BEHAVIORAL INTENTION OF CUSTOMER ON USED CAR RESELL SERVICE

By

NITCHAPAT PIAMPIPAT

A Final Report of the Six-Credit Course
SCM 2202 Graduate Project

Submitted in Partial Fulfillment of the Requirements for the Degree of
MASTER OF SCIENCE IN SUPPLY CHAIN MANAGEMENT

Martin de Tours School of Management
Assumption University
Bangkok, Thailand

November 2011

THE ASSUMPTION UNIVERSITY LIBRARY 209268

BEHAVIORAL INTENTION OF CUSTOMER ON USED CAR RESELL SERVICE

By

NITCHAPAT PIAMPIPAT

A Final Report of the Six-Credit Course
SCM 2202 Graduate Project

Submitted in Partial Fulfillment of the Requirements for the Degree of

MASTER OF SCIENCE IN SUPPLY CHAIN MANAGEMENT

Martin de Tours School of Management
Assumption University
Bangkok, Thailand

November 2011

BEHAVIORAL INTENTION OF CUSTOMER ON USED CAR RESELL SERVICE

By

NITCHAPAT PIAMPIPAT

Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Science in Supply Chain Management
Assumption University

Examination Committee:

1. Dr. Ismail Ali Siad (Chair) .....
2. Dr. Piyawan Puttibarncharoensri (Member) .....
3. Asst.Prof.Dr. Nucharee Supatn (Advisor) .....

Approved for Graduation on: November 19, 2011

Martin de Tours School of Management
Assumption University
Bangkok, Thailand

November 2011

Assumption University
Martin de Tours School of Management and Economics
Master of Science in Supply Chain Management

Declaration of Authorship Form

I, Nitchapat Piampipat

declare that this thesis/project and the work presented in it are my own and has been generated by me as the result of my own original research.

Behavioral Intention of Customer on Used Car Resell Service

I confirm that:

1. This work was done wholly or mainly while in candidature for the M.Sc. degree at this University;
2. Where any part of this dissertation has previously been submitted for a degree or any other qualification at this University or any other institution, this has been clearly stated;
3. Where I have consulted the published work of others, this is always clearly attributed;
4. Where I have quoted from the work of others, the source is always given. With the exception of such quotations, this dissertation is entirely my own work;
5. I have acknowledged all main sources of help;
6. Where the thesis/project is based on work done by myself jointly with others, I have made clear exactly what was done by others and what I have contributed myself;
7. Either none of this work has been published before submission, or parts of this work have been published as: [please list references in separate page]:

Signed Nitchapat Piampipat

Date 9/Dec/11

Assumption University
Martin de Tours School of Management and Economics
Master of Science in Supply Chain Management

Student Name: Nitchapat Piampiapt
ID: 531-9569

ADVISOR'S STATEMENT

I confirm that this thesis/project has been carried out under my supervision and it represents the original work of the candidate.

Signed _____
(Asst.Prof.Dr. Nucharee Supatn)

Date _____

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

ACKNOWLEDGEMENTS

This graduate project could not have been completed without the assistance and guidance from several persons, to whom I would like to express my appreciation.

I would like to express my sincere thanks to Dr.Nucharee Supatn, my advisor, for her valuable suggestions, knowledge, motivation, and continuous encouragement given to me from the start until the completion of this graduate project. Also, my thanks to the chairman, Dr.Ismail Ali Siad and the committee, Dr.Piyawan Puttibarncharoensri for their valuable suggestions and feedback for improving this graduate project.

My special thanks and appreciation go to all members of my family who always encouraged and inspired me to conduct this study. I would also like to thank my close friends who always provided me with kind favors and always made me feel happy to do this project.

Finally, I would like to thank all respondents who fully cooperated in giving complete data in my questionnaire survey.

Nitchapat Piampipat
Assumption University
November 2011

ASSUMPTION UNIVERSITY OF THAILAND
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

ABSTRACT

Used car trading is one of the growing businesses in Thailand. In the past, the independent used car dealers were known and familiar to the customers. However, as most independent used car dealers are SMEs, there are no standardized services and prices. Some car manufacturers exploited this gap and created certified used car dealers under their brands or brand extensions to complete the supply chain in reverse direction i.e. from the end customers to the car manufacturers.

This research tests the relationship between perceptions of the customer on convenience, resell price, trust, and self-efficacy, and their intention to sell their used car to a certified and independent used car dealer. The Theory of Planned Behavior (TPB) was applied. The perceptions of all related factors of both dealer types were also compared.

A questionnaire survey was conducted. One brand, called TS (a pseudonym) was purposely selected as it is provides well known and certified used car dealers. Data was collected from two hundred people who currently used a TS car. The significant relationship between convenience and intention to sell the car to each of the used car dealers was found, while customer perceptions on convenience, resell price, trust, and self-efficacy of the certified used cars were significantly higher than those of independent used car dealers. The intention to sell used cars to the certified used car dealers was significantly high while that of the independent car dealers was significantly low. However, the powers of explanations of all factors on the intention to sell their cars were somewhat low which indicated that other factors should be considered in order to understand customers sophisticatedly.

THE ASSUMPTION UNIVERSITY LIBRARY

TABLE OF CONTENTS

	Page
Committee Approval Form	i
Declaration of Authorship Form	ii
Advisor's Statement	iii
Acknowledgements	iv
Abstract	v
Table of Contents	vi
List of Tables	ix
List of Figures	x
Proofreader Form	xi
Chapter I: Generalities of the Study	
1.1 Background of the Research	1
1.2 Statement of the Problem	4
1.3 Research Objectives	4
1.4 Scope of the Research	5
1.5 Significance of the Research	5
1.6 Limitations of the Research	5
1.7 Definition of Terms	6
Chapter II: Review of Related Literature	
2.1 Supply Chain of Automobile Industry	8
2.2 Value Chain Concept	8
2.3 Value Added in After-sales Service	10
2.4 Behavioral Intention	10
2.5 Theory of Planned Behavior (TPB)	12
2.6 Factors Affecting Behavioral Intention	13
2.6.1 Convenience	14
2.6.2 Resell Price	14
2.6.3 Trust	15

2.6.4 Self-Efficacy 15
2.7 Conceptual Framework 16
2.8 Research Hypotheses 18
2.9 Summary 18

Chapter III: Research Methodology
3.1 Questionnaire Development 19
3.2 Pre-test Analysis 20
3.3 Data Gathering 21
3.4 Data Analysis 22
3.4.1 Descriptive Analysis 22
3.4.2 Regression Analysis 22
3.4.3 Paired Sample T-test 23
3.4.4 One Sample T-test 24
3.5 Summary 25

Chapter IV: Presentation and Critical Discussion of Results
4.1 Sample Profiles 26
4.2 Hypotheses Testing 27
4.2.1 Relationship between Behavioral Intention to Sell a Used Cars to Each Used Car Dealer and its Influencing Factors 28
4.2.2 Comparison of Behavioral Intention to Sell a Used Car to Each Used Car Dealer and its Influencing Factors 30
4.2.3 Level of Customer Intention to Sell a Used Car to the Used Car Dealers 32
4.3 Conclusion of Hypotheses Testing 33
4.4 Summary 34

Chapter V: Summary Findings, Conclusions and Recommendations
5.1 Conclusions and Summary of the Findings 35
5.2 Theoretical Implications 39
5.3 Managerial Implications 39

5.4 Limitations and Recommendations for Future Research 40

BIBLIOGRAPHY 42

APPENDICES 45

Appendix A: Questionnaire (English Version) 46

Appendix B: Questionnaire (Thai Version) 51

Appendix C: Data Analysis Results 56

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

LIST OF TABLES

TABLE		Page
2.1	Theories Related to Behavioral Intention	12
2.2	Dimensions and Factors of the Theory of Planned Behavior	16
3.1	Cronbach's Alpha of Each Variable	20
3.2	Data Analysis Plan	25
4.1	Respondents' Characteristics	26
4.2	Test Relationship between Influencing Factors and Intention to Sell a Used Car to the Certified Used Car Dealer	28
4.3	Test Relationship between Influencing Factors and Intention to Sell a Used Car to the Independent Used Car Dealer	29
4.4	Comparison of Behavioral Intention to Sell a Used Car to Each Used Car Dealer and its Influencing Factors	31
4.5	Test Level of Intention to Sell a Used Car to Each Used Car Dealer	32
4.6	Summary of Hypotheses Testing	34

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

LIST OF FIGURES

FIGURES **Page**

1.1 Supply Chain of TS Dealer 3

2.1 The Generic Value Chain Model 9

2.2 Theory of Planned Behavior Model 13

2.3 Conceptual Framework 17

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Assumption University

Martin de Tours School of Management

Master of Science in Supply Chain Management

Form signed by Proofreader of the Graduate Project

I, Asst. Prof. Brian Lawrence, have proofread this Graduate Project entitled Behavioral Intention of Customer on Used Car Resell Service

Ms. Nitchapat Piampipat

and hereby certify that the verbiage, spelling and format is commensurate with the quality of internationally acceptable writing standards for a master degree in supply chain management.

Signed _____

(Asst. Prof. Brian Lawrence)

Contact Number / Email address blawrence@au.edu

Date: _____

CHAPTER I

GENERALITIES OF THE STUDY

As of now, the used car business in several countries has a large and potential market size. Furthermore, the used car market still has a high growth rate in such countries as Japan, United States, Australia, New Zealand, Taiwan and Malaysia. Therefore, many manufacturers are interested to invest in the used car business in order to possess market leadership and increase their ability to gain more competitive advantages (Thai Auto Biz, July 18th, 2011). At present, customers who need to buy a new car always expect to get complete quality after-sales service. It seems that the key factor is that the car manufacturer is operating a used car business by trading in a used car for a new car or selling to customers who need a quality used car.

In Thailand, used car sales are expected to grow by 25 percent, to around 2.7 million units in this year, which is three times the sales of new cars which are estimated at around 0.9 million units. The used cars change hand more quickly than new ones. Furthermore, it is found that most owners of new cars keep them for an average of four or five years before trading in, and used cars change hand every one and a half to two years. Based on this, demand for used cars can be four to five times as high as for new cars (The Nation, July 23rd, 2011). As such, the used car market is one of the important markets that impact Thai economics.

