THE INFLUENCE OF INTERNATIONAL AUTOMOTIVE BRAND EQUITY ON THAI CONSUMER PERCEPTION

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ABSTRACT

The aim of this Independent Study is to analyze the influence of international automotive brand equity on Thai consumer perception. The design of this study is based on field surveys of which the primary data have been collected by questionnaires. To collect data for analysis from Thai consumer, this study selected twelve automotive firms that have conducted business in Thailand: Toyota, Honda, Nissan, Mitsubishi, Mazda, Kia, Chevrolet, Mercedes Benz, BMW, Volvo, Ford and Peugeot. With these data, both qualitative and quantitative approaches had been employed. SPSS program was used to analyze data. Statistics used are descriptive with frequency and percentage. The inferential statistics to analyze the variable correlation are cross-tabulation, ANOVA test and t-test. The result indicates how the international automotive brand equity influences on Thai consumer's quality perception. To provide information of international automotive brands for building brand equity that leads to create brand loyalty.

หัวข้อวิจัย : อิทธิพลของ brand equity ของยานยนต์ต่างประเทศต่อมุมมองผู้บริโภคคนไทย

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บทคัดย่อ

วัตถุประสงค์ของการศึกษานี้เพื่อวิเคราะห์ อิทธิพลของ brand equity ของยานยนต์ต่างประเทศต่อมุมมองผู้บริโภคคนไทย การศึกษานี้ใช้การเก็บข้อมูลจากแบบสอบถามจากผู้บริโภคคนไทย โดยวิเคราะห์จากยี่ห้อรถยนต์ที่มีส่วนแบ่งในตลาดรถยนต์ในประเทศไทย ซึ่งมีทั้งหมด 12 ยี่ห้อ ได้แก่ Toyota, Honda, Nissan, Mitsubishi, Mazda, Kia, Chevrolet, Mercedes Benz, BMW, Volvo, Ford and Peugeot. การศึกษานี้ได้ใช้ SPSS โปรแกรมในการวิเคราะห์ข้อมูล ซึ่งอธิบายโดยข้อมูลเชิงพรรณนาและเชิงอนุมาน และสถิติที่ใช้คือ ความถี่ และ ร้อยละ และวิเคราะห์ด้วย Crosstabulation, ANOVA test and t-test. ผลการศึกษาครั้งนี้ชี้ให้เห็นว่า brand equity ของยานยนต์ต่างประเทศมีผลอย่างไรต่อมุมมองผู้บริโภคคนไทย เพื่อนำไปจัดหาข้อมูลในการสร้าง brand loyalty เพื่อเป็นประโยชน์ต่อผู้ผลิตรถยนต์ในทำการตลาดต่อไป

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University of the Thai Chamber of Commerce — Anutr Rujichinwong

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CHAPTER 1

INTRODUCTION

1.1 Statement of the problem

As the automotive industry has more become global, the trend of the fast growing automotive industry in Asia has drawn attention. Now, Asia has been recognized to be a potential growth region for the automotive industry. As the industrialization of Asia has made fast movement, the region has a potential to be the worlds biggest automotive market with its large population.

Thailand's automotive industry began in the early 1960s when the government passed the Industrial Investment Act. This legislation was enacted to promote locally assembled automobiles and to develop a domestic components industry. Former this legislation, Thailand's automotive market was dominated by totally built up unit imports.

The first automotive assembly firm, Thai Motor Industry Co., was started in 1961. This firm was a joint venture between the United Kingdom's Inchcape Group and Ford Motor Company. In 1962, two more assembling firms were formed: Karnasuta General Assembly Co., an assembler of Fiat automobiles, and Siam Motors and Nissan Co., and an assembler of Nissan and Suzuki automobiles. Over years, Japanese firms entered the market including Toyota Motors and Mitsubishi Company.

In early years, rich people and growing businesses were the only ones who could afford to buy automobiles in Thailand, as a result, new automotive sales kept rather small. Over the decade, total annual new automotive sales, on average, were less than

5,000 units per year. (Office of Industrial Economics Ministry of Industry, Automotive Industry in Thailand, 2002.)

Because production volume was low, most automotive assembly in the country was done on a contract basis, because economically, it was more careful for one independent assembler to produce multiple brands. As a result, many contract automotive assembly firms were formed in the

early of Thailand's automotive industry. During the 1970s, there were no less than 10 automotive assemblers in Thailand, all of which were competing for a market about 20,000 units per year. (Office of Industrial Economics Ministry of Industry, Automotive Industry in Thailand, 2002.)

Because of this severe oversupply state, in 1978, the government passed legislation limiting the number of automobile assembly licenses, putting ceilings on production capacities, and banning the import of built up unit automobiles. Over time, as sales volumes added in Thailand, these limits were lifted.

Thailand's automotive industry began a high growth in 1987 just as the country's economy was prospering and as per capita GDP was surpassing US$1,000. Next four years, the size of the new automotive market had tripled, adding from 101,614 units in 1987 to 304,062 units in 1990. This surge in sales made Thailand one of the most attractive auto markets in the world. From 1990 to 1996, sales of automobiles in Thailand continued to be strong with a mix annual growth rate of 11.7 percent, with sales peaking in 1996 at 589,126 units. In 1997, among the Asian economic crisis, sales of automobiles in Thailand reduced 38.4 percent to 363,156, and then fell again in 1998 to 144,065 units (Office of Industrial Economics Ministry of Industry, Automotive Industry in Thailand, 2002.)

Since the early 1960s, over the decade, Thailand has grown to be the regional making hub for automobiles in ASEAN. Japanese auto makers have been active with investments and new plants located in Thailand. Both Toyota and Honda selected Thailand as the best place to create their Asia automobiles, the Soluna and the City, and Mitsubishi has made the country the only global source for its L200/Strada pickup truck. Recently, American firm Ford Motor Company has teamed up with Mazda to create a key production facility, General Motors have made an investment in the country, and BMW has also planed to create a production facility in the country.

Japanese brand automobiles have the leading market share in Thailand. Recent years, the market leaders in automobiles sold included Toyota, Isuzu, Honda, Mitsubishi and Nissan. In the future, Thailand is likely to keep on an automobile production base in ASEAN, and will go on to create a progressive and export programs.

Now, the automotive market is undertaking a social change with brand seeming less remote, less different, and less exclusive with the quality of life improving. As a result, rising competition between makes has intensified the importance of brand identity. As automotive standards go on to rise, the perceived image of an automobile plays a key role in the consumer behavior. The premium marques such as BMW, Lexus, and Mercedes-Benz must develop attributes and values that reflect changing social values which influence buyers sensitively, to keep their positions in many regions of the global market.

Recently, Thai consumer has increased access to a wide variety of automotive brands. With advance in communication access as well as better education, Thai consumers are more aware of the automotive brands offered around the world. As a result, the importance of brand influencing Thai consumer perception is rising fast.

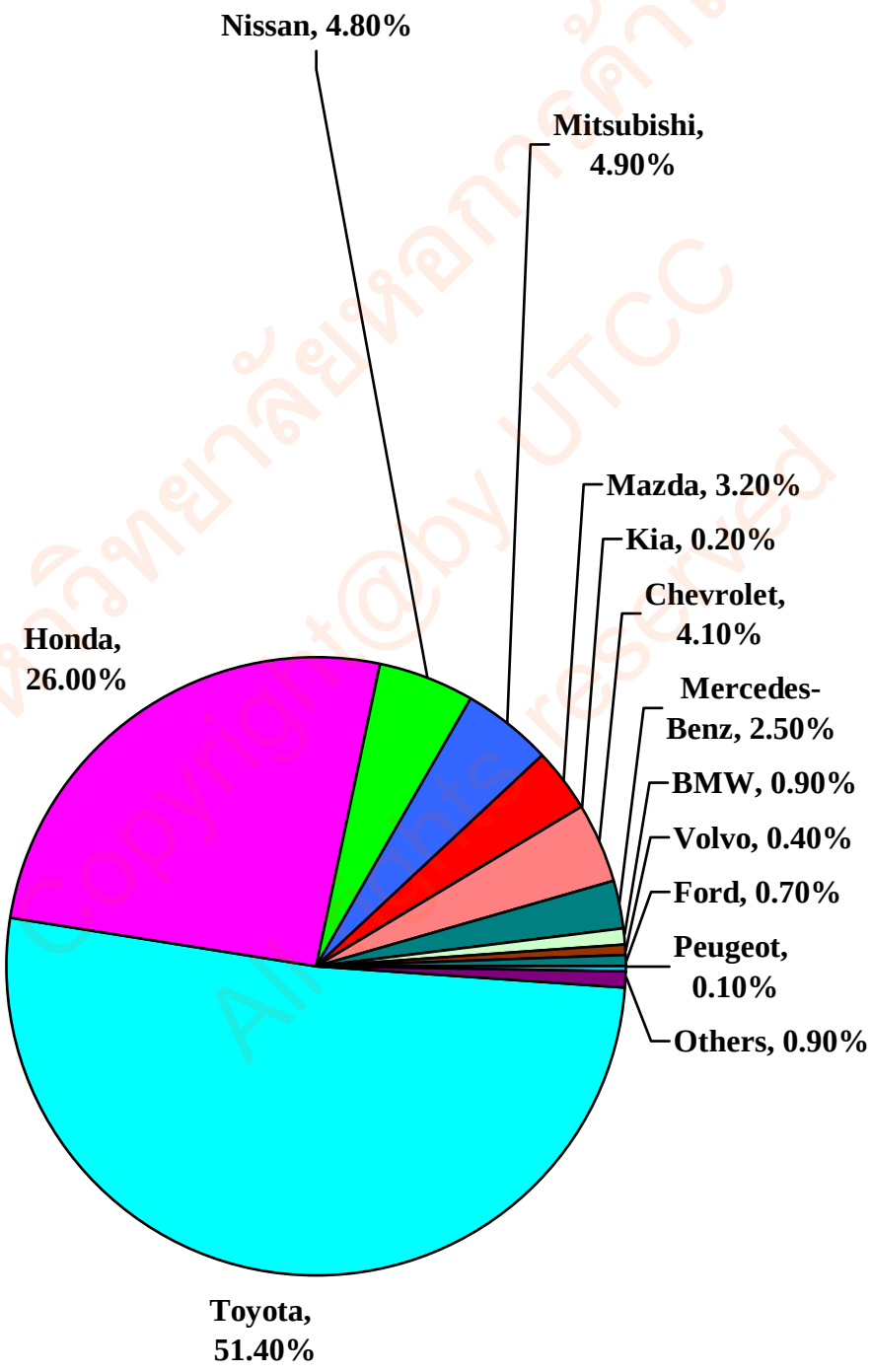
An understanding of the role of brand for investment as against domestic ones would help in the formulation of better marketing plans, strategies and policies by firms of both domestic and international markets.

