

ABSTRACT

This research study was conducted to examine the relationship between demographic factors (age, marital status, education level, occupation, monthly income) and the female's tire buying decision that comprised of Marketing factors (product, price, place, promotion) and Non-Marketing factors (instruction from others). In addition, this study also identifies effective factors that influence the female's buying decision and uses that finding information to recommend the tire marketers and also female users.

Female tire users' buying decision is considered as the dependent variable while marketing factors, non-marketing factor and demographic factors are the independent variables. A sampling technique used is non-probability sampling with a convenience basis due to the limited resources of researcher and the sampling size of this research is 390 samples. Research method used the quantitative methodology and tested 25 hypotheses by Pearson correlation analysis

Factors in terms of performances are the most concerned of the target respondents. It means car tires product is the product that is related to consumers' life security. Therefore, factors that reflect the safety of their life are the major concern. Factors related to tire buying decision in terms of Product Choice are famous brands and installed from car factories (reliability), can use in any road condition (durability) and the same type as family use (reference). Price factors are not major concerns due to the security of life. Most of them do not want a much cheaper price that is always a lower price than the market price; they need a reasonable price because cheaper price may reflect low quality.

Factors related to female users' buying decision in terms of Dealer Choice is a dealer that located near their home or office because they want to save time and money from the traffic jam. An instruction from friends and family is one of the most effective factors. Some female users do not have an experience about car tires and do not know how to choose the best one. Friends and family are the source that they can trust and rely on.