

# Buying Decision Passenger Car Personal in Thailand

Kitti Sawai and Tosaporn Mahamud

**Abstract**—This study aims to study 1) Marketing Mix Factor 2) The process of purchasing a passenger car 3) Compare the decision-making process by personal information and 4) Study the relationship between marketing mix factors and the process of purchasing a passenger car. Select a sample of 400 people. The questionnaire was used as a study tool. The data were processed using percentage and mean statistics. Hypothesis testing using t-test, F-test (One-Way ANOVA), Correlation and Multiple Regression Analysis

The study found that most of the respondents were male. Aged 26-35 years old with an average monthly income of 20,001 baht. Have unmarried status, have an education level, hold a bachelor's degree. And having occupation of private company employees found The marketing ingredient factor is very important. The decision to buy a passenger car is very important. The results of the individual hypothesis testing are different. Personal Data Hypothesis Test Results Different people have different decisions about purchasing a passenger car. Marketing mix factor correlated with the decision of purchasing a passenger car. High level, same direction Product marketing mix factors Distribution Channels Marketing promotion, personnel aspect, process And physical characteristics Influence the decision to buy a passenger car. With statistical significance at the .05 level.

**Suggestions:** Operators should improve their strategy. In the development of automotive products to have fuel efficiency Appearance and modern technology to support Future target group The price tag of the car should be set. Reasonable compared to quality To increase the confidence in using the services of customers Showrooms and service centers have many branches spread in many areas. The service center location is conveniently located. Can travel easily

Is appropriate, providing advice from the service center, there is a promotional banner. Or clear product prices, car consultation with product knowledge Well-dressed modestly, modern and equipped with amenities. In waiting for service Promptness in providing assistance and customer service.

**Keywords**— purchase decision process, marketing mix, passenger car

## I. INTRODUCTION

The current situation Thai governments (Mahamud, et. al,2021) and other countries have established policies. And measures to alleviate environmental problems that arise. (Panya, Poboon, W. Phoochinda, Teungfungu 2017) the Global warming and pollution in the surrounding environment, ( Whitmarsh, 2009)Thai government has pushed policies, and one of them is Restructuring of excise tax on new cars Which comes into effect on January 1, 2016 onwards (

(Jirapattanapuwanon, 2019)the purpose of the new vehicle excise tax restructuring focus on supporting technology development of renewable energy ( Junginger,2005) By calculating the tax structure from the cylinder capacity or engine size which results some cars having to adjust the tax rate increased from the original. ( Avi-Yonah, 2000)

This result, manufacturers have to adjust the selling price of their cars as well. But on the other side There are certain types of cars that will benefit from this tax restructuring: Cars that have developed technology in the field of energy saving. And environmentally friendly cars are currently divided into several categories as follows ( Teratani, Mizutani, Yamamoto,2008)

the classification seen that the A-Segment and B-Segment vehicles of cars. ( Harris, 1998) The benefit from the new vehicle excise tax restructuring. Because designed and manufactured for energy saving are being environmentally friendly ( Herring, 2000) this result, of manufacturers. Attention camp and the importance of technology development produce cars up to 2,500 cc, since the year 2011. many manufacturers have produced cars up to 2,500 cc, such as Honda launched the Honda Brio in 2011 Suzuki was launched. Suzuki Swift, Nissan launched Nissan March and Mitsubishi released Mitsubishi Mirage, but for Toyota, in 2013, no new cars were released to compete.

With other companies, but has reduced the engine size of Toyota Yaris instead of engine size to 1,200 cc, etc., from manufacturers gradually entering the car market up to 2,500 cc. It affects the behavior of consumers as well. As consumers nowadays have changed their behavior there is a need to find items that can make themselves save Which cars that save energy and environmentally friendly Able to meet the needs of consumers ( Wahyudin, Sampara, S., & Baharuddin, 2020)

In addition, the competition in 2017 Because the customer group who bought a car from the first car policy can make transfer Since use for 5 years is combined with customers buy and use cars for 5 years, are expected to result in higher car sales. And in each brand, there will be many models of cars to choose from. From small utility vehicles Small sedans to SUVs that can save gas. In order to be able to meet the needs of different groups of customers, which just in January 2017, the car brand that has been the top seller. Has launched a new model car Based on the above information, the study is therefore interested to study the marketing mix factors that contribute to the decision to purchase a passenger car. To add information for car dealers to procure cars to meet the needs of buyers.