Thailand monthly vehicle sales (June 2005)

Passenger cars	Jun-05	Jun-04	05/04	Share	05(1-6)	04(1-6)	05/04	Share
Toyota	8,491	8,219	3.3%	51.3%	46,641	49,565	-5.9%	51.4%
Honda	4,309	5,516	-21.9%	26.0%	23,603	35,705	-33.9%	26.0%
Nissan	934	499	87.2%	5.6%	4,347	4,217	3.1%	4.8%
Mitsubishi	630	356	77.0%	3.8%	4,417	2,127	107.7%	4.9%
Mazda	514	113	354.9%	3.1%	2,889	438	559.6%	3.2%
Kia	30	83	-63.9%	0.2%	177	632	-72.0%	0.2%
Chevrolet	738	228	223.7%	4.5%	3,763	3,041	23.7%	4.1%
Mercedes-Benz	321	431	-25.5%	1.9%	2,236	2,788	-19.8%	2.5%
BMW	212	345	-38.6%	1.3%	848	1,210	-29.9%	0.9%
Volvo	71	70	1.4%	0.4%	369	429	-14.0%	0.4%
Ford	57	69	-17.4%	0.3%	639	649	-1.5%	0.7%
Peugeot	24	7	242.9%	0.1%	103	103	0.0%	0.1%
VW	11	15	-26.7%	0.1%	36	98	-63.3%	0.0%
Other Japanese cars	79	7	1028.6%	0.5%	151	21	619.0%	0.2%
Other European & Korean cars	128	83	54.2%	0.8%	598	485	23.3%	0.7%
Total	16,550	16,042	3.2%	100%	90,818	101,509	-10.5%	100.0%

Source: www.Business-in-asia.com

Thailand automotive industry in 2005
diagram passenger cars sales by brands



The distinct characteristics for each international automotive brand categories

Brand	Country	Type of passenger car
1. TOYOTA	Japan	Asian
2. HONDA	Japan	Asian
3. NISSAN	Japan	Asian
4. MITSUBISHI	Japan	Asian
5. MAZDA	Japan	Asian
6. KIA	Korea	Asian
7. CHEVROLET	U.S.	America
8. MERCEDES-BENZ	Germany	European
9. BMW	Germany	European
10. VOLVO	Sweden	European
11. FORD	U.S.	America
12. PEUGEOT	France	European

1. TOYOTA

Toyota has become one of the leading auto makers in Thailand, with a large automotive productivity and many dealer networks with showrooms nationwide. It wants to be attributed to its Thai customer base which has always placed its trust and confidence in the firm and its products. These include providing products and services which will satisfy customers beyond their present expectations. Toyota offers standard of quality, technology, competency and act as sub-contractor for making auto parts, biggest body repair and paint service center after sales service. It has a joint-venture firm of both domestic and foreign financial institutions, to help reduce financial burden of dealers in Bangkok and upcountry, who are selling on installment basis.

2. HONDA

Today Honda stands proud as one of the large suppliers of passenger cars and is created the producer and authorized distributor of Honda cars in Thailand. At Honda service center, customers will get a high quality service that is standardized nationwide. Honda personals are careful at every step in its maintenance and repairs by using modern equipment and certified parts. Honda is always sensitive to the customer wishes and interested to their suggestions so that it can develop products to meet their demands and provide services to maximize their satisfaction.

3. NISSAN

Nissan has rapidly grown in the automotive industry. It was created as the large and modern facility of Thailand to increase efficiency in design and production.

Nissan expects to develop the quality of its products, its showrooms and its service centers both in Bangkok and the provinces. It wants to satisfy its customer needs by following its slogan you come first. Now Nissan automobiles are tested in key areas

directly linked to driver safety, the car color, the body, and the engine. The passengers areas of all automobiles are checked by undergo an inspection process to make sure standards set by Nissan Motor in Japan.

4. MITSUBISHI MOTORS

Mitsubishi Motors Thailand is one of the automotive brands its success, both in local and exports market. Its business plan focuses on creating confidence among its customers and business alliances, with a goal to increase market share. Mitsubishi makes known readiness to launch the model of its automobile, improve and upgrade showroom network and services centers, and expand the market of engines and spare parts. Now it still confirms to upgrade Thailand to be its major production base for exports in this region.

5. MAZDA

Mazda has been well known in Thailand automotive brands. Now, it is watchful about creating customer confidence in its products. It wants to provide products that deliver the most enjoyable and best driving experience. Mazda offers its customer satisfaction after sales service. The dealer showroom experience can introduce customers to its products in a comfortable and meaningful manner.

6. KIA

Kia is South Korea's oldest car firm. Kia automobiles were much less reliable than other competitors. Kia makes commercial automobiles and the name roughly translates as rising from Asia in Chinese characters. Recently, Kia has worked to improve the reliability of their automobiles and now, it rates higher than many other firms.

7. CHEVROLET

General Motors Thailand is the biggest automobile exporter to worldwide. It was the first maker to export passenger cars to Europe and Japan. GM Thailand operates a distribution office, service parts and training center under the name of Chevrolet Sales (Thailand) Ltd., in Bangkok. Its products are sold in Thailand through the Chevrolet franchised dealer network, which has showrooms and service facilities in Bangkok and main cities in Thailand. Automobiles are created a utility function, safety and specific features, performance and value for money.

8. MERCEDES-BENZ

Today, Mercedes continues developing growth in the Thai auto market, its long standing top position as luxury cars and providing engineered automobiles marked by superior quality, high safety, and exclusive design. It has stood as a hallmark of reliability and trustworthiness. The firm manages the importation, assembly, distribution of passenger car brands and commercial automobiles as well as provides full maintenance and after sales services to its customers

9. BMW

BMW is the leading auto exporter in Europe. German was producer of automobiles engines. The firm entered the automobile business by acquiring a maker of small cars based in Germany. BMW began producing a line of larger touring cars and sports cars, introducing its highly successful model the sports car. It began to compete with Mercedes-Benz in the luxury-car markets of Europe and the United States including the cars-Lexus made by Toyota Motor Corporation, and Infiniti, made by Nissan Motor Co., Ltd.

10. VOLVO

Volvo likes to offer a proponent of the safety first way to automobile creating. Its present lineup appeals as much to a driver's sense of style as to his or her sense of self preservation. Models include the S Range, V Range, XC Range, and C Range. The groups of the Volvo produced each year are primarily creates in Sweden and Belgium, but the firm also creates a few automobiles in Thailand and Malaysia.

11. FORD

Ford is in a position to appeal to the range of potential customers. Its automotive brand has a unique personality. It offers a wealth of variety to the automotive consumer, a global family with a proud heritage passionately committed to providing personal mobility for people around the world. Now, Ford has more automobiles with the highest safety rating five stars than any other auto makers. It anticipates consumer need to deliver outstanding products and services so that it is the world's leading consumer firm for auto maker.

12. PEUGEOT

Peugeot was created by French. The symbol for the products was designed to the good taste of the artist to create the best layout. It ensures the longevity of the trade mark. Peugeot is famous into one of the most powerful industrial empire of Europe and with standard equipment levels of executive cars. Now, it show value for money has been strength of the car and the standard specification has got richer. It focuses on drivers like to enjoy the comfort, safety, well design and high innovations.

1.2 Objective of the study

The study is intended to examine how the international automotive brand equity influences on Thai consumer's quality perception.

1.3 Expected benefits

To provide information of international automotive brands for building brand equity that leads to create brand loyalty.

1.4 Scope of the study

This study focuses on the topic of international automotive brands by Thai consumer perception in the auto market especially passenger cars. Questionnaires are used to collect data from 200 working people aged 25-55 years old in Bangkok. These questionnaires assess the present attitude of Thai consumer towards automotive brands and SPSS program is used for data processing.

1.5 Conceptual definitions

International automotive brand: It is an international name to distinguish the automobile of one maker from others and can identify its value related with its product.

Consumer perception: Consumer's expectation in perceived quality and credibility to each automotive brand.

Brand equity: It is the power and value, which firms need to create the position their brand takes in the consumers' mind.

Brand loyalty: It means consumers fix themselves to goods or services as a result of honesty and repeat buying.

Consumer behavior: It can be defined as the mind and emotional processes and the physical activities, which people keep in when they select, buy, use and dispose of goods or services to please specific needs and wants.

1.6 Organizational of the study

This study is consists of 5 chapters. Chapter 1 explains the Statement of the problem, Objective of the study, Expected benefits, Scope of the study, conceptual definitions and Organizational of the study. Chapter 2 review the relevant literature which leads to the development of conceptual framework and formulation of the research methodology employed. Chapter 3 presents conceptual frameworks and the details of research methodology. Chapter 4 discussed on the results and analysis followed by conclusion and recommendations in Chapter 5.

CHAPTER 2

LITERATURE REVIEW

To examine Thai consumer perception for international automotive brand equity, the theoretical framework needs to be used. The concept of brand strategy will be explained. Brands are the goal for the perception in this study and it is important to be aware of the element brands including other researches. Perception, true or false is related to expectation as what the individual basis the trust or distrust consumer will have for an assured brand. The literature that is related to the issues will be performed to give ideas what have been before studied by other researchers.

2.1. Brand

A brand is explained as a name, term, sign, symbol or design, or a grouping of these is set to identify the goods or services of the group of seller(s) and to distinguish them from competitors. We can look at a brand to identify the maker or supplier, while showing special features, benefits and services to consumers. Also, a brand is a promise to the consumer what the goods, service, or firm stands for, and the experience they can get from it (Kotler, 2003). There are three advantages, which brands offer to consumers. First, brands tell the consumer about the quality. Buyers always buy the same brand so that they will get the same quality. Second, brand names simplify shopping for consumers, where they can find the goods that match their want fast. Finally, brand names let consumers interest to be drawn to new goods that are beneficial to them, since the brand is the first type of recognition (Kotler, 1999 referred to in Natalie Ann Ryan, 2002).

2.2 Brand equity

Brands differ in the power and value they have in the market due to different factors. Powerful brands are known to have brand equity. There are brands, which buyers have a high degree of brand awareness, brand acceptability, brand preference and brand loyalty respectively. Brand equity is based on the scope to that it has brand loyalty, name, awareness, perceived quality, strong brand relations, and other assets like patents, trademarks. Also, brands that have strong brand equity are seen as a valuable asset to the firm and can be bought or sold for a price (Kotler, 2003).

