

ABSTRACT

The study of “Factors Influencing Bangkok Motorists’ Decision to buy Hybrid Cars” aims to investigate the factors that influence the buying decision for hybrid cars among Bangkok motorists. The survey was conducted to study the marketing activities and three main influences like internal influence, situational influence, and social influence that could motivate the buying decision of respondents.

Self-administered questionnaires were distributed to 100 respondents who could drive and usually commute to Bangkok by accidental sampling method. After collecting the data, the SPSS program was used to analyse the information in descriptive formats such as frequency and percentage.

The results of the study show that most of the respondents are male but not much greater than female respondents. The majority of them are single and aged between 26-35 years which represents the young adult group. Most of the population work for private companies and earn a moderate income between 15,001-35,000 baht. Their family owns a car with either benzene or diesel engine which reflects the usage of natural fuel.

As for the marketing mix activities, pricing strategy is the most influential factor, closely followed by product attributions. Place of purchase and promotion activities followed in order. Pricing concerns arise from the expensive cost of hybrid cars at almost 2-3 million baht.

In terms of influential behaviour, the results showed that respondents will be mostly motivated by internal influences such as concern for environment and energy saving. Situational influences like oil crisis and tax reduction follows as second. External influences such as peer group, opinion leader, or government have moderate affects on the respondent.