

THE RELATIONSHIP BETWEEN SELF-IMAGE CONGRUENCE
AND CUSTOMER SATISFACTION OF HYBRID CAR OWNER
IN BANGKOK METROPOLITAN AREA

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**The relationship between self-image congruence and customer satisfaction
of hybrid car owner in Bangkok metropolitan area**

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ABSTRACT

The study of “The relationship between self-image congruence and customer satisfaction of hybrid car owner in Bangkok metropolitan area” is conducted to identify the variables between demographic factors and self-image congruence, and customer satisfaction of hybrid car owners in Bangkok metropolitan area.

This study is designed to use quantitative research method by using general random sampling to the hybrid car owners, with a total number of 400 samples. Respondents of the study are composed of Thai male and female who live in Bangkok metropolitan area. The collected data is compiled and analyzed through a statistical program for mathematics calculation. The analysis is presented by descriptive statistics which consist of frequency, percentage, mean, standard deviation, and quantitative analysis of test differences by T-Test and LSD method (Least Significance Difference) for dependent test differences between groups, and also used multiple regressions to test the relationship test.

The result of the study reveals the majority of respondents are male in the range of age between 36 – 44 years old, master degree graduation, monthly personal income in a range of 60,001 – 100,000 baht, with a married status and private’s firm employee. While the hypothesis testing result shows that gender, age, education, personal income and occupation have statistically significant relationships to total perceived quality. The results also show that gender, age, education, personal income and occupation have statistically significant relationships to word of mouth. It is found that there is no statistically significant relationship between marital status, and neither total perceived quality and word of mouth. Moreover, when determining the relationship between self-image congruence and customer satisfaction, it is found that Self-identity and Self-belief have statistically significant relationships to both total perceived quality and word of mouth. While Self-awareness does not show the relationship with total perceived quality, but does exist with word of mouth.

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CHAPTER 1

INTRODUCTION

The Thai automobile industry started in 1961, it has expanded rapidly since latter half of the 1980s which the number of produced automobile has been increased from that time (Thammavit, 1997). Since then, automotive industry is one of the Thailand main industries which generate economic value for the country. The future challenges must be taken into consideration in formulating development strategies for sustainable growth of the industry, especially the global trend of 'Green Automotive Technology' that focuses on environmental and safety. The goal for the future product development is to strive for a green and safety vehicle in compliance with the international standards.

Presently, consumers are better educated about the dangers of a growing population competing over rapidly depleting natural resources. It is believed that the deterioration of environment causes to the global warming which affects all of us inevitably. That is why we would see many people are paying attentions to value the environmental protection as major priority. So, nowadays, 'Going Green' is becoming increasingly attractive issue to business strategy, from huge multinational companies and also local businesses to the meaningful growth in green opportunities. So, we can be sure that producing more pollution is never going to seem like a good idea anymore, once it is demanded by consumers, sought after by shareholders, and subsidized by governments. Moreover, the fact is that a company's efforts toward social responsibility, including environmental sustainability, will lead consumers to give their products more favorable evaluations than products from less responsible organizations (Brown and Dacin, 1997).

Concerns related to the environment are evident in the increasingly environmentally conscious marketplace. Over the years, a majority of consumers have realized that their purchasing behavior had both direct and indirect impacts on many ecological problems (Laroche *et al.*, 2001). So, once environmentally friendly, or green, products are designed to minimize the environment impact, people are trying to support the brands or manufacturers with the similar concept in saving a world.

Normally, consumers need information when purchasing a car, the automobile category is expected to be high involvement because automobile choice is relevant to consumer values and is consumed in a riskier, social setting (Corfman, 1991). Moreover, higher involvement is also generated because automobiles relate to social identity and status, giving decisions about cars a great deal of importance in a social context (Janssen and Jager, 2002).

It is a well-known fact that consumer products have significance that goes far beyond their utilitarian, functional, and commercial value (Ericksen, 1996). Besides, another interesting characteristic of consumers is that they tend to purchase a product reflecting to user's self image. Self image congruence captures how the consumer feels the products relate to his view of 'who am I' and 'who I would like to be' (Sirgy, 1982). Even though others can enhance or shape consumers' views of themselves, a consumer's self-image is an independent predictor of consumption behavior (Bearden *et al.* 1989). Consumers do not “consume products for their material utilities but consume the symbolic meaning of those products as portrayed in their image” (Elliot, 1997). Thus the products that are consumed are not only “bundles of attributes that yield particular benefits” (Holt, 1995) but they are capable of signifying symbolic meaning to consumers. So, nowadays, it is important for either brands or manufacturers in trying to manage the

relationship between their respective brands and the meanings that consumers associate with those products.

Hybrid car is the vehicle that uses an onboard rechargeable battery that parallel works together with the internal combustion engine that generates the higher in horsepower. It presents the major step in technological advances for automobile industry as it features an innovative, high power quality and less fuel consumption which means less emission as well. However, when talking about hybrid technological system, Toyota is a pioneer manufacturer that did success in research and development, and prosperously launched the gasoline-electric car to the world, including Thailand. The world's first mass-produced hybrid car is known under the name of 'Prius' and has been titled 'Car of the Year' for several times since its debut in 1997. In this category of 'green-cars', Prius model is reported to be the market leader. While in 2009 – 10, it was the best-selling car in Japan, an important leading market for automobile trends (Mick, 2010). Moreover, the achievement has been also subsequently submitted to the Lexus premium brand, which is specially used the technology in several of its models, since CT, IS, GS and RX models sold in Thailand. Not only Toyota, but Honda, who is major competitor in industry, has recently released the two beloved models, which are Jazz and Civic Hybrid to gain the flourishing increasing market, which is believed that we would see the rapid growth of the hybrid car market in Thailand from now on.

This is to emphasize that, because of, automobile-producer and related accessories are major industrial sectors of Thailand, for domestic consumption and global exporting. It accounts for a main source driving Thailand business economy for a period of time. So that I comprehend to the important of the industrial growth and development, with a belief that, the result of the study would assist automobile industry to

understand the relationship between self-image and customer satisfaction. Moreover, this study is also useful to analyze to be an ideal plan for manufacturers in developing a new hybrid car model in the future time.

1.1 RESEARCH OBJECTIVES

- 1) To determine the relationship between self-image congruence and customer satisfaction of hybrid car owner.
- 2) To determine the differences in demographic factors influencing to customer satisfaction of hybrid car owner.

1.2 SCOPES OF RESEARCH

- 1) Contents
 - a. Demographic data
 - b. Self-image Congruence
 - c. Customer Satisfaction
- 2) Population and Sampling

The population for this research will be included hybrid car owners and users. Working population includes all the respondents that are hybrid car owners and users in Bangkok metropolitan area, while the amount of sample will be separated into 400 sets

- 3) Period of Time

This study is planned to implement during the month of July –October, 2013.

1.3 LIMITATIONS OF RESEARCH

- 1) Scope of study covers to consumers who are Thai hybrid car owners that living in Bangkok metropolitan area.
- 2) There are limited hybrid car models that are in a range of study.
- 3) It is assumed that there is no gap between actual self-image and ideal self-image.
- 4) Because of the different in social, technological, ecological, environment and political/legal factors, so it is necessary to replicate the results of study before utilizing them.

1.4 DEFINITION OF TERMS

- 1) *Self-image Congruence* : Being viewed as the totality of an individual's thoughts and feelings with reference to themselves as an object (Rosen-berg, 1979). It involves ideas and feelings that a person has about himself in relation to others in a socially determined frame of reference (Onkvisit & Shaw, 1987). Self-concept is a person's perception of his own abilities, limitations, appearance, and characteristics, including his own personality.
- 2) *Customer Satisfaction* : It is a measure of the degree to which a product or service meets the customer's expectations.
- 3) *Hybrid Car* : The vehicle that uses an on-board rechargeable energy storage system and a fuel based power source for vehicle propulsion.

The hybrid cars that are in the range of the study consist of;

- (1) Toyota Camry HV Model 2008 -2013
- (2) Toyota Prius HV Model 2009 – 2013
- (3) Lexus CT200h Model 2010 – 2013
- (4) Honda Civic Hybrid Model 2012 – 2013
- (5) Honda Jazz Hybrid Model 2012 – 2013

Moreover, the hybrid technology can be classified into 2 major types. First is 'Full Hybrid' which electric motor can power the vehicle without assistance from the engine. The motor is typically used at low and light cruising speeds, while support at high speed as well. It also includes regenerative braking in which the electric drive motor is used as a generator during braking to recapture energy into battery. This type of hybrid is mainly used in Toyota, including Lexus. The second is called 'Mild Hybrid' which the engine is the main power of the vehicle. The electric motor is basically used for assist, and cannot power the vehicle alone. Honda Civic Hybrid and Jazz Hybrid are classified into this latter type of hybrid.

Even there are various models of hybrid car sold in Thailand, but this study focuses only on 5 models as mentioned earlier because of price range of products, in the belief that it would assist the results of study to be accurate and precise.

1.5 CONTRIBUTIONS OF RESEARCH

- 1) To assist the automobile industry in understanding the effect of positive behavior of self-congruence toward products that consumers consume.
- 2) To help car manufacturer in developing a new product concept in the future time.
- 3) To determine the relationship between self-image congruence and customer satisfaction of hybrid car owner.

CHAPTER 2

LITERATURE REVIEW

OUTLINES

2.1 PURCHASING INTENTION THEORY

(1) Kim and Pysarchik (2000)

(2) Huang, Lee, and Ho (2004)

2.2 CUSTOMER SATISFACTION MODELS

2.3 CONCEPTUAL FRAMEWORK AND HYPOTHESES

2.4 RELATED RESEARCH

2.1 PURCHASING INTENTION THEORY

(1) Kim and Pysarchik (2000)

According to Fishbein's theory of reasoned action (Fishbein and Ajzen, 1975), consumers' purchase intention serves as the mediator between their attitude toward a product and their actual purchase behavior. Besides, there is suggestion that intention provides a link between consumers' reactions to products and their acquisition or use of the products.

Owing to their concept, There are three factors that influence purchase intentions.

- *Consumer ethnocentrism* reflects consumers' beliefs about the suitability and virtue of purchasing products (Shimp and Sharma, 1987). It provides consumers with feelings of belonging and guidelines of purchase behavior acceptable to an in-group.
- *Brand attitude*, many consumers tend to rely on familiar brand names when making purchase decisions (Ahmed and d'Astous, 1996). Brand names provide customers with a recognized cue and associative information about a firm's products, which may be used for products evaluation to infer the quality of a product (Rao and Monroe, 1989)
- *Product attitude* is generally defined as a predisposition to respond to a particular product in a favorable or unfavorable manner. Fishbein's attitude model proposes that a consumer's attitude toward a product is a function of consumer evaluations of the attribute possessed by product.

Proposed Model

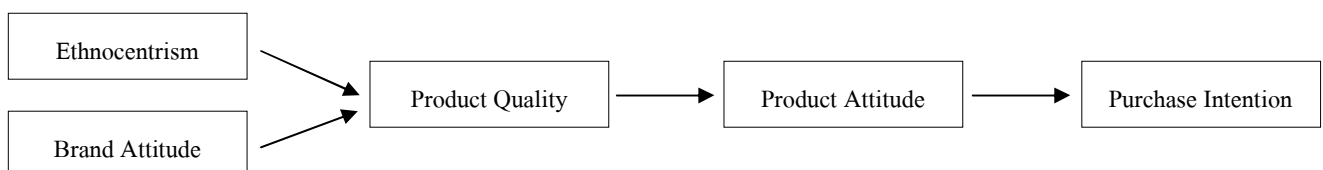


Figure 2.1 Proposed Model (Kim and Pysarchik, 2000)

(2) Huang, Lee, and Ho (2004)

According to Fishbein's extended model, known as the theory of reasoned action, behavior is determined by intentions, which are in turn determined by attitudes and subjective norms (Ajzen and Fishbein, 1980).