Brand equity is a set of brand assets and liabilities joined to a brand via its name and symbol, which adds or subtracts from the value offered by goods or service to a firm's customers (Aaker, 1991 referred to Natalie Ann Ryan, 2002). The use of market share as a pointer of brand equity has resulted from the work of Aaker, 1996 referred to in Marisa Maio Mackay, 2001. Aaker focused on customer perceptions and market behavior measures. One of the main market behavior measures offered was market share. Market share presents a valid and sensitive reflection of the brand's standing with customers. When the brand has a relative benefit in the customer minds, its brand market share should raise or at least not reduce. Conversely, when competitors improve their brand equity, their share should react (Churchill, 1979 and Peter, 1981 referred to in Marisa Maio Mackay, 2001). Additionally, if a brand is perceived to be better than other brands by any individual, they should be more likely to buy the brand. This should also lead to a raise in market share and ultimately profitability.

2.3 Brand awareness

Brand awareness is an important and undervalued part of brand equity. Awareness can influence perceptions and attitudes and it drives brand choice and loyalty. It reflects the salience of the brand in the customer's mind. (Aaker, 1996b referred to in Reza Motameni and Manuchehr Shahrokhi, 1998). It is a part for the communications process. It has a key role in the consumer decision making process and in determining the consideration. Consumers are aware of a large number of brands when making buying decisions, and brands with higher awareness levels are more likely to be part of the final buying decision. Brand awareness is also said to influence the brand's perceived quality, as found in a consumer choice (MacDonald & Sharp, 1996 referred to in Antonia Malt, 2002).

The researcher finds that the level of awareness in form of brand recognition is with quite high for potential customers, while a higher percentage recalls BMW from their memory as a luxury brand rather than a performance brand. These results indicate an overall high level of awareness for the brand. Furthermore, results showed a desire for owning a BMW. However, distinguished by gender, female potential customers show a higher desire for competitive brands for both, as a luxury as well as a performance brand, while male potential customers show surprisingly a higher desire for competitive brands when it comes to performance cars (Marion Weiler, 2004, A Case Analysis Exploring Customer Attitudes on BMW by Master of Business Administration, Hawaii Pacific University).

2.4 Brand acceptability

Social marketing is a design, implementation and control of plan is seeking to add the acceptability of a social idea, cause or practice in target group (Kotler, 1975 referred to in Linda Ballasy, 2004). A social class is a social group, usually defined by its members having equivalent socio-economic status. Generally, occupation and income serve to distinguish social classes but some researchers stress other factors like education, lifestyle, prestige or values (O'Shaugnessy, 1995 referred to in K Schoefer, 1998). Some goods may still be considered as status symbols that serve to relate a consumer with a specific social class like clothing and automobiles (Kotler 1997 and Ennew 1993 referred to in K Schoefer, 1998).

2.5 Brand preference

Buyers may sample a number of brands, liking some more than the others. This experience triggers the process of consumer inference what are the personality of the ones I like and one I like not. Differences in brands or attributes are assumed to be the cause of such differences. It may be summed up that one has preference for a brand or some grouping of attributes. However, buyers form relating brand features to satisfaction which is reinforced by advertising and repeat buying. In the process, preferences are formed and developed, based on the interaction of buyer experience and brand strategy. This suggests that what customers want depends on what customers have experienced. Brand strategy plays a defining role in this evolution and can have enduring consequences. Advertising will have a data effect by letting a brand to be included in a consumer's consideration. Firms also offer that advertising will promote differentiation by adding a brand's strength of preference (Mitra and Lynch, 1995 referred to in Tim Jones, 2002). Relationship marketing has the goal of creating

long term mutually satisfying relationships among customers, suppliers and distributors to earn and keep their long term preference and business (Kotler et al., 2000 referred to in Tim Jones, 2002).

2.6 Brand loyalty

Brand loyalty has been explained as a behavioral response and as a function of psychological processes (Jacoby and Kyner, 1973 referred to in Arjun Chaudhuri, 1995). It is a function of attitudes and habit. Contrary to brand attitudes and habit, which are brand specific, the concept of brand loyalty shows a concept which explains consumer's buying behavior patterns within a product class (Day, 1969 referred to in Arjun Chaudhuri, 1995). Brand loyalty is defined as a consumer's preference to buy a single brand name in a product class; it is a result of the perceived quality of the brand and not its price.

Arjun Chaudhuri, 1995 states that "brand loyalty leads to bigger and repetitive sales since the same brand is repeatedly bought, irrespective of situational constraints. Consumers may use more of the brand to which they are loyal, since they may like using the brand or because they identify with the image of the brand. Brand loyal consumers are willing to pay more for a brand because they perceive some single value in the brand that no other choice can give. Brand loyal users are willing to look for a brand and they want less advertising frequency, resulting in lower costs for advertising and distribution."

Brand is one of the important goods features that impacts customer shopping behaviors (Tyebjee, 1979 referred to in Peishih Chang, 2002). Researchers are usually interested in the relationships between brand loyalty and goods involvement. Reports show that brand loyalty could be identified when customer make a repeat buying for a

high-involvement goods, as a simply habitual buying could be shown when customer make a repeat buying for a low-involvement goods (Lin & Chang, 2003; Quester et al., 2003 referred to in Peishih Chang, 2002). Study also shows that if brand choice dominates other goods features, customers will spend much less time to make goods choice than if the customer has near equal preferences (Hoyer, 1984; Tyebjee, 1979 referred to in Peishih Chang, 2002).

The role of loyalty in the brand equity process, which is brand loyalty leads to marketing advantages like reduced marketing costs, more new customers and bigger trade leverage (Aaker, 1991 referred to in Pin Luarn and Hsin-Hui Lin, 2003). In more and more competitive markets, being able to crate loyalty in consumers is seen as the key factor in winning market share and developing sustainable competitive advantage (Jarvis and Mayo, 1986 referred to in Pin Luarn and Hsin-Hui Lin, 2003). The desired result from high brand equity is brand loyalty like a high level of repeat business. A highly loyal customer base is a very valuable asset, providing sales and profits, reducing the costs of customer acquisition and marketing, as customer keeping is usually cheaper (Kotler and Singh, 1981 referred to in Pin Luarn and Hsin-Hui Lin, 2003).

2.7 Brand image and identity

The personality and the positioning of the brand make up the brands identity and image (Temporal and Lee, 2001 referred to in Natalie Ann Ryan, 2002). Brands are created by creating a strong brand personality, or set of brand values, and positioning the brand by creating a good perception in the mind of the target viewers. Brand images are the set of beliefs, which a consumer holds about a particular brand. Consumers beliefs may differ based on their individual experience or perception of the

brand (Kotler, 1999 referred to in Natalie Ann Ryan, 2002). The brands identity is the total proposal, which a firm makes to consumers, or the promise it makes. It is everything the firm wants to be seen as. It may consist of features, benefits and all other values that the brand possesses. Thus, the firm needs to reach harmony between the brand identity and the brand image through creating good experience. If the brand identity offers something, which the brand cannot really deliver to consumers, the consumer will have a bad experience with the brand and a negative perception (Temporal and Lee 2001 referred to in Natalie Ann Ryan, 2002).

2.8 Brand popularity

Natalie Ann Ryan, 2002 states that "brand popularity can be defined as the scope to which a brand has been widely sought after bought by an importantly big population. Furthermore, it is considered to be the growth of market acceptance and brand goodwill over a long time. It can happen from word-of-mouth and from prior user. It is the result of the good image of the brand that is reflected in the brand marketing. Brand popularity will positively influence the brand performance by creating a good brand image in the minds of consumers. As a result, it will have a positive contribution to the brand's loyalty, image, or market sales."

2.9 Perception

Perception is the way that individuals select, organize, and interpret data to create a meaning for themselves. Customers usually view goods based on their perception since they do not buy the goods. Thus, a brand can be seen as a prejudice (Arnold, 1992 referred to in Natalie Ann Ryan, 2002). Consumers initially have feelings towards a brand before they even consume it (Buttle and Burton 2002 referred to in Natalie Ann Ryan, 2002). The perception of the brand image is very important,

since consumers analyze the personality of a brand, and then creates meaning out of the brand message (D. Aaker and A. Biel, 1993 referred to in Natalie Ann Ryan, 2002).

To perceive quality of the brand, consumers often look at price (Upshaw, 1995 referred to in Natalie Ann Ryan, 2002). In general, consumers want brands that offer them high quality at a reasonable price. A firm's way of sales promotion can have either a positive or a negative influence on the consumer's perception of the brand's quality. It also has an impact on the brand images (Usunier, 1993 referred to in Natalie Ann Ryan, 2002). For example, a firm that always has price promotions can let a consumer to perceive the low quality. Conversely, if consumers see special offers from a brand once in a while, they will feel more rewarded for being a customer. By advertising this way, the firm can keep the consumer's perception of quality that they have for the brand, while also keeping a positive image of the brand in the consumers mind (D. Aaker and A. Biel, 1993 referred to in Natalie Ann Ryan, 2002). It is important that a brands identity matches the consumer's image of the brand because this determines whether a brand will gain the trust of consumers, and whether the brand will success or not (Temporal and Lee, 2001 referred to in Natalie Ann Ryan, 2002).

2.10 Positioning

Positioning is an important part of brand. Positioning is the process by that a firm offers its brand to the consumers. It is necessary that the message is communicated by all the organizations activities because any of them may be the specific feature that customers analyze and develop their perception (Arnold 1992 referred to in Natalie Ann Ryan 2002). Positioning is not about what you do to the

goods, but what you do to the mind of the view. This means the goods are positioned in the mind of views (Kotler, 1999 referred to in Natalie Ann Ryan, 2002).

Brand positioning refers to both the process and the end result of building or rebuilding an image for a brand relation to a target market segment (D. Aaker and A. Biel, 1993 referred to in Natalie Ann Ryan, 2002). The goods position is defined as the way the goods is visioned by consumers on important features and the mental thinking, which a consumer has for the goods relation to competing goods (Kotler, 1999 referred to in Natalie Ann Ryan, 2002). Thus, positioning focuses on gain a share of consumer minds rather than the share of the market. By a firm focusing on this, it strongly develops a good image that stands out from competition and gains the trust of consumers (Temporal and Lee, 2001 referred to in Natalie Ann Ryan, 2002).

