

## 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 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.