# FACTORS INFLUENCING DECISION TO PURCHASE YAMAHA MOTORCYCLE IN BANG PA-IN DISTRICT, AYUTTHAYA PROVINCE



AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE GRADUATE SCHOOL STAMFORD INTERNATIONAL UNIVERSITY MASTER OF BUSINESS ADMINISTRATION ACADEMIC YEAR 2014

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# The Research has been approved by Stamford International University The Graduate School

Title:Factors influencing decision to purchase Yamaha motorcycle in<br/>Bang Pa-In district, Ayutthaya province

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#### Abstract

The objectives of this research were to study the personal factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province and to study marketing mix factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

Research Methodology: The sample consisted of 400 sample population of people in Bang Pa-In district, Ayutthaya province. A questionnaire was used as a tool to collect data. The statistic method for analysis was frequency, percentage, mean, standard deviation and linear regression in form of multiple regression analysis.

Research findings were as follows: (1) the relationship between four marketing elements comprising of product, price, place, and promotion toward purchase evaluation, the result showed the F-test of 84.055 with the p-value of 0.00 which is not greater than 0.05 concluded that four marketing elements can be used to explain the decision making for the purchase of Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. (2) the respondents' opinion towards the factors of marketing mix that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province the first are product (mean 3.57, standard deviation .535). (3) the respondents have attitude towards customer satisfaction at satisfied level with overall mean 3.77 standard deviation .788. Hypotheses testing result shown that (personal) demographic factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province are age, level of education, personal income level and occupation.

Keywords: Purchasing Decision, Marketing Mix, Consumer Behavior, Motorcycle Market

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# CHAPTER 1 INTRODUCTION

This chapter consists with eight sections. The first section is the general introduction of the research study. Second section states the problem on this research study. Third section lists the scope of the research study. Forth section explains objective of the study. Fifth section demonstrates the significant of the study. Sixth section lists the limitations of the research. Seventh section explains about conceptual model of this research study. And the last section lists the hypothesis of this research.

#### **1.1 General Introduction**

In the recent years, world economic unstable situation has been affected to increasing in oil price. In Thailand, besides the economic regression we are facing unstable political situation, increase in cost of living, traffic jam and increase in number of population from these problems people are turning from private car to motorcycle as an alternative choice for their transportation in order to reduce cost of living in term of oil price and more convenience to avoid traffic jam. All motorcycle companies had built the selling point for their products. Design, color, specifications and promotion were launched to stimulate the market and gain market shares. Motorcycle becomes popular transportation for people because convenience, lower cost of maintenance and lower price. There are 4 leader brands of motorcycle in Thai market which are Honda, Yamaha, Suzuki and Kawasaki.

In 2012, motorcycle market had overall sale volume at 2.13 million units which reached the highest number of motorcycle sale volume of all time. The highest sale volume came from the impulsion of economic expansion and stable of political situation. In 2013, sale volume dropped by 5-6% ended up at 2.03 million units, main reason about political issues and price of consumer products raised too high so people was concern more about buying motorcycle. Recently, first period of 2014 motorcycle market dropped by 20% compare to same period of 2013 due to economic regression, political unstable and investment moved to lower wage countries.

Description	2012	%	2013	%	2014	%
HONDA	1,533,650	72%	1,492,980	74.5%	430,650	76.5%
YAMAHA	447,315	21%	370,740	18.5%	81,626	14.5%
SUZUKI	85,200	4%	60,120	3%	11,259	2%
KAWASAKI	42,600	2%	40,080	2%	16,889	3%
Other brands	21,300	1%	40,080	2%	22,517	4%
Total	<u>2,130,067</u>		<u>2,004,000</u>		562,942*	

 Table 1.1 Motorcycle sale volumes in Thailand from 2012 to 2014

\* Motorcycle sale volumes in Thailand 2014 from January to April Source: Thailand Automotive Institute

 Table 1.2 Registration numbers for new motorcycle in Central part of Thailand from

 January to September 2014

	Chai nat	Sing buri	Lop buri	Ang thong	Sara buri	Ayut thaya	Pathum thani	Nontha buri	Samut prakarn
January	610	375	1,972	486	1,560	950	74	43	41
February	523	288	1,440	431	1,529	1,455	86	101	74
March	572	363	1,717	423	1,571	1,826	157	81	80
April	561	332	1,658	444	1,285	1,454	58	66	56
May	585	346	1,625	512	1,836	1,782	88	75	53
June	613	584	1,407	545	1,703	1,931	75	58	70
July	653	497	1,716	406	2,122	1,825	94	92	100
August	503	519	1,734	512	1,867	1,541	70	72	110
September	443	628	1,376	305	1,909	1,812	135	78	110
Total	5,063	3,932	14,645	4,064	15,382	14,576	837	666	694

Source: Transport Statistics Sub-Division, Planning Division

From table 1.2 Registration numbers for new motorcycle in Central part of Thailand from January to September 2014, Ayutthaya is one of the biggest numbers of new motorcycle registration in the center part of Thailand.

#### **1.2 Statements of the Problem**

Bang Pa-In, Ayutthaya is an industrial estates and traveller destination town which contains 18 sub-districts. Bang Pa-In has 2 important industrial estates in the area which are Bang Pa-In Industrial Estate and Rojjana Industrial Estate. Major income for people in Bang Pa-In comes from Industry work and Travel work. It is an area that people consume a lots number of motorcycle but now Yamaha motorcycle did not has official dealer in this area. Therefore, this study would be benefit to all players in Bang Pa-In's motorcycle market and also would be benefit to new dealer who becomes Yamaha official dealer in Bang Pa-In area; efficient marketing strategies can be set up to meet customer expectation. This study will focus on factors that influencing decision to purchase for people who bought Yamaha motorcycle. This research is influenced by the theoretical framework of the marketing mix comprising with product, price, place and promotion.

#### **1.3 Objectives of the study**

1) To investigate significant of personal and marketing mix factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

2) To determine the customer satisfaction of customers who owned Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

#### 1.4 Scopes of Study

The scope of this research is to investigate the factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province for both personal factors and marketing mix factors as independent variables. The questionnaires will distribute to 400 sample populations who owned Yamaha motorcycle in Bang Pa-In district, Ayutthaya province, people who did not own Yamaha motorcycle or owned another brand of motorcycle will not consider to be our sample population. This research starts from 5 September 2014 until 15 November 2014.

#### 1.5 Significances of the Study

- Aimed to investigate the marketing mix factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. Therefore, this research will benefit to Yamaha official dealer in the area to set up appropriate marketing strategies.

- Aimed to investigate the personal factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. Therefore, this research will make the motorcycle business owners concern the right target group of customers.

#### 1.6 Limitations of the study

There are limitation factors in this research as follows:

- Research was limited area to Bang Pa-In district, Ayutthaya province, which could not be carried out the entire Bang Pa-In district, Ayutthaya province.

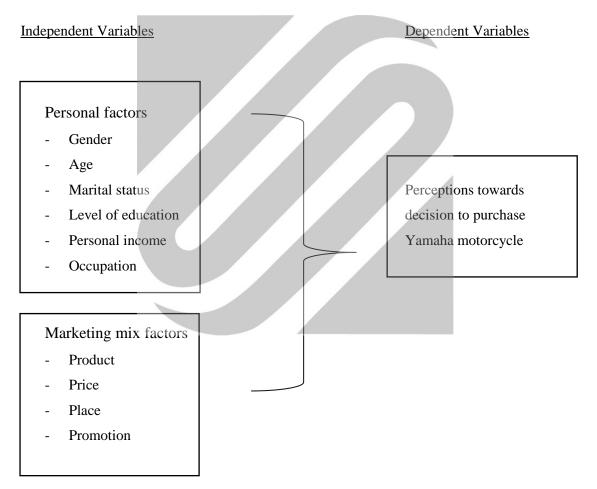
- The research focus on Yamaha motorcycle, the result of the survey reflected on particular brand not generalized to other brands of motorcycle.

- There could be lack in details for some parts of this research due to short time period during the research.

#### **1.7 Conceptual Framework**

The conceptual framework was conducted and tested on the factors that influencing decision to purchase Yamaha motorcycle in Pa-In district, Ayutthaya province.

- Personal factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.
- Marketing mix factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.



#### Figure 1.1 Conceptual Framework

#### **1.8 Research Hypotheses**

- H1 Personal factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.
- H2 Marketing mix factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.



