ABSTRACT

Automobiles play an essential role in our daily life, which makes them a subject of interest in many academic fields. However, to know an individual’s choice for a type of vehicle based on his personality is curious to study about. For some people, their car can also reflect their image and personality.

The purpose of this research is to study the relationship of travel personality factors (adventure seeker, organizer, loner and calm personality) and demographic factors (age, gender, income) that affect Assumption university graduates on their intention to repurchase Toyota SUV’s, in Bangkok.

Self-administered questionnaire was distributed to 277 Assumption university graduates from 20 faculties. The researcher used descriptive statistics to measure the frequency and percentages for analyzing personal data of respondents. Pearson correlation was used for hypothesis testing for personality factors, T-test and Kruskal Wallis was used to test demographic factors on intention to repurchase Toyota SUV’s in Bangkok.

The results indicated that there is a relationship between adventure seeker, loner, calm personality and intention to repurchase Toyota SUV’s in Bangkok. However, the results reveal that there is no relationship between the organizer and intention to repurchase Toyota SUV’s in Bangkok. Results of demographic factors show that age, gender (male, female) and income all have relationship on intention to repurchase Toyota SUVs, in Bangkok.

This study would be beneficial to the Planners and the Marketers at Toyota and would give an insight on which areas they have to focus in order to improve the quality and effectiveness of their campaigns.