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## II. OBJECTIVES OF THE STUDY

1. To study the factors of marketing mix in making a decision to buy a passenger car
2. To study the process of purchasing a passenger car
3. To compare the process of purchasing a passenger car classified by personal information.

### A. Study hypothesis

1. Different personal information has different processes for purchasing a passenger car.
2. Marketing mix factors correlate with the process of purchasing a passenger car.

### B. Scope of Research study

The educational content of the decision to purchase a passenger car Based on the theory of marketing mix (7P's) such as product factors, price factors, distribution channel factors (Place), marketing promotion factors (Promotion), personnel factors (People), process factors. (Process) factors of physical appearance (Physical Evidence) and decision making theory. ( Rafiq, & Ahmed, 1995) Population and sample groups used in the study Are those who decide to buy a car up to 2,500 cc in Prachinburi Province 400 samples were selected. The period of study since June Until September 2020.

### C. Concepts, theories and related research

A study of the factors of marketing mix influencing the decision of purchasing a passenger car. The students study documents, concepts, theories and related research. To be used to define the conceptual framework and guidelines in the study as follows



Marketing Mix

[http://marketing54online.blogspot.com/2014/01/7ps\\_25.html](http://marketing54online.blogspot.com/2014/01/7ps_25.html)

## III. RESEARCH METHODOLOGY

A study of the factors of marketing mix influencing the decision of purchasing a passenger car. The objective of this study was to study the factors of marketing mix in purchasing a passenger car. The process of purchasing a passenger car

Compare the process of making a decision on purchasing a passenger car classified by personal information. And to study the factors of marketing mix that affect the decision to buy a passenger car The data from this study can be used to guide the decision to purchase a passenger car. The method of study was set as follows.

## IV. STUDY POPULATIONS AND SAMPLES

Study population Is a sample group that used to buy a passenger car In Prachinburi, because the population is large and the exact population is not known, the sample size can be calculated from the WG Cochran sample size unknown formula by setting the 95% confidence level and the 5% tolerance level. The calculation formula used in this study is

$$\text{Formula } n = \frac{P(1-P)Z^2}{E^2}$$

n represents the sample size

P represents the proportion of the population to which the study was randomly

0.5.

Z Instead of the study's confidence level, Z was 1.96 at a 95% confidence level

(0.05 level

E Represents the maximum error that occurred = 0 .05

$$\begin{aligned} \text{Represent } n &= \frac{(0.5)(1-0.5)(1.96)^2}{(0.05)^2} \\ &= 384.16 \end{aligned}$$

A sample size of at least 385 participants was used to facilitate the evaluation. Data analysis And to prevent discrepancies, the study then used a total sample size of 400.

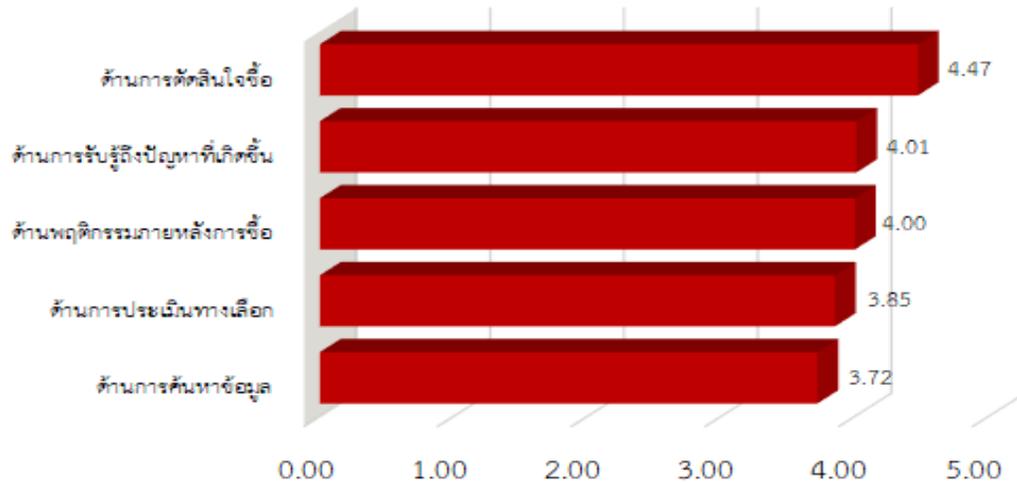
### A. Collect information

In order for the study to be complete, there is a method for collecting data. As follows: information gathered from Study and research from various sources including textbooks, documents and other research findings. Relevant information obtained from Audience Questionnaires And get it back by yourself Carry out a clean check This is to ensure that the questionnaire is complete and can be analyzed for further analysis.