The attitude-purchase intention link, which is internal and normally less susceptible to outside forces, is considered here, to reduce the effect of uncontrollable external factor (Kim and Hunter, 1993).

Owing to their concept, there are two factors that influence purchase intentions.

- *Price consciousness*, which plays an crucial role in affecting consumer behavior. People use the range of the remembered price experiences to set lower and upper bounds on price expectation.
- *Price – Quality Inference*. It is important in pricing theory that high price reflects to high quality, while low price reflects to low quality, vice versa. Consumers evaluate products by comparing actual price with a referential or expected price determined from product quality and 'Price – Quality' correlation of the product category (Ordonez, 1998).

Conceptual Model

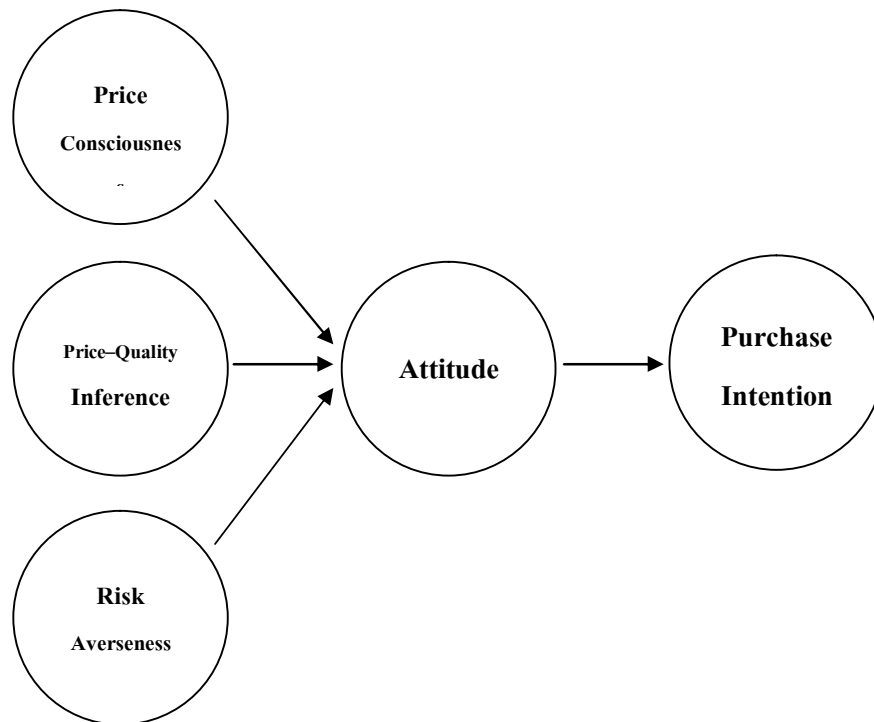


Figure 2.2 Conceptual Model (Huang, Lee and Ho, 2004)

2.2 CUSTOMER SATISFACTION MODELS

The concept of customer satisfaction has attracted much attention in recent years. Many organizations try to analyze and understand their customers with various customer satisfaction models. In this paper, the emphasis is on two levels of models which are, first, Macro-models of customer satisfaction theorize the place of customer satisfaction among a set of related constructs in marketing, and, secondly, Micro-models of customer satisfaction theorizing the elements of customer satisfaction.

Macro-model

“Satisfaction is the consumer’s fulfillment response. It is a judgment that a product or service feature, or the product of service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment, including levels of under – or – over fulfillment...” (Oliver, 1997).

First, the focus is on a consumer rather than a customer, in general speaking, the consumer uses a product or service, whereas a customer pays for the product or service but may not be the consumer. Satisfaction with a product/service is a construct that requires experience and use of a product or service (Oliver, 1997). Individuals who pay for a product/service but who do not use this product/service should not be expected to have the type of either satisfaction or dissatisfaction that a product user will have.

Secondly, satisfaction is feeling. It is a short-term attitude that can readily change given to the situations. It resides in the user’s mind and is different from observable behaviors such as product choice, complaining, and repurchase.

Third, satisfaction commonly has thresholds at both a lower level (insufficiency or under-fulfillment) and an upper level (excess or over-fulfillment). This means that a consumer’s satisfaction may drop if he/she gets too less or too much of goods. So, it is important not to ignore the upper level of threshold.

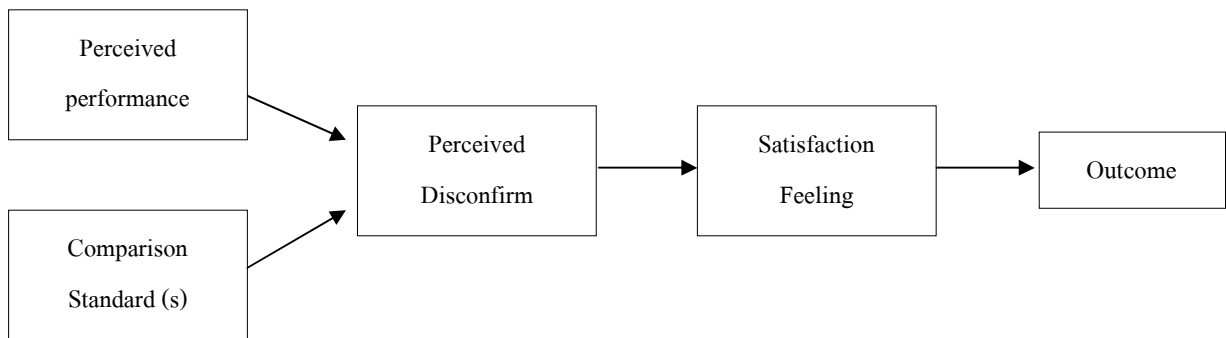


Figure 2.3 Traditional Macro-model of Customer Satisfaction (Woodruff & Gardial, 1996)

In the model shown in Figure 1, it is the traditional macro-model of customer satisfaction with the followings of detail :

1. *Perceived performance* often differs from objective or technical performance, especially when a product/service is complex, intangible, and when the consumer is unfamiliar with the product/service.
2. *Comparison Standards* can come from numerous sources that can vary widely by individual, by situation, and by product/service type.
3. *Perceived Disconfirmation* is the evaluation of perceived performance according to one or more comparison standards. Disconfirmation can have a positive effect, negative effect, or zero effect.
4. *Satisfaction Feeling* is a state of mind, an attitude. Consumers may have different levels of satisfaction for different parts of a product/service experience.
5. *Outcomes* of satisfaction feelings may involve intent to repurchase, word-of-mouth, and complaints. These outcomes also are moderated by other variables.

Micro-model

Erevelles & Leavitt (1992) provide an excellent summary of micro-model of customer satisfaction. There are seven types of models they review in their article with the following details :

1. *The Expectation Disconfirmation Model* has been the dominant model in satisfaction research. The model has involved in pre-consumption expectations in a comparison with post-consumption experiences of product to form an attitude of satisfaction or dissatisfaction toward product or service. So, on the model, the expectation originates from the consumers' beliefs about the level

of performance that goods will provide. This is the predictive meaning of the expectations concept.

2. *The Perceived Performance Model* deviates from the earlier model in that expectations play a less significant role in satisfaction formation. So, this model performs well in the situations where a product/service performs positively to consumers' expectations.
3. *Norms Model* resembles the Expectations Disconfirmation in that the consumer compares perceived performance with some standard for performance. In this case, however, the standard is not a predictive expectation. Rather than considering what will happen in the consumption experience, the consumer uses what should happen as the comparison standard.
4. *Multiple Process Model* characterizes the satisfaction formation process as multidimensional. That is, consumers use more than one standard of comparison in forming a confirmation/disconfirmation judgment about an experience with a product/service.
5. *Attribution Model* integrates the concept of perceived causality for a product/service performance into the satisfaction process. Consumers use three factors which to determine attribution's effect in satisfaction. First, the locus of causality. Second is stability and the third is controllability.
6. *Affective Model* differs from previous models in that it goes beyond rational processes. In these models, emotion, liking and mood have an influence to either satisfaction or dissatisfaction feelings following the consumption experience.
7. *Equity Model* emphasizes the consumer's attitude about fair treatment in the consumption process. Oliver (1997) has categorized the equity into three types, which are procedural fairness, interactional fairness and distributional fairness.

1. Expectation Disconfirmation Model
2. Perceived Performance Model
3. Norms Model
4. Multiple Process Model
5. Attribution Model
6. Affective Model
7. Equity model

Figure 2.4 Current Types of Micro-model for satisfaction (Erevelles and Leavitt, 1992)

2.3 CONCEPTUAL FRAMEWORK AND HYPOTHESES

Sirgy *et al.* (1997) conducted six different studies to test the predictive validity of their new measure of self-image congruence across a variety of consumer behaviors. A key characteristic of these studies was that they reported a one-to-one relationship between self-image congruence and each of the many consumer behaviors. In this study, it is to re-confirm the validity of this one-to-one relationship between self-image congruence and customer satisfaction of consumers who are hybrid car owners living in Bangkok metropolitan area.

