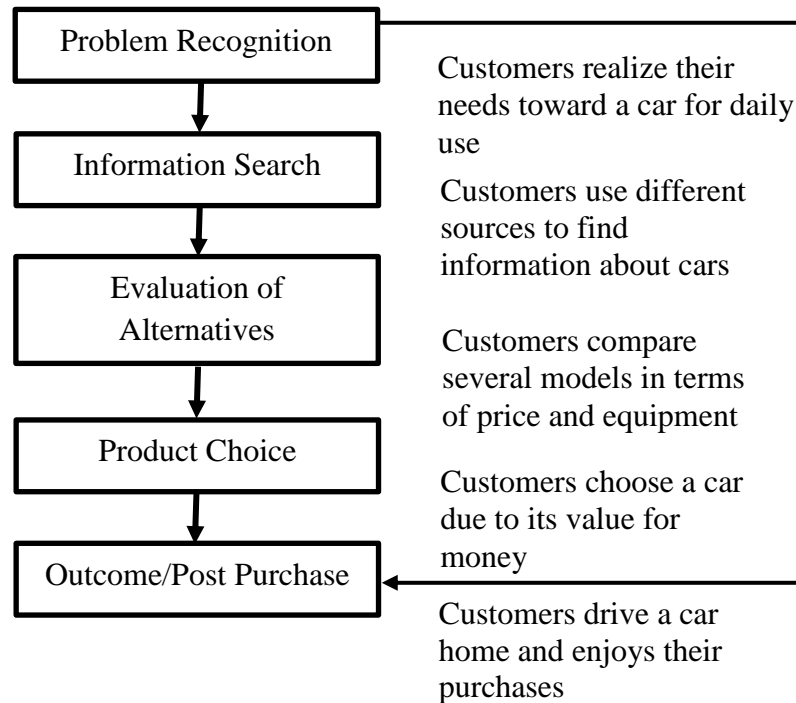
Figure 2.3: Stage in the Consumer Decision-Making process



Source: George E. Belch & Michael A. Belch, 2009, p.114.

Michael R. Solomon (2003, p.199) also confirmed the most commonly used model in consumer behavior could be found in most marketing textbooks. This model includes five stages: problem recognition, information search, evaluation of alternatives, purchase decisions, and outcomes. Figure 2.4 below provides an overview of the decision-making process.

Figure 2.4: Stages in Consumer Decision Making



Source: Adapted from Michael R. Solomon, 2003.

In the problem recognition phase, the consumer sees a big difference of customer's current state and ideal state. The customers realize that there is a problem which needs to be solved. In this study, Customers realizes that he wants a car for their daily transportation. The reasons are probably that they have moved to the countryside from the city center and they need to drive the car from their new home to their office or probably they are not satisfied with their current car's status, for example, probably the design is too out of date.

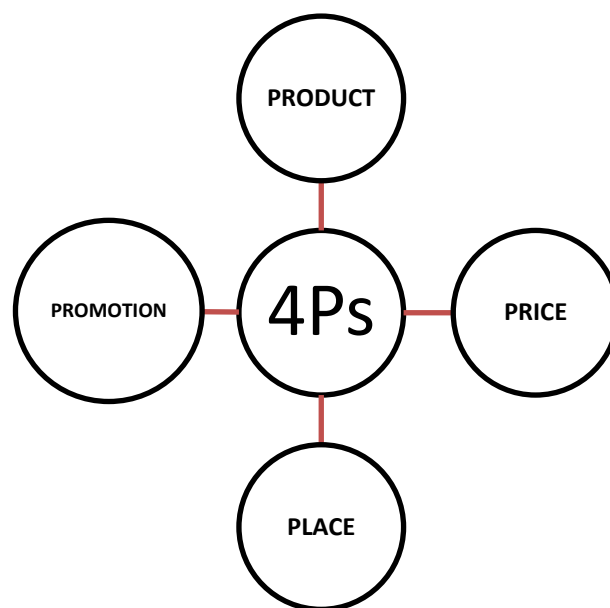
Once a problem is recognized, the customers enter into the information search phase. Customers need the right information to help them solve the problem. Information search is the process by which the customers investigate their environment for the right data to make a reasonable decision. Information sources include two types: internal search and external search. Internal search involves a scan of information stored in memory to recall past experiences or knowledge regarding purchase alternatives. External search involves going to outside sources to acquire

information such as personal sources, marketer controlled sources, public sources, or through personal experiences such as examining or handling a product. Follow this study, the internal search may mean the different pick-up truck models in the consumer's mind. For the external search, it may include the pick-up truck advertisements, car makers, websites, dealers, introduction and friends or relative.

### 2.3 The Marketing Mix

The marketing mix has been the traditional tool box and foundation for marketing management (Constantinides, 2006). The main aim of the marketing mix is to inform, remind and persuade consumers to purchase products and/or services (Williams and Curtis, 2006).

Figure 2.5: The traditional marketing mix



Source: Adapted from Hoffman, 2005.

Based on Figure 2.5 above, Hoffman (2005) describes the traditional marketing mix (4P's) as follows:

**Product:** The offering which provides value to the consumer;

**Price:** Competitive pricing which offers consumers better value for money;

**Place:** The availability of a product at the right place, the right time and right quantity; and

**Promotion:** The way firms communicate its product offering (value proposition) to consumers.

Moreover, Schneider (2011, p. 199) also gave the definition of Marketing Mix or 4Ps below:

**Product** is the physical item or service that a company is selling. The intrinsic characteristics of the product are important but customers' perceptions of the product, called the product's brand, can be as important as the actual characteristics of the product;

**Price** is the element of the marketing mix and is the amount the customer pays for the product. In recent years, marketing experts have argued that companies should think of the term 'price' in a broader sense, that is, the total of all financial costs that the customer pays (including transaction costs) to obtain the product. This total cost is subtracted from the obtained product in the transaction;

**Promotion** includes any means of spreading the word about the product. On the Internet, new possibilities abound for companies with existing and potential customers and;

**Place** (also called distribution) is the need to have products or services available in many different locations. The problem of getting the right products to the right places at the best time to sell them.

The traditional role of the marketing mix has been to promote brands, stimulate market demand for the brand, increase brand awareness and remind and reinforce perceptions about the brand (Williams and Curtis, 2006). New waves in technology allow the modern consumer to be participative in the marketing process (Kotler, Katajaya and Setiawan, 2010). Therefore today's consumers are well informed and are able to compare and contrast several product offerings. Constantinides (2006) is critical in his assessment of the traditional marketing mix stating that the 4Ps ignore the human factor and that it lacks interactivity. The 4Ps lack personalization and ignore the dynamic and social marketing process in the virtual world (Constantinides, 2006).

Globalisation has further challenged the traditional marketing practices of the 4Ps by creating a broader customer interface through the internet (Kotler, 2010). Marketers now have the opportunity to provide its customers with additional value associated to technology, information, knowledge and social activities thereby creating more personalized marketing strategies (Evans, 2010). This enables marketers to develop more personalized and social marketing strategies aimed at specific consumers to initiate long lasting relationships (Gummesson, 2002).

The Chartered Institute of Marketing (2009) stated that in order to reach consumers more socially, an additional 3Ps had to be included in the marketing mix:

**People:** Employee, consumers and any other person who comes into contact with the consumer.

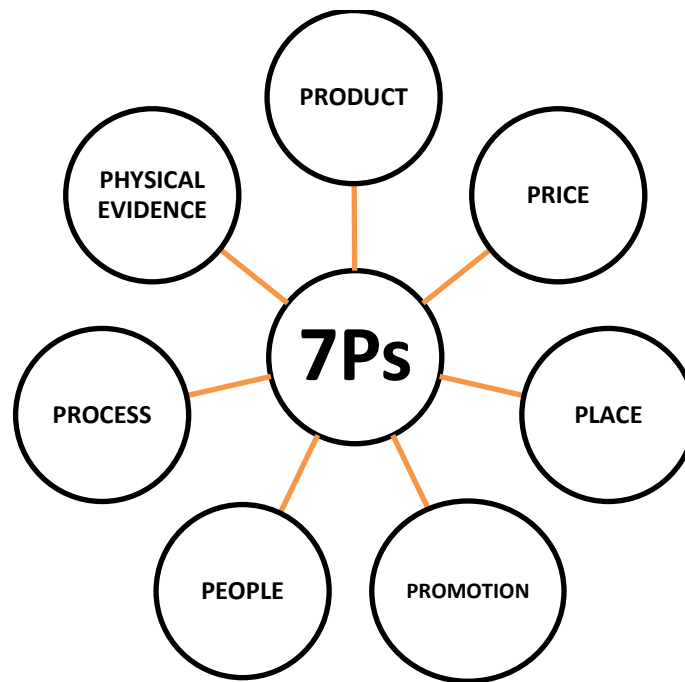
**Process:** The process of service delivery to consumers.