## CHAPTER 2 LITERATURE REVIEWS

This chapter consists of a review of previous studies related to the topic of the factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. It will include other related literature reviews, related theories, framework and models as follows:

- 2.1 History of Yamaha
- 2.2 Consumer Behavior
- 2.3 Consumer Purchasing Behavior
- 2.4 Marketing Mix
- 2.5 Decision Making Process
- 2.6 Related research

#### 2.1 History of Yamaha

"I want to carry out trial manufacture of motorcycle engines." these words spoken by Genichi Kawakami (Yamaha Motor's first president) in 1953. YAMAHA MOTOR Co., Ltd: is one of the most popular Japanese motorcycle manufacturing companies in the world, owning an impressive number of bikes distributed all around the world. The motorcycle division of Yamaha was founded in 1955, Genichi Kawakami being the first president of YAMAHA MOTOR Co., Ltd. During the same year, Yamaha launched its first motorcycle called YA-1, which came out with a 125cc engine and the YA-1 won the 125cc class of the Mount Fuji Ascent race as soon as it was released. Moreover, in 1955, the company won the first three places of the All Japan Auto bike Endurance Road Race in the 125cc class with the same YA-1 model.

In 1960, Yamaha International Corporation began selling motorcycles in the USA and 2 years later Yamaha entered the Catalina Grand Prix in the United States, an event which marked the debut of the company in the international racing events. The Yamaha motorcycle was placed on the 6th position. During the same year, Yamaha's YA-2 won the prestigious "Good Design" award which emphasized the fact that Yamaha's YA series provided some of the best motorcycles at that time. As the time passed by Yamaha grew up a lot and to expand USA market. For USA market, Yamaha Motor Corporation, USA, was opened corporate office in Cypress, California and opened a new research and development center in Minnesota which could help the company expand its market coverage all over the United States. The first results of the newly-opened center saw the daylight as Yamaha brought out the first ATV model ever released in the US, dubbed YT125 and it was popular.

In 1961, Yamaha steps into World with the 6th place. Although Yamaha recorded its first win in 1963 when the Japanese manufacturer won the Belgium GP in the 250cc class, the first major success in racing competitions came in 1964 when Yamaha gained the first manufacturer and rider titles in the same class.

Since YAMAHA MOTOR Co.,Ltd had an impressive growth, the company planned an growth expansion in many countries around the world, mostly based on opened new offices and created dealerships. Yamaha had created and opened research and development centers in multiple locations of the world, Portugal, Mexico, Hungary, Austria or China. In 1999, more than nine Yamaha Motor factories and offices won the ISO14001 certification.

In 1972, the headquarters in Japan moved to Iwata City which is the location of its current main office. In 2004, Yamaha won the MotoGP rider championship title with the help of Valentino Rossi, the famous MotoGP World Champion who won two titles with Yamaha. In additional, the company founded Thai Yamaha Motor Co., Ltd in 1964.

#### 2.1.1 Yamaha in Thailand

Thai Yamaha Motor Co., Ltd: is a subsidiary of Yamaha Motor Co., Ltd. in Japan. Thai Yamaha Motor Co., Ltd manufacturing, marketing and distributing all products under Yamaha brand. The company has manufacturing facility that is one of Yamaha Motor world wide's largest and most efficient motorcycle plants in the world. Thai Yamaha motor products include motorcycles, multi-purpose engines, and recreational water vehicles. More than 50 years in Thailand since 1964, Yamaha have employed about 3,200 people. Goal of Thai Yamaha motor is to have the best brand equity in the industry by satisfying our customers through innovations, high quality and technology in order to be the world's leading company in marketing and manufacturing of YAMAHA products. Thai Yamaha motor considers the company's employees as the most valuable resources. Thai Yamaha motor intends to develop employees to achieve international level of professionalism with progressive career development. In 2007, the total number of Yamaha motorcycles produced in Thailand reached 10 million units. And in 2009 had an annual sales turnover in excess of 700 million USD with production capacity of 600,000 motorcycles per year.

In additional, Thai Yamaha Motor company's plan to develop Thai Yamaha Motor into a "lifelong" organization through 3 critical strategies.

1. Thai Yamaha Motor will become the leader in terms of social responsibility. In safety factor, the company will cooperate with its dealerships to provide information on traffic laws and proper riding behaviors for teenagers, especially students. In environmental responsibility factor, the company will implement the environment campaign to all of its 700 dealerships in Thailand within the next 3 years. Environment campaign is taken up by the dealers under the thinking that the quality business has to do right for the people as well as for the environment. As for Thai Yamaha Motor's role, it will install new technologies that enhance safety and environmental friendliness starting from the small automatic (A.T.) models because they are the most widely used among Thai people. An example of those technologies is Yamaha M-Jet injection system.

2. Thai Yamaha Motor will become the leader in terms of product quality, new models will be introduced to the market and all of them are specially designed to the like of Thai users. Moreover, the company will also launch new Big Bike models in the production along with the expansion of Yamaha Big Bike line productions.

3. Thai Yamaha Motor will boost the brand value of Yamaha through increasing number of activities. The activities will emphasize on safety, environment, and society so that Yamaha is well-accepted in the society from both motorcycleriders and non-motorcycle-riders. Also, the company will continue creating campaign focusing on the teenagers as its main market target.

#### **2.2 Consumer Behavior**

To study the topic of the factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province, the researcher need to have well understanding about Consumer behavior.

Consumer behavior can be defined as the behavior that consumers display in searching for purchasing, using, evaluating and disposing products and services they expect will satisfy their needs. In short, consumer behavior referred to as the study of when, why, how, where and what people do or do not buy products.

Schiffman and Kanuk (1997) Consumer behavior focuses on how individual make decisions to spend their available resources (time, money and effort) on consumption-related items. Analyzing consumer behavior aims to understand consumer behavior, buying and using products and services as well as being aware of their demand and behavior, in order to know the answer of responding customer's satisfaction appropriately.

And Blackwell et al. (2001) defined consumer's behavior as the activities people undertake when disposing of products and services, consuming and obtaining.

The consumer behavior could be analyzed through these 7 questions:

- 1. Who is in the target market?
- 2. What does the consumer buy?
- 3. Why does the consumer buy?
- 4. Who participates in buying?
- 5. When does the consumer buy?
- 6. Where does the consumer buy?
- 7. How does the consumer buy?

Questions (6Ws and 1H)	Answer to be desired	Marketing strategies 4Ps Product, Price, Place,		
1. Who is in the target	<u>Occupants</u>			
market?	- The type of target group	Promotion		
2. What does the consumer buy?	<u>Objects</u> -What the consumer wants to buy is the product or service which is different from other competitors.	Product strategy The difference in Product and service of staff and also good image.		
3. Why does the consumer buy?	<u>Objectives</u> - Consumers buy product and service to fit their needs for both physical and psychological Needs. - External or Psychological factor - Social and culture factor - Individual factor	<ol> <li>Product strategy</li> <li>Price strategy</li> <li>Place strategy</li> <li>Promotion strategy</li> </ol>		
4. Who participates in buying?	<u>Organizations</u> -Influence of organization in buying decision	Advertisement strategy and group promotion		
5. When does the consumer buy?	Occasions - Seasonal, - Special occasions.	Promotion strategy		
6. Where does the consumer buy?	<u>Outlets</u> -The place which consumers buy	Place strategy try to seek to channel that reach the target customer		
7. How does the consumer buy?	<u>Operations</u> -Need to understand customer buying process and how they evaluate After the purchase	Promotion strategy		

Table 2.1 Analyzing Consumer Behavior
---------------------------------------

Source: Kotler and Armstrong, G (1997: 209)

#### **2.3 Consumer Purchasing Behavior**

Schiffman and Kanuk's (1991) study described that marketers have classified type of purchasing behavior by using different criteria. Consumers make two type of purchase; Trial Purchase that shows exploratory phase of purchasing behavior and repeatitive purchase are closely related to concept of brand loyalty, which most firms try to encourage because it ensures them of stability in market place

Consumers do not make their decisions in blankness. Their purchases are highly influenced by cultural, social, personal and psychological factors. Blackwell et al (2001: 62) focus on consumer's behavior is influenced and shaped by factors and determinants that can be organized in two terms, individual influences (internal) and environmental influences (external) factors.

For the most part, they are "non-controllable" by the marketer but must be taken in to account. This research intends to examine the influence of each factor on a purchasing's behavior. Additionally, understanding of these factors might help service marketing mix strategies to be more effective.