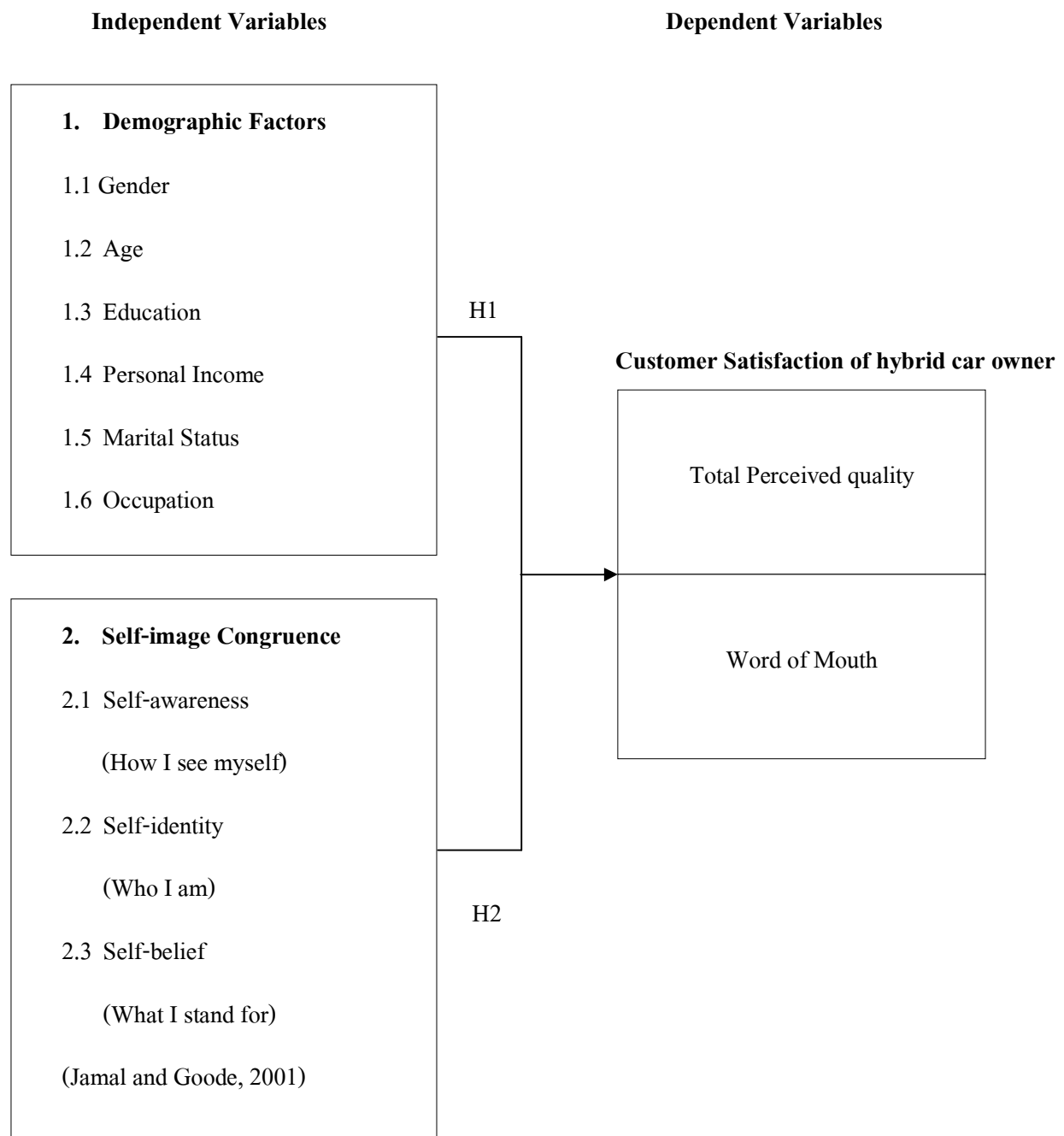


Figure 2.5 Conceptual Framework

HYPOTHESES

Table 2.1 Research Hypotheses

Hypothesis Statements	
H 1.1.1	<p>H_{1.1.1o} : There is no relationship between Gender and Total Perceived Quality</p> <p>H_{1.1.1a} : There is a significant relationship between Gender and Total Perceived Quality</p>
H 1.1.2	<p>H_{1.1.2o} : There is no relationship between Gender and Word of Mouth</p> <p>H_{1.1.2a} : There is a significant relationship between Gender and Word of Mouth</p>
H 1.2.1	<p>H_{1.2.1o} : There is no relationship between Age and Total Perceived Quality</p> <p>H_{1.2.1a} : There is a significant relationship between Age and Total Perceived Quality</p>
H 1.2.2	<p>H_{1.2.2o} : There is no relationship between Age and Word of Mouth</p> <p>H_{1.2.2a} : There is a significant relationship between Age and Word of Mouth</p>
H 1.3.1	<p>H_{1.3.1o} : There is no relationship between Education and Total Perceived Quality</p> <p>H_{1.3.1a} : There is a significant relationship between Education and Total Perceived Quality</p>
H 1.3.2	<p>H_{1.3.2o} : There is no relationship between Education and Word of Mouth</p> <p>H_{1.3.2a} : There is a significant relationship between Education and Word of Mouth</p>
H 1.4.1	<p>H_{1.4.1o} : There is no relationship between Personal Income and Total Perceived Quality</p> <p>H_{1.4.1a} : There is a significant relationship between Personal Income and Total Perceived Quality</p>
H 1.4.2	<p>H_{1.4.2o} : There is no relationship between Personal Income and Word of Mouth</p> <p>H_{1.4.2a} : There is a significant relationship between Personal Income and Word of Mouth</p>

H 1.5.1	H _{1.5.1o} : There is no relationship between Marital Status and Total Perceived Quality H _{1.5.1a} : There is a significant relationship between Marital Status and Total Perceived Quality
H 1.5.2	H _{1.5.2o} : There is no relationship between Marital Status and Word of Mouth H _{1.5.2a} : There is a significant relationship between Marital Status and Word of Mouth
H 1.6.1	H _{1.6.1o} : There is no relationship between Occupation and Total Perceived Quality H _{1.6.1a} : There is a significant relationship between Occupation and Total Perceived Quality
H 1.6.2	H _{1.6.2o} : There is no relationship between Occupation and Word of Mouth H _{1.6.2a} : There is a significant relationship between Occupation and Word of Mouth
H 2.1.1	H _{2.1.1o} : There is no relationship between Self-awareness and Total Perceived Quality H _{2.1.1a} : There is a significant relationship between Self-awareness and Total Perceived Quality
H 2.1.2	H _{2.1.2o} : There is no relationship between Self-awareness and Word of Mouth H _{2.1.2a} : There is a significant relationship between Self-awareness and Word of Mouth
H 2.2.1	H _{2.2.1o} : There is no relationship between Self-identity and Total Perceived Quality H _{2.2.1a} : There is a significant relationship between Self-identity and Total Perceived Quality
H 2.2.2	H _{2.2.2o} : There is no relationship between Self-identity and Word of Mouth H _{2.2.2a} : There is a significant relationship between Self-identity and Word of Mouth
H 2.3.1	H _{2.3.1o} : There is no relationship between Self-belief and Total Perceived Quality H _{2.3.1a} : There is a significant relationship between Self-belief and Total Perceived Quality
H 2.3.2	H _{2.3.2o} : There is no relationship between Self-belief and Word of Mouth H _{2.3.2a} : There is a significant relationship between Self-belief and Word of Mouth

2.4 RELATED RESEARCH

Consumers' demographic characteristics

Efforts to identify environmentally friendly consumers can be traced back to the early 1970s (Laroche *et al.*, 2001). Berkowitz and Lutterman (1968), as well as Anderson and Cunningham (1972), were pioneers in studying the profile of socially responsible consumers. Overall, their results portray a highly socially conscious person as female, with a high level of education (High school education at least) and above average socioeconomic status. Moreover, there were recent studies supporting the idea that female tends to be more environmentally-friendly consumer (McIntyre *et al.*, 1993; Banerjee and McKeage, 1994). However, in contradiction, Reizenstein *et al.* (1974) found that only men were willing to pay more for control of air pollution, while Balderjahn (1988) also mentioned that the relationship between environmentally conscious attitudes and the use of non-polluting products was more intensive among men than among women.

Berkowitz and Lutterman (1968) reported that consumers with medium to high incomes would be more likely to act in an ecologically compatible manner due to their higher levels of education and therefore to their increased sensitivity to social problems (Laroche *et al.*, 2001). Moreover, Sandahl and Robertson (1989) found that the environmentally conscious consumer is less educated and has a lower income than the average American. This brought them to conclude that income and education are not good predictors of environment concern or purchase behavior (Laroche *et al.*, 2001).

When considering to the age, early research identified that green consumers as being younger than average (Berkowitz and Lutterman, 1968). Reversely, the age trend has been reversed in the last decades and several studies identified that environmentally-friendly consumer as being older than average (Sandahl and Robertson, 1989).

It is clear that consumers' demographic characteristics have a significant influence to environmentally conscious behavior. Nevertheless, most authors agree that demographics are less important than knowledge, values and/or attitude in explaining ecologically friendly behavior (Laroche *et al.*, 2001).

Self Concept

Self concept may be defined as 'the totality of the individual's thoughts and feelings having reference to himself as an object' (Sirgy, 1982). An exploration of self concept, which is apparently 'a cognitive appraisal of the attributes about one self' (Abe *et al.*, 1996) can help marketers to understand the way consumers make choices in the context of symbolic meanings attached to various brands (Onkvisit and Shaw, 1987). The self concept is basically a cognitive structure which is in many ways associated with strong feelings or behaviors (Jamal and Goode, 2001). On the basis of this one can argue that self-concept is the knowledge of oneself which includes the driving thrust of other behaviors (Zinkham and Hong, 1991). In an earlier work, Grubb and Grathwohl (1967) postulated that self-concept is formed in an interaction process between an individual and others, and that the individual will strive for self-enhancement in the interaction process (Jamal and Goode, 2001).

The perceptions of self are closely related with the personality in the sense that individuals tend to buy products/brands whose personalities closely correspond to individuals' own self-images (Schiffman and Kanuk, 2000). In other words, individuals express themselves by choosing products/brands whose personalities are perceived to be congruent with their own personalities (Sirgy, 1982). Traditionally, the self-expression process has been based on the assumption that a person has a stable set of personality traits and therefore he or she should behave in a similar way across different contexts (Sirgy, 1982). A variety of different conceptualizations for self-concept have been used in the literature, including the following (Schiffman and Kanuk, 2000) :

- *Actual Self*. How an individual in fact sees himself/herself
- *Ideal Self*. How an individual would like to see himself/herself.
- *Social Self*. How an individual feels others see himself/herself.
- *Ideal Social Self*. How an individual would like others to see himself/herself.

Ideal Self

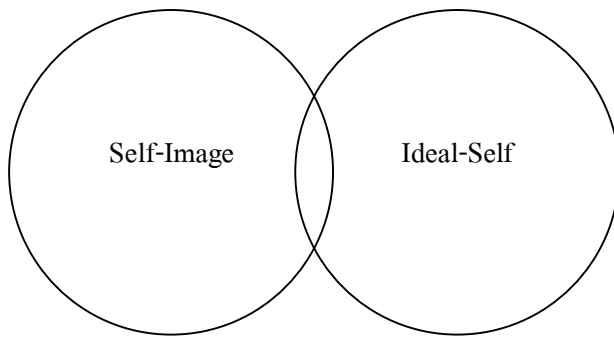
The 'Self Image' is about what you see in yourself, which can be affected by many factors, both external and internal, such as parental influences, friends, the media, the mindset, etc. Kuhn (1960) investigated the self-image by using 'The Twenty Statements Test' by asking people to answer the question of 'Who am I?' in 20 different ways. He found that the responses could be divided into two major groups. These were *social roles* and *personality traits* (McLeod, 2008).

Once people find that there is a mismatch between how you see yourself (Self Image) and what you would like to be (Ideal Self), then this is likely to affect how much you value yourself (McLeod, 2008). Therefore, there is an intimate relationship between self-image, ego-ideal and self esteem which is being used in Humanistic Psychologists as called Q-Sort Method.

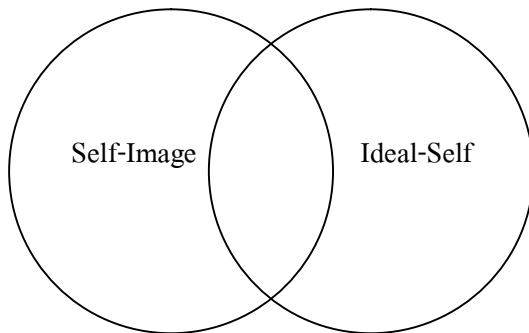
A person's ideal self may not be consistent with what actually happens in life and experience of the person. Hence, a difference may exist between a person's ideal self and actual experience. This is so called incongruence. Where a person's ideal self and actual experience are consistent or very similar, a state of congruence exists. Rarely, if ever does a total state of congruence exist; all people experience a certain amount of incongruence. The development of congruence is dependent on unconditional positive. It is believed that a person who is to achieve to self-actualization, he or she must be in a state of congruence.

Argyle (2008) says there are four major factors which influence its development;

- The way in which others (particularly significant others) react to us
- How we think we compare to others
- Our social roles
- The extent to which we identify with other people



This figure shows that the self-image is much different to ideal-self, there is only a little overlap. A state of congruence does not exist.



This figure shows that the self-image is much similar to ideal-self, there is more overlap. A state of congruence exists.