**Physical Evidence:** Testimonies of good service, professional facilities and an overall professional atmosphere.

Therefore the marketing mix has evolved into the 7Ps; product, price, place, promotion, people, process, and physical evidence (Chartered Institute of Marketing, 2009). The 7Ps are now represented in Figure 2.6 below (Cant, Strydom and Jooste, 2006).



Figure 2.6: The 7Ps marketing mix



Source: Adapted from Cant, 2006.

Cant (2006) supports the argument presented by The Chartered Institute of Marketing (2009) that the traditional 4Ps are inadequate to ensure full customer satisfaction; processes and people are integral parts of the total marketing mix and contribute to quality products and services being delivered to customers. Cant elaborated this by declaring that only when synergy among all the elements of the marketing mix is achieved can customer satisfaction be truly ensured (Cant, 2006).

Williams and Curtis (2006) explained that the role of the 7Ps marketing mix, with emphasis on communications will be to:

Differentiate the brands;

Remind and reassure the targeted audience of the brand's image and benefits;

Re-inform the target audience by providing them with new and current information about the brand; and

Persuade the target audience to take a specific set of actions (e.g. visit the brand's website).

This new role of the marketing mix allows marketers to build brand awareness and support amongst several influential people within society who would be able to promote the brand in social circles (Cant, 2006; Williams and Curtis, 2006). Taking the 7Ps marketing mix into account, marketers need to always consider the external environment, carefully segment the market and identify consumers, research their needs and preferences and analyze their attitude towards the marketing mix, particularly the element of promotion (The Chartered Institute of Marketing, 2009). Communication and promotion of the brand identity and brand image are key components of the marketing mix strategy and must be customized in order to meet the needs and wants of the consumer. This facilitates relationship building between the brand and the consumer which, in turn, facilitates relationship marketing (Wood, 2000; The Chartered Institute of Marketing, 2009).

Hoffman (2005) explained that relationship building has now been labeled as relationship marketing. The marketing mix as part of marketing management must be considered as a business philosophy and marketers must consider relationship marketing when setting marketing strategies. It is therefore concluded that the objective of a marketing mix strategy is to establish the successive and simultaneous actions of consumer's purchasing decisions (Belohlavek, 2008). Relationship marketing places its main focus on building long term relationships between organizations and its customers and all efforts in an organization should be geared toward building these relationships

Cant (2006) has mentioned that in relationship marketing, interactive marketing becomes the dominating part of the marketing function; the image and brand of the organization become the factors that the consumer is loyal and attached to. Therefore market communication (through the marketing mix) is a convenient channel to reach consumers and create dialogue and interaction between the buyers and the sellers. This facilitates relationship marketing (Vargo and Lusch, 2004 and Hoffman et al., 2005).

Vargo and Lusch (2004) suggested that due to the emphasis on relationship marketing, promotions will need to become the communication process characterized by dialogue of asking and answering questions. The benefit of relationship marketing is that organizations can build powerful information systems which can increase the

organization's awareness of customer satisfaction or dissatisfaction. Thus relationship marketing is a process which involves human interaction, mutual exchange and fulfillment of promises and marketing's role is to capitalize on relationship marketing through effective marketing strategy (Vargo and Lusch, 2004, and Hoffman et al., 2005).

The research decided to take the theory method of marketing mix (7Ps) as independent variables as follow the text in Continuum Learning Pte Ltd. (2008) written that the unique 3Ps of services marketing people, physical evidence and process are within the control of the firm and its contact employees. They influence the customer's initial decision to purchase a service, customer's level of satisfaction and repurchase decisions. Service firms rely heavily upon their service providers to enhance the provision of service quality to acquire and retain their customers in the designed service processes and service scape.

## **2.4 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 which 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?” Have 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

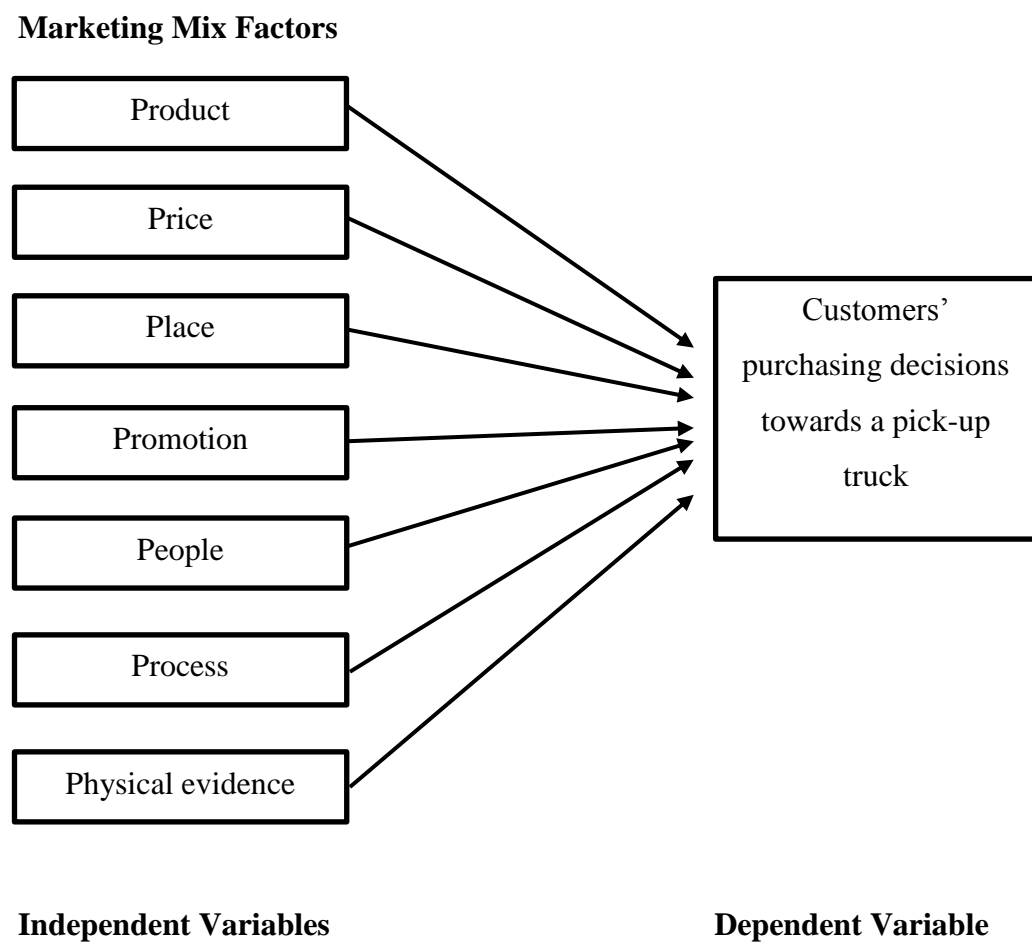
cars. The research also identified the relationship between demographic variables and purchase decision as well as the ownership of a car.

Prattana Thongplean (2012) researched on service marketing mix factors that affect customers' decisions on choosing which beauty salon to attend. The results found that 7Ps including product, price, place, promotion, people, process, and physical evidence significantly influenced customers' decisions when they chose to visit a beauty salon. In sequence of the Mean ( $\bar{x}$ ), it was found that people including the friendliness of staff, politeness and being service-minded was considered the most important. This was followed by the services provided that met customers' expectations (product), and smooth service provided by the salon (process). The other three aspects; physical evidence, price and place were regarded as important, while promotion was considered moderately important when customers decide on choosing a beauty salon.

## **2.5 Research Framework**

The framework for this study was developed from the related model and framework that was presented in a previous Chapter. It has been simplified to combine other aspects that will lead to the factors that are influential to the purchasing decisions of potential pick-up truck buyers.

Figure 2.7: Research Framework



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

This chapter explains the research method that was used for the study of “The Effectiveness of Marketing Strategy for Pick-up Truck Dealerships in Mueang District, Samutprakarn Province, Thailand.” The procedures were as follows:

- 3.1 Research Design
- 3.2 Population and Sample Selection
- 3.3 Research Instrument
- 3.4 Instrument Validity and Reliability
- 3.5 Data Collection
- 3.6 Data Analysis

#### **3.1 Research Design**

In order to examine “The Effectiveness of Marketing Strategy for Pick-up Truck Dealerships in Mueang District, Samutprakarn Province, Thailand” this study was designed as a survey using a constructed survey questionnaire to collect data from several pick-up truck buyers in Mueang District, Samutprakarn Province. The purpose of this research was to identify factors of marketing strategy that directly influence consumers’ purchasing decisions in pick-up truck businesses in Mueang District, Samutprakarn province.