1.1 Background of the Study

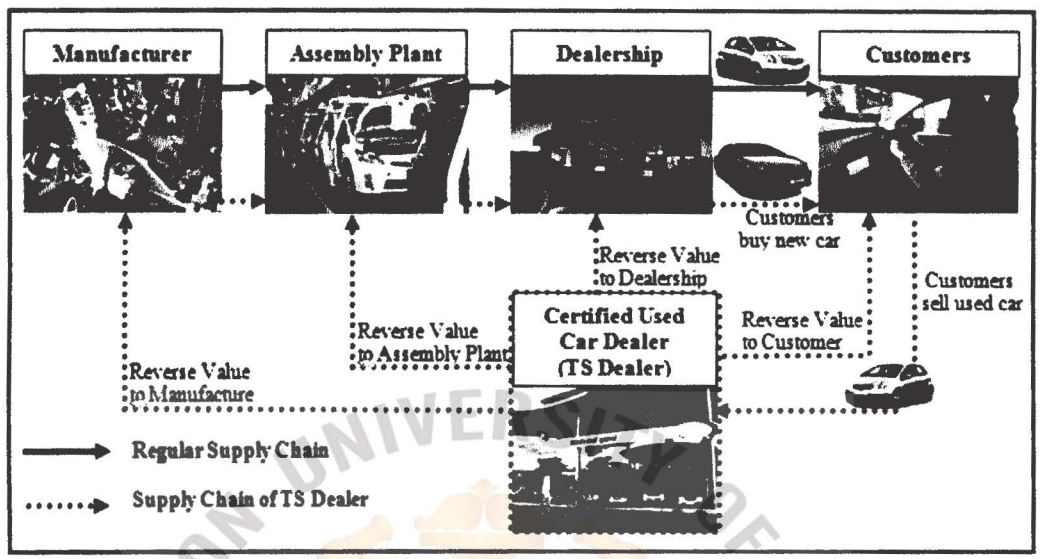
There are many independent used car dealers in Bangkok and surrounding areas. The used car dealer is the major channel for used car trading that most customers are familiar with. However, these dealers are SMEs in which their business characteristics are various. Customers have to deal with un-standardized dealers who may be inaccurate in price and quality estimating policies. The used car business becomes a potential channel to car manufacturer as well. Not only their expertise and experience

in the auto industry but also brand awareness are the opportunities for car manufacturers to create brand image and to gain competitive advantage in the used car market.

Currently, one of the major automobile manufacturers in Thailand emphasizes the continuous improvement of its business performance by improving business operation continuously and also driving for innovation and evolution. It continues to realize substantial and sustainable growth by taking the challenge to create the value through manufacturing and delivery of products and service. It viewed favorably the opportunity regarding operating a used car business in Thailand due to the strength of its brand. According to a report, it was found that that the overseas used car market in United State, Japan, Australia and Malaysia had higher resell prices than other brands. Thus, it had an idea to plan for developing and improving the standard quality of used cars. Consequently, it cooperated with another company to pioneer the used car business in Thailand and establish the name of TS dealer, which is the company's name in the report.

TS dealer, a certified used car dealer, is established to support trade-in and sale of used cars, and re-generate profit to the manufacturer, distributor or dealer. TS dealer leads to a complete and effective supply chain by enhancing the value chain in the part of after-sales service to the customers.

Figure 1.1: Supply Chain of TS Dealer



Source: TS Dealer's Information

Figure 1.1 shows the role of TS dealer or certified used car dealer in the supply chain. The car manufacturer and its suppliers manufacture and assemble vehicles as make-to-order and then distribute these to the dealership. The dealership pursues its sale, marketing and service in order to attract new customers and keep the existing customers. When the customers need to buy a new car and they own a TS used car as well, then a TS dealer is an alternative for the customer to trade in the used car for a new car. In the supply chain, it means that TS dealer performs in reverse and enhances value along the supply chain including manufacturer, assembly plant, dealership, and customer.

The key success factors of the used car business of TS dealer are firstly, network expansion, as now there are 60 showrooms throughout the country. Secondly, vehicle inspection programs, in which 210 points are thoroughly inspected to guarantee the quality. Thirdly, sources of used cars include trade-in that is major source of used cars, used car auctions, and sell or buy via online web. Finally, brand building, which makes car manufacturers perceived as a strong brand with good image.

1.2 Statement of Problem

Currently, the independent used car dealers, and those dealers certified by car manufacturer, are the two major channels for selling used cars. To gain maximum benefits, customers have to evaluate each dealer's proposal in one period of time in order to compare and make a final decision to sell used car to the dealers who are able to give the highest satisfaction to them. The independent used car dealers do not need to have a trade franchise and their size depend on their capital investment. Furthermore, competitive pricing is intensively competitive in order to be the dominant player in the used car market. Consequently, the independent used car dealers are unable to fulfill customer needs after their first visit, due to unsure pricing estimate and, maybe, invalid comments on the quality of the car. Thus, the customers have to survey several independent used car dealers in order to ensure that they are able to gain the highest benefit from their decisions.

In contrast, the certified used car dealer or TS dealer is a new entrant in the used car business which operates under its manufacturer brand and all branches have the same facility standard. Thus, the car manufacturer brand is able to guarantee the service standard and create customers' delight, and peace of mind and reduce post purchase dissonance. TS dealer is another affordable alternative that is able to help the customer to easily make a decision to sell a used car to a TS dealer instead of an independent used car dealer.

As such, this research emphasizes on the question **"What are the factors that influence customers' intention to sell used cars?"**

1.3 Research Objectives

This study clarifies the reasoned action toward behavioral intention of customers to sell used cars to certified and independent used car dealers. The objectives of this research are as follows:

1. To identify the factors that influence behavioral intention of customers to sell used cars to the certified and independent used car dealers.
2. To study the level of behavioral intention of customers to sell used cars.
3. To compare the customer perception on the certified and independent used car dealers and their intention to sell used cars to each dealer type.

1.4 Scope of the Research

The major data collection method is a questionnaire survey, conducted to explore the reasoned action toward the behavioral intention of customers to sell used cars to the certified used car dealers or independent used car dealers. The data was collected from the customers who own TS car(s) and live or work in the Bangkok metropolitan area. The sampling is done by non-probability with convenience sampling method.

1.5 Significance of the Research

This research finding will help to clarify the factors that influence behavioral intention of customers for selling used cars to the certified or independent used car dealers.

The research results of each factor are able to analyze the overview and current potential of the certified and independent used car dealers. Furthermore, they are revealed the strength and weakness points so that they are able to determine the direction of business operation.

1.6 Limitation of the Research

Some car manufacturers still lack the ability to operate the used car business, and certified used car dealers by car manufacturers are very limited. The selected brand of the car will be limited to the brands that currently operate a certified used car dealer service. Furthermore, the certified used car dealers are the new entrants in the used car market, and as a result their used car operation may be not recognized and understood.

1.7 Definition of Terms

Behavioral Intention Behavioral intention is the individual behaviors to take a particular action that are based on such dimensions as the attitude, subjective norm, and perceived behavioral control which is able to predict the behavior in the future (Ok, Back, & Shanklin, 2005).

Certified Used Car Dealer Certified used car dealer is the source of certified vehicle trading that is operated by a car manufacturer. The used car is qualified or inspected as to its condition before the trading process, and a warranty must be also backed by the original vehicle manufacturer (Thai Auto Biz, 2011).

Convenience Convenience is the support action or activity which helps to come up with a favorable situation so as to fulfill particular requirements (Berry, Seiders, & Grewal, 2002).

Independent Used Car Dealer Independent used car dealer is the one source of secondhand vehicle trading that is operated by a private party so as to process the used car according to the particular needs of the customer (Thai Auto Biz, 2011).

Resell Price Resell price is the price of products set for selling back to particular concerned companies (Consuegra, Molina, & Esteban, 2007).

Self-Efficacy	Self-efficacy is the perception of self-confidence that is performed in a given situation so as to determine the specific behavioral intention (Mooi, 2006).
Supply Chain	Supply chain is the activity that relates to transforming natural resources, raw materials and components into finished goods and moving from upstream to downstream (Barratt, 2004).
Trust	Trust is a distinctive value of a brand or a company itself that is able to create an acceptable feeling without hesitation for consideration (Wulf, Schroder, & Lacobucci, 2001).
Used Car	Used car is a secondhand car which previously belonged to different owners. A used car is sold in many channels, such as independent used car dealers, rental car companies, leasing offices, auctions and private party sales (The Nation, 2011).

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST. GABRIEL
LABOR OMNIA VINCIT
SINCE 1969
มหาวิทยาลัยอัสสัมชัญ

CHAPTER II

REVIEW OF RELATED LITERATURE AND RESEARCH FRAMEWORKS

This chapter explains the supply chain of the automobile industry, the value chain concept which includes primary and support activities, value-added in after-sales service, behavioral intention, theory of planned behavior, conceptual model, research hypotheses, and summary.

2.1 Supply Chain of Automobile Industry

In today economy, a company is no longer competing against others individually but doing so together with their respective supply chain networks (Schorr, 1998 as cited in Ip, Chan, & Lam, 2011). Generally, the supply chain consists of suppliers, manufacturers, wholesalers, retailers and end users (Barratt, 2004). Especially, for the automobile industry, it acquires different kinds of raw materials from various suppliers, and then assembles them into finished products form. After that, the products are distributed through dealers and then sold to end users (Marksberry, Badurdeen, & Maginnis, 2011).

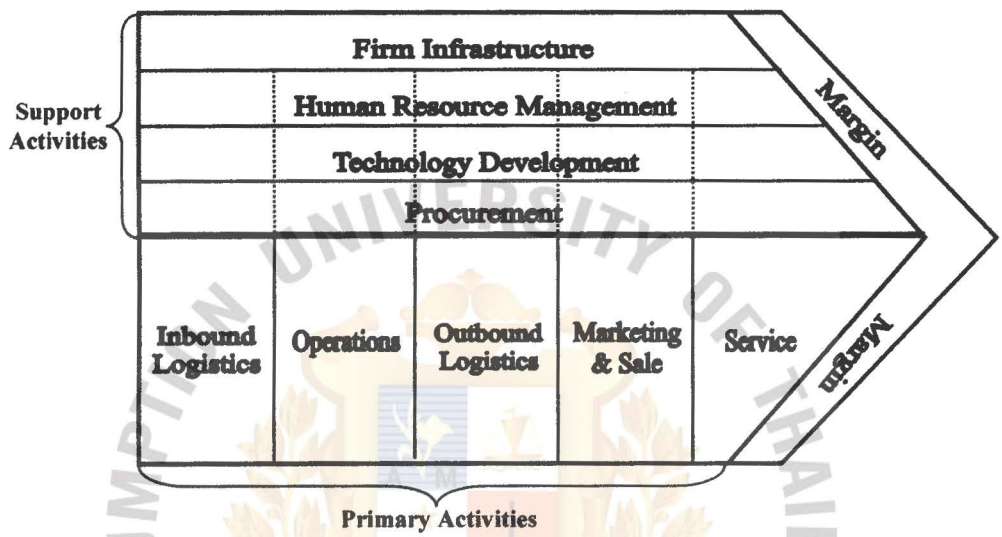
In order to increase the efficiency and effectiveness of a supply chain, each party in the chain should coordinate with and trust each other (Kidd, Richter, & Li, 2003). Information sharing, building relationship, as well as managing all members along the supply chain network, allow a company to achieve its objectives which are not only individual goals but also mutual benefits along the whole supply chain's members.

2.2 Value Chain Concept

Another effective way to improve supply chain performance is to apply the value chain concept to their operation activities (Cox, 1999). Value chain is a guide or tool

for creating customer value by separating a firm's operation into different strategic activities, which could be divided into two groups: primary activities and secondary activities (Svensson, 2003). The value chain model is illustrated in Figure 2.1.

Figure 2.1: The Generic Value Chain Model



Source: Svensson (2003)

Figure 2.1 shows the value chain that helps to identify the important areas within operations that are able to be improved in order to gain competitive advantage and create value to customers. The strategic activities are classified into two groups, as follows:

1) Primary activities: They mainly focus on activities that physically relate to the products, such as operation processes, sales activities, product shipments to customers, and after-sales service. Thus, primary activities consist of five categories, which are inbound logistics, operations, outbound logistics, marketing and sales, and service.
2) Support activities: They mainly focus on activities that provide sufficient resources or information in order to achieve company's goals. The firm infrastructure, human resource management, technology development, and procurement, are main support activities of the value chain.