Figure 2.6 Self-image and Ideal-self concept

Self-image congruity

The significant of self-concept lies in the fact that in many cases what consumer buys can be influenced by their image that the consumer has of him/herself (Zinkham and Hong, 1991). That is, consumers use products to demonstrate their self-concepts to themselves (Sirgy, 1982). Through the purchase and use of products, consumers define, maintain and enhance their self-concept (Zinkham and Hong, 1991). As purchase and consumption are good vehicles for self-expression, consumers often buy products or brands that are perceived to be similar to their own self-concept (Graeff, 1996). This results in what is often described as self-image product image congruity (Sirgy, 1982) – or in short ‘self-image congruence’.

Previous research indicates that the self-image congruity can affect consumers' product preferences and their purchase intentions (Ericksen, 1996). For instance, Ericksen (1996) in her study involving European consumers related to an American automobile, the Ford Escort, found that a relationship did exist between self-image congruence and intention to purchase the automobile. Similarly, Dolich (1969) was focused on the notion that individuals are accepting of brands that maintain images similar to their self-concept and reject brands that maintain images dissimilar to their self-concept. While his study did provide support for the image congruence hypothesis, no significant differences were found between ideal self-image and actual self-image in relation to most preferred brands (Dolich, 1969).

However, self-image congruence may not be an important factor in the purchase and evaluation of all product categories. Landon (1974) proposed that some consumers match product-image with their actual self-image, while others match product-image with their ideal self-image. While ideal self-image was significant for purchase influence of a few products, most products were more strongly correlated with actual self-image. Products that are conspicuous in nature and which rely heavily on images might lend themselves most readily to self-concept moderation (Zinkham and Hong, 1991). Moreover, Graeff (1996) found that consumers' evaluations of publicly consumed brands were more affected by the congruence between brand image and ideal self-image than actual self-image, whereas actual and ideal congruence have equal effects on consumers' evaluations of privately consumed brands (Jamal and Goode, 2001).

Self-image congruence and Hybrid car purchase intentions

One interesting characteristic of consumers is that they tend to purchase a product reflecting to user's self image. Self image congruence captures how the consumer feels the products relate to his view of 'who am I' and 'who I would like to be' (Sirgy, 1982). Even though others can enhance or shape consumers' views of themselves, a consumer's self-image is an independent predictor of consumption behavior (Bearden *et al.* 1989).

Green consumers are willing to pay more for products and services that are consistent with their belief system. So, self-image congruence is expected to have a positive relationship on consumers' intentions to purchase hybrid cars.

Image Congruence Effects on Product Evaluations : The Role of Self-Monitoring and Public/Private Consumption

The primary purpose of this study was to examine the moderating effects of self-image and public/private consumption on the image congruence hypothesis. Results from this paper support the hypothesis that increased self-monitoring is associated with a greater effect of image congruence on consumers' evaluations of publicly consumed brands. It is also suggested that consumers' evaluations of publicly consumed brands are more affected by the congruence between brand image and ideal self-image than actual self-image (Graeff, 1996).

The difference between the concern for personal attitudes and dispositions versus image maintenance is reflected to the action to minimize the gap.

Satisfaction and Word of Mouth (WOM)

The degree of satisfaction/dissatisfaction with a consumption experience has generally been regarded as a key antecedent of product-related WOM (Bitner, 1990). Many studies have found a positive relationship between satisfaction and WOM (Swan and Oliver, 1989). All studies support the notion that once WOM is generated, its valence is largely driven by satisfaction. That is, the WOM becomes more positive as satisfaction increases (Holmes and Lett, 1977). It is suggested that customer satisfaction is an important determinant of positive word-of-mouth (Liang and Wang, 2007). WOM exerts a strong influence on customer choice, so that companies have a good opportunity to increase their market share by developing positive WOM among customers (Casalo *et al.*, 2008).

CHAPTER 3

RESEARCH METHODOLOGY

This study is designed to use ‘Quantitative Research Method’, by distributing questionnaires to sampling respondents in order to determine the relationship between self-image congruence and customer satisfaction of hybrid car owner in Bangkok metropolitan area.

3.1 POPULATION AND SAMPLE SIZE

Population for this research covers all the Hybrid car owners and drivers who living in Bangkok, Thailand. The population of hybrid cars registered in Bangkok up-to-date to August 31, 2013 is 12,966 vehicles (Department of Land Transport, 2013).

Sample size is a group of representative of population with general random sampling. The numbers of sample size is calculated with this formula (Kanlaya, 2544)

$$n = \frac{Z^2}{4E^2}$$

$$n = \frac{(1.96)^2}{(4)(0.05)^2}$$

$$n \sim 385$$

When n = Required sample size

Z = Confidence level at 95% (standard value of 1.96)

E = Margin of error at 5% (standard value of 0.05)

According to the result of 385, hence the researcher decides to distribute 400 sets of questionnaires in order to prevent any errors that may occur.

3.2 RESEARCH TOOLS

To collect data, a survey questionnaire was developed as a tool. It is generated in Thai language, and then, translated into English version. The translated version is reviewed and discussed by native English speakers to ensure the translation is clear and understandable.

The questionnaire is classified into 3 parts as described following.

Part 1 : Demographic information of respondents

Part 2 : Self-image congruence

Part 3 : Customer satisfaction of hybrid car owner

In Part 2 & 3, Likert scale is applied with a rating scale from 1 to 5;

when	5	refers	Strongly Agree
	4	refers	Agree
	3	refers	Neutral
	2	refers	Disagree
	1	refers	Strongly Disagree

The rating scale followed by Likert Scaling technique. The interpretations of average mean score of each item are as follows :

$$\begin{aligned} \text{Highest Score – Lowest Score} &= 5 - 1 \\ \text{Level of Scale} &= 5 \\ \text{Interval} &= (5 - 1)/5 \\ &= 0.80 \end{aligned}$$

Analysis of Score Interval of each item

The average of 1.00 – 1.80 means a very low level of agreement

The average of 1.81 – 2.60 means a low level of agreement

The average of 2.61 – 3.40 means a neutral of agreement

The average of 3.41 – 4.20 means a high level of agreement

The average of 4.21 – 5.00 means a very high level of agreement

Part 4 : Recommendations

3.3 RESEARCH PROCEDURES

This study is operated in a period of July to October 2013 with following procedures.

Step 1 'Desk Research' involves analyzing and gathering information that already exists in publication.

Step 2 'Research Design' encompasses the method and procedures employed to conduct the independent study, and defines the study type, data collection method and a statistical analytic plan.

Step 3 'Questionnaire' is designed to be applicable use with the respondents to gather the important data.

Step 4 'Reliability Testing' is viewed as a step in the test of validation process. In this study, 40 of respondents are participated in calculating reliability test by using 'Random Sampling'

Step 5 'Data Collection' is the process of gathering and measuring information on variables of interest, in an established systemic that enables to answer research questions and evaluate the outcomes.

3.4 DATA ANALYSIS

Once the questionnaire has been recruited, all data is processed and analyzed into 4 steps;

Step 1 Editing : It is the procedure to improve the quality of the data for coding, by this time, it is necessary to check out the completeness of the filled questionnaires and if some of them are not completed, they are removed.

Step 2 Coding : It is an interpretive technique that both organizes the data and provides a means to introduce the interpretations of it into certain quantitative methods. In the study, each filled questionnaire is coded preparing for the next step.

Step 3 Processing : By using coded data to be recorded and processed with a statistical program for mathematics calculation.

Step 4 Analyzing the processed data in a form of Frequency table and percentage.

3.5 STATISTICAL TECHNIQUES

The study uses 400 English and Thai questionnaires by face-to-face interview by ‘Simple Random Sampling’ who are hybrid car owners to analyze information to the results of the study. It contains statistical techniques as followings.

1. Descriptive statistics

- 1.1 *Frequency* is the arrangement of data that shows the frequency of occurrence of different variables. Similarly, it is utilized in describing the demographic data of the respondents which are gender, age, education, income, marital status and occupation.

- 1.2 *Percentage* is the ratio of a part to the whole multiplied by 100. The demographic data of respondents are analyzed and interpreted using percentage.

- 1.3 *Mean* is the calculation of the average that takes into account the importance of each value to the overall total. This tool is used to analyze and interpret the general information in terms of customer satisfaction of hybrid car owner which are total perceived quality and word of mouth.

- 1.4 *Standard Deviation (SD)* is the square root of the average of the squared distances of the observations from the mean.

2. Inferential Statistics

2.1 *Cronbach's Alpha* is a coefficient of internal consistency. It is commonly used as an estimate of the reliability for a sample of examinees.

2.2 *Independent Sample T-Test* is utilized to test hypothesis and determine significant of the two groups of populations which is gender. If the significant level is less than 0.05, the null hypothesis is to be rejected, if the significant level is more than 0.05, the null hypothesis is to be accepted.

2.3 *Analysis of Variance (ANOVA)* is utilized to test hypothesis and determine the significant of demographic data and customer satisfaction of hybrid car owner. The statistical treatment used is based on the statement of problems and the entire research hypotheses are tested with 0.05 level of significance. If the significant level is less than 0.05, the null hypothesis is to be rejected, if the significant level is more than 0.05, the null hypothesis is to be accepted.

2.4 *Multiple Comparison by L.S.D. Technique* is utilized to compare a set of statistical when the significant level is less than 0.05, the null hypothesis is to be rejected. It allows significant levels for multiple comparisons to be directly compared.

2.5 *Multiple Regression* is a statistical tool used to derive the value of the criterion from several other independent, or predictor, variables. It is the simultaneous combination of multiple factors to assess how and to what extent they affect a certain outcome.

CHAPTER 4

DATA ANALYSIS

This chapter represents the result of analysis and interpretation of data revealed from the study which are participated by 400 respondents. Besides, 40 of respondents are participated in calculating reliability test.

4.1 RELIABILITY RESULTS

Table 4.0 Reliability test results

Variable	Lists	Cronbach' s Alpha score
Self-image Congruence	Using a hybrid car is consistent with how I see myself	.904
	Using a hybrid car reflects about 'who I am'	
	Using a hybrid car would say something positive about 'what I stand for' the environment	
Total Perceived Quality	Driving performance	.973
	Acceleration and engine efficiency	
	Technology	
	Standard of safety	
	Fuel-saving efficiency	
	No noise disturb	
	External design	
	Interior design	
	Product price is value to quality	

	Effective maintenance cost	
	Total perceived quality of hybrid car	
	Satisfaction towards hybrid car	
Word of Mouth	If anyone asked me about hybrid car, I would positively recommend to him/her	.803
	If anyone asked me about hybrid car, I would <i>not negatively</i> recommend to him/her	
	If anyone have intention to purchase a car, I would recommend him/her to hybrid car	

The reliability expresses the numbers of Cronbach's alpha of three variables greater than 0.7. That means the research is reliable.

4.2 THE PRESENTATION OF ANALYSIS RESULTS

The researcher reveals data in form of table by arranging data in to 3 parts as shows:

Part 1 Analysis of demographic data of hybrid car owner in Bangkok metropolitan area, categorized by gender, age, education, personal income, marital status and occupation.

Part 2 Analysis of self-image congruence.

Part 3 Analysis of customer satisfaction of hybrid car owner, categorized by total perceived quality and word of mouth.

Hypothesis testing

H1 Hypothesis testing of differences in demographic factors influencing to customer satisfaction of hybrid car owner.

H2 Hypothesis testing on the relationship between self-image congruence and customer satisfaction of hybrid car owner.