#### **3.2 Population and Sample Selection**

##### **3.2.1 Population**

The target population for this study were people who were 18 years old or above and had bought a pick-up truck in Mueang District, Samutprakarn Province. Due to the driver’s license law, a driver needs to be at least 18 years old. The National Statistical Office Thailand (2010) has reported the total population in Mueang District, Samutprakarn Province was last recorded as 500,798. (Department of Provincial Administration, 2010)

### 3.2.2 Sample Selection

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 Mueang 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:

$$N = 500,798$$

$$e = 0.05$$

$$n = \frac{500,798}{1 + 500,798(0.05)^2}$$

$$n = 399.68$$

According to the result being 399.68, the researcher decided to distribute 400 sets of questionnaires in order to prevent any errors. Thus, the target population was 400 drivers in total.

This researcher applied a sampling technique by using simple random sampling, which draws on a final sample of 3 sub-districts from the total of 13 sub-districts and chooses one sub-district, which has the largest population in Mueang district, Samutprakarn Province. The number of the population in each sub-district is detailed in Table 3.1.



Table 3.1: Population from different sub-districts in Mueang District, Samutprakarn Province

The number of population in each sub-district in Mueang District, Samutprakarn	
Name of sub-district	Population
Pak Nam	53,759
Samrong Nuea	72,033
Bang Mueang	58,509
Thai Ban	26,060
Bang Pu Mai	38,622
Phraek Sa	44,052
Bang Prong	9,465
Bang Pu	6,806
Bang Duan	8,182
Bang Mueang Mai	51,808
Thepharak	51,017
Thai Ban Mai	46,169
Phraek Sa Mai	34,316

Resource: National Statistical Office Thailand, 2010

The results from using a drawing sampling method in Mueang District, Samutprakarn Province, consisted of selecting Thepharak, Pak Nam and Thai Ban Mai as the three sub-districts. Moreover, the largest population was actually in Samrong Nuea sub-district, which was selected as the research zone. After the researcher had got four sample groups, each group was given one hundred set of questionnaires to collect pick-up truck buyers' opinions for a total collection of data from 430 questionnaires.

### 3.3 Research Instrument

Steps of developing the research instrument

1. Find other research studies for obtaining a general idea of a designed questionnaire, which would be suitable for assessing: The Effectiveness of Marketing Strategy for Pick-up Truck Dealerships in Mueang District, Samutprakarn Province, Thailand.

2. Design a questionnaire based on a conceptual framework that relates to this study.

3. Ensure with a project advisor about any questionnaire design concerns to this research objective, so that all respondents could fully understand and be able to answer the questions.

4. Before taking the formal survey, ask a few people, such as regular customers, to do pre-test research. The sample size was 30 questionnaires to confirm the questions were accurate. In order to calculate for reliability of variables, the researcher used Cronbrach's Alpha ( $\alpha$ ). As an alternative method, this considers the consistency of each individuals' response, by calculating an alpha coefficient ( $\alpha$ ), whereby  $\alpha=0$  indicates no internal reliability (ie. no consistency in the responses) and  $\alpha=1.0$  indicates perfect internal reliability.

This study used the questionnaires to collect pick-up truck buyer's opinions consisting of three parts, as follows:

**Part 1: General Information of Respondents.**

The first part focused on general information of the respondents including gender, age, occupation, monthly income, and the brand of pick-up truck which they have been using.

**Part 2: Factors in Marketing Mix (7Ps)**

The second part searched the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province in terms of marketing mix (7Ps) factors which affect customers' purchasing decision. The 7Ps included Product, Price, Place, Promotion, People, Process, and Physical Evidence. The respondents were asked to consider how important each of the 7Ps was to them when they decided to buy a pick-up truck. The

five-point Likert scale was applied to measure the level of the opinion in each category ranging from 1 (least important) to 5 (very important).

In this study, the researcher used a classification method to analyze the data by using this formula:

$$\begin{aligned}\text{Class intervals} &= \frac{\text{highest data value} - \text{lowest data value}}{\text{number of classes}} \\ &= \frac{5-1}{5} \\ &= 0.8\end{aligned}$$

In consequence, after calculating, the analysis result will be shown as below:

Mean score between 4.21 - 5.00 (Very high) means the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province. In terms of marketing mix (7Ps), which affects customers, purchasing decision is very important.

Mean score between 3.41 – 4.20 (High) means the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province. In terms of marketing mix (7Ps), which affects customers, purchasing decision is important.

Mean score between 2.61 – 3.40 (Medium) means the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province. In terms of marketing mix (7Ps), which affects customers, purchasing decision is not important.

Mean score between 1.81 - 2.60 (Low) means the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province. In terms of marketing mix (7Ps), which affects customers, purchasing decision is less important.

Mean score between 1.00 – 1.80 (Very low) means the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province. In terms of marketing mix (7Ps), which affects customers, purchasing decision is least important.

**Part 3:** The purchase decision of pick-up truck buyers.

The respondents were asked for their opinions about the reason of buying a pick-up truck. By using the five-point Likert scale to measure the level of the opinion in each category ranging from 1 (strongly disagree) to 5 (strongly agree).

In this study, the researcher used a classification method to analyze the data by using this formula:

$$\begin{aligned}\text{Class intervals} &= \frac{\text{highest data value} - \text{lowest data value}}{\text{number of classes}} \\ &= \frac{5-1}{5} \\ &= 0.8\end{aligned}$$

In addition after calculating, the descriptive results will be shown as follows:

Mean score between 4.21 - 5.00 (Very high) means pick-up truck buyers strongly agree to purchase a pick-up truck.

Mean score between 3.41 - 4.20 (High) means pick-up truck buyers agree to purchase a pick-up truck.

Mean score between 2.61 - 3.40 (Medium) means pick-up truck buyers are undecided to purchase a pick-up truck.

Mean score between 1.81 - 2.60 (Low) means pick-up truck buyers disagree to purchase a pick-up truck.

Mean score between 1.00 - 1.80 (Very low) means pick-up truck buyers strongly disagree to purchase a pick-up truck.

### **3.4 Instrument Validity and Reliability**

According to the average of the pre-test achievement scores from 30 responders, the results of using Cronbrach's Alpha method for all questions was 0.922. Moreover, for the result of checking each question one by one will be given in Table 3.2. To summarize the survey results that has high reliability of variables because the number is near to 1.00. Thus, the questionnaires can be used for all 420 respondents.

Table 3.2: The Cronbrach's Alpha of each question

Variable	Cronbrach's Alpha (n=30)
Influentia of product	0.807
Influentia of price	0.805
Influentia of place	0.807
Influentia of promotion	0.804
Influentia of people	0.811
Influentia of process	0.800
Influentia of physical evidence	0.807
Purchase decision on pick-up truck	0.807

Moreover, the researcher discussed with three experts who were Mr. Pitchet Sombut, a sales manager of Toyota Nakornthon Bangkok, Mr. Kittikun Ittiphapakun, a managing partner of Toyota Lampang Co., Ltd., and researcher's academic advisor, Dr. Ake Choonhachatrachai. All of them confirmed that all the questions were easy to understand and could be used in the formal survey process.

### 3.5 Data Collection

Data collection for the study of "The Effectiveness of Marketing Strategy for Pick-up Truck Dealerships in Mueang District, Samutprakarn Province, Thailand" used a survey method which included learning from other related researches and theories. Therefore, data collection was done in two types, as provided below:

3.5.1 Primary data collection, when the researcher collected the information data by using questionnaires. According to the sample selecting in Mueang District, Samutprakarn Province, the researcher collected the data from the sample size in Thepharak, Pak Nam, Thai Ban Mai, and Samrong Nuea sub-districts. Suitable areas where the researcher could undertake the survey were nearby pick-up truck 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. In this survey, the researcher added 20 extra questionnaires in case of

losing some of the questionnaires. So, in total, 420 completed questionnaires were collected.

3.5.2 Secondary data collection is second hand information, which has already been collected. So in the specific study of “The Effectiveness of Marketing Strategy for Pick-up Truck Dealerships in Mueang District, Samutprakarn Province, Thailand” the information data such as newspapers, magazines, books, the internet websites, other MBA and PhD theses, and independent studies were also used.

### 3.6 Data Analysis

According to “The Effectiveness of Marketing Strategy for Pick-up Truck Dealerships in Mueang District, Samutprakarn Province, Thailand” data collection was the process of gathering all the data and separating them into different categories in order to be analyzed and interpreted in the next process, by following these activities shown below:

3.6.1 Primary data from questionnaires

3.6.2 Recheck and compile the data

3.6.3 Calculate and analyze by using Statistical Package for the Social Science, which uses statistical significant level of 0.05 compared with two groups of the data as follows:

**Part 1:** Analyze the general information of influential marketing strategy on pick-up truck buyers in Mueang District, Samutprakarn Province.

**Part 2:** Analyze the factors in the marketing mix (7Ps) of influential marketing strategy on pick-up truck buyers in Mueang District, Samutprakarn Province.

**Part 3:** Analyze the purchase decision of influential marketing strategy on pick-up truck buyers in Mueang District, Samutprakarn Province.

## **CHAPTER 4**

### **RESEARCH FINDING**

This chapter will present the data analysis of the Effectiveness of Marketing Strategy for Pick-up Truck Dealerships in Mueang District, Samutprakarn Province. There were 420 questionnaires collected in this research study, among which, 410 samples were valid.