#### The major factors that influenced consumer's purchasing behavior

#### **2.3.1 Cultural Factors**

Culture, subculture and social classes are particularly important in buying behavior. Culture is the most fundamental of a person's wants and attitudes. Chris Rice (1993: 242) defined culture as "the values, attitudes, beliefs, ideas and other meaningful symbols represented in the pattern of life adopted by people that help individuals communicate, interpret and evaluate members of society". Moreover, Armstrong and Kotler (2002) recommended that "Culture is the most basic cause of a person's want and behavior" Basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries. Subculture: Armstrong and Kotler (2001: 66) defined that subculture is a group of people which share the based common life, value system, situation and experiences. Each culture consists of smaller subcultures that provide more specific identification and socializing for their members. Subculture includes nationalities, religions, racial group and geographic regions. Marketers can use these groups by segmenting the market into various small portions. For example marketers can design motorcycle according to the needs of a particular geographic group.

Social classes: Armstrong and Kotler (2002) defined the social class is the society's structure which based on similarities of education, occupation and income by the groups member of social so that share similar interest, behavior, values between member of same social class. Social classes do not reflect income alone, but also other indicators such as occupation, education and area of residence. Social classes differ in dress, speech patterns, recreational preferences and many other characteristics. Social classes show distinct product and brand preferences in many areas, including clothing, home furnishing, leisure activities and automobiles. Moreover, every society possesses some form of social class which is important to the marketers because the buying behavior of people in a given social class is similar. Social classes could be reflected to design of motorcycle; each social class prefers different style of motorcycle.

#### **2.3.2 Social Factors**

Reference group: Kotler (2003) defined that reference group; a personal reference group consists of all the groups that have direct or indirect influence on the person's attitude or behavior. Reference groups have potential in forming a person attitude or behavior. The influence level may vary depending on individuals and groups but is generally observed common consumption trends among the members of a same group. The impact of reference groups varies across products and brands.

People are significantly influenced by their reference groups in at least three ways. Reference groups expose an individual to new behavior and lifestyles. They influence attitudes and self-concept. And they create pressures for conformity that may affect actual product and brand choices. Within a reference group that influences the consumer buying behavior, several roles have been identified:

- The initiator: the person who suggests buying a product or service
- **The influencer**: the person who's his/her point of view, perception or advice will influence the buying decision. It may be a person outside the group but on which group members rely on.
- The decision-maker: the person who make decision which product to buy. In general, it's the consumer but in some cases it may be another person. For example, the "family leader" that will define for the whole family, which motorcycle's model to buy.
- **The buyer**: the person who will buy the product.

Many marketers look to target opinion leaders (initiator or influencer) to spread the use and purchase of their product in a social group, either through an internal person of the group when it comes to a small social group or through a sponsorship or a partnership with a reference leader for larger groups.

#### **2.3.3 Personal Factors**

Kotler P., (2003) consist of age and life cycle stage, occupation or profession, economic circumstances, lifestyle and personality and self-concept.

Age and Stage in the life cycle, people buy different goods and services over a market.

Occupation and Economic Circumstances: Occupations also influence a person's consumption pattern. Product choices is greatly affected by economic circumstances spendable income (level, stability and time pattern), saving and assets, debts, borrowing power and attitude spending versus saving. Marketers of income-sensitive goods pay constant attention to trends I personal income, saving and interest rates.

Lifestyle: a lifestyle is the person's pattern of living in the world as expected in activates, interest and opinions. Marketers search for relationship between their products and lifestyle groups.

Personality and Self-concept: personality means distinguishing psychological characteristics that lead to relatively consistent and enduring response to environments. Personality changes from person to person, time to time and place to place. Personality can be a useful variable in analyzing consumer behavior, provided that personality types can be classified accurately and that strong correlation exists between certain personality types and product or brand choices. Related to personality is self-concept. Marketers try to develop brand images that match the target market's self-image.

#### 2.3.4 Psychological Factors

Armstrong and Kotler (2002) proposed that individual has a particular need at any time for example, in term of biological discomfort, thirst and hunger. Hence, all of these needs become a motive and stimulate people to try to satisfaction.

Motivation: the level of motivation also affects the buying behavior of customers. A person has many needs at given time. To increase sales and encourage consumers to purchase, marketers should try to create, make conscious or reinforce a need in the consumer's mind. They must also, pick out the motivation and the need to which the product respond in order to make them appear as the solution to the consumers' need. These are various human motivation theories developed. Three of the best known are: the theories of Sigmund Freud, Abrahim Maslow theory and Fraderick Herzberg's theory.

Perception: a motivated person is ready to act. How the motivated person actually acts is influenced by his or her perception of the situation. Perception is the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world. One person might perceive a fast talking salesperson as aggressive and insincere, another as intelligent and helpful.

#### 2.4 Marketing Mix

The marketing mix is the set of controllable tactical marketing tools – product, price, place, and promotion – that the firm blends to produce the response it wants in the target market Kotler and Armstrong (2002). The term marketing mix refers to the primary elements that must be attended to the order to properly market a product or service. Also known as 4Ps of Marketing, the marketing mix is very useful, if a bit general, guideline for understanding the fundamentals of what makes a good marketing campaign.

#### 2.5.1 Product

Product means the goods-and-services combination the company offers to the target market Kotler and Armstrong (2002). The product or services you offer needs to be able to meet a specific, existing market demand. Or, you need to be able to create a market niche through building a strong brand. Product here refers to products and included after-sale services. For this research, all models of Yamaha motorcycle are referred to "Product".

#### 2.5.2 Price

Price is the amount the consumer must exchange to receive the offering (Solomon et al, 2009). The price you set for your product or service plays a large role on its marketability. Pricing for your products or services that are more commonly available in the market is more elastic, meaning that unit sales will go up or down more responsively in response to price changes. By contrast, those products that have a generally more limited availability in the market (but with strong demand) are more inelastic, meaning that price changes will not affect unit sales very much.

#### 2.5.3 Place

This term really refers to any way that the customer can obtain a product or receive a service. Provision of a product or service can occur via any number of distribution channels, such as in retail store, though the mail, via download files, on cruise ship, in a hair salon and etc. the ease and potions through which you can make your product or service available to your customers will have an effect on your sales volume. Nowadays, Yamaha motorcycle has 2 distribution channels which are 1.selling products through 700 official dealers around Thailand in Yamaha Square shop (Yamaha square is standard form of showroom under contract with Thai Yamaha Motor Co., Ltd) or 2.selling products through sub-dealer.

#### 2.5.4 Promotion

Since there is high competition in motorcycle market, promotion strategies become more important than before. Promotion includes all of the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy these products (Solomon et al, 2009). Promotion is concerned with any way of getting people to know more about your product or service. Advertising, public relations, point-of-sale displays and word-of-mouth promotion are all traditional ways for promoting a product.

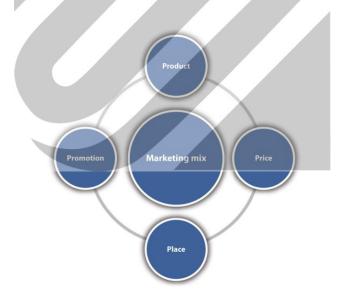
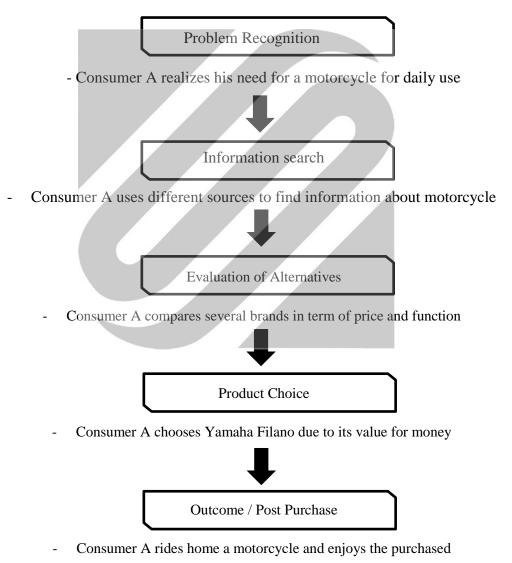


Figure 2.1 Marketing Mix Source: Modern Management of Small Businesses (v. 1.0)

#### **2.5 Decision Making Process**

The most commonly used model in consumer behavior could be found in most marketing textbooks. This model includes five stages:

- Problem recognition
- Information search
- Evaluation of alternatives
- Purchase decisions
- Outcomes



#### Figure 2.2 Stage in decision making process

Source: Michael R. Solomon, 2003: 199

#### **Stage 1: Problem recognition**

Kotler and Keller's (2009) study describing that buying process starts when buyer recognizes a problem or need. A problem or need can arise based on internal and external stimuli. A problem or need can arise based on normal needs i.e. hunger, thirst, shelter which gives rise to a drive that urges a consumer to make a purchase. In the external stimulus state a person may admire those Yamaha Filano and this triggers his thoughts about the possibility of making a purchase.

