



**SECOND CAR PURCHASING DECISION OF THE
FIRST-TIME CAR BUYER TAX REBATE PROGRAM'S
PARTICIPANTS IN BANGKOK**

BY

MR. KANGWAN KANGWANWATANA

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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INDEPENDENT STUDY

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MR. KANGWAN KANGWANWATANA

ENTITLED

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TAX REBATE PROGRAM'S PARTICIPANTS IN BANGKOK

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on..... 8 MAY 2017

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Member and Advisor



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Independent Study Title	SECOND CAR PURCHASING DECISION OF THE FIRST-TIME CAR BUYER TAX REBATE PROGRAM'S PARTICIPANTS IN BANGKOK
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Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Malcolm C. Smith, Ph.D.
Academic Year	2016

ABSTRACT

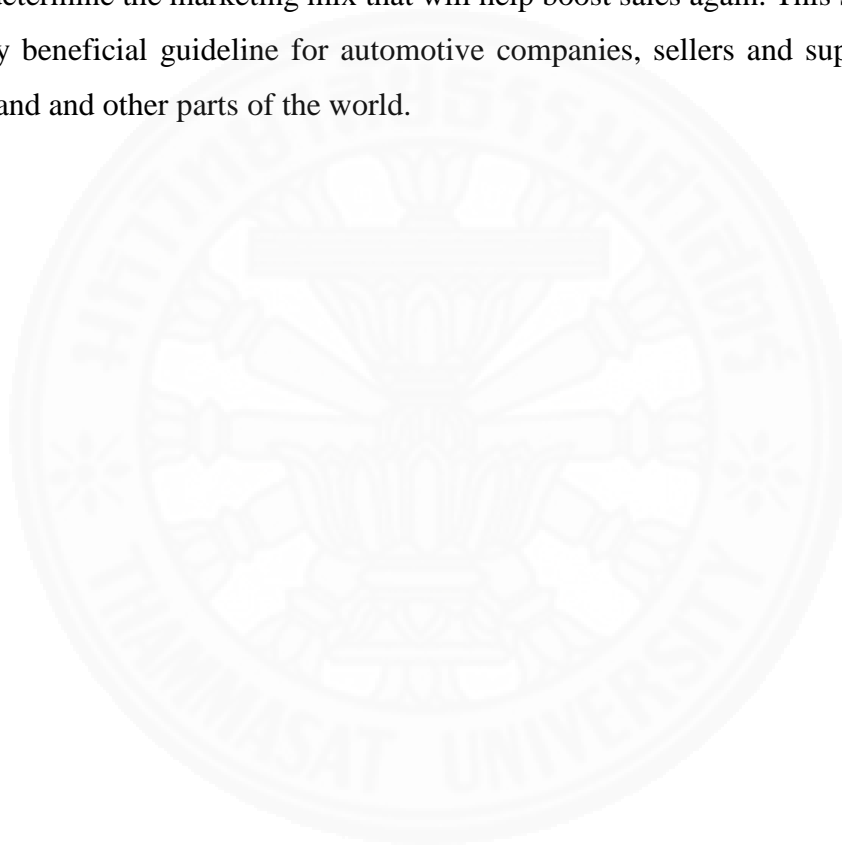
Sixty-five out of seventy-seven provinces in Thailand were hit by severe flooding in July 2011 which caused drastic damages to the national economy. On 16 September 2011, the Thai government, with the aim of improving the automotive industry and increasing local purchases, introduced the 'First-time Car Buyer Tax Rebate'. The outcome of this campaign was that it helped to boost annual domestic sales that year by 80%. Two years after the campaign ended, it was reported that there was a huge sales decline in the automotive industry. This was due to the instability of the global economic downfall that held back consumers' spending.

This independent study is a contemporary topic in applied marketing under the area of international business focusing mainly in Thailand with the study title of, "Second car purchasing decision of the First-time Car Buyer Tax Rebate Program's participants in Bangkok". The objectives are to explore and comprehend consumer behaviour upon purchasing their second car after their first car purchase through the 'First-time Car Buyer Tax Rebate' scheme. It also aims to identify the appropriate marketing mix for both the automotive companies and sales representatives.

Secondary research was conducted through both online and offline sources. Offline sources were journals and research papers. Qualitative analysis was done by

using two focus groups and ten in-depth interviews to obtain a better understanding of the scheme and the respondents' purchasing criteria on their first and second car. Quantitative analysis was conducted with 242 respondents through both online and offline questionnaires. The results of the questionnaires were analysed and summarized with statistical procedures using SPSS.

The findings from this study would help to determine consumer's perception, needs and purchasing behaviours for purchasing their second car. In addition, it will also determine the marketing mix that will help boost sales again. This study would be a very beneficial guideline for automotive companies, sellers and suppliers, both in Thailand and other parts of the world.



ACKNOWLEDGEMENTS

I would like to express my gratitude to Professor Dr. Malcolm C. Smith for his intensive support, advice and encouragement throughout the entire independent study period. Without his guidance, this study would not be able to be completed.

Secondly, I would like to thank all the respondents who have spared part of their valuable time to complete the surveys and respondents who took the focus groups and in-depth interviews.

Lastly, I would like to thank my parents for their financial support, guidance and advice that have lead me to this stage of my life

Mr. Kangwan Kangwanwatana

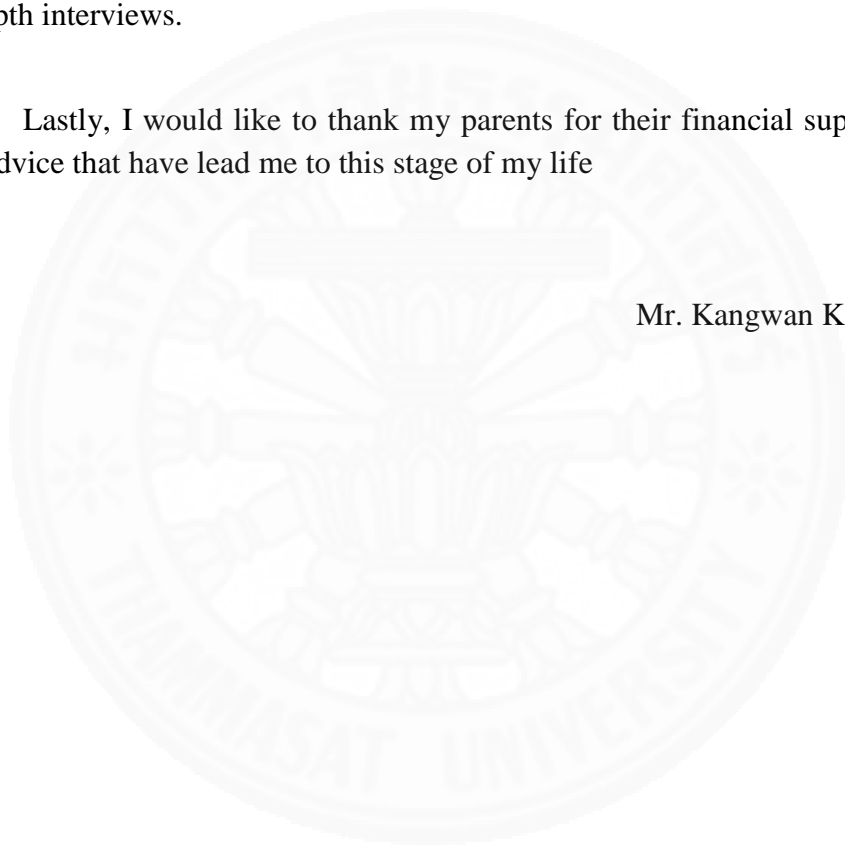


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CHAPTER 1

INTRODUCTION

1.1 Introduction

For more than a decade, Thailand has been referred to as ‘Detroit of Asia’, being the hub of car manufacturing in Asia. In 2015, Thailand was ranked 12th in the world and ranked 1st in ASEAN for automotive production. The automotive industry also contributes 12.5% of the nation’s GDP (Thailand Board of Investment, 2015).

In July 2011, an unexpected heavy monsoon in Thailand caused extensive flooding that led to the immersion of sixty-five out of seventy-seven provinces. More than half of the country experienced damage; villages, farms and factories were underwater. This affected not only Thailand’s economy but also the world’s economy as Thailand accounts for more than 25% of the world production of rice, rubber, automotive parts and computer hard drives. Some of these factories and plants were submerged and eventually shut down (Sirisithichote, 2013).

On 16 September 2011, the government of Thailand decided to launch the ‘First-time Car Buyer Tax Rebate Program’ so that the automotive industry in Thailand could recover quickly from the severe flood disaster and also help people who were affected by the flood. To be eligible, applicants needed to be 21 years old and above and must not have owned any car before. In addition, the car purchased must not have an engine with size exceeding 1500 cc. which is an ecological car or ‘eco-car’ and its ownership could not be transferred for five years. The application period of this program was from 16 September 2011 until 31 December 2012 (Thailand Board of Investment, 2011).