The researcher presented the revealed data in the form of several tables by arranging data into four separate parts, as follows:

4.1 Descriptive analysis of general information of respondents.

4.2 Descriptive analysis of factors in marketing mix (7Ps) towards pick-up truck buyers.

4.3 The analysis of purchasing decisions of pick-up truck buyers.

4.4 Hypothesis testing of the marketing mix (7Ps) that related to purchasing decisions of pick-up truck buyers.

#### **4.1 Descriptive analysis of general information of respondents**

The descriptive analysis by using frequency and percentage distribution to describe the characteristic of respondents profile in term of gender, age, occupation, monthly income, and the brand of the pick-up truck, which they have been using.

Table 4.1: Frequency and percentage of respondents classified by gender, age, occupation, monthly income, and the brand of the pick-up truck

<b>Gender</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
Male	277	67.6
Female	133	32.4
<b>Total</b>	<b>410</b>	<b>100</b>
<b>Age</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
<b>Age (continue)</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
18-30 years old	96	23.4
31-40 years old	183	44.6
41-50 years old	105	25.6
51-60 years old	26	6.4
<b>Total</b>	<b>410</b>	<b>100.0</b>
<b>Occupation</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
Official	76	18.5
Business owner	110	26.8
Employed part time	91	22.2
Employed full time	79	19.3
Farming	26	6.4
Other	28	6.8
<b>Total</b>	<b>410</b>	<b>100.0</b>
<b>Monthly Income</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
below 10,000 baht	25	6.1
10,001 - 20,000 baht	154	37.6
20,001- 30,000 baht	149	36.3
30,001 - 40,000 baht	63	15.4
above 40,000 baht	19	4.6
<b>Total</b>	<b>410</b>	<b>100.0</b>
<b>Pick-up Truck Brand</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
Toyota	156	38.0



<b>Pick-up Truck Brand (continue)</b>	<b>Frequency (f)</b>	<b>Percentage (%)</b>
Isuzu	84	20.5
Nissan	54	13.2
Mitsubishi	33	8.0
Mazda	30	7.3
Ford	25	6.2
Chevrolet	28	6.8
Tata	0	0.0
<b>Total</b>	<b>410</b>	<b>100.0</b>

The distribution of the respondents by gender is shown in Table 4.1. The number of male respondents was 277 or 67.6% and female respondents were 133 or 32.4%. Based on the Table results, the dominant gender among the respondents was male.

For the age range of the respondents, 96 respondents or 23.4% were 18-30 years old, 183 respondents or 44.6% were between 31-40 years old, 105 respondents or 25.6% were between 41-50 years old, and 26 respondents or 6.4% were between 51-60 years old, which is the smallest group in this study. This indicates that most of the respondents (pick-up truck drivers) were young adults who were aged between 31-40 years old.

For the range of occupations of the respondents, 76 respondents or 18.5% were officials, 110 respondents or 26.8% were business owners, 91 respondents or 22.2% were part-time employees, 79 respondents or 19.3% were full-time employees, 26 respondents or 6.4% were farmers, and 28 respondents or 6.8% were other occupations, which included students and the unemployed. The results show that most of the respondents (pick-up truck drivers) were business owners and the fewest of the respondents (pick-up truck drivers) were farmers.

For the range of monthly income of the respondents: 25 respondents or 6.1% were below 10,000 baht, 154 respondents or 37.6% were between 10,001 - 20,000 baht, 149 respondents or 36.3% were between 20,001- 30,000 baht, 63 respondents or 15.4% were between 30,001- 40,000 baht, and 19 respondents or 4.6% were above

40,000 baht, which is the smallest group in this study. The results show that the most of the respondents (pick-up truck drivers) were people who have a monthly income between 10,001 - 20,000 baht.

For the brand of the pick-up trucks driven by the respondents: 156 respondents or 38.0% were using Toyota, 84 respondents or 20.5% were using Isuzu, 54 respondents or 13.2% were using Nissan, 33 respondents or 8.0% were using Mitsubishi, 30 respondents or 7.3% were using Mazda, 25 respondents or 6.2% were using Ford, 28 respondents or 6.8% were using Chevrolet, and no respondent were using Tata. The results show that the dominant brand of pick-up trucks used amongst the respondents was Toyota.

#### **4.2 Descriptive analysis of factors in marketing mix (7Ps) towards pick-up buyers**

This part explores the factors in marketing mix (7Ps) that affect customers' purchasing decision when choosing a pick-up truck dealership in Mueang District, Samutprakarn Province. Regarding the opinion of the respondents, the standard five-point Likert scale was applied to measure the level of the importance of each factor in the marketing mix (7Ps) including product, price, place, promotion, people, process, and physical evidence. The data gathered in this part is presented in mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) followed by brief explanations of the findings. Mean ( $\bar{x}$ ) is used to describe the average degree of the respondents' opinions on the importance of the aspects of marketing mix (7Ps) when choosing a pick-up truck dealership. The mean scores were interpreted according to the mean range introduced by using five-point Likert scale on page 33. The standard deviation ( $SD$ ) indicated the variation in the distribution of the data. The results of marketing mix (7Ps) factors that affect customers' purchasing decisions when choosing a pick-up truck dealership are shown in Table 4.2

Table 4.2: Mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) of the factors in marketing mix (7Ps) that affect purchasing decisions of pick-up truck buyers

<b>The factors in marketing mix (7Ps) that influence purchasing decisions</b>	<b><math>\bar{x}</math></b>	<b><math>SD</math></b>	<b>Level of respondents' opinion</b>
Product	4.08	0.596	High
Price	3.90	0.656	High
Place	3.89	0.713	High
Promotion	3.88	0.749	High
People	3.96	0.622	High
Process	3.82	0.672	High
Physical Evidence	3.80	0.607	High
Total	3.90	0.659	High

On the marketing mix (7Ps) average in Table 4.2 shows the level of respondents' opinion is high, and the result of mean ( $\bar{x}$ ) is 3.90 and standard deviation ( $SD$ ) is 0.659. Moreover, all the results in each category range are a high level, which means all marketing mix (7Ps) factors are important to customers' purchasing decisions. For product, the result of mean ( $\bar{x}$ ) is 4.08 and standard deviation ( $SD$ ) is 0.596. For price, the result of mean ( $\bar{x}$ ) is 3.90 and standard deviation ( $SD$ ) is 0.656. For place, the result of mean ( $\bar{x}$ ) is 3.89 and standard deviation ( $SD$ ) is 0.713. For promotion, the result of mean ( $\bar{x}$ ) is 3.88 and standard deviation ( $SD$ ) is 0.749. For people, the result of mean ( $\bar{x}$ ) is 3.96 and standard deviation ( $SD$ ) is 0.622. For process, the result of mean ( $\bar{x}$ ) is 3.82 and standard deviation ( $SD$ ) is 0.672. For physical evidence, the result of mean ( $\bar{x}$ ) is 3.80 and standard deviation ( $SD$ ) is 0.607.

Table 4.3: Mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) of product factors that affect purchasing decisions of pick-up truck buyers

<b>Product</b>	<b><math>\bar{x}</math></b>	<b><math>SD</math></b>	<b>Level of respondents' opinion</b>
Many models and colors	4.17	0.753	High
Safety systems	4.18	0.712	High
Insurance for 3 years or 100,000 kilometers	4.03	0.803	High
Full facilities inside the pick-up trucks	3.98	0.817	High
Total	4.09	0.771	High

The average level of the respondents' opinion in Table 4.3 shown is high, and the result of mean ( $\bar{x}$ ) is 4.09 and standard deviation ( $SD$ ) is 0.771. To follow all the results in each category range each one is a high level, which means all factors of product are important to customers' purchasing decisions. For many models and colors, the result of mean ( $\bar{x}$ ) is 4.17 and standard deviation ( $SD$ ) is 0.753. For safety systems, the result of mean ( $\bar{x}$ ) is 4.18 and standard deviation ( $SD$ ) is 0.712. For insurance for 3 years or 100,000 kilometers, the result of mean ( $\bar{x}$ ) is 4.03 and standard deviation ( $SD$ ) is 0.803. For full facilities inside the pick-up trucks, the result of mean ( $\bar{x}$ ) is 3.98 and standard deviation ( $SD$ ) is 0.817.