#### **Stage 2: Information search**

After the step of recognized a problem, an aroused consumer will search for more information about the products, which can be distinguished between two levels of arousal. The milder stage for information search is called "heightened attention" which means a person is more receptive to information about the product. Whereas the other level is known as the "active information search" in which the consumer turns to seek the relative influence that will have on the purchase decision. Moreover, Brassington and Pettitt (2003, p.45) explained that some of the information does not come from marketing activities but it is come from word of mouth because consumer always get information from their family, friends, neighbors and colleagues. Then after stage 1 that consumer admired Yamaha Filano, he/she started to search for information. This information may come from internet, people who used Yamaha Filano or Yamaha Salespersons.

#### **Stage 3: Evaluation of alternatives**

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

There are several processes, which from judgments of the consumer largely on conscious and rational bias. Firstly, the consumer may think of just buying a motorcycle in which he or she is trying to satisfy a need. Secondly, the consumer is looking for certain benefits from the product solution. Thirdly, the consumer sees and evaluates each of products with varying abilities for delivering the needs. The attributes of buyers vary by product. In this stage, consumer may compare Yamaha Filano with Honda Scoopyi because they are in the same segment of automatic motorcycle.

#### **Stage 4: Purchase decisions**

After the evaluating stage that the consumer forms preferences among the products in the choices set in which the consumer may also form an attribute to buy the most preferred product. In this stage, consumer makes decision to buy Yamaha Filano for their choice of purchasing.

#### Stage 5: Outcome / Post purchase behavior

After the purchase, the consumer might experience certain disquieting features, which can be of better technology at more affordable piece. Marketing communications should apply and also monitor post-purchase satisfaction and action prior to the use of the product. For keeping a good relationship with customer, after sale service is also important in this stage.

#### **2.6 Related Researchs**

**Thanakit Athibai (2013)** to studies factors affects to buying decision Honda cars of customer. The purposes of this study were to study buying decision Honda cars of customer, to study what factors affect to buying decision Honda cars of customer, to study attitude towards the brand Honda cars of customer and to study compare demographic and marketing service factor and buying decision Honda cars of customer. The sample populations of this study were 400 customers who use Honda car. This study uses several reliability measurement techniques such as Coefficient Alpha. The research instrument was questionnaire and frequency, percentage, average, standard deviation were used for statistic tools.

Research found that most of the respondents are male 54.5%, age between 20-30 years old 38%, graduate 47.3%, income in the range 10,000-20,000 baht 31.7% and corporate employee 32.4%. Respondents have an opinion toward product to be the most important factors service marketing mix of Honda. Also have positive attitude towards the brand Honda in degree that would speak about this Honda car to others. And most respondents are buying Honda cars by making their own choices. Moreover, hypotheses testing result shown that difference of demographic are gender, age and income level have affect to buying decision Honda cars, and test relationship result found service marketing mix have positive relationship to buying decision Honda cars, by people at higher relation and the second are physical environment. Finally, test relationship and found that Honda brand have positive relationship to buying decision Honda cars, the significant was at 0.05 or below level.

**Prumsub Wetsukum (2013)** to study of factors affects purchasing decision process of decorative auto part and accessories via internet. The purpose of the study were to study factors affects purchasing decision process of decorative auto part and accessories via internet and to study compare demographic and marketing factor and purchasing decision process of decorative auto part and accessories via internet. The sample populations were 400 consumers purchasing decorative auto part and accessories via internet with questionnaire survey. The reliability pretest comes out as 0.7964 and post-test at 0.9731.

The result shown marketing mix factor of decorative auto part and accessories via internet have important in most level mean 3.94 and standard deviation 0.64. Most important factor is product with mean of 4.02. Moreover, the result found service quality of decorative auto part and accessories via internet have important in most level mean 3.92 and standard deviation 0.66, the first are security with mean of 4.03, the factor affect the second are reliability with mean of 3.91, the third are usability with mean of 3.88 and the forth are empathy with mean of 3.87. Hypotheses result found difference of demographic are gender, age and income level have affect to purchasing decision process of decorative auto part and accessories via internet, and relationship result found that service marketing mix have positive relationship to purchasing decision process of decorative auto part and accessories via internet.

**Ranjan Borah** (2013) studies factors influencing purchasing decisions towards Toyata cars in Bangkapi district. The purpose of this study were to determine the factors that influence consumers to buy Toyota cars in Bangkapi district and to analyze if there is a significant relationship between prices, brand, quality, attractiveness and after-sale value of the Toyota car. Questionnaires were used with 400 selected respondents.

The research found out Altis model of Toyota was the first choices of respondents with 32.5% and majority driving car every day for daily work. Price and Brand were the most important factors that influence buying decision of respondents. Moreover, respondent realize that buying Toyota car would provide them more benefit in the future and they buy the car immediately after the finished the decision process. If they are satisfied with the quality of Toyota car that they buy, then they will keep it for a longer period of time with mean of 4.19.



# CHAPTER 3 RESEARCH METHODOLOGY

This chapter illustrates the framework and model that will be used for this study. It will thoroughly explain the research method that will be used for the study of "factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province". The agendas are as follow:

- 3.1 Population and Sample
- 3.2 Research Instrument
- 3.3 Instrument Validity and Reliability
- 3.4 Data Collection

#### **3.1 Population and Sample Size**

To determine sample size was an important concern for the researcher to collect relevant data from the relevant respondents. In this research, the research approach required 400 samples of the respondents because of the particular research area.

#### **3.1.1 Population**

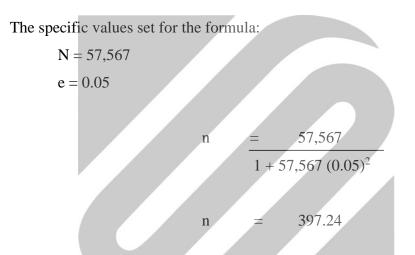
The target populations of this study were people who were above the age of 18 years old and had bought a Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. Due to the motorcycle driver's license law, a drivers needs to be at least 18 years old. The website ayutthaya.go.th has reported the total population in Bang Pa-In district, Ayutthaya province was last recorded as 57,567.

#### 3.1.2 Sample Size

The sample selection for this study were people who were 18 years old or above and had bought a Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. 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 a sample sizes with a 95% confidence level and e=0.05. When the researcher knows the size of population in Bang Pa-In district, Ayutthaya province, the sample size was determined based on the formula as follows:

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

n = sample sizeN = population sizee = level of precision



According to the result being 397.24, the researcher decided to distribute 400 sets of questionnaires in order to prevent any errors. Thus, the target population was 400 drivers of Yamaha motorcycle in Bang Pa-In district, Ayutthaya province in total.

#### **3.2 Research Instrument**

This study of "factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province" uses quantitative research methods. The reason of chosen quantitative research methods is for reliability in order to ensure this research analysis covers the statistical methods used to test hypotheses. In addition, the strength of the quantitative research methods is suitable for evaluating the results since the researcher is studying consumer attitudes, which tangible factors. Therefore, the quantitative research methods can assist the researcher to strengthen research analysis. The quantitative method is also suitable for surveys that use questionnaires in order to get the information from non-probability sample designs by using convenience sampling.

#### 3.2.1 Questionnaire

The survey instruments including 400 questionnaires to ask consumers about the factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. The questionnaire will translate to Thai language because our target population for this survey is Thai people who owned Yamaha motorcycle. The questionnaire was divided in to three parts as follows

#### **Part I: General Information / Screening Question**

First question requested whether they owned Yamaha motorcycle or not, if they did not own Yamaha motorcycle yet they would not be in research sample. Second question asked their gender and the third question asked their age. Marital status, level of education, occupation and income were included in first part of questionnaire.

# Part II: Perceptions towards Yamaha marketing mix that influenced over decision-making

Close-ended questions on perceptions towards Yamaha marketing mix that influenced over decision-making. These questions included the perceptions towards Yamaha marketing mix of Product, Price, Place and Promotion factors.

#### Part III: Customer satisfaction that influenced by marketing mix factors

This part was designed for survey the customer satisfaction that influenced by marketing mix factors. Close-ended questions were used for this part of questionnaire.

