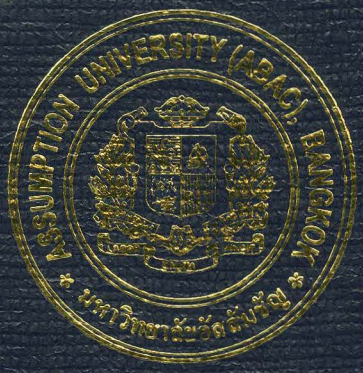

A STUDY OF THE RELATIONSHIP BETWEEN INFORMATION SEARCH AND MARKETING MIX WITH TYRE PURCHASE AND TYRE STORE PATRONIZATION INTENTION

By

SUTTINEE RUANGURAIRERK

A Thesis submitted in partial fulfillment
of the requirements for the degree of

Master of Business Administration

Graduate School of Business
Assumption University
Bangkok, Thailand

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Abstract

This research is aimed at investigating the relationship between information search and marketing mix with tyre brand purchase intention and tyre store patronization intention. There are six independent variables include internal search, external search, product, price, place and promotion. The dependent variable is tyre brand purchase intention (global brand, Thai brand and imported brand) and tyre store patronization intention (modern tyre stores and traditional tyre stores).

The research hypotheses are tested by using Spearman's Rho. The results are summarized based on 384 respondents who have passenger cars who have experience of changing their tyres.

The result showed that there are relationships between global brand purchase intention and 3 variables (price, place and promotion). There is a negative relationship with price and there are positive relationships with place and promotion. In terms of brand, the findings show relationships between Thai brand and internal search, external search and promotion. The study also found relationships between imported brand purchase intention and internal search, external search, product, price, and promotion. There are relationships between modern tyre stores and two variables; external search and promotion. There are relationships between traditional tyre stores and two variables; price and place.

Several recommendations are made based on the study's findings, among which were that both types of tyre stores, traditional and modern, should improve the retail environment characteristics such as decoration, displays and lighting. This improvement can increase value of products and reduce price competition. Many Thai customers seek to browse and explore the retail outlet offerings, hence information

provided by tyre stores about brands is very important. The study concludes by offering suggestions for further research.

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Special acknowledgement is given to B-quik and Shell autoserv for allowing me access for distributing my questionnaires in their branches.

Finally, I would like to extend my sincere thanks to my parents and all of my friends for their help and encouragement while I was completing this thesis. Finally, I am deeply grateful to all of the respondents who so willingly cooperated in answering my questionnaire.

Table of Contents

LIST OF TABLES

LIST OF FIGURES

CHAPTER I

GENERALITIES OF THE STUDY

1.1 BACKGROUND OF THE STUDY

Thailand has become the largest natural rubber producer and exporter in the world. The south, starting in Chumpon Province (about 500 km south of Bangkok) and continuing to the border with Malaysia, is the heart of rubber production in Thailand, with smaller crops grown in the Eastern and Northeastern regions. There are efforts for further development of these value-adding industries as 90 percent of natural rubber production is exported. Tyre and tube manufacturers are the largest users of natural rubber in the country (www.thailand.com/exports/html/ industry_rubber.htm).

Tyre production comprises of 2 types, bias tyres and radial tyres. The bias tyre is considered old technology. The radial is an improvement over the bias tyre on many fronts- a longer life, lower fuel consumption, greater riding comfort and skid resistance, which explains the shift from the conventional ply technology. At present, 80 percent of truck tyres in Thailand still use bias tyres and 99 percent of passenger car tyres and pickup tyres, use radial tyres. Moreover, the proportion of usage of radial tyres increases continuously in the truck industry (Investment Promotion Journal, 2003)

There are changes in the tyre industry in Thailand. Because of world trade liberalization, tax for importing tyres in Thailand has decreased, as shown in Table 1.1. Many more Korean and Japanese products will penetrate into the Thai market in future. The existing brands have to compete to attract the existing customers. There will be more competition from China and Philippines (Chaiwat, KTB Research

Center, 2005). Goodyear has increased its market share in the premium market that focuses on new technology to confront low price tyres from Taiwan due to global liberalization. It is highly possible that Taiwan tyre manufacturers will soon penetrate the market in Thailand.

Table 1.1 : Products and Tariff Reduction Programs under CEPT,ASEAN Secretariat August 1997

(Unit: percentage)

Type	1997	1998	1999	2000
Passenger car	20	15	10	5
Truck	10-20	5-15	5-10	5
Motorcycle	20	15	10	5

Source: Products and Tariff Reduction Programs under CEPT, ASEAN Secretariat August 1997, Department of Business Economics.

REM in this industry is highly competitive because of 3 reasons. Purchasing power of customers has decreased in accordance with economic status, the problem of Avian Influenza H5N1 and the unrest in the Southern provinces. Domestic vehicle production has decreased due to the effect of fuel crisis and tax measures to collect from retail price instead of factory price. Tyre demand from the transportation industry decreased due to a decrease in agricultural production and tourism. Moreover, existing manufacturers have to face competition from the imported tyre companies due to global liberalization as shown in Table 1.2. Imported tyres have increased continuously since 2000 except in the year 2002 (Chaiwat, 2005)

Table 1.2 : Production, Import, Domestic usage and Export of tyres

Year	Production1/		Import2/		Domestic Usage3/		Export2/	
	Million tyre	%	Million tyre	%	Million tyre	%	Million tyre	%
2000	15.03	33.4	0.81	61.2	7.36	9.5	8.48	68.1
2001	16.9	12.4	1.18	45.9	9.93	34.8	8.15	-3.8
2002	16.21	-4.1	1.08	-8.7	8.13	-18.1	9.15	12.2
2003	20.31	25.3	1.35	25.3	11.53	44.8	10.13	10.7
2004	25.80	27.0	1.65	22.4	12.36	7.2	15.09	48.9
2005	24.8	-3.9	2.00	21.2	12.60	1.9	14.20	-5.9

Source : 1/ Production adjusted from Ministry of Industry

2/ Import and Export from The Customs Deportment, Ministry of Finance

3/ Domestic usage = Production + Import – Export

Note: 2005 forecasted by Economic and Business Research, Krung Thai Bank

1.1.1 THE TYRE INDUSTRY

The Tyre industry has developed continuously ever since Thailand begun producing tyres approximately 40 years ago. Tyre industry is the supporting industry for the automobile industry. It has continued to grow along with the strong growth in the automobile market. Moreover, the Tyre industry uses locally-grown raw material, which is natural rubber. Rubber plantation areas cover 40 provinces over the nation. Although Thailand is the largest exporter and producer in the world, domestic NR

consumption is only 10% of total production. The tyre industry used 40% of domestic NR consumption in 2000, as shown in table 1.3.

Table 1.3 : Rubber usage for domestic industry during 1996 – 2000

Unit: Metric tons

Type of products	1996	1997	1998	1999	2000	%
Automotive Tyre	70,175	74,338	74,124	76,606	93,801	38.67%
gloves	22,218	22,887	32,024	38,405	34,021	14.03%
elastic bands	21,832	25,260	21,272	20,985	31,225	12.87%
Motor cycle tyres	12,637	12,652	11,132	16,976	12,262	5.06%
shoes	8,965	9,195	8,123	9,865	11,241	4.63%
spare parts	4,480	4,164	3,011	7,418	5,737	2.37%
shoe floor	5,991	6,781	7,037	4,855	3,015	1.24%
Belts	2,511	2,880	2,887	3,285	2,766	1.14%
Hoses	1,501	1,677	132	276	597	0.25%
Condoms	550	653	651	828	515	0.21%
Others	22,811	21,533	25,986	47,418	47,369	19.53%
Total	173,671	182,020	186,379	226,917	242,549	100.00%

Source : Rubber Research Institution, 2001

In the initial period, the tyre industry was supported by the Thai government for the purpose of import substitution and as a supporting industry for automobiles. At that time, local tyre producers could only import technology and the industry grew slowly. Later, international tyre producers moved their production to Thailand, for example, Michelin, Goodyear and Bridgestone. So technology was transferred to

domestic manufacturers. Most Thai tyre producers have formerly worked in these companies.

Although tyre production from Thai manufacturers is accepted at the international level, it is only for tyres using low technology, for example, bus tyres and truck tyres. Radial tyres, that use a higher technology, have recently been produced by domestic manufacturers, while this type of tyre has been produced by the international tyre producers for quite some time.

1.1.2 TYRE PRODUCTION AND PRODUCERS

1.1.2.1 Tyre production comprises of 2 types as follows:

1.Bias tyre : The piles run diagonally across the tyre from bead to bead. In each successive layer, the cords run in opposite directions. The number of plies depends on the size of the tyre and its load capacity. The plies are layered identically on the tyre's crown and in its sidewalls.

2. Radial tyre : A radial tyre is an improvement on the conventional / bias tyre. The essential difference is the placement of piles and the addition of belts. The radial structure consists of a casing ply formed from textile bands. Each band is at an angle of 90% to the tyre's rolling direction. At the crown of the tyre, this casing ply is topped by a crown belt made up of several plies reinforced with metal cords. These crown plies are layered so that they cross over one another at different angles. The plies are layered differently on the crown and in the sidewalls, so that each part of the tyre is specialized to do its own job.

The radial is an improvement over the conventional / bias tyre on many fronts- a longer life, lower fuel consumption, greater riding comfort and skid resistance, which explains the shift from the conventional ply technology.

1.1.2.2 Tyre producers in Thailand

There are 10 tyre producers in Thailand and total production capacity is about 31 Million tyres per year (Chaiwat, 2005). Tyre producers can be divided as follows:

1. Joint Venture manufacturers: This group forms the major tyre producers in Thailand. Its production capacity is 93.5 percent of total domestic production (Chaiwat, 2005) These factories get high technology from their mother companies, for example, machines, designs and the proportion of chemicals that require heavy investment. So these factories produce high quality products. This group produces passenger car tyres and truck tyres which are both bias and radial tyres. This group comprises of 3 major companies as follows:

a. Thai Bridgestone, in which Bridgestone Japan holds 60% shares and Thai investors hold 40% shares. Trademark is “Bridgestone and Firestone”
b. Siam Tires, in which Michelin, France (50% shareholder) is responsible for production and SCC (50% shareholder) is responsible for marketing in the name of “ Siam Tires, Michelin and BF Goodrich.
c. Goodyear, in which Goodyear holds 53% share and Thai investors hold 47% share.

2. Domestic manufacturers: This group has 6.5 percent production capacity of the total production. It produces bias tyres for passenger car and truck market. It has limited investment and mostly buys machines from Taiwan. Most of these

manufacturers have previously worked in the first group. Each factory possesses its own expertise as follows:

a. Otani is known for its experience in producing large-sized tyres for trucks, tractors and graders.

b. Superstone, Deestone, Champion, Vee Rubber and Hihero manufacture tyres for normal-sized trucks, small trucks, golf cars, mini trailers, etc.

However, radial tyres are now produced by some domestic manufacturers, such as, V-rubber (www.veeradial.com, accessed on June 02, 2005). In the past, domestic tyre producers did not manufacture tyres for passenger cars because major tyre manufacturers had switched to producing radial tyres. Thai manufacturers had not yet utilized the technology used in the making of tyres for passenger cars (Chaiwat, 2005; Srirat, 1996; Nop, 1999; Journal of Department of Industrial Promotion, 2000).

1.1.3 Passenger car not exceeding 7 persons

Passenger car tyres form a large market as shown in Table 1.4. They use higher technology than other markets. Passenger tyres need traction that is a determinant to measure safety. While it is normal that the weight of trucks, buses and tractors are heavy, traction is not a problem. Manufacturers use rigid performance tests for passenger cars. This market is highly competitive in technology.

Table 1.4: Tyre production

	Unit	2002	2003	2004	Δ% 2003 / 2004
Passenger car tyre	Tyre	8,248,304	10,101,950	13,353,985	32.2
Pickup tyre	Tyre	4,324,131	4,809,937	6,967,362	44.9
Truck and bus tyre	Tyre	3,791,296	3,924,184	4,225,206	7.7
Tractor tyre	Tyre	143,750	184,671	186,080	0.7

Source : Office of Industrial Economics, 2005

Note : Survey from 133 rubber factories

1.1.4 MARKETING

Tyre industry is an oligopoly. There are a few major manufacturers in the market. Domestic market is 55 percent, imports 5 percent and exports account for 40 percent. Domestic market and import market (60 percent) consists of 2 markets, OEM and REM (Economic and Business Research Journal, 2000)

1. Original Equipment Market (OEM) : Tyre producers sell directly to automobile makers. There are 3 major producers covering this market, Bridgestone, Goodyear and Michelin. However, Bridgestone covers 60 percent of this market. (Economic and Business Research Journal, 2000)

2. Replacement Equipment Market (REM) : This market reflects the end of life component. Tyre life is about 2 years or 40,000 kms. Tyre life is shorter than automobile life so REM is bigger than OEM. Growth depends on domestic vehicle usage, weather, road status and purchasing power. Michelin is a leader in this market. (Economic and Business Research Journal, 2000)

From both markets, Bridgestone covers 45 percent. Michelin and Goodyear cover 30 percent and 15 percent, respectively. (Journal of Department of Industrial, Promotion, 2000).

Marketing Strategy

Tyres, especially passenger car tyres, have several models according to brand and series of vehicles and depend on usage objectives, weather, etc. The quality of major manufacturers is quite similar. So competition focuses on marketing strategy (Investment Promotion Journal, 2003).

Product

Product variety and quality are developed continuously. The manufacturers continue to issue new products. Manufacturers try to use different strategies from their competitors (Investment Promotion Journal, 2003) as follows:

1. **Tread design** : Manufacturers design tread for the different objectives such as for appearance or traction. Manufacturers have different technology to attract customers. In the past, customers considered tyres as fashion and bought tyres for their appearance. However, customers today have more information about tyres. They also consider other factors, such as traction (Investment Promotion Journal, 2003).
2. **Performance :** Manufacturers produce tyres with the different ingredients. If traction is needed, natural rubber should be used more than synthetic rubber. If high speed performance is needed, synthetic rubber should be used more than natural rubber (Srirat, 1996), (Nop, 1999)
3. **Structure :** Bridgestone produces tyres with iron structures that save customers from imploding tyres (Srirat, 1996), (Nop, 1999)
4. **Brand :** Brand is important. Michelin's brand image is good quality, provides comfortable riding and quiet. Bridgestone's image is based on appearance and traction. Goodyear's image is traction (Investment Promotion Journal, 2003)
5. **Warranty** : Most of the tyre manufacturers offer a warranty, especially, passenger cars and pick ups. Warranty is different depending on each

manufacturer. (http://www.michelin.co.th/eng/tyre_tips/warranty.jsp/25/10/2005) (http://www.bridgestone.co.th/product/index.php?url=warrant.html25/10/2005)

Place

Tyre manufacturers distribute tyres to stores as follows:

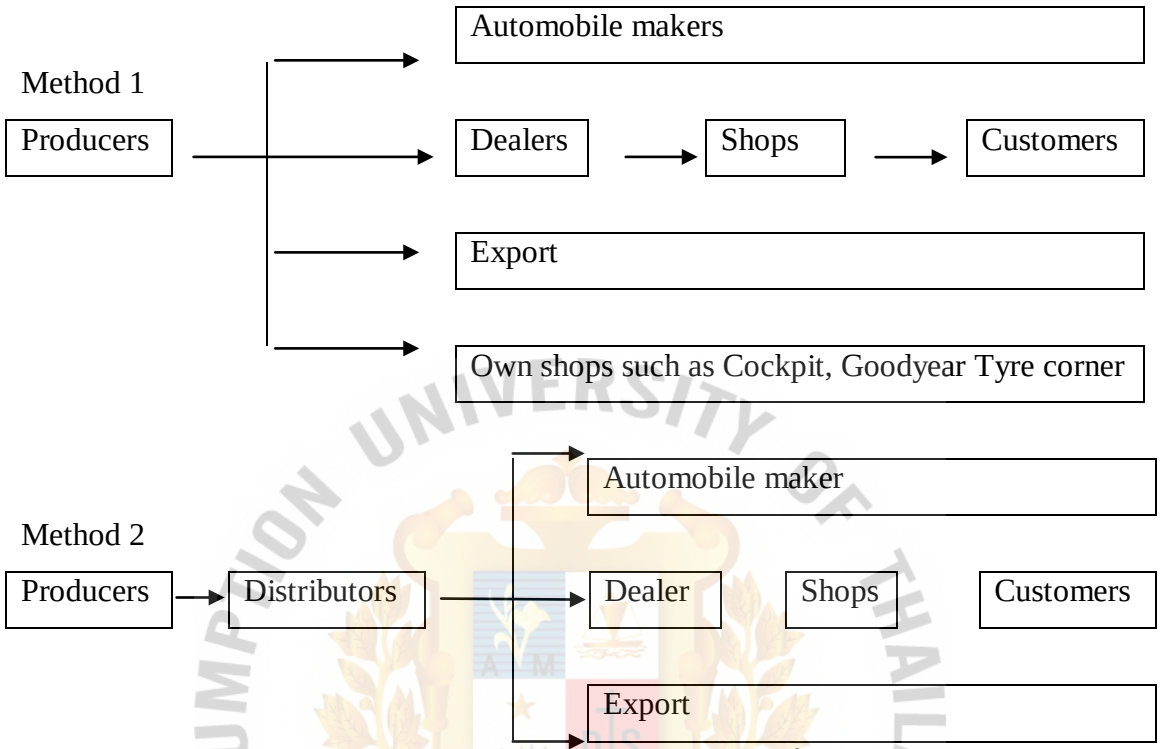
1. Modern retail stores : There are efforts for the revolution from traditional tyre retail store to be modern retail store. Store is changed from dark commercial building which stock tyres in a disordered fashion to clean, bright and modern. Modern retail stores comprise of 3 types of modern retail stores as follows;
    a. Modern retail store in which the owner is a tyre manufacturer. Bridgestone operates 9 Cockpit stores by itself, Michelin owns B-Quik. Goodyear joined with Mobil to establish its own shops called "Goodyear tire corner" in Mobil fuel stations. Later, Goodyear established its own shop called "Eagle Shop".
    b. Modern store which is a franchisee of tyre manufacturer. A total of 45 Cockpit stores of Bridgestone and 20 Eagle stores of Goodyear. These stores are able to sell other brands. For example, Cockpit is able to sell other brands but they have to show Bridgestone and keep other brands inside the shop.
    c. Modern stores that are not manufacturer's franchisees, for example, Shell autoserv, Checkpoint, AUTOBAC and Better Choice tyre net.

2. Traditional Tyre stores : These stores are general tyre retail stores. Bridgestone has 270 dealers and 1,000 sub dealers. Goodyear expanded distribution to 400 big dealers and 400 sub-dealers. Siam Tires has 600 dealers and 19 warehouses.

Currently, tyre customers patronize modern retail stores because of standard quality. Tyre customers will buy tyres from the store that has service after sale

such as tyre change, lube change and wheel alignment and balancing (Srirat, 1996; Nop, 1999) www.info.tdri.or.th/reports/unpublished/survey/c_7.pdf

Figure 1.1 : Distribution channels



Source : Nopporn Nuchniyom 1999, An Analysis of Structure, Conduct and Performance of tyre Industry in Thailand during Economic Prosperity and Recession Periods ; Kasertsart University, pp108.