In conclusion, the value chain also identifies the relationship between suppliers, manufacturers, and end users. The primary benefits are to enhance the abilities to create value to customers of supply chain members. The value may be in the form of product differentiation, price competitiveness, high product quality, or providing value-added in after-sales service (Svensson, 2003).

2.3 Value Added in After-sales Service

After-sales service is one operation in the value chain that is created by a company's activities or employees to better fulfill customers' need and enhance competitive advantages (Schmidt, 2002). Normally, the main activities of most companies are concerned to provide after-sales service such as repair and maintenance during and after warranty period. Currently, it is found that some after-sales service is able to enhance more value added activities that obviously operate in the automobile industry. As the customers who own the used car and then decide to sell it, they are able to be served from a used car dealer as there is cooperation between a car dealer and a used car dealer.

2.4 Behavioral Intention

Behavioral intention is the likelihood to take action in a particular behavior. It is able to predict the future actions of the customers after the related factors are considered (Ok et al., 2005). When the factors are favorable, the customers are likely to make a positive decision toward the company's objectives. In contrast, if the factors are unfavorable to customers, the behavioral intention is likely to be opposite (Dev & Han, 2011).

Many researchers applied various theories to study customer intention or motivation on any particular behavior. Lee (2007) applied the components of expectancy theory to study motivations influencing customer behavior to visit public libraries. The expectancy theory proposes that people would like to select an action because they are

THE ASSUMPTION UNIVERSITY LIBRARY

motivated and believe that the actual outcomes would be greater than what they expect. The dimensions that affect behavioral intention include expectancy, instrumentality, and valence. Cort, Griffith and White (2007) adapted attribution theory to understand the factors that motivate managers to lead domestic firms to become international. Attribution theory is concerned with the potentially successful behavior of individual which is motivated or lead by expectation, environment, and feeling after success or failure. Key dimensions of this theory are stability, locus of causality, and control.

3683 e.1

Addison and Chou (2003) studied the theory of reasoned action (TRA) that affected the learning processes and strategies of accounting students. TRA is developed to evaluate and predict individual behavior toward a particular action. The dimensions that affect behavioral intention are attitude and subjective norm. However, another theory that could measure behavioral intention is the theory of planned behavior (TPB), which is an extension of the theory of reasoned action (Fishbein & Azjen, 1980 as cited in George, 2004). George (2004) applied the TPB theory, which was initially proposed by Fishbein and Azjen in 1975, to study factors that lead customers to go online shopping. The dimensions of TPB theory are similar to TRA theory, except that perceived behavioral control was extended.

In conclusion, the previous studies presented behavioral intention as a major factor that could measure the likelihood of customers to take an action. Thus, the key dimensions of each theory that affect behavioral intention can be summarized in Table 2.1.

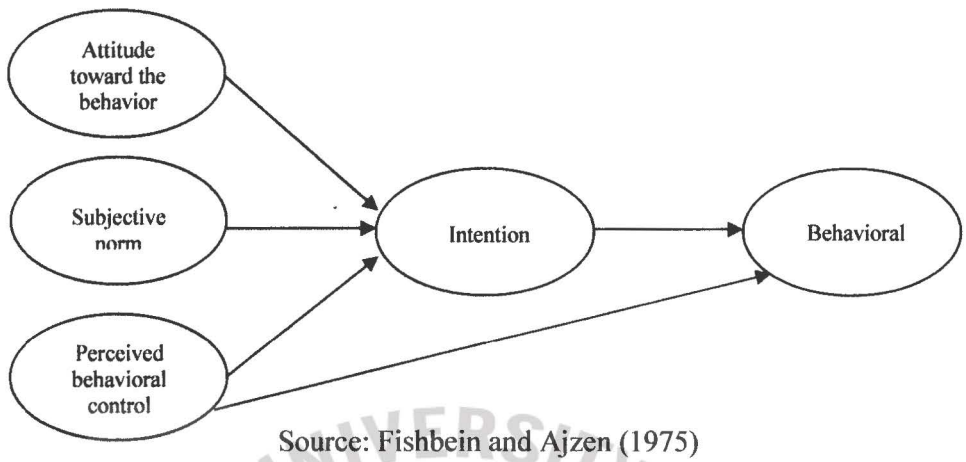
Table 2.1: Theories Related to Behavioral Intention

Author (s)	Theory	Factors affecting behavioral intention
Lee (2007)	Expectancy theory	-Expectancy (effort vs. performance) -Instrumentality (performance vs. outcome) -Valence (determine the value of the reward)
Cort et al. (2007)	Attribution theory	-Stability (stable and unstable) -Locus of causality (internal and external) -Control (controllable and uncontrollable)
Addison and Chou (2003)	Theory of reasoned action	-Attitude -Subjective norm
Fishbein and Azjen (1975)	Theory of planned behavior	-Attitude -Subjective norm -Perceived behavioral control

2.5 Theory of Planned Behavior (TPB)

Azjen (1991) proposed that the theory of planned behavior, or TPB, is one of the effective concepts to specify the likelihood of customer behavior toward an action. TPB is developed to evaluate and predict individual behavior including attitude, subjective norm, perceived behavioral control and behavioral intention. The overview of theory of planned behavior model is presented in Figure 2.2.

Figure 2.2: Theory of Planned Behavior Model



Source: Fishbein and Ajzen (1975)

From Figure 2.2, the behavioral intention can be affected by three primary dimensions which are attitude toward the behavior, subjective norm, and perceived behavioral control. The attitude is beliefs in an individual judgment to act positively or negatively on a particular behavior. It is mainly caused by direct experience or expectation. In addition, subjective norm is the belief about what others think of behavior, such as personal trust on company reputation. Perceived behavioral control is informed by beliefs of abilities to act on what they intend to do. Furthermore, the perceived behavioral control is also linked to the actual behavior in order to point out the difference between two people, if one is more confident to achieve the goal more than another who has doubts (Azjen, 1991). However, the factors that affect any particular behavior are not specific by TPB, and therefore the factors can be determined and selected by the researcher (Alam & Sayuti, 2011).

2.6 Factors Affecting Behavioral Intention

Planned behavior is explained by three major dimensions: attitude, subjective norm, and perceived behavioral control. All of them predicate the individual behavior which leads to the different behavioral intention. It does not have a factor that is able to explain and consider all affects of behavioral intention. However, this research is studying behavioral intention to sell a product. Thus, in order to take action,

THE ASSUMPTION UNIVERSITY LIBRARY

convenience is one of the factor that customers will consider (Chen, Chang, Hsu, & Yang, 2011). Price is another factor that has significantly influence on customer behaviors (Consuegra et al., 2007). Both convenience and price are considered to be attitudes of customers. Moreover, subjective norm and trust are effective and favorite factors that widely accepted (Palmatier, Dant, Grewal, & Evans, 2006). Lastly, self-efficacy is able to measure the perceived behavioral control (George, 2004). The details of each factor are discussed below:

2.6.1 Convenience

Currently, the customers perceive that time and effort is much more valuable than the past. Thus, the companies that could satisfy customer needs by providing service with quick responsiveness would gain competitive advantages (Berry et al., 2002). Thus, convenience is always viewed as one of the most important factor to affect customer behavior.

According to Chen et al. (2011), convenience could be affected by various factors, which are as follows:

1) Decision convenience: The customers would like to take time and effort in order to make a decision how to make the desirable particular performance.
2) Access convenience: The customers consider how easily to take the particular action. Location is the most relevant factor that could affect customer decision to travel to the companies (Jones, Mothersbaugh, & Beatty, 2003).
3) Benefit convenience: Time and effort expenditures that customers would like to scarify in order to experience core benefits of the particular performance.

2.6.2 Resell Price

Price has significant impact on customer satisfaction when they are willing to make a decision. It was also found that both customers and companies compare the price with the prices that were paid by other customers/companies for the same products/services

(Consuegra et al., 2007). Thus, the price satisfaction refers to the psychological results of contrast between price expectation and price perception (Gyau, Spiller, & Wocken, 2011). When the price perception is positive to price expectation, the results would have positive affect on behavioral intention. In contrast, if price perception is negative to price expectation, the results would have negative impact on behavioral intention.

2.6.3 Trust

Trust is defined as a customer's confidence in a company's reliability and integrity reflecting the willingness to rely on that particular company (Wulf et al., 2001). In general, customers are likely to believe in any company that has good reputation and integrity (Lau & Lee, 1999), described as follows:

1) Trust in the company: Whenever, a company is trusted by customers, then they are also likely to trust its brand and performance.
2) Company Reputation: Some company tends to develop a reputation for fairness within the industry. If customers perceive that a company has a reputation for fairness, they are more likely to trust that particular company.
3) Company Integrity: Integrity is the positive perception of customers of the company's promises. The company that can keep its promises, being ethical and being honest, is going to succeed in building company integrity. The degree of customers belief in company integrity depends on company actions in the past and the creditability accorded by other parties (Mayer, Davis, & Schoorman, 1995). Thus, if any company is able to make customers believe in its integrity, the company is likely to be trusted by customers.

2.6.4 Self-Efficacy

Self-efficacy is related to self-confidence of people to control their behavior (Mooi, 2006). It determines how people feels, thinks, motivate themselves, and behave toward a particular behavior. Thus, the abilities to control themselves perform positively toward what they desire to do.

In conclusion, after reviewing the previous studies, the theory of planned behavior is selected to apply in this research because it is widely accepted by many researchers who are willing to study the appropriate reasons that influence actual behavior. The dimensions and factors that affect behavioral intention can be summarized in Table 2.2.