Table 4.4: Mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) of price factors that affect purchasing decisions of pick-up truck buyers

<b>Price</b>	<b><math>\bar{x}</math></b>	<b><math>SD</math></b>	<b>Level of respondents' opinion</b>
Time period of the installment	3.97	0.810	High
Repair and maintenance fees	3.93	0.806	High
Down payment rate	3.87	0.813	High
Several prices of the pick-up truck	3.86	0.812	High
Total	3.90	0.810	High

The average level of the respondents' opinion in Table 4.4 is high, and the result of mean ( $\bar{x}$ ) is 3.90 and standard deviation ( $SD$ ) is 0.810. To follow all the results in each category range, each one is a high level, which means all factors of price are important to customers' purchasing decision. For time period of the installment, the result of mean ( $\bar{x}$ ) is 3.97 and standard deviation ( $SD$ ) is 0.810. For repair and maintenance fees, the result of mean ( $\bar{x}$ ) is 3.93 and standard deviation ( $SD$ ) is 0.806. For down payment rate, the result of mean ( $\bar{x}$ ) is 3.87 and standard deviation ( $SD$ ) is 0.813. For several prices of the pick-up truck, the result of mean ( $\bar{x}$ ) is 3.86 and standard deviation ( $SD$ ) is 0.812.

Table 4.5: Mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) of place factors that affect purchasing decisions of pick-up truck buyers

Place	$\bar{x}$	$SD$	Level of respondents' opinion
Dealership and service center are all around	4.03	0.837	High
Provide a pick-up truck model for show in a shopping mall	3.71	0.816	High
Repair warranty from service center	3.87	0.858	High
Quality and trustworthiness in dealership and service center	3.96	0.864	High
Total	3.89	0.843	High

The average level of the respondents' opinion in Table 4.5 is high, and the result of mean ( $\bar{x}$ ) is 3.89 and standard deviation ( $SD$ ) is 0.843. To follow all the results in each category range, each one is a high level, which means all factors of place are important to customers' purchasing decisions. For dealership and service center are all around, the result of mean ( $\bar{x}$ ) is 4.03 and standard deviation ( $SD$ ) is 0.837. For provide a pick-up truck model for show in a shopping mall, the result of mean ( $\bar{x}$ ) is 3.71 and standard deviation ( $SD$ ) is 0.816. For repair warranty from service center, the result of mean ( $\bar{x}$ ) is 3.87 and standard deviation ( $SD$ ) is 0.858. For quality and trustworthiness in dealership and service center, the result of mean ( $\bar{x}$ ) is 3.96 and standard deviation ( $SD$ ) is 0.843.

Table 4.6: Mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) of promotion factors that affect purchasing decisions of pick-up truck buyers

Promotion	$\bar{x}$	$SD$	Level of respondents' opinion
Test-drive	3.84	0.844	High
Give a car insurance for one year	4.00	0.937	High
Exchange new car sales	3.75	0.839	High
Free vehicle maintenance programs in terms of time or mileage limitations	3.93	0.838	High
Total	3.88	0.864	High

The average level of the respondents' opinion in Table 4.6 is high, and the result of mean ( $\bar{x}$ ) is 3.88 and standard deviation ( $SD$ ) is 0.864. To follow all the results in each category range, each one is a high level, which means all factors of promotion are important to customers' purchasing decision. For test-drive, the result of mean ( $\bar{x}$ ) is 3.84 and standard deviation ( $SD$ ) is 0.844. For give a car insurance for one year, the result of mean ( $\bar{x}$ ) is 4.00 and standard deviation ( $SD$ ) is 0.937. For exchange new car sales, the result of mean ( $\bar{x}$ ) is 3.75 and standard deviation ( $SD$ ) is 0.839. For free vehicle maintenance programs in terms of time or mileage limitations, the result of mean ( $\bar{x}$ ) is 3.93 and standard deviation ( $SD$ ) is 0.838.

Table 4.7: Mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) of people factors that affect purchasing decisions of pick-up truck buyers

<b>People</b>	$\bar{x}$	$SD$	<b>Level of respondents' opinion</b>
Service staff are available	3.88	0.794	High
Smart casual uniform and politeness	3.82	0.743	High
Pay attention with customers	4.05	0.799	High
High knowledge and experience	4.09	0.817	High
Total	3.96	0.788	High

The average level of the respondents' opinion in Table 4.7 is high, and the result of mean ( $\bar{x}$ ) is 3.96 and standard deviation ( $SD$ ) is 0.788. To follow all the results in each category range, each one is a high level, which means all factors of people are important to customers' purchasing decisions. For service staff are available, the result of mean ( $\bar{x}$ ) is 3.88 and standard deviation ( $SD$ ) is 0.794. For smart casual uniform and politeness, the result of mean ( $\bar{x}$ ) is 3.82 and standard deviation ( $SD$ ) is 0.743. For pay attention with customers, the result of mean ( $\bar{x}$ ) is 4.05 and standard deviation ( $SD$ ) is 0.799. For high knowledge and experience, the result of mean ( $\bar{x}$ ) is 4.09 and standard deviation ( $SD$ ) is 0.817.



Table 4.8: Mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) of process factors that affect purchasing decisions of pick-up truck buyers

<b>Process</b>	<b><math>\bar{x}</math></b>	<b><math>SD</math></b>	<b>Level of respondents' opinion</b>
Call center to make an appointment	3.80	0.806	High
Car sharing service under the same company	3.77	0.793	High
New car servicing	3.85	0.832	High
Keeping track of service records of the customers	3.89	0.847	High
Total	3.82	0.819	High

The average level of the respondents' opinion in Table 4.8 is high, and the result of mean ( $\bar{x}$ ) is 3.82 and standard deviation ( $SD$ ) is 0.819. To follow all the results in each category range, each one is a high level, which means all factors of process are important to customers' purchasing decisions. For call center to make an appointment, the result of mean ( $\bar{x}$ ) is 3.80 and standard deviation ( $SD$ ) is 0.806. For car sharing service under the same company, the result of mean ( $\bar{x}$ ) is 3.77 and standard deviation ( $SD$ ) is 0.793. For new car servicing, the result of mean ( $\bar{x}$ ) is 3.85 and standard deviation ( $SD$ ) is 0.832. For keeping track of service records of the customers, the result of mean ( $\bar{x}$ ) is 3.89 and standard deviation ( $SD$ ) is 0.819.

Table 4.9: Mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) of physical evidence factors that affect purchasing decisions of pick-up truck buyers

<b>Physical Evidence</b>	<b><math>\bar{x}</math></b>	<b><math>SD</math></b>	<b>Level of respondents' opinion</b>
Nice place and cleanliness	3.85	0.775	High
Lobby and drink service	3.87	0.766	High
Information corner	3.71	0.767	High
A logo sign of company is easy to find	3.80	0.808	High
Total	3.80	0.779	High

The average level of the respondents' opinion in Table 4.9 is high, and the result of mean ( $\bar{x}$ ) is 3.80 and standard deviation ( $SD$ ) is 0.779. To follow all the results in each category range, each is a high level, which means all factors of physical evidence are important to customers' purchasing decisions. For nice place and cleanliness, the result of mean ( $\bar{x}$ ) is 3.85 and standard deviation ( $SD$ ) is 0.775. For lobby and drink service, the result of mean ( $\bar{x}$ ) is 3.87 and standard deviation ( $SD$ ) is 0.766. For information corner, the result of mean ( $\bar{x}$ ) is 3.71 and standard deviation ( $SD$ ) is 0.767. For a logo sign of company is easy to find, the result of mean ( $\bar{x}$ ) is 3.80 and standard deviation ( $SD$ ) is 0.808.

#### 4.3 The analysis of purchasing decisions of pick-up truck buyers

The respondents were asked for their opinions about the decision of buying a pick-up truck. From the opinion of the respondents, the standard five-point Likert scale was applied to measure the level of agreement in each reason of the purchasing decisions. The data gathered in this part is presented in mean ( $\bar{x}$ ) and standard deviation ( $SD$ ) followed by brief explanations of the findings. Mean ( $\bar{x}$ ) is used to describe the average degree of the respondents' opinions on the agreement in each reason of purchasing decisions. The mean scores were interpreted according to the mean range introduced by using five-point Likert scale, as noted on page 34. The

standard deviation (*SD*) indicated the variation in the distribution of the data. The results of the agreement of purchasing decisions are shown in Table 4.10.

Table 4.10: Mean ( $\bar{x}$ ) and standard deviation (*SD*) of the agreement of respondents on pick-up trucks purchasing decisions

<b>Purchasing decisions</b>	<b><math>\bar{x}</math></b>	<b><i>SD</i></b>	<b>Level of respondents' opinion</b>
Full information from the staff	4.17	0.783	High
The utilization of pick-up truck suits with customer styles	4.20	0.770	High
Price of pick-up truck	4.11	0.804	High
Dealership and service center are covered in all areas	3.91	0.836	High
Cash loan from the banks	3.72	0.846	High
Provide many models and series of pick-up trucks	3.83	0.823	High
Total	3.99	0.810	High

The average level of the respondents' opinion in Table 4.10 is high level, and the result of mean ( $\bar{x}$ ) is 3.99 and standard deviation (*SD*) is 0.810. To follow all the results in each category range, each one is a high level, which means all reasons of purchasing decisions are agreed by the respondents. For fully information from the staffs, the result of mean ( $\bar{x}$ ) is 4.17 and standard deviation (*SD*) is 0.783. For the utilization of pick-up truck is suit with customer styles, the result of mean ( $\bar{x}$ ) is 4.20 and standard deviation (*SD*) is 0.770. For price of pick-up truck, the result of mean ( $\bar{x}$ ) is 4.11 and standard deviation (*SD*) is 0.804. For dealership and service center are covered all areas, the result of mean ( $\bar{x}$ ) is 3.91 and standard deviation (*SD*) is 0.836. For cash loan from the banks, the result of mean ( $\bar{x}$ ) is 3.72 and standard deviation (*SD*) is 0.846. For provide many models and series of pick-up trucks, the result of mean ( $\bar{x}$ ) is 3.83 and standard deviation (*SD*) is 0.823.