Promotion

Tyre manufacturers' Promotion

These big manufacturers prefer price competition among dealers. They exchange price list and control retail price. They offer discounts to their dealers as follows:

1. Trade discount – Manufacturers discount 20 – 30% depending on type of goods.
2. Special Discount – Manufacturers will use this strategy when they want to clear stock or unpopular goods. This strategy will last only for a short time.
3. Target Discount – Manufacturers use this strategy to motivate dealers to increase sales.

4. Cash Discount – Manufacturers usually discount 2-4% if dealer pays within 7 days.

Moreover, they focus on advertising and publicity. For example, Bridgestone arranges “basic rally training project” and issues a Bridgestone Journal to the public. Siam Tires uses publicity as the main strategy. It issues “Drive safety with Michelin project”, “Love Thailand with Siam Tire project” and “Artificial legs project”. Moreover, it distributed stickers, pens and clothes to customers. Goodyear creates a good relationship with dealers. It makes dealer recognize Goodyear as a business partner through its arranging “New Wave project” to train children of distributors in terms of a new management system. Moreover, Goodyear publicizes by arranging “New era women know about their cars project”.

Stores’ Promotion

Modern retail store always have promotions all year round. These are common promotions, special discount, buy 3 tyres get 1 tyre, fuel coupon, gift and discount for other services (www.cockpitonline.com, www.b-quik.com, www.shell.com).

Price

Manufacturers don’t choose price competition for customer. They control retail price and exchange price list. The price is not too different. The difference of price focuses on image more than competition as shown in Table 1. 5

Table 1.5 : Price list of 195/60R15 for Toyota Corolla Altis 1.8 SEG,1.8E at September 2005

Brand	Price/tyre	Source
Michelin	2,600 – 2,800	Shell autoserv
Bridgestone	2,300-2,800	Cockpit
Goodyear	1,990	B-quik
Firestone	2,200	Cockpit
Continental	2,990	B-quik

1.2 STATEMENT OF THE PROBLEM

The Tyre industry is an important industry for adding value domestic material, rubber, and is a supporting industry for the automobile industry. Tyre industry is an oligopoly. A few manufacturers cover 90 percent of domestic market share. It is a unique industry. There are various models according to vehicle's series, especially, for passenger cars. Each manufacturer has its own advantages. As the product category is still relatively new for many consumers, they have little experience with alternatives. Self-confidence in purchasing products is low because most consumers lack knowledge of the criteria by which to judge variations among brands and prices. So customers decide to buy tyres according to the reputation of product and brand's reliability from available information. Passenger car tyres and pick up tyres are large markets and need high technology. So this market is highly competitive in both technology and developing new products. Manufacturers have to utilize radial tyre technology to complete in this market.

In the future, there may be many changes in this industry. There are more producers and brands, especially imported tyres from Taiwan, China, Philippines and Japan. The existing brands will not get a price advantage. Marketing competition is high among the global brands, domestic brands and imported brands.

So it is very important for marketers to understand consumer behavior. Consumer behavior involves the process by which people determine whether, what, when, where, how from whom, and how often to purchase goods and services (Berman, 2001). A market mix is the controllable variables the company puts together to satisfy this target group.(McCarthy, 1996). Consumers will prefer the brand they expect will give the most satisfaction based on the benefits they seek. In benefit

association, customers develop a priority of desired benefits and relate a brand's characteristics to these benefits. After problem recognition, the individual may or may not search for additional information. Hence, the research question in this study is: "**What are the major determinants of Thai consumers' buying decision for tyres?"**

OBJECTIVES OF THE STUDY

The objectives of this study are broadly divided as follows:

- To investigate the factors relating to customer's intention to buy 3 groups of tyres, global brand, Thai brand and imported brand for passenger cars not exceeding 7 persons.
- To identify the relationship between information search, marketing stimulus and intention to buy 3 groups of tyre brands for passenger cars not exceeding 7 persons.
- To investigate the factors relating to customer's intention to patronize modern stores and traditional stores.
- To identify the relationship between information search, marketing stimulus and intention to patronize modern stores and traditional stores.
- To investigate the different factors relating to customer's intention to buy global brand, local brand and imported brand.
- To investigate the different factors relating to customer's intention to patronize modern store and traditional store.

1.3 RESEARCH QUESTIONS:

The researcher addressed the following questions in the study:

1. Is there a relationship between information search and intention to buy?

2. Is there a relationship between marketing mix and intention to buy?

3. Is there a relationship between information search and intention to patronize modern store and traditional store?

4. Is there a relationship between marketing mix and intention to patronize modern store and traditional store?

5. What factors are related to consumers' intention to buy global brand, local brand and imported brand?

6. What factors are related to consumers' intention to patronize modern store and traditional store?

1.4 SCOPE OF THE STUDY

This study only covers people who live in Bangkok who used to change their tyres for passenger cars not exceeding 7 persons. In this study, the researcher studied only cars, vans, 4 door pick ups and cabs which are intended for the carriage of passengers. The researcher used multistage sampling to collect data.

1.5 SIGNIFICANCE OF THE STUDY

This research is very useful for marketers who are involved with the tyre industry, especially for passenger cars because the results of this research are directly

associated with consumers who intend to buy tyres. It will provide information to enable managers to better understand the relationship among demographics, information search, marketing mix and intention to buy as well as the purchase evaluation in the post-purchase stage.

1. This research provides information for tyre industry to see the strengths and weaknesses in terms of brand and distribution channels for consumers in the future.
2. This research also provides information for store owners to see the strengths and weaknesses of each type of store.
3. This research is also beneficial for consumers who want information about tyres.
4. This research is expected to encourage tyre manufacturers and store owners to recognize the need to improve their products and services, as much as possible, to be standardized and more effective.

1.6 LIMITATIONS OF THE STUDY

There are some limitations of this study that can be identified as follows:

1. This study will be conducted only on people in Bangkok. Therefore, the findings may not be generalized to all customers in other provinces in Thailand.
2. This study is limited to only tyres for passenger car not exceeding 7 persons so the findings may not be generalized to tyres for other vehicles.
3. This study focused on consumers' purchase intention to buy tyres, thus the results can not be concluded to cover the actual sale of tyres.

4. The result of the study can be used only in the period of distributing questionnaires, as consumers' evaluative criteria may change.
5. Only respondents changing tyres at Shell Auto Serv and B-Quik are surveyed in this study.

1.7 DEFINITION OF TERMS

Passenger car	:	Road motor vehicle, other than a motor cycle, intended for the carriage of passengers and designed to seat no more than seven persons including the driver (Department of Transport, 2001).
Tyre	:	The rubber part of the wheel which contacts the ground
Information search	:	The people looking for information sources to learn about the product.(Kotler, 2000)
Marketing Mix	:	The set of marketing tools to achieve its marketing objectives in the potential market. Those variables are known as "4 Ps". (Kotler,2004)
Modern tyre store	:	The store which is decorated with mirrors, in modern style and clean. There is ample parking available, modern equipment and offers customers a wider range of services such as lube change, maintenance and repair (Stoyer, 2006)
Traditional tyre store	:	The store which is a general retail store located in a commercial building with disordered tyre inventory, no display, no parking, and not a one-stop service (Stoyer, 2006)
Global brand	:	Three tyre brands are accepted around the world and produced in Thailand, Michelin, Goodyear and Bridgestone.
Imported brand	:	Tyre brands which are imported and which have no production facilities in Thailand.
Thai brand	:	Tyre brands which are produced by Thai manufacturers.

Abbreviates

SCC	:	Siam Cement Company

IFCT	:	the Industrial Finance Corporation of Thailand
BOT	:	Bank of Thailand

CHAPTER II

LITERATURE REVIEW

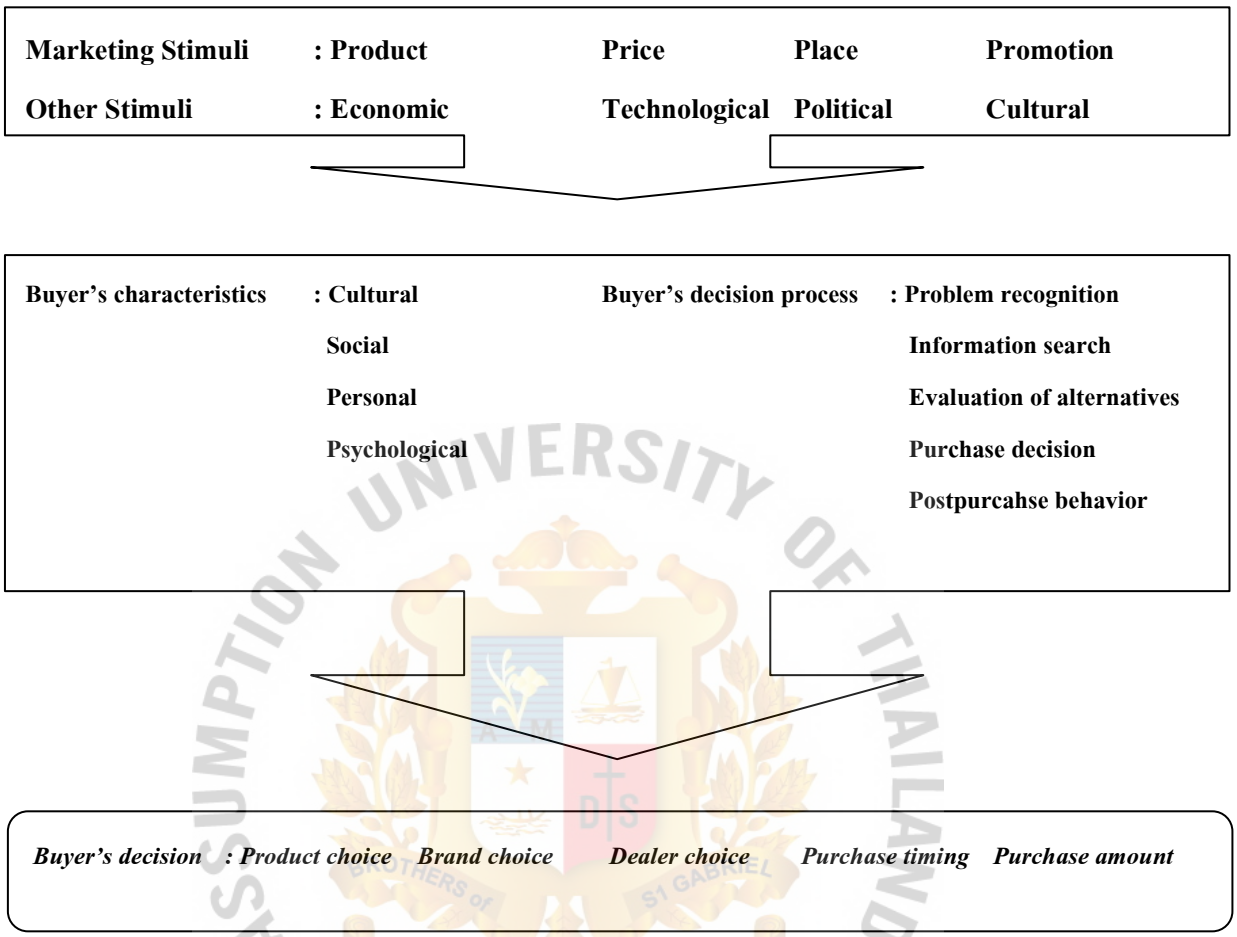
There are three parts in this chapter. The first part deals with consumer behavior literature. This section shows the definition of consumer behavior, model of decision making, each step of the model and types of consumer decision-making. The second part refers to marketing stimulus. The third part covers literature related to customer behavior and the tyre industry.

2.1 THEORIES AND STUDIES RELATED TO CONSUMER BEHAVIOR

2.1.1 Consumer Behavior

Consumer behavior is the process by which individuals or groups select, use, or dispose of good, service, or experiences to satisfy needs and wants.(Hoffman,2005). Consumer behavior involves the process by which people determine whether, what, when, where, how from whom, and how often to purchase goods and services.(Berman, 2001). Kotler (2000) initiated a model of decision making as shown in Figure 2.1. Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decisions.

Figure 2.1: Model of Buyer Behavior

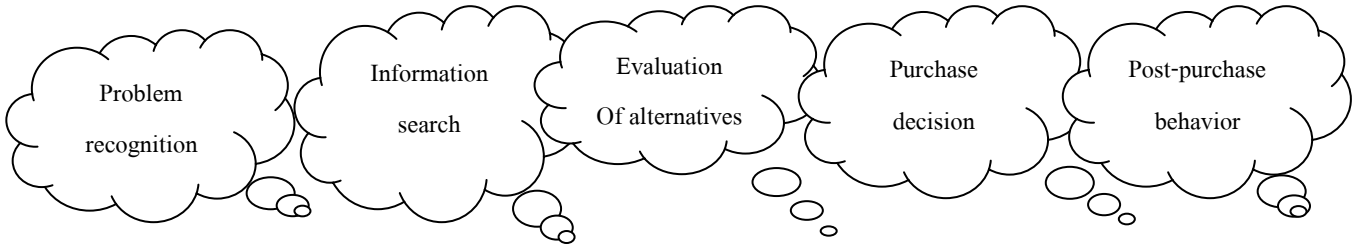


Source : Kotler, P: Marketing Management , The Millennium edition (Upper Saddle River, NJ: Prentice Hall, 2000)

2.1.2 The stages of the buying decision process

The consumer passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior.

Figure 2.2 : Five-Stage Model of the Consumer Buying Process



Source: Kotler, P: Marketing Management, The Millennium edition (Upper Saddle River, NJ: Prentice Hall, 2000)

1. Problem recognition

The buying process starts when the buyer recognizes a problem or need. The need can be triggered by internal or external stimuli. In the former case, one of the person's normal needs – hunger, thirst, sex- rises to a threshold level and becomes a drive. In the latter case, a need is aroused by an external stimulus. A person passes a bakery and sees freshly baked bread that stimulates his/her hunger (Kotler, 2000).

2. Information search

Assael (1998) discussed that consumers will use past and current information to associate brands they are aware of with their desired benefits. Consumers will prefer the brand they expect will give the most satisfaction based on the benefits they seek. In benefit association, consumers develop a priority of desired benefits and relate a brand's characteristics to these benefits. After problem recognition, the individual may or may not search for additional information (Mason, 1990)

Fill (2002) identified a problem in which a prospective buyer will search for information in an attempt to resolve it. There are two main areas of search activity:

1. The internal search involves a memory scan to recall experiences and knowledge, utilizing the perceptual processes to see whether there is an 'off-the shelf' solution.
2. If there is no 'off-the shelf' solution, the prospective buyer will resort to an external search. This will involve family and friends, reference sources and commercial guides and advertising.

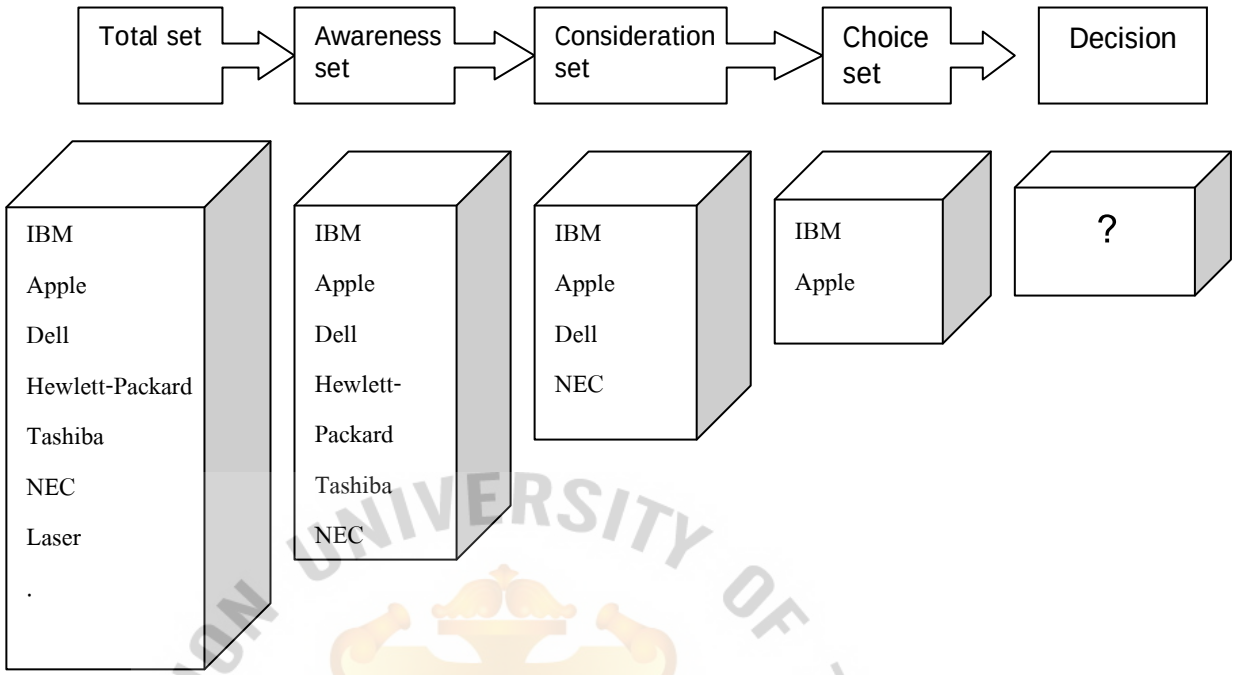
The information-search stage of the consumer buying-decision process can be as simple as scanning memory to remember what product/brand one bought the last

time one made a similar purchase decision. This can be a subconscious search for information. However, more often than not, we specifically seek information to solve the problem that has been identified. This search rarely includes every brand in existence. Consumers usually consider only a select subset of brands, organized into three subsets. The awareness set consists of brands a consumer is aware of. An evoked set consists of brands in a product category that the consumer remembers when she is making a decision. Of the brands in the evoked set, not all are deemed to fit the need. Those considered unfit are eliminated right away. The remaining brands are termed the consideration set- the brands a consumer will consider buying. (Hoffman, 2005).

Kotler (1998) stated that an aroused consumer will be inclined to search for more information. He/she can distinguish between two levels of arousal. The first level, *heightened attention*, a person simply becomes more receptive to information about a product. At the next level, the person may enter *active information search*: looking for reading material, phoning friends, and visiting stores to learn about the product. The relative amount and influence of these information sources vary with the product category and the buyer's characteristics.

Through gathering information, the consumer learns about competing brands and their features. The first box in Figure 2.3 shows the total set of brands available to the consumer. The individual consumer will come to know only a subset of these brands (awareness set). Some brands will meet initial buying criteria (consideration set). As the person gathers more information, only a few will remain as strong contenders (choice set). The brands in the choice set might all be acceptable. The person makes a final choice from this set.

Figure 2.3 Successive Sets Involved in Consumer Decision Making.



Source : Kotler, P. Marketing Management , The Millennium edition (Upper Saddle River, NJ: Prentice Hall, 2000)

3. Evaluation of alternatives

Once a person has enough information, he or she can select one option from among the choices. This is easy if one alternative is clearly superior to the others on all features. An item with excellent quality and a low price is a certain pick over expensive, average-quality ones. However, a choice is not often that simple, and the person would engage in an evaluation of alternatives before making a decision. If two or more options seem attractive, the person determines the criteria to evaluate and their relative importance. Then the alternatives are ranked and a choice made (Berman, 2001)

Assael (1998) referred also to benefits sought. He noted that there is an important link between benefits and attitudes. When beliefs about a brand conform to the benefits consumers' desire, consumers will evaluate the brand favorably. Favorable brand evaluation is more likely to lead to an intention to buy the brand.