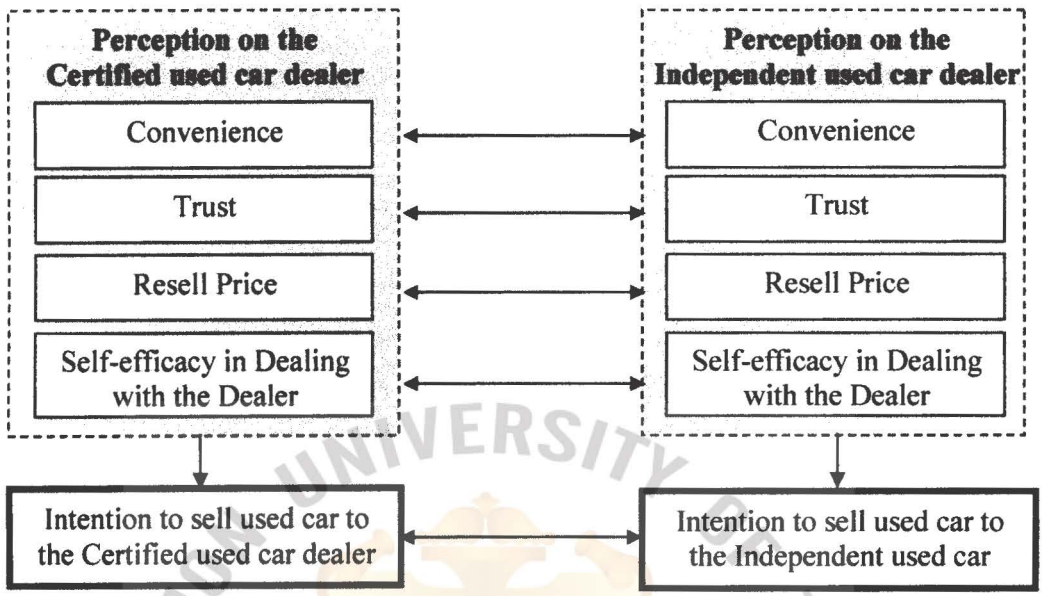
Table 2.2: Dimensions and Factors of the Theory of Planned Behavior

Dimensions	Factors
Attitude toward behavior	-Decision convenience -Access convenience -Benefit convenience -Price expectation
Subjective norm	-Trust in company -Company reputation -Company integrity
Perceived behavioral control	-Self-efficacy

2.7 Conceptual Framework

In the above review of literature, is found the dimensions and significant factors that may affect the behavioral intention of customers to sell used cars to the certified or independent used car dealer. Furthermore, from the behavioral intention, it is possible to finalize the actual intention of customers to perform based on the concerns in dimensions and significant factors as follows:

Figure 2.3: Conceptual Framework



From Figure 2.3, convenience, resell price, trust, and self-efficacy in dealing with the dealer are proposed to be the influencing factors of the customer intention to sell used cars to the used car dealers. However, as the used car dealers are categorized into two types, certified used car dealer and independent used car dealers, the four influencing factors of each type of dealer are included in the model. Regarding the theoretical foundation of the Theory of Planned Behavior (TPB), the three dimensions of behavioral intention are proposed. The three dimensions are attitude, subjective norm, and perceived behavioral control. Convenience and resell price are proposed as attitude because they are related to individual judgment to act positively or negatively on the particular intention. Trust is proposed as a subjective norm because it is the influence of the social belief that affects behavioral intention. Self-efficacy in dealing with the dealer is proposed as perceived behavioral control because it is the perception of self-confidence to perform in given behavioral intention.

2.8 Research Hypotheses

There are six main hypotheses which are determined from the conceptual framework, as follows:

Hypothesis 1: Perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer, influence customer intention to sell used car to the certified used car dealer.

Hypothesis 2: Perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer, influence customer intention to sell used car to the independent used car dealers.

Hypothesis 3: Perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer toward the certified and independent used car dealers are different.

Hypothesis 4: Customer intention to sell a used car to certified and independent used car dealers are different.

Hypothesis 5: The level of customer intention to sell used car to the certified used car dealer is high.

Hypothesis 6: The level of customer intention to sell used car to the independent used car dealer is high.

2.9 Summary

In summary, the behavioral intention is able to be measured by multiple theories, which are expectancy theory, attribution theory, and theory of reasoned action. However, another effective way to study behavioral intention is the theory of planned behavior, or TPB. The TPB has three dimensions which include attitude, subjective norm, and perceived behavioral control, that can directly affect intention to perform a particular behavior. Furthermore, there are some significant factors which affect the behavioral intention such as convenience, resell price, trust and self-efficacy.

CHAPTER III

RESEARCH METHODOLOGY

This chapter presents the research methodology that is applied in this study. The research plan is firstly discussed concerning questionnaire development, followed by pre-test analysis, data gathering, data analysis, and findings and conclusions.

3.1 Questionnaire Development

The research method designed in this study is a questionnaire survey. This study is focused on the factors that affect behavioral intention of customers to sell TS cars to each used car dealer type. Thus, the "Behavioral Intention of Customers on Used Car Resell Service Questionnaire" is developed and used to collect the relevant data.

The questionnaire is developed based on the conceptual framework and reviewed factors in literature review which are convenience, resell price, trust, and self-efficacy. The questionnaire is separated into three parts:

Part A: Influencing factors on behavioral intention to sell a used car
Part B: Behavioral intention to sell a used car
Part C: Personal Data

For Part A, the questions are related to convenience, resell price, trust, and self-efficacy in dealing with the dealer, factors which are emphasized on measuring the intention of customers to sell used cars to the certified and independent used car dealers. The measurements of all independent variables are on an interval scale that uses a four-point Likert scale ranging from 1 (Strongly disagree) to 4 (Strongly agree). Neutral attitude is removed to avoid responsive bias.

For Part B, the questions are related to behavioral intention of customer which are measured by the intention to sell a used car to the certified and independent used car dealers. The measurement of this dependent variable is also in an interval scale that uses a five-points Likert scale ranging from 1 (Strongly disagree) to 5 (Strongly agree).

Data measured in Part C is related to the demographic characteristics of the customers, such as gender, age, education level, occupation, and income level per month of respondents. This data is collected in order to analyze customer characteristics.

3.2 Pre-test Analysis

The pre-test is an experimental testing that is conducted with a small group of respondents in order to monitor the reliability of each studied factor in the questionnaire. The data from 35 respondents who own TS car(s) and live or work in Bangkok metropolitan area are collected and to ensure the multiple questions between each variable are consistent and correlate. As a result, the Cronbach's Alpha of each variable exceeds the standard value at 0.6, and the developed questionnaire is thus considered to be reliable. Table 3.1 shows the Cronbach's Alpha of each variable.

Table 3.1: Cronbach's Alpha of Each Variable

Variables	Cronbach's Alpha
Convenience	0.606
Resell Price	0.813
Trust	0.788
Self-Efficacy	0.832
Intention to sell used car to the dealers	0.683

3.3 Data Gathering

The data gathering process is defined as the method to gather the relevant data. This research is to test behavioral intention of customers to sell used cars to the certified and independent used car dealers. The target population is a group of people who own a TS car, and the main area of interested population is the Bangkok metropolitan area.

Non-probability sampling is an appropriate method to collect data when the total population is undefined or unknown. Convenience sampling is the most appropriate way to collect the data for this research.

Furthermore, the sample size of this research can be defined based on the pre-test results. The formula is as follow:

$$n = \frac{Z^2pq}{e^2}$$

Where p = estimated prevalence =.8

$q = 1 - p = .2$

e = allowable error in estimating prevalence =5%

$Z_{95\%} = 1.96$

So, $n = \frac{1.96^2\,(.8)(.2)}{0.05^2} \approx 246$

After the oral inquiry of 50 people about their intention to sell used cars to the certified or independent used car dealers, 40 of them (80%) are likely to sell their cars to the certified used car dealer and the remainder (20%) are likely to sell their cars to the independent used car dealers. Thus, p or estimate prevalence is 0.8 and q is 0.2.

The allowable error in estimating prevalence is 5% and the Z-Score at 95% of confidence interval is 1.96. Thus, based on the formula, the sample size of 250 is targeted in this study.

3.4 Data Analysis

Descriptive data analysis, regression analysis, paired sample t-test, and one sample t-test are the four statistical techniques used to analyze the data. Firstly, descriptive analysis is able to define the important characteristics of respondents. Secondly, the regression model is able to study the relationship between independent variables and the dependent variable. Thirdly, paired sample t-test is able to analyze the difference of two groups of observation. Finally, one sample t-test is used to test whether the means of observations differ from a test value or not.

3.4.1 Descriptive Analysis

Descriptive analysis is used to analyze the profiles of respondents. For this research, the respondents' profiles are concerned with demographic information, including gender, age, education level, occupation, and income level.

3.4.2 Regression Analysis

Regression analysis consists of two primary models, which are simple regression and multiple regressions. Simple regression is applied in order to test the relationship between an independent variable and a dependent variable. On the other hand, multiple regressions are allowed additional variables to be included in the regression model. Thus, it is able to be applied to test the relationship between two or more independent variables and a dependent variable.

For this research, the regression analysis is applied to analyze and test the Hypotheses 1 and 2, the relationship between factors that affect behavioral intention and customers' behavioral intention. Furthermore, there are four independent variables that the multiple regression analysis considers, to test the relationship between multiple independent variables and a dependent variable. Thus, the linear equation is presented below.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

Where:

Y = Behavioral intention to sell a used car to the certified/independent used car dealers

X_1= Convenience

X_2= Resell Price

X_3= Trust

X_4= Self-Efficacy

β_0 = the constant value (Y-axis interception, predicted Y when all X_i is equal to zero)

β_i = the standardized coefficients

ε = the error term

The independent variables are factors that affect behavioral intention to sell a used car to the certified and independent used car dealers, including convenience, resell price, trust, and self-efficacy in dealing with the dealer. The dependent variable is behavioral intention of a customer to sell a used car.

Furthermore, the regression coefficient or β coefficient represents the degree of independent variable. If the coefficient is positive, it means there is a positive relationship of these variables. However, if the coefficient is negative, the results are opposite.

3.4.3 Paired Sample T-test

Paired sample t-test is the statistical test of difference between two groups of observation. The objective of this analysis is to find whether there is any difference between two groups of samples or not. The t-test is able to be applicable if the distributions are normal, and the means or standard deviations of sample groups are similar.

Hypotheses 3 and 4 are able to be analyzed by paired sample t-test. The independent variables include convenience, trust, resell price and self-efficacy in dealing with the dealer. These fours variables are tested together in order to identify the customer perception on selling a used car to the certified and independent used car dealers. Furthermore, the differences of customer intention to sell a used car to each used car dealer type are also measured.

3.4.4 One Sample T-test

One sample t-test is the statistical test that tests the significance of one mean compared with the neutral. The objective of this analysis is to test whether the average of observation differs significantly from a test value or not.

Hypotheses 5 and 6 are able to be analyzed by one sample t-test. The dependent variable is used to test the significance level. In this study, the level of customer intention to sell a used car to the certified and independent used car dealers is measured by comparing the test value based on the middle point of the five point scale with the mean of customer intention to sell a used car to each used car dealer type.

This research aims to study the behavioral intention to sell a used car to the certified or independent used car dealers. Thus, all variables are tested together in order to see whether the overall behavioral intention to sell a used car to the certified or independent used car dealers is significantly unique. Furthermore, in order to point out the difference, the P-value is an effective way to make the analysis.

P-value is the probability of a customer's intention to sell a used car to the certified and independent used car dealers, which are shown within the same normal distribution area. If P-value is greater than five percent of a normal distribution area, it means there is a difference between customer's intentions to sell a used car to the certified and independent used car dealers at 95 percent confidence interval.

Table 3.2 concludes with all statistical techniques that are used to test all four hypotheses:

Table 3.2: Data Analysis Plan

Hypothesis		Statistics
H1	Perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer influence customer intention to sell used car to the certified used car dealer.	Multiple Regression Analysis
H2	Perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer influence customer intention to sell used car to the independent used car dealers.	Multiple Regression Analysis
H3	Perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer toward the certified and independent used car dealers are different.	Paired Sample T-test
H4	Customer intention to sell used car to the certified and the independent used car dealers are different.	Paired Sample T-test
H5	The level of customer intention to sell used car to the certified used car dealer is high.	One Sample T-test
H6	The level of customer intention to sell used car to the independent used car dealer is high.	One Sample T-test

SINCE1969
มหาวิทยาลัยอัสสัมชัญ

3.5 Summary

This research studies customer intention to sell a used car to the certified and independent used car dealers, and the questionnaire survey was developed as a research tool to collect all relevant data. As the population size is undefined, it is referred to as non-probability, for which convenience sampling method is the most appropriate for implementing in this research.