2.11 Value

Value is the trade-off between what a consumer gives and gets from a brand. Intangible values are the benefits, which the customers experiences that are not physical parts of the brand, but can include the parts of the brand personality. These features of the brand cannot be seen, tasted, felt, heard or smelled before they are bought like trust, freedom, power and excitement. However, tangible values are the benefits, which the customer experiences that are the physical parts of the brand. These features of the brand can be seen, tasted felt, heard or smelled before they are bought. Perceived value is the consumers overall estimation of the benefits of goods. It is based on what they get quality, satisfaction, or convenience and what is given price, time and effort. Additionally, perceived value is completely based on the individual. Perceived quality is the consumers perception about goods overall excellence in

comparison to other goods. It is also based on the individual (D. Aaker and A. Biel, 1993 referred to in Natalie Ann Ryan, 2002).

2.12 Expectation

Trust is built on the expectation that something or someone will act in the way that they need want or desire. When individuals put trust in someone or something, they believe their expectations will be met. They will not have to manage the disappointment of their expectations not being fulfilled. When expectations are met, trust is built. While if they are unfulfilled expectations, the result will be lost trust. Trust depends on an individual's standards and social structures in their society based on the social and economic governance mechanisms. Individual types their views to whether they will trust or not based on the value standards from their culture, class membership, family line, and their individual characteristics (Sanner, 1997 referred to in Natalie Ann Ryan, 2002).

Now, it is important for firms to ensure their brands deliver its promises to consumers and meet their expectations. This is because consumers have more availability of data through consumer magazines, television shows, and newspaper articles, which keep them updated on goods and services, not succeed at keeping their promises. Thus, it is necessary for brand managers to define experience and customer values that deliver in everything they do consistently. Through these tasks customers develop trust for a brand. Since a brands promise gets tested with each consumer's encounter, if the brands execution does not meet its promise. The consumer will be dissatisfied with the goods and not develop trust (Upshaw, 1995 referred to in Natalie Ann Ryan, 2002).

2.13 Experience

Customers develop relationships with brands through direct experiences and base their perception of the brand on this experience. And how that brand compares to other brands they have experienced. The personal experience in which a consumer has with a firm is the key factor in developing or destroying trust (Petromilli and Morrison, 2002 referred to in Natalie Ann Ryan, 2002). 76 percent of consumers would find it difficult to trust a brand again, the first time did not meet their needs. Since a firm's brand is a promise of a certain experience, the trust or distrust of a brand depends on the experience the consumer has (Dolliver, 2001 referred to in Natalie Ann Ryan, 2002). This is important because it is through the experience customers will decide whether or not the brand is valuable to them and worth trust (Temporal and Lee, 2001 referred to in Natalie Ann Ryan, 2002).

Generally, consumers believe firms have good intentions and work hard not to repeat mistakes. They believe most firms will do the right thing when faced with a problem with one of their goods. Still, the fact keeps true that consumers find it more difficult to trust brands after the first time of having a bad experience with the brand (Dolliver, 2001 referred to in Natalie Ann Ryan, 2002). Customer relationships are longer with a firm, when customers gain high levels of cumulated satisfaction for a brand. Conversely, if a customer has a poor experience with the goods, they will be less satisfied. They will not seek a long relationship with a particular brand. When a consumer is satisfied with a brand, this means they are content with all parts of the goods that are related to their needs. Finally they also trust this brand (Buttleand Burton 2002 referred to in Natalie Ann Ryan, 2002).

2.14 Perceive quality

Perceived quality is an association that is essential to brand equity. It is one of the key dimensions of brand equity (Aker, 1996a referred to in Reza Motameni and Manuchehr Shahrokhi, 1998). Firms need to focus on creating the quality of their goods and services. Commercials and advertisements should focus more on showing quality in instead of having lot of data crammed into the commercial space (De Chernatony, 2001 referred to in Natalie Ann Ryan, 2002). Brands that offer their consumers good quality as well as good value, gain their consumers trust and have a long life cycle. Also, the more trusted the brand the more of a chance it has to compete in an international market composed of different nationalities (Fletcher, 2002 referred to in Natalie Ann Ryan, 2002). Generally, consumers link brands with a certain level of performance and quality standards. By consumers experiencing different brands, they can compare quality standards and gain knowledge in the value. The consumer then decides that brand they trust to be satisfied their expectations. It is likely to the consumer will trust brands that offer them the highest quality standards (Temporal and Lee 2001 referred to in Natalie Ann Ryan, 2002).

2.15 Consumer behavior

Today, many factors make to more know consumer markets and individual consumer behavior like the size consumer markets, consumer shopping habit changes and buying decisions, and the focus on consumer-oriented marketing. To become more consumer oriented and to create a relationship with their customers, many firms need to know what motivates buyers. For example, Ford Motor Company focuses on added customer joy and employee promise. The firm is dedicated to be customer driven, makes planned decisions about the customers each goods is to demand. It must

study potential customers. What they want so that the goods and marketing programs reach goals (William O. Bearden, Thomas N. Ingram and Raymond W. Laforge, 1995).

High-involvement decisions are shown by high levels of importance, thorough data processing, and key differences between choices. The choice of the buying of a home or automobile is examples of high-involvement decisions.

Social class influences the types of buying consumers make and the activity they follow. Table 1 shows the differences among subclasses of the middle class. Though preferences do change in classes over time, as evidenced by the differences between the 1980s and 90s, key differences in buying and behaviors happen between classes (William O. Bearden, Thomas N. Ingram and Raymond W. Laforge, 1995).

Table 1: Class distinctions

	Year	Lower Middle	Middle	Upper Middle
Automobile	1980s 1990s	Hyundai Geo	Chevrolet Celebrity Chrysier minviam	Mercedes Range Rover
Business shoe (men)	1980s 1990s	Sneakers Boots	Wingtips Rockports	Cap toes Loafers
Business shoe (women)	1980s 1990s	Spike-heel pumps High-heel pumps	Mid-heel pumps Dressy flats	High-heel pumps One-inch pumps
Alcoholic beverage	1980s 1990s	Domestic beer Domestic lite beer	White wine spritzer California Chardonny	Dom Perignon Cristal
Leisure pursuit	1980s 1990s	Watching sports Playing sports	Going to movies Renting movies	Golf Playing with computers
Hero	1980s 1990s	Roseanne Barr Kathie Lee Gifford	Ronald Reagan Janet Reno	Michael Miken Rush Limbaugh

Individual family person also influence buying decisions through their performance of different roles in the family. Persons in family may think different roles and roles may change, depend on the situation. For example, all family persons may influence decision to buy large items such as homes and automobiles (William O. Bearden, Thomas N. Ingram and Raymond W. Laforge, 1995).

Motivation refers to condition in a person that prompts goal directed behavior. It happens with recognition of need and can affect data search, data processing, and buying behavior. Frequently, researchers refer to the sorting of motives offered by Abraham Maslow. In this way, individuals evolve in their personal growth, with higher-level needs; esteem, self-actualization becomes important after lower-level needs; physiological, safety is pleased. Level of needs in Maslow's hierarchy and examples of associated goods buying include:

Level of needs	**Examples**
Self-actualization needs	Art, book, recreation
Esteem needs	Clothing, home furnishing, automobile
Love and belonging needs	Mementos gifts, photographs
Safety needs	Burglar alarms, seat belts
Physiological needs	Food, heat, shelter

Maslow's hierarchy has led in special to the development of the idea of group of benefits. It is perceived consumers will buy goods or service to please the most number of needs at the same time. For example, a car buyer who thinks safety as his or her key need will buy the car that has the most safety features or alternatively, the

cheapest car to cut financial risk. The buyer who focuses on belonging needs will buy the car that will earn him or her most admiration and respect of friends, family and colleagues. And the buyer who focuses on self-esteem needs will buy the car that makes them feel good about himself or herself (Maslow A., 1954 referred to in http://www.thoemmes.com/encyclopedia/maslow.htm).

CHAPTER 3

RESEARCH METHODOLOGY

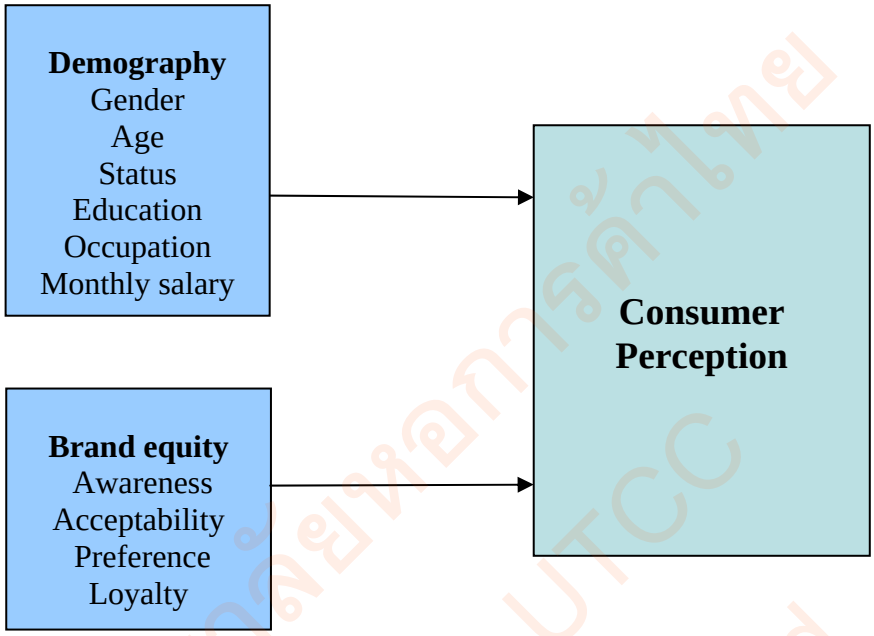
This chapter explains the way, which is selected for this independent study to show the applied research method in this part. It will give the reader an understanding of how the practical work and data collection has been conducted, as well as how the results have been analyzed. In this chapter, it consists of conceptual framework, data collection, population and data analysis method.

3.1 Conceptual framework

The goal of this study is to examine the phenomena of consumer perception. The descriptive method is selected for the study because it is proper when the focusing study is to explain the brand equity.

In this study, it becomes clear that is a qualitative nature. This is due to the difficulty of the subject and the difficulty by which perception is quantified. Thus, it is important to understand the concept of brand equity before trying to quantify it and its underlying factors.

Conceptual framework



The brand equity is an independent variable (X) and the consumer perception is dependent variable (Y).