4.3 DATA ANALYSIS RESULTS

Part 1 Analysis of demographic data of hybrid car owner in Bangkok metropolitan area

Analysis of demographic aspect of respondents separated out of gender, age, education, income, marital status and occupation by using frequency and percentage.

Table 4.1: Represent frequency and percentage of respondents classified by gender

Gender	Frequency	Percentage
Male	270	67.00
Female	130	33.00
Total	400	100.00

Results of this table states that 67.00 percent of respondents are male and 33.00 percent are female. Thus the majority of the respondents are male.

Table 4.2: Represent frequency and percentage of respondents classified by age

Age	Frequency	Percentage
18 – 24 years	64	16.00
25 -35 years	96	24.00
36 – 44 years	128	32.00
45 years and over	112	28.00
Total	400	100

Result of this table states that 32.00 percent of respondents are in the age between 36 – 44 years old which is the majority over among all respondents. While the group of 45 years and over is counted as 28.00 percent, followed by 24.00 percent of 25 – 35 years old and 16.00 percent of 18 – 24 years old.

Table 4.3 Represent frequency and percentage of respondents classified by education

Education	Frequency	Percentage
Undergraduate	49	12.25
Graduate/Bachelor	52	13.00
Master degree	280	70.00
Doctoral degree	19	4.75
Total	400	100

Result of this table states that most of respondents are master degree for 70.00 percent, followed by the groups of graduate/bachelor and undergraduate which are 13.00 percent and 12.25 percent simultaneously.

The last is a group of doctoral degree which is 4.75 percent.

Table 4.4 Represent frequency and percentage of respondents classified by personal income

Personal Income	Frequency	Percentage
15,000 – 25,000 Baht/Month	67	16.75
25,001 – 40,000 Baht/Month	21	5.25
40,001 – 60,000 Baht/Month	78	19.50
60,001 – 100,000 Baht/Month	122	30.50
100,001 – 150,000 Baht/Month	85	21.25
150,001 Baht/Month and over	27	6.75
Total	400	100

Result of this table states that 30.50 percent of the respondents have a monthly personal income in a range between 60,001 – 100,000 baht; 21.25 percent of respondents have a monthly personal income in a range between 100,001 – 150,000 baht; 19.50 percent of respondents have a monthly personal income in a range between 40,001 – 60,000 baht/month; 16.75 percent of respondents have a monthly personal income in a range between 15,000 – 25,000 baht/month; 6.75 percent of respondents have a monthly personal income 150,001 baht/month or over and the rest of respondents which accounts for 5.25 percent have a monthly personal income in a range between 25,001 – 40,000 baht/month.

Table 4.5 Represent frequency and percentage of respondents classified by marital status

Marital Status	Frequency	Percentage
Single	106	26.50
Married	226	56.50
Divorce/Widow	30	7.50
Living together without married	38	9.50
Total	400	100

Result of table states that 56.50 percent of respondents are married; 26.50 percent of respondents are single; 9.50 percent of respondents are living together without married and the rest of respondents which account for 7.50 percent are divorce/widow.

Table 4.6 Represent frequency and percentage of respondents classified by occupation

Occupation	Frequency	Percentage
Private's firm employee	180	45.00
Government/Bureaucratic	55	13.75
Merchant/Business owner	99	24.75
Work for Money	8	2.00
Student	37	9.25
Unemployment/Out of Work	4	1.00
Others	17	4.25
Total	400	100

Result of table states that the respondents are mainly work as a private's firm employee for 45.00 percent; 24.75 percent of respondents are merchant/business owner; 13.75 percent of respondents are government/bureaucratic; 9.25 percent of respondents are student; 4.25 percent of respondents are others; 2.00 percent of respondents are work for money and the rest of respondents which account for 1.00 percent are unemployment/out of work.

Part 2 Analysis of self-image congruence

Analysis of self-image congruence aspect of respondents separated out of How I see myself, Who I am and What I stand for by using frequency and percentage.

Table 4.7 Represent mean and standard deviation of respondents classified by self-image congruence

Variable	Descriptions	Mean	Std. Deviation	Mean value interpretation
Self-awareness	Using a hybrid car is consistent with how I see myself	3.78	.93088	Agree
Self-identity	Using a hybrid car reflects about 'who I am'	3.82	.96077	Agree
Self-belief	Using a hybrid car would say something positive about 'what I stand for' the environment	4.23	.85591	Strongly Agree
Total		3.94	.85248	Agree

Result of this table states that the mean value of Self-belief variable is 4.23, accounting for a major variable of self-image congruence, followed by the mean value of Self-identity and Self-awareness which are 3.82 and 3.78 respectively.

Part 3 Analysis of customer satisfaction of hybrid car owner, categorized by total perceived quality and word of mouth

Analysis of customer satisfaction of hybrid car owner aspect of respondents categorized by total perceived quality and word of mouth by using mean, standard deviation.

Table 4.8 Represent mean and standard deviation of respondents classified by total perceived quality

Variable	Descriptions	Mean	Std. Deviation	Mean value interpretation
Total perceived quality	Driving performance	3.71	.74316	Agree
	Acceleration and engine efficiency	3.68	.86043	Agree
	Technology	3.76	.74253	Agree
	Standard of safety	3.80	.86797	Agree
	Fuel-saving efficiency	3.89	.79216	Agree
	No noise disturb	3.83	.82632	Agree
	External design	3.88	.85582	Agree
	Interior design	3.83	.91279	Agree
	Product price is value to quality	4.10	.89442	Agree
	Effective maintenance cost	4.10	.88144	Agree
	Total perceived quality of hybrid car	4.03	.82814	Agree
	Satisfaction towards hybrid car	4.07	.81390	Agree
Total		3.89	.75751	Agree

Result of this table states that the mean value of product price is value to quality and effective maintenance cost are 4.10; the mean value of satisfaction towards hybrid car is 4.07; the mean value of total perceived quality of hybrid car is 4.03; the mean value of fuel-saving efficiency is 3.89; the mean

value of external design is 3.88; the mean value of no noise disturb and interior design are 3.83; the mean value of standard of safety is 3.80; the mean value of technology is 3.76; the mean value of driving performance is 3.71 and the mean value of acceleration and engine efficiency is 3.68.

Table 4.9 Represent mean and standard deviation of respondents classified by word of mouth

Variable	Items	Mean	Std. Deviation	Mean value interpretation
Word of mouth	If anyone asked me about hybrid car, I would positively recommend to him/her	4.10	.94723	Agree
	If anyone asked me about hybrid car, I would <i>not negatively</i> recommend to him/her	3.60	.96632	Agree
	If anyone have intention to purchase a car, I would recommend him/her to hybrid car	4.31	.83462	Strongly Agree
Total		4.00	.79682	Agree

Result of this table states that the mean value of I would recommend him/her to hybrid car is 4.31; followed by the mean value of I would positively recommend him/her on hybrid car, which is 4.10 and the last mean value of I would not negatively recommend him/her on hybrid car is 3.60.

4.4 HYPOTHESIS TESTING

H1 Hypothesis testing of differences in demographic factors influencing to customer satisfaction of hybrid car owner

The test is designed for the hypothesis testing of demographic data related to customer satisfaction of hybrid car owner in Bangkok Metropolitan area. The demographic data consists of gender, age, education, personal income, marital status and occupation, while customer satisfaction consists of total perceived quality and word of mouth.

H 1.1.1 Gender and Total Perceived Quality

$H_{1.1.1.0}$: There is no relationship between Gender and Total Perceived Quality

$H_{1.1.1.a}$: There is a significant relationship between Gender and Total Perceived Quality

Table 4.10 Represent the hypothesis between gender and total perceived quality

Variable	Total Perceived Quality		
	p value	t value	Result
Gender	.000*	8.739	Accepted

Result of this table states the hypothesis testing between gender and total perceived quality that significant level is less than 0.05. Thus $H_{1.1.1.0}$ is rejected, predicting the relationship between gender and total perceived quality.

H 1.1.2 Gender and Word of Mouth

$H_{1.1.2o}$: There is no relationship between Gender and Word of Mouth

$H_{1.1.2a}$: There is a significant relationship between Gender and Word of Mouth

Table 4.11 Represent the hypothesis between gender and word of mouth

Variable	Word of Mouth		
	p value	t value	Result
Gender	.000*	7.623	Accepted

Result of this table states the hypothesis testing between gender and word of mouth that significant level is less than 0.05. Thus $H_{1.1.2o}$ is rejected, predicting the relationship between gender and word of mouth.

H 1.2.1 Age and Total Perceived Quality

$H_{1.2.1o}$: There is no relationship between Age and Total Perceived Quality

$H_{1.2.1a}$: There is a significant relationship between Age and Total Perceived Quality

Table 4.12 Represent the hypothesis between age and total perceived quality by using ANOVA

Total Perceived Quality	Sum of Squares	Mean Square	F	Sig.
Between Groups	36.333	12.111	24.899	.000*
Within Groups	192.619	0.486		
Total	228.952			

Result of this table states the hypothesis testing between age and total perceived quality that significant level is less than 0.05. Thus $H_{1.2.1o}$ is rejected, predicting the relationship between age and total perceived quality.

Table 4.13 Represent the hypothesis between age and total perceived quality by using LSD

	18 – 24 years	25 – 35 years	36 – 44 years	45 years and above
18 – 24 years		.000*	.000*	.000*
25 – 35 years	.000*		.003*	.014*
36 – 44 years	.000*	.003*		.609
45 years and above	.000*	.014*	.609	

Even the table 4.12 shows the result of relationship between age and total perceived quality, but, however, when using LSD analysis as shown in table 4.13, it is found that the significant level between groups of age 36 -44 years and 45 years and above are greater than 0.05.

H 1.2.2 Age and Word of Mouth

$H_{1.2.2_0}$: There is no relationship between Age and Word of Mouth

$H_{1.2.2_a}$: There is a significant relationship between Age and Word of Mouth

Table 4.14 Represent the hypothesis between age and word of mouth by using ANOVA

Word of Mouth	Sum of Squares	Mean Square	F	Sig.
Between Groups	50.628	16.876	32.969	.000*
Within Groups	202.704	.512		
Total	253.332			

Result of this table states the hypothesis testing between age and word of mouth that significant level is less than 0.05. Thus $H_{1.2.2_0}$ is rejected, predicting the relationship between age and word of mouth.

Table 4.15 Represent the hypothesis between age and word of mouth by using LSD

	18 – 24 years	25 – 35 years	36 – 44 years	45 years and above
18 – 24 years		.000*	.000*	.000*
25 – 35 years	.000*		.004*	.255
36 – 44 years	.000*	.004*		.071
45 years and above	.000*	.255	.071	

Even the table 4.14 shows the result of relationship between age and word of mouth, but, however, when using LSD analysis as shown in table 4.15, it is found that the significant levels between groups of age 25 – 35 years and 45 years and above, 36 -44 years and 45 years and above are greater than 0.05.

H 1.3.1 Education and Total Perceived Quality

$H_{1.3.1a}$: There is no relationship between Education and Total Perceived Quality

$H_{1.3.1b}$: There is a significant relationship between Education and Total Perceived Quality

Table 4.16 Represent the hypothesis between education and total perceived quality by using

ANOVA

Total Perceived Quality	Sum of Squares	Mean Square	F	Sig.
Between Groups	76.554	25.518	66.308	.000*
Within Groups	152.398	.358		
Total	228.952			

Result of this table states the hypothesis testing between education and total perceived quality that significant level is less than 0.05. Thus $H_{1.3.1a}$ is rejected, predicting the relationship between education and total perceived quality.

