Abstract

This research is aimed at investigating the relationship between information search and marketing mix with tyre brand purchase intention and tyre store patronization intention. There are six independent variables include internal search, external search, product, price, place and promotion. The dependent variable is tyre brand purchase intention (global brand, Thai brand and imported brand) and tyre store patronization intention (modern tyre stores and traditional tyre stores).

The research hypotheses are tested by using Spearman’s Rho. The results are summarized based on 384 respondents who have passenger cars who have experience of changing their tyres.

The result showed that there are relationships between global brand purchase intention and 3 variables (price, place and promotion). There is a negative relationship with price and there are positive relationships with place and promotion. In terms of brand, the findings show relationships between Thai brand and internal search, external search and promotion. The study also found relationships between imported brand purchase intention and internal search, external search, product, price, and promotion. There are relationships between modern tyre stores and two variables; external search and promotion. There are relationships between traditional tyre stores and two variables; price and place.

Several recommendations are made based on the study’s findings, among which were that both types of tyre stores, traditional and modern, should improve the retail environment characteristics such as decoration, displays and lighting. This improvement can increase value of products and reduce price competition. Many Thai customers seek to browse and explore the retail outlet offerings, hence information
provided by tyre stores about brands is very important. The study concludes by offering suggestions for further research.