#### 4.4 Hypothesis testing of the marketing mix (7Ps) that relate to purchasing decisions of pick-up truck buyers.

According to this research study, seven hypotheses were proposed to this study of the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province. In terms of marketing mix (7Ps) which affects customers' purchasing decisions, the seven hypotheses used to examine this research study were assessed by Multiple-Regression Analysis.

Table 4.11: The marketing mix (7Ps) that relate to purchasing decisions of pick-up truck buyers

Factors	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.579	0.698		6.556	0.000
Product	-0.336	0.124	-0.133	-2.709	0.007
Price	0.162	0.149	0.069	1.089	0.277
Place	-0.159	0.169	-0.072	-0.939	0.348
Promotion	0.321	0.117	0.158	2.749	0.006
People	0.530	0.137	0.222	3.866	0.000
Process	-0.411	0.139	-0.180	-2.964	0.003
Physical Evidence	0.291	0.145	0.117	2.005	0.046

Remark:  $F = 7.548$ ,  $R^2 = 0.116$  and adjust  $R^2 = 0.101$ ,  $P\text{-value} = 0.05$

The Table 4.11 shows the analysis of the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province in Thailand. In terms of marketing mix (7Ps) which affect customers' purchasing decisions, the specific 7Ps are: product, price, place, promotion, people, process, and physical evidence. By using Multiple-Regression Analysis, the result in ANOVA in the Table show the value of F is 7.548 and Sig. (P-value) is 0.05 ( $7.548 > 0.05$ ). Therefore, it

indicates that there is no independent variable relationship with the dependent variable. All of the seven independent variables: product, price, place, promotion, people, process, and physical evidence can be explained as 0.101 or 10.1 percent of the variance (Adjust R Square) in customer's purchasing decisions, following the hypothesis of:

H0: The effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province. In terms of marketing mix (7Ps), they have not affected customers' purchasing decision.

H1: The effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province. In terms of marketing mix (7Ps) they have affected customers' purchasing decision.

Hypothesis 1 described the product factors that affect the purchasing decisions of pick-up truck buyers. The Sig. (P-value) is 0.007 which is less than 0.05 ( $0.007 < 0.05$ ). Therefore, it rejected H0. It indicated that the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of product factors, they have affected customers' purchasing decision.

Hypothesis 2 described the price factors that affect the purchasing decisions of pick-up truck buyers. The Sig. (P-value) is 0.277 which is higher than 0.05 ( $0.277 > 0.05$ ). Therefore, it accepted H0. It indicated that the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of price factors, they have not affected customers' purchasing decision.

Hypothesis 3 described the place factors that affect the purchasing decisions of pick-up truck buyers. The Sig. (P-value) is 0.348 which is higher than 0.05 ( $0.348 > 0.05$ ). Therefore, it accepted H0. It indicated that the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of place factors, they have not affected customers' purchasing decision.

Hypothesis 4 described the promotion factors that affect the purchasing decisions of pick-up truck buyers. The Sig. (P-value) is 0.006 which is less than 0.05 ( $0.006 < 0.05$ ). Therefore, it rejected H0. It indicated that the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn

Province, in terms of promotion factors, they have affected customers' purchasing decision.

Hypothesis 5 described the people factors that affect the purchasing decisions of pick-up truck buyers. The Sig. (P-value) is 0.000 which is less than 0.05 ( $0.000 < 0.05$ ). Therefore, it rejected  $H_0$ . It indicated that the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of people factors, they have affected customers' purchasing decision.

Hypothesis 6 described the process factors that affect the purchasing decisions of pick-up truck buyers. The Sig. (P-value) is 0.003 which is less than 0.05 ( $0.003 < 0.05$ ). Therefore, it rejected  $H_0$ . It indicated that the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of process factors, they have affected customers' purchasing decision.

Hypothesis 7 described the physical evidence factors that affect the purchasing decisions of pick-up truck buyers. The Sig. (P-value) is 0.046 which is less than 0.05 ( $0.046 < 0.05$ ). Therefore, it rejected  $H_0$ . It indicated that the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province, in terms of physical evidence factors, they have affected customers' purchasing decision.

Table 4.12: Results of the hypothesis testing

<b>Factor of marketing mix (7Ps)</b>	<b>Hypothesis Statement</b>	<b>Test Result</b>
Product (H1)	Product affects customers' purchasing decisions on buying a pick-up truck.	Rejected H0
Price (H2)	Price not affects customers' purchasing decisions on buying a pick-up truck.	Accepted H0
Place (H3)	Place not affects customers' purchasing decisions on buying a pick-up truck.	Accepted H0
Promotion (H4)	Promotion affects customers' purchasing decisions on buying a pick-up truck.	Rejected H0
People (H5)	People affect customers' purchasing decisions on buying a pick-up truck.	Rejected H0
Process (H6)	Process affects customers' purchasing decisions on buying a pick-up truck.	Rejected H0
Physical Evidence (H7)	Physical evidence affects customers' purchasing decisions on buying a pick-up truck.	Rejected H0

## **CHAPTER 5**

### **CONCLUSIONS AND RECOMENDATIONS**

In this chapter, the researcher will assess the results of the findings in relationship to the pick-up truck dealerships regarding how marketing strategy is associated with customers' purchasing decisions in terms of marketing mix (7Ps). This is the concluding chapter of the research project. It will bring the purpose of writing this research into specific context. It will also provide the limitations to the study, as well as recommendations and suggestions for future studies, in this order as follows:

- 5.1 Conclusion
- 5.2 Discussion of Major findings
- 5.3 Limitation of the study
- 5.4 Recommendations
- 5.5 Future Research

#### **5.1 Conclusion**

This study aimed to investigate the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province. In this regard, the study analyzed the relationships between marketing strategies and customers' purchasing decisions in terms of marketing mix (7Ps) on pick-up trucks. Survey questionnaires were used as an instrument to collect data variables from 410 drivers. The respondents who were using pick-up trucks in Mueang District, Samutprakarn Province were chosen as a convenient sample. The demographic profile and the opinions of pick-up truck buyers were analyzed using percentile distribution, Mean ( $\bar{x}$ ) and Standard Deviation ( $SD$ ) while the Analysis of Variance (ANOVA) test and Multiple-Regression Analysis were employed to test the hypotheses. The results were compiled and presented as follows:

Part 1 was for the general information of the respondents, categorized by gender, age, occupation, monthly income, and the brand of the pick-up truck from 410 respondents and the researcher found that the majority of the respondents were male,



with an age range between 31-40 years old, working as business owners with an average monthly income ranging between 10,001-20,000 baht, and mainly using Toyota as the pick-up truck brand.

Part 2 focused on the factors in marketing mix (7Ps) towards pick-up buyers from 410 respondents. The researcher found that the majority of the respondents' opinion was in the high level which means the factors in marketing mix (7Ps) towards pick-up buyers is important. If one looks through each factor of marketing mix (7Ps), there were a total of seven factors: product, price, place, promotion, people, process, and physical evidence, and they were also all individually in the high level.

Part 3 was concerned with the customers' purchasing decisions of pick-up trucks from 410 of respondents. The researcher found that the majority of the respondents' opinion was in high level which means that the respondents agreed with the reasons of customers' purchasing decisions when related to pick-up trucks. If one looks through each individual reason of customers' purchasing decisions on pick-up truck, there was a total of six reasons, which were: full information from the staff; the utilization of pick-up truck suits with customer styles; the price of a pick-up truck; dealerships and service center are covered in all areas; a cash loan from the banks; and to provide many models and series of pick-up truck. Each individual reason was also all in the high level.

Part 4 was the Hypothesis testing of the effectiveness of marketing strategy for pick-up truck dealerships in Mueang District, Samutprakarn Province of Thailand, in terms of marketing mix (7Ps), which affect customers' purchasing decisions. The researcher found that the marketing mix (7Ps) factors of product, promotion, people, process, and physical evidence did affect customers' purchasing decisions on buying a pick-up truck. However, the marketing mix (7Ps) factors of price and place did not directly affect customers' purchasing decisions on buying a pick-up truck.

