

# A STUDY ON PURCHASE INTENTION OF A THAI AUTOMOBILE REPAIR CENTER

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**Abstract:** *With the continued growth of automobile sales in Thailand, the automobile repair industry has been intensified. The aim of this research is to study the factors that have impact on customer purchase intention of P automobile repair center in order to maintain more customers and generating better revenues. The variables included in the proposed framework were purchase intention (dependent variable) and brand awareness, convenience, perceived quality, and word of mouth (independent variable). In this current research, a quantitative approach using survey questionnaire was adopted. 180 respondents' data were collected by convenience sampling method. The multiple linear regression was applied to examine statistical influence of independent variables on dependent variable. The findings indicated that brand awareness and perceived quality had impact on customers' purchase intention while convenience and word of mouth had no impact. Moreover, a few practical recommendations were discussed for the management team to consider for purchase intention improvement.*

**Keywords:** *purchase intention, brand awareness, convenience, perceived quality, word of mouth*

## Introduction

The increased automobile sales cause automobile service industry to be more important (Berndt, 2009). According to the development of technology, there is a change from manual to automatic vehicles which lead to growing in demand for automobile repair center (Izogo & Ogba, 2015). The automotive services industry includes car servicing, mechanical repairs, car body repairs and breakdown and recovery services (Brito & Aguilar, 2007).

Asia has becoming the leader in world economy due to the rapid high growth. From year 1990 to 2015, the region growth rate is about 6% per year. The automobile industry in

Asia is expanding parallelly with the growth of economy. This situation has brought increased rate of car consumption and led to expansion of automobile repair industry.

In Thailand, the automobile market has grown on average of 6% during the decade. Accordingly, the number of establishments has increased year by year. Many firms try to differentiate themselves from their competitors. Consequently, to be a leader in the market, 'P' company needs to adapt and understand customers' intention in choosing its automobile repair center.

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