Table 4.17 Represent the hypothesis between education and total perceived quality by using LSD

	Undergraduate	Graduate/Bachelor	Master degree	Doctoral degree
Undergraduate		.000*	.000*	.000*
Graduate/Bachelor	.000*		.420	.026*
Master degree	.000*	.420		.044*
Doctoral degree	.000*	.026*	.044*	

Even the table 4.16 shows the result of relationship between education and total perceived quality, but, however, when using LSD analysis as shown in table 4.17, it is found that the significant level between groups of Graduate/Bachelor and Master degree is greater than 0.05.

H 1.3.2 Education and Word of Mouth

$H_{1.3.2_0}$: There is no relationship between Education and Word of Mouth

$H_{1.3.2_a}$: There is a significant relationship between Education and Word of Mouth

Table 4.18 Represent the hypothesis between education and word of mouth by using ANOVA

Word of Mouth	Sum of Squares	Mean Square	F	Sig.
Between Groups	107.184	35.728	96.808	.000*
Within Groups	146.148	.369		
Total	253.332			

Result of this table states the hypothesis testing between education and word of mouth that significant level is less than 0.05. Thus $H_{1.3.2_0}$ is rejected, predicting the relationship between education and word of mouth.

Table 4.19 Represent the hypothesis between education and word of mouth by using LSD

	Undergraduate	Graduate/Bachelor	Master degree	Doctoral degree
Undergraduate		.000*	.000*	.000*
Graduate/Bachelor	.000*		.001*	.000*
Master degree	.000*	.001*		.024*
Doctoral degree	.000*	.000*	.024*	

When using LSD analysis as shown in table 4.19, it is found that the significant level between groups are lower than 0.05.

H 1.4.1 Personal Income and Total Perceived Quality

$H_{1.4.1o}$: There is no relationship between Personal Income and Total Perceived Quality

$H_{1.4.1a}$: There is a significant relationship between Personal Income and Total Perceived Quality

Table 4.20 Represent the hypothesis between personal income and total perceived quality by using

ANOVA

Total Perceived Quality	Sum of Squares	Mean Square	F	Sig.
Between Groups	47.589	9.518	20.677	.000*
Within Groups	181.363	.460		
Total	228.952			

Result of this table states the hypothesis testing between personal income and total perceived quality that significant level is less than 0.05. Thus $H_{1.4.1o}$ is rejected, predicting the relationship between personal income and total perceived quality.

Table 4.21 Represent the hypothesis between personal income and total perceived quality by using

LSD

	15,000 -25,000 baht/month	25,001 – 40,000 baht/month	40,001 – 60,000 baht/month	60,001 – 100,000 baht/month	100,001 – 150,000 baht/month	150,001 baht/month and above
15,000 -25,000 baht/month		.000*	.000*	.000*	.000*	.000*
25,001 – 40,000 baht/month	.000*		.264	.567	.728	.979
40,001 – 60,000 baht/month	.000*	.264		.005*	.022*	.206
60,001 – 100,000 baht/month	.000*	.567	.005*		.720	.549
100,001 – 150,000 baht/month	.000*	.728	.022*	.720		.728
150,001 baht/month and above	.000*	.979	.206	.549	.728	

Even the table 4.20 shows the result of relationship between personal income and total perceived quality, but, however, when using LSD analysis as shown in table 4.21, it is found that the significant level between personal income groups of 25,001 – 40,000 baht/month and 40,001 – 60,000 baht/month, 25,001 – 40,000 baht/month and 60,001 – 100,000 baht/month, 25,001 – 40,000 baht/month and 100,001 – 150,000 baht/month, 25,001 – 40,000 baht/month and 150,000 baht/month and above, 40,001 – 60,000 baht/month and 150,000 baht/month and above, 60,001 – 100,000 baht/month and 100,001 – 150,000 baht/month, 60,001 – 150,000 baht/month and above, and 100,001 – 150,000 and 150,000 baht/month and above are greater than 0.05.

H 1.4.2 Personal Income and Word of Mouth

$H_{1.4.2o}$: There is no relationship between Personal Income and Word of Mouth

$H_{1.4.2a}$: There is a significant relationship between Personal Income and Word of Mouth

Table 4.22 Represent the hypothesis between personal income and word of mouth by using ANOVA

Word of Mouth	Sum of Squares	Mean Square	F	Sig.
Between Groups	64.239	12.848	26.770	.000*
Within Groups	189.093	.480		
Total	253.332			

Result of this table states the hypothesis testing between personal income and word of mouth that significant level is less than 0.05. Thus $H_{1.4.2o}$ is rejected, predicting the relationship between personal income and word of mouth.

Table 4.23 Represent the hypothesis between personal income and word of mouth by using LSD

	15,000 -25,000 baht/month	25,001 – 40,000 baht/month	40,001 – 60,000 baht/month	60,001 – 100,000 baht/month	100,001 – 150,000 baht/month	150,001 baht/month and above
15,000 -25,000 baht/month		.000*	000*	000*	000*	000*
25,001 – 40,000 baht/month	000*		.314	.074	.114	.546
40,001 – 60,000 baht/month	000*	.314		.225	.379	.747
60,001 – 100,000 baht/month	000*	.074	.225		.788	.244
100,001 – 150,000 baht/month	000*	.114	.379	.788		.342
150,001 baht/month and above	000*	.546	.747	.244	.342	

Even the table 4.22 shows the result of relationship between personal income and total perceived quality, but, however, when using LSD analysis as shown in table 4.23, it is found that the significant level between personal income groups of 25,001 – 40,000 baht/month and 40,001 – 60,000 baht/month, 25,001 – 40,000 baht/month and 60,001 – 100,000 baht/month, 25,001 – 40,000 baht/month and 100,001 – 150,000 baht/month, 25,001 – 40,000 baht/month and 150,000 baht/month and above, 40,001 – 60,000 baht/month and 60,001 – 100,000 baht/month, 40,001 – 60,000 baht/month and 100,001 – 150,000 baht/month, 40,001 – 60,000 baht/month and 150,000 baht/month and above, 60,001 – 100,000 baht/month and 100,001 – 150,000 baht/month, 60,001 – 100,000 baht/month and 150,000 baht/month and above, and 100,001 – 150,000 baht/month and 150,001 baht/month and above are greater than 0.05.

H 1.5.1 Marital Status and Total Perceived Quality

$H_{1.5.10}$: There is no relationship between Marital Status and Total Perceived Quality

$H_{1.5.1a}$: There is a significant relationship between Marital Status and Total Perceived Quality

Table 4.24 Represent the hypothesis between marital status and total perceived quality by using

ANOVA

Total Perceived Quality	Sum of Squares	Mean Square	F	Sig.
Between Groups	1.788	.596	1.039	.375
Within Groups	227.164	.574		
Total	228.952			

Result of this table states the hypothesis testing between marital status and total perceived quality that significant level is greater than 0.05. Thus $H_{1.5.10}$ is accepted, predicting that there is no relationship between marital status and total perceived quality.

H 1.5.2 Marital Status and Word of Mouth

$H_{1.5.2_0}$: There is no relationship between Marital Status and Word of Mouth

$H_{1.5.2_a}$: There is a significant relationship between Marital Status and Word of Mouth

Table 4.25 Represent the hypothesis between marital status and word of mouth by using ANOVA

Word of Mouth	Sum of Squares	Mean Square	F	Sig.
Between Groups	2.837	.946	1.495	.215
Within Groups	250.495	.633		
Total	253.332			

Result of this table states the hypothesis testing between marital status and word of mouth that significant level is greater than 0.05. Thus $H_{1.5.2_0}$ is accepted, predicting that there is no relationship between marital status and word of mouth.

H 1.6.1 Occupation and Total Perceived Quality

$H_{1.6.10}$: There is no relationship between Occupation and Total Perceived Quality

$H_{1.6.1a}$: There is a significant relationship between Occupation and Total Perceived Quality

Table 4.26 Represent the hypothesis between occupation and total perceived quality by using

ANOVA

Total Perceived Quality	Sum of Squares	Mean Square	F	Sig.
Between Groups	39.217	6.536	13.538	.000*
Within Groups	189.736	.483		
Total	228.952			

Result of this table states the hypothesis testing between occupation and total perceived quality that significant level is less than 0.05. Thus $H_{1.6.10}$ is rejected, predicting the relationship between occupation and total perceived quality.

Table 4.27 Represent the hypothesis between occupation and total perceived quality by using LSD

	Private firm's employee	Government/ Bureaucratic	Merchant/ Business owner	Work for money	Student	Unemployment/ Out of Work	Others
Private firm's employee		.006*	.000*	.584	.000*	.589	.282
Government/ Bureaucratic	.006*		.446	.548	.000*	.768	.583
Merchant/ Business owner	.000*	.446		.333	.000*	.582	.285
Work for money	.584	.548	.333		.001*	.903	.861
Student	.000*	.000*	.000*	.001*		.010*	.000*
Unemployment/ Out of Work	.589	.768	.582	.903	.010*		1.000
Others	.282	.583	.285	.861	.000*	1.000	

Even the table 4.26 shows the result of relationship between occupation and total perceived quality, but, however, when using LSD analysis as shown in table 4.27, it is found that the significant level between occupation groups of Private firm's employee and Work for money, Private firm's employee and Unemployment/Out of Work, Private firm's employee and others, Government/Bureaucratic and Merchant/Business owner, Government/Bureaucratic and Work for money, Government/Bureaucratic and Unemployment/Out of Work, Government/Bureaucratic and Others, Merchant/Business owner and Work for money, Merchant/Business owner and Unemployment/Out of Work, Merchant/Business owner and Others, Work for money and Unemployment/Out of Work, Work for money and Others, and Unemployment/Out of Work and Others are greater than 0.05.

H 1.6.2 Occupation and Word of Mouth

$H_{1.6.2o}$: There is no relationship between Occupation and Word of Mouth

$H_{1.6.2a}$: There is a significant relationship between Occupation and Word of Mouth

Table 4.28 Represent the hypothesis between occupation and word of mouth by using ANOVA

Word of Mouth	Sum of Squares	Mean Square	F	Sig.
Between Groups	63.408	10.568	21.868	.000*
Within Groups	189.925	.483		
Total	228.952			

Result of this table states the hypothesis testing between occupation and word of mouth that significant level is less than 0.05. Thus $H_{1.6.2o}$ is rejected, predicting the relationship between occupation and word of mouth.

Table 4.29 Represent the hypothesis between occupation and word of mouth by using LSD

	Private firm's employee	Government/ Bureaucratic	Merchant/ Business owner	Work for money	Student	Unemployment/ Out of Work	Others
Private firm's employee		.000*	.000*	.218	.000*	.029*	.723
Government/ Bureaucratic	.000*		.756	.651	.000*	.346	.058
Merchant/ Business owner	.000*	.756		.544	.000*	.393	.028*
Work for money	.218	.651	.544		.000*	.282	.407
Student	.000*	.000*	.000*	.000*		.000*	.000*
Unemployment/ Out of Work	.029*	.346	.393	.282	.000*		.068
Others	.723	.058	.028*	.407	.000*	.068	

Even the table 4.28 shows the result of relationship between occupation and word of mouth, but, however, when using LSD analysis as shown in table 4.29, it is found that the significant level between occupation groups of Private firm's employee and Work for money, Private firm's employee and Others, Government/Bureaucratic and Merchant/Business, Government/Bureaucratic and Work for money, Government/Bureaucratic and Unemployment/Out of Work, Government/Bureaucratic and Others, Merchant/Business owner and Work for money, Merchant/Business owner and Unemployment/Out of Work, Work for money and Unemployment/Out of Work, Work for money and Others, and Unemployment/Out of Work and Others are greater than 0.05.