### B. Research study results

Subject education Marketing mix factors affecting the purchase decision of a passenger car. 400 questionnaires were used as a tool for data collection and retrieval of 400 sets, representing 100 percent. The study results were divided into 5 parts as follows:

An overview of the decision to buy a passenger car



Show the importance of making a decision to buy a passenger car. The level of importance in making a decision to buy a passenger car. The mean is included in the high priority level (= 4.01) and when considering the importance. They were at the

high level of opinion comprised of purchasing decisions (= 4.47), perceived problems (= 4.01), post-purchase behavior (= 4.00), alternative assessment (= 3.85) and administrative aspects. Find the data (= 3.72) in order.

COMPARE THE FACTORS OF MARKETING MIX THAT INFLUENCE THE DECISION OF PURCHASING A PASSENGER CAR

marketing mix	B	Std. Error	Beta	t	Sig.	Test
(Constant)	1.228	0.142		8.663	.000*	yes
1.Product	0.104	0.043	0.117	2.436	.015*	yes
2.price	0.037	0.033	0.056	1.113	.267	no
3.Chanel of distribution	0.100	0.042	0.134	2.336	.018*	yes
4.Promotion	0.128	0.048	0.169	2.697	.007*	yes
5. personal	0.048	0.049	0.062	0.987	.329	no
6.process	0.134	0.048	0.184	2.780	.006*	yes
7. physical	0.110	0.049	0.144	2.233	.026*	yes

\* Has statistical significance at the .05 level

Comparing the factors of marketing mix that influence the decision to buy a passenger car, it was found that the Have a product side Distribution Channels Marketing promotion, personnel aspect, process And physical characteristics Influence the decision to buy a passenger car. With statistical significance at the .05 level.

C. Result of research

A study of the marketing mix factors in making a decision to purchase a passenger car. The objective of this study was to study the marketing mix factors for purchasing a passenger car. To study the decision to buy a passenger car to compare the decision to purchase a passenger car by gender, age, education, occupation and monthly income. And to study the relationship between marketing mix factors and the decision to buy a

passenger car The 400 questionnaires were used to collect data and used statistics for data analysis, namely percentage, mean, t-test, hypothesis test, (One-Way ANOVA), Correlation and Multiple Regression Analysis. Can be summarized as follows

From the study of the marketing mix that influences the decision to buy a passenger car. Found that the overall level was at a high level When considering all factors, it was found to be at a higher level of all factors. With details as follows

1. Product aspect It was found that consumers were concerned with the product marketing mix at a high level. The mean of 4.24 was the most important factor. The engine has a high rate of fuel economy.

2. In terms of price, it was found that consumers pay close attention to the price marketing mix at a high level. The mean of 4.14 was the most important factor. The price is reasonable

compared to the quality of the car.

3. Distribution channels It was found that the consumers were concerned with the marketing mix factor in the distribution channel at a high level. The mean factor was 4.11. The most important factor was that it consisted of showrooms and service centers with many branches spread in many areas.

4. Marketing promotion It was found that consumers were concerned with the marketing mix factor in marketing promotion at a high level. The mean of 4.11 was the most important factor. There is an offer of down payment and interest rates on installments.

5. Marketing promotion It was found that consumers put emphasis on personal marketing mix at a high level. The mean of 4.26 was the most important factor. The staff are caring and attentive. In after-sales service

6. Marketing promotion It was found that consumers pay high attention to the physical marketing mix factor. The mean of 4.30 was the most important factor. Quality service center Standard and reliable.

7. In marketing promotion, It was found that consumers were concerned with the process marketing mix at a high level. The mean of 4.23 was the most important factor. Prompt in providing assistance and customer service

#### *D. Information for purchasing a passenger car*

From the study of information on the process of making a decision to buy a passenger car, it was found that Overall, it is at a high level. When considering all factors, it was found to be at a higher level of all factors. With details as follows

1. The perception of the problem that occurred It was found that consumers pay more attention to the process of purchasing a passenger car. The awareness of the problems that arise at a high level. The mean of 4.01 was the most important factor. The car is suitable for use.