3.2 Data collection

Data can be collected by form of sources. Primary data is colleted with the specific study, and then colleted for the first time. Primary data primary sources will be utilized to gain a deeper understanding this study. This is the best way to collect data that focus group interviews are one of the most important sources for the study. The interviews are based on questionnaires which the consumers can be asked both about facts and their views. It is important that the consumers are allowed to give their views and experiences. Secondary data, this study will start with looking at secondary sources, primarily books and articles. Databases, such as ABI/Inform and General Business files, have been important means to find interesting articles. A comprehensive and literature review is the key of this study. Its main goal is to create

a base on what has been done before on the subject. And to identify factors that are important for the Thai consumer perception of international automotive brand equity.

In this study, both primary and secondary data have been collected. Conceptual framework visualizes what kind of data has been collected during the different stages of the research, what the key variables were as well as what sources. The people involved in the interviews were chosen since they are very competent in the research area. For the selection of people in the focusing group study, the ease sampling method is used. The 200 samples are selected in Bangkok, who is working people aged 25-55 years old and only people who want to join in this study are used, which will give the best results.

3.3 Population

The reasons for using a sample, rather than collecting data from the entire population, are self-evident. In research investigations involving several elements, it would be practically impossible to collect data form, in terms of time, cost and other human resources. Study of a sample rather than the entire population is also sometimes likely to produce more reliable results. This is mostly because fatigue is reduced and fewer errors will thus result in collecting data, especially when a large number of elements are involved. In a few cases, it would also be impossible to use the entire population to gain knowledge about, or test something (Uma Sekaran, 2003 in Research Methods For Business, A Skill Building Approach). Therefore, in this study using 200 samples by referred to a rule of thumb, sample sizes between 30 and 500.

As a rule of thumb, sample sizes between 30 and 500 could be effective depending on the type of sampling design used and the research question investigated. Qualitative studies typically use small sample sizes because of their intensive nature.

When qualitative studies are undertaken for exploratory purpose, the sampling design will be convenience sampling. (Uma Sekaran, 2003 in Research Methods For Business A Skill Building Approach)

3.4 Data analysis methods

This study will use the analysis of descriptive and inferential statistics by using one-way analysis of variance (ANOVA), T-test and chi-squared tests to analyze data. ANOVA test and T-test are used for continuous variables while the chi-squared test is used for categorical variables such as demographic characteristics.

In this study, questionnaires are used to be instrument for analysis and which it can be divided two parts.

Part one: Question asks about the international automotive brand equity influences on Thai consumer's quality perception.

Part two: Question asks about demographics.

Level of Score

Very Satisfied	The most	Strongly agree	5
Satisfied	Much	agree	4
Neutral	Neutral	Neutral	3
Dissatisfied	Less	disagree	2
Very dissatisfied	The least	Strongly disagree	1

With five point scales, the interval for breaking the range in measuring each variable is calculated by:

$$\frac{5-1}{5} = 0.8$$

Transforming Score Standard

Mean average	Meaning
1.00 – 1.80	Level of consumer perception is the least.
1.81 – 2.60	Level of consumer perception is the low.
2.61 – 3.40	Level of consumer perception is the neutral.
3.41– 4.20	Level of consumer perception is the high.
4.21 – 5.00	Level of consumer perception is the highest.

CHAPTER 4

DATA ANALYSIS

From the research, the influence of international automotive brands on Thai consumer perception by using 200 questionnaires surveys the people in Bangkok. The researcher will use the descriptive statistics to explain the demographic characteristics by presenting frequency and percentage and the inferential statistics to analyze the variable correlation by presenting cross-tabulation, ANOVA test and t-test. SPSS program is used for data processing and the result can be summed up as follows: analysis of demographic characteristics, analysis of correlation between two variables and analysis of factors influencing on consumer perception in the automotive brands.

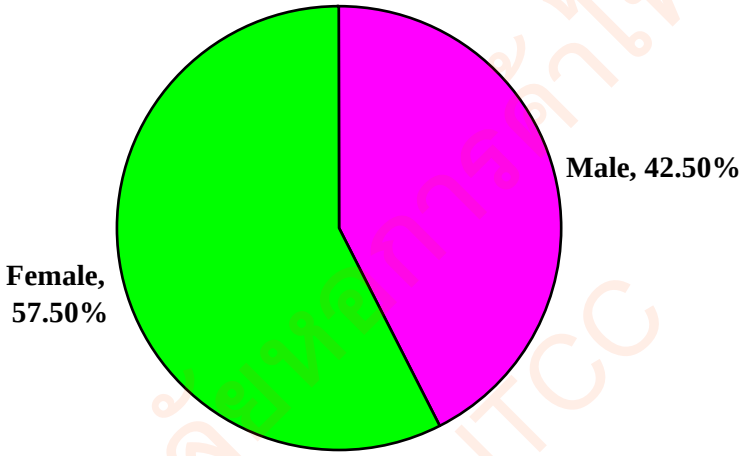
Section 1: Analysis of demographic characteristics such as gender, age, status, education, occupation and monthly salary including number of own cars and awareness data. The result is presented by frequency and percentage.

1.1 Gender

Table 1.1: Sample on gender

Gender	Frequency	Percent
Male	85	42.50
Female	115	57.50
Total	200	100.00

Percentage of gender



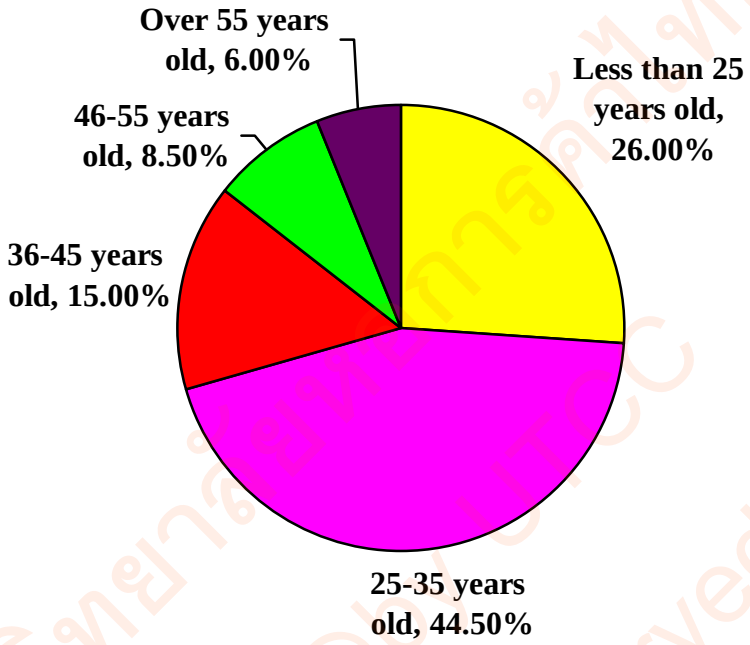
From table1.1, sample of population in Bangkok that is collected on the gender there are male 42.50 percent and female 57.50 percent.

1.2 Age

Table 1.2: Sample on age

Age	Frequency	Percent
Under 25 years old	52	26.00
25-35 years old	89	44.50
36-45 years old	30	15.00
46-55 years old	17	8.50
More than 55 years old	12	6.00
Total	200	100.00

Percentage of age

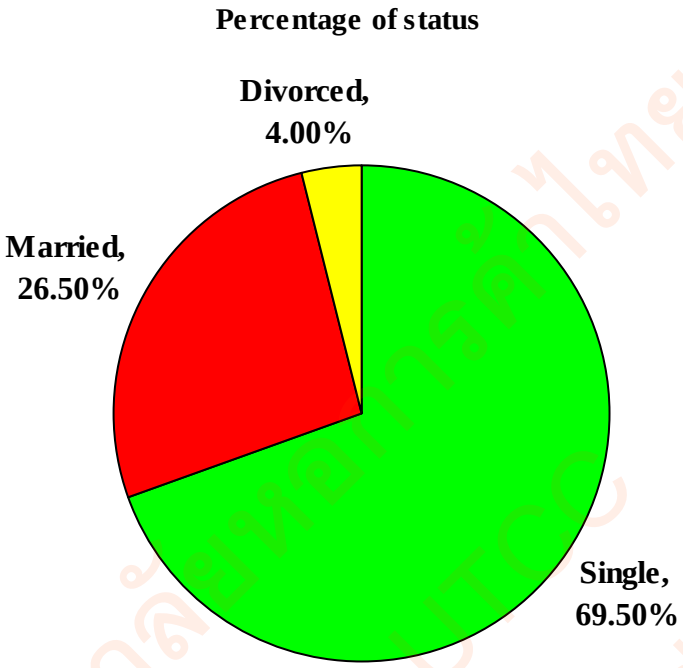


From table 1.2, sample of population in Bangkok that is collected on the age respectively: between 25 and 35 years old is 44.50 percent, less than 25 years old is 26.00 percent, between 36 and 45 years old is 15.00 percent, and between 46 and 55 years old is 8.50 percent, and over 55 years old is 6.00 percent .

1.3 Status

Table 1.3: Sample on status

Status	Frequency	Percent
Single	139	69.50
Married	53	26.50
Divorced	8	4.00
Total	200	100.00



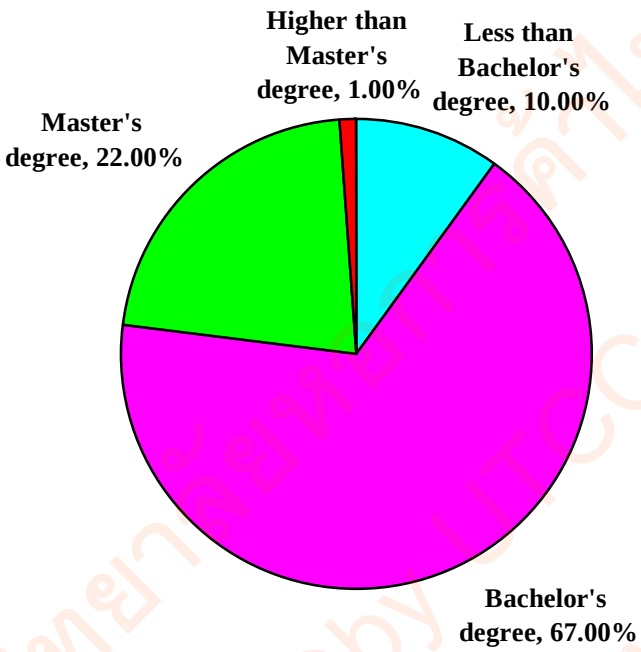
From table 1.3, sample of population in Bangkok that is collected on the status respectively: single is 69.50 percent, married 26.50 percent and divorced is 4.00 percent.