With this campaign, the Thai domestic vehicle market was boosted by over 80% to a record of 1.435 million units sold in 2012. However, total domestic sales started to decline 2 years after the campaign ended, and left the industry with only 0.88 million units sold in 2015 (Pugliese, 2015). The purpose of this study is to determine consumers’ perceptions, needs and purchasing behaviours for purchasing their second car. It also aims to provide recommendations on the trends and blind opportunities for

the automotive companies, sellers and suppliers, both in Thailand and other parts of the world.

Next chapter will continue with the statement of the problem, followed by the objectives along with the relevant literature concerning the first-time car buyer tax rebate program. This is followed by a chapter describing the research methodology, a chapter on the results and followed by a chapter on conclusion and recommendations.

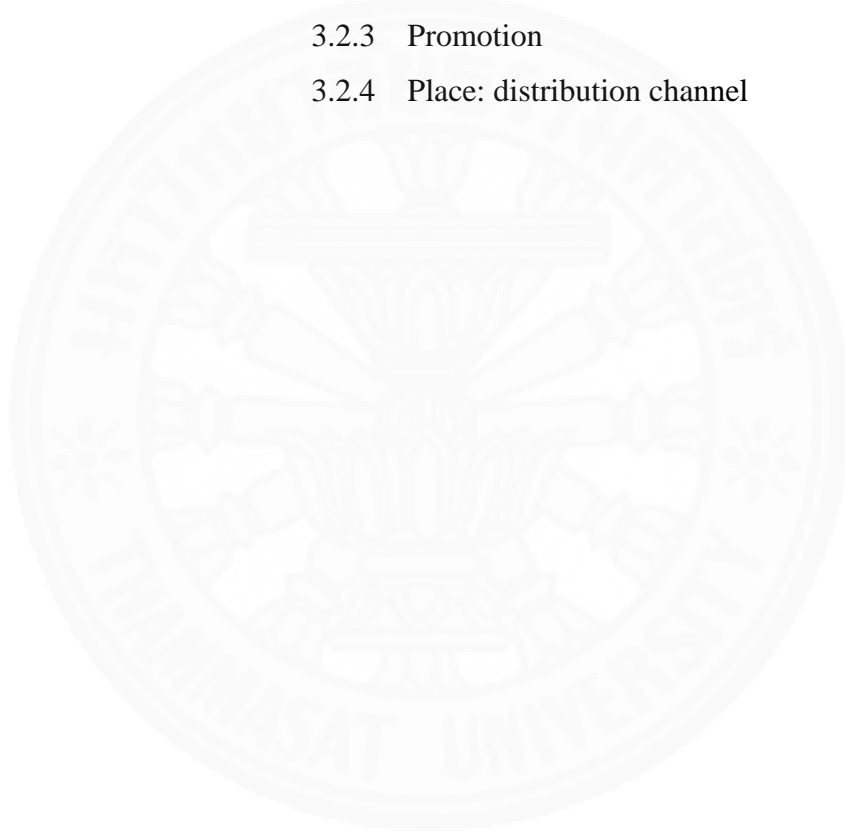
1.2 Statement of the Problem

The objective of this research is to provide Car Companies with a better understanding of consumers' purchasing decisions, wants and needs for their second car purchase. With these recommendations, the car manufacturing companies can adapt and apply these consumers' requirements into their product development and marketing strategies.

1.3 Research Objectives

1. To develop a consumer profile of those who participated in the first time car buyer scheme and purchase "eco-car" and would re-enter the vehicle market again in the next two years for their second car.
 - 1.1 According to their demographics: measured by age, gender, education, occupation and etc.
 - 1.2 According to their lifestyle: daily activities and etc.
 - 1.3 According to their geographic covering: Bangkok
2. To identify key factors that these target consumers use in their purchasing decision for their first cars.
 - 2.1 To determine the overview and get a better understanding about the 'First-time Car Buyer Tax Rebate Program'
 - 2.2 To understand consumer behaviour when purchasing an "eco-car" in each decision making process (problem recognition, information search, alternatives, evaluation, pre-purchase and post-purchase of "eco-car")
 - 2.3 To understand consumer's perception and expectation towards "eco-car"

3. To identify key drivers that these target consumers use in their purchasing decision for their second cars.
 - 3.1 To explore consumer behaviour when purchasing second car in each decision making process
 - 3.2 To identify the appropriate marketing mix for automotive manufacturers, and sales representatives
 - 3.2.1 Product: type and feature of the car
 - 3.2.2 Price Range
 - 3.2.3 Promotion
 - 3.2.4 Place: distribution channel



CHAPTER 2

REVIEW OF LITERATURE

For more than a decade, Thailand has been referred to as ‘Detroit of Asia’, being the hub of car manufacturing in Asia. In 2015, Thailand was ranked 12th in the world and ranked 1st in ASEAN for automotive production (Patiwikrai Wong, 2004). The automotive industry in Thailand also contributed 12.5% of the nation GDP (Thailand Board of Investment, 2015). Many car manufacturing plants in Thailand were flooded in 2011 and some were even forced to shut down. This led to a huge impact on economy of the country. The world’s economy was also impacted as Thailand contributes 25% of the world’s production of rice, rubber and computer hard drives (Quadir, 2012).

The government of Thailand then decided to launch the ‘First-time Car Buyer Tax Rebate Program’ so that the automotive industry in Thailand could recover quickly from the flood disaster. This scheme started from 16 September 2011 until 31 December 2012 and tax refunds would be returned after 1 October 2013 (Sirisithichote, 2013). ‘First-time Car Buyer Tax Rebate Program’ was a scheme that helped many Thais own their first car. This scheme was able to attract purchasers from two main categories, those that already planned to purchase the car before the scheme and those that wanted to purchase the car in the future but brought forward their purchase due to the scheme (Siriprapanukul, 2014). The applicants of this scheme needed to be at least 21 years old and must not have transferred the ownership of the car for five years after purchase (Thailand Board of Investment, 2011).

As a result of this campaign, the Thai domestic vehicle market jumped by over 80% to a record of 1.435 million units sold in 2012. However, it was also reported that there have been drastic fall in Thailand’s automotive market since 2014 or two year after the ‘First-time Car Buyer Tax Rebate Program’ was initiated. This was due to the instability of the global economy which held back consumers’ spending (Temphairojana, 2015). In the next coming years, after the five-year transfer restriction period is over, the vehicle market is expected to lift up again as the participants can sell their cars and re-enter the vehicle market for their second car purchase (Pugliese, 2015).

Age, income, occupation, fuel consumption, gasoline type, type of car and car energy's saving are factors which stimulate consumers' purchasing decision. The foremost factor influencing consumers' purchasing decision of eco cars is the fuel consumption. The lower the fuel consumption, the higher the chance of the car being purchased (Sanitthangkul, 2012).

In summary, (1) Thailand which is the hub of Asia automotive industry was hit by severe flood in 2011 resulting serious damage to the country economy. (2) In an attempt to recover the country's economy, the Thai government then launched the 'First-time Car Buyer Tax Rebate Program'. (3) The 'First-time Car Buyer Tax Rebate Program' was able to boost the automotive sales by 80% but sales eventually drop drastically two years after the campaign has ended. (4) There are several factors influencing purchase decision but the foremost factor for choosing eco car is the lower fuel consumption rate. The purpose of this study is to help to determine the insight about the consumer perception, needs and purchasing behaviours for purchasing their second car. Also, this study will provide guideline regarding the marketing mix that will help to boost the sales for automotive industry again.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Research Design

The research methods used were divided into two main phases using Exploratory Research methods and Descriptive Research methods. Figure 1 below, shows the outline of the research framework design.

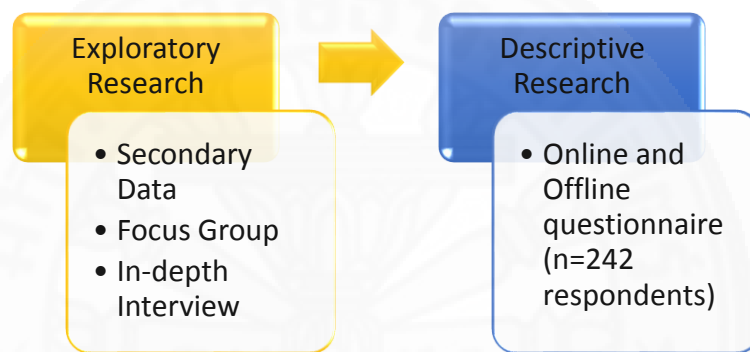


Figure 1: Research Framework

3.2 Exploratory Research Methods

In this phase, exploratory research was conducted to determine consumer purchasing behaviours, consumers' decision making, expectations and perceptions toward the 'eco-car'. The results of this particular research method were used to provide guidelines for the descriptive research design.