4. Purchase Decision

Solomon (2005) suggested that the consumers may also form an intention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision.

1. Attitudes of others
2. Unanticipated situational factors

The first factor is the extent to which another person's attitude reduces one's preferred alternative depends on two things: (1) the intensity of the other person's negative attitude toward the consumer's preferred alternative and (2) the consumer's motivation to comply with the other person's wishes. The more intense the other person's negativism and the closer the other person is to the consumer, the more the consumer will adjust his or her purchase intention. The second factor, unanticipated situational factors, may erupt to change the purchase intention.

A consumer's decision to modify, postpone, or avoid a purchase decision is heavily influenced by *perceived risk*. The amount of perceived risk varies with the amount of money at stake, the amount of attribute uncertainty, and the amount of consumer self-confidence.

In executing a purchase intention, the consumer may make up to five purchase sub-decisions: a brand decision (brand A), vendor decision (dealer 2), quantity decision (one computer), timing decision (weekend), and payment-method decision (credit card). Purchases of everyday products involve fewer decisions and less deliberation. For example, in buying sugar, a consumer gives little thought to the vendor or payment method.

5. **Post-purchase behavior**

The purchase of the product is followed by a post-purchase evaluation stage. When consumers expectations are not met by the product performance, they get dissatisfied. When performance meets their expectations, consumers are satisfied, and when consumers' expectations are surpassed by performance, they are delighted. Thus, marketers should be concerned not only with the performance of their product but also with consumers' expectations, knowing that consumer satisfaction will affect future purchase decisions (Hoffman, 2005)

If the consumer is satisfied, he or she will exhibit a higher probability of purchasing the product again. The satisfied customer will also tend to say good things

about the brand to others. Marketers say: “Our best advertisement is a satisfied customer”. Dissatisfied consumers may abandon or return the product. They may seek information that confirms its high value. They may take public action by complaining to the company, going to a lawyer, or complaining to other groups (Kotler, 2000)

6. Postpurchase Use and Disposal

Kotler (2000) suggested that buyer’s usage and disposal of the product should be monitored. If consumers store the product in a closet, the product is probably not very satisfying, and word-of-mouth will not be strong. If they sell or trade the product, new-product sales will be depressed. Consumers may also find new uses for the product.

Types of consumer decision-making

Fill (2002) suggested that buyers do not follow the general decision sequence at all times. The procedure may vary depending upon the time available, levels of perceived risk and the degree of involvement a buyer has with the type of product. Perceived risk and involvement are issues that will be covered later. At this point three types of problem solving behavior (extended problem solving, limited problem solving and routinised response) will be considered.

Extended problem solving (EPS) : EPS often occurs when consumer are faced with a first-time purchase in an unfamiliar product category. (Mason, 1990) Consumers considering the purchase of a car or house undertake a great deal of external search activity and spend a lot of time reaching a solution that satisfies, as closely as possible, the evaluative criteria previously set. This activity is usually associated with products that are unfamiliar, where direct experience and hence knowledge are weak, and where there is considerable financial risk.

Marketing communications should aim to provide a lot of information to assist the decision process. The provision of information through sales literature, such as brochures and leaflets, web sites for determining product and purchase criteria in product categories where there is little experience, access to salespersons and demonstrations and advertisements are just some of the ways in which information can be provided. (Fill, 2002).

Limited problem solving (LPS) : The consumer is familiar with the class of product or service, and the decision becomes a choice between brands or outlets.(Mason, 1990) Having experience of a product means that greater use can be made of internal memory-based search routines, and the external search can be limited to obtaining up-to-date information or to ensuring that the finer points of the decision have been investigated (Fill,2002). In this category are items that have been purchased before, but not regularly. Risk is moderate, and the consumer will spend some time shopping. Priority is sometimes placed on evaluating known alternatives according to the person's desires and standards, although, information search is also important for some (Berman, 2001).

Marketing communications should attempt to provide information about any product modification or new attributes and convey messages which highlight those key attributes known to be important to buyers. By differentiating the product, marketing communications provide the buyer with a reason to select that particular product (Fill, 2002) This form of behavior is quite relevant to such retailers as department stores, specialty stores, and non-store retailers that want to sway shopping behavior and that carry goods and services that people have bought before. The shopping environment and assortment of the retailer are very important. Sales personnel should be available for questions and to differentiate among brands or models (Berman, 2001)

Routinized response behavior (RRB) : For a great number of products the decision process will consist only of an internal search. This is primarily because the buyer has made a number of purchases and has accumulated a great deal of experience. Therefore, only an internal search is necessary, so little time or effort will be spent on external search activities. Low-value items which are frequently purchased fall into this category, for example toothpaste, soap, tinned foods and confectionery.

Some outlets are perceived as suitable for what are regarded as distress purchases. Alldays and Happy Shopper outlets position themselves (for example, a pint of milk at ten o'clock at night). Many garages have positioned themselves as convenience stores suitable for meeting the needs of RRB purchases. In doing so they

are moving themselves away from the perception of being only a distress purchase outlet.

Communicators should focus upon keeping the product within the evoked set or getting it into the set. Learning can be enhanced through repetition of messages, but repetition can also be used to maintain attention and awareness.

2.2 MARKETING STRATEGY

Solomon (2005) defines marketing as a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others. Marketing strategy can be defined as a consistent, appropriate, and feasible set of principles through which a particular company hopes to achieve its long-run consumer and profit objectives in particular competitive environment (Hamper and Baugh, 1994). Marketing strategy is the approach that the company will take in trying to influence consumers to buy the product.

According to McCarthy (1996), marketing strategy specifies a target market and is related to marketing mix. It has two interrelated parts:

1. **A target market:** Is the market segment the firm is trying to attract with its marketing effort.
2. **A market mix:** Is the controllable variables the company puts together to satisfy this target group.

2.2.1 Marketing Mix

Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the market. (Kotler, 2000). McCarthy (1996) argued that there are many possible ways to satisfy the needs of target customers but it is useful to reduce all variables in the marketing mix to four basic ones: Product, Place, Promotion, Price. The particular marketing variables under each P are shown in Figure 2.4.

Figure 2.4 : The Four P Components of the Marketing Mix

Product	Place	Promotion	Price
Physical good	Objectives	Objectives	Objectives
Service	Channel type	Promotion blend	Flexibility
Features	Market exposure	Salespeople	Level over
Quality level	Kinds of	Kind	Product life
Accessories	Middlemen	Number	cycle
Installation	Kinds of	Selection	Geographic
Instructions	Locations of	Training	Terms
Warranty	Stores	Motivation	Discounts
Product lines	How to handle	Advertising	Allowances
Packaging	Transporting	Targets	
Branding	And storing	Kinds of ads	
	Service levels	Media type	
	Recruiting	Copy thrust	
	Middlemen	Prepared by	
	Managing	Whom	
	Channels	Sales promotion	
		Publicity	

Source: McCarthy, E. Jerome and Perreault, William D. (1996), Basic Marketing: Irwin, Inc.,p.51

1 Product

Kotler (2000) defined a product as anything that can be offered to a market to satisfy a want or need. Products that are marketed include physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

McCarthy (1996) defined that the product area is concerned with developing the right “product” for the target market. This offering may involve a physical good, a service, or a blend of both.

This study investigates three selected strategic elements for product. These are brand name, product attribute and warranty.

1.Brand

A brand is an offering from a known source. Branding is a major issue in product category. A brand is a name, term, sign, symbol, or design or a

combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors (Kotler, 2003).

2.Product attribute

The consumer sees each product as a bundle of attributes with varying abilities of delivering the benefits sought to satisfy their need. Competition produces a continuous round of new product attributes. Each new attribute, if successful, creates a competitive advantage for the firm, leading to temporarily higher-than-average market share and profits. The market leader must learn to routinize the innovation process. So the company asks consumers what benefits they would like added to the product and their desire level for each (Kotler, 2003).

The criteria by which consumers make evaluations and comparisons are known as attributes. Their importance varies among consumers and on the basis of what is being evaluated. The criteria for evaluating the choice of designer fashions are different from those for an automobile (Mason, 1990).

Decisions about product characteristics or attributes are important elements of marketing strategy. Within the limits imposed by production capabilities and financial resources, marketing mangers can add new attributes to a product, remove old attributes or modify existing attributes. (Peter, 1996).

Consumers have different levels of knowledge about product attributes. Some attribute knowledge is abstract, in that it represents intangible, subjective characteristics of the product such as the quality of a blanket or the stylishness of a car. Other attribute knowledge is somewhat less abstract in that it stands for less subjective, more features such as the warmth of a blanket or how comfortable a car is. Finally, some attribute knowledge is concrete, in that it represents tangible, physical characteristics of a product such as the type of fiber in a blanket or the front-seat leg room in a car.

J.D. Power Asia Pacific (2001, 2003) surveyed product attributes needed in Taiwan. These are appearance, durability, ride, traction and handling. Brandage magazine (2004) studies the most influential factors for consumers buying tyres in

Thailand. Physical attributes are top ranked, for example, traction. Others, such as long life and durability are the third and the fourth factors, respectively.

3.Warranty

A warranty is an obligation of the seller with respect to the products that have been sold (Hasty, 1997) Although physical factor is important factor, brand and warranty are important. From Brandage's survey in 2004, warranty was ranked highest while brand was ranked the ninth. However, 3 leading brands' score covered almost 70%.

2. Place

Place is making goods and services available in the right quantities and locations-when customers want them (Kotler, 2000). Assael (1998) suggested that consumers also make decisions regarding the stores in which they will shop. Under what circumstances is store choice most likely to influence brand choice:

1. When store loyalty is high: Consumers loyal to a particular department store are more likely to shop there first for desired items.
2. When brand loyalty is low: Consumers with no strong loyalties to a particular brand are more likely to select the store first and make a brand decision within the store.
3. When brand information is inadequate: Consumer who have little brand experience or information are more likely to rely on sales personnel for assistance. Brand choice is, therefore, more likely to be made in the store.

Assael (1996) refers to Goodyear's case. Goodyear simply wasn't putting its tyres where shoppers would buy them in USA market. While Michelin and Bridgestone aggressively expanded distribution in the North American market, Goodyear sold its brands almost exclusively through its own auto centers and 2,500 independent dealers loyal to Goodyear. These stores attracted US customers who came in for specific high-performance tyres, such as Goodyear Eagles, and quality

service. But many other consumers didn't see a difference in the tyres or the service. They just wanted a low price. Moreover, an increasing number were buying tyres at discount outlets and warehouse clubs that carried several brands.

Gilbert (2003) suggested that the patronage of a retail outlet will be based upon certain common motives as follows:

- **Its convenience** in terms of the time required to reach the outlet, perhaps park, walk around to find the product and then pay;
- **The reputation of the retailer** as judged by self, friends and other retailers;
- **Retail environment characteristics** such as ambience, decoration, displays, lighting, heating or air conditioning. Many customers seek to browse and explore the retail outlet offerings;
- **Service encounter expectations** of the friendliness of the staff, their knowledge, return policy arrangements, the efficiency and courteousness of the transaction, the after-sales service. The expectation of queues and other shopper numbers;
- **Expectations of the merchandise** – that the variety, value for money, quality and brands will fulfill the needs of the visit;
- **Expectations of value** – value of money through fair pricing, loyalty rewards, guarantees.

If the retail outlet's image corresponds to the customer's need priority then improved loyalty is a likely result. If the priority is convenience, then a customer will be willing to patronize an outlet which is close but perhaps more expensive. Marketers should be aware that convenience in terms of the ease of shopping and paying is becoming more important. Alternatively some customers may value the shopping experience and want better levels of service. This is why some retailers play music in stores to encourage longer browsing times and the higher probability of a sale. Once a consumer has found a retail experience which suits him, or her, repeat visits and store loyalty are more likely.

3 Promotion

Futrell (1996) noted that promotion is a part of the marketing mix which increases company sales by communicating product information to potential customers. The four basic parts of a firm's promotional efforts are 1) personal selling, 2) advertising, 3) publicity, and 4) sales promotion. These are briefly explained in table 2.1. In addition to informing people about product's existence, promotion also educates consumers about the product's features, advantages, and benefits; it informs them where to buy and makes them aware of its price as well as value. The question arises is that what best promotional elements should be used in selling a product. This decision is made only after consideration of the type of product that customers want to buy.

Table 2.1 : Promotion Activities

- **Personal selling:** Personal communication of information is to persuade a prospective customer to buy something-a good, service, idea, or something else that satisfies an individual's needs.
- **Advertising:** Non-personal communication of information, which is paid for by an identified sponsor such as an individual or an organization. Modes of advertising include television, radio, direct mail, catalogs, newspapers, and outdoor advertising such as billboards.
- **Publicity:** Non-personal communication of information that is not paid for by an individual or organization. Information appears in media such as television, radio, and newspapers.
- **Sales promotion:** It involves activities or materials used to create sales for goods or services. The two types of sales promotion are consumer and trade sales promotion. Consumer sales promotion includes free samples, coupons, contests, and demonstrations to consumers. Trade sales promotion encourages wholesalers and retailers to purchase and to sell aggressively using devices such as sales contests, displays, special purchase prices, and free merchandise.

Source: Futrell, Charles M. (1996), Fundamental of Selling , 5th edition, p46

The marketing manger should determine what proportion of the firm's budget should be allocated to each product and how much emphasis is put on each of the promotional variables given to each product. Firms typically spend more money on their sales force than on advertising and promotion. Organizations selling industrial markets generally spend a higher percentage of the promotion budget on their sales force than consumer goods manufacturers. This is because industrial purchasing agents do not see advertisements for their products on television. Salespeople must keep them informed.

The large number of consumers almost forces producers of consumer products and retailers to emphasize mass selling and sales promotion. Sell promotion such as contests or free samples-may build consumer interest and short-term sales of a product. Effective mass selling may build enough brand familiarity so that little personal selling is needed- as in self-service and discount operations (Assael,1996).

4 Price

Price is the one element of the marketing mix that produces revenue: the other elements produce costs. Prices are the easiest marketing-mix element to adjust; product, channels, and even promotion take more time. Price also communicates to the market the company's intended value positioning of its product or brand (Kotler, 2003). Of the four marketing mix variables coordinated to influence targeted customers' purchase decision, effective pricing strategies perhaps remain the most elusive. Pricing decisions are complex and are driven by a variety of considerations, including customer demand, costs, information availability, competition, profit motives, product considerations and legal considerations (Hoffman, 2005). In addition to developing the right Product, Place, and Promotion, marketing managers must also decide the right Price. In setting a price, they must consider the kind of competition in the target market-and the cost of the whole marketing mix.

They must also try to estimate customer reaction to possible prices. Besides this, they also must know current practices as to markups, discounts, and other terms of sale. Further, they must be aware of legal restrictions on pricing.

If customers will not accept the Price, all of the planning effort will be wasted. Hence, it can be seen that Price is an important area for a marketing manger.

Intention to buy

In marketing and consumer research, the conative component is frequently treated as an expression of the consumer's intention to buy. Buyer intention scales are used to assess the likelihood of a consumer purchasing a product or behaving in a certain way. Table 2.2 provides several examples of common intention-to-buy scales. Interestingly, consumers who are asked to respond to an intention-to-buy question appear to be more likely to actually make a brand purchase for positively evaluated brands (e.g., "I will buy it"), as contrasted to consumers who are not asked to respond to an intention question. This suggests that a positive brand commitment in the form of a positive answer to an attitude intention question impacts in a positive way on the actual brand purchase.(Schiffman, 2004)

Table 2.2 : Two Examples of Intention-to-Buy Scales

Which of the following statements best describes the chance that you will buy Lubriderm Lotion the next time you purchase a skin care product?
____I definitely will buy it.
____I probably will buy it.
____I am uncertain whether I will buy it.
____I probably will not buy it.
____I definitely will not buy it.
How likely are you to buy Lubriderm Lotion during the next three months?
____Very likely
____Likely
____Unlikely
____Very unlikely

Source: Schiffman, L., and Kanuk, L. (2004) Consumer Behavior, 8th Ed, p259

2.3 STUDIES RELATED TO CONSUMER BEHAVIOR AND TYRE INDUSTRY

2.3.1 STUDIED RELATED TO CONSUMER BEHAVIOR

Heilman (2000) found that preferences of consumers new to a market vary with purchasing experience. Specifically, he found that consumers enter a new market showing little evidence of loyalty and a low probability of choosing an underdog brand. As they engage in information collection, their probability of choosing an underdog increases. Finally, they become increasingly loyal over time as their information collection ceases and they buy only the brands they prefer most.

Alba (1985) and Chattopadhyay (1986) found that greater product familiarity can reduce the inhibiting effect dominant brands have on the retrieval of smaller brand names. Meyer (1987) found that consumers selectively expose themselves to national brands before trying lesser-known brands, even when the task is to learn the underlying rule governing product quality.

Boonkue (1999) studied Consumer Shopping Behavior in Convenience Stores in Petroleum Service Stations in Amphoe Muang, Chiangmai. The study found the most effective factor was location, followed by service, product, price and promotion, respectively. The location factors that had strongest influence on the customers were cleanliness, proximity to their work place, and their residence. The service factors that had strongest influence on the customers were courtesy and prompt service of the staff.

John and Caroline (1994) examined switching and repeat purchase effects of advertising in mature, frequently purchased product categories. They found that advertising induces brand switching but does not affect the repeat purchase rates of consumers who have just purchased the brand, a result consistent with usage dominance rather than framing. They found the switching influence to be largely confined between the current and previous purchase occasions.

In research conducted in Thailand, Salinee (2003) found that television and radio was used for low involvement products. Newspaper and Internet was considered for high involvement products. Adisorn (2001) found that price sales promotion leads

to an increase in quantity purchased of promotion product, total quantity purchased, quantity purchased of promotion product because of brand trial.

2.3.2 STUDIES RELATED TO THE TYRE INDUSTRY AND CUSTOMERS

Three Key Decisions : Outlet, Brand and Price

Goodyear has worked up a decision-based segmentation scheme that can be applied anywhere in the world. Initially, Goodyear found that consumers make three key decisions when buying tyres: ***outlet, brand and price*** ((Marketing News, 1988). While these decision orientations constitute primary attitude segments, the sequence of pairing these decisions is even more important.

By asking consumers which decisions they made first and second, Goodyear was able to develop six consumer profiles:

1. **The Prestige Buyer** makes the brand decision first and the outlet decision second. This segment is male-dominated, very upscale, brand and retailer loyal, does very little information gathering prior to making a purchase, and is predisposed to major brands.
2. **The Comfortable Conservative** looks for the outlet first and the brand second. This segment has the same characteristics of the first group, but includes more women who are dependent on the retailer for expert advice. These shoppers tend to develop a lasting relationship with a retailer.
3. **The Value Shopper** considers brand first and price second. This segment is very average demographically and its members are predisposed to major brands, have a very low retailer loyalty and search for information extensively to educate themselves prior to making the purchase.
4. **The Pretender** wants a major brand but the price ultimately determines the choice. The first decision is price. The second is brand. This group has two subsegments-the aspiring young and the emulating old-but all these shoppers exhibit very little loyalty to retailers or brands and do a lot of information searching.