1.4 Education

Table 1.4: Sample on education

Education	Frequency	Percent
Less than Bachelor's degree	20	10.00
Bachelor's degree	134	67.00
Master's degree	44	22.00
Higher than Master's degree	2	1.00
Total	200	100.00

Percentage of education

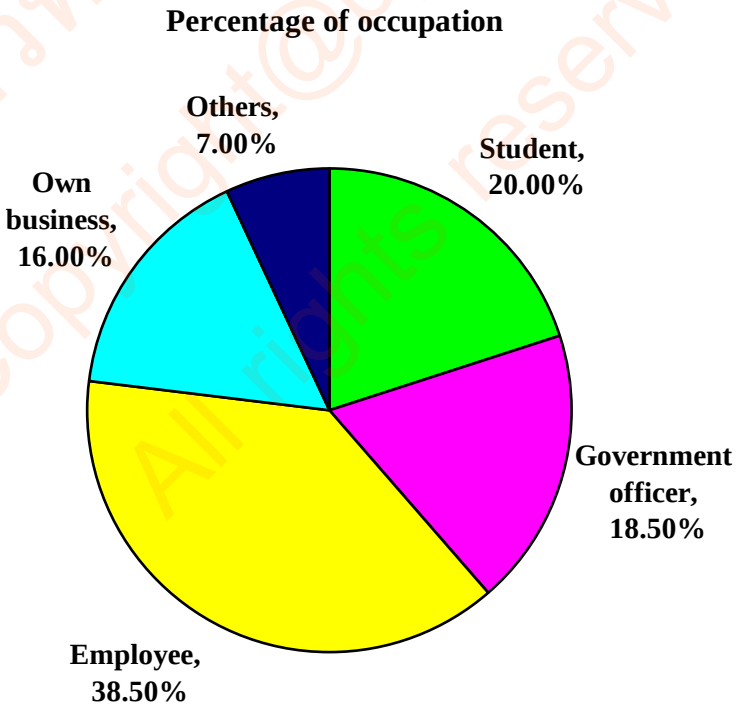


From table 1.4, sample of population in Bangkok that is collected on the education respectively: Bachelor's degree is 67.00 percent, Master's degree is 22.00 percent, Less than Bachelor's degree is 10.00 percent and Higher than Master's degree is 1.00 percent.

1.5 Occupation

Table 1.5: Sample on occupation

Occupation	Frequency	Percent
Student	40	20.00
Government officer	37	18.50
Employee	77	38.50
Own business	32	16.00
Others	14	7.00
Total	200	100.00

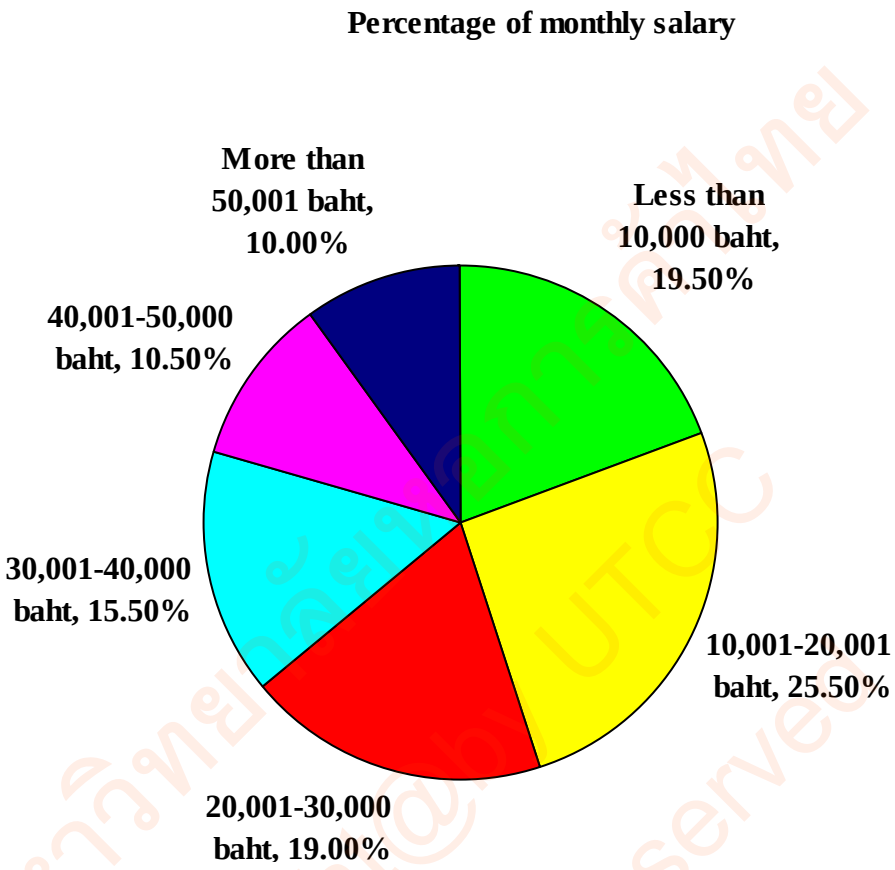


From table 1.5, sample of population in Bangkok that is collected on the occupation respectively: employee is 38.50 percent (lawyer, accountant, architect, engineer, secretary, banker, teacher etc.), student is 20.00 percent, government officer is 18.50 percent (banker, teacher etc.), own business is 16.00 percent and others is 14.00 percent (housewife and early retired).

1.6 Monthly salary

Table 1.6: Sample on monthly salary

Monthly salary	Frequency	Percent
Less than 10,000 baht	39	19.50
10,001 - 20,000 baht	51	25.50
20,001 - 30,000 baht	38	19.00
30,001 - 40,000 baht	31	15.50
40,001 - 50,000 baht	21	10.50
More than 50,001 baht	20	10.00
Total	200	100.00

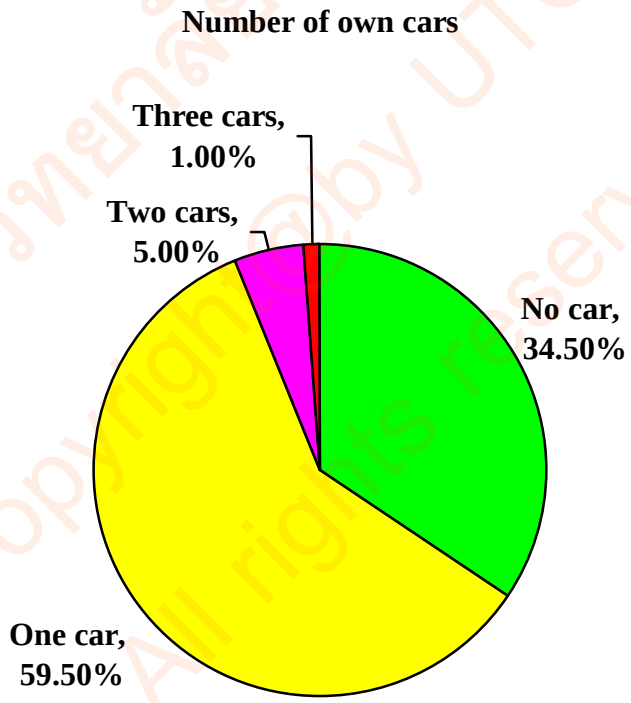


From table 1.6, sample of population in Bangkok that is collected on the monthly salary respectively: 10,001-20,000 baht is 25.50 percent, less than 10,000 baht is 19.50 percent, 20,001-30,000 baht is 19.00 percent, 30,001-40,000 baht is 15.50 percent, 40,001-50,000 baht is 10.50 percent and more than 50,001 is 10.00 percent.

1.7 Number of own cars

Table 1.7: Number of own cars

Number of own cars	Frequency	Percent
No car	69	34.50
One car	119	59.50
Two cars	10	5.00
Three cars	2	1.00
Total	200	100.00



From table 1.7, sample of population in Bangkok that is collected on own cars respectively: people have one car (59.50%), no car (34.50%), two cars (5.00%) and three cars (1.00%).

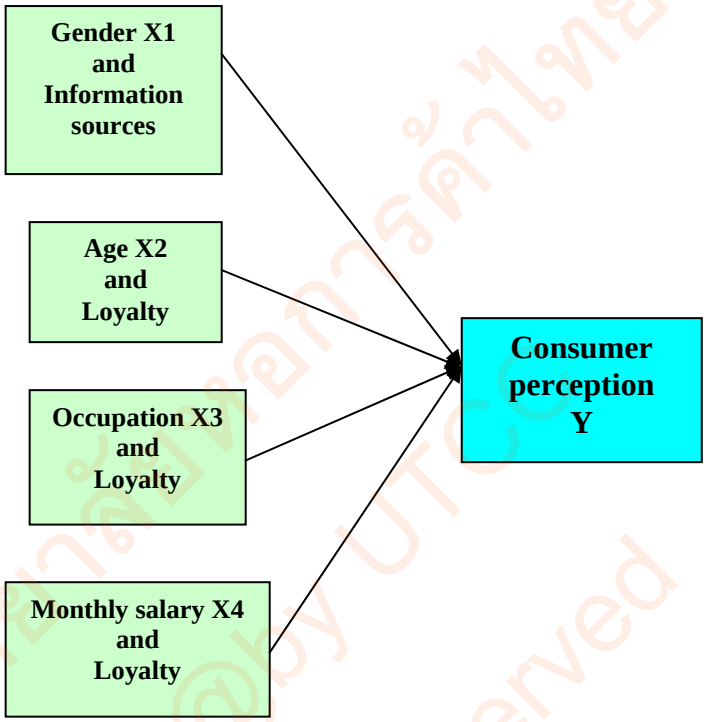
1.8 Awareness

Table 1.8: People are aware of a number of automotive brands.

Automotive brands	Frequency	Percent
1. Toyota	163	81.50
2. Honda	148	74.00
3. Nissan	69	34.50
4. Mitsubishi	47	23.50
5. Mazda	34	17.00
6. Kia	14	7.00
7. Chevrolet	25	12.50
8. Mercedes-Benz	79	39.50
9. BMW	88	44.00
10. Volvo	53	26.50
11. Ford	27	13.50
12. Peugeot	15	17.50
13. Other	5	2.50

From table 1.8, most of Thai consumers are aware of international automotive brands: the first awareness is Toyota (81.50%), the second is Honda (74%), the third is BMW (44%), the fourth is Mercedes-Benz (39.50%), the fifth is Nissan (34.50%), so on and finally, others such as Audi, Isuzu and Range Rover (2.50%).