## 5.2 Discussion of Major Findings

From this research project of the effectiveness of marketing strategy for pick-up truck dealerships, in terms of marketing mix (7Ps), the factors of product, promotion, people, process, and physical evidence were found to affect the customers' purchasing decisions on buying a pick-up truck in Mueang District, Samutprakarn Province. So, they conform to the research hypotheses that were presented in Chapter Two, because customers are interested with the product in many models and colours and they also care about the safety systems and facilities inside of the pick-up trucks. As Josephine Stella and Rajeswari (2012) suggested, the factor that influences the consumers to use passenger cars are high quality and long durability. Liu Dongyan and Bai Xuan (2008) also found that highly-educated people take riding comfort, safety, and equipment into close consideration.

The result of the study relies with factor of promotion that conforms to the research hypotheses. The researcher believe that customers would be interested with providing test-drive, giving a car insurance, and free vehicle maintenance programs in terms of time or mileage limitations. As Apurva Jain (2013) confirmed, the most favorable feature expected by the respondents was maintenance programs.

The result of the study relies with factor of people that conforms to the research hypotheses. The researcher believe that customers would be interested with the expectation that service staff will be available, staff wearing smart casual uniform and also using politeness, paying attention with customers and having a lot of knowledge and experience. As Liu Dongyan and Bai Xuan (2008) stated, concerning the information source the car buyers used during their purchasing process. Previous research results show that people still use a lot of traditional ways to get information, such as dealer sales staff. Prattana Thongplean (2012) mentioned several aspects related to people which are very important when respondents choose to visit, based on staff friendliness, politeness, being service-minded, and their positive responsiveness to customers.

The result of the study relies with factor of process that also conforms to the research hypotheses. The researcher believe that customers would be interested in the concerning of a call center for making an appointment, a car sharing service under the

same company, and keeping track of service records of the customers. As Josephine Stella and Rajeswari (2012) have confirmed, a greater importance is customer relationship management, personalization, customization and one-to-one marketing.

The result of the study relies with factor of physical evidence that also conforms to the research hypotheses. The researcher believe that customers would be interested by having a nice place and cleanliness, offering a lobby and drink service, an information corner and using a logo sign of the company that is easy to find. Clearly, Prattana Thongplean (2012) confirmed that the practice of cleanliness shows responsibility and integrity. Accordingly, it may prove that physical evidence is one of the most crucial aspects in the service marketing mix which attracts more customers.

Nevertheless, from this research study of the effectiveness of marketing strategy for pick-up truck dealerships, in terms of marketing mix (7Ps), the factors of price and place are not found to affect customers' purchasing decisions on buying pick-up trucks in Mueang District, Samutprakarn Province. In terms of the factor of price, Apurva Jain (2013) confirmed that price is not preferred by most of the respondents. Moreover, Prattana Thongplean (2012) declared that the respondents are not always looking for a cheaper price, but they are actually willing to pay more if the quality of service and product provided serves by meeting their expectations.

The factor of place did not conform to the research hypotheses, based on distributing dealerships and service centers or providing pick-up truck models for show in shopping mall. This could be due to what Liu Dongyan and Bai Xuan (2008) found in their research, that the internet is usually the first place for young consumers to go when they want to buy a car; and their next step may well take place in the actual showroom.

### **5.3 Limitation of the study**

The respondents were only customers in Mueang District, Samutprakarn Province in Thailand. Therefore, the research finding may not be generalized for other geographical areas that are located on the outside Samutprakarn areas or, indeed, in other countries. Furthermore, this research study was conducted in a specific and limited time period. Thus, its finding may be generalized for only a certain specific period of time. Also, since the questionnaires were answered anonymously, some respondents might not have always answered truthfully.

Moreover, the rejected hypothesis also poses as another limitation of this study. The hypothesis 2 and hypothesis 3, the marketing mix aspect of product and place was viewed as not affecting customers' purchasing decisions on buying a pick-up truck. This might be due to a lack of any detailed coverage pertaining to this topic presented in the questionnaire.

### **5.4 Recommendations**

In this study, almost every factor presented was accepted; the five outstanding factors were product, promotion, people, process, and physical evidence. These five factors appear to be the leading factors to influence potential pick-up truck customers before they make their purchasing decisions.

In terms of product, it can stimulate people to differentiate and recognize how unique the pick-up truck new designs are: Such as companies providing many models and colours, safety systems, and full facilities inside the pick-up trucks, in order to increase the number of future buyers for a pick-up truck dealership.

In terms of promotion, it can stimulate people in what they will get for their financial purchase: Such as free vehicle maintenance programs in terms of time or mileage limitations or free insurance for one year, in order to increase the number of future buyers for a pick-up truck dealership.

In terms of people, it can stimulate people what is a good experience and good service for the staff that they would get: Such as friendliness and politeness, high

level of knowledge and experience and always paying attention to the customers, in order to increase the number of future buyers for a pick-up truck dealership.

In term of process, it can stimulate people what is a good experience and good service from a dealership: Such as making an appointment by using the call center, or a car sharing service under the same company, and keeping track of service records of the customers, in order to increase the number of future buyers for a pick-up truck dealership.

In terms of physical evidence, it can stimulate people what is a good experience and good service from a dealership when potential customers come to visit: Such as the place can be nice and clean, with a spatial lobby and a drink service on offer, but also providing an information corner desk. The company can also use a logo sign that is very easy to find. All of these issues should be positively addressed in order to increase the number of potential future buyers for a pick-up truck dealership.

## **5.5 Recommendations for Future Research**

This study only focused on pick-up truck buyers' opinions towards the marketing strategies of pick-up truck dealerships in Mueang District, Samutprakarn Province in Thailand. It also specifically aimed only customers' purchasing decisions and marketing mix factors. It did not cover the whole country and only used a sample of local people in one province who drive in a pick-up truck. The results may well be rather different when future research focuses on another province of Thailand. Consequently, recommendations for further research are proposed as follows:

5.5.1 A study that investigates opinions of other automobile related parties, such as car manufacturers, car financing, other car companies, and Thailand Transport Portal generally concerned with the automobile industry.

5.5.2 A study to explore more factors that directly affect automobile buyers' demands in Samutprakarn Province.

5.5.3 A study to directly compare between truck dealerships and sedan car dealerships.

5.5.4 A study that investigates the strengths and weaknesses of a car dealership in order to develop the products to be more suitable with customer satisfaction.

## **APPENDICES**

## APPENDIX 'A' – SURVEY QUESTIONNAIRE (ENGLISH VERSION)



### QUESTIONNAIRE

#### **The Effectiveness of Marketing Strategy for Pick-up Truck Dealerships in Mueang District, Samutprakarn Province, Thailand**

This questionnaire is designed to explore the marketing mix factors (7Ps) which affect customers' purchasing decision towards pick-up trucks in Mueang District, Samutprakarn Province, Thailand. The research conducted as a Master's Project in the program of Master Business Administration at Stamford International University.

Please answer all questions. This information will be used only for this study and will be kept strictly confidential. As follow:

Part 1 General Information of Respondents

Part 2 Factors in Marketing Mix (7Ps) towards Pick-up Truck Buyers

Part 3 Purchasing Decisions of Pick-up Truck Buyers

#### **Part 1 General Information of Respondents**

Directions: Please mark  $\surd$  in ( ) that is most applicable to you.

1. Gender

( ) Male      ( ) Female

2. Age

( ) 18-30 years old      ( ) 31-40 years old      ( ) 41-50 years old  
( ) 51-60 years old      ( ) Above 60 years old

3. Occupation

( ) Official      ( ) Business owner      ( ) Employed part time



( ) Employed full time      ( ) Farming      ( ) Other (please specify) .....

4. Monthly Income

( ) Below 10,000 Baht      ( ) 10,001-20,000 Baht      ( ) 20,001-30,000 Baht  
( ) 30,001-40,000 Baht      ( ) Above 40,000 Baht

5. Which pick-up truck brand are you using

( ) Toyota    ( ) Isuzu    ( ) Nissan    ( ) Mitsubishi    ( ) Mazda  
( ) Ford    ( ) Chevrolet    ( ) Tata    ( ) Other (please specify) .....

**Part 2 Factors in Marketing Mix (7Ps) towards Pick-up Truck Buyers**

Directions: Please mark √ in ( ) that is most applicable to you.

Level of importance ranged from 1 (least important) to 5 (most important)

Marketing Mix (7Ps)	Level of importance				
	5	4	3	2	1
<b>Product</b>					
Many models and colors					
Safety systems					
Insurance for 3 years or 100,000 kilometers					
Full facilities inside the pick-up trucks					
<b>Price</b>					
Time period of the installment					
Repair and maintenance fees					
Down payment rate					
Several prices of the pick-up truck					
<b>Place</b>					

<b>Place (continue)</b>					
Dealership and service center are all around					
Provide a pick-up truck model for show in a shopping mall					
Repair warranty from service center					
Quality and trustworthiness in dealership and service center					
<b>Promotion</b>					
Test-drive					
Give a car insurance for one year					
Exchange new car sales					
Free vehicle maintenance programs in terms of time or mileage limitations					
<b>People</b>					
Service staff are available					
Smart casual uniform and politeness					
Pay attention with customers					
High knowledge and experience					
<b>Process</b>					
Call center to make an appointment					
Car sharing service under the same company					
New car servicing					
Keeping track of service records of the customers					

<b>Physical Evidence</b>					
Nice place and cleanliness					
Lobby and drink service					
Information corner					
A logo sign of company is easy to find					

### **Part 3 Purchasing Decisions of Pick-up Truck Buyers**

Directions: Please mark √ in ( ) that is most applicable to you.

