

APPENDIX A

Questionnaire in English

Questionnaire of the factors influencing Bangkok motorists' decision to buy hybrid cars.

This questionnaire is part of the Independent Study for the Degree in Master of Arts in English for Careers, Language Institute, Thammasat University.

The questionnaire is designed to study the factor that contribute to consumer's decision to buy the Hybrid car, an automobile with two different type of power train; gasoline engine and electrical generator.

All given information is confidential and will not be used for others objective.

Instruction: Please mark X or in front of the selected choice

Part 1. Personal Information of the respondent

(Please select only one answer)

1. Gender Male Female

2. Age 18-25 years 26-35 years
 36-45 years over 45 years

3. Highest educational level
 Below Bachelor degree
 Bachelor degree
 Above Bachelor degree

4. Marital status Single Married Separated / Divorced / Widowed

5. Occupation

- Employee of private company
- Government officer / State enterprise officer
- Entrepreneur
- Others. Please specify _____

6. Average income per month (Baht) including salary, allowance, and other earning of you and your spouse (if you are married)

- Below 15,000 15,000 – 35,000 35,001-60,000
- 60,001-100,000 Over 100,001

7. Number of family member in the same household

- Alone 2 persons 3-5 persons
- 6-8 persons more than 8 persons

8. Do you own a car?

- Yes No

Part 2: Back ground knowledge about Hybrid car.

- Hybrid Car is a vehicle powered by two power trains; gasoline engine and electric motor.
- According to a standard in Japan, fuel consumption of Hybrid car is over 25 km/litre
- Carbon dioxide in Hybrid car is 50% lower than regular car.
- Hybrid Car is already available in Thai market with an introduction of Civic Hybrid in 2002.
- Cost of the imported Honda Civic Hybrid is about 3 million Baht in 2002
- In 2004, the Government announce to reduce excised tax for cars using alternative fuel such as hybrid car, electric car, and fuel cell car to 10% but the import tax remain 200% which relatively reduce the price.
- Since the rise of oil pricing since 2006, many car drivers modified their car to serve the alternative fuels and save cost. The government also encourage

consumers to use alternative fuel such as E20, E10 and now studying the possibility of E85

- In 2008, Toyota Motor Thailand Co., Ltd. announced to start manufacture the Hybrid Camry in Thailand.

9. What is the most important factor that will influence your decision to buy a hybrid car? (Please rank)

Activities	The most (5)	Much (4)	Moderate (3)	Little (2)	The least (1)
Fuel consumption and emission rate					
Car performance, acceleration speed, handling.					
The car's exterior and interior design.					
Pricing of the hybrid car.					
Showroom and after sales service. The convenience way to access to the information and receive service.					
Interesting sales promotion such as down payment, premium, guarantee period, instalment, prizes drawing.					

Part 3: Consumer behaviour toward Hybrid car

Internal Influences:

10. If you are going to buy the hybrid car, please indicate how much you agree with the following statement.

Situations	Strongly Agree (5)	Agree (4)	Indifferent (3)	Disagree (2)	Strongly Disagree (1)
You think that the hybrid car is an innovation that helps lessen air pollution and reduces fossil fuel.					
You think that owning hybrid car contributes to saving the environment for the next generation.					

You need to have sufficient information of Hybrid technology is important to buying decision.					
You feel that purchasing or using a hybrid car will enhance your image of environment-consciousness.					

Situational Influences:

Situations	Strongly Agree (5)	Agree (4)	Indifferent (3)	Disagree (2)	Strongly Disagree (1)
You want to buy hybrid car because a shortage of crude oil resulting in a rise of petrol prices in Thailand.					
You want to buy hybrid car because of air pollution crisis.					
You learn that Thai Government raises a campaign to promote using hybrid cars such as income tax reduction and you want to own one.					
You decide to buy hybrid car after finding its price is affordable from reduction of excise tax and import tax.					

Social Influences:

Situations	Strongly Agree (5)	Agree (4)	Indifferent (3)	Disagree (2)	Strongly Disagree (1)
You decide to buy hybrid car because Thailand has become an environment-conscious country that strongly promotes the use of green cars.					
You are willing to buy hybrid car if you are member of specific environment conservation club such as Greenpeace.					
Your community or neighbours all bought hybrid cars so you think you should own one.					
An influential person recommends hybrid cars eg. researchers, celebrity, automobile journalists.					

11. Please check or in front of the the suggestion of your selection (you can check more than 1 suggestion)

Government should reduce import tax to cost down the hybrid car.

Thailand should manufacture its own hybrid car.

Knowledge of hybrid car should be promoted more.

There should be sufficient after sales service centers.

Automobile company should study market possibility.

12. Suggestion and opinion about Hybrid car is welcomed.

*** Thank you very much for your kind cooperation.***