2. Searching for information It was found that consumers pay more attention to the process of purchasing a passenger car. In search of information at a high level The mean of 3.72 was the most important factor. Car related website

3. Evaluation of options It was found that consumers pay more attention to the process of purchasing a passenger car. In the assessment of options at a high level The mean of 3.85, the most important factor is The reputation and reliability of the car brand

4. Purchase decisions It was found that consumers pay more attention to the process of purchasing a passenger car. The purchasing decision at a high level The mean is 4.47, the most important factor is the durability.

5. Behavior after purchase It was found that consumers pay more attention to the process of purchasing a passenger car. Behavior after the purchase at a high level. The mean of 4.00 is the most important factor. Satisfaction with cars.

#### *E. Compare the decision to buy a passenger car. Classified by personal information Hypothesis test results*

1. Hypothesis 1: Personal information is gender, age, family status. Education level Average monthly income and occupation

There are different decisions to buy a passenger car as follows. According to the study, it was found that Age personal information Family status Education level The average monthly income of different occupations affects the decision to purchase a passenger car. No different According to the study, it was found that Personal information about gender Different factors affect the decision of purchasing a passenger car differently. Study the relationship between the factors of marketing mix with the decision of purchasing a passenger car.

2. Hypothesis 2: Marketing mix factor correlates with the decision to purchase a passenger car. According to the study, it was found that The marketing mix correlates with the decision of purchasing a passenger car. The awareness of the problem in the search for alternative assessment; Purchasing decisions Behavior after purchase In general, there is a relationship with the decision to buy a passenger car. The relationship level is high, the same direction.

3. Hypothesis 3: The marketing mix influences the decision to buy a passenger car. According to the study, it was found that Marketing mix factors in product aspects Distribution channels Marketing promotion Process aspect And physical aspects influence the decision to buy a passenger car. And the marketing mix factor in terms of personal price did not influence the decision to buy a passenger car.

Feedback from the studying this study, the marketing mix factors influencing the decision of purchasing a passenger car. To be used as a guideline for car shop development as follows

1. . Product aspect This is because it is the first factor that most consumers are very important in deciding to buy a passenger car. Therefore, entrepreneurs should improve their strategies for developing fuel-efficient automotive products. Appearance and modern technology There are many different models of the product to meet the needs of our customers on a regular basis. Operators should therefore consider their products to accommodate future target groups.

2. Price is a factor that is very important to customers. The customers want the operator to set a price tag of the car to be reasonable compared to the quality. The cost of car maintenance is satisfactory. The interest rate is lower than the market. In order to increase the confidence in using the services of customers

3. Distribution channels Showrooms and service centers have many branches spread in many areas. The service center location is conveniently located. Can travel easily In addition, providing clear car information via the Internet And organizing a showroom to attract the attention of customers

4. Marketing promotion There is a down payment offer and the interest rate on installment payments affects the decision to buy the car. There is a free item. Including discounts Is appropriate, providing advice from the service center, with a clear sign to show promotions or product prices. And a test drive that allows you to make accurate decisions Advertising, public relations media, and having social media (social media)

5. Personnel training staff with care. In after-sales service Staff are courteous. Enthusiastic in service They have expertise

in automobile consulting, have good product knowledge, dress politely.

6. Physical characteristics Quality service center Standard and reliable. The service center offers a full range of services such as checking the vehicle condition. Body and paint repair service It is modern and has waiting facilities for service. The environment is good, clean, tidy and tidy.

7. Process Prompt in providing assistance and customer service Punctuality in making appointments, dates and times for car pick up. The waiting time for after-sales service is reasonable. Be quick to order cars and accept payments.

8. Therefore entrepreneurs should bring these information. To support the consideration of appropriate marketing strategies Consistent with the needs of consumers to maintain the existing customer base. And increasing the service options of new customer groups In addition, it will increase the operating results and create the sustainability of the business in the future.

#### V. SUGGESTIONS FOR THE NEXT STUDY

Study the marketing mix factors for purchasing a passenger car. In order to know the needs of those who want to buy a car And as a guideline for improving service quality and marketing in each area You should learn more about customer satisfaction before and after purchasing a car. To be able to guide the development of marketing strategies. And improve after-sales service to be more efficient So that customers are satisfied both before and after making a purchase This will affect the word of the customer. And repeat purchases in the future.

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