

## ABSTRACT

This project presents a customer attitude toward the Valvoline Autolube 2T in Bangkok area of Ladprao, Bangkapi, Huamark and Minburi only. It provides detailed information concerning the nature of motorist's behavior in buying and using Autolube 2T, brand image perception with other brands, the best sales promotion based on customers opinion and awareness of customers in the Autolube 2T via the media

Regarding the study of customer attitude toward The Valvoline Autolube 2T from the survey of 100 motorists, age between 15-45 years, Bangkok area only in Ladprao, Bangkapi, Huamark and Minburi who know or have used Valvoline Autolube 2T by interviewing motorists with designed questionnaire in form of close-end questions

This study shows that, all of motorists in this research are male and the majority of age is around 25-34 years interval. Most of the total motorist education background is secondary school, the majority of occupation is hiring and the average income is about 5,000-6,999 baht. All of them know Valvoline Autolube but less of them use it. Most of motorists are the owner of motorcycles and always use it. They normally buy autolube at motorcycle spare part shops and fill autolube by themselves. The popular size is 1 litre can. Usually, before they buy autolube, most of them will look at good quality product first, followed by low price and suggestion from their friends. They will always use current brand on next purchase. But if they want to change the brand, most of them will decide by themselves. The majority in switching brand occur when current brand has quality problem.