CHAPTER IV

PRESENTATION AND CRITICAL DISCUSSION OF RESULTS

This chapter is related to the results of data collection from the questionnaire survey. The questionnaires were distributed to 250 respondents who are the owners of TS cars and live or work in Bangkok metropolitan area. The analysis is presented in four categories: firstly, the analysis of respondents' profiles; secondly, the analysis of relationship between the influencing factors and customer intention to sell a used car to the certified/independent used car dealers; thirdly, the analysis of comparing the difference between customer intention to sell a used car to the certified and independent used car dealer and its influencing factors; and finally, an analysis of the level of customer intention to sell a used car to each dealer type.

4.1 Sample Profiles

The sample profiles are presented in Table 4.1:

.

Table 4.1: Respondents' Characteristics

Characteristics		Percentage
Gender	Male	53.2
	Female	46.8
Age	19-24	10.0
	25-30	33.2
	31-35	24.0
	36-40	16.0
	41-45	10.0
	46 and above	6.8
Education Level	High school	2.0
	Diploma/Vocational	8.4
	Bachelor's degree	59.2
	Master's degree	30.4
Occupation	Student	8.4
	Business employee	73.2
	Self-employed	11.2
	State enterprise/Government officer	7.2
Income Level	Less than 10,00 Baht	7.2
	10,000 - 20,000 Baht	14.4
	20,001 - 30,000 Baht	32.4
	30,001 - 40,000 Baht	22.4
	More than 40,001 Baht	23.6

From Table 4.1, most of respondents were male (53.2 percent) and the remaining 46.8 percent were female. Meanwhile, 10.0 percent of respondents were 19-24 years old, 33.2 percent were 25-30 years old, 24.0 percent were 31-35 years old, 16.0 percent were 36-40 years old, 10.0 percent were 41-45 years old, and 6.8 percent were 46 years old and above.

For education level, about 59.2 percent of respondents held a bachelor's degree, 30.4 percent held a master's degree. 8.4 percent had diploma/vocational education, and 2.0 percent finished their education at high school.

In addition, most respondents were business employee (73.2 percent), self-employed (11.2 percent), student (8.4 percent), and state enterprise/government officer (7.2 percent).

For income level, about 7.2 percent of respondents earned income less than 10,000 Baht, 14.4 percent earned income between 10,001 to 20,000 Baht, 32.4 percent earned income between 20,001 to 30,000 Baht, 22.4 percent earned income between 30,001 to 40,000 Baht, and 23.6 percent of the rest earned income more than 40,001 Baht.

4.2 Hypotheses Testing

There are six hypotheses proposed to support the research objectives. The hypotheses can be classified into three groups. The first group includes Hypotheses 1 and 2, which proposes the relationship between influencing factors and behavioral intention to sell a used car to the certified and independent used car dealers. The second group includes Hypotheses 3 and 4, which compare perception of the TS car users on customer intention to sell a used car to the certified and independent used car dealers and its influencing factors. Finally, the third group includes Hypotheses 5 and 6, which analyze the level of customer intention to sell a used car to each used car dealer type.

4.2.1 Relationship between Behavioral Intention to Sell a Used Car to Each Used Car Dealer and its Influencing Factors

The first group consists of two hypotheses which test the relationship between influencing factors and behavioral intention. Firstly, to find the relationship between four influencing factors and behavioral intention to sell a used car to the certified used car dealer. Secondly, to find the relationship between four influencing factors and behavioral intention to sell a used car to the independent used car dealers, as follows:

H1: Perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer influence on customer intention to sell a used car to the certified used car dealer.

H2: Perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer influence on customer intention to sell a used car to the independent used car dealers.

The analysis results are presented in Table 4.2 and 4.3.

Table 4.2: Test Relationship between Influencing Factors and Intention to Sell a Used Car to the Certified Used Car Dealer

Influencing Factors	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	T	P-value
(Constant)	0.395		0.941	0.348
Convenience	0.537	0.338	5.872	0.000
Resell Price	0.202	0.129	2.038	0.043
Trust	0.172	0.090	1.282	0.201
Self-Efficacy	0.225	0.163	2.323	0.021

a. Dependent variable: Intention to sell used car to certified used car dealer

b. $F = 20.761$; $p < 0.0001$

c. Adjusted $R^2 = 0.241$

From the Table 4.2, the F score was 20.761 and its P-value was 0.000 which was less than 0.05. Thus, the perceived convenience, resell price, trust, and customer self-

efficacy in dealing with the dealer could influence customer intention to sell a used car to the certified used car dealer. As the adjusted R square was 0.241, it means that there was only 24.1 percent of the variability in intention to sell a used car to TS dealer being explained by these four influencing factors. Thus, the remaining 75.9 percent can be explained by other influencing factors, which were discussed in Chapter Five.

Furthermore, as the P-values of convenience, resell price and self-efficacy in dealing with the dealer were less than 0.05, while trust was higher than 0.05. Thus, for the certified used car dealer, convenience significantly influenced behavioral intention (β=0.537, p<.001) while self-efficacy in dealing with the dealer and resell price marginally influenced behavioral intention (β=0.225, p<.05) and (β=0.202, p<.05) respectively. Significant influence of trust on behavioral intention was not found (β=0.172, p>.05). Hence, Hypothesis 1 was partially supported by the data. Convenience, resell price, and self-efficacy in dealing with the dealer influenced customer intention to sell used car to the certified used car dealer, while trust in the certified used car dealer was not. Convenience was found to have the highest influence on behavioral intention, followed by self-efficacy in dealing with the dealer and resell price (standardized b = 0.338, 0.163, and 0.129).

Table 4.3: Test Relationship between Influencing Factors and Intention to Sell a Used Car to the Independent Used Car Dealer

Influencing Factors	Unstandardized Coefficients (B)	Standardized Coefficients (Beta)	T	P-value
(Constant)	1.250		4.440	0.000
Convenience	0.202	0.161	2.746	0.006
Resell Price	- 0.033	- 0.026	- 0.382	0.703
Trust	0.264	0.197	2.581	0.010
Self-Efficacy	0.151	0.128	1.656	0.099

a. Dependent variable: Intention to sell a used car to the independent used car dealers

b. F = 8.066; p < 0.0001

c. Adjusted R^2 = 0.102

From Table 4.3, the F score was 8.066 and its P-value was 0.000 which was less than 0.05. Thus, the perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer could influence customer intention to sell a used car to the independent used car dealer. As the adjusted R square was 0.102, it meant that there was only 10.2 percent of the variability in intention to sell used car to the independent used car dealer was explained by these four influencing factors. Thus, the remaining of 89.8 percent can be explained by other influencing factors which were discussed in Chapter Five.

Furthermore, the P-values of convenience and trust were less than 0.05, while resell price and self-efficacy in dealing with the dealer were higher than 0.05. Thus, for the independent used car dealer, convenience significantly influenced behavioral intention (β=0.202, $p<.01$) while trust marginally influenced behavioral intention (β=0.264, $p<.05$). Significant influence of self-efficacy in dealing with the dealer and resell price on behavioral intention were not found (β=0.151, $p>.05$) and (β=-0.033, $p>.05$) respectively. Particularly, resell price had a negative relationship with customer intention to sell a used car as its β was negative. Hence, Hypothesis 2 was partially supported by the data. Convenience and trust influenced customer intention to sell a used car to the independent used car dealer while self-efficacy in dealing with the dealer and resell price were not. Convenience was found to have the highest influence on behavioral intention followed by trust (standardized b = 0.161, and 0.197).

4.2.2 Comparison of Behavioral Intention to Sell a Used Car to Each Used Car Dealer and its Influencing Factors

The second group consists of two main hypotheses for comparing the mean difference, including Hypothesis 3 and 4. Hypothesis 3 aims to compare the different perceptions on influencing factors, which consists of convenience, resell price, trust and self-efficacy in dealing with the dealer toward the certified and independent used car dealers. Furthermore, Hypothesis 4 aims to compare the difference of customer

intention to sell used car to the certified and independent used car dealers. The hypotheses details are as follows:

H3: Perceived convenience, resell price, trust, and customer self-efficacy in dealing with the dealer toward the certified and independent used car dealers are different.

H4: Customer intention to sell used car to the certified and independent used car dealers are different.

The analysis results are presented in Table 4.4.

Table 4.4: Comparison of Behavioral Intention to Sell a Used Car to Each Used Car Dealer and its Influencing Factors

Influencing Factors	Mean		Difference			
	TS Dealer	Independent Used Car Dealers	Mean*	SE**	t-score	P-value
Convenience	3.099	2.950	0.149	0.034	4.438	.000
Resell Price	3.045	2.098	0.947	0.032	29.506	.000
Trust	3.340	2.191	1.149	0.028	41.266	.000
Self-Efficacy	3.084	2.199	0.885	0.035	25.202	.000
Intention to sell used car	3.942	2.685	1.257	0.047	26.680	.000

Remarks: * Mean of difference
** Standard error of difference

Table 4.4 presents the comparison of all four influencing factors that affected the certified and independent used car dealers. The analysis was performed to test the significance of the mean differences. All factors including intention to sell a used car, convenience, resell price, trust and self-efficacy of the certified used car dealer were perceived as significantly higher than that of the independent used car dealers (t=26.680, 4.438, 29.506, 41.266, and 25.202; p<.001).

Thus, the P-values are less than 0.05, and it could be concluded that the perceived convenience, resell price, trust, and customer self-efficacy in dealings toward the

certified and independent used car dealers are different. Furthermore, customer intention to sell a used car to the certified and independent used car dealer is different as well. As such, Hypothesis 3 and 4 were supported by the data.

4.2.3 Level of Customer Intention to Sell a Used Car to the Used Car Dealers

The third group consists of two hypotheses, Hypothesis 5 and 6. The Hypothesis 5 tests the level of customer intention to sell a used car to the certified used car dealer, while the Hypothesis 6 tests the level of customer intention to sell a used car to the independent used car dealer. The mean of customer intention is compared with the test value which is based on the midpoint of the five-point scale. The test value is three, based on the neutral or middle point of the five-point scale. The hypothesis details are as follows:

H5: The level of customer intention to sell a used car to the certified used car dealer is high.

H6: The level of customer intention to sell 5a used car to the independent used car dealers is high.

The hypotheses testing results are illustrated in Table 4.5:

Table 4.5: Test Level of Intention to Sell a Used Car to Each Used Car Dealer

Intention to sell used car to	Test Value = 3		
	Mean	**t-score**	**P-value**
Certified used car dealer	3.942	25.525	.000
Independent used car dealer	2.685	- 9.539	.000

From Table 4.5, the mean of intention to sell a used car to the certified used car dealer was 3.942, which was higher than test value of three. As the significant t-score was illustrated (t=25.525, p<.001), the intention to sell a used car to the certified used car dealer was considered as significantly high.

THE ASSUMPTION UNIVERSITY LIBRARY

On the other hand, mean of intention to sell used car to the independent used car dealer was 2.685, which was less than test value of three. As a negatively significant t-score was illustrated ($t=-9.539$, $p<.001$), the intention to sell a used car to the independent used car dealer was considered as significantly low.

4.3 Conclusion of the Hypotheses Testing

The findings indicated positive influences of convenience, resell price and self-efficacy toward the customer intention to sell a used car to the certified used car dealer. While convenience and trust of independent used car dealers had positive influences on the customer intention to sell a used car to the independent used car dealers.