3.2.1 Secondary Data

Reliable data were gathered from both online and offline sources. Online sources were 'Thailand Development Research Institute' and 'Thailand Board of Investment'. Offline sources were obtained mainly from research papers. Data obtained gave a better understanding of the 'First-time Car Buyer Tax Rebate Program' including all the criteria for all the eligible applicants, duration of the whole scheme,

etc. The benefits and effects of the scheme to the automotive industry in Thailand were also found.

3.2.2 Focus Group and In-depth Interviews

Qualitative research was conducted using both focus groups and in-depth interviews. The selected respondents were those who were applicants of the 'First-time Car Buyer Tax Rebate Program' and live in Bangkok. These were conducted to get a better understanding of the participant profiles, their decision making process, perceptions and preference towards their first car. The effectiveness of the 'First-time Car Buyer Tax Rebate' scheme was also determined in this section of the study. The interview questions for focus group and in-depth interview can be found in the Appendix A.

3.3 Descriptive Research Design

This part of the research provided insights of the current consumers' perception, consumer decision making process and their behaviour towards the purchasing of the respondents' second car. The questionnaire was distributed through both online and offline channels. The expected duration of completing each questionnaire is about 10 minutes. The questionnaire was developed and pre-tested with 10 respondents to prevent errors, complexity and incomplete questions.

3.4 Identification of Key Research Variables

The key research variable to meet the objectives are as follows:

- a. Consumer profiles such as age, gender, education, occupation, income and etc.
- b. Key factors that are used in decision making for second car purchase such as product, price, promotion, place and etc.

3.5 Sampling Procedure

Convenience sampling was used for both the qualitative and the quantitative parts of this particular research.

3.5.1 Respondent Screening Criteria

- a. Male/Female aged 25-40 years old. The minimum age that was eligible for the ‘First-time Car Buyer Tax Rebate Program’ in 2011 was 21 years old, so the minimum recruitment age are at least 25 years old and above.
- b. Residents of Bangkok only.
- c. All participants must have joined the ‘First-time Car Buyer Tax Rebate Program’
- d. Socio-Economic Class (SEC) of Bangkok, Thailand, as defined by Hakuodo Institute of Life and Living ASEAN: HILL ASEAN. (Hakuodo Institute of Life and Living ASEAN (HILL ASEAN) unveils new perspectives on the ASEAN middle class at ASEAN Sei-katsu-sha Forum 2015, 2015) Selecting only class A, B and C as they are 72% of the total Bangkok population and they are the group of people who are likely to be able to afford to purchase new car.

Class A: Monthly household income of more than 85,000 baht

Class B: Monthly household income of 50,001 – 85,000 baht

Class C: Monthly household income of 18,001 – 50,000 baht

3.5.2 Survey Acquisition and Recruitment Plan

- a. For the focus groups, respondents were recruited from two different sources. The first source was at the university and the second source was at office buildings. The participants in this group must have participated the ‘First-time Car Buyer Tax Rebate Program’. Each respondent received free food and drink as their incentive.
- b. For the in-depth interviews, respondents were recruited through personal connections, and from other communities in office buildings, apartment buildings and universities within Bangkok. Each respondent received free food and drink as their incentive.
- c. For the survey, respondents were recruited mainly through online channels. The questionnaire was created using “Google Forms” web page and distributed by the researcher through personal contacts in the university,

family and work place. Another source of distribution was at car showrooms to find the right target respondents.

3.6 Data Collection

3.6.1 Qualitative: Focus Groups

For the focus groups, the respondents were recruited through personal connections and there were two focus groups. Each group consists of 6 respondents and had purchased their first car through the 'First-time Car Buyer Tax Rebate Program' and live in Bangkok. The duration of each focus group discussion took about one hours to complete.

3.6.2 Qualitative: In-depth Interviews

For the in-depth interviews, the respondents were recruited through personal connections and there were 10 respondents. These respondents purchased their first car through the 'First-time Car Buyer Tax Rebate Program' and live in Bangkok; aged between 25 to 40 years old. The one to one in-depth interviews took approximately thirty minute per person. These were conducted through both face-to-face interviews and phone interviews.

3.6.3 Quantitative: Survey

The questionnaires were distributed using convenience sampling through both offline and online channels such as Facebook and through Line (Mobile chat messaging application). There were 242 respondents who took part in this questionnaire. The questionnaire was divided into four main sections:

- Part 1: Screening questions
- Part 2: Consumer purchasing behaviour toward their first car purchase
- Part 3: Consumer purchasing behaviour toward their second car purchase
- Part 4: Lifestyle and demographic

The questionnaire can be found in Appendix B.

3.7 Data Analysis

Qualitative research data from both the focus groups and in-depth interviews were recorded and analysed. Whereas, the quantitative results from the online and offline questionnaires were self-managed and analysed. The Statistical Package for the Social Sciences program (SPSS) was used for processing all the quantitative data. The questionnaire results were cleaned and coded before doing the SPSS analysis. The results from SPSS were collected in the form of tables and graphs for the ease of the reader's interpretation.



CHAPTER 4

RESULTS AND DISCUSSION

4.1 Results from Exploratory Research

4.1.1 Secondary Data

The 'First-time Car Buyer Tax Rebate Program' started on 16 September 2011 and lasted until 31 December 2012 and tax refunds were returned after 1 October 2013 to the buyer (Sirisithichote, 2013). The 'First-time Car Buyer Tax Rebate Program' was a scheme that helped many Thais own their first car. This scheme was able to attract purchasers from two main categories, those that already planned to purchase the car before the scheme and those that wanted to purchase the car in the future but brought forward their purchase due to the scheme (Siriprapanukul, 2014). The applicants of this scheme needed to be at least 21 years old and could not have transferred the ownership of the car for five years after purchase (Thailand Board of Investment, 2011).

As a result of this campaign, the Thai domestic vehicle market jumped by over 80% to a record of 1.435m units sold in 2012. However, it was also reported that there has been drastic fall in Thailand's automotive market since 2014 or two years after the 'First-time Car Buyer Tax Rebate Program' was initiated. This was due to the instability of the global economy which held back consumers' spending (Temphairojana, 2015).

4.1.2 Focus Groups and In-depth Interviews

Qualitative research was conducted using both focus groups and in-depth interviews, in order to develop the questionnaire in the quantitative part of this research. Two focus groups with 6 respondents each and 10 in-depth interviews were conducted and the findings were as follows:

The respondents were a mixture of males and females aged between 25 years old and 40 years old. 75% of the respondents agreed that the campaign did fast forward their first car purchase. The main reason that they bought an ecological car or eco-car was that it was one of few choices in the tax rebate program. Every respondent classified an eco-car as a small, fuel-efficient vehicle and that should be used mainly in the city.

Male respondents were more interested in cars and knew more details than women. When considering a car, women would look at the design of the interior and exterior of the car as the main factor for their purchasing criteria, followed by the fuel efficiency of the car. Male respondents would look at the technical details along with the design of the car when deciding which car to purchase.

Approximately 90% of the users would like to repurchase their second right after the scheme ends. About 70% would like to keep their old car, and own two cars instead of one as their first car is still in good condition and has good accessibility in the city.

They would normally take 3-6 months for their second car decision period. The participants of the 'First-time Car Buyer Tax Rebate Program' were the main influencers who made the decision on which car to buy. However, they received financial support from their parents and bought their car through car financing. Respondents also think that buying a car is a huge investment. Their car's purchasing criteria were ranked from the design, fuel consumption, brand and the car service centre, correspondingly.

After nearly 5 years of driving eco-car users, these users want to switch to a larger cars and also cars with more safety compared to an eco-car. However, the car needs to be fuel efficient. Respondents also wished to get a better quality car compared to an eco-car as they believed that they would have more spending power compared to the time that they purchased their first car. Every respondent also mentioned that car presenter did not have impact on their decision making of their first car.

4.2 Results from Descriptive Research

4.2.1 Summary of the Respondent Profiles

Data from the questionnaires were collected and analysed by utilizing the Statistic Package for Social Science (SPSS). Table 1 below, shows the summary of the respondents' demographics. Out of 242 respondents, there were 51.2% male and 48.8% female respondents who took part in this study. 71% of these respondents were in the age between 25 to 35 years old and over 95% of the respondents had bachelor degree or higher as their highest level of education. 99.2% of the respondents were working,

with majority of them working as employees, followed by business owners, government officials and freelance.

