

ABSTRACT

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FACTORS AFFECTING MOTORCYCLE PURCHASING DECISION OF PEOPLE IN AMPHUR MUANG, CHANGWAT CHIANGMAI

By

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The purposes of this research were to examine 1) personal and external factors affecting motorcycle purchasing decision of people in Amphur Muang, Chiangmai; 2) their motorcycle purchasing behavior; 3) their problems and obstacles concerning motorcycle purchasing. The data was collected by means of questionnaires from 400 multi-stage sampled people over 15 years old in 16 tambons, and analyzed with the use of the SPSS for Windows.

The findings were as follows:

Most of the respondents were female, less than 23 years old, single, had 3-5 family members, and were high school or university students. Their highest level of education was a bachelor degree and their income was 5,000-10,000 baht per month.

Their reasons for purchasing motorcycles was for daily life use. Information sources for buying motorcycles were family members, friends, neighbors, and colleagues. Quality was the most important thing to consider when buying motorcycles. Each family has one motorcycle on average. Honda was popularly bought because of its good quality. The motorcycles were bought from general dealers for use in families.

New motorcycles were preferable to second-hand ones. A new one was bought every 5 years. The decision making time was 15-30 days. People most influencing their decision were their parents. Most of them paid for the motorcycles in cash.

The factors affecting motorcycle purchasing decision at a high level were product factor, price factor, channel of distribution and others, but promotion factor affected their decision at a moderate level.

The obstacles faced by motorcycle purchasers at a moderate level were product, price, channel of distribution and promotion problems. Their satisfaction with the dealers services were at a moderate level. They did not need other special services from the dealers.

The hypothesis test revealed that sex, age, marital status did not affect their purchasing decision but education and occupation did.

The hypothesis test on reasons for motorcycle purchasing revealed that sex did not cause differences in reasons but age, marital status, education and occupation did. The respondents were found not to be different in their sources of information for purchasing decision. Sex, age, marital status and education did not cause differences in the make of motorcycle they bought but income and occupation did.

The hypothesis test also revealed that sex, age, marital status and income caused differences in the type of motorcycle to purchase and all factors were found to cause differences in people influencing the respondents' motorcycle purchasing decision.