5. **The Trusting Patron** chooses the outlet first and the price second. This group is somewhat downscale, heavily female, and extremely retailer loyal. The brand is totally unimportant and little searching for information is undertaken.
6. **The Bargain Hunter** shops for price first, outlet second, but price is really the only consideration. This group primarily consists of young downscale people who have low retailer and brand loyalty and delay the tyre purchase as long as possible.

For global marketing purposes, Goodyear combined some segments to form four groups: the Quality buyer (No.1 and 2), the Value Buyer (no. 3), the Price Buyer (No. 4 and 5) and the Commodity Buyer (No. 6)

A high percentage of value seekers are found in France, Greece and Venezuela. In Greece, 70% of the tyre-buyers are value oriented. And more price shoppers are found in England and Germany than other segments.

Brandage magazine surveyed 10 most-admired tyre brands and 20 factors why consumers buy as shown in Table 2.1 and 2.2.

Table 2.3 : 10 Most Admired Brands of Tyres

Level		**Brand**	**Scores**	
2004	**2003**		**2003**	**2004**
1	1	MICHELIN	25.85	26.33
2	2	BRIDESTONE	22.23	22.03
3	3	GOODYEAR	21.01	20.40
4	4	FIRESTONE	13.12	12.51
5	6	DUNLOP	6.63	5.55
6	5	YOKOHAMA	6.97	5.07
7	7	BF GOODRICH	2.81	3.12
8	-	FALKEN	-	1.65
9	8	TYREMASTER	0.56	0.94
10	-	V-RUBBER	-	0.70

Source : “Thailand’s Most Admired Brand 2004”, Brandage special, Volume 5, Issue 1, January 2004, p173

Table 2.4: 20 Factors Why Consumers Buy?

Level		Factors	Scores	
2004	**2003**		**2003**	**2004**
1	4	Warranty	8.43	8.35
2	5	Service after Sales	7.88	8.01
3	1	Traction	9.03	7.70
4	2	Long life	8.98	7.68
5	3	Durability	8.97	7.66
6	8	Available in tyre shop	7.08	7.01
7	11	Available in auto centers	6.63	7.00
8	12	Appearance	6.59	6.93
9	6	Brand	7.62	6.83
10	15	Samples	6.16	6.77
11	14	Advice from mechanics	6.27	6.75
12	7	Brand familiarity	7.51	6.69
13	16	Advice from friends	6.06	6.60
14	9	Variety	7.00	6.51
15	10	Same brand with autos	6.77	6.42
16	17	Price	5.98	6.37
17	13	Available in independent shop	6.47	6.30
18	19	Sale discount	5.87	6.29
19	19	Advertisement on TV	5.80	6.28
20	21	Imports	5.18	6.13

Source : “Thailand’s Most Admired Brand 2004”, Brandage special, Volume 5, Issue 1, January 2004, p173

Chantaprateep (2000) studied the knowledge and needs of customers concerning vehicle tyres. The sample in the research was a group of 40 users of vehicles at Wuttiphan tyre store. Randomly chosen customers were asked to complete questionnaires composed of three parts, namely personal data, knowledge of tyres and needs in tyre usage. The results indicated that drivers’ knowledge of tyres was at the high and medium levels. Television advertising was found to be the most important

means by which the customers learned of Tyre brands. The companies, which the customers were most aware of, were Bridgestone, Michelin and Goodyear, three major brands of tyres. Customers were interested in price discount promotions but valued quality above other factors in their decision about tyre purchases.

CHAPTER III

RESEARCH FRAMEWORKS

This chapter presents the theoretical framework of this study based on the literature reviewed in an earlier chapter. It is divided into four parts. The first part comprises the theoretical framework employed in the study. The second part indicates the conceptual framework. The third part states the hypotheses for research, and the last part shows the operationalization of independent and dependent variables.

3.1.THEORETICAL FRAMEWORK

Consumer behavior involves the process by which people determine whether, what, when, where, how from whom, and how often to purchase goods and services (Berman, 2001). Kotler (2000) divided consumer buying process into five stages of related activities need recognition, information search, evaluation of alternatives, purchase decision, and purchase decision. There are many factors that affect tyre consumption behavior. Previous studies have demonstrated many factors affecting purchase decision as follows:

1. Information Search

After problem recognition, a prospective buyer will search for information in an attempt to resolve it. There are two main areas of search activity. The internal search involves a memory scan to recall experiences and knowledge, utilizing the perceptual processes to see whether there is an ‘off-the shelf’ solution. If there is no ‘off-the shelf’ solution, the prospective buyer will resort to an external search. This

will involve family and friends, reference sources and commercial guides and advertising (Fill, 2002).

Gabriel (1983) found that customer used past experience as important sources to make buying decisions. Heilman (2000), Alba (1985), Chattapadhyay (1986) and Mayer (1987) found that past experiences affect brand decision making. There are studies which show that as customers increase search information, their perceived risk decreases and their probability of choosing an underdog increases.

2. Marketing Mix

After search information, the person would engage in an evaluation of alternatives before making a decision. If two or more options seem attractive, the person determines the criteria to evaluate and their relative importance. Then the alternatives are ranked and a choice made (Berman, 2001) Marketing mix is the controllable variables the company puts together to satisfy target group (McCarthy,1996).

Product

In this study, researcher studied product attributes and warranty. The consumer sees each product as a bundle of attributes with varying abilities of delivering the benefits sought to satisfy their need. (Kotler, 2003). The criteria by which consumers make evaluations and comparisons are known as attributes. Their importance varies among consumers and on the basis of what is being evaluated (Mason, 1990). Based on the Brandage survey 2004, warranty is the most important factor in the choice of tyres as this product relates to safety.

Store

Assael (1998) suggested that consumers also make decisions regarding the stores in which they will shop. The consumer is familiar with the class of product or service, and the decision becomes a choice between brands or outlets (Mason, 1990)

Goodyear found that some tyre customers look for the store first and the other factors later because of convenience and knowledgeable salespeople (Marketing News, 1988). Brandage magazine also found that store is an important factor for Thai customers' decision. Some customers bought tyres just because they were available in stores (Brandage, 2004). Gilbert (2003) suggested that the patronage of a retail outlet will be based upon certain common motives, convenience, the reputation of the retailer, retail environment characteristics, service encounter expectations, expectations of the merchandise and expectations of value.

Price

Price is one element of the marketing mix that produces revenue: the other elements produce costs. Prices are the easiest marketing-mix element to adjust; product, channels, and even promotion take more time. Price also communicates to the market the company's intended value positioning of its product or brand (Kotler, 2003). Some consumers considered price first (Goodyear, 1988) and price was among the 20 factors affecting tyre customer's decision making (Brandage special, 2004).

Promotion

Futrell (1996) noted that promotion is a part of the marketing mix, increasing company sales by communicating product information to potential customers. In addition to informing people about product's existence, promotion also educates consumers about the product's features, advantages, and benefits; it informs them where to buy and makes them aware of its price as well as value. The question arises is that what best promotional elements should be used in selling a product. This decision is made only after consideration of the type of product that customers want to buy. There are studies that sales discount and samples affect tyre customer behavior (Chataprateep, 2000 and Brandage, 2004). However, three leading manufacturers, Michelin, Goodyear and Bridgestone, focus on advertising and publicity instead of sales discount (Nuchniyom 1999 and Panyakorn 1996). Television and radio media were considered low involvement media, while newspaper and internet were considered high involvement media (Salinee, 2003).

3. Intention to purchase

Intention to buy tyre brand

Kotler (2000) suggested that the consumers may also form an intention to buy the most preferred brand. Assael(1998) referred also to benefits sought. When beliefs about a brand conform to the benefits that consumers desire, consumers will evaluate the brand favorably. Favorable brand evaluation is more likely to lead to an intention to buy the brand. In executing a purchase intention, the consumer may make up to five purchase sub-decisions (Market News, 1988). Goodyear found that consumers consider brand as one of three key decision when buying tyres. From a Brandage magazine survey and study conducted by Chantaprateep (2000), the brand, which the customers were most aware of, were Bridgestone, Michelin and Goodyear. A total of 70% of respondents chose these three brands as Thailand's Most Admired Brands in 2004. However, imported brand is one of 20 factors included in Thai consumers' purchase of tyres (Brandage, 2004). At present, Thai brands have started to enter the competition for passenger car and pickup tyres.

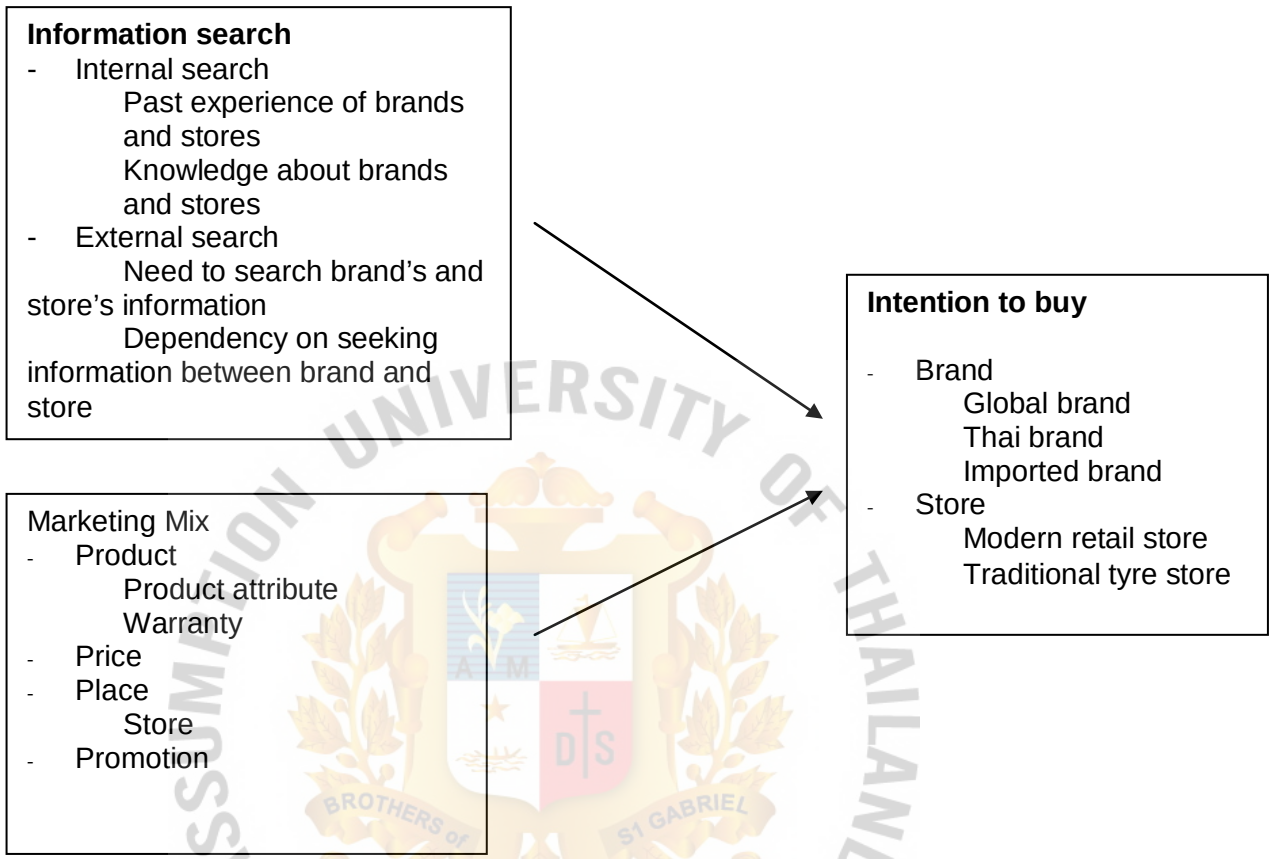
Intention to patronize tyre stores

Currently, there is a need for tyre marketers to use the concept of modern retail store. Nonetheless, some traditional tyre stores have not changed their store decor and this has caused a loss of patronage mainly because consumers prefer to buy tyres in modern retail stores.

3.2. CONCEPTUAL FRAMEWORK

In this section of the study, the researcher draws on previous empirical research and relevant theories necessary to develop a conceptual framework. The conceptual model explicates the relationship between tyre consumption behavior and influencing factors based on previous empirical research evidence. The conceptual model employs prior research studies to identify several variables that influence tyre consumption behavior. Models are used as representations of theoretical systems so that they can be tested, examined, and generally analyzed. Figure 3.1 depicted conceptual model employed in this study.

Figure 3.1: Conceptual Framework of the Study



3.3. RESEARCH HYPOTHESES

After the identification of the proper variables, the network of associations among the variables needs to be elaborated so that relevant hypotheses can be developed and subsequently tested. Based on the results of the tests of hypotheses, the extent to which the problem can be solved through the findings of the research becomes evident.

1. **Information Search: The Relationship between internal and external search and tyre brand and type of tyre store.**

H1o**:** There is no relationship between internal search and intention to buy global brand tyres.

H1a: There is a relationship between internal search and intention to buy global brand tyres.

H2o: There is no relationship between internal search and intention to buy Thai brand tyres.
H2a: There is a relationship between internal search and intention to buy Thai brand tyres.

H3o: There is no relationship between internal search and intention to buy imported brand tyres.
H3a: There is a relationship between internal search and intention to buy imported brand tyres.

H4o: There is no relationship between external search and intention to buy global brand tyres.
H4a: There is a relationship between external search and intention to buy global brand tyres

H5o: There is no relationship between external search and intention to buy Thai brand tyres.
H5a: There is a relationship between external search and intention to buy global brand tyres

H6o: There is no relationship between external search and intention to buy imported brand tyres.
H6a: There is a relationship between external search and intention to buy imported brand tyres.

H7o: There is no relationship between internal search and intention to patronize modern tyre store.
H7a: There is a relationship between internal search and intention to patronize modern tyre store.

H8o: There is no relationship between internal search and intention to patronize traditional tyre store.
H8a: There is a relationship between internal search and intention to patronize traditional tyre store.

H9o: There is no relationship between external search and intention to patronize modern tyre store.
H9a: There is a relationship between external search and intention to patronize modern tyre store.

H10o: There is no relationship between external search and intention to patronize traditional tyre store.
H10a: There is a relationship between external search and intention to patronize traditional tyre store.

2. **Marketing Mix: The relationship between product, price, place and promotion with tyre brand and type of tyre store.**

H11o: There is no relationship between product and intention to buy global brand.
H11a: There is a relationship between product and intention to buy global brand.

H12o: There is no relationship between product and intention to buy Thai brand.
H12a: There is a relationship between product and intention to buy Thai brand.

H13o: There is no relationship between product and intention to buy imported brand.
H13a: There is a relationship between product and intention to buy imported brand.

H14o: There is no relationship between price and intention to buy global brand.
H14a: There is a relationship between price and intention to buy global brand.

H15o: There is no relationship between price and intention to buy Thai brand.
H15a: There is a relationship between price and intention to buy Thai brand.

H16o: There is no relationship between price and intention to buy imported brand.
H16a: There is a relationship between price and intention to buy imported brand.

H17o: There is no relationship between place and intention to buy global brand
H17a: There is a relationship between place and intention to buy global brand

H18o: There is no relationship between place and intention to buy Thai brand
H18a: There is a relationship between place and intention to buy Thai brand.

H19o: There is no relationship between place and intention to buy imported brand.
H19a: There is a relationship between place and intention to buy imported brand.

H20o: There is no relationship between promotion and intention to buy global brand.
H20a: There is a relationship between promotion and intention to buy global brand.

H21o: There is no relationship between promotion and intention to buy Thai brand.
H21a: There is a relationship between promotion and intention to buy Thai brand.

H22o: There is no relationship between promotion and intention to buy imported brand.
H22a: There is a relationship between promotion and intention to buy imported brand.

H23o: There is no relationship between product and intention to patronize modern tyre store.
H23a: There is a relationship between product and intention to patronize modern tyre store.

H24o: There is no relationship between product and intention to patronize traditional tyre store.
H24a: There is a relationship between product and intention to patronize traditional tyre store.

H25o: There is no relationship between price and intention to patronize modern tyre store.
H25a: There is a relationship between price and intention to patronize modern tyre store.

H26o: There is no relationship between price and intention to patronize traditional tyre store.
H26a: There is a relationship between price and intention to patronize traditional tyre store.

H27o: There is no relationship between place and intention to patronize modern tyre store.
H27a: There is a relationship between place and intention to patronize modern tyre store.

H28o: There is no relationship between place and intention to patronize traditional tyre store.
H28a: There is a relationship between place and intention to patronize traditional tyre store.
H29o: There is no relationship between promotion and intention to patronize modern tyre store.
H29a: There is a relationship between promotion and intention to patronize modern tyre store.

H30o: There is no relationship between promotion and intention to traditional tyre store.
H30a: There is a relationship between promotion and intention to traditional tyre store.

3.4 THE OPERATIONALIZATION OF INDEPENDENT AND DEPENDENT VARIABLES

Based on an integration of the theoretical concepts explained in the earlier part of this chapter, an operationalization table for the current study is proposed in the table 3.1 shown below:

Table 3.1: Operational Definition of Influencing Variables

Concept	Concept Definition	Operational Components	Type of Scale
Information Search			
- Internal Search	- To measure respondents' usefulness of past experience and knowledge in terms of brand and store	- Self confidence in choosing brand - Knowledge about tyre brands - Self confidence for choosing store - Knowledge about tyre stores	5 point Likert scale
- External Serach	- To measure respondents' usefulness of searching new information in terms of brand and store	- Need for searching information about tyre brands. - Searching stores based on brands sold in store. - Need for searching information about store. - Buying tyres based on salespersons' advice.	5 point Likert scale
Marketing Stimulus			
- Product	- Product attribute	• Traction • Ride • Durability • Appearance • Warranty	5 point Likert scale
- Price	Price	• Check price before patronizing store. • Ready to pay more for better product • Ready to pay more for better service • Price is an important factor.	5 point Likert Scale

Concept	Concept Definition	Operational Components	Type of Scale
- Place	Store attribute	• Reputation • Convenience • Car Service Center • Variety of Brands	5 point Likert scale
- Promotion	Type of promotion	• Mess Media • Brochure • Sales promotion • Promotion search • Expert	5 point Likert scale
Intention to buy			
-Brand	Consumers' intention to buy a Brand.	Intention to buy tyres based on global brands, local brands and imported brand	5 point Likert Scale
-Store	Consumers' intention to buy at a Store.	Intention to buy tyre based on Modern retail store and Traditional store.	5 point Likert Scale

CHAPTER IV

RESEARCH METHODOLOGY

This chapter presents the rationale for the research methodology employed in the current research. It covers 1) Method of Research Used, 2) Respondents and Sampling Design, 3) Determining Sampling Size and Sampling Procedures, 4) Research Instruments/Questionnaires, and 5) Pretest results. In the final section, the statistical treatment of data is discussed.