Section 2: Analysis of correlation between two variables by Crosstabulation.



2.1 Test between gender and information sources

2.1.1 Test between gender and television

As two variables are Nominal Scale and Ordinal Scale thus, they can be analyzed as following:

Table 2.1.1: Crosstabulation between gender and television

Gender	Television					Total
	The least	less	neutral	much	The most	
Male (% within gender)	4.70%	9.40%	31.80%	37.60%	16.50%	100.00%
Female (% within gender)	1.70%	7.00%	23.50%	33.00%	34.80%	100.00%
Total (% within gender)	3.00%	8.00%	27.00%	35.00%	27.00%	100.00%

From table 2.1.1, it showed that male get information about cars from television respectively; the least level is 4.70 percent, low level is 9.40 percent, neutral level is 31.80 percent, high level is 37.60 percent and the most level is 16.50 percent and female get information about cars from television respectively; the least level is 1.70 percent, low level is 7.00 percent, neutral level is 23.50 percent, high level is 33.00 percent and the most level is 34.80 percent.

Hypothesis:

Ho: There is no relationship between gender and getting information from television with $\alpha = 0.05$.

H1: There is a relationship between gender and getting information from television with $\alpha = 0.05$.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.052

a. 2 cells (20.00%) have expected count less than 5. The minimum expected count is 2.55.

From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.052. The obtained chi-square value exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that there is no relationship between gender and getting information from television with $\alpha = 0.05$.

2.1.2 Test between gender and radio

As two variables are Nominal Scale and Ordinal Scale thus, they can be analyzed as following:

Table 2.1.2: Crosstabulation between gender and radio

Gender	Radio					Total
	The least	less	neutral	much	The most	
Male (% within gender)	20.00%	34.10%	22.40%	20.00%	3.50%	100.00%
Female (% within gender)	30.40%	27.80%	26.10%	14.80%	0.90%	100.00%
Total (% within gender)	26.00%	30.50%	24.50%	17.00%	2.00%	100.00%

From table 2.1.2, it showed that male get information about cars from radio respectively; the least level is 20.00 percent, low level is 34.10 percent, neutral level is 22.40 percent, high level is 20.00 percent and the most level is 3.50 percent and female get information about cars from radio respectively; the least level is 30.40 percent, low level is 27.80 percent, neutral level is 26.10 percent, high level is 14.80 percent and the most level is 0.90 percent.

Hypothesis:

Ho: There is no relationship between gender and getting information from radio with $\alpha = 0.05$.

H1: There is a relationship between gender and getting information from radio with $\alpha = 0.05$.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.242

a. 2 cells (20.00%) have expected count less than 5. The minimum expected count is 1.70.

From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.242. The obtained chi-square value exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test therefore, it leads to accept the null hypothesis (Ho). This means that there is no relationship between gender and getting information from radio with $\alpha = 0.05$.

2.1.3 Test between gender and magazine

As two variables are Nominal Scale and Ordinal Scale thus, they can be analyzed as following:

Table 2.1.3: Crosstabulation between gender and magazine

Gender	Magazine					Total
	The least	less	neutral	much	The most	
Male (% within gender)	9.40%	28.20%	27.10%	24.70%	10.60%	100.00%
Female (% within gender)	9.60%	20.00%	38.30%	22.60%	9.60%	100.00%
Total (% within gender)	9.50%	23.50%	33.50%	23.50%	10.00%	100.00%

From table 2.1.3, it showed that male get information about cars from magazine respectively; the least level is 9.40 percent, low level is 28.20 percent, neutral level is 27.10 percent, high level is 24.70 percent and the most level is 10.60 percent and female get information about cars from magazine respectively; the least level is 9.60 percent, low level is 20.00 percent, neutral level is 38.30 percent, high level is 22.60 percent and the most level is 9.60 percent.

Hypothesis:

Ho: There is no relationship between gender and getting information from magazine with $\alpha = 0.05$.

H1: There is a relationship between gender and getting information from magazine with α = 0.05.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.496

a. 0 cells (0.00%) have expected count less than 5. The minimum expected count is 8.07.

From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.496. The obtained chi-square value exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that there is no relationship between gender and getting information from magazine with α = 0.05.

2.1.4. Test between gender and newspaper

As two variables are Nominal Scale and Ordinal Scale thus, they can be analyzed as following:

Table 2.1.4: Crosstabulation between gender and newspaper

Gender	Newspaper					Total
	The least	less	neutral	much	The most	
Male (% within gender)	5.90%	12.90%	32.90%	37.60%	10.60%	100.00%
Female (% within gender)	1.70%	20.00%	27.80%	38.30%	12.20%	100.00%
Total (% within gender)	3.50%	17.00%	30.00%	38.00%	11.50%	100.00%

From table 2.1.4, it showed that male get information about cars from newspaper respectively; the least level is 5.90 percent, low level is 12.90 percent, neutral level is 32.90 percent, high level is 37.60 percent and the most level is 10.60 percent and female get information about cars from newspaper respectively; the least level is 1.70

percent, low level is 20.00 percent, neutral level is 27.80 percent, high level is 38.30 percent and the most level is 12.20 percent.

Hypothesis:

Ho: There is no relationship between gender and getting information from newspaper with $\alpha = 0.05$.

H1: There is a relationship between gender and getting information from newspaper with $\alpha = 0.05$.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.359

a. 2 cells (20.00%) have expected count less than 5. The minimum expected count is 2.98.

From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.359. The obtained chi-square value exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test therefore, it leads to accept the null hypothesis (Ho). This means that there is no relationship between gender and getting information from newspaper with $\alpha = 0.05$.

2.1.5 Test between gender and agent

As two variables are Nominal Scale and Ordinal Scale thus, they can be analyzed as following:

Table 2.1.5: Crosstabulation between gender and agent

Gender	Agent					Total
	The least	less	neutral	much	The most	
Male (% within gender)	14.10%	29.40%	16.50%	28.20%	11.80%	100.00%
Female (% within gender)	10.40%	27.80%	30.40%	20.90%	10.40%	100.00%
Total (% within gender)	12.00%	28.50%	24.50%	24.00%	11.00%	100.00%

From table 2.1.5, it showed that male get information about cars from agent respectively; the least level is 14.10 percent, low level is 29.40 percent, neutral level is 16.50 percent, high level is 28.20 percent and the most level is 11.80 percent and female get information about cars from agent; the least level is 10.40 percent, low level is 27.80 percent, neutral level is 30.40 percent, high level is 20.90 percent and the most level is 10.4%.

Hypothesis:

Ho: There is no relationship between gender and getting information from agent with $\alpha = 0.05$.

H1: There is a relationship between gender and getting information from agent with $\alpha = 0.05$.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.225

a. 0 cells (0.00%) have expected count less than 5. The minimum expected count is 9.35.

From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.225. The obtained chi-square value exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test therefore, it leads to accept the null hypothesis (Ho). This means that there is no relationship between gender and getting information from agent with $\alpha = 0.05$.

2.1.6 Test between gender and Internet

As two variables are Nominal Scale and Ordinal Scale thus, they can be analyzed as following:

Table 2.1.6: Crosstabulation between gender and Internet

Gender	Internet					Total
	The least	less	neutral	much	The most	
Male (% within gender)	22.40%	25.90%	18.80%	21.20%	11.80%	100.00%
Female (% within gender)	15.70%	32.20%	18.30%	27.80%	6.10%	100.00%
Total (% within gender)	18.50%	29.50%	18.50%	25.00%	8.50%	100.00%

From table 2.1.6, it showed that male get information about cars from internet respectively; the least level is 22.40 percent, low level is 25.90 percent, neutral level is 18.80 percent, high level is 21.20 percent and the most level is 11.80 percent and female get information about cars from internet respectively; the least level is 15.70 percent, low level is 32.20 percent, neutral level is 18.30 percent, high level is 27.80 percent and the most level is 6.10 percent.

Hypothesis:

Ho: There is no relationship between gender and getting information from Internet with $\alpha = 0.05$.

H1: There is a relationship between gender and getting information from Internet with $\alpha = 0.05$.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.335

a. 0 cells (0.00%) have expected count less than 5. The minimum expected count is 7.23.

From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.335. The obtained chi-square value exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test therefore, it leads to accept the null hypothesis (Ho). This means that there is no relationship between gender and getting information from Internet with $\alpha = 0.05$.

2.1.7 Test between gender and billboard

As two variables are Nominal Scale and Ordinal Scale thus, they can be analyzed as following:

Table 2.1.7: Crosstabulation between gender and billboard

Gender	Billboard					Total
	The least	less	neutral	much	The most	
Male (% within gender)	32.90%	31.80%	21.20%	9.40%	4.70%	100.00%
Female (% within gender)	23.50%	35.70%	22.60%	17.40%	0.90%	100.00%
Total (% within gender)	27.50%	34.00%	22.00%	14.00%	2.50%	100.00%

From table 2.1.7, it showed that male get information about cars from billboard respectively; the least level is 32.90 percent, low level is 31.80 percent, neutral level is 21.20 percent, high level is 9.40 percent and the most level is 4.70 percent and female get information about cars from magazine; the least level is 23.50 percent, low level is 35.70 percent, neutral level is 22.60 percent, high level is 17.40 percent and the most level is 0.90 percent.

Hypothesis:

Ho: There is no relationship between gender and getting information from billboard with $\alpha = 0.05$.

H1: There is a relationship between gender and getting information from billboard with $\alpha = 0.05$.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.138

a. 2 cells (20.00%) have expected count less than 5. The minimum expected count is 2.13.

From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.138. The obtained chi-square value exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test therefore, it leads to accept the null hypothesis (Ho). This means that there is no relationship between gender and getting information from billboard with $\alpha = 0.05$.