The total score of the sample group will be collected to find the average and to decode the average of the marketing mix factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

For part II and III, the questions will be measured by rating scale by applying the 5 scale level:

Score	Level of affection	
1 scale points	Strongly Disagree	
2 scale points	Disagree	
3 scale points	Neutral	
4 scale points	Agree	
5 scale points	Strongly Agree	

 Table 3.1 Selected category scale 5 level

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

 Table 3.2 Averages mean score for each item

Numerical Rating	Description	
1.00 - 1.80	Highest important level	
1.81 - 2.60	High important level	
2.61 - 3.40	Moderate important level	
3.41 - 4.20	Low important level	
4.21 - 5.00	Lowest important level	

#### 3.3 Instrument Validity and Reliability

The results of all 400 respondents were calculated and analyzed by using the strategic program and the Frequency, Percentage, Mean, Standard deviation, Chi-square, Independent Sample t-test, One-way ANOVA also using Reliability Analysis to calculate reliable of the result as well.

The statistical tools that were utilized in analyzing and interpreting the data collected as following:

#### **3.3.1 Descriptive Statistics**

**3.3.1.1 Frequency** is the arrangement of data that shows the frequency of occurrence of different values of variables. Similarly, it was utilized in describing the demographic data of the respondents such as gender, age, marital status, educational level, occupation and monthly income.

**3.3.1.2 Percentage** is the ratio of a part to the whole multiplied by 100. The demographic data of the respondents as well as their answers were analyzed and interpreted using percentage.

**3.3.1.3 Mean** is the calculation of the average that takes into account the importance of each value to the overall total. This tool was used to analyze and interpret the general information.

**3.3.1.4 Standard Deviation** is the square root of the average of the squared distances of the observations from the mean.

#### **3.3.2 Inferential Analysis**

**3.3.2.1 Significant level** is the citation used for rejecting the null hypothesis. In this study the researcher uses significant level at 0.05 or can call 5% level. The lower the significant level, the more that data must diverge from the null hypothesis to be significant.

**3.3.2.2 P-Value** is equal to the significance level of the test for reject the null hypothesis. The P-Value is compared with the actual significance level of the test and, if it is lower, the result is significant.

#### **3.3.3 Committee of Expert Judges**

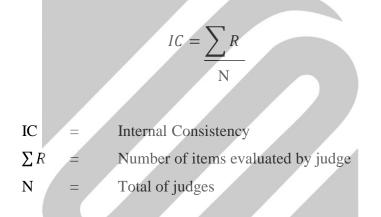
The questionnaires in original English were submitted to committee of judges along with Thai language version which will be used in real survey process. The qualifications of committee members that were choose to be expert judges are, have work experiences in marketing area and have well understanding in English language. Three experts were invited to analyze the construct validity that is considered by Item Objective Congruence Index (IOC) and calculate the use Internal Consistency (IC) by the questions made by Rovinelli and Hambleton (1977). The steps of carry out the process are as follow:

- Sending questionnaire and relevant information to each judge.

- The researcher collected revision suggestion and information, each judge returned questionnaire with recommendation for better understanding.

- The researcher will use Internal consistency (IC) ranges between zero, one and minus one; "0 = Fair, 1 = Excellent and -1 = Poor" which are representative of measurement in relation to the content studied.

For calculating the IC, the following formula was used:



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

Table 3.3 Internal	Consistency	(IC)
--------------------	-------------	------

Value	IC
0.9 – 1.0	Excellent
0.7 - 0.8	Good
0.5 - 0.6	Fair
0.0 - 0.4	Poor

Regarding evaluation of questionnaire, the principal topics were set up considered to refer to "factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province". The judge's responses were summary to Content Validity Index Table in appendix section.

#### 3.3.4 Instrument Reliability

Reliability is a characteristic of a set of test scores. It is information that tells us how accurate the scores are—how much they might be contaminated by errors that often cause scores to be higher or lower than they really ought to be. Reliability analysis procedure calculates a number of generally used measures of scale reliability and also provides information about the relationship between individual items in the scales.

#### 3.3.5 Pilot Test

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

The self-administered questionnaires, which measured the factors influenced over decision-making for the purchase of Yamaha motorcycle, were distributed to 30 random respondents in Amata Nakorn area. These 30 respondents were the pilot test of the research. The calculation of Cronbrach's alpha was used to measure the internal consistency reliability of the research instrument.

According to the averages of pre-test achievement scores from 30 respondents, the results of using Cronbach's alpha method for all questions were 0.707. To summarize, the survey results had a high reliability of variables because the number was nearly near to 1.00. Thus, the questionnaire proved to be suitable to be used for all 400 respondents in the research project.

#### Table 3.4 Reliability Statistics: Cronbach's alpha

Item	No. of Construct	Cronbach Alpha
Product	6	0.711
Price	5	0.785
Place	4	0.684
Promotion	3	0.605
Customer Satisfaction	3	0.753
Total A	<u>verage</u>	0.707

#### 3.4 Data Collection

Data collection procedures were as follow:

1. Design the questionnaire and submit to advisor for inspection and recommendation.

2. Improve questionnaire design and submit to advisor again to ensure that all the questions were correct before launching pilot-test survey.

3. Launching pre-test survey at Amata Nakorn, Chonburi area totally 30 respondents for Reliability Analysis, The alpha test was 0.707 which is greater than 0.6. It means that this questionnaire is reliable.

4. Launching the survey to population at Bang Pa-In district, Ayutthaya province. The sample population will consist of 400 people. The data collection process will be conducted during 15 - 31 October 2014.

### CHAPTER 4 RESEARCH FINDINGS

This chapter represents the result of analyzing and the interpretation of factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province which participated by 400 respondents. This chapter divided into 2 parts which are;

- Descriptive Analysis of Findings
- Descriptive Results of the factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province
- Hypothesis test results

#### **4.1 Descriptive Analysis of Findings**

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

	Demographic Variable	Frequency (n)	Percentage (%)
Gender:			
Male		195	48.8
Female		205	51.2

#### **Demographic Profile - Gender**

From table 4.1 shown that from 400 samples who lived in Bang Pa-In district, Ayutthaya province and had owned Yamaha motorcycle, they consisted of 195 males (48.8%) and 205 females (51.2%). The majority gender among the respondents was female.

Demographic Variable	Frequency (n)	Percentage (%)
Age:		
18-21 years old	16	4.0
22-25 years old	120	30.0
26-31 years old	138	34.5
32-35 years old	108	27.0
36-40 years old	10	2.5
41-45 years old	4	1.0
more than 50 years old	4	1.0

Table 4.2 Descriptive results of respondents followed by Age

#### **Demographic Profile - Age**

From table 4.2 shown that, respondents' ages were ranging from 18 to more than 50 years old. There were 16 persons or 4% who were 18-21 years old; 120 persons or 30% were 22-25 years old; 138 persons or 34.5% were 26-31 years old; 108 persons or 27% were 32-35 years old; 1 persons or 2.5% were 36-40 years old; 4 persons or 1% were 41-45 years old; and another 4 persons or 1% were more than 50 years old.

Table 4.3 Descriptive results of respondents followed by Marital Status

Demographic Variable	Frequency (n)	Percentage (%)
Marital Status:		
Single	295	73.8
Married	101	25.3
Divorced	4	1.0

#### **Demographic Profile – Marital Status**

From table 4.3 shown that most of the respondents with 295 persons or 73.8% were single, while 101 persons or 25.3% were married; and 4 persons or 1% was divorced. The finding indicated that the major group of respondents was single.

Demographic Variable	Frequency (n)	Percentage (%)
Level of Education:		
High school	78	19.5
College	177	44.3
Bachelor's Degree	131	32.8
Master's Degree	12	3.0
Doctoral Degree	2	0.5

Table 4.4 Descriptive results of respondents followed by Level of Education

#### **Demographic Profile - Level of education**

From table 4.4 shown those respondents' levels of education were ranging from high school to Doctoral degree. Most of them with 177 persons or 44.3% were having college degree; 131 persons or 32.8% were having Bachelor's degree; 78 persons or 19.5% were having high school degree; 12 persons or 3% were having Master's degree; and the remaining 2 persons or 0.5% were having Doctoral degree.

Demographic Variable	Frequency (n)	Percentage (%)
Income:		
Less than 5,000 baht	2	.5
5,001-10,000 baht	100	25.0
10,001-15,000 baht	172	43.0
15,001-20,000 baht	42	10.5
20,001-25,000 baht	37	9.3
25,001-30,0000 baht	26	6.5
more than 30,001 baht	21	5.3

Table 4.5 Descriptive results of respondents followed by Personal Income

#### **Demographic Profile – Personal income**

From table 4.5 shown that from total 400 respondents, there were 2 persons or 0.5% who earned less than 5,000 baht, 100 persons or 25% who earned 5,001-10,000 baht, 172 persons or 43% who earned 10,001-15,000 baht, 42 persons or 10.5% who earned 15,001-20,000 baht, 37 persons or 9.3% who earned 20,001-25,000 baht, 26 persons or 6.5% who earned 25,001-30,000 baht, and 21 persons or 5.3% who earned

more than 30,001 baht. The largest income group has income from 10,001-15,000 baht per month.