Level of opinion ranged from 1 (strongly agree) to 5 (strongly disagree)

<b>Purchasing Decisions</b>	<b>Level of opinion</b>				
	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Full information from the staff					
The utilization of pick-up truck suits with customer styles					
Price of pick-up truck					
Dealership and service center are covered in all areas					
Cash loan from the banks					
Provide many models and series					

**Thank you.**

## APPENDIX 'B' – SURVEY QUESTIONNAIRE (THAI VERSION)



### แบบสอบถาม

เรื่อง กลยุทธ์ทางการตลาดที่มีอิทธิพลต่อการตัดสินใจซื้อออร์กระยะ

**คำชี้แจง** งานวิจัยเรื่อง กลยุทธ์ทางการตลาดที่มีอิทธิพลต่อการตัดสินใจซื้อออร์กระยะ ในเขตอำเภอเมือง จังหวัดสมุทรปราการ มีวัตถุประสงค์เพื่อศึกษากลยุทธ์ทางการตลาดที่มีอิทธิพลต่อการตัดสินใจซื้อออร์กระยะ ดังนั้นจึงใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามครั้งนี้ตามความเป็นจริง โอกาสนี้ผู้ศึกษา ขอขอบคุณในความร่วมมือของท่านเป็นอย่างสูง โดยแบบสอบถามแบ่งออกเป็น 3 ส่วนดังนี้

ส่วนที่ 1 ข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม

ส่วนที่ 2 กลยุทธ์ทางการตลาด ด้านส่วนประสมทางการตลาด ที่มีอิทธิพลต่อการตัดสินใจซื้อ

ส่วนที่ 3 การตัดสินใจซื้อออร์กระยะ

**ส่วนที่ 1 :** ข้อมูลส่วนบุคคลของผู้ตอบแบบสอบถาม

**คำชี้แจง :** โปรดทำเครื่องหมาย ✓ ลงในช่อง ( ) ที่กำหนดให้

6. เพศ

( ) ชาย ( ) หญิง

7. อายุ

( ) 18-30 ปี ( ) 31-40 ปี ( ) 41-50 ปี ( ) 51-60 ปี ( ) มากกว่า 60 ปี

8. อาชีพ

( ) ข้าราชการ/รัฐวิสาหกิจ ( ) ธุรกิจส่วนตัว/ค้าขาย ( ) รับจ้างทั่วไป  
( ) พนักงานบริษัทเอกชน ( ) เกษตรกรรม ( ) อื่นๆ โปรดระบุ.....

9. รายได้ต่อเดือน

( ) ต่ำกว่า 10,000 บาท ( ) 10,001-20,000 บาท ( ) 20,001-30,000 บาท

( ) 30,001-40,000 บาท      ( ) มากกว่า 40,000 บาท

10. ยี่ห้อรถกระบะที่ท่านใช้อยู่ในปัจจุบันคือ

( ) โตโยต้า      ( ) อีซูซุ      ( ) นิสสัน      ( ) มิตซูบิชิ      ( ) มาสด้า  
( ) ฟอर्ड      ( ) เชฟโรเลต      ( ) ทาต้า      ( ) อื่นๆ โปรดระบุ.....

**ส่วนที่ 2 :** กลยุทธ์ทางการตลาด ด้านส่วนประสมทางการตลาดรถกระบะที่มีอิทธิพลต่อการตัดสินใจซื้อของผู้บริโภค

**คำชี้แจง :** โปรดทำเครื่องหมาย ✓ ในช่องระดับความสำคัญที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงช่องเดียว

5 = มากที่สุด    4 = มาก    3 = ปานกลาง    2 = น้อย    1 = น้อยที่สุด

ส่วนประสมทางการตลาดรถกระบะที่มีอิทธิพลต่อการตัดสินใจซื้อ	ระดับความสำคัญ				
	5	4	3	2	1
<b>ด้านผลิตภัณฑ์</b>					
รถกระบะมีการออกแบบมาหลายรุ่นและหลายสี					
ระบบความปลอดภัยของรถกระบะ(ถุงลมนิรภัย, ประตูเสริมคันเหล็ก ฯลฯ)					
รถกระบะมีการรับประกันระยะเวลาถึง 3 ปี หรือ 100,000 กม.					
สิ่งอำนวยความสะดวกต่างๆภายในรถกระบะ มีให้อย่างครบครัน					
<b>ด้านราคา</b>					
ระยะเวลาในการผ่อนชำระของรถกระบะ					
ค่าบำรุงรักษาและซ่อมแซมของรถกระบะ					
อัตราการจัดเก็บเงินค่าน้ำของรถกระบะ					
ความหลากหลายของระดับราคาของรถกระบะ					
<b>ด้านช่องทางการจัดจำหน่าย</b>					
มีจำนวนของศูนย์บริการกระจายครอบคลุมทั่วถึงทุกพื้นที่					
มีการจัดแสดงโชว์สินค้าตามศูนย์การค้าต่างๆ					
มีการรับประกันงานซ่อมของศูนย์บริการ					
มาตรฐานและความน่าเชื่อถือของศูนย์บริการ					
<b>ด้านการส่งเสริมการตลาด</b>					

<b>ด้านการส่งเสริมการตลาด (ต่อ)</b>					
มีการให้ทดลองขับก่อนซื้อรถกระบะ					
มีการแถมประกันภัยชั้น 1					
มีการรับแลกเปลี่ยนและรับซื้อรถกระบะคันเก่า					
มีการให้บริการบำรุงรักษารถกระบะฟรีภายในระยะทางหรือระยะเวลาที่กำหนด					
<b>ด้านบุคคลหรือพนักงาน</b>					
มีพนักงานให้บริการอย่างเพียงพอ					
พนักงานสวมเครื่องแบบที่สุภาพสะอาดเรียบร้อย มีกริยาวจาสุภาพ					
พนักงานคอยเอาใจใส่และไว้วางใจได้					
พนักงานมีความรู้ ความเชี่ยวชาญ สามารถให้คำแนะนำได้					
<b>ด้านกระบวนการ</b>					
มีบริการนัดหมายวันเข้ารับบริการ ผ่านระบบโทรศัพท์					
การให้บริการลูกค้าต่างศูนย์บริการ ภายในเครือข่ายเดียวกัน					
มีบริการพิเศษสำหรับรถใหม่ เช่น เชื้อระบบเบรค ช่วงล่าง ฟรี					
มีบันทึกประวัติการใช้บริการของรถยนต์ลูกค้าทุกคันที่เข้ามาใช้บริการ					
<b>ด้านการสร้างและนำเสนอลักษณะทางกายภาพ</b>					
สถานที่ให้บริการสะอาด จัดเป็นสัดส่วน มีความเป็นระเบียบเรียบร้อย					
มีห้องพักรับรอง พร้อมเครื่องดื่ม บริการให้แก่ลูกค้าขณะรอรับบริการ					
มีมุมเอกสาร จุลสารข้อมูลของบริษัท บริการให้แก่ลูกค้า					
ป้ายสัญลักษณ์ของศูนย์ให้บริการ โคดเด่น เห็นชัด สังกัดง่าย					

**ส่วนที่ 3 : การตัดสินใจซื้อรถกระบะ**

**คำชี้แจง :** โปรดทำเครื่องหมาย ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงช่องเดียว

5 = เห็นด้วยมากที่สุด    4 = เห็นด้วยมาก    3 = เห็นด้วยปานกลาง    2 = เห็นด้วยน้อย

1 = เห็นด้วยน้อยที่สุด

การตัดสินใจเลือกซื้อรถกระบะ	ระดับความคิดเห็น				
	5	4	3	2	1
การให้ข้อมูลที่ชัดเจนจากพนักงานขายมีผลต่อการตัดสินใจซื้อรถกระบะของท่าน					
ความเหมาะสมในการใช้งานของรถกระบะเป็นสิ่งที่ทำให้ท่านตัดสินใจซื้อ					
ราคาของรถกระบะมีผลต่อการตัดสินใจซื้อของท่าน					
ท่านตัดสินใจซื้อรถกระบะเนื่องจากมีศูนย์บริการที่ครอบคลุมทั่วถึงทุกพื้นที่					
สถาบันการเงินที่ปล่อยเงินกู้มีผลต่อการตัดสินใจซื้อรถกระบะของท่าน					
การออกแบบรถกระบะมีหลายรุ่นส่งผลต่อการตัดสินใจซื้อรถกระบะ					

ขอขอบพระคุณเป็นอย่างสูงที่ให้ความร่วมมือในการตอบแบบสอบถาม

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