Respondents' Demographic		N	%
Gender	Male	124	51.2%
	Female	118	48.8%
Age	Ages between 25 to 30 years old	88	36.0%
	Ages between 31 to 35 years old	84	35.0%
	Ages between 36 to 40 years old	70	29.0%
Education Level	Lower than Bachelor degree	10	4.1%
	Bachelor degree	200	82.6%
	Master degree	32	13.2%
Occupation	Employee	158	65.3%
	Business owner	48	19.8%
	Government Officials	24	9.9%
	Freelance	10	4.1%
	Not working	2	0.8%

Table 1: Summary of Respondents Demographic (n=242)

In terms of a second car purchase, respondents were classified into two main groups for easier analysis of the study

- 1) *Non-repeat eco-car users*: respondents who would purchase some other type of car that is not an ecological car for their second car.
- 2) *Repeat eco-car users*: respondents who would continue to purchase an ecological car as their second car.

Table 2 below, shows the number of respondents in each group. There were 146 *Non-repeat eco-car users* (60.3% of the total respondents), and there were 96 *Repeat eco-car users* (39.7% of the total respondents).

Table 3 shows that for the *Non-repeat eco-car users*, nearly 58.9% of male respondents would purchase another type of car for their second car and majority of these respondents are between 31 years old to 35 years old. 56.2% of the respondents were married and 94.6% of them had family size that consist of 3-6 members.

Table 3 shows that for the *Repeat eco-car users*, nearly 60.4% of female respondents would continue to purchase an eco-car and the majority of these respondent are between 25 years old to 30 years old. 52.1% of the respondents were single people and 81.3% of them have a family size that consist of 1-4 members.

	N	%
Non-repeat eco-car users	146	60.30%
Repeat eco-car users	96	39.70%

Table 2: Number of Users in Each Group

		Non-repeat eco-car users		Repeat eco-car users	
		N	%	N	%
Gender	Male	86	58.90%	38	39.60%
	Female	60	41.10%	58	60.40%
Age	Age between 25 to 30 years old	48	32.90%	40	41.70%
	Age between 31 to 35 years old	52	35.60%	32	33.30%
	Age between 36 to 40 years old	46	31.50%	24	25.00%
Status	Single	64	43.80%	50	52.10%
	Married	82	56.20%	46	47.90%
Household size	1-2 member(s)	8	5.50%	22	22.90%
	3-4 members	96	65.80%	56	58.30%
	5-6 members	42	28.80%	18	18.80%

Table 3: Respondents' Demographic Corresponding to Each Group

4.2.2 Findings on the Respondents' Purchasing Behaviours

Levine's test and Independent Samples T-test were the analysis used to find whether these two group of respondents had any significant difference towards the external factors used in the decision making of the second car purchase. There were altogether three elements that were significantly different. Social Status was the first element that had a significant difference between these groups, *Repeat eco- car users* (Mean *Repeat eco- car user* =3.58) and *Non-repeat eco-car users* (Mean *Non-repeat eco-car users* = 4.27) ($t=7.486$, $p<0.000$). The second element was the Job Position, *Repeat eco- car users* (Mean *Repeat eco- car user* =3.9) and *Non-repeat eco-car users* (Mean *Non-repeat eco-car*

users = 4.51) ($t=5.454$, $p<0.000$). The last element was Friends, *Repeat eco-car users* (Mean *Repeat eco-car user* =3.88) and *Non-repeat eco-car users* (Mean *Non-repeat eco-car users* = 4.29) ($t=3.918$, $p<0.000$). (See Appendix C: External factors on the second car decision making). The number of users, mean and standard deviation of each group toward each significant factor is shown in Table 4. With this finding, it could be implied that *Non-repeat eco-car users* were more concerned about their ‘Social Status’, ‘Job Position’ and ‘Friends’ when purchasing their second cars.

		N	Mean	Std. Deviation	Std. Error Mean
Social Status	<i>Repeat eco-car users</i>	96	3.58	0.735	0.075
	<i>Non-repeat eco-car users</i>	146	4.27	0.649	0.054
Job Position	<i>Repeat eco-car users</i>	96	3.9	0.946	0.097
	<i>Non-repeat eco-car users</i>	146	4.51	0.687	0.057
Friends	<i>Repeat eco-car users</i>	96	3.88	0.886	0.09
	<i>Non-repeat eco-car users</i>	146	4.29	0.653	0.054

Table 4: Differences in the External Factors between the Groups

The key finding for the main decision maker is shown in Figure 2. It can be seen that the main decision maker for the second car would be the respondents themselves, followed by their parents.

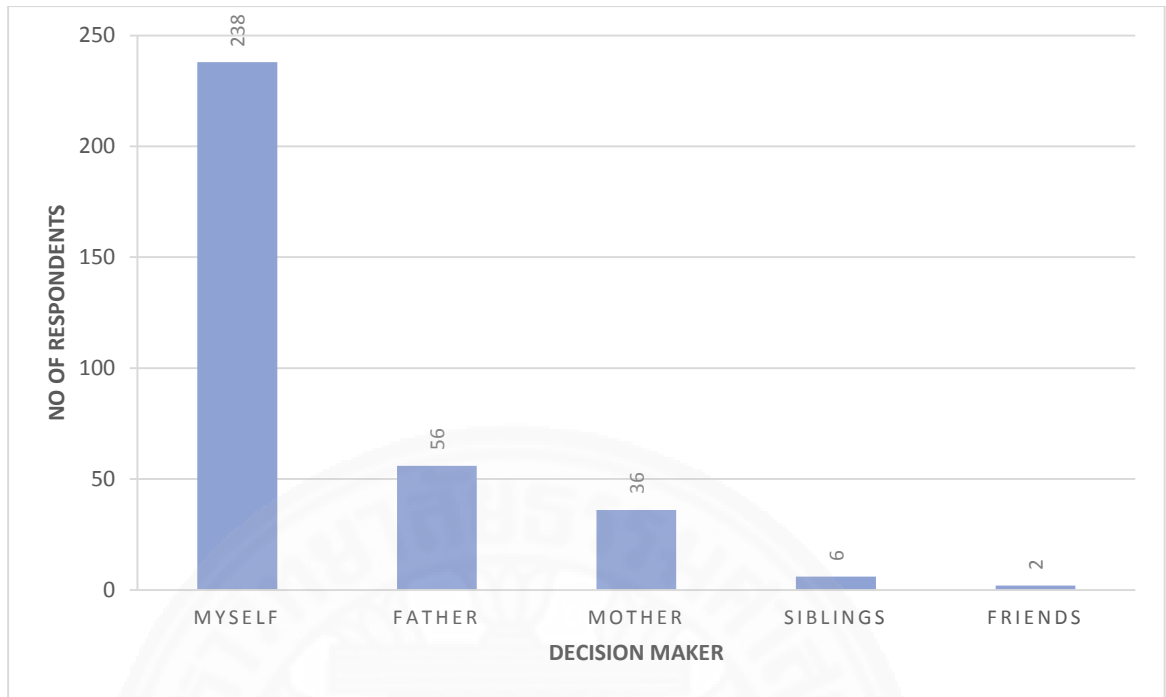


Figure 2: Decision Maker

The relationship between the decision periods between these two groups was shown to have no significant difference as the chi-square is 9.285 and p-value is more than 0.05. (See Appendix D: Results of Chi-square test on the decision period) From Figure 3, it can be seen that 2 - 4 months was the duration that majority of these respondents would use to make decision on purchasing their second car.