Demographic Variable	Frequency (n)	Percentage (%)
Occupation:		
Government/State Enterprise employee	31	7.8
Office worker	116	29.0
Factory worker	204	51.0
Business owner	9	2.3
Student	2	0.5
Housewife	14	3.5
Freelance, Service	24	6.0

Table 4.6 Descriptive results of respondents followed by Occupation

#### **Demographic Profile - Occupation**

From table 4.5 shown that from total 400 respondents, most respondents with 204 persons or 51% were factory's worker; 116 persons or 29 persons were office worker; 31 persons or 7.8% were government/state enterprise employee; 24 persons or 6% were freelance and service employee; 14 persons or 3.55 were housewife, 9 persons or 2.3% were business owner; and 2 persons or 0.5% were student.

## 4.2 Descriptive results of the factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province

Apart from demographic factors, marketing elements comprising of product, price, place, and promotion are the independent variables of this study. Meanwhile, post-purchase evaluation is the dependent variable of this study. The interpretation of variables' mean can be classified as very satisfied (mean is between 4.60 - 5.00), satisfied (mean is between 3.60 - 4.59), neither satisfied or dissatisfied (mean is between 1.60 - 2.59), and very dissatisfied (mean is between 1.00 - 1.59).

 Table 4.7 Mean, Standard deviation and Level of satisfaction towards Customer

 Satisfaction (N=400)

Customer Satisfaction	Mean	SD	Level of Satisfaction
I satisfied with Yamaha motorcycle	3.88	.867	Satisfied
I will choose Yamaha motorcycle for my next motorcycle purchase	3.69	.895	Satisfied
I will recommend Yamaha motorcycle to my friends for their motorcycle purchase	3.76	.878	Satisfied
Total	3.77	.788	Satisfied

As shown in Table 4.2, the general points of view of the respondents about their satisfaction about Yamaha motorcycle. The average is equal to 3.77 which is satisfied level of respondents. When consider, the researcher found that respondents that satisfied with Yamaha motorcycle had highest mean score of 3.88.

Table 4.8 Mean, Standard deviation and Level of satisfaction towards the product

Product	Mean	SD	Level of Satisfaction
I think Yamaha motorcycle is well-known brand	3.89	.739	Satisfied
I think Yamaha motorcycle has vary models	3.71	.805	Satisfied
I think Yamaha motorcycle has good design	3.73	.717	Satisfied
I think Yamaha motorcycles are durable	3.58	.787	neither satisfied or dissatisfied
Yamaha motorcycles are energy saving (oil)	3.20	.901	neither satisfied or dissatisfied
Yamaha provides a good after sale service	3.36	.918	neither satisfied or dissatisfied
Total	3.57	.535	neither satisfied or dissatisfied

factor (N=400)

Descriptive Statistics was used to calculate the mean and standard deviation of product factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. As shown in the Table 4.3, the result show that the respondent's perception toward product factors was neither satisfied or dissatisfied with the mean 3.57 and standard deviation of .535

Price	Mean	SD	Level of Satisfaction
I think Yamaha motorcycle has reasonable price compared to quality	3.44	.766	neither satisfied or dissatisfied
Price of Yamaha spare parts influences my purchasing decision	3.51	.749	neither satisfied or dissatisfied
Vary choice of finance influences my purchasing decision	3.39	.800	neither satisfied or dissatisfied
Varity of installment plan and interest rates influences my purchasing decision	3.55	.842	neither satisfied or dissatisfied
Resale value of Yamaha motorcycle influences my purchasing decision	3.63	.969	Satisfied
Total	3.50	.630	neither satisfied or
			dissatisfied

 Table 4.9 Mean, Standard Deviation and Level of satisfaction towards the price factor

 (N=400)

Descriptive Statistics was used to calculate the mean and standard deviation of price factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. As shown in the Table 4.4, the result show that the respondent's perception toward price factors was neither satisfied or dissatisfied with the mean 3.50 and standard deviation of .630

## Table 4.10 Mean, Standard Deviation and Level of satisfaction towards the place factor (N=400)

Place	Mean	SD	Level of Satisfaction
I think convenience location of Yamaha showroom influences my purchasing decision	3.64	.801	Satisfied
I think Yamaha square has available car park	3.29	.786	neither satisfied or dissatisfied
Yamaha square has good customer lounge	3.62	.756	Satisfied
Yamaha square has quick service and fast information about Yamaha motorcycle	3.53	.936	neither satisfied or dissatisfied
Total	3.52	.654	neither satisfied or dissatisfied

Descriptive Statistics was used to calculate the mean and standard deviation of place factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. As shown in the Table 4.5, the result show that the respondent's perception toward place factors was neither satisfied or dissatisfied with the mean 3.52 and standard deviation of .654

 Table 4.11 Mean, Standard Deviation and Level of satisfaction towards the promotion factor (N=400)

Promotion	Mean	SD	Level of Satisfaction
TV advertising of Yamaha motorcycle influences my purchasing decision	3.84	.954	Satisfied
Yamaha 3 years warranty campaign influences my purchasing decision	3.78	.876	Satisfied
Celebrity endorsement of Yamaha motorcycle influences my purchasing decision	3.69	.944	Satisfied
Total	3.76	.744	Satisfied

Descriptive Statistics was used to calculate the mean and standard deviation of promotion factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. As shown in the Table 4.6, the result show that the respondent's perception toward promotion factors was satisfied with the mean 3.76 and standard deviation of .744

#### 4.3 Hypothesis Testing

## Hypotheses 1 - (Personal) Demographic factors that have influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province

Ho: Demographic factors have no influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province

H1: Demographic factors have influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province

Table 4.12 Hypothesis test between gender and consumer purchasing decision

Gender	N	Mean	Std.Deviation	Std. Error Mean
Purchase Male	195	3.7299	.74458	.05332
Female	205	3.8195	.82740	.05779

 Table 4.13 Equal variances test between gender and consumer purchasing decision

		F	Sig	t	df	Sig (2tailed)	Mean Difference	Std. Error Difference
Purchase	Equal variances assumed	.199	.655	-1.137	398	.256	08960	.07884
Equal variances not assumed				-1.140	396.79	.255	08960	.07863

The researcher employed independent sample t-test to investigate the different in mean of purchasing decision between male and female. The result showed the pvalue of 0.256 which is greater than 0.05. It can be concluded that there is no impact of gender over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province Hypothesis decision - Accept Ho: gender factor have no influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.987	6	1.331	2.180	.044
Within Groups	240.024	393	.611		
Total	248.011	399			

Table 4.14 Hypothesis test between age and consumer purchasing decision

The researcher employed one-way ANOVA to investigate the different in mean of purchasing decision between different age groups. The result showed the p-value of 0.044 which is not greater than 0.05. It can be concluded that there is a significant impact of age over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

Hypothesis decision - Accept H1: age factor have influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.311	2	.656	1.055	.349
Within Groups	246.700	397	.621		
Total	248.011	399			

 Table 4.15 Hypothesis test between marital status and consumer purchasing decision

The researcher employed one-way ANOVA to investigate the different in mean of purchasing decision between different marital statuses. The result showed the p-value of 0.349 which is greater than 0.05. It can be concluded that there is no impact of marital status over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

Hypothesis decision - Accept Ho: marital status factor have no influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

	Sum of	df	Mean	F	Sig.
	Squares	ui	Square	F	
Between Groups	15.266	4	3.817	6.477	.000
Within Groups	232.744	395	.589		
Total	248.011	399			

 Table 4.16 Hypothesis test between level of education and consumer purchasing decision

The researcher employed one-way ANOVA to investigate the different in mean of purchasing decision between different levels of education. The result showed the p-value of 0.00 which is not greater than 0.05. It can be concluded that there is a significant impact of education levels over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

Hypothesis decision - Accept H1: education level factor have influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.792	6	3.465	5.994	.000
Within Groups	227.219	393	.578		
Total	248.011	399			

 Table 4.17 Hypothesis test between personal income and consumer purchasing decision

The researcher employed one-way ANOVA to investigate the different in mean of purchasing decision between different levels of personal income. The result showed the p-value of 0.00 which is not greater than 0.05. It can be concluded that there is a significant impact of income levels over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