4.1 METHOD OF RESEARCH USED

This study, which is envisaged as a descriptive, aimed at studying factors affecting tyre consumption behavior for passenger cars not exceeding 7 persons. Sample survey method is used for this research. Survey technique is defined as a research technique in which information is gathered from a sample of people by use of a questionnaire. The questionnaire is used for gathering primary data and recording peoples' responses for analysis and is a method of data collection based on communication with a representative sample of the target population (Zikmund, 1997).

4.2. RESPONDENTS AND SAMPLING DESIGN

The target population for this study was as follows;

1. Population element : People, living in Bangkok, who have passenger cars not exceeding 7 persons and who have the experience of changing their tyres.
2. Sampling unit : Individuals
3. Extent: Bangkok, Thailand.

However, in this study, only consumers in Shell autoserv and B-quik were surveyed as consumers using modern tyre stores. Consumers who changed their tyres in traditional stores were surveyed in four locations in Bangkok, where several “old style” or traditional stores selling tyres tend to be located.

4.3. DETERMINING SAMPLING SIZE AND SAMPLING PROCEDURES

4.3.1 Sample Size

In this study, sample size was determined by estimating proportion. In practice, prominent researchers had proposed a number of tables for determining sample size. The theoretical principles for calculation of sample sizes of proportions are similar to the concepts of the formulas used for probability sampling method. The table 4.1 illustrates a sample size table involving sample proportions.

Table 4.1 : Theoretical Sample Size for Different Size of Population

Size of Population	**Required Sample for Tolerable Error**			
	5%	4%	3%	2%
100	79	85	91	96
500	217	272	340	413
1,000	277	375	516	705
5,000	356	535	897	1,622
50,000	381	593	1,044	2,290
100,000	382	596	1,044	2,290
1,000,000	**384**	599	1,065	2,344
25,000,000	384	600	1,067	2,400

Source : Anderson, G. (1996), Fundamentals of educational research, 1st ed. London : Falmer Press,1996, p. 202.

According to the statistics provided by the Land Transport Management Bureau, Department of Land Transport, the number of passenger cars not exceeding 7 persons in Bangkok as of 31 August 2005 was 1,686,557 vehicles. Therefore, from the above table, with the allowance for the sampling error at 5% with 95% confidence level, the sample size of 384 respondents is supposed to be minimum required size of sample for this study.

4.3.2 Sampling Procedures

The sampling method used in this research is **nonproportional quota sampling**. A nonproportional quota sampling is a bit less restrictive. In this method, the researcher specifies the minimum number of sampled units he/she wants in each category. This method is non-probabilistic sampling in that it is typically used to assure that smaller groups are adequately represented in a sample (http://www.socialresearchmethods.net/kb/ sampnon.htm, accessed on 3 June, 2005).

In this study, the researcher studied 2 types of tyre stores, modern tyre store and traditional tyre store, hence the researcher collected 20% of total respondents for each group. There are at least 77 persons for each group. For modern tyre stores, the researcher obtained the cooperation from B-Quik and Shell autoserv. They have many branches around Bangkok. The results of stores wherein the data was collected is shown below:

Table 4.2: Number of respondents from each source.

Modern tyre stores			Traditional tyre stores		
Shell autoserv	Kasemrat	27	Rama IV	31	
	Lotus Rama3	64	Lardphroa	18	
	Rajthevee	27	Ramintra	25	
	Sathorn	18	Jaransanitwong	14	
	Suanluang	22			
	HomePro Rama	52			
	Chongnonsee	38			
B-Quik	Sukhumvit 71	26			
	Sumrong	22			**Total**
	Total	**296**		**88**	**384**

4.4 DATA DISTRIBUTION AND ANALYSIS TECHNIQUE

After distributing questionnaire, the data was coded and processed by Statistical Package for Social Science (SPSS) in order to analyze and interpret the data in readable form. All statistical manipulations of the data followed commonly accepted research practices.

Perhaps the most popular statistic for calculating the degree of consistency between judges is the Pearson correlation coefficient. The Pearson correlation coefficients can be calculated only for one pair of judges at a time and for one item at a time. However, a potential limitation of the Pearson correlation coefficient is that it assumes that the data underlying the rating scale are normally distributed. Consequently, if the data from the rating scale tend to be skewed toward one end of

the distribution, this will attenuate the upper limit of the correlation coefficient that can be observed.

Another popular consistency estimate of inter-rater reliability is Spearmans's rank coefficient. The Spearman rank coefficient provides an approximation of the Pearson correlation coefficient, but may be used in circumstances where the data under investigation are not normally distributed. (Glass & Hopkins, 1996) Spearman's Rho (r_s) is the appropriate measure of correlation when either of the following two conditions are met. One variable is an ordinal scale and the other is an ordinal scale or higher and one of the distributions is markedly skewed. (http://www.uwsp.edu/psych/stat/7/correlat.htm accessed on 10/12/2006). In this research, data underlying the rating scale are skewed toward one end of the distribution as follows;

Ha: The data are normally distributed.

Ho: The data are not normally distributed.

Tests of Normality

	Kolmogorov-Smirnov(a)		
	Statistic	df	Sig.
Internal Search	.128	384	.000
External Search	.142	384	.000
Product	.152	384	.000
Price	.087	384	.000
Place	.150	384	.000
Promotion	.148	384	.000
Global Brand	.149	384	.000
Thai Brand	.196	384	.000
Imported Brand	.192	384	.000
Modern Retail Store	.135	384	.000
TYRESTO	.420	384	.000

a Lilliefors Significance Correction

The significant value of normality of all data is 0.000, which is less than 0.01, it means that the null hypothesis H_0 is rejected and the alternative hypothesis Ha is failed to reject. It shows that data are not normally distributed.

However, all of variables are interval scale. These variables measure the level of intention to buy global brands, local brands and imported brands and level of intention to patronize modern store and traditional store. These variables have 5-point likert scale.

As hypotheses have been tested to finding the relationship of certain variables that are based on the scale of interval , Bivariate analysis has been used. Illustratively, the Table 4.3 represents the summary of statistical analyses used in testing the hypotheses of the study.

Table 4.3 : The Summary of Hypotheses Testing

Ho	Description	Statistical Testing	Question Number
Ho1	There is no relationship between internal search and intention to buy global brand tyres.	Spearman's Rho Correlation Coefficient	Q2.1,Q4.1
H2o	There is no relationship between internal search and intention to buy Thai brand tyres.	Spearman's Rho Correlation Coefficient	Q2.1,Q4.1
H3o	There is no relationship between internal search and intention to buy imported brand tyres.	Spearman's Rho Correlation Coefficient	Q2.1,Q4.1
H4o	There is no relationship between external search and intention to buy global brand tyres.	Spearman's Rho Correlation Coefficient	Q2.2, Q4.1
H5o	There is no relationship between external search and intention to buy Thai brand tyres.	Spearman's Rho Correlation Coefficient	Q2.2, Q4.1

Ho	Description	Statistical Testing	Question Number
H6o	There is no relationship between external search and intention to buy imported brand tyres.	Spearman's Rho Correlation Coefficient	Q2.2, Q4.1
H7o	There is no relationship between internal search and intention to patronize modern tyre store.	Spearman's Rho Correlation Coefficient	Q2.1, Q4.2
H8o	There is no relationship between internal search and intention to patronize traditional tyre store.	Spearman's Rho Correlation Coefficient	Q2.1, Q4.2
H9o	There is no relationship between external search and intention to patronize modern tyre store.	Spearman's Rho Correlation Coefficient	Q2.2, Q4.2
H10o	There is no relationship between external search and intention to patronize traditional tyre store.	Spearman's Rho Correlation Coefficient	Q2.2, Q4.2
H11o	There is no relationship between product and intention to buy global brand.	Spearman's Rho Correlation Coefficient	Q3.1, Q4.1
H12o	There is no relationship between product and intention to buy Thai brand.	Spearman's Rho Correlation Coefficient	Q3.1, Q4.1
H13o	There is no relationship between product and intention to buy imported brand.	Spearman's Rho Correlation Coefficient	Q3.1, Q4.1
H14o	There is no relationship between price and intention to buy global brand.	Spearman's Rho Correlation Coefficient	Q3.2, Q4.1
H15o	There is no relationship between price and intention to buy Thai brand.	Spearman's Rho Correlation Coefficient	Q3.2, Q4.1

Ho	Description	Statistical Testing	Question Number
H16o	There is no relationship between price and intention to buy imported brand.	Spearman's Rho Correlation Coefficient	Q3.2, Q4.1
H17o	There is no relationship between place and intention to buy global brand	Spearman's Rho Correlation Coefficient	Q3.3, Q4.1
H18o	There is no relationship between place and intention to buy Thai brand	Spearman's Rho Correlation Coefficient	Q3.3, Q4.1
H19o	There is no relationship between place and intention to buy imported brand	Spearman's Rho Correlation Coefficient	Q3.3, Q4.1
H20o	There is no relationship between promotion and intention to buy global brand.	Spearman's Rho Correlation Coefficient	Q3.4, Q4.1
H21o	There is no relationship between promotion and intention to buy Thai brand.	Spearman's Rho Correlation Coefficient	Q3.4, Q4.1
H22o	There is no relationship between promotion and intention to buy imported brand.	Spearman's Rho Correlation Coefficient	Q3.4, Q4.1
H23o	There is no relationship between product and intention to patronize modern tyre store.	Spearman's Rho Correlation Coefficient	Q3.1, Q4.2
H24o	There is no relationship between product and intention to patronize traditional tyre store.	Spearman's Rho Correlation Coefficient	Q3.1, Q4.2
H25o	There is no relationship between price and intention to patronize modern tyre store	Spearman's Rho Correlation Coefficient	Q3.2, Q4.2

Ho	Description	Statistical Testing	Question Number
H26o	There is no relationship between price and intention to patronize traditional tyre store.	Spearman's Rho Correlation Coefficient	Q3.2, Q4.2
H27o	There is no relationship between place and intention to patronize modern tyre store.	Spearman's Rho Correlation Coefficient	Q3.3, Q4.2
H28o	There is no relationship between place and intention to patronize traditional tyre store.	Spearman's Rho Correlation Coefficient	Q3.3, Q4.2
H29o	There is no relationship between promotion and intention to patronize modern tyre store.	Spearman's Rho Correlation Coefficient	Q3.4, Q4.2
H30o	There is no relationship between promotion and intention to traditional tyre store.	Spearman's Rho Correlation Coefficient	Q3.4, Q4.2

4.5 RESEARCH INSTRUMENTS AND QUESTIONNAIRES

Data Collection was done by distributing a questionnaire to the defined sample groups. The questionnaire consists of close-ended questions in multiple choice format and Likert Scale (Strongly Disagree – Strongly Agree).

Part I : Scanning Question

This part measured the specified conditions set by the researcher in terms of respondents. Respondents had to have passenger cars not exceeding 7 persons and wee those who used to change tyres.

Part II : Information Search

This part will measure respondents' internal search and external search for buying tyre. This part provided 8 questions. Data is examined by Likert Scale.

Part III : Marketing Mix

This part contained questions about store attribute, product attribute, price and promotion. Data is examined by the Likert Scale.

Part IV : Intention to buy

This part will measure the level of intention to buy global brands, local brands and imported brands and level of intention to patronize modern store and traditional store. Data is examined by Likert Scale.

Part V : Demographic Profile

Under this part, common questions in multiple choice format are provided to make it as easy as possible for respondents to answer. The required personal data includes age, education, income level and occupation level.

4.6 PRETEST

To check that the questions were understood, the questionnaire was pretested on a convenience sample and appropriate changes incorporated. Vanichbunchar (1996) cited that the pretest should be at least 25 respondents, thus the researcher distributed 30 copies of questionnaire.

After launching, there were some questions that were ambiguous in meaning and could pose misunderstandings, thus the researcher needed to make a revision and adjust all those questions. The data were coded and processed by SPSS program to find the reliability by using Cronbach, which is the Coefficient Alpha test. Malhotra (2000) pointed out that if the reliability value is more than 0.6, it is considered reliable. These results are represented as follows;

Table 4.4 : Pretest Results

Operational Dimensions	**Cronbach's Alhpa**
Internal Search	0.7784
External Search	0.6546
Product	0.7271
Price	0.6620
Place	0.8395
Promotion	0.8396
Intention to buy global tyre brand	0.6637
Intention to buy Thai tyre brand	0.9695
Intention to buy imported tyre brand	0.9064
Intention to patronize modern tyre store	0.6543
Total	**0.8165**

CHAPTER V

RESEARCH FINDINGS AND STATISTICAL ANALYSIS

In this chapter, the researcher will discuss about the data analysis and findings by dividing the chapter into three sections: 1) descriptive statistics 2) reliability test and 3) inferential statistics. All of the research results will be concluded and summarized based on the total number of the respondents.

5.1 DESCRIPTIVE STATISTICS

As discussed in Chapter 4, the researcher employs descriptive statistics to describe the demographic characteristics and respondents' opinion on product, price, place, promotion and intention to purchase tyres and patronize store, including frequency and percentage distribution and mean. The descriptive statistics are based on 384 respondents.

5.1.2 DEMOGRAPHIC CHARACTERISTICS OF THE RESPOMDENTS

The following table shows the frequency and percentage distribution of the respondents' gender, age, education levels, occupation and income levels.

Table 5.1: Gender of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	145	37.8	37.8	37.8
	female	239	62.2	62.2	100.0
	Total	384	100.0	100.0	

From table 5.1, it shows that most of the respondents are female equal to 239 or 62.2 percent and male equal to 145 or 37.8 percent.

Table 5.2: Age of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	32	8.3	8.3	8.3
	26-30	84	21.9	21.9	30.2
	31-35	111	28.9	28.9	59.1
	36-40	102	26.6	26.6	85.7
	>40	55	14.3	14.3	100.0
	Total	384	100.0	100.0	

For age levels, a highest frequency is 111 of age between 31-35 and the percentage equals 28.9. For age 20-25 , 26-30, 36-40, 41 or more, the frequencies are 32, 84, 102, and 55; the percentages are 8.3, 21.9, 26.6, and 14.3; respectively.

Table 5.3: Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	12	3.1	3.1	3.1
	High School	9	2.3	2.3	5.5
	Diploma	35	9.1	9.1	14.6
	Bachelor Degree	281	73.2	73.2	87.8
	> Bachelor Degree	47	12.2	12.2	100.0
	Total	384	100.0	100.0	

For education levels, the highest frequency is 281 respondents with Bachelor's Degree and the percentage equals 73.2. For Secondary school or less, High school, Diploma Degree and more than Bachelor degree, the frequencies are 12, 9, 35 and 47; the percentages are 3.1, 2.3, 9.1, and 12.2; respectively.

Table 5.4: Income level

Baht		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-10000	29	7.6	7.6	7.6
	10001-20000	96	25.0	25.1	32.6
	20001-30000	77	20.1	20.1	52.7
	300001-40000	82	21.4	21.4	74.2
	> 40000	99	25.8	25.8	100.0
	Total	383	99.7	100.0	
Missing	System	1	.3		
Total		384	100.0		

For income level per month, the highest frequency is 99 for income between 40,000 baht or more and the percentage equal 25.8. For 10,000 baht or less, 10,001-20,000, 20,0001 – 30,000, and 30,001 – 40,000 baht , the frequencies are 29, 96, 77 and 82; the percentages are 7.6, 25.0, 20.1 and 21.4; respectively.

Table 5.5: Occupation level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business employee	270	70.3	70.3	70.3
	Business owner	67	17.4	17.4	87.8
	Government officer	17	4.4	4.4	92.2
	Other	30	7.8	7.8	100.0
	Total	384	100.0	100.0	

For occupation, the highest frequency is 270 for employees and the percentage equals 70.3. For business owners, government officers, and others, the frequencies are 67, 17 and 30; the percentages are 17.4, 4.4 and 7.8; respectively.

Table 5.6: Type of vehicle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	passenger car not exceeding 1500 CC	63	16.4	16.4	16.4
	passenger car between 1500 CC to 2000 CC	160	41.7	41.7	58.1
	passenger car exceeding 2000 CC	88	22.9	22.9	81.0
	Pick ups	73	19.0	19.0	100.0
	Total	384	100.0	100.0	

For type of vehicle, the highest frequency is 160 for passenger cars between 1,500 CC to 2000 CC and the percentage equals 41.7. For passenger cars not exceeding 1500 CC, passenger car exceeding 2000 CC and pick ups, the frequencies are 63, 88, and 73; the percentages are 16.4, 22.9, and 19.0; respectively.

5.1.2 Descriptive Statistics of Independent and Dependent Variables

In this section, the researcher will summarize the mean and ranking of information search, product, price, place and promotion and frequency of intention to buy groups of brands and patronize types of stores.

Table 5.7 : Summary of the Mean and Ranking along the Dimensions of Search

Internal Search	Mean	Ranking	Std. Deviation
Brand experience	3.81	1	1.070
Brand knowledge	2.85	4	1.022
Store experience	3.77	2	1.026
Store knowledge	3.00	3	.987
External Search			
Need to search brand's information	3.84	1	1.143
Respondents' dependency on seeking information of store from brand wanted.	3.29	4	1.097
Need to search store's information	3.63	2	1.220
Respondents' dependency on seeking information of brands from store.	3.58	3	.966
Valid N (listwise)			

From table 5.7, the highest mean of internal search is brand experience, which is followed by store experience, store knowledge and brand knowledge with the mean 3.81, 3.77, 3.00 and 2.85, respectively. The highest mean of external search is need to search brand's information, which is followed by need to search store's information, respondents' dependency on seeking information of brands from store with the mean 3.84, 3.63, 3.58 and 3.29, respectively.

Table 5.8: Summary of the Mean and Ranking along the dimensions of product

	Mean	Ranking	Std. Deviation
Handling	4.58	1	.658
Riding	4.27	3	.836
Durability	4.24	4	.853
Appearance	2.98	5	1.026
warranty	4.36	2	.864
Valid N (listwise)			

From table 5.8, the highest mean of product is handling, which is followed by warranty, riding, durability and design with the mean 4.58, 4.36, 4.27, 4.24 and 2.98, respectively.

Table 5.9: Summary of the Mean and Ranking along the dimensions of price

	Mean	Ranking	Std. Deviation
Price known before patronizing store	3.37	4	1.300
Better brand, higher price	3.81	1	.827
Better service, higher price	3.49	3	1.001
Price is an important factor.	3.78	2	.962
Valid N (listwise)			

From table 5.9, the highest mean of price is better brand, higher price, which is followed by price is important factor, better service, higher price and price known before patronizing store with the mean 3.81, 3.78, 3.49, and 3.37, respectively.

Table 5.10: Summary of the Mean and Ranking along the dimensions of place

	Mean	Ranking	Std. Deviation
Reputation of store	3.67	4	.957
convenience	3.95	1	.860
car service center	3.89	3	.943
brand variety	3.91	2	.960
Valid N (listwise)			

From table 5.10, the highest mean of place is convenience, which is followed by brand variety, car service center, and reputation of store with the mean 3.95, 3.91, 3.89, and 3.687, respectively.

Table 5.11: Summary of the Mean and Ranking along the dimensions of promotion

	Mean	Ranking	Std. Deviation
mess media	3.52	2	.977
brochure	3.15	5	1.009
sell promotion	3.23	4	1.018
promotion	3.27	3	1.117
expert	3.81	1	1.025
Valid N (listwise)			

From table 5.11, the highest mean of promotion is expert, which is followed by mess media, promotion, sell promotion, and brochure with the mean 3.81, 3.52, 3.27, 3.23 and 3.15, respectively.