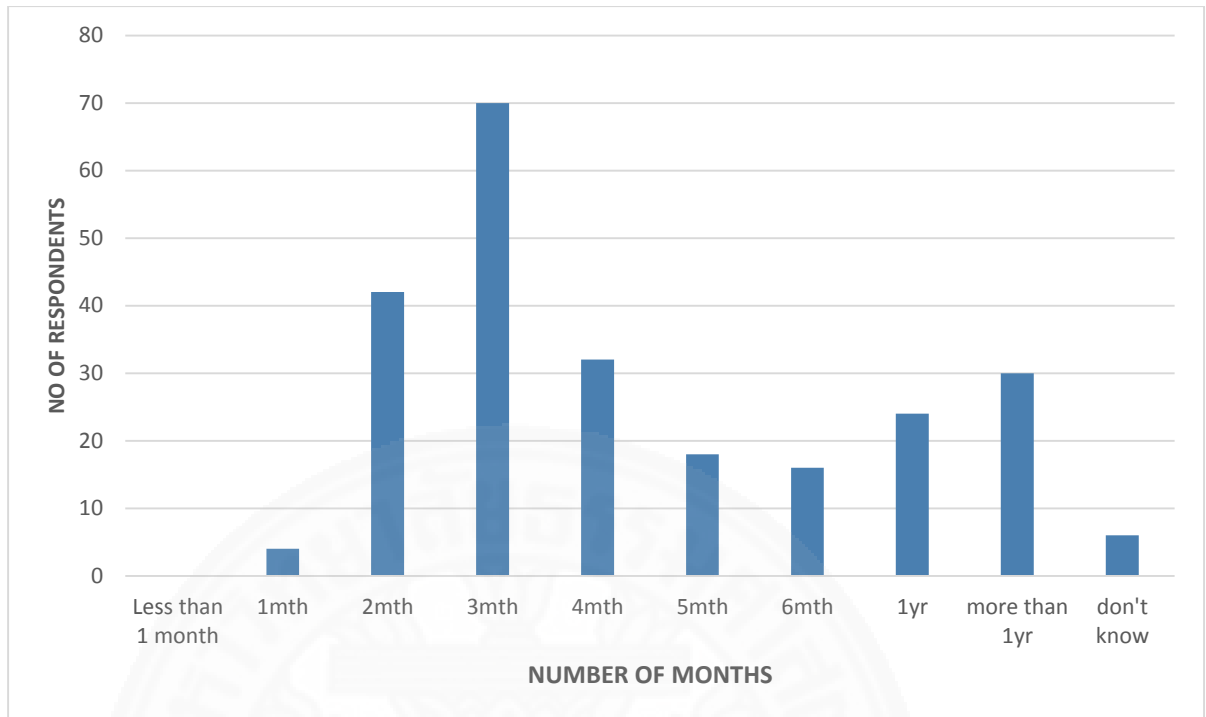


Figure 3: Decision Period and Number of months

4.2.3 Findings on the Marketing Mix for the Second Car For product:

An Independent Samples T-test was used to find the difference between each product factor that will be used in as part of the decision process between these groups. There was a significance difference between the product factors between *Repeat eco-car user* (Mean *Repeat eco- car user* =4.69) and *Non-repeat eco-car users* (Mean *Non-repeat eco-car users* = 4.49) ($t=2.768$, $p<0.006$) with respect to the product factor toward performance. Resell price was another factors that has significance difference for these groups, *Repeat eco- car users* (Mean *Repeat eco- car user* =4.54) and *Non-repeat eco-car users* (Mean *Non-repeat eco-car users* = 4.36) ($t=2.138$, $p<0.034$). (See Appendix E: Product factors on the second car decision making) The findings showed that *Repeat eco-car users* were more concerned about the car performance and resell price of their second car than the non-repeat eco-car users. Table 5 shows the details of the factors that have a significance difference between the groups with respect to the product factors.

		N	Mean	Std. Deviation	Std. Error Mean
Performance	<i>Repeat eco-car users</i>	96	4.69	0.466	0.048
	<i>Non-repeat eco-car users</i>	146	4.49	0.624	0.052
Resell Price	<i>Repeat eco-car users</i>	96	4.54	0.579	0.059
	<i>Non-repeat eco-car users</i>	146	4.36	0.768	0.064

Table 5: Differences in the Product Factors between the Groups

For price:

Looking at the finding for the type of payment that the respondents preferred, it was found that 97% of the total respondent paid for their first car through financing and the same number of respondents would continue to purchase their second car through financing as well, shown in Table 6. Also, 94.2% would also be paying for their second car by themselves, shown in Table 7.

	N	%
Pay in full by cash	8	3%
Pay through car financing	234	97%

Table 6: Respondents Preferred type of payment

	N	%
Respondent	228	94.20%
Respondent's parents	6	2.50%
Both	8	3.30%

Table 7: Second Car Payer(s)

Both *Non-repeat eco-car users* and *Repeat eco-car users* preferred low down payment for their car. On the other hand, 60.3% of the *Non-repeat eco-car users* preferred a longer instalment period of 6 years or more whereas 60.4% of the *Repeat eco-car users* preferred only 5 years or lower, shown in Table 8 and Table 9. This relationship was shown to be statistically significant as the chi-square is 21.6 and p-

value is less than 0.05. (See Appendix F: Results of Chi-square test on the down payment period)

		Non-repeat eco-car users		Repeat eco-car users	
		N	%	N	%
Preferred Percentage of the down payment?	15%	34	23.30%	12	12.50%
	20%	76	52.10%	42	43.80%
	25%	18	12.30%	16	16.70%
	30%	8	5.50%	18	18.80%
	35%	0	0.00%	0	0.00%
	40%	4	2.70%	0	0.00%
	Don't Know	2	1.40%	4	4.20%

Table 8: Preferred Down Payment Percentage

		Non-repeat eco-car users		Repeat eco-car users	
		N	%	N	%
How long do you prefer your instalment to be?	5 years and below	54	37.00%	58	60.40%
	6 years or more	88	60.30%	34	35.40%
	Don't Know	4	2.70%	4	4.20%

Table 9: Preferred Duration of Instalment

The relationship between the price ranges that the respondents were willing to pay for their second car between these two groups was shown to have a significant difference as the chi-square is 50.18 and p-value is less than 0.05. (See Appendix G: Results of Chi-square test on the price range) From Table 10, it can be seen that majority of the *Non-repeat eco-car users* were willing to pay between 800,001-1,100,000 Baht whereas majority of the *Repeat eco-car users* were willing to pay at a lower range of 450,000-800,000 Baht for their second car.

		Non-repeat eco-car users		Repeat eco-car users	
		N	%	N	%
Price for second car?	450,000-800,000 Baht	30	21%	56	58%
	800,001-1,100,000 Baht	94	64%	38	40%
	1,100,000-1,400,000 Baht	22	15%	2	2%

Table 10: Price Range for Second Car

For promotion:

Respondents were asked to rate the type of promotions that they were interested in for their second car. An Independent Samples T-test was used to compare the mean between the groups with respect to the promotion and it was found that there was no significance difference between the groups. (Shown in Appendix H: Promotion factors on the second car decision making).

Therefore, the findings were ranked in the Table 11 to find the type of promotion factors that respondents preferred. From the research, it could be interpreted that the top two promotions that have influence on the respondents decisions based on the mean values were Full Coverage Insurance (Mean_{Full Coverage Insurance} = 4.74) and Low Interest Rate (Mean_{Low Interest Rate} = 4.66)

		Mean	Count	Standard Deviation
1	Full Coverage Insurance	4.74	242	.495
2	Low interest rate	4.66	242	.651
3	Provide Price Discount	4.64	242	.574
4	Aftersales warranty	4.60	242	.569
5	Clear information from salesperson	4.57	242	.559
6	Low down payment	4.51	242	.826
7	Provide free Gift	4.39	242	.788

Table 11: Promotional Factors

Figure 4 showed that internet was the top selected choice for the second car information search, followed by the family, car brochures and the television. Table 12

also showed that 73.6% of the respondents believed that they would get a better offer from Motor show events.

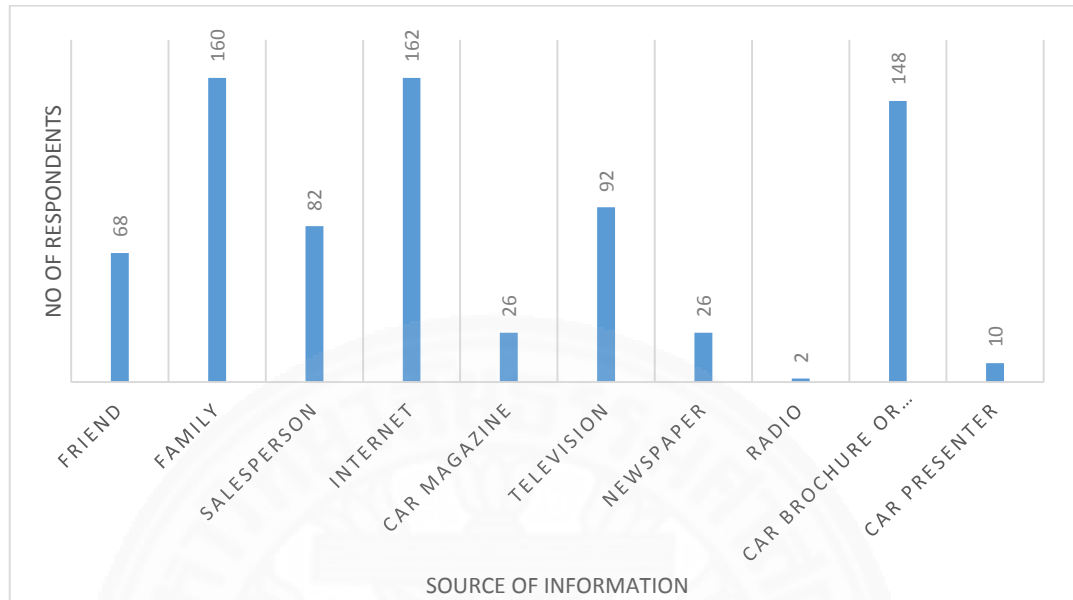


Figure 4: Source of Information

		N	%
Do you think you can get better offer at motor show?	Yes	178	73.6%
	No	64	26.4%

Table 12: Better Offers at Motor Show Event

For place:

There were two significance differences between the groups for place factors: the number of showrooms and the service received from the showroom. Firstly, there was a significant difference between *Repeat eco-car users* (Mean *Repeat eco-car users* =4.1) and *Non-repeat eco-car users* (Mean *Non-repeat eco-car users* = 4.4) ($t=2.889$, $p<0.004$) with respect to the ‘number of showroom’ factor. Secondly, there was also a significant difference between *Repeat eco-car users* (Mean *Repeat eco-car users* =4.73) and *Non-repeat eco-car users* (Mean *Non-repeat eco-car users* = 4.53) ($t=2.53$, $p<0.012$) with respect to the ‘service received from the showroom’ factor. (Shown in Appendix I: Place factors on the second car decision making) Table 13 showed the details of the factor that were significance difference between the groups with respect to the place factors.

