

## ABSTRACT

This research is based on the statement of the problem of “Are levels of product associated with purchase decision of Honda Family motorcycles for Samui residents?”. The research objective is studying the relationship between Honda Family motorcycle purchase decision and levels of product.

Samui Island is an island in the Gulf of Thailand. Due to the limitation of geographic, only one type of vehicle – motorcycle becomes widely utilized. The motorcycle is very popular and suitable for daily activities of Samui residents. The researcher has experienced this phenomenon of geographic limitation, thus this study has been on the researcher’s concern.

Eighteen Hypotheses are divided into three groups according to levels of product. For the first level of product – core level, three factors are examined. These are economic fuel consumption, product durability, and engine power. The results have shown that all three factors are associated with Honda Family motorcycle purchase decision.

At the second level of product – actual product, nine factors are examined to find out the association. The first seven factors are referred to the features of motorcycle that have been offered to customers and the last two are referred to the reputation of brand name of Honda and category name under Family motorcycle. The results have shown that 4-stroke engine, body color, body shape, Honda brand name and Family category name are associated with the purchase decision.

The last level of product consists of six factors, which have been examined. Five factors - customer support service, credit, 3-year or 30,000 kilometer warranty, availability of local CIS shops or local dealers, free charge at specific mileage check and spare part discount – are associated with purchase decision.

For this research, the data have been gathered via 200 self-administered questionnaires from the respondents who are Honda Family motorcycle owners in Samui Island. Four major commercial areas – Ban Nathorn, Ban Maenum, Ban Chaweng and Ban Lamai are selected areas. Convenience sampling is chosen. All data are analyzed and summarized by using the Statistical Package for Social Science (SPSS). This thesis has applied Spearman Correlation Coefficient technique as a statistical tool to test all 18 hypotheses.

Therefore, the major recommendation regarding to the study's findings are that not all the factors that offered by Honda manufacturer are associated with Honda Family motorcycle purchase decision for Samui residents. Because of some of the factors are perceived by the motorcycle owners that they are not the major influences to make the owners purchase product. Therefore, the researcher has recommended for further study that additional factors should be added to the next study to cover the total product.

In addition, this study is limited only on Samui Island. It may be necessary for the product manager, production manager and marketing manager to expand the area of study to other regional parts in order to find out the differentiated results.