In addition, the respondents perceived these factors differently between the certified and independent used car dealers. Consequently, the intention to sell a used car to the certified used car dealer was higher than to the independent used car dealers at 95 percent significance level. The summary of hypotheses testing is presented in Table 4.6.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Table 4.6: Summary of Hypotheses Testing

Hypotheses	Statement	Result
H1	Perceived convenience, resell price, trust and customer self-efficacy in dealing with the dealer influence customer intention to sell used car to the certified used car dealer.	Partially Supported
H2	Perceived convenience, resell price, trust and customer self-efficacy in dealing with the dealer influence customer intention to sell used car to the independent used car dealers.	Partially Supported
H3	Perceived convenience, resell price, trust and customer self-efficacy in dealing with the dealer toward the certified and independent used car dealers are different.	Supported
H4	Customer intention to sell used car to the certified and independent used car dealers are different.	Supported
H5	The level of customer intention to sell used car to the certified used car dealer is high.	Supported
H6	The level of customer intention to sell used car to the independent used car dealer is high.	Not Supported

4.4 Summary

This chapter presents the data analysis results. The convenience, resell price and self-efficacy in dealing with the dealer are the significant factors that highly affect customer intention to sell a used car to the certified used car dealer. On the other hand, convenience and trust are significantly influences on customer intention to sell a used car to the independent used car dealers. However, the SPSS results indicated that the level of customer intention to sell a used car to the certified used car dealer is higher than to the independent used car dealers.

CHAPTER V

SUMMARY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter discusses the conclusions and summary of the findings, managerial implications, limitations, and recommendations for future research. The conclusions and summary of the findings present the analysis results from the hypotheses testing. The managerial implications clarify the support reasons for behavioral intention of customers. Finally, from all the results of this study, the limitations are discerned, and ideas generated for recommendations for further research in the future.

5.1 Conclusions and Summary of the Findings

This research aims to study the relationship between the four influencing factors and customer intention to sell a used car to the certified/independent used car dealer. The influencing factors are convenience, resell price, trust and self-efficacy in dealing with the dealer.

However, the results found that the customer intention to sell used car to the certified used car dealer is highly significantly influenced by convenience, while self-efficacy in dealing with the dealer and resell price are only marginally significant. Convenience is an important factor to be considered and positively impacts customer decision making. Whenever, the customer is willing to sell a used car, the first consideration is convenience, which is about location, accessibility, finance leasing and after-sales service. Based on the in-depth interviews with the TS car owners, elaborate discussion on the research findings could be conducted. Most of the certified used car dealers are located around community, so it was easy for accessing the dealer. Furthermore, all finance leasing services are processed by the dealer which reduces wasted time for the customer and increase convenience. However, all respondents are TS car owners, and consequently it is more convenient for them to

trade in a used car for a new TS car at the certified used car dealer. Thus, the customers will perceive the certified used car dealer as part of quality after-sales service which leads to easier decision making and offers more convenience. Self-efficacy in dealing with the dealer has marginal significance because the customers are confident in making the decision to sell a used car to a certified used car dealer. As the customers are TS car owners, they believe that when trading in a TS used car for a new TS car at the certified used car dealer, they can get more benefits than selling to an independent used car dealer. Resell price is the offering price from the certified used car dealer which marginally significantly influenced customer decision making. As the offered resell price from the dealers is standardized, the customer is not as concerned about that as the convenience factor. In contrast, trust is only one factor that does not significantly influence customer intention to sell a used car to the certified used car dealer. As the customers who are willing to trade in a used car for a new TS car are existing TS car owners, trust in the brand does not matter to their decision-making. Also, the customers are already familiar with this brand and do not need to switch to other brands, so trust in the brand is not a relevant consideration for selling a used car to the certified used car dealer.

For customer intention to sell a used car to the independent used car dealer, influential factors that have high significance are convenience and trust. Convenience has high significance because the independents used car dealers are located almost everywhere in Bangkok and surrounding area. Thus, it is easy for the customers to visit and contact the dealer, and as a result the customers consider convenience as the most important factor for making a decision to sell a used car to the independent used car dealers. Furthermore, trust in the independent used car dealer has marginal significance due to the independent used car dealers being SMEs in which their business characteristics are varied, and customers are always confronted with un-standardized service and quality estimating policies. Thus, prior to the customers making a decision to sell their cars, they may have to ensure that the independent used car dealers are trustable. On the other hand, there are two factors including self-efficacy in dealing with the dealer and resell price which do not significantly

influence customer intention to sell a used car to the independent used car dealer. Particularly, the resell price has also a negative relationship in explaining the customer intention to sell a used car to the independent used car dealers, as most customers believe that the offered resell prices of the dealers are always un-standardized and inaccurate. In addition, the customers perceive that most independent used car dealers attempt to force the price down and offer unfair financial conditions. Thus, resell price does not matter for the customer in considering to sell a used car to the independent used car dealer. Currently, most of the independent used car dealers attempt to take advantage of customers, using various tricks, such as in the used car inspection, the staffs try to lie and distort the color, mileage, engine, spare parts, car accident, length of usage and so on. Despite this, as the customers are the persons who actually know about their car condition then, the lie and distortion affect the confidence of customers when making a decision. Thus, self-efficacy in dealing with the dealer is not an influencing factor that affects customer intention to sell a used car to the independent used car dealer due to the customers not being comfortable and confident that they can get desirable outcomes and fulfill their requirements.

However, it was also found that convenience, resell price, trust and self-efficacy in dealing with the dealer could explain not more than twenty five percent of customer intention to sell their cars to either type of used car dealers. Thus, other factors affecting customer's intention to sell their cars should be considered. These factors may include time constraints, customer's psychological set, service expectations, social influences, past experience, marketing communications, and so on.

Time constraints refers to the time spent for finding the information from the various sources such as websites, auto magazines and visiting used car dealers before making a decision to sell a used car to each dealer type. A customer's psychological set covers the customer's state of mind at the time he needs to sell a used car by considering and evaluating benefits that concern each dealer's proposal and conditions. Service expectations are determined by the customer perception so as to primarily evaluate the

desired service level that they should receive from the certified and independent used car dealer. Social influences may impact on the customer intention to sell their car based on the opinion of people groups such as family, colleagues, auto mechanics and so on.

If the customer ever experienced trading with the used car dealers, then past experience is another factor that may influence customer decision to sell their cars to each dealer type. Furthermore, marketing communications, such tools as advertising and trade shows, have an important role in creating image, attitude and recognition in a customer's decision making to sell a used car to the certified or independent used car dealer.

In addition, the customers perceive that convenience, resell price, trust, and self-efficacy in dealing with the dealer toward the certified used car and independent used car dealers are different. The customers believe that selling a used car to the certified used car dealer is more convenient than to an independent used car dealer because the certified used car dealer provides a better finance leasing service and one stop service. The offered resell price from the certified used car dealer is more attractive than the independent used car dealer because the customers perceive that the resell price is standardized and they are more willing to accept and sell their car to the certified used car dealer. Besides, the customers also recognize that the certified used car dealer is more trustworthy than the independent used car dealer. As the certified used car dealer operates under a car manufacturer brand, it is likely that the customers are able to trust that brand. However, the independent used car dealers are SMEs and independently operated, so customers find it quite hard to trust them. The customers have more self-confidence to make a decision to sell a used car to the certified used car dealer than to the independent used car dealers because they believe that the certified used car dealer can support their expected requirements. Indeed, the customers tend to sell a used car to a certified used car dealer more than to independent used car dealers.

Finally, from the findings, it can be concluded that the level of customer intention to sell a used car to the certified used car dealer is significantly high because most customers believe that the certified used car dealer is an affordable alternative that may be able to fulfill their requirements. In contrast, the level of customer intention to sell a used car to the independent used car dealer is low because the overall performance of the independent used car dealer cannot encourage the customer to easily make a decision. Consequently, most customers hesitate and feel unsure to sell their car to the independent used car dealer.

5.2 Theoretical Implications

The framework designed in this research could be applied to other businesses, such as the secondary market for property, electronic products, and so on. As the influencing factors proposed in this conceptual framework could not fully explain customer satisfaction, the model should be revised. Self-efficacy in dealing with the dealers, trust, and resell price should be reconsidered. The scope, definition as well as the measurement of each factor should be redesigned. However, "convenience" was found to significantly influence customer intention, and it should be kept in the model. The concept of convenience should be generalized to explain customer decisions in other contexts. Thus, the additional studied factors should be reviewed and analyze the relationship of behavioral intention of customers and the attribution of each specific business factor related to benefit criteria as economy and service quality. Also reviewed should be factors related to environmental influences, such as family, neighbors, business associates, advertising, sales representatives, and past experience.

5.3 Managerial Implications

For the certified used car dealer, the finding of the research found that convenience, resell price and self-efficacy in dealing with the dealer are significant factors and influenced customer intention to sell a used car to the certified used car dealer. Convenience is about how easily a customer can approach and decide to use the

service from the certified used car dealer. Resell price is about the satisfactory and acceptable price for which that customer is willing to sell a used car. Self-efficacy is about self-confidence of customers to make a decision toward a strongly positive perception to sell their cars. Thus, a certified used car dealer should emphasize these factors in order to improve its business performance. The improvements are to increase the effectiveness of the vehicle inspection program and finance leasing service, and to standardize the price appraisal of all branches. Moreover, the expansion of new branches is considered to increase customer accessibility. A marketing campaign should be created in order to make the customers more willing to trade in a used car for a new one, with an attractive resell price. In addition, the development and improvement of a TS dealer's performance can encourage the self-confidence or increase the self-efficacy of customers to make a decision to sell their car to the certified used car dealer.

5.4 Limitations and Recommendations for Future Research

This research aims to study the behavioral intention of customer to used car resell services. The research study only investigated the used car business, thus in the future research other businesses such as homes, motorcycles, mobile phone, and accessories should be studied in order to study the attributes that impact the behavioral intention of those customers.

The Theory of Planned Behavior (TPB) is applied to construct the conceptual framework. Furthermore, the researcher proposes four influencing independent variables including convenience, resell price, trust and self-efficacy in dealing with the dealer, and one dependent variable which is behavioral intention to sell a used car. However, these four independent variables may be insufficient to fully explain and test the relationship when a business operation is changing or expanding.

In the future, it is likely that the certified used car dealer business will grow and have new entrant competitors. Thus, the TS dealer should adapt its operation to cope with

high competition. As well, in future research, some other independent variables may be able to measure and analyze the relationship with the dependent variable. Brand loyalty, brand evaluation and service quality are examples of likely independent variables.

In addition, further research about the behavioral intention of a customer to sell a used car to other certified used car dealers should be conducted in order to compare the results with TS dealers and point out the key business potential to develop and improve business performance.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

BIBLIOGRAPHY

Addison, P.A., & Chou, T. (2003). A theory of reasoned action model of accounting students' learning processes and learning strategies. *Asian Review of Accounting,* 11 (2), 53-72.

Alam, S.S., & Sayuti, N.M. (2011). Applying the Theory of Planned Behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management,* 21 (1), 8-20.

Azjen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes,* 50, 179-211.

Barratt, M. (2004). Understanding the meaning of collaboration in the supply chain. *Supply Chain Management: An International Journal,* 9 (1), 30-42.

Berry, L.L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. *Journal of Marketing,* 66 (3), 1-17.