		N	Mean	Std. Deviation	Std. Error Mean
Number of showroom	<i>Repeat eco-car users</i>	96	4.10	.747	.076
	<i>Non-repeat eco-car users</i>	146	4.40	.809	.067
Service received from showroom	<i>Repeat eco-car users</i>	96	4.73	.492	.050
	<i>Non-repeat eco-car users</i>	146	4.53	.706	.058

Table 13: Differences in the Showroom Factors between the Groups

It was also shown that there was statistically significant difference in the location of the showroom between the groups as the chi-square value was 18.04 and p-value is less than 0.05. (See Appendix J: Results of Chi-square test on the location of the showroom). *Repeat eco-car users* prefer to buy their second car from the showroom that provides the best offers, followed by showroom that is close to their home. *Non-repeat eco-car users*, however, would purchase their car from a showroom that is close to their home rather than a showroom that provides a better offer. Table 14 showed the details of the preferred showroom location between the groups.

		Non-repeat eco-car users		Repeat eco-car users	
		N	%	N	%
Where would you purchase your car?	showroom close to home	76	52.1%	34	35.4%
	showroom close to workplace	0	0.0%	4	4.2%
	showroom recommend from family and friend	4	2.7%	12	12.5%
	showroom with best offer	66	45.2%	46	47.9%

Table 14: Preferred Location of the Showrooms

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Total Respondent Profiles

From the total of 242 respondents, there were 124 male respondents (51.2%) and 118 female respondents (48.8%). Every respondent who took part in this study had to be between 25 years old and 40 years old and only and live in Bangkok. 71% of the respondents were between 25 years old and 35 years old and 95% hold a bachelor's degree or higher. The top three occupations were employees (65.3%), Business Owners (19.8%) and Government Officials (9.9%).

These respondents were segmented into two smaller groups: *Repeat eco-car users* and *Non-repeat eco-car users*. This was done to provide a better overview of the customers purchasing behaviours and the marketing mix of both the eco-car and other types of cars. There were 146 respondents (60.3%) who would not repurchase an eco-car and 96 respondents (39.7%) who would continue to purchase an eco-car. From the study, the majority of the young female adults who are single and have a small household size will fall into *Repeat eco-car users* group. *Non-repeat eco-car users* were mostly older males who are already married.

5.1.2 Consumers' Decision Process and Marketing Mix

From the study, it was found that *Non-repeat eco-car users* were more concerned about their 'Social Status', 'Job Position' and 'Friends' in their decision process of their second car. Thus, this showed that these people care about their personal image and how people perceived their image when purchasing their second car. It was also found that the main decision maker for the second car would be the respondents themselves and most of them will take approximately two to four months for the decision period. The reason for this long duration was that the respondents think that there would be high involvement and risk for them when purchasing their second cars.

The findings showed that *Repeat eco-car users* were more concern about the car performance and resell price of their second car than the *Non-repeat eco-car users*.

This, shows that the *Repeat eco-car users* were more conservative on their spending than the *Non-repeat eco-car users*. *Non-repeat eco-car users* were more willing to pay more for their second car than the *Repeat eco-car users*.

There was no significance difference in terms of payments between these groups, 94.2% would like to pay for their car through car financing and most respondents would be paying for their second car by themselves. The respondents also preferred to pay at low down payment with most respondents wanting to pay at only 20% of the total cost of the car. However, there was a significant difference between these two groups for the instalment period; the *Non-repeat eco-car users* preferred a longer instalment period of 6 years or more whereas for 60.4% of the *Repeat eco-car users* prefer only 5 years or lower.

For promotion, there was no significant difference between the groups and the respondents prefer 'Free Full Coverage Insurance', followed by 'Low Interest Rate' and 'Price Discount'. The Internet was ranked as the highest for the respondents' source of information search on their second car, followed by the family, car brochures and television. It was also found that car presenters also have no effect on the respondents' second car decision making.

For place, there were some differences for showroom factors when respondents choose to purchase their second car. *Repeat eco-car users* think that the service received from the showroom is very important and they would purchase at showroom that provides the best deal. *Non-repeat eco-car users* are more concerned about the availability of the showrooms and also prefer a showroom that is close to their home. This showed that *Repeat eco-car users* were very conservative and *non-repeat eco-car users* were willing to pay more for convenience.

In conclusion, there were both common and different purchasing criteria for these two groups of customers. Different marketing techniques need to be applied for each group to engage these groups of customers and also, boost their second car purchasing rate.

5.2 Recommendations

The first recommendation is that the exterior or the appearance of the car needs to be modernised and stylish as it is the first aspect that most respondents consider

before they search for further information about the car. Car Companies should offer low down payments to customers and promote the message that their car can be owned with a small amount of money. Motor show events are also an events that customers think that they can get the best offer, so Car Companies should have two to three months lead time to promote the car prior to the event so that customers would have time to gain enough information about the car and purchase them in the event.

To sell eco-car to these customers, it is recommended to start from the communication. These customers are very conservative on their spending on car. Car Companies need to convey the message that would make these customers see the value for money for what they are going to pay for their second cars. It would also be very attractive if the Car Companies could assure these customers with guarantees buyback price. Consistency in the showroom services and offering similar offers should take place at every single showroom to attract this group of customers.

To sell other types of cars (other than the eco-cars) to these customers, different marketing approaches would be recommended. This group of customers care a lot about their personal image and they are willing to invest more on their second cars. Car Companies need to communicate to the customers and make them feel the exclusiveness and privilege of owning the car. Zero-percent interest rate is also recommended for this group of people. Interest fee can be added as a hidden mark-up price as these customers would not notice the difference.

5.3 Limitations of the Study

The target group for this research is very niche and this research study only represents the population in Bangkok and not the whole country. The limitation of this study would be the convenience sampling method used and the total number of participants in this study. It would be interesting to know these findings for the rest of the population so that the marketing campaign could be the same for the whole country.

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APPENDICES



APPENDIX A

FOCUS GROUP AND IN-DEPTH INTERVIEW QUESTIONS

1. Did you bought your first car under the ‘First-time Car Buyer Tax Rebate Program’ in 2012?
2. Do you live and work in Bangkok?
3. What was your age at the time of your first car purchase?
4. What do you know about the ‘First-time Car Buyer Tax Rebate Program’?
5. What is your definition of eco-car?
6. What brand of eco-car did you purchase?
7. What car model are you using at the moment?
8. Why did you choose to purchase this car model?
9. Who was the main decision maker at your first car purchase?
10. Who pay for your first car purchase in the scheme?
11. What are the factors that you would consider when purchasing a car?
12. How long would your decision period for purchasing a car be?
13. Does car presenter has any effect on your purchasing decision?
14. How often do you normally drive?

APPENDIX B

QUESTIONNAIRE QUESTIONS

This questionnaire is a part of the independent study for the degree in Master of Science in Marketing, Faculty of Commerce and Accountancy, Thammasat University. It is intended to gather information regarding the consumer purchasing behaviours for purchasing their second car after their first car purchase through 'First-time Car Buyer Tax Rebate Program', in Bangkok. The questionnaire will take about 10-15 minutes.

Note: Information disclosed in this questionnaire will only be kept confidential and used for educational purposes only.

Part1: Screening Questions

1. Did you bought your first eco-car under the 'First-time Car Buyer Tax Rebate Program' in 2012
 Yes No (End of questionnaire)
2. Are you going to purchase your second car after the 5 year retention ends?
 Yes No (End of questionnaire)
3. Do you live and work in Bangkok?
 Yes No (End of questionnaire)
4. Are you aged between 25 years old to 40 years old?
 Yes No (End of questionnaire)

Part2: To identify key factors that these target consumers use in their purchasing decision for their first cars.