Table 5.12: Summary of Mean, Standard Deviation and Ranking along intention to buy brand of tyres.

	Mean	Ranking	Std. Deviation
Global brands			
Michelin	3.99	1	.941
Goodyear	3.32	3	1.163
Bridgestone	3.57	2	1.072
Thai brands			
Siamtires	2.13	7	1.002
Vrubber	2.15	6	1.075
Imported brands			
Dunlop	2.62	5	1.115
Yokohama	2.76	4	1.212
Valid N (listwise)			

From table 5.12, the highest mean of intention to buy tyres is Michelin, which is followed by Bridgestone, Goodyear, Yokohama, Dunlop, V rubber and Siam tires with the mean 3.99, 3.57, 3.32, 2.76, 2.62, 2.15 and 2.13, respectively.

Table 5.13: Summary of Percentage along the dimensions of intention to buy groups of tyres

Total	Definitely not buy	Probably not buy	Not sure	Probably buy	Definitely buy	Total
Global brand	7.7	4.9	24.7	42.4	20.2	100.0
Thai brand	34.4	29.6	24.7	10.3	1	100.0
Imported brand	20.4	21.6	31.6	21.1	5.2	100.0

From table 15.13, a highest percentage of intention to buy global brand is 42.4 of probably buy, a highest percentage of intention to buy Thai brand is 34.4 of definitely not buy, and a highest percentage of intention to buy imported brand is 31.6 of not sure.

Table 5.14: Summary of Mean, Standard Deviation and Ranking along of intention to patronize stores.

	N	Mean	Ranking	Std. Deviation
B-quik	384	3.41	2	1.080
Shell autoserv	384	3.81	1	1.010
Cockpit	384	3.10	3	1.072
Traditional tyre store	384	2.94	4	1.257
Valid N (listwise)	384			

From table 5.14, the highest mean of intention to patronize stores is Shell autoserv, which is followed by B-quik, Cockpit and Traditional tyre store with the mean 3.81, 3.41, 3.10, and 2.94, respectively.

Table 5.15: Summary of Percentage along the dimensions of intention to patronize modern tyre store and traditional store.

Total	Definitely not patronize	Probably not patronize	Not sure	Probably patronize	Definitely patronize	Total
Modern tyre store	5.9	13.3	27.9	36.6	16.3	100.0
Traditional store	18.0	16.4	31.0	22.9	11.7	100.0

From table 15.15, a highest percentage of intention to patronize modern tyre store is 36.6 of probably patronize and a highest percentage of intention to patronize traditional store is 31.0 of not sure.

5.2 Reliability test

From chapter 4, the researcher conducted the pretest and yielded the alpha result 0.8215 that was more than 0.6. However, the result of pretest was based on 30 respondents. To assure the reliability of the instrument, the researcher also tested the reliability again based on 384 respondents and the results are shown in the Table 5. 16

Table 5.16 : Reliability Analysis-Scale (Cronbach's Coefficient Alpha)

Operational Dimensions	**Cronbach's Alhpa**
Internal Search	0.7360
External Search	0.6546
Product	0.7394
Price	0.6168
Place	0.8000
Promotion	0.7274
Intention to buy global tyre brand	0.6888
Intention to buy Thai tyre brand	0.8418
Intention to buy imported tyre brand	0.6884
Intention to patronize modern tyre store	0.6547
Total	**0.8042**

Sekeran (1992) mentioned that if the reliability value is at least 0.6, it is considered to be reliable. As a result discussed above, this questionnaire is considered to have sufficient reliability for examining the effect of factors affecting Tyre purchase as Coefficient Alpha score are above 0.6.

5.3 Inferential Statistics

As discussed in chapter 4, the researcher uses inferential statistics to conduct the hypothesis testing. Kinner and Taylor (1991) said that inferential statistics is a branch of statistics that allows researcher to make judgment about the whole

population based upon the results generated by samples. In this study, there are eight hypotheses which are tested.

The Analysis of Relationship between information search and intention of buying tyres using Spearman's correlation separated by 3 groups, global brands, Thai brands and imported brands.

Table 5.17 : Relationship between internal search and intention to buy three groups of tyres

			Global Brand	Thai Brand	Imported Brand
Spearman's rho	Internal Search	Correlation Coefficient	-.096	-.101(*)	.129(*)
		Sig. (2-tailed)	.060	.048	.011
		N	384	384	384

* Correlation is significant at the 0.05 level (2-tailed).

Ho1 : There is no relationship between internal search and intention to buy global brand tyres.
Ha1: There is a relationship between internal search and intention to buy global brand tyres

Significant level (Approx.Sig) : From table 15.17, the significant value of the relationship between internal search and global brands is 0.060, which is more than 0.05, it means that the null hypothesis H_{o1} is failed to reject.

Ho2 : There is no relationship between internal search and intention to buy Thai brand tyres.
Ha2: There is relationship between internal search and intention to buy Thai brand tyres

Significant level (Approx.Sig) : From table 5.17, the significant value of the relationship between internal search and Thai brands group is 0.048, which is more than 0.05, it means that the null hypothesis Ho2 is rejected. **Correlation coefficient** value equates to -0.101, which means that there is a negative relationship between internal search intention to buy Thai brand tyres. However, the correlation coefficient value shows a weak association between these two variables.

H_{3o} : There is no relationship between internal search and intention to buy imported brand tyres.
H_{3a}: There is a relationship between internal search and intention to buy imported brand tyres

Significant level (Approx.Sig) : From table 5.17, the significant value of the relationship between internal search and imported brands group is 0.011, which is less than 0.05, it means that the null hypothesis Ho3 is rejected. **Correlation coefficient** value equates to 0.129, which mean that there is a positive relationship between internal search intention to buy imported brand tyres. However, the correlation coefficient value shows a weak association between these two variables.

Table 5.18 : Relationship between external search and intention to buy three groups of tyres.

			Global Brand	Thai Brand	Imported Brand
Spearman's rho	External Search	Correlation Coefficient	.067	.151(**)	.193(**)
		Sig. (2-tailed)	.187	.003	.000
		N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

H_{4o} : There is no relationship between external search and intention to buy global brand tyres.

H_{4a}: There is a relationship between external search and intention to buy global brand tyres

Significant level (Approx.Sig) : From table 5.18, the significant value of the relationship between external search and intention to buy global brand is 0.187, which is more than 0.05, it means that the null hypothesis $H4_0$ is failed to reject.

H_{5o} : There is no relationship between external search and intention to buy Thai brand tyres.

$H5_a$: There is a relationship between external search and intention to buy Thai brand tyres

Significant level (Approx.Sig) : From table 5.18, the significant value of the relationship between external search and Thai brands group is 0.003, which is less than 0.01, it means that the null hypothesis Ho5 is rejected. **Correlation coefficient** value equates to 0.151, which mean that there is a positive relationship between external search intention to buy Thai brand tyre. However, the correlation coefficient value shows a weak association between these two variables.

Ho_6 : There is no relationship between external search and intention to buy imported brand tyres.

H_{a6}: There is a relationship between external search and intention to buy imported brand tyres

Significant level (Approx.Sig) : From table 5.18, the significant value of the relationship between internal search and imported brands group is 0.000, which is less than 0.01, it means that the null hypothesis Ho6 is rejected. **Correlation coefficient** value equates to 0.193, which mean that there is a positive relationship between

internal search intention to buy imported brand tyre. However, the correlation coefficient value shows a weak association between these two variables.

Table 5.19 : Relationship between internal search and intention to patronize modern tyre store and traditional tyre store.

			Modern Retail Store	Traditional tyre store
Spearman's rho	Internal Search	Correlation Coefficient	.012	.033
		Sig. (2-tailed)	.812	.521
		N	384	384

Ho_7 : There is no relationship between internal search and intention to patronize modern tyre store.

H_{a7}: There is relationship between internal search and intention to patronize modern tyre store.

Significant level (Approx.Sig) : From table 5.19, the significant value of the relationship between internal search and intention to patronize modern tyre store is 0.812, which is more than 0.05, it means that the null hypothesis H_{o7} is failed to reject.

Ho_8: There is no relationship between internal search and intention to patronize traditional tyre store.

H_{a8}: There is a relationship between internal search and intention to patronize traditional tyre store.

Significant level (Approx.Sig) : From table 5.19, the significant value of the relationship between internal search and intention to patronize traditional tyre store.
is 0.521, which is more than 0.05, it means that the null hypothesis H_{80} is failed to reject.

Table 5.20 : Relationship between external search and intention to patronize modern tyre store and traditional tyre store.

			Modern Retail Store	Traditional tyre store
Spearman's rho	External Search	Correlation Coefficient	.113(*)	.081
		Sig. (2-tailed)	.027	.113
		N	384	384

* Correlation is significant at the 0.05 level (2-tailed).

Ho9 : There is no relationship between external search and intention to patronize modern tyre store.

Ha9: There is a relationship between external search and intention to patronize modern tyre store.

Significant level (Approx.Sig) : From table 5.20, the significant value of the relationship between external search and intention to patronize modern tyre store is 0.027, which is less than 0.05, it means that the null hypothesis Ho_9 is rejected. **Correlation coefficient** value equates to 0.113, which mean that there is a positive relationship between external search and intention to patronize modern tyre store. However, the correlation coefficient value shows a weak association between these two variables.

Ho10: There is no relationship between external search and intention to patronize traditional tyre store.

H_{a10}: There is relationship between external search and intention to patronize traditional tyre store.

Significant level (Approx.Sig) : From table 5.20, the significant value of the relationship between internal search and intention to patronize traditional tyre store.
is 0.113, which is more than 0.05, it means that the null hypothesis H_{o10} is failed to reject.

Table 5.21 : Relationship between product and intention to buy three groups of tyre brand.

			Global Brand	Thai Brand	Imported Brand
Spearman's rho	Product	Correlation Coefficient	-.085	-.016	.144(**)
		Sig. (2-tailed)	.095	.753	.005
		N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Ho_{11} : There is no relationship between product and intention to buy global brand.
H_{a11} : There is relationship between product and intention to buy global brand.

Significant level (Approx.Sig) : From table 5.21, the significant value of the relationship between product and intention to buy global brand is 0.095, which is more than 0.05, it means that the null hypothesis H_{110} is failed to reject.

Ho12 : There is no relationship between product and intention to buy Thai brand.
H_{a12}: There is relationship between product and intention to buy Thai brand.

Significant level (Approx.Sig) : From table 5.21, the significant value of the relationship between product and intention to buy Thai brand is 0.753, which is more than 0.05, it means that the null hypothesis Ho_{12} is failed to reject.

H_{o13} : There is no relationship between product and intention to buy imported brand.
H_{a13}: There is relationship between product and intention to buy imported brand.

Significant level (Approx.Sig) : From table 5.21, the significant value of the relationship between product and intention to buy imported brand is 0.005 which is less than 0.01, it means that the null hypothesis H_{o13} is rejected. **Correlation coefficient** value equates to 0.144, which mean that there is a positive relationship

between product and intention to buy imported brand . However, the correlation coefficient value shows a weak association between these two variables.

Table 5.22 : Relationship between price and intention to buy three groups of tyre brand.

			Global Brand	Thai Brand	Imported Brand
Spearman's rho	Price	Correlation Coefficient	-.151(**)	.032	.148(**)
		Sig. (2-tailed)	.003	.535	.004
		N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

H_{o14} : There is no relationship between price and intention to buy global brand.
H_{a14}: There is relationship between price and intention to buy global brand.

Significant level (Approx.Sig) : From table 5.22, the significant value of the relationship between price and intention to buy global brand is 0.003, which is less than 0.01, it means that the null hypothesis Ho_{14} is rejected. **Correlation coefficient** value equates to -0.151, which means that there is a negative relationship between price and intention to buy global brand . However, the correlation coefficient value shows a weak association between these two variables.

Ho15 : There is no relationship between price and intention to buy Thai brand.
H_{a15}: There is relationship between price and intention to buy Thai brand.

Significant level (Approx.Sig) : From table 5.22, the significant value of the relationship between price and intention to buy Thai brand is 0.535, which is more than 0.05, it means that the null hypothesis H_{150} is failed to reject.

Ho16 : There is no relationship between price and intention to buy imported brand.
H_{a16}: There is relationship between price and intention to buy imported brand.

Significant level (Approx.Sig) : From table 5.22, the significant value of the relationship between price and intention to buy imported brand is 0.004, which is less than 0.01, it means that the null hypothesis H_{160} is rejected. **Correlation coefficient** value equates to 0.148, which means that there is a positive relationship between price and intention to buy imported brand . However, the correlation coefficient value shows a weak association between these two variables.

Table 5.23 : Relationship between place and intention to buy three groups of tyre brand.

Correlations

			Global Brand	Thai Brand	Imported Brand
Spearman's rho	Place	Correlation Coefficient	.159(**)	.018	.132(**)
		Sig. (2-tailed)	.002	.722	.010
		N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

H_{o17} : There is no relationship between place and intention to buy global brand.
H_{a17} : There is relationship between place and intention to buy global brand.

Significant level (Approx.Sig) : From table 5.23, the significant value of the relationship between place and intention to buy global brand is 0.002, which is less than 0.01, it means that the null hypothesis Ho_{17} is rejected. **Correlation coefficient** value equates to 0.159, which mean that there is a positive relationship between place and intention to buy global brand . However, the correlation coefficient value shows a weak association between these two variables.

Ho_{18} : There is no relationship between place and intention to buy Thai brand.
H_{a18} : There is relationship between place and intention to buy Thai brand.

Significant level (Approx.Sig) : From table 5.23, the significant value of the relationship between place and intention to buy Thai brand is 0.722, which is more than 0.05, it means that the null hypothesis H_{o18} is failed to reject.

Ho_{19} : There is no relationship between place and intention to buy imported brand.
H_{a19}: There is relationship between place and intention to buy imported brand.

Significant level (Approx.Sig) : From table 5.23, the significant value of the relationship between price and intention to buy imported brand is 0.010, which is equal to 0.01, it means that the null hypothesis H_{160} is failed to reject and the alternative hypothesis H16a is rejected.

Table 5.24 : Relationship between promotion and intention to buy three groups of tyre brand.

			Global Brand	Thai Brand	Imported Brand
Spearman's rho	Promotion	Correlation Coefficient	.256(**)	.313(**)	.291(**)
		Sig. (2-tailed)	.000	.000	.000
		N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

Ho_{20} : There is no relationship between promotion and intention to buy global brand.
H_{a20} : There is relationship between promotion and intention to buy global brand.

Significant level (Approx.Sig) : From table 5.24, the significant value of the relationship between promotion and intention to buy global brand is 0.000, which is less than 0.01, it means that the null hypothesis H_{200} is rejected. **Correlation coefficient** value equates to 0.256, which means that there is a positive relationship

between place and intention to buy global brand . However, the correlation coefficient value shows a weak association between these two variables.

Ho_{21} : There is no relationship between promotion and intention to buy Thai brand.
H_{a21}: There is relationship between promotion and intention to buy Thai brand.

Significant level (Approx.Sig) : From table 5.24, the significant value of the relationship between place and intention to buy Thai brand is 0.000, which is less than 0.01, it means that the null hypothesis H_{o21} is rejected. **Correlation coefficient** value equates to 0.313, which means that there is a positive relationship between place and intention to buy global brand . However, the correlation coefficient value shows a little bit weak association between these two variables.

Ho_{22} : There is no relationship between promotion and intention to buy imported brand.
H_{a22}: There is relationship between promotion and intention to buy imported brand.

Significant level (Approx.Sig) : From table 5.24, the significant value of the relationship between price and intention to buy imported brand is 0.000, which is less than 0.01, it means that the null hypothesis H_{o16} is rejected. **Correlation coefficient** value equates to 0.291, which means that there is a positive relationship between price and intention to buy imported brand . However, the correlation coefficient value shows a weak association between these two variables.

Table 5.25 : Relationship between product and intention to patronize modern tyre store or traditional tyre store.

			Modern Retail Store	Traditional tyre store
Spearman's rho	Product	Correlation Coefficient	-.037	.069
		Sig. (2-tailed)	.473	.174
		N	384	384

Ho_{23} : There is no relationship between product and intention to patronize modern tyre store.
Ha_{23} : There is relationship between product and intention to patronize modern tyre store.

Significant level (Approx.Sig) : From table 5.25, the significant value of the relationship between product and intention to buy global brand is 0.473, which is more than 0.05, it means that the null hypothesis H_{o23} is failed to reject.

H_{o24} : There is no relationship between product and intention to patronize traditional tyre store.
H_{a24} : There is relationship between product and intention to buy patronize traditional tyre store.
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Significant level (Approx.Sig) : From table 5.21, the significant value of the relationship between product and intention to buy Thai brand is 0.174, which is more than 0.05, it means that the null hypothesis H_{240} is failed to reject.

Table 5.26 : Relationship between price and intention to patronize modern tyre store or traditional tyre store

			Modern Retail Store	Traditional tyre store
Spearman's rho	Price	Correlation Coefficient	-.017	.107(*)
		Sig. (2-tailed)	.737	.036
		N	384	384

* Correlation is significant at the 0.05 level (2-tailed).

Ho_{25} : There is no relationship between price and intention to patronize modern tyre store.

H_{a25} : There is relationship between price and intention to patronize modern tyre store.

Significant level (Approx.Sig) : From table 5.26, the significant value of the relationship between price and intention to buy global brand is 0.737, which is more than 0.05, it means that the null hypothesis H_{o25} is failed to reject.

Ho_{26} : There is no relationship between price and intention to patronize traditional tyre store.

H_{a26}: There is relationship between price and intention to buy patronize traditional tyre store.

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Significant level (Approx.Sig) : From table 5.26, the significant value of the relationship between product and intention to buy Thai brand is 0.036, which is less than 0.05, it means that the null hypothesis H_{260} is failed to reject. **Correlation coefficient** value equates to 0.107, which mean that there is a positive relationship between price and intention to buy imported brand . However, the correlation coefficient value shows a weak association between these two variables.

Table 5.27 : Relationship between place and intention to patronize modern tyre store or traditional tyre store

			Modern Retail Store	Traditional tyre store
Spearman's rho	Place	Correlation Coefficient	.066	-.274(**)
		Sig. (2-tailed)	.200	.000
		N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

H_{o27} : There is no relationship between place and intention to patronize modern tyre store.

Ha_{27}: There is a relationship between place and intention to patronize modern tyre store.

Significant level (Approx.Sig) : From table 5.27, the significant value of the relationship between price and intention to buy global brand is 0.200, which is more than 0.05, it means that the null hypothesis Ho_{27} is failed to reject.

Ho_{28} : There is no relationship between place and intention to patronize traditional tyre store.

Ha_{28}: There is relationship between place and intention to buy patronize traditional tyre store.

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Significant level (Approx.Sig) : From table 5.27, the significant value of the relationship between product and intention to buy Thai brand is 0.000, which is less than 0.01, it means that the null hypothesis H_{o28} is rejected. **Correlation coefficient** value equates to -0.274, which means that there is a negative relationship between price and intention to buy imported brand . However, the correlation coefficient value shows a weak association between these two variables.