Hypothesis decision - Accept H1: personal income level factor have influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.604	6	2.434	4.098	.001
Within Groups	233.407	393	.594		
Total	248.011	399		4	

Table 4.18 Hypothesis test between occupation and consumer purchasing decision

The researcher employed one-way ANOVA to investigate the different in mean of purchasing decision between different groups of occupation. The result showed the p-value of 0.001 which is not greater than 0.05. It can be concluded that there is a significant impact of occupation over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

Hypothesis decision - Accept H1: occupation factor have influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

## Hypotheses 2 Marketing mix have influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province

Ho: Marketing mix factor have no positive impact over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province

H1: Marketing mix factor have positive impact over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

	Sum of	df	Mean	F	Sig.
	Squares	Square		r	big.
Between Groups	114.037	4	28.509	84.055	.000
Within Groups	133.974	395	.339		
Total	248.011	399			

**Table 4.19** Hypothesis test between product, price, place, promotion and consumer purchasing decision

The researcher employed multiple linear regressions to investigate the relationship between four marketing elements comprising of product, price, place, and promotion toward purchase evaluation. The result showed the F-test of 84.055 with the p-value of 0.00 which is not greater than 0.05. It can be concluded that four marketing elements can be used to explain the decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

Model	Unstandardized	Coefficients	Standardized Coefficients	t	Sig.
	В	Std. Error	Beta		
1 (Constant)	.086	.209		.409	.683
Product	.458	.078	.311	5.905	.000
Price	.003	.070	.002	.044	.965
Place	.280	.060	.233	4.646	.000
Promotion	.279	.056	.264	5.022	.000

Table 4.20 Multiple regression of product, price, place and promotion

Independent Variable	Result	Hypothesis decision	Rank
		Product factor have positive impact over decision	
Product	Accept H1	to purchase Yamaha motorcycle in Bang Pa-In	1
		district, Ayutthaya province	
		Price factor have no positive impact over decision	
Price	Accept Ho	to purchase Yamaha motorcycle in Bang Pa-In	-
		district, Ayutthaya province	
		Place factor have positive impact over decision to	
Place	Accept H1	purchase Yamaha motorcycle in Bang Pa-In	2
		district, Ayutthaya province	
		Promotion factor have positive impact over	
Promotion	Accept H1	decision to purchase Yamaha motorcycle in Bang	3
		Pa-In district, Ayutthaya province	

**Table 4.21** Hypothesis results between product, price, place, promotion and consumer purchasing decision

Given the t-test's p-value of 0.000, there are three marketing elements comprising of product, price, and promotion that significantly has a positive impact over the decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. Among them product has the strongest impact, followed by place, and promotion, respectively. Meanwhile, only price has no impact over the decision to purchase Yamaha motorcycle in Bang Pa-In district, given the t-test's p-value of 0.955 which is greater than 0.05.

#### **CHAPTER 5**

#### **CONCLUSIONS, DISCUSSIONS & RECOMMENDATIONS**

This chapter contains the summary results of the factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province. This chapter uses all information that the researcher has gathered, analyzed and organized in previous chapter. This chapter will enable readers to see conclusions and recommendations resulting for further study. This study itself has 2 objectives.

1) To investigate significant of personal and marketing mix factors that influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

2) To determine the customer satisfaction of customers who owned Yamaha motorcycle in Bang Pa-In district, Ayutthaya province.

This chapter divided into 5 parts which are;

- Conclusions
- Discussions
- Recommendations
- Recommendations for future study

#### **1.** Conclusions

#### - Demographic variable

From the total 400 respondents of customers who used Yamaha motorcycle in Bang Pa-In district, Ayutthaya province, the analysis of demographic found that the majority of respondents are females more than male and mostly age in the group of 26-31 years old, the second largest group is 22-25 years old; the third largest age group is 32-35 years old. The largest group of respondents is single and mostly holds college degree. For level of personal income, the largest group earned 10,001-15,000 baht per month. Majority of respondents is an industry worker.

## - Marketing mix variable regard to the purchasing decision of Yamaha customer

The respondents have opinions toward the marketing mix factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province the first is promotion, the second is product and the third is place. Details of Marketing mix variable regard to the purchasing decision of Yamaha customers are as follow;

**Promotion** has been influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province in the satisfied level. Result show all factors in satisfied level are TV advertising, Yamaha 3 years warranty campaign and Celebrity endorsement of Yamaha motorcycle.

**Product** has been influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province in the neither satisfied nor dissatisfied level. Result show 3 factors higher degrees in satisfied level are well-known brand, vary models and good design of Yamaha motorcycle.

**Place** has been influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province in the neither satisfied nor dissatisfied level. Result show 2 factors higher degree in satisfied level are convenience location of Yamaha showroom and good customer lounge in Yamaha square.

**Price** has been influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province in the neither satisfied nor dissatisfied level. Result show an only factor higher degree in satisfied level is resale value of Yamaha motorcycle.

#### - Attitude towards customer satisfaction of Yamaha customer

The respondents have attitude towards customer satisfaction to Yamaha brand in satisfied level. Result shows all items in satisfied level by higher degree is customers satisfied with Yamaha motorcycle, the second is customers will choose Yamaha motorcycle for the next motorcycle purchase and the third is customers will recommend Yamaha motorcycle to friends for the motorcycle purchase.

#### 2. Discussions

According to the study of the factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province, the research found that the respondents have opinion toward important factor of marketing mix for Yamaha motorcycle purchased in satisfied level by higher degree the first is product. The result as compare with **Thanakit Athibai (2013)** to studies factors affect to buying decision Honda cars of customer, the study shown that the product of marketing mix factor was the influential factor effecting on buying decision at most level by higher degree. This research found that the factor of product in satisfied level by higher degree are well-known brand, vary models and good design of Yamaha motorcycle. Concerning the price, the factor in satisfied level by higher degree is resale value of Yamaha motorcycle. For the factor of place, convenience location of Yamaha showroom and good customer lounge in Yamaha square are in satisfied level by higher degree are TV advertising, 3 years warranty campaign and Celebrity endorsement of Yamaha motorcycle.

Moreover, the hypotheses testing found that (personal) demographic factors that have influencing over decision to purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province are age, level of education, personal income level and occupation. This was significant at or below the 0.05 level. As age factor, the result found that consumers age in the group of 26-31 years old have important buying decision than other age group. For level of education, consumer who holds college degree has important buying decision than other level of education group. Consumers who earned 10,001-15,000 baht per month have important buying decision than other

income level group. And industry worker have important buying decision than other occupation group. As result compatible with **Prumsub Wetsukum (2013)** to study of factors affects purchasing decision process of decorative auto part and accessories via internet, result reveals that consumer with difference age and income level have affect to purchasing decision process of decorative auto part and accessories via internet. The research result shown that consumers in age group between 20 - 30 years old have important purchasing decision process of decorative auto part and accessories via internet than other age group and consumers who earned 10,000 - 20,000 baht per month for personal income level have important purchasing decision process of decorative purchasing decision process of decorative purchasing decision process of decorative auto part and accessories via internet than other age group and consumers who earned 10,000 - 20,000 baht per month for personal income level have important purchasing decision process of decorative auto part and accessories via internet than other age group and consumers who earned 10,000 - 20,000 baht per month for personal income level have important purchasing decision process of decorative purchasing decision process purchasing

#### **3. Recommendations**

#### **Product**

- The concern about high standard quality of motorcycle and motorcycle models' appearance are the first priority. In other words, Yamaha is well-known brand in motorcycle market then customers are looking for high quality motorcycle with good design appearance from Yamaha.

- In term of Yamaha official dealer, after-sale service also included as part in product then the official dealer should focus on after-sale service quality in order to serve beyond customer's expectation and keep in touch with customers.

#### Place

- Location of Yamaha squares should be in convenience locations and easy to access.

- Atmosphere of customers' lounge inside Yamaha squares and atmosphere in side Yamaha squares should be comfortable for all customers.

#### Promotion

-Yamaha should use popular presenters in order to attract Yamaha's target which are teenagers and working people.

#### 4. Recommendations for future study

The researcher has the suggestions for future research as follow;

- For future study, the research can expand to a bigger area, province or region in order to understand motorcycle market in big picture. The different geographic may concern different factors for purchasing decision of Yamaha motorcycle.
- The current study uses 400 sample population, for future research may increase number of sample population in order to have more understanding about motorcycle market from customers' point of view.