Part 2.1: Consumer perception toward their first car purchase with the "First-time Car Buyer Tax Rebate Program"

1. Please rate the following statements below on a scale of one to five (1 = strongly disagree, 5 = strongly agree)

	Strongly disagree 1	2	Medium 3	4	Strongly agree 5
I think eco car has less fuel consumption.					
I think eco car has small engine size of about 1500 cc or less					
I think eco car is the smallest size car category					

Price of eco car is the cheapest among the rest of the model					
Eco car is suitable using in the city only					
Eco car has the best performance among the rest of the car categories					
Eco car has the lowest carbon emission among the rest of the car categories					
Eco car is considered the safest among the rest of the car categories					

2. What brand of eco-car did you purchase?
 Toyota Honda Mazda Suzuki Nissan Mitsubishi Ford
 Others, Please Specify_____
3. What model of eco-car did you purchase?
 Toyota Yaris Toyota Vios Honda Brio Honda Jazz Mazda 2 Suzuki Swift Nissan March Nissan Almera Mitsubishi Mirage Ford Fiesta
 Others, Please Specify_____
4. Did you buy the car by cash or financing?
 Full Cash Payment (Skip to Q.7) Car Finance
5. What was the percentage of the down payment?
 15% 20% 25% 30% 35% 40% Others, Please Specify_____
6. How long is your instalment? (Objective 2.2)
 4 years 5 years 6 years 7 years Others, Please Specify_____
7. Did you wish to sell the car before the 5 year holding end?
 Yes No(skip to Q9)
8. Reason for keeping your first car:

Please rate the important of each factor for choosing your first car on the scale of one to five. (1 = least important, 5 = strongly important)

	Least important 1	2	Neutral 3	4	Strongly important 5
It is still in good condition					
I love my car					
I will pass my car to a family member					
I like the size of my car					
The resell price is low					

Part 2.2: Consumer purchasing behaviour toward their first car purchase

9. What was the reason for that make you purchase your first car?
 Transport to work Transport to school
 'First-time Car Buyer Tax Rebate Program' Others, Please Specify_____
10. Where did you find detail about your first car?
 Friend Family Salesperson Internet Car magazine Television
 Newspaper Radio Car Brochure or catalogue Car presenter
 Others, Please Specify_____
11. Did you plan to purchase your first car before the 'First-time Car Buyer Tax Rebate Program' was initiated?
 Yes No
12. Did 'First-time Car Buyer Tax Rebate Program' fast-forward your purchase?
 Yes No
13. Please rate the important of each factor for choosing your first car on the scale of one to five. (1 = least important, 5 = strongly important)

	Least important 1	2	Neutral 3	4	Strongly important 5
Fuel consumption					
Engine size					
Interior					
Exterior					
Safety					
Price					
Performance					
Warranty					
Car insurance					
Security					
Salesperson					
Maintenance fee					
No of showroom					
Carbon emission					
Safety					
Resell Price					

14. How long did you used to decide to purchase your first car?
 1 month 2 months 3 months 4 months 5 months 6 months 1 year
 Others, Please Specify_____
15. Who was the main decision maker at your first car purchase?

- Myself Father Mother Siblings Friends
 Others, Please Specify_____

16. Who pay for your first car purchase in the scheme?
 Self Parents Both(Down payment- parents and Instalments-Self)
 Others, Please Specify_____

Part 3: To identify key drivers that these target consumers use in their purchasing decision for their second

17. Have you already purchase a new car before the scheme end?
 Yes No(Skip to Q.19)
18. Who was the main decision maker at your second car purchase
 Myself Father Mother Siblings Friends Others, Please Specify_____
19. Do you still want to purchase eco-car?
 Yes No (Skip to Q.21)
20. Which model do you wish to purchase for eco-car?
 Toyota Yaris Toyota Vios Honda Brio Honda Jazz Mazda 2 Suzuki Swift
 Nissan March Nissan Almera Mitsubishi Mirage Ford Fiesta
 Others, Please Specify_____
21. Which model do you wish to purchase?
 Toyota Altis Toyota Camry Toyota Fortuner Toyota Innova
 Honda civic Honda Accord Honda CRV Honda HRV Honda Freed
 Mazda 3 Mazda CX-3 Mazda CX-5
 Nissan Teana Nissan Juke Nissan X-trail
 Mitsubishi Pajero
 Ford Focus Ford Ecosport Ford Everest
 Benz A-class Benz C-class Benz E-class Benz S-class
 BMW Series 3 BMW Series 5 BMW Series 7
 Others, Please Specify_____
22. What would be the price range that you want to pay for your next car purchase?
 450,000-500,000 500,001-550,000 550,001-600,000 600,001-650,000
 650,001-700,000 700,001-750,000 750,001-800,000 800,001-850,000
 850,001-900,000 900,001-950,000 950,001-1,000,000
 Others, Please Specify_____
23. Who is going to pay for your second car?
 Self Parents Both(Down payment- parents and Instalments-Self)

- Others, Please Specify _____
24. Are you buy the car by cash or financing?
 Full cash payment(Skip to Q.27) Car finance
25. What was the percentage of the down payment?
 15% 20% 25% 30% 35% 40% Others, Please Specify _____
26. How long do you prefer your instalment to be?
 4 years 5 years 6 years 7 years Others, Please Specify _____
27. Where would you find detail about second car and its offer?
 Friend Family Salesperson Internet Car magazine Television
 Newspaper Radio Car Brochure or catalogue Car presenter
 Others, Please Specify _____
28. Please rate the important of each factor for choosing your second car on the scale of one to five. (1 = least important, 5 = strongly important)

	Least important 1	2	Neutral 3	4	Strongly important 5
Low fuel consumption					
Small engine size					
Elegance and luxurious interior design					
Stylish and modern exterior design					
Safety					
Price					
Performance					
Security					
Salesperson					
Maintenance fee					
Low carbon emission					
Resell Price					

29. How important will the following be when you are making the decision to purchase a second car?
Please rank the promotion you think is important for your second purchase from one to five where (1 is the most important and 5 is the least important)

	Least important 1	2	Neutral 3	4	Strongly important 5
Provide free Gift					
Provide Price Discount					
Free Full Coverage Insurance					
Low down payment					
Low interest rate					

Aftersales warranty					
Clear information from salesperson					

30. How important will the following be when you are making the decision to purchase a second car
Please rank the promotion you think is important for your second purchase from one to five where (1 is the most important and 5 is the least important)

	Least important 1	2	Neutral 3	4	Strongly important 5
Showroom close to home					
Showroom close to work place					
Number of showroom					
Standard of the showroom					
Decoration of the showroom					
Service received from showroom					

31. Where would you purchase your car?

Showroom close to your house Showroom close to your work
 Showroom recommended from friends and family Showroom that provide the best offer Other Please Specify _____

32. How long did you used to decide to purchase your second car?

1 month 2 months 3 months 4 months 5 months 6 months 1 year
 Others, Please Specify _____

33. Please rate the important of each external factor used for choosing your second car on the scale of one to five. (1 = least important, 5 = strongly important)

	Least important 1	2	Neutral 3	4	Strongly important 5
Social Status					
Job Position					
Friends					
Family size					
Type of House					
Car Park Size					

34. Which quarter of the year would you purchase your car?

- 1st Quarter 2nd Quarter 3rd Quarter 4th Quarter
35. Do you think you can get better offer at motor show?
 Yes No

Part 4 Lifestyle and Demographic

36. Do you normally drive to work?
 Yes No
37. How many time do you drive per week?
 Everyday 6 times 5 times 4 times 3 times 2 times 1 times
38. How do you normally travel in Bangkok?
 Car BTS or MRT Public bus Taxi Others, Please Specify _____
39. Do you normally use navigation system when driving?
 Yes No
40. Do you normally talk on the phone while driving?
 Yes No
41. How do you normally travel to other city in Thailand?
 Car Plane Train Others, Please Specify _____
42. How many hours per day do you use the internet?
 1-2 hour 2-3 hours 3-4 hours 5-6 hours 7-8 hours
 Others, Please Specify _____
43. Which social media do you use the most?
 Facebook Instagram Google+ Others, Please Specify _____
44. Gender?
 Male Female
45. Status
 Single Married with Children Married with no Children Divorce
46. Age _____
47. Personal Income per month?
 Less than 15,000 baht 15,001-22,499 baht 22,500-29,999baht
 30,000-34,999 baht 35,000-39,999 baht 40,000-49,999 baht
 50,000-59,999 baht 60,000-79,999 baht 80,000-99,999 baht
 100,000 and above
48. Household Income per month?
 Less than 25,000 baht 25,001-32,499 baht 32,500-39,999baht
 40,000-44,999 baht 45,000-49,999 baht 50,000-59,999 baht
 60,000-69,999 baht 70,000-89,999 baht 90,000-99,999 baht
 100,000 and above
49. Education Level?
 Below Bachelor's Degree Bachelor's Degree Master's Degree
 Higher than Master's Degree
50. Occupation

