



ENHANCE CUSTOMER EXPERIENCES FOR CAR REPAIR SHOP  
FOR WOMEN DRIVER TARGETING

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A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
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**E46973****ABSTRACT**

The aim of this study is to understand factors that omitted women drivers toward locally owned garages which hold equivalent standard and service level compared with those authorized garage dealers and to propose an application for those garage owners to attract those women in corresponding to the growing trends on women drivers in Thailand. The study on why women need special attention on products and services will be explored. Thinking behind those women decisions made when bringing their cars into locally owned garages or authorized garage dealers for services will be extracted through the help of the following research methods: questionnaire, face-to-face interview, and user observation.

In conclusion, the study found the problems of mistrust or untrustworthiness toward locally owned garages and recommends those garages to educate their women drivers to have a better understanding toward the garage and pre-register the services. A mobile application is proposed as a solution to solve women drivers' mistrust or untrustworthy feeling toward locally owned garages, working as a bridge to connect women drivers

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and the garages. Ten women tested found that an application is convenience and comfort them when service is needed.

Keywords: Locals own garage / Mobile application / Mistrust / Untrustworthiness / Women

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