Chen, M.C., Chang, K.C., Hsu, C.L., & Yang, I.C. (2011). Understanding the relationship between service convenience and customer satisfaction in home delivery by Kano model. *Asia Pacific Journal of Marketing and Logistics,* 23 (3), 386-410.

Consuegra, D.M., Molina, A., & Esteban, A. (2007). An integrated model of price, satisfaction and loyalty: an empirical analysis in the service sector. *Journal of Product & Brand Management,* 16 (7), 459-468.

Cort, K.T., Griffith, D.A., & White, D.S. (2007). An attribution theory approach for understanding the internationalization of professional service firms. *International Marketing Review,* 24 (1), 9-25.

Cox, A. (1999). Power, value and supply chain management. *Supply Chain Management: An International Journal,* 4 (4), 167-175.

Dev, J., & Han, H. (2011). Investigating the Key Factors Affecting Behavioral Intentions: Evidence from a Full-Service Restaurant Setting. *International Journal of Contemporary Hospitality Management,* 23 (7), 1-35.

George, J.F. (2004). The theory of planned behavior and Internet purchasing. *Internet Research,* 14 (3), 198-212.

Gyau, A., Spiller, A., & Wocken, C. (2011). Price or relational behaviours?: Supplier relationship management in the German dairy industry. *British Food Journal,* 113 (7), 838-852.

Ip, W.H., Chan, S.L., & Lam, C.Y. (2011). Modeling Supply Chain Performance and Stability. *Industrial Management & Data Systems,* 111 (8), 1-29.

Jones, M.A., Mothersbaugh, D.L., & Beatty, S.E. (2003). The effects of locational convenience on customer repurchase intentions across service types. *Journal of Services Marketing,* 17 (7), 701-712.

Kidd, J., Richter, F.J., & Li, X. (2003). Learning and trust in supply chain management. *Management Decision,* 41 (7), 603-612.

Lau, G. T., & Lee, S. H. (1999). Consumer; Trust in a Brand and the Link to Brand Loyalty, Journal of Market-Focused Management. 4 (4), 341-370.

Lee, S. (2007). Vroom's expectancy theory and the public library customer motivation model. *Library Review,* 56 (9), 788-796.

Marksberry, P., Badurdeen, F., & Maginnis, M.A. (2011). An investigation of Toyota's social-technical systems in production leveling. *Journal of Manufacturing Technology Management,* 22 (5), 604-620.

Mayer, R.C., Davis, J.H., & Schoorman, F.D. (1995). An Integrative Model of Organizational Trust. *Academy of Management Review,* 20 (3), 709-734.

Mooi, T.L. (2006). Self-efficacy and Student Performance in an Accounting Course. *Journal of Financial Reporting and Accounting,* 4 (1), 129-146.

Ok, C., Back, K., & Shanklin, C.W. (2005). Modeling roles of service recovery strategy: A relationship-focused view. *Journal of Hospitality & Tourism Research,* 29 (4), 484-507.

Palmatier, R.W., Dant, R.P., Grewal, D., & Evans, K.R. (2006). Factors influencing the effectiveness of relationship marketing: a meta-analysis. *Journal of Marketing,* 70 (4), 136-153.

Schmidt, R. (2002). A student's initial perception of value when selecting a college: an application of value added. *Quality Assurance in Education,* 10 (1), 37-39.

Svensson, G. (2003). Consumer driven and bi-directional value chain diffusion models. European Business Review, 15 (6), 390-400.

Wulf, K.D., Schroder, G.O., & Iacobucci, D. (2001). Investments in consumer relationships: a cross-country and cross-industry exploration. *Journal of Marketing,* 65 (4), 33-50.

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

APPENDICES

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

APPENDIX A

Questionnaire (English Version)

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Behavioral Intention of Customers on Used Car Resell Service

Dear respondents,

This questionnaire is designed to study the behavioral intention of customers to sell a used car to a TS dealer and an independent used car dealer. It is a part of a graduate master's project in the Master of Science Supply Chain Management Program at Assumption University. All information provided will be confidential and will be used for academic research purpose only. Your valuable time and answer are much appreciated. Thank you for your cooperation.

Part A: Influencing factors on behavioral intention to sell a used car

Please specify your opinion toward TS dealer and Independent used car dealer, by marking (√) in the space that is closest to your opinion. Please give your opinion on both TS dealer and Independent used car. The numbers of rating scale represent to 4 (Strongly agree), 3 (Agree), 2 (Disagree) and 1 (Strongly disagree).

Your opinion toward the used car dealers		Level of Your Opinion							
		TS dealer				Independent used car dealer			
Convenience		Strongly Agree ←→ Strongly Disagree				Strongly Agree ←→ Strongly Disagree			
1	The used car dealer showroom is located around the community areas	4	3	2	1	4	3	2	1
2	The used car dealer showroom is easy to find	4	3	2	1	4	3	2	1
3	To sell a used car to the used car dealer is convenient	4	3	2	1	4	3	2	1
4	It is easy to contact the used car dealer	4	3	2	1	4	3	2	1
5	The used car dealer provides one stop service ex. finance leasing, car inspecting, or price appraisal	4	3	2	1	4	3	2	1
Resell Price									
6	Get higher resell price	4	3	2	1	4	3	2	1
7	The resell price is fair	4	3	2	1	4	3	2	1
8	The price rate is standardized	4	3	2	1	4	3	2	1

Your opinion toward the used car dealers		Level of Your Opinion							
		TS dealer				Independent used car dealer			
9	I am satisfied with the resell price offered by the dealer	4	3	2	1	4	3	2	1
10	Resell price is attractive for making a decision to sell	4	3	2	1	4	3	2	1
Trust									
11	I trust the used car dealer	4	3	2	1	4	3	2	1
12	I believe the used car dealer will not try to cheat me	4	3	2	1	4	3	2	1
13	The used car dealer is a trustable company	4	3	2	1	4	3	2	1
14	The used car dealer has a good reputation in dealing with customers	4	3	2	1	4	3	2	1
15	I have heard good comments about the used car dealer	4	3	2	1	4	3	2	1
16	I feel secure when I sell a used car to the used car dealer	4	3	2	1	4	3	2	1
17	The used car dealer always keeps promises	4	3	2	1	4	3	2	1
18	The used car dealer is an ethical company	4	3	2	1	4	3	2	1
19	The used car dealer is honest in dealing with customers	4	3	2	1	4	3	2	1
20	Employees of the used car dealer specialize in the automobile field	4	3	2	1	4	3	2	1
Self Efficacy: If I need to sell my car to used car dealers									
21	I am confident to sell my car to the used car dealer	4	3	2	1	4	3	2	1
22	I would feel comfortable to sell the used car to the used car dealer	4	3	2	1	4	3	2	1
23	I am confident I would get better benefits if I sell my car to the used car dealer	4	3	2	1	4	3	2	1
24	I am confident that the used car dealer can fulfill my requirements	4	3	2	1	4	3	2	1
25	I am confident that I have bargaining power to negotiate with the used car dealer	4	3	2	1	4	3	2	1
26	I am confident that I am able to get a satisfactory resell price from the used car dealer	4	3	2	1	4	3	2	1

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIS VINCIT
SINCE 1969
มหาวิทยาลัยอัสสัมชัญ

Part B: Behavioral intention to sell a used car

Please specify your opinion toward TS dealer and Independent used car dealer, by marking (√) in the space that is closest to your opinion. The numbers of rating scale represent to 5 (Strongly agree), 4 (Agree), 3 (Neutral), 2 (Disagree) and 1 (Strongly disagree).

Your opinion toward the used car dealers		**Level of Your Opinion**				
Intention to Resell Used Car		**Strongly Agree**		**←→**		**Strongly Disagree**
27	I usually consider to sell used car to TS dealer before others	5	4	3	2	1
28	I usually consider to sell used car to Independent used car dealer before TS dealer	5	4	3	2	1
29	I intend to sell used car to TS dealer	5	4	3	2	1
30	I intend to sell used car to Independent used car dealer	5	4	3	2	1
31	I will highly recommend TS dealer to others	5	4	3	2	1
32	I will highly recommend Independent used car dealer to others	5	4	3	2	1
33	I will encourage others to sell used car to TS dealer	5	4	3	2	1
34	I will encourage others to sell used car to Independent used car dealer	5	4	3	2	1

Part C: Personal Data

Please specify your personal data by marking (√) in the bracket.

1. Gender
   ( ) Male ( ) Female

2. Age
   ( ) 19-24 years old ( ) 25-30 years old
   ( ) 31-35 years old ( ) 36-40 years old
   ( ) 41-45 years old ( ) 46 years old and above

3. Education level
   ( ) High school ( ) Diploma / Vocational
   ( ) Bachelor's degree ( ) Master's degree
   ( ) Doctoral degree ( ) Others (please specify.....)

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

4. Occupation

( ) Student ( ) Business employee

( ) Self-employed ( ) State enterprise / Government officer

( ) Others (please specify.....)

5. Income level per month

( ) Less than 10,000 Baht ( ) 10,000 – 20,000 Baht

( ) 20,001 – 30,000 Baht ( ) 30,001 – 40,000 Baht

( ) More than 40,001 Baht

-------Thank you for your kind cooperation-------

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

APPENDIX B

Questionnaire (Thai Version)

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

แบบสอบถามพฤติกรรมผู้บริโภคในการขายรถยนต์มือสอง

เรียนผู้ตอบแบบสอบถาม

แบบสอบถามฉบับนี้ทำขึ้นเพื่อศึกษาพฤติกรรมผู้บริโภคในการตัดสินใจขายรถยนต์มือสองให้กับทีเอส ดีลเลอร์และเต็นท์รถมือสองอิสระ โดยเป็นส่วนหนึ่งของการศึกษาระดับปริญญาโทสาขาการจัดการโซ่อุปทานคณะบริหารธุรกิจ มหาวิทยาลัยอัสสัมชัญ คณะนักศึกษาผู้วิจัยฯ ใคร่ขอขอบพระคุณในความร่วมมือของท่านมา ณ โอกาสนี้ ทั้งนี้ข้อมูลที่ได้จะนำไปประมวลผลเพื่อการศึกษาในภาพรวมเท่านั้น โดยไม่มีการเปิดเผยรายละเอียดและแหล่งข้อมูลเป็นรายบุคคล

ส่วนที่ 1 พฤติกรรมผู้บริโภคในการขายรถยนต์มือสอง

โปรดระบุความคิดเห็นของท่านที่มีต่อทีเอส ดีลเลอร์และเต็นท์รถมือสองอิสระ โดยทำเครื่องหมาย √ ในช่องที่ตรงกับความเห็นของท่านมากที่สุด ใน 4 ระดับ โดย 4 หมายถึง "เห็นด้วยอย่างยิ่ง" 3 หมายถึง "เห็นด้วย" 2 หมายถึง "ไม่เห็นด้วย" และ 1 หมายถึง "ไม่เห็นด้วยอย่างยิ่ง"