Table 5.28 : Relationship between promotion and intention to patronize modern tyre store or traditional tyre store

			Modern Retail Store	Traditional tyre store
Spearman's rho	Promotion	Correlation Coefficient	.316(**)	.053
		Sig. (2-tailed)	.000	.302
		N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

H_{o29} : There is no relationship between promotion and intention to patronize modern tyre store.

H_{a29} : There is a relationship between promotion and intention to patronize modern tyre store.

Significant level (Approx.Sig) : From table 5.28, the significant value of the relationship between price and intention to patronize modern tyre store is 0.000, which is less than 0.01, it means that the null hypothesis H_{290} is rejected. **Correlation coefficient** value equates to 0.316, which means that there is a positive relationship between promotion and intention to patronize modern tyre store, However, the correlation coefficient value shows a little bit weak association between these two variables.

H_{o30} : There is no relationship between promotion and intention to patronize traditional tyre store.

H_{a30} : There is relationship between promotion and intention to patronize traditional tyre store.

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Significant level (Approx.Sig) : From table 5.28, the significant value of the relationship between product and intention to buy Thai brand is 0.302, which is more than 0.05, it means that the null hypothesis H_{300} is failed to reject.

Summary of Results from Hypothesis Testing

In this section, the researcher summarizes the result of hypothesis testing into table 5.29. There are 30 hypotheses including H5, H6, H13, H14, H16, H17, H19, H20, H21, H22, H28, and H29 which are tested under 0.01 significant level (2-tailed test) and H1, H2, H3, H4, H7, H8, H9, H10, H11, H12, H15, H18, H23, H24, H25, H26, H27 and H30 are tested under 0.05 significant level (2-tailed test).

Table 5.29; The Summary of Hypotheses Testing

Ho	Description	Significant value 2-tailed test	Spearman's Rho Correlation Coefficient	Results
Ho1	There is no relationship between internal search and intention to buy global brand tyres.	0.05	-0.096	Accept Ho1
Ho2	There is no relationship between internal search and intention to buy Thai brand tyres.	0.05	-0.101	Reject Ho2
Ho3	There is no relationship between internal search and intention to buy imported brand tyres.	0.05	0.129	Reject Ho3
Ho4	There is no relationship between external search and intention to buy global brand tyres.	0.05	0.067	Accept Ho4
Ho5	There is no relationship between external search and intention to buy Thai brand tyres.	0.01	0.151	Reject Ho5
Ho6	There is no relationship between external search and intention to buy imported brand tyres.	0.01	0.193	Reject Ho6

Ho	Description	Significant value 2-tailed test	Spearman's Rho Correlation Coefficient	Results
Ho7	There is no relationship between internal search and intention to patronize modern tyre store.	0.05	0.012	Accept Ho7
Ho8	There is no relationship between internal search and intention to patronize traditional tyre store.	0.05	0.033	Accept Ho8
Ho9	There is no relationship between external search and intention to patronize modern tyre store.	0.05	0.113	Reject Ho9
Ho10	There is no relationship between external search and intention to patronize traditional tyre store.	0.05	0.081	Accept Ho10
Ho11	There is no relationship between product and intention to buy global brand.	0.05	-0.085	Accept Ho11
Ho12	There is no relationship between product and intention to buy Thai brand.	0.05	-0.016	Accept Ho12
Ho13	There is no relationship between product and intention to buy imported brand.	0.01	0.144	Reject Ho13
Ho14	There is no relationship between price and intention to buy global brand.	0.01	-0.151	Reject Ho14
Ho15	There is no relationship between price and intention to buy Thai brand.	0.05	0.032	Accept Ho15
Ho16	There is no relationship between price and intention to buy imported brand.	0.01	0.148	Reject Ho16

Ho	Description	Significant value 2-tailed test	Spearman's Rho Correlation Coefficient	Results
Ho17	There is no relationship between place and intention to buy global brand	0.01	0.159	Reject Ho17
Ho18	There is no relationship between place and intention to buy Thai brand	0.05	0.018	Accept Ho18
Ho19	There is no relationship between place and intention to buy imported brand	0.01	0.132	Reject Ho19
Ho20	There is no relationship between promotion and intention to buy global brand.	0.01	0.256	Reject Ho20
Ho21	There is no relationship between promotion and intention to buy Thai brand.	0.01	0.313	Reject Ho21
Ho22	There is no relationship between promotion and intention to buy imported brand.	0.01	0.291	Reject Ho22
Ho23	There is no relationship between product and intention to patronize modern tyre store.	0.05	-0.037	Accept Ho23
Ho24	There is no relationship between product and intention to patronize traditional tyre store.	0.05	0.069	Accept Ho24
Ho25	There is no relationship between price and intention to patronize modern tyre store	0.05	-0.017	Accept Ho25
Ho26	There is no relationship between price and intention to patronize traditional tyre store.	0.05	0.107	Reject Ho26

Ho	Description	Significant value 2-tailed test	Spearman's Rho Correlation Coefficient	Results
Ho27	There is no relationship between place and intention to patronize modern tyre store.	0.05	0.066	Accept Ho27
Ho28	There is no relationship between place and intention to patronize traditional tyre store.	0.01	-0.274	Reject Ho28
Ho29	There is no relationship between promotion and intention to patronize modern tyre store.	0.01	0.316	Reject Ho29
Ho30	There is no relationship between promotion and intention to traditional tyre store.	0.05	0.053	Accept Ho30

CHAPTER VI

CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the researcher will draw conclusions from the research results. In the first section, the conclusion of demographic characteristics will be discussed. The second section, the conclusion of hypothesis testing will be discussed. The third section, the research will give some recommendation for the research results. The fourth section, the researcher will make suggestions for further research.

6.1 Summary of Descriptive Statistics

6.1.1 Summary of Demographic Characteristics

The descriptive statistics of demographic characteristics are summarized based on 384 respondents who used to change tyres and have passenger cars not exceeding 7 persons.

As shown in Chapter 5, the proportion of females is more than males, female is 62.2 percent and male is 37.8 percent. The highest proportion of respondents' age is between 31-35 (28.9 percent) The highest proportion of education level is Bachelor's degree (73.2). The largest group of respondents work as employees (70.3 percent), have income level more than 40,000 (25.8 percent) and have passenger car between 1500CC to 2000CC (41.7 percent). However, the proportion of three groups of age and four groups of income level varies very slightly. The percentage of age at 26-30, 31-35, and 36-40 are 21.9, 28.9 and 26.6 percent respectively while the percentage of income level of 10,001-20,000, 20,001-30000, 30,001-40,000 and more than 40,000 are 25.0, 20.1, 21.4 and 25.8 percent, respectively.

6.1.2 Summary of Descriptive Statistics of Independent variables

From table 5.7, it shows that many respondents focus on experience more than knowledge. They almost agree that they know what tyre brand to change or which tyre store to patronize but they are not sure that they know about the difference between tyre brands or the difference between tyre stores.

For external search, most of respondents slightly agree that they need to search information on both tyre brand and store. Although they need to search information of brand more than tyre store, they agree that tyre stores should give enough information on how to choose tyre brands.

From Table 5.8, most of respondents strongly agree that handling, riding, durability and warranty are important but they aren't sure about design. For price, most respondents slightly agree that they will pay more for better tyre brand and they agree that price is important factor. For place, the mean of the dimension of reputation of store, convenience, car service center and brand variety shows very little variance. However, respondents gave the highest score for convenience. For promotion, the mean of each factor (mess media, brochure, sell promotion, promotion and expert) is also close but expert gets the highest score. It may relate to external search. The mechanic in tyre store is considered the expert. Although many respondents do not strongly agree about the reliability of information from tyre store, they slightly agree that it is important source to make a decision.

For intention to buy tyre brand, the top three tyre brands are global brand, Michelin, Bridgestone and Goodyear, respectively. The third and fourth level are imported brands, Dunlop and Yokohama, respectively. The last two level is Thai brands, Siamtires and Vrubber. Table 5.13 shows the percentage of intention to buy three groups of tyres. Most respondents probably buy global brand (42.4 percent), are not sure to buy imported brand (31.6 percent) and definitely not buy Thai brand (34.4 percent). For intention to patronize tyre stores, most respondents patronize modern tyre stores as they are not sure about patronizing traditional store.

6.2 Conclusion and Implication

The objective of this research is to identify the relationship between independent variables including internal search, external search and marketing mix and 5 dependent variable, that are global brand purchase intention, Thai brand purchase intention, imported brand purchase intention, service car center patronization intention, and traditional tyre store patronization intention.

Table 6.1 ; The summary of the relationships between independent variables and groups of tyre brand.

			Global Brand	Thai Brand	Imported Brand
Spearman's rho	Internal Search	Correlation Coefficient	-.096	-.101(*)	.129(*)
		Results	Accepted H1o	Rejected H2o	Rejected H3o
	External Search	Correlation Coefficient	.067	.151(**)	.193(**)
		Sig. (2-tailed)	Accepted H4o	Rejected H5o	Rejected H6o
	Product	Correlation Coefficient	-.085	-.016	.144(**)
		Sig. (2-tailed)	Accepted H11o	Accepted H12o	Rejected H13o
	Price	Correlation Coefficient	-.151(**)	.032	.148(**)
		Sig. (2-tailed)	Rejected H14o	Accepted H15o	Rejected H16o
	Place	Correlation Coefficient	.159(**)	.018	.132(**)
		Sig. (2-tailed)	Rejected H17o	Accepted H18o	Accepted H19o
	Promotion	Correlation Coefficient	.256(**)	.313(**)	.291(**)
		Sig. (2-tailed)	Rejected H20o	Rejected H21o	Rejected H22o

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Table 16.1 shows that there are relationships between global brand purchase intention and 3 variables (price, place and promotion). There is a negative relationship between price and global brand purchase intention. It relates to global brand manufacturers' policy. They don't choose price competition, they control retail price and exchange price list. This result shows that many respondents who focus less on

price will have stronger intention to buy global brands. However, this is weak relationship. There is a positive relationship between place and global brand. Although three global brand are leading brand, place that corresponds to the customer's need priority is important. The first priority of many respondents is convenience. This is a weak relationship. Finally, there is a positive relationship between promotion and global brand purchase intention. This is a slightly weak relationship. Many respondents need expert's advice first and information from mess media second.

There are relationships between Thai brands and 3 variables (internal search, external search and promotion). There is a weak negative relationship between Thai brand and internal search. This result shows that it is very challenging for Thai brand manufacturers to market their brands. Those consumers who depend more on their experience and knowledge, there is a low probability of choosing Thai brand. However, there is a weak positive relationship between Thai brand purchase intention and external search. Heilman (2000) suggested that customers engage in information collection, their probability of choosing an underdog increases. Moreover, there is a weak positive relationship between Thai brand purchase intention and promotion. Futrell (1996) noted that promotion is a part of the marketing mix which helps increase sales by communicating product information to potential customer.

As shown in Table 6.1, there are relationships between imported brand purchase intention and all independent variables except place.

Table 16.2; The summary of the relationships between independent variables and 2 kinds of tyre store.

Correlations

			Modern Retail Store	Traditional tyre store
Spearman's rho	Internal Search	Correlation Coefficient	.012	.033
		Sig. (2-tailed)	Accepted	Accepted
			H7o	H8o
	External Search	Correlation Coefficient	.113(*)	.081
		Sig. (2-tailed)	Rejected	Accepted
			H9o	H10o
	Product	Correlation Coefficient	-.037	.069
		Sig. (2-tailed)	Accepted	Accepted
			H23o	H24o
	Price	Correlation Coefficient	-.017	.107(*)
		Sig. (2-tailed)	Accepted	Rejected
			H25o	H26o
	Place	Correlation Coefficient	.066	-.274(**)
		Sig. (2-tailed)	Accepted	Rejected
			H27o	H28o
	Promotion	Correlation Coefficient	.316(**)	.053
		Sig. (2-tailed)	Rejected	Accepted
			H29o	H30o

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Table 16.2 shows that there are relationships between modern tyre store and 2 variables (external search and promotion). There is a weak positive relationship between external search and modern tyre store patronization intention. There is a slightly weak positive relationship between promotion and modern tyre store patronization intention. The result is also supported by Bradley (1995) that some sales promotion devices attempt to persuade consumer directly to go to certain retail stores. There are relationships between Traditional tyre store and 2 variables (price and place). For traditional tyre store, there is a weak positive relationship between price and traditional tyre store patronization intention. However, there is a weak negative relationship between place and traditional tyre store patronization intention. These

results may show that traditional tyre stores are perceived as places where price is cheap but respondents did not have these stores in mind when they shopped for tyres.

6.3 Recommendations

From the research findings, there are different independent variables related to intention to buy different groups of tyre brand and different type of tyre store. These show both positive and negative relationships. It is necessary for marketers of tyres to study in depth what factors affect consumers' decisions when buying tyres.

Tyre Brand

The factors that have relationship with global brand purchase intention are price, place and promotion. There is negative relationship between global brand purchase intention and price. Although respondents slightly agree that price is an important factor, they also agree that they need better tyre brands even though they might be more expensive. Hence, for global brand manufacturers, price competition and price reduction may destroy the product's image. Then global brand manufacturer's marketer should focus on place and promotion. Tyre store image that corresponds to the respondents' need priority is convenience first and brand variety second. Although many respondents agree about buying global brands, they want to choose many brands before decision. The store which offers convenience in terms of reach and is also a car service center store are important for respondents. The respondents who need these priorities are more than likely to buy global brand. Many respondents want expert's advice first and mess media second.

The factors that have relationship with Thai brand purchase intention are internal search, external search and promotion. It is difficult for Thai brands to attract respondents. Many respondents reject Thai brands. A total of 34.4 percent of

respondents definitely stated that they will not buy Thai brands. However, some respondents who need more information showed more intention to buy Thai brands. It is very important for Thai brand manufacturers to communicate product information to potential customers. The parts of promotional efforts that affect respondents are expert and mess media. Moreover, certification from reliable institutions is important, especially the government should issue some certificate for assuring standard quality to increase the reliability of Thai brand.

The factors that have relationship with imported brand purchase intention are internal search, external search, product, price, and promotion.

Tyre store

The factors that have relationship with modern tyre store are external search and promotion. These show positive relationships.

The factors that have relationship with traditional tyre store are price and place. The factors for place that researcher studied are convenience, brand variety, car service center and reputation of store. The results showed that the image of traditional tyre store is opposite of these factors. So it is important that traditional tyre store should improve the retail environment characteristics such as decoration, displays and lighting. This improvement can increase value of products and reduce price competition. Many customers seek to browse and explore the retail outlet offerings. Some respondents said they didn't care about the reputation of store, they preferred a tyre store which is big, modern and displays several brands of tyres.

Further Study

In this study, the researcher focused on a wide picture of consumer behavior for tyres, hence further study can focus on specific points. The further study can be conducted on the following:

1. The promotional factors that have relationships with the tyre brand because there are relationships between promotion and all three groups of tyre brands. In this study, the researcher studied only 4 factors, mess media, brochures, sales promotion, promotion search and experts. Further studies can focus on TV, radio, newspapers or sales promotion, sale personnel or others.

2. The factors that have relationships with Thai tyre brand. In this study, researcher studied the relationship between factors and groups of brands. Although the three leading tyre brands are in a group of global brands, it would be beneficial to focus on the strengths and weaknesses of Thai tyre brands so that these marketers can improve their marketing strategies.

3. The specific factors that have relationships with store patronization intention such as promotion.

4. The current study was limited only to Bangkok. Further studies could include respondents in other cities of Thailand.

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Questionnaire

A Study of the relationship of information search and marketing mix with tyre purchase intention and tyre store patronization intention

The objective of this study is to examine the relationship of information search and marketing mix with tyre purchase intention and tyre store patronization intention. This questionnaire is a partial fulfillment for a Master's Degree in Business Administration of the Graduate School of Business, Assumption University. Thank you for your kind cooperation.

Part I : Scaning Questions

1.1 Have you ever bought tyres?

(1) Yes (2) No (Stop interviewing)

1.2 What is your vehicle type?

(1) Passenger car not exceeding 1500 CC (2) Passenger car between 1500 CC to 2000 CC
(3) Passenger car exceeding 2000 CC (4) Pickup cap and 4 doors
(5) Other (Stop interviewing)

Part II : Information Search

Please give your opinion for the following statements when you will change the tyres by checking √ the appropriate number.
1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

2.1 Internal Search	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
Brand	**1**	**2**	**3**	**4**	**5**
• You know which tyre brand you will buy from past experience.					
• You know the differences among tyre brands.					
Store					
• You know which store you will choose from past experience.					
• You know the differences among stores.					

2.2 External Search	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand	**1**	**2**	**3**	**4**	**5**
• It is necessary for you to search more brand information from acquaintances such as friends and co-workers					
• You will search information about store that has your favorite brand.					
Store					
• It is necessary for you to search more information of tyre shops or service centers from your acquaintances such as friend and co-worker					
• You think you can get enough information of tyre brand from tyre shops or service centers.					

Part III : Marketing Stimulus

Please indicate the extent of agreement or disagreement for the following sentences by checking √ the appropriate number.

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

3.1 Product	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
• You will buy tyres designed to provide for superb overall handling.					
• You will buy tyres that provides the perfect balance of ride and comfort.					
• You will buy tyres designed for durability and long life.					
• You will buy tyres designed for appearance and style.					
• You will buy tyres which provide warranty.					
3.2 Price	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
• You always know the price of tyres before you patronize the tyre store.	**1**	**2**	**3**	**4**	**5**
• You are ready to pay more money for a better brand.					
• You are ready to pay more money for better service quality.					
• Price is the important factor in buying tyres.					

3.3 Place					
• The reputation of store is important to choose tyre.					
• The location is convenient for you to access such as in major shopping areas or near home.					
• The modern retail store that is car service center which does tyre replacement, wheel balancing, and wheel alignment, oil changes)					
• The store from which you buy must have a variety of brands.					
3.4 Promotion	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
	1	**2**	**3**	**4**	**5**
• The tyre advertisement from mass media such as TV, newspaper is the important factor to buy tyres.					
• Brochures from tyre shop is the important factor to buy tyres.					
• You buy tyres when there is sale promotion such as sale discount, free fuel coupon, 3 for 1.					
• You always look for promotion when you are going to change tyres.					
• You always buy tyres according to advices of experts.					

Part IV : Intention to Purchase

How likely are you to buy the following brand for the next time?

4.1 Brand	Definitely not buy	Probably not buy	Not sure	Probably buy	Definitely buy
Global brands					
Michelin					
Goodyear					
Bridgestone					
Thai brand					
Siam tyre					
V-rubber					

4.1 Brand	Definitely not buy	Probably not buy	Not sure	Probably buy	Definitely buy
Imported brand					
Dunlop					
Yokohama					

How likely are you to patronize the following outlet for the next time?

4.2 Store	Definitely not patronize	Probably not patronize	Not sure	Probably patronize	Definitely patronize
Modern tyre store					
B-quik					
Shell autoserv					
Cockpit					
Traditional Tyre store					

Part V : Personal Information

Please fill in the blank and put indicate your demographic profile.

5.1 Please specify your gender

(1) Female (2) Male

5.2 What age group are you?

(1) 20-25 years (2) 26-30 years
(3) 31-35 years (4) 36-40 years (5) Over 40 years

5.3 What is your highest level of education you have completed?

(1) Less than high school graduate (2) High school graduate
(3) Diploma (4) Bachelor Degree
(4) Higher than Bachelor degree

5.4. What is your income level?

(1) 10,001 – 20,000 (2) 20,001 – 30,000
(3) 30,001 – 40,000 (4) More than 40,000

5.5. What is your occupation?

(1) Business employee (2) Business owner
(3) Government Officer (4) Other

Thank you for your cooperation.

