

Abstract

This research is aimed to investigate the factors affecting Toyota Passenger Car Purchase. There are eight independent variables include performance quality, durability, serviceability, design, brand image, brand value, TV advertising, and sales promotion. The dependent variable is brand purchase intention (intention to purchase Toyota passenger car).

The research hypotheses are tested by using Spearman's Rho. The results are summarized based on 381 respondents who intend to purchase passenger car within the next 12 months.

The result showed that the top three priority of performance quality dimension is fuel economy, breaking, and visibility. For durability, the respondents prefer to look at engine first, which is followed by suspension and body. For serviceability, the competency of service provider is the first priority, which is followed by service speed, availability of replacement parts and repair outlets. For design, the highest mean of consumers' opinion on design dimension is exterior design, since it is easily to notice and capture consumers' interest. For sales promotion, free maintenance costs, which is followed by free car insurance, low down payment, low interest rate, long installment and free gold.

From the decriptive statistics, there are more than half of the respondents who intend to purchase passenger car have the tendency to select Toyota brand, with the highest frequency is 146 of probably buy Toyota, which is followed by definitely buy, not sure, probably not buy, and definitely not buy, with the frequency 80, 73, 52, and 30 respectively.

From hypotheses testing, the factors that have an impact on Toyota purchase intention include performance quality, durability, serviceability, brand value, TV advertising, and sales promotion.

For design and brand image, the statistical testing showed that these two factors do not affect Toyota passenger car purchase. For brand image, Toyota's image is not good in the eye of some respondents as Toyota allows many Taxi operators to use its car. The respondents do not select Toyota passenger car because of the image of Toyota congruence with their self-image. For design, Toyota's design cannot attract the respondents to purchase its brand, they often look at other dimensions of Toyota such as its durability.

Although performance quality, durability, serviceability, brand value, TV advertising, and sales promotion have relationship with Toyota purchase intention, a relationship is relative weak. Thus, Toyota need to make some improvement along these dimensions and also the dimensions that have no relationship with Toyota purchase intention. Firstly, Toyota must always track customer's perception of quality as it can be changed over time with added information and experience. Secondly, Toyota's strength is durability and to get the durable engines, suspension, and other assembly parts. Toyota should develop long-term buyer-supplier partnership as it can assure that Toyota will receive high and consistent quality incoming products. Thirdly, Toyota should focus on the competency of service provider by providing more training and closer supervision. Fourthly, to rebuild brand image, Toyota should appropriate design the advertising. And Lastly, Toyota can use coupon as a sales promotion as Thai consumers have positive response toward coupon.