

ABSTRACT

This thesis presents the factors, which affect on the customer's purchase decision making. Such as the relationship between prior's experience of product, product knowledge, customers' satisfaction of product, information from mass media and repurchase decision making of customer. The Spearman's correlation was employed to find the relationship between these factors and automobile purchase decision making.

For this research, the data were acquired by self-administered questionnaire with 420 respondents who have bought a car or have participated in buying a car. Convenience sampling technique is chosen for this research. All of the data are analyzed and summarized by using the Statistical Package for Social Science (SPSS). To analysis the data, the researcher used descriptive statistic and Spearman's Correlation.

From the research result, the test of four hypotheses can be indicated that prior's experience of product, product knowledge, and customers' satisfaction of product have positive relationship with repurchase decision making of customer. And there is no relationship between information from mass media and repurchase decision making of customer.

Therefore, the major recommendations for the Automobile manufacturers are they provide the good driving system and long durability car for customers and pay attention to the interior design decoration of a car and the level of gas consumption of a car. They also should focus on customers' satisfaction of product in terms of comfort seat, repair and maintenance service.

In addition, future study should extend to cover buyers in other areas or other major cities in Thailand. It should be investigated more specific factors of automobile buyers, such as study on demographic, such as age, occupation as to how these factors influence the customer's idea, attitude, satisfaction and expectation.