แบบสอบถาม

"ความสัมพันธ์ระหว่างการสืบค้นข้อมูล และ ปัจจัยการตลาด กับความตั้งใจในการซื้อยางรถยนต์หรือการเข้าร้านยาง" แบบสอบถามนี้เป็นส่วนหนึ่งของวิทยานิพนธ์ ระดับมหาบัณฑิต มหาวิทยาลัยอัสสัมชัญ ขอความกรุณาในการตอบแบบสอบถามนี้อย่างละเอียดและครบถ้วน ผู้จัดทำขอขอบพระคุณในการตอบแบบสอบถามครั้งนี้ ด้วยค่ะ

<u>ส่วนที่1 : คำถามทั่วไป</u>

1.1ท่านเคยเปลี่ยนยางรถยนต์หรือไม่

(1) เคย (2) ไม่เคย (หยุดการสัมภาษณ์)

1.2 ชนิด/ประเภทของรถยนต์ที่คุณใช้เป็นประจำ

(1) รถยนต์นั่งไม่เกิน 1,500 CC (2) รถยนต์นั่งตั้งแต่ 1,500 CC ถึง 2000 CC

(3) รถยนต์นั่งเกิน 2,000 CC (4) รถกระบะ 4 ประตูหรือ แค๊ป

(5) อื่นๆ (หยุดการสัมภาษณ์)

<u>ส่วนที่ 2 : การสืบค้นข้อมูลเกี่ยวกับยางรถยนต์</u>

คำชี้แจง : โปรดทำเครื่องหมาย ถูก ลงในช่อง ( ) ที่ตรงกับคุณมากที่สุด

1 = ไม่เห็นด้วยอย่างมาก 2 = ไม่เห็นด้วย 3 = ยังไม่แน่ 4 = เห็นด้วย 5 = เห็นด้วยอย่างมาก

			ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	ยังไม่แน่	เห็นด้วย	เห็นด้วยอย่างมาก
2.1	**การค้นหาข้อมูลจากประสพการณ์และความรู้ที่มี**						
	ยี่ห้อ		1	2	3	4	5
	1	จากประสพการณ์ของคุณ ถ้าคุณจะเปลี่ยนยางรถยนต์คุณมียี่ห้อยางที่คิดจะเปลี่ยนอยู่แล้ว					
	2	คุณสามารถบอกความแตกต่างของยางแต่ละยี่ห้อได้					
	ร้านค้า						
	1	จากประสพการณ์ของคุณ ถ้าคุณจะเปลี่ยนยางรถยนต์คุณมีร้านที่จะเข้าไปใช้บริการอยู่แล้ว					
	2	คุณสามารถบอกความแตกต่างของร้านยางแต่ละร้านได้					

			ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	ยังไม่แน่	เห็นด้วย	เห็นด้วยอย่างมาก
2.2	**การค้นหาข้อมูลจากภายนอก**						
	ยี่ห้อ		1	2	3	4	5
	1	คุณคิดว่าคุณจำเป็นต้องหาข้อมูลเกี่ยวกับคุณภาพของยี่ห้อยางแต่ละยี่ห้อเพิ่มเติมจากคนอื่น เช่น เพื่อน ช่าง					
	2	คุณจะมองหาร้านค้าที่ขายยางยี่ห้อที่คุณต้องการเท่านั้น					
	ร้านค้า						
	1	คุณคิดว่าคุณจำเป็นต้องหาข้อมูลเกี่ยวกับร้านยางหรือศูนย์บริการเพิ่มเติมจากคนอื่น เช่น เพื่อน ช่าง					
	2	คุณคิดว่าร้านยางหรือศูนย์บริการจะให้คำแนะนำเกี่ยวกับยี่ห้อต่างๆเพียงพอต่อการตัดสินใจ					

<u>ส่วนที่ 3 ปัจจัยทางการตลาดที่มีผลต่อการตัดสินใจเลือกซื้อยางรถยนต์</u>

คำชี้แจง : โปรดให้คะแนนปัจจัยที่มีผลต่อการตัดสินใจเลือกซื้อ " ยางรถยนต์ " ที่ตรงกับตัวคุณมากที่สุด

1 = ไม่เห็นด้วยอย่างมาก 2 = ไม่เห็นด้วย 3 = ยังไม่แน่ 4 = เห็นด้วย 5 = เห็นด้วยอย่างมาก

ระดับคะแนน

3.1 ในเรื่อง สินค้า คุณจะพิจารณา	1	2	3	4	5
1 ยางรถยนต์ที่ออกแบบให้ยึดเกาะถนนเป็นพิเศษ					
2 ยางรถยนต์ที่ออกแบบเพื่อการขับขี่นุ่มนวล					
3 ยางรถยนต์ที่ออกแบบเพื่อความทนทาน มีอายุการใช้งานยาวนาน					
4 ยางรถยต์ทีเน้นดีไซน์และความสวยงาน					
5 ยางรถยนต์ที่มีการรับประกัน					
3.2 ในเรื่อง ราคา ของยาง คุณจะพิจารณา					
1 คุณมักจะทราบราคายางของยี่ห้อ/รุ่นต่างๆ ก่อนที่จะเข้าร้านยาง					
2 คุณจะจ่ายแพงขึ้นเพื่อจะได้รับยางรถยนต์ที่ดีขึ้น					
3 คุณจะจ่ายแพงขึ้นเพื่อจะได้รับบริการที่ดีขึ้น					
4 คุณคิดว่าราคาเป็นปัจจัยสำคัญในการติดสินใจซื้อ					

3.3	**ในการเลือก ศูนย์บริการยางรถยนต์ คุณจะพิจารณาจาก**	1	2	3	4	5
1	ชื่อเสียงของศูนย์บริการยางที่มีชื่อเสียง เป็นที่รู้จัก					
2	ร้านยางหรือศูนย์บริการสะดวกต่อการใช้บริการ เช่น ตั้งอยู่ใกล้ที่พักหรือในห้างสรรพสินค้า					
3	ร้านบริการครบวงจร เช่น มีบริการตั้งศูนย์ถ่วงล้อ เปลี่ยนน้ำมันเครื่อง					
4	มียี่ห้อให้เลือกหลากหลาย					
3.4	**ในเรื่อง โปรโมชั่น**					
1	คุณคิดว่าโฆษณาทางสื่อต่างๆ เช่น โทรทัศน์ หนังสือพิมพ์ เป็นปัจจัยให้คุณซื้อยี่ห้อยางรถยนต์หรือใช้บริการศูนย์บริการ					
2	คุณคิดว่าแผ่นพับ ใบปลิว ของศูนย์บริการ เป็นปัจจัยให้คุณซื้อยี่ห้อยางรถยนต์หรือใช้บริการศูนย์บริการ					
3	คุณซื้อยางเมื่อมีโปรโมชั่นพิเศษ เช่น ยางราคาพิเศษ เติมน้ำมันฟรี หรือ ซื้อ 3 แถม 1					
4	คุณจะมองหาโปรโมชั่นก่อนการเปลี่ยนยางรถยนต์					
5	คุณจะซื้อยางตามคำแนะนำของผู้เชี่ยวชาญ					

ส่วนที่ 4 การตัดสินใจซื้อ

คำชี้แจง : โปรดให้คะแนนความเป็นไปได้ที่คุณจะซื้อยางยี่ห้อดังต่อไปนี้

1 = ไม่ซื้อแน่นอน 2 = อาจจะไม่ซื้อ 3 = ยังไม่แน่ 4 = อาจจะซื้อ 5 = ซื้อแน่นอน

			ไม่ซื้อแน่นอน	อาจจะไม่ซื้อ	ไม่แน่	อาจจะซื้อ	ซื้อแน่นอน
4.1	**โปรดระบุยี่ห้อยางรถยนต์ที่คุณตั้งใจจะซื้อครั้งต่อไป**						
	ยี่ห้อระดับโลก		1	2	3	4	5
	1	Michelin					
	2	Goodyear					
	3	Bridgestone					
	ยี่ห้อไทย		1	2	3	4	5
	1	สยามไทร์					
	2	วีรับเบอร์					
	ยี่ห้อนำเข้า		1	2	3	4	5
	1	ดันลอป					
	2	โยโกฮาม่า					

คำชี้แจง : โปรดให้คะแนนความเป็นไปได้ที่คุณจะใช้บริการศูนย์บริการหรือร้านยางดังต่อไปนี้
1 = ไม่ใช้บริการแน่นอน 2 = อาจจะไม่ใช้บริการ 3 = ยังไม่แน่ 4 = อาจจะใช้บริการ 5 = ใช้บริการแน่นอน

4.2	โปรดระบุร้านยางรถยนต์ที่คุณตั้งใจจะใช้บริการครั้งต่อไป		ไม่ใช้บริการแน่นอน	อาจจะไม่ใช้บริการ	ไม่แน่	อาจจะใช้บริการ	ใช้บริการแน่นอน
	ยี่ห้อระดับโลก		1	2	3	4	5
	1	B-quik					
	2	Shell autoserv					
	3	Cockpit					
	4	ร้านยางรถยนต์ทั่วไป					

ส่วนที่ 5 : ลักษณะทางประชากร

5.1 เพศ

(1) หญิง (2) ชาย

5.2 อายุ

(1) 20-25 (2) 26-30 (3) 31-35

(4) 36-40 (5) มากกว่า 40

5.3 ระดับการศึกษา

(1) ต่ำกว่า มัธยมปลาย (2) มัธยมปลาย (3) ปวชหรืออนุปริญญา

(4)ปริญญาตรี (5) สูงกว่าปริญญาตรี

5.4 ระดับรายได้

(1) น้อยกว่า 10,000 (2) 10,001 – 20,000 (3) 20,001 – 30,000

(4) 30,001 – 40,000 (5) สูงกว่า 40,000

5.5 อาชีพ

(1) พนักงานบริษัท (2) เจ้าของกิจการ (3) ข้าราชการหรือรัฐวิสาหกิจ

(4) อื่นๆ โปรดระบุ _____

Reliability Analysis-Scale (Pretest)

Internal Search

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 4

Alpha = .7784

External Search

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 4

Alpha = .6546

Product

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 5

Alpha = .7271

Price

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 4

Alpha = .6620

Place

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 4

Alpha = .8395

Promotion

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 5

Alpha = .8396

Intention to buy global brand

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 3

Alpha = .6637

Intention to buy Thai brand

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 2

Alpha = .9695

Intention to buy imported brand

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 2

Alpha = .9064

Intention to patronize modern stores

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 3

Alpha = .6543

Total

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 30.0 N of Items = 37

Alpha = .8165

Reliability Analysis-Scale

Internal Search

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 4

Alpha = .7360

External Search

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 4

Alpha = .6240

Product

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 5

Alpha = .7394

Price

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 4

Alpha = .6168

Place

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 4

Alpha = .8000

Promotion

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 5

Alpha = .7274

Intention to buy global brand

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 3

Alpha = .6888

Intention to buy Thai brand

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 2

Alpha = .8418

Intention to buy imported brand

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 2

Alpha = .6884

Intention to patronize modern stores

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 3

Alpha = .6547

Total

****** Method 1 (space saver) will be used for this analysis ******

_

R E L I A B I L I T Y A N A L Y S I S - S C A L E (A L P H A)

Reliability Coefficients

N of Cases = 384.0 N of Items = 26

Alpha = .8042

DEMOGRAPHIC CHARACTERISTICS

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	145	37.8	37.8	37.8
	female	239	62.2	62.2	100.0
	Total	384	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-25	32	8.3	8.3	8.3
	26-30	84	21.9	21.9	30.2
	31-35	111	28.9	28.9	59.1
	36-40	102	26.6	26.6	85.7
	>40	55	14.3	14.3	100.0
	Total	384	100.0	100.0	

_

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary School	12	3.1	3.1	3.1
	High School	9	2.3	2.3	5.5
	Diploma	35	9.1	9.1	14.6
	Bachelor Degree	281	73.2	73.2	87.8
	> Bachelor Degree	47	12.2	12.2	100.0
	Total	384	100.0	100.0	

Income level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-10000	29	7.6	7.6	7.6
	10001-20000	96	25.0	25.1	32.6
	20001-30000	77	20.1	20.1	52.7
	300001-40000	82	21.4	21.4	74.2
	> 40000	99	25.8	25.8	100.0
	Total	383	99.7	100.0	
Missing	System	1	.3		
Total		384	100.0		

Occupation level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Business employee	270	70.3	70.3	70.3
	Business owner	67	17.4	17.4	87.8
	Government officer	17	4.4	4.4	92.2
	Other	30	7.8	7.8	100.0
	Total	384	100.0	100.0	

Type of Vehicles

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	passenger car not exceed 1500 CC	63	16.4	16.4	16.4
	passenger car between 1500 CC to 2000 CC	160	41.7	41.7	58.1
	passenger car exceed 2000 CC	88	22.9	22.9	81.0
	Pick up	73	19.0	19.0	100.0
	Total	384	100.0	100.0	

Descriptive Statistics of Independent and Dependent Variables

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand experience	384	1	5	3.81	1.070
Brand knowledge	384	1	5	2.85	1.022
Store experience	384	1	5	3.77	1.026
Store knowledge	384	1	5	3.00	.987
Need to search brand's information	384	1	5	3.84	1.143
Respondents' dependency on seeking information of store from brand wanted	384	1	5	3.29	1.097
Need to search store's information	384	1	5	3.63	1.220
Respondents' dependency on seeking information of brands from store	384	1	5	3.58	.966
Valid N (listwise)	384				

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Handling	384	2	5	4.58	.658
Riding	384	1	5	4.27	.836
Durability	384	1	5	4.24	.853
Appearance	384	1	5	2.98	1.026
warranty	384	1	5	4.36	.864
Valid N (listwise)	384				

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Price known before patronizing store	384	3.37	1.300
Better brand higher price	384	3.81	.827
Better service higher price	384	3.49	1.001
Price is important factor.	384	3.78	.962
Valid N (listwise)	384		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Reputation of store	384	3.67	.957
convenience	384	3.95	.860
car service center	384	3.89	.943
brand variety	384	3.91	.960
Valid N (listwise)	384		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
mess media	384	3.52	.977
brochure	384	3.15	1.009
sell promotion	384	3.23	1.018
promotion	384	3.27	1.117
expert	384	3.81	1.025
Valid N (listwise)	384		

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
Michelin	384	3.99	.941
Goodyear	384	3.32	1.163
Bridgestone	384	3.57	1.072
Siamtires	384	2.13	1.002
Vrubber	384	2.15	1.075
Dunlop	384	2.62	1.115
Yokohama	384	2.76	1.212
Valid N (listwise)	384		

Multiple Response

Group $GLOBR Global brand

Category label	Code	Count	Pct of Responses	Pct of Cases
Definitely not buy	1	89	7.7	23.2
Probably not buy	2	57	4.9	14.8
Not sure	3	284	24.7	74.0
Probably buy	4	489	42.4	127.3
Definitely buy	5	233	20.2	60.7
Total responses		1152	100.0	300.0

0 missing cases; 384 valid cases

Multiple Response

–

Group $TBR Thai branch

Category label	Code	Count	Pct of Responses	Pct of Cases
Definitely not buy	1	264	34.4	68.8
Probably not buy	2	227	29.6	59.1
Not sure	3	190	24.7	49.5
Probably buy	4	79	10.3	20.6
Definitely buy	5	8	1.0	2.1
Total responses		768	100.0	200.0

0 missing cases; 384 valid cases

–

Group $IMBR Imported brand

Category label	Code	Count	Pct of Responses	Pct of Cases
Definitely not buy	1	157	20.4	40.9
Probably not buy	2	166	21.6	43.2
Not sure	3	243	31.6	63.3
Probably buy	4	162	21.1	42.2
Definitely buy	5	40	5.2	10.4
Total responses		768	100.0	200.0

0 missing cases; 384 valid cases

Descriptives

Descriptive Statistics

	N	Mean	Std. Deviation
B-quik	384	3.41	1.080
Shell autoserv	384	3.81	1.010
Cockpit	384	3.10	1.072
Traditional tyre store	384	2.94	1.257
Valid N (listwise)	384		

Multiple Response

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Group $MOBR Modern retail store

Category label	Code	Count	Pct of Responses	Pct of Cases
Definitely not patronize	1	68	5.9	17.7
Probably not patronize	2	153	13.3	39.8
Not sure	3	321	27.9	83.6
Probably patronize	4	422	36.6	109.9
Definitely patronize	5	188	16.3	49.0
		---	---	---
Total responses		1152	100.0	300.0

0 missing cases; 384 valid cases

Frequencies

Statistics

Traditional tyre store

N	Valid	384
	Missing	0

Traditional tyre store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely not patronize	69	18.0	18.0	18.0
	Probably not patronize	63	16.4	16.4	34.4
	Not sure	119	31.0	31.0	65.4
	Probably patronize	88	22.9	22.9	88.3
	Definitely patronize	45	11.7	11.7	100.0
	Total	384	100.0	100.0	

Inferential Statistics

			Global Brand	Thai Brand	Imported Brand
Spearman's rho	Internal Search	Correlation Coefficient	-.096	-.101(*)	.129(*)
		Sig. (2-tailed)	.060	.048	.011
		N	384	384	384
	External Search	Correlation Coefficient	.067	.151(**)	.193(**)
		Sig. (2-tailed)	.187	.003	.000
		N	384	384	384
	Product	Correlation Coefficient	-.085	-.016	.144(**)
		Sig. (2-tailed)	.095	.753	.005
		N	384	384	384
	Price	Correlation Coefficient	-.151(**)	.032	.148(**)
		Sig. (2-tailed)	.003	.535	.004
		N	384	384	384
	Place	Correlation Coefficient	.159(**)	.018	.132(**)
		Sig. (2-tailed)	.002	.722	.010
		N	384	384	384
	Promotion	Correlation Coefficient	.256(**)	.313(**)	.291(**)
		Sig. (2-tailed)	.000	.000	.000
		N	384	384	384

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

			Modern Retail Store	Traditional tyre store
Spearman's rho	Internal Search	Correlation Coefficient	.012	.033
		Sig. (2-tailed)	.812	.521
		N	384	384
	External Search	Correlation Coefficient	.113(*)	.081
		Sig. (2-tailed)	.027	.113
		N	384	384
	Product	Correlation Coefficient	-.037	.069
		Sig. (2-tailed)	.473	.174
		N	384	384
	Price	Correlation Coefficient	-.017	.107(*)
		Sig. (2-tailed)	.737	.036
		N	384	384
	Place	Correlation Coefficient	.066	-.274(**)
		Sig. (2-tailed)	.200	.000
		N	384	384
	Promotion	Correlation Coefficient	.316(**)	.053
		Sig. (2-tailed)	.000	.302
		N	384	384
	Modern Retail Store	Correlation Coefficient	1.000	-.172(**)
		Sig. (2-tailed)	.	.001
		N	384	384
	Traditional tyre store	Correlation Coefficient	-.172(**)	1.000
		Sig. (2-tailed)	.001	.
		N	384	384

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).