H2 Hypothesis testing on the relationship between self-image congruence and customer satisfaction of hybrid car owner

The test is designed for the hypothesis testing between self-image congruence and customer satisfaction of hybrid car owner in Bangkok Metropolitan area.

H 2.1.1 Self-awareness and Total Perceived Quality

H_{2.1.1o} : There is no relationship between Self-awareness and Total Perceived Quality

H_{2.1.1a} : There is a significant relationship between Self-awareness and Total Perceived Quality

H 2.2.1 Self-identity and Total Perceived Quality

H_{2.2.1o} : There is no relationship between Self-identity and Total Perceived Quality

H_{2.2.1a} : There is a significant relationship between Self-identity and Total Perceived Quality

H 2.3.1 Self-belief Total Perceived Quality

H_{2.3.1o} : There is no relationship between Self-belief and Total Perceived Quality

H_{2.3.1a} : There is a significant relationship between Self-belief and Total Perceived Quality

Table 4.30 Represent the hypothesis between self-image congruence, classified by Self-awareness, Self-identity and Self-belief, and total perceived quality by using multiple regressions

Variable	Total Perceived Quality			
	p value	f value	Adjusted R ²	t value
Self-awareness (How I see myself)	.071	920.558	.874	1.809
Self-identity (Who I am)	.000*			9.894
Self-belief (What I stand for)	.002*			3.051
Total	.000*			13.55

Result of this table states the hypothesis testing between self-image congruence, classified by Self-awareness, Self-identity and Self-belief, and total perceived quality shows that the significant level between Self-awareness and total perceived quality is greater than 0.05, while the significant level between Self-identity and Self-belief, and total perceived quality are less than 0.05.

Thus $H_{2.1.1_0}$ is accepted, predicting the there is no relationship between Self-awareness and total perceived quality.

Thus $H_{2.2.1_0}$ is rejected, predicting the relationship between Self-identity and total perceived quality.

Thus $H_{2.3.1_0}$ is rejected, predicting the relationship between Self-belief and total perceived quality.

The equation that shows the relationship between self-image congruence and total perceived quality is

stated as :

$$Y_1 = 0.590(x_1) + 0.069(x_2) + 0.938$$

H 2.1.2 Self-awareness and Word of Mouth

H_{2.1.2o} : There is no relationship between Self-awareness and Word of Mouth

H_{2.1.2a} : There is a significant relationship between Self-awareness and Word of Mouth

H 2.2.2 Self-identity and Word of Mouth

H_{2.2.2o} : There is no relationship between Self-identity and Word of Mouth

H_{2.2.2a} : There is a significant relationship between Self-identity and Word of Mouth

H 2.3.2 Self-belief and Word of Mouth

H_{2.3.2o} : There is no relationship between Self-belief and Word of Mouth

H_{2.3.2a} : There is a significant relationship between Self-belief and Word of Mouth

Table 4.31 Represent the hypothesis between self-image congruence, classified by Self-awareness, Self-identity and Self-belief, and word of mouth by using multiple regressions

Variable	Word of Mouth			
	p value	f value	Adjusted R ²	t value
Self-awareness (How I see myself)	.006*	513.637	.794	2.767
Self-identity (Who I am)	.000*			5.216
Self-belief (What I stand for)	.000*			5.369
Total	.000*			9.463

Result of this table states the hypothesis testing between self-image congruence, classified by Self-awareness, Self-identity and Self-belief, and word of mouth shows that significant level between Self-awareness, Self-identity and Self-belief, and word of mouth are less than 0.05.

Thus $H_{2.1.2_0}$ is rejected, predicting the relationship between Self-awareness and word of mouth.

Thus $H_{2.2.2_0}$ is rejected, predicting the relationship between Self-identity and word of mouth.

Thus $H_{2.3.2_0}$ is rejected, predicting the relationship between Self-belief and word of mouth.

The equation that shows the relationship between self-image congruence and word of mouth is stated as;

$$Y_2 = 0.224(x_1) + 0.418(x_2) + 0.162(x_3) + 0.938$$

Table 4.32 Represent hypothesis testing results

Hypothesis Statements		Test Results
H 1.1.1	<p>$H_{1.1.1o}$: There is no relationship between Gender and Total Perceived Quality</p> <p>$H_{1.1.1a}$: There is a significant relationship between Gender and Total Perceived Quality</p>	Reject $H_{1.1.1o}$
H 1.1.2	<p>$H_{1.1.2o}$: There is no relationship between Gender and Word of Mouth</p> <p>$H_{1.1.2a}$: There is a significant relationship between Gender and Word of Mouth</p>	Reject $H_{1.1.2o}$
H 1.2.1	<p>$H_{1.2.1o}$: There is no relationship between Age and Total Perceived Quality</p> <p>$H_{1.2.1a}$: There is a significant relationship between Age and Total Perceived Quality</p>	Reject $H_{1.2.1o}$
H 1.2.2	<p>$H_{1.2.2o}$: There is no relationship between Age and Word of Mouth</p> <p>$H_{1.2.2a}$: There is a significant relationship between Age and Word of Mouth</p>	Reject $H_{1.2.2o}$

<p>H 1.3.1</p>	<p>$H_{1.3.1o}$: There is no relationship between Education and Total Perceived Quality</p> <p>$H_{1.3.1a}$: There is a significant relationship between Education and Total Perceived Quality</p>	<p>Reject $H_{1.3.1o}$</p>
<p>H 1.3.2</p>	<p>$H_{1.3.2o}$: There is no relationship between Education and Word of Mouth</p> <p>$H_{1.3.2a}$: There is a significant relationship between Education and Word of Mouth</p>	<p>Reject $H_{1.3.2o}$</p>
<p>H 1.4.1</p>	<p>$H_{1.4.1o}$: There is no relationship between Personal Income and Total Perceived Quality</p> <p>$H_{1.4.1a}$: There is a significant relationship between Personal Income and Total Perceived Quality</p>	<p>Reject $H_{1.4.1o}$</p>
<p>H 1.4.2</p>	<p>$H_{1.4.2o}$: There is no relationship between Personal Income and Word of Mouth</p> <p>$H_{1.4.2a}$: There is a significant relationship between Personal Income and Word of Mouth</p>	<p>Reject $H_{1.4.2o}$</p>

<p>H 1.5.1</p>	<p>$H_{1.5.1o}$: There is no relationship between Marital Status and Total Perceived Quality</p> <p>$H_{1.5.1a}$: There is a significant relationship between Marital Status and Total Perceived Quality</p>	<p>Accept $H_{1.5.1o}$</p>
<p>H 1.5.2</p>	<p>$H_{1.5.2o}$: There is no relationship between Marital Status and Word of Mouth</p> <p>$H_{1.5.2a}$: There is a significant relationship between Marital Status and Word of Mouth</p>	<p>Accept $H_{1.5.2o}$</p>
<p>H 1.6.1</p>	<p>$H_{1.6.1o}$: There is no relationship between Occupation and Total Perceived Quality</p> <p>$H_{1.6.1a}$: There is a significant relationship between Occupation and Total Perceived Quality</p>	<p>Reject $H_{1.6.1o}$</p>
<p>H 1.6.2</p>	<p>$H_{1.6.2o}$: There is no relationship between Occupation and Word of Mouth</p> <p>$H_{1.6.2a}$: There is a significant relationship between Occupation and Word of Mouth</p>	<p>Reject $H_{1.6.2o}$</p>

<p>H 2.1.1</p>	<p>H_{2.1.1o} : There is no relationship between Self-awareness and Total Perceived Quality</p> <p>H_{2.1.1a} : There is a significant relationship between Self-awareness and Total Perceived Quality</p>	<p>Accept H_{2.1.1o}</p>
<p>H 2.1.2</p>	<p>H_{2.1.2o} : There is no relationship between Self-awareness and Word of Mouth</p> <p>H_{2.1.2a} : There is a significant relationship between Self-awareness and Word of Mouth</p>	<p>Reject H_{2.1.2o}</p>
<p>H 2.2.1</p>	<p>H_{2.2.1o} : There is no relationship between Self-identity and Total Perceived Quality</p> <p>H_{2.2.1a} : There is a significant relationship between Self-identity and Total Perceived Quality</p>	<p>Reject H_{2.2.1o}</p>
<p>H 2.2.2</p>	<p>H_{2.2.2o} : There is no relationship between Self-identity and Word of Mouth</p> <p>H_{2.2.2a} : There is a significant relationship between Self-identity and Word of Mouth</p>	<p>Reject H_{2.2.2o}</p>

H 2.3.1	<p>H_{2.3.1o} : There is no relationship between Self-belief and Total Perceived Quality</p> <p>H_{2.3.1a} : There is a significant relationship between Self-belief and Total Perceived Quality</p>	Reject H _{2.3.1o}
H 2.3.2	<p>H_{2.3.2o} : There is no relationship between Self-belief and Word of Mouth</p> <p>H_{2.3.2a} : There is a significant relationship between Self-belief and Word of Mouth</p>	Reject H _{2.3.2o}

CHAPTER 5

CONCLUSIONS, DISCUSSIONS AND RECOMMENDATIONS

5.1 CONCLUSIONS

The researcher has conducted the independent study which contains 3 parts of analysis, and has found the result as described as following;

Part 1 Analysis of demographic data of hybrid car owner in Bangkok metropolitan area

From the demographic aspect, categorized by gender, age, education, personal income, marital status and occupation from 400 respondents, the result shows the majority of respondents are male, in the range of age between 36 – 44 years old, master degree graduation, monthly personal income in a range of 60,001 – 100,000 baht, married status and working as private's firm employee.

Part 2 Analysis of self-image congruence

From the revealed data of self-image congruence from 400 respondents, the result shows the mean value level of 3.94 which can be interpreted to a high level of agreement. When making consideration in each aspect, the mean value of Self-belief is at 4.23, the mean value of Self-identity is 3.82 and the mean value of Self-awareness is 3.78.

Part 3 Analysis of customer satisfaction of hybrid car owner, categorized by total perceived quality and word of mouth

Total Perceived Quality

From the revealed data of total perceived quality from 400 respondents, the result shows the mean value is at 3.89, which can be interpreted to a high level of agreement. When making a consideration in each aspect, the mean value of product price is value to quality and effective maintenance cost are 4.10; the mean value of satisfaction towards hybrid car is 4.07; the mean value of total perceived quality of hybrid car is 4.03; the mean value of fuel-saving efficiency is 3.89; the mean value of external design is 3.88; the mean value of no noise disturb and interior design are 3.83; the mean value of standard of safety is 3.80; the mean value of technology is 3.76; the mean value of driving performance is 3.71 and the mean value of acceleration and engine efficiency is 3.68.

Word of Mouth

From the revealed data of word of mouth from 400 respondents, the result shows the mean value is at 4.00, which can be interpreted to a high level of agreement. When making a consideration in each aspect, the mean value of 'I would recommend him/her to hybrid car' is 4.31; followed by the mean value of 'I would positively recommend him/her on hybrid car' which is 4.10 and the last mean value of 'I would not negatively recommend him/her on hybrid car' is 3.60.

H1 Hypothesis testing of differences in demographic factors influencing to customer satisfaction of hybrid car owner.