- Employee Business Owner Government Officials Freelance
Housewife
- Student Retired Others, Please Specify_____
51. Household size
- 1-2 persons 3-4 persons 5-6 persons More than 6 persons
52. House Type
- Single House Town House Condominium/Apartments
53. Number of cars in the family
- 1 2 3 4 Others, Please Specify_____



APPENDIX C

EXTERNAL FACTORS ON THE SECOND CAR DECISION MAKING

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval	
									Lower	Upper
Social Status	Equal variances assumed	5.028	.026	-7.681	240	.000	-.691	.090	-.868	-.514
	Equal variances not assumed			-7.486	185.38	.000	-.691	.092	-.873	-.509
Job Position	Equal variances assumed	8.150	.005	-5.815	240	.000	-.611	.105	-.818	-.404
	Equal variances not assumed			-5.454	159.81	.000	-.611	.112	-.832	-.390
Friends	Equal variances assumed	21.291	.000	-4.166	240	.000	-.413	.099	-.608	-.218
	Equal variances not assumed			-3.918	161.63	.000	-.413	.105	-.621	-.205
Family size	Equal variances assumed	.035	.853	.082	240	.935	.007	.083	-.157	.171
	Equal variances not assumed			.083	210.16	.934	.007	.082	-.156	.169
Type of House	Equal variances assumed	.122	.727	-1.226	240	.221	-.113	.092	-.294	.068
	Equal variances not assumed			-1.207	192.09	.229	-.113	.093	-.297	.072
Car Park Size	Equal variances assumed	.448	.504	-.708	240	.479	-.070	.100	-.267	.126
	Equal variances not assumed			-.719	213.12	.473	-.070	.098	-.264	.123

APPENDIX D

RESULTS OF CHI-SQUARE TEST ON THE DECISION PERIOD

Pearson Chi-Square Tests

		Do you still want to purchase eco- car?
How long would you used to decide to purchase your second car?	Chi-square df Sig.	9.285 8 .319 ^a

Results are based on nonempty rows and columns in each innermost subtable.

a. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

APPENDIX E

PRODUCT FACTORS ON THE SECOND CAR DECISION MAKING

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Low fuel consumption	Equal variances assumed	0.031	0.861	0.457	240	0.648	0.035	0.078	-0.117	0.188
	Equal variances not assumed			0.451	195.227	0.652	0.035	0.078	-0.119	0.19
Small engine size	Equal variances assumed	0.815	0.367	1.967	240	0.05	0.219	0.111	0	0.438
	Equal variances not assumed			2.009	217.308	0.046	0.219	0.109	0.004	0.434
Elegance and luxurious interior design	Equal variances assumed	2.983	0.085	0.756	240	0.451	0.061	0.081	-0.098	0.22
	Equal variances not assumed			0.787	228.315	0.432	0.061	0.078	-0.092	0.214
Stylish and modern exterior design	Equal variances assumed	2.652	0.105	0.355	240	0.723	-0.028	0.078	-0.181	0.126
	Equal variances not assumed			0.366	222.11	0.715	-0.028	0.076	-0.177	0.122
Safety	Equal variances assumed	1.888	0.171	1.762	240	0.079	0.139	0.079	-0.016	0.294
	Equal variances not assumed			1.765	204.298	0.079	0.139	0.079	-0.016	0.294

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Cheap Price	Equal variances assumed	2.61	0.108	0.07	240	0.944	0.006	0.09	-0.171	0.183
	Equal variances not assumed			0.072	225.02	0.942	0.006	0.087	-0.165	0.177
Performance	Equal variances assumed	15.322	0.000	2.609	240	0.01	0.194	0.074	0.048	0.341
	Equal variances not assumed			2.768	236.096	0.006	0.194	0.07	0.056	0.333
Salesperson	Equal variances assumed	0.003	0.955	1.226	240	0.221	-0.112	0.091	-0.292	0.068
	Equal variances not assumed			1.233	207.011	0.219	-0.112	0.091	-0.292	0.067
Maintenance fee	Equal variances assumed	0.363	0.548	0.004	240	0.997	0	0.08	-0.157	0.157
	Equal variances not assumed			0.003	186.761	0.997	0	0.082	-0.161	0.161
Resell Price	Equal variances assumed	4.512	0.035	2.019	240	0.045	0.186	0.092	0.005	0.366
	Equal variances not assumed			2.138	235.471	0.034	0.186	0.087	0.015	0.356

APPENDIX F

RESULTS OF CHI-SQUARE TEST ON THE DOWN PAYMENT PERIOD

Pearson Chi-Square Tests

		Do you still want to purchase eco-car?
How long do you prefer your instalment to be?	Chi-square	21.607
	df	4
	Sig.	.000 ^{*,b}

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

APPENDIX G

RESULTS OF CHI-SQUARE TEST ON THE PRICE RANGE

Pearson Chi-Square Tests

		Do you still want to purchase eco-car? (Objective 3.2)
What would be the price range that you want to pay for your next car purchase? (Objective 3.2.2)	Chi-square	50.180
	df	8
	Sig.	.000 ^{a,b}

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

APPENDIX H

PROMOTION FACTORS ON THE SECOND CAR DECISION MAKING

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval	
									Lower	Upper
Provide free Gift	Equal variances assumed	11.101	.001	-1.554	240	.121	-.160	.103	-.364	.043
	Equal variances not assumed			-1.466	163.26	.145	-.160	.109	-.376	.056
Provide Price Discount	Equal variances assumed	2.507	.115	-1.349	240	.179	-.102	.075	-.250	.047
	Equal variances not assumed			-1.348	202.91	.179	-.102	.075	-.250	.047
Full Coverage Insurance	Equal variances assumed	.525	.469	.368	240	.713	.024	.065	-.104	.152
	Equal variances not assumed			.372	210.30	.711	.024	.065	-.103	.151
Low down payment	Equal variances assumed	.049	.825	-.189	240	.850	-.021	.109	-.235	.194
	Equal variances not assumed			-.187	198.09	.851	-.021	.110	-.237	.196
Low interest rate	Equal variances assumed	.479	.490	.509	240	.611	.044	.086	-.125	.212
	Equal variances not assumed			.501	191.12	.617	.044	.087	-.128	.216
Aftersales warranty	Equal variances assumed	3.200	.075	.481	240	.631	.036	.075	-.111	.183
	Equal variances not assumed			.504	232.18	.614	.036	.071	-.104	.176
Clear information from salesperson	Equal variances assumed	3.563	.060	1.237	240	.217	.091	.073	-.054	.235
	Equal variances not assumed			1.260	215.68	.209	.091	.072	-.051	.233

APPENDIX I

PLACE FACTORS ON THE SECOND CAR DECISION MAKING

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Showroom close to home	Equal variances assumed	.415	.520	-.661	240	.509	-.068	.102	-.269	.134
	Equal variances not assumed			-.649	191.19	.517	-.068	.104	-.273	.138
Showroom close to work place	Equal variances assumed	3.945	.048	1.993	240	.047	.205	.103	.002	.407
	Equal variances not assumed			2.057	223.58	.041	.205	.100	.009	.401
Number of showroom	Equal variances assumed	5.218	.023	-2.841	240	.005	-.293	.103	-.496	-.090
	Equal variances not assumed			-2.889	214.57	.004	-.293	.101	-.493	-.093
Standard of the showroom	Equal variances assumed	1.234	.268	.740	240	.460	.069	.093	-.114	.252
	Equal variances not assumed			.761	221.68	.447	.069	.090	-.109	.247
Decoration of the showroom	Equal variances assumed	.002	.961	-1.092	240	.276	-.124	.113	-.347	.100
	Equal variances not assumed			-1.079	194.97	.282	-.124	.115	-.350	.103
Service received from showroom	Equal variances assumed	15.580	.000	2.354	240	.019	.195	.083	.032	.358
	Equal variances not assumed			2.530	239.19	.012	.195	.077	.043	.347

APPENDIX J

RESULTS OF CHI-SQUARE TEST ON THE LOCATION OF THE SHOWROOM

Pearson Chi-Square Tests

		Do you still want to purchase eco-car? (Objective 3.2)
Where would you purchase your car? (Objective 3.2.4)	Chi-square	18.048
	df	3
	Sig.	.000 ^{a,b}

Results are based on nonempty rows and columns in each innermost subtable.

*. The Chi-square statistic is significant at the .05 level.

b. More than 20% of cells in this subtable have expected cell counts less than 5. Chi-square results may be invalid.

BIOGRAPHY

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