ABSTRACT

Since Thailand ran into the economics recession, most people are more careful to spend their money. Automobile market behavior is a significant interest because of the substantial impacts of automobile production and use on a variety of business concerns including trade flows, business cycles, and energy demand. Although recent public attention has been focused on governmental attempts to increase sales of domestic vehicles via voluntary export restrictions, Thai government has been an active participant in the automobile market through direct product quality regulation for many years.

This research study is based on the statement of the problem of "**Which factors explain or predict Thai consumer buying behavior toward Toyota cars in Bangkok?**" The objective of this research is to study the consumer buying decision of Thai people concerning Toyota cars purchasing and to explain the buying behavior of Thai consumers based on product attributes and demographic profiles.

For this research, the data were acquired via self-administered questionnaire with 382 respondents who bought any Toyota car or have participation role in buying a car. Convenience-sampling technique is chosen. All data are analyzed and summarized by using the Statistical Package for Social Science (SPSS). This thesis applies Multiple Regression Analysis as a statistic tool to test both hypotheses.

The results from the test of 2 hypotheses can be explained that there are many factors of product attributes and demographic profile effect the customer's buying decision for Toyota car in Bangkok as followings:

Automobile attributes
- Performance quality
- Price
- After-sale service
- Level of fuel consumption
- Safety

Demographic profile
- Income

Therefore, the major recommendations regarding the study's findings are that when automobile company creates marketing strategy which emphasizes on those automobile attributes. In addition, future study should study on other automobile brands such as Honda, Mitsubishi, BMW etc.