The researcher has conducted the hypothesis testing of differences in demographic factors influence to customer satisfaction of hybrid car owner in Bangkok metropolitan area which categorized by total perceived quality and word of mouth from 400 respondents. The results show that gender, age, education, personal income and occupation have statistically significant relationships to total perceived quality. While the results also show that gender, age, education, personal income and occupation have statistically significant relationships to word of mouth. Moreover, it is found that there is no statistically significant relationship between marital status and neither total perceived quality and word of mouth.

H2 Hypothesis testing on the relationship between self-image congruence and customer satisfaction of hybrid car owner

The researcher has conducted the hypothesis testing on the relationship between self-image congruence which categorized by Self-awareness, Self-identity and Self-belief, and customer satisfaction of hybrid car owner in Bangkok metropolitan area which categorized by total perceived quality and word of mouth from 400 respondents. The results show that Self-identity and Self-belief have statistically significant relationships to total perceived quality, while there is no statistically significant relationship between Self-awareness and total perceived quality. While, the results also show that Self-awareness, Self-identity and Self-belief have statistically significant relationships to word of mouth.

5.2 DISCUSSIONS

Discussions of demographic data

According to McIntyre *et al.* (1993), the study supported the idea that female tends to be more environmentally-friendly consumer. While the result of this study shows that major of respondents are male with 67.00 percent which is supported to the studies of Reizenstein *et al.* (1974) that found that only men were willing to pay more for control of air pollution, while Balderjahn (1988) also mentioned that the relationship between environmentally conscious attitudes and the use of non-polluting products was more intensive among men than among women.

When considering to the age, early research identified that green consumers as being younger than average (Berkowitz and Lutterman, 1968). Reversely, the age trend has been reversed in the last decades and several studies identified that environmentally-friendly consumer as being older than average (Sandahl and Robertson, 1989). While the result of this study shows the majority of respondents are aged between 36 – 44 with 32.00 percent.

Further research, Berkowitz and Lutterman (1968), as well as Anderson and Cunningham (1972), had an agreement that the educational profile of socially responsible consumers were a high level of education, which this study supports with the 70.00 percent of respondents graduated master degree.

Berkowitz and Lutterman (1968) reported that consumers with medium to high incomes would be more likely to act in an ecologically compatible manner due to their higher levels of education and therefore to their increased sensitivity to social problems (Laroche *et al.*, 2001). However, the result of this study

shows the 30.50 percent of respondents have a monthly personal income in a range between 60,001 – 100,000 baht which is classified as a high level of income in Thailand.

Discussions of self-image congruence

Consumers use products to demonstrate their self-concepts to themselves (Sirgy, 1982), so that the significant of self-concept lies in the fact that in many cases what consumer buys can be influenced by their image that the consumer has of him/herself (Zinkham and Hong, 1991). The result of revealed data shows the very high level of agreement of Self-belief, while Self-awareness and Self-identity result the high level of agreement as well. Therefore, this study supports the idea of consumers use/consume products to reflect the image of him/herself.

Discussions of the relationship between self-image congruence and customer satisfaction

The study of Jamal and Goode (2001) provided a support for a strong relationship between self-image congruency and brand preference, while also provided support for a strong relationship between self-image congruency and satisfaction. They had a conclusion that self-image congruity can be considered as a strong predictor of satisfaction in the precious jewellery market. Besides, Jamal and Goode (2001) study also reported similar findings in the travel destination market as well. In conclusion, this study has found the relationship between self-image congruence and customer satisfaction of hybrid car owner in Bangkok metropolitan area, categorized by total perceived quality and word of mouth, which is consistent to the study of Jamal and Goode (2001).

5.3 RECOMMENDATIONS

This study mainly focuses on the relationship between self-image congruence and customer satisfaction of hybrid car owner in Bangkok metropolitan area. Therefore, the researcher would suggest some recommendations that will be useful for conducting further studies.

- 1) Since the study mainly focus the one-to-one relationship between self-image congruence and customer satisfaction, while there are a variety of consumer behaviors that can be a range of studies. Therefore, for further researcher, it will be useful to test the relationship between self-image congruence with other key consumer characteristics, brand preferences, purchasing intentions, for example.
- 2) Moreover, owing to this study was conducted only in Bangkok metropolitan area, so it would be worthwhile for future research to be conducted either in other cities of Thailand, or different countries as well.

APPENDIX

แบบสอบถามนี้ ได้จัดทำขึ้นมาเพื่อใช้ในการศึกษาความสัมพันธ์ ระหว่าง “การแสดงออกถึงตัวตน” กับ “ความพึงพอใจของเจ้าของรถยนต์ไฮบริดที่อาศัยอยู่ในจังหวัดกรุงเทพมหานคร” ซึ่งเป็นส่วนหนึ่งของการศึกษาค้นคว้าอิสระประกอบการศึกษาระดับปริญญาโทของนักศึกษามหาวิทยาลัยนานาชาติสแตมฟอร์ด

This questionnaire is designed to study the relationship between self-image congruence and customer satisfaction of hybrid car owners in Bangkok metropolitan area. It is a major part of independent study in graduation of Master degree at Stamford International University.

แบบสอบถามประกอบไปด้วย 4 ส่วน โดยมีการอธิบายการตอบแบบสอบถามของแต่ละส่วนไว้อย่างชัดเจน
There are 4 parts. Each part is clearly explained of how to answer the question.

ส่วนที่ 1: ข้อมูลทางด้านประชากรศาสตร์ของผู้ตอบแบบสอบถาม

Part 1 : Demographic Information of Respondents

คำแนะนำ : โปรดทำเครื่องหมายถูก / ลงในช่อง ที่ตรงกับคำตอบของท่าน

Suggestion : Please take a '/' sign in the blank of your answer

1.1 เพศ ผู้ชาย ผู้หญิง
Gender Male Female

1.2 อายุ 18 – 24 ปี 25 – 35 ปี
Age 36 – 44 ปี 45 ปีขึ้นไป

1.3 การศึกษา ต่ำกว่าปริญญาตรี ปริญญาตรี
Education Undergraduate Graduate/Bachelor
 ปริญญาโท ปริญญาเอก
Master degree Doctoral degree

- 1.4 ระดับรายได้/เดือน
Personal Income
- 15,000 – 25,000 บาท 25,001 – 40,000 บาท
- 40,001 – 60,000 บาท 60,001 – 100,000 บาท
- 100,001 – 150,000 บาท 150,001 บาท ขึ้นไป

- 1.5 สถานภาพ
Marital Status
- โสด สมรส หย่าร้าง/หม้าย
- Single Married Divorce/Widow
- อยู่ร่วมบ้านเดียวกัน
Living together without married

- 1.6 อาชีพ
Occupation
- พนักงาน/ลูกจ้างบริษัทเอกชน ข้าราชการ/
พนักงานรัฐวิสาหกิจ
- Private firm's employee Government/Bureaucratic
- กู้ขาย/ประกอบธุรกิจส่วนตัว รับจ้างทั่วไป
- Merchant/Business owner Work for money
- นักเรียน/นักศึกษา ว่างงาน/ไม่มีงานทำ
- Student Unemployment/Out of Work
- อื่นๆ โปรดระบุ.....
Others, please specify

ส่วนที่ 2: การแสดงออกถึงตัวตน

Part 2 : Self-image congruence

คำแนะนำ : โปรดทำเครื่องหมายถูก/ ลงในช่อง ที่ตรงกับคำตอบของท่าน โดยที่ 1 คือ ไม่เห็นด้วยอย่างยิ่ง และ 5 คือ เห็นด้วยอย่างยิ่ง

Suggestion : Please take a '✓' sign in the blank of your answer, in which, '1' is Strongly Disagree and '5' is Strongly Agree

No.	List of questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
2.1	การใช้รถยนต์ไฮบริด คือ ความสอดคล้องว่า ฉันเห็นตัวเองเป็นอย่างไร Using a hybrid car is consistent with how I see myself.	1	2	3	4	5
2.2	การใช้รถยนต์ไฮบริด คือ การแสดงออกถึงตัวตนของฉัน Using a hybrid car reflects about 'who I am'	1	2	3	4	5
2.5	การใช้รถยนต์ไฮบริดส่งผลทางบวกว่าฉันคิดอย่างไรกับสิ่งแวดล้อม Using a hybrid car would say something positive about 'what I stand for' the environment	1	2	3	4	5

ส่วนที่ 3: ความพึงพอใจในของเจ้าของรถยนต์ไฮบริด

Part 3 : Customer Satisfaction of Hybrid car owners

คำแนะนำ : โปรดทำเครื่องหมายถูก/ ลงในช่อง ที่ตรงกับคำตอบของท่าน โดยที่ 1 คือ 'ไม่เห็นด้วยอย่างยิ่ง' และ 5 คือ 'เห็นด้วยอย่างยิ่ง'

Suggestion : Please take a '✓' sign in the blank of your answer, in which, '1' is Strongly Disagree and '5' is Strongly Agree

No.	List of questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3.1 คุณภาพโดยรวมของรถยนต์ไฮบริด Total Perceived Quality of Hybrid car						
3.1.1	สมรรถนะการขับขี่ Driving Performance	1	2	3	4	5
3.1.2	ความแรงและประสิทธิภาพเครื่องยนต์ Acceleration and Engine Efficiency	1	2	3	4	5
3.1.3	เทคโนโลยี Technology	1	2	3	4	5
3.1.4	มาตรฐานความปลอดภัย Standard of Safety	1	2	3	4	5
3.1.5	ความประหยัดน้ำมัน Fuel-saving Efficiency	1	2	3	4	5
3.1.6	ความเงียบภายในห้องโดยสาร No noise disturb	1	2	3	4	5
3.1.7	การออกแบบรูปทรงภายนอก External Design	1	2	3	4	5
3.1.8	การออกแบบรูปลักษณ์ภายใน Interior Design	1	2	3	4	5
3.1.9	ราคาคู่มือค่าเมื่อเทียบกับคุณภาพ Product Price is Value to Quality	1	2	3	4	5
3.1.10	ค่าบำรุงรักษาคู่มือค่า Effective maintenance cost	1	2	3	4	5

No.	List of questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3.1.11	คุณภาพโดยรวมของรถยนต์ไฮบริดที่ได้รับ Total Perceived quality of hybrid car	1	2	3	4	5
3.1.13	ความพึงพอใจที่มีต่อรถยนต์ไฮบริด Satisfaction towards hybrid car	1	2	3	4	5
3.2 การบอกต่อผลิตภัณฑ์ถึงผู้อื่น Hybrid car word-of-mouth to people						
3.2.1	หากมีคนถามถึงรถยนต์ไฮบริด ฉันจะพูดถึงส่วนดีแก่ผู้นั้น If anyone asked me about hybrid car, I would positively recommend to him/her	1	2	3	4	5
3.2.2	หากมีคนถามถึงรถยนต์ไฮบริด ฉันจะ ไม่ พูดถึงส่วนที่ ไม่ดี แก่ผู้นั้น If anyone asked me about hybrid car, I would <i>not negatively</i> recommend to him/her	1	2	3	4	5
3.2.2	หากมีคนต้องการซื้อรถยนต์ ฉันจะแนะนำรถยนต์ไฮบริดให้แก่ผู้นั้น If anyone have intention to purchase a car, I would recommend him/her to hybrid car	1	2	3	4	5

ส่วนที่ 4 : ข้อเสนอแนะเพิ่มเติม

Part 4 : Recommendations

.....

ขอบคุณสำหรับการสละเวลาในการตอบแบบสอบถาม

Thank you for your time and kind cooperation

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