ความคิดเห็นของท่านที่มีต่อผู้ประกอบการรถมือสอง		ระดับความคิดเห็น							
		ทีเอส ดีลเลอร์				เต็นท์รถมือสองอิสระ			
ความสะดวกสบาย		เห็นด้วยอย่างยิ่ง	←	→	ไม่เห็นด้วยอย่างยิ่ง	เห็นด้วยอย่างยิ่ง	←	→	ไม่เห็นด้วยอย่างยิ่ง
1	ท่านเห็นว่าโชว์รูมรถมือสองตั้งอยู่ในแหล่งชุมชน	4	3	2	1	4	3	2	1
2	ท่านสามารถหาโชว์รูมรถมือสองได้ง่าย	4	3	2	1	4	3	2	1
3	ท่านได้รับความสะดวกสบายในการขายรถให้ผู้ประกอบการรถมือสอง	4	3	2	1	4	3	2	1
4	ท่านสามารถติดต่อกับผู้ประกอบการรถมือสองได้ง่าย	4	3	2	1	4	3	2	1
5	ผู้ประกอบการรถมือสองมีการให้บริการที่ครบวงจร เช่น การดำเนินเรื่องไฟแนนซ์, การตรวจสอบคุณภาพรถ และการประเมินราคา	4	3	2	1	4	3	2	1
ราคาขาย									
6	ผู้ประกอบการรถมือสองให้ราคาสูง	4	3	2	1	4	3	2	1
7	ท่านได้รับการเสนอราคาที่เป็นธรรม	4	3	2	1	4	3	2	1
8	ท่านเห็นว่าราคาที่ได้รับเสนอเป็นไปตามมาตรฐาน	4	3	2	1	4	3	2	1

ความคิดเห็นของท่านที่มีต่อผู้ประกอบการรถมือสอง		ระดับความคิดเห็น							
		ทีเอส ดีลเลอร์				เต็นท์รถมือสองอิสระ			
9	ท่านรู้สึกพอใจกับราคาขายที่ผู้ประกอบการรถมือสองเสนอให้	4	3	2	1	4	3	2	1
10	ราคาที่ผู้ประกอบการรถมือสองเสนอ ทำให้ท่านตัดสินใจขายรถได้ง่ายขึ้น	4	3	2	1	4	3	2	1
ความเชื่อมั่นที่มีต่อแบรนด์และผู้ประกอบการรถมือสอง									
11	ท่านไว้วางใจในผู้ประกอบการรถมือสอง	4	3	2	1	4	3	2	1
12	ท่านเชื่อมั่นว่าผู้ประกอบการรถมือสองจะไม่หลอกลวง	4	3	2	1	4	3	2	1
13	ท่านคิดว่าผู้ประกอบการรถมือสองเป็นบริษัทที่น่าเชื่อถือ	4	3	2	1	4	3	2	1
14	ผู้ประกอบการรถมือสองมีชื่อเสียงที่ดีในการให้บริการลูกค้า	4	3	2	1	4	3	2	1
15	ท่านเคยได้ยินผู้อื่นกล่าวถึงข้อดีของผู้ประกอบการรถมือสอง	4	3	2	1	4	3	2	1
16	ท่านรู้สึกอุ่นใจเมื่อท่านขายรถให้กับผู้ประกอบการรถมือสอง	4	3	2	1	4	3	2	1
17	ผู้ประกอบการรถมือสองรักษาสัญญาที่ให้ไว้กับลูกค้า	4	3	2	1	4	3	2	1
18	ผู้ประกอบการรถมือสองเป็นบริษัทที่มีจริยธรรม	4	3	2	1	4	3	2	1
19	ผู้ประกอบการรถมือสองมีความซื่อสัตย์ในการให้บริการลูกค้า	4	3	2	1	4	3	2	1
20	พนักงานของผู้ประกอบการรถมือสองมีความรู้และความชำนาญเกี่ยวกับรถยนต์	4	3	2	1	4	3	2	1
ประสิทธิภาพในการตัดสินใจของตัวเอง									
21	ท่านรู้สึกมั่นใจที่จะขายรถยนต์ของท่านให้กับผู้ประกอบการรถมือสอง	4	3	2	1	4	3	2	1
22	ท่านรู้สึกสบายใจที่จะขายรถของท่านให้กับผู้ประกอบการรถมือสอง	4	3	2	1	4	3	2	1
23	ท่านรู้สึกมั่นใจว่าจะได้รับผลประโยชน์ที่ดีถ้าขายรถให้กับผู้ประกอบการรถมือสอง	4	3	2	1	4	3	2	1
24	ท่านรู้สึกมั่นใจว่าผู้ประกอบการถมือสองสามารถตอบสนองความต้องการของท่านได้	4	3	2	1	4	3	2	1
25	ท่านมีความมั่นใจว่าท่านสามารถเจรจาต่อรองกับผู้ประกอบการรถมือสองได้	4	3	2	1	4	3	2	1
26	ท่านมั่นใจว่าท่านสามารถต่อรองเจรจากับผู้ประกอบการรถมือสองเพื่อให้ได้ราคาที่ท่านพอใจมากที่สุด	4	3	2	1	4	3	2	1

ส่วนที่ 2 โอกาสในการขายรถยนต์ให้ผู้ประกอบการรถมือสอง

โปรดระบุความคิดเห็นของท่านที่มีต่อทีเอส ดีลเลอร์และเต็นท์รถมือสองอิสระ โดยทำเครื่องหมาย √ ในช่องที่ตรงกับความเห็นของท่านมากที่สุด ใน 5 ระดับ โดย 5 หมายถึง "เห็นด้วยอย่างยิ่ง" 4 หมายถึง "เห็นด้วย" 3 หมายถึง "ไม่แน่ใจ" 2 หมายถึง "ไม่เห็นด้วย" และ 1 หมายถึง "ไม่เห็นด้วยอย่างยิ่ง"

		ระดับความคิดเห็น				
ความตั้งใจในการขายรถยนต์มือสอง		**เห็นด้วยอย่างยิ่ง**		**←→**		**ไม่เห็นด้วยอย่างยิ่ง**
27	ท่านพิจารณาที่จะขายรถยนต์ให้ทีเอส ดีลเลอร์ก่อนเสมอ	5	4	3	2	1
28	ท่านพิจารณาที่จะขายรถยนต์ให้เต็นท์รถมือสองอิสระก่อนเสมอ	5	4	3	2	1
29	ท่านตั้งใจจะขายรถยนต์ให้ทีเอส ดีลเลอร์	5	4	3	2	1
30	ท่านตั้งใจจะขายรถยนต์ให้เต็นท์รถมือสองอิสระ	5	4	3	2	1
31	เมื่อผู้อื่นต้องการขายรถยนต์ ท่านจะแนะนำให้ขายกับทีเอส ดีลเลอร์ก่อนเสมอ	5	4	3	2	1
32	เมื่อผู้อื่นต้องการขายรถยนต์ ท่านจะแนะนำให้ขายกับเต็นท์รถมือสองอิสระก่อนเสมอ	5	4	3	2	1
33	ท่านจะสนับสนุนให้ผู้อื่นขายรถยนต์ให้กับทีเอส ดีลเลอร์	5	4	3	2	1
34	ท่านจะสนับสนุนให้ผู้อื่นขายรถยนต์ให้กับเต็นท์รถมือสองอิสระ	5	4	3	2	1

ส่วนที่ 3 ข้อมูลส่วนตัว

โปรดระบุความเห็นของท่านโดยทำเครื่องหมาย √ ในช่องที่ตรงกับความเห็นของท่านมากที่สุด

1. เพศ

( ) ชาย ( ) หญิง

2. อายุ

( ) 19-24 ปี ( ) 25-30 ปี

( ) 31-35 ปี ( ) 36-40 ปี

( ) 41-45 ปี ( ) 46 ปีขึ้นไป

3. ระดับการศึกษา

( ) มัธยมศึกษา ( ) ปวช. / อนุปริญญา

( ) ปริญญาตรีหรือเทียบเท่า ( ) ปริญญาโทหรือเทียบเท่า

( ) ปริญญาเอก ( ) อื่นๆ (โปรดระบุ.....)

UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

4. อาชีพ

( ) นักศึกษา ( ) พนักงานบริษัทเอกชน

( ) เจ้าของกิจการ ( ) ข้าราชการ / รัฐวิสาหกิจ

( ) อื่นๆ (โปรดระบุ.....)

5. รายได้เฉลี่ยต่อเดือน

( ) น้อยกว่า 10,000 บาท ( ) 10,000 – 20,000 บาท

( ) 20,001 – 30,000 บาท ( ) 30,001 – 40,000 บาท

( ) 40,001 บาท หรือมากกว่า

ขอขอบพระคุณเป็นอย่างสูงที่ท่านกรุณาให้ความร่วมมือตอบแบบสอบถามฉบับนี้ค่ะ

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

APPENDIX C

Data Analysis Results

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST GABRIEL
LABOR OMNIA VINCIT
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

Regression

A) Hypothesis 1

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	ATS, ATC, ATP, ATT[a]	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503[a]	.253	.241	.50838

a. Predictors: (Constant), ATS, ATC, ATP, ATT

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	21.463	4	5.366	20.761	.000[a]
	Residual	63.321	245	.258		
	Total	84.784	249			

a. Predictors: (Constant), ATS, ATC, ATP, ATT

b. Dependent Variable: ATI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.395	.420		.941	.348	-.432	1.221
	ATC	.537	.091	.338	5.872	.000	.357	.717
	ATP	.202	.099	.129	2.038	.043	.007	.397
	ATT	.172	.135	.090	1.282	.201	-.093	.437
	ATS	.225	.097	.163	2.323	.021	.034	.415

a. Dependent Variable: ATI

B) Hypothesis 2

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	AOS, AOC, AOP, AOT[a]	.	Enter

a. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.341[a]	.116	.102	.49480

a. Predictors: (Constant), AOS, AOC, AOP, AOT

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.899	4	1.975	8.066	.000[a]
	Residual	59.982	245	.245		
	Total	67.881	249			

a. Predictors: (Constant), AOS, AOC, AOP, AOT

b. Dependent Variable: AOI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.250	.281		4.440	.000	.695	1.804
	AOC	.202	.073	.167	2.746	.006	.057	.347
	AOP	-.033	.086	-.026	-.382	.703	-.202	.137
	AOT	.264	.102	.197	2.581	.010	.062	.465
	AOS	.151	.091	.128	1.656	.099	-.028	.330

a. Dependent Variable: AOI

Paired Sample T-test

A) Hypothesis 3

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	ATC – AOC	.14880	.53015	.03353	.08276	.21484	4.438	249	.000
Pair 2	ATP – AOP	.94640	.50714	.03207	.88323	1.00957	29.506	249	.000
Pair 3	ATT – AOT	1.14880	.44017	.02784	1.09397	1.20363	41.266	249	.000
Pair 4	ATS - AOS	.88533	.55545	.03513	.81614	.95452	25.202	249	.000

B) Hypothesis 4

Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	ATI - AOI	1.25700	.74493	.04711	1.16421	1.34979	26.680	249	.000

ASSUMPTION UNIVERSITY OF THAILAND
BROTHERS OF ST. GABRIEL
SINCE1969
มหาวิทยาลัยอัสสัมชัญ

One Sample T-test

A) Hypothesis 5

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Intention to sell used car to TS Dealer	250	3.9420	.58352	.03691

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	Df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Intention to sell used car to TS Dealer	25.525	249	.000	.94200	.8693	1.0147

B) Hypothesis 6

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Intention to sell used car to other independent used car dealers	250	2.6850	.52213	.03302

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Intention to sell used car to other independent used car dealers	-9.539	249	.000	-.31500	-.3800	-.2500

THE ASSUMPTION UNIVERSITY LIBRARY