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## APPENDIX A

SURVEY QUESTIONNAIRE

#### Questionnaire



"Factors influencing decision to purchase Yamaha motorcycle in Bang Pa-In district,

#### Ayutthaya province"

This questionnaire has been developed by Stamford International University MBA student to use in an independent study. All of the information will be treated with high confidentiality. Please complete all questions truthfully by marking " $\checkmark$ " in the  $\Box$  or filling in the space given below. The following questions are categorized into 3 parts as follow:

Part I : General Information

Part II : Perceptions towards Yamaha Marketing mix that influencing decision to purchase Yamaha motorcycle

Part III: Customer satisfaction that influenced by marketing mix factors

#### **Part I: General Information**

Please mark the appropriate choice with a check mark (  $\checkmark$  )

- 1. Do you own a Yamaha Motorcycle
  - $\Box$  Yes

🗆 No

2. Gender

 $\square$  Male

□ Female

- 3. Age
  - $\Box$  18 21 years old  $\Box$  26 – 30 years old
  - $\Box$  36 40 years old

  - $\Box$  46 50 years old

- $\Box$  22 25 years old
- $\Box$  31 35 years old
- $\Box$  41 45 years old
- $\Box$  More than 50 years old

4. Marital status

□ Single	
□ Divorced	
specify	_

- 5. Level of education
  - $\Box$  High school
  - □ Bachelor's Degree
  - Doctoral Degree

specify\_\_\_\_

MarriedOther, please

College
Master's Degree
Other, please

6. Personal Income

□ Less than 5,000 Baht
 □ 10,001 - 15,000 Baht
 □ 10,001 - 25,000 Baht
 □ 20,001 - 25,000 Baht
 □ 25,001 - 30,000 Baht
 □ More than 30,001

#### 7. Occupation

- Goverment Officer, State Enterprise employee
- □ Office worker
- □ Industry worker
- $\Box$  Business owner
- □ Student
- □ Motorcycle taxi
- □ Housewife
- □ Freelance / Service
- □ Other, please specific \_\_\_\_\_

## Part II: Perceptions towards Yamaha Marketing mix that influencing decision to purchase Yamaha motorcycle

(5 = Strongly Agree	4 = Agree	3 = Neutral	2 = Disagree	1 = Strongly Disagree )

Product	1	2	3	4	5
1. I think Yamaha motorcycle is well-known brand					
2. I think Yamaha motorcycle has vary models					
3. I think Yamaha motorcycle has good design					
4. I think Yamaha motorcycles are durable					
5. Yamaha motorcycles are energy saving (oil)					
6. Yamaha provides a good after sale service					

		D :	1				_
		Price	I	2	3	4	5
1.	I think Yar	naha motorcycle has reasonable price					
	compared	to quality					
2.	Price of Ya	amaha spare parts influences my					
	purchasing	decision					
3.	Vary choic	e of finance influences my purchasing					
	decision						
4.	Varity of in	nstallment plan and interest rates					
	influences	my purchasing decision					
5.	Resale valu	ue of Yamaha motorcycle influences my					
	purchasing	decision					

Place	1	2	3	4	5
1. I think convenience location of Yamaha showroom					
influences my purchasing decision					
2. I think Yamaha square has available car park					
3. Yamaha square has good Customer lounge					
4. Yamaha square has quick service and fast					
information about Yamaha motorcycle					

	Promotion	1	2	3	4	5
1.	TV advertising of Yamaha motorcycle influences					
	my purchasing decision					
2.	Yamaha 3 years warranty campaign influences my					
	purchasing decision					
3.	Celebrity endorsement of Yamaha motorcycle					
	influences my purchasing decision					

### Part III: Customer satisfaction that influenced by marketing mix factors

(5 = Strongly Agree 4 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree)

Product	1	2	3	4	5
1. I satisfied with Yamaha motorcycle					
2. I will choose Yamaha motorcycle for my next					
motorcycle purchase					
3. I will recommend Yamaha motorcycle to my					
friends for their motorcycle purchase					

### APPENDIX B

**CATEGORIES OF MOTORCYCLE MARKET IN THAILAND** 

Motorcycle market in Thailand can be divided into 5 categories by models:

- 1. *Family motorcycle* with current models which are:
  - o HONDA
    - Wave110i and Dream110i for 110cc engine
    - Wave125i for 125cc for engine
  - o YAMAHA
    - Spark115i for 115cc engine
    - Spark135i for 135cc engine
  - SUZUKI
    - Smash110 for 110cc engine
    - Shooter115 for 115cc engine
- 2. Automatic motorcycle with current model which are:
  - HONDA
    - Zoomer-X, Spacy and Scoopy for 110cc engine
    - Click125i for 125cc engine
    - PCX for 150cc engine
  - YAMAHA
    - Fino, Filano and TTX for 115cc engine
    - Nouvo, Mio, Grand Filano and Tricity for 125cc engine
  - SUZUKI
    - Nex for 110cc engine
    - Let's for 115cc engine
    - Burgman for 200cc engine
- 3. *Sports motorcycle* with current model which are:
  - o HONDA
    - MSX for 125cc engine
    - CBR for both 150cc and 250cc engine
  - o YAMAHA
    - R15 for 150cc engine
  - o SUZUKI
    - Van Van for 125cc engine
  - o KAWASAKI
    - KSR for 110cc engine

- 4. *On-Off motorcycle* with current model which are:
  - HONDA
    - CRF for 250cc engine
  - o KAWASAKI
    - D-Tracker for 125cc engine
- 5. *Big bike* (can sell in general showrooms) with current model which are:
  - HONDA
    - CBR300 and CB300F for 300cc engine
    - Forza for 300cc engine
  - YAMAHA
    - SR400 for 400cc engine





### LIST OF EXPERTS

	Name	Position
1.	Dr.Ake Choonhachatrachai	- Associate Dean, Graduate School
		Stamford International University
2.	Mr.Arunchai Nitiyotin	- Owner of Honda Talardnud-Motorcycle
		with 7 branches under-roof
		-Owner of Yamaha Arun-worrarat
		with 8 branches under-roof
3.	Mr.Sirirak Nipon	- Owner of Honda Eastern
		with 8 branches under-roof

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## APPENDIX D CONTENT VALIDITY INDEX TABLE



1.I think Yamah	a motorcycle is we	ell-known brand			
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
2. I think Yamah	na motorcycle has	vary models			
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
3. I think Yamah	na motorcycle has	good design			
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
4. I think Yamah	na motorcycles are	durable			
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
5. Yamaha moto	rcycles are energy	saving (oil)			1
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
6. Yamaha provi	ides a good after s	ale service			
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	Î	1	3	1.0	Excellent
7. I think Yamał	na motorcycle has	reasonable price of	compared to qualit	ty	
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
8. Price of Yama	aha spare parts infl	uences my purch	asing decision	I	
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	0	2	0.7	Good
9. Vary choice o	f finance influence	es my purchasing	decision	1	1
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	0	1	2	0.7	Good

**Table:** Content Validity Index in the evaluation of "factors influencing decision topurchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province"

### **Table:** Content Validity Index in the evaluation of "factors influencing decision to

purchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province" (Cont.)

10. Varity of inst	allment plan and	interest rates influ	ences my purchas	sing decision	
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
0	1	1	2	0.7	Good
11. Resale value	of Yamaha motor	cycle influences r	ny purchasing dec	cision	
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
0	1	1	2	0.7	Good
12. I think conve	nience location of	Yamaha showroo	om influences my	purchasing deci	sion
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
13. I think Yama	ha square has ava	ilable car park			
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	0	2	0.7	Good
14. Yamaha squa	are has good Custo	omer lounge			L.
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
0	1	1	2	0.7	Good
15. Yamaha squa	are has quick servi	ce and fast inforn	nation about Yama	aha motorcycle	
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
16. TV advertisi	ng of Yamaha mot	orcycle influence	s my purchasing o	lecision	·
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
17. Yamaha 3 ye	ars warranty camp	paign influences n	ny purchasing dec	sision	
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	0	2	0.7	Good
18. Celebrity end	lorsement of Yam	aha motorcycle i	nfluences my purc	chasing decision	<b>I</b>
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent
19. I satisfied wi	th Yamaha motoro	cycle		1	1
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result
1	1	1	3	1.0	Excellent

# **Table:** Content Validity Index in the evaluation of "factors influencing decision topurchase Yamaha motorcycle in Bang Pa-In district, Ayutthaya province"(Cont.)

20. I will choose Yamaha motorcycle for my next motorcycle purchase						
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result	
1	1	1	3	1.0	Excellent	
21. I will recommend Yamaha motorcycle to my friends for their motorcycle purchase						
Judge 1	Judge 2	Judge 3	$\sum R$	IC	Result	
1	1	1	3	1.0	Excellent	



### BIOGRAPHY

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