

**The relationship between innovative personality traits and perceived attributes : a case study
of Mercedes Benz car consumers in Sukhumvit area, Bangkok
By Suresh Boraiah**

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Abstract

In today's economy, the marketing of innovative technologies is of critical importance. Innovations succeed or fail in the marketplace based not just on the soundness of the technology, but also on a company's skills at bringing that technology to market and getting it adopted by customers.

To maintain the top position in the Thai luxury car market, the key for the marketers of Mercedes Benz cars is to often anticipate the constantly changing needs of customers far into the future, translate those needs to product developers, help to manage and minimize the uncertainties surrounding product development, and bring to market new products that often fulfill the changing needs of consumers.

Personality traits are important variables, and are often associated with certain types or brands of products. It is said that innovative personality trait is an important element in understanding consumer behavior. Therefore, in attempting to study new product consumption behavior with innovative personality traits, an appreciation of the nature and influence of personality is critical.

A self-administered questionnaire was used for collecting the data from the Mercedes Benz car consumers. The total questionnaires distributed were 400 in Sukhumvit area, Bangkok. Only 356 questionnaires were considered valid for data analysis.

To analyze the data, descriptive statistics were used to measure the demographic factors while inferential statistics were used to measure the relationship between innovative personality traits and attributes of Mercedes Benz cars. Spearman's rank-order correlation coefficient (r_s) was used to identify the relationship between independent and dependent variables which are measured using the ordinal scale; bivariate analysis was used in this study.

The results from the findings indicate that there is significant relationship between innovative personality traits and perceived attributes of Mercedes Benz cars, with the exception of dogmatism and performance quality. The results from the study help the manufacturers and marketers of Mercedes Benz cars to gain knowledge about consumers with personality traits who opt to buy new models of Mercedes Benz cars. The marketers can also predict which segment to target to promote their new models of Mercedes Benz cars. The study also provides scope for Mercedes Benz marketers to understand and adopt advertising and marketing strategies to promote the new models of Mercedes Benz cars.