2.2 Test between age and brand loyalty

As two variables are Ordinal Scale and Nominal Scale thus, they can be analyzed as following:

Table 2.2: Crosstabulation between age and loyalty

Age	Loyalty											
	Toyota	Honda	Nissan	Mitsubishi	Chevrolet	Mercedes-Benz	BMW	Volvo	Ford	Peugeot	Others	Total
Less than 25 years old (% within age)	30.80%	26.90%	5.80%	1.90%	3.80%	3.80%	21.20%	1.90%			1.90%	100.00%
25-35 years old (% within age)	32.60%	29.20%	4.50%	2.20%	5.60%	7.90%	13.50%	1.10%	1.10%	1.10%	1.10%	100.00%
36-45 years old (% within age)	30.00%	16.70%	6.70%			10.00%	30.00%	3.30%				100.00%
46-55 years old (% within age)	29.40%	5.90%	5.90%			17.60%	17.60%	11.80%	5.90%			100.00%
Over 55 years old (% within age)	16.70%	25.00%	16.70%	8.30%	8.30%	8.30%	8.30%	8.30%				100.00%
Total	30.50%	24.50%	6.00%	2.00%	3.50%	8.00%	18.00%	3.00%	1.00%	0.50%	1.00%	100.00%

From table 2.2, it showed that age; less than 25 years old is loyal in Toyota (30.80%), 25-35 years old is loyal in Toyota (32.60%), 36-45 years old is loyal in Toyota and BMW (30.00%), 46-55 years old is loyal in Toyota (29.40%) and over 55 years old is loyal in Honda (25.00%). From the result, the most brand loyalty is Toyota.

Hypothesis:

Ho: There is no relationship between age and brand loyalty with $\alpha = 0.05$.

H1: There is a relationship between age and brand loyalty with $\alpha = 0.05$.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.600

a. 48 cells (80.00%) have expected count less than 5. The minimum expected count is 0.06.

It is clear that a small expected frequency value has great influence on the chi-square value. This problem becomes serious when expected frequency values are less than 5. In this case, it is difficult to integrated cells, if we do, it remains too little data. Therefore, we will analyze continuously. From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.60. The obtained chi-square value exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test therefore, it leads to accept the null hypothesis (Ho). This means that there is no relationship between age and brand loyalty with $\alpha = 0.05$.

2.3 Test between occupation and brand loyalty

As two variables are Nominal Scale and Nominal Scale thus, they can be analyzed as following:

Table 2.3: Crosstabulation between occupation and loyalty

Occupation	Loyalty											
	Toyota	**Honda**	**Nissan**	**Mitsubishi**	**Chevrolet**	**Mercedes-Ben**	**BMW**	**Volvo**	**Ford**	**Peugeot**	**Others**	**Total**
Student (% within occupation)	20.00%	25.00%	7.50%		5.00%	5.00%	30.00%	2.50%			5.00%	100.00%
Government officer (% within occupation)	43.20%	16.20%	8.10%	2.7%	2.70%	8.10%	10.80%	5.40%				100.00%
Employee (% within occupation)	29.90%	35.10%	3.90%	1..30%		3.90%	15.60%	1.30%	2.60%	1.30%		100.00%
Own business (% within occupation)	25.00%	12.50%	6.30%		3.10%	25.00%	21.90%	6.30%				100.00%
Others (% within occupation)	42.90%	14.30%	7.10%	14.30%			7.10%					100.00%
Total	30.50%	24.50%	6.00%	2.00%	2.00%	8.00%	18.00%	3.00%	1.00%	0.50%	1.00%	100.00%

From table 2.3, it showed that occupation; student is loyal in BMW (30.00%), government officer in Toyota (43.20%), employee is loyal in Honda (35.10%), own business is loyal in Toyota and Mercedes-Benz (25.00%). Finally, others are loyal in Toyota (42.90%).

Hypothesis:

Ho: There is no relationship between occupation and brand loyalty with $\alpha = 0.05$.

H1: There is a relationship between occupation and brand loyalty with $\alpha = 0.05$.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.004

a. 47 cells (78.30%) have expected count less than 5. The minimum expected count is 0.07.

It is clear that a small expected frequency value has great influence on the chi-square value. This problem becomes serious when expected frequency values are less than 5. In this case, it is difficult to integrated cells, if we do, it remains too little data. Therefore, we will analyze continuously. From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.004. Thus, it is sufficient to reject the null hypothesis (Ho). This means that there is a relationship between occupation and brand loyalty with $\alpha = 0.05$.

2.4 Test between monthly salary and brand loyalty

As two variables are Ordinal Scale and Nominal Scale thus, they can be analyzed as following:

Table 2.4: Crosstabulation between monthly salary and loyalty

Monthly salary	Loyalty											
	Toyota	Honda	Nissan	Mitsubishi	Chevrolet	Mercedes-Ben	BMW	Volvo	Ford	Peugeot	Others	Total
Less than 10,000 baht (% within monthly salary)	33.30%	30.80%	7.70%	2.60%	5.10%	2.60%	15.4%				2.60%	100.00%
10,001-20,000 baht (% within monthly salary)	35.30%	27.50%	3.90%	3.90%		3.90%	15.7%	3.90%				100.00%
20,001-30,000 baht (% within monthly salary)	31.60%	15.80%	2.60%	2.60%	2.60%	7.90%	18.4%				2.60%	100.00%
30,001-40,000 baht (% within monthly salary)	35.50%	35.50%				6.50%	6.50%	3.20%		3.20%		100.00%
40,001-50,000 baht (% within monthly salary)	14.30%	14.30%				19.00%	38.10%	4.80%	4.80%			100.00%
More than 50,001 baht (% within monthly salary)	20.00%	15.00%			5.00%	20.00%	25.00%	10.00%	5.00%			100.00%
Total	30.50%	24.50%	6.00%	2.00%	2.00%	8.00%	18.00%	3.00%	1.00%	0.50%	1.00%	100.00%

From table 2.4, it found that salary monthly; less than 10,000 baht is loyal in Toyota (33.30%), 10,001-20,000 baht is loyal in Toyota (35.30%), 20,001-30,000 baht is loyal in Toyota (31.60%), 30,001-40,000 baht is loyal in Toyota and Honda (35.50%), 40,001-50,000 baht is loyal in BMW (38.10%) and over 55 years old is loyal in BMW (25.00%).

Hypothesis:

Ho: There is no relationship between monthly salary and brand loyalty with α = 0.05.

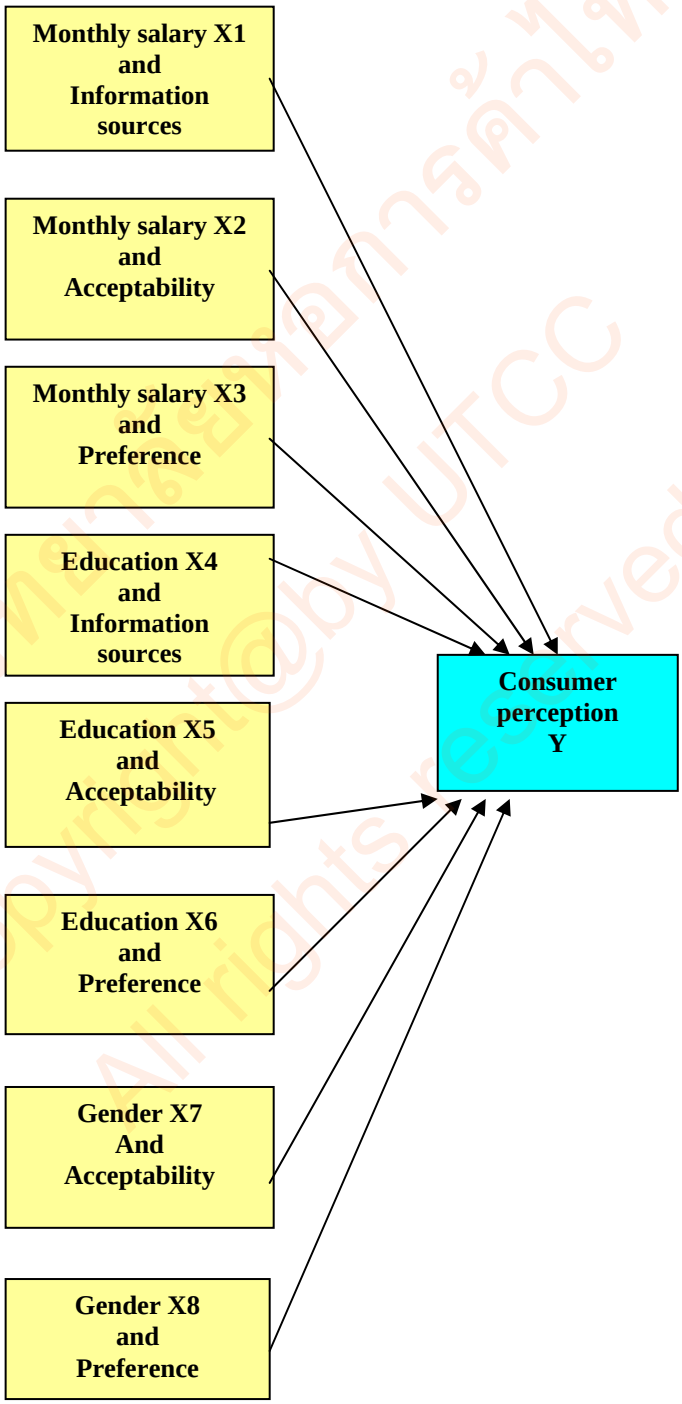
H1: There is a relationship between monthly salary and brand loyalty with α = 0.05.

Chi-Square Tests	Asymp. Sig. (2-sided)
Pearson Chi-Square	0.107

b. 57 cells (79.20%) have expected count less than 5. The minimum expected count is 0.10.

It is clear that a small expected frequency value has great influence on the chi-square value. This problem becomes serious when expected frequency values are less than 5. In this case, it is difficult to integrated cells, if we do, it remains too little data. Therefore, we will analyze continuously. From Pearson Chi-Square Test, it is found that Asymp.Sig.(2-sided) or p-value is 0.107. The obtained chi-square value exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that there is no relationship between monthly salary and brand loyalty with α = 0.05.

Section 3: Analysis of factors influencing on consumer perception in the automotive brands with demographic data.



3.1 Test between monthly salary and information sources (ANOVA)

There are seven hypotheses in this part.

Hypotheses 1:

Ho: each monthly salary level has no influence on getting information about cars from television with $\alpha = 0.05$.

H1: each monthly salary level has influence on getting information about cars from television with $\alpha = 0.05$.

Hypotheses 2:

Ho: each monthly salary level has no influence on getting information about cars from radio with $\alpha = 0.05$.

H1: each monthly salary level has influence on getting information about cars from radio with $\alpha = 0.05$.

Hypotheses 3:

Ho: each monthly salary level has no influence on getting information about cars from magazine with $\alpha = 0.05$.

H1: each monthly salary level has influence on getting information about cars from magazine with $\alpha = 0.05$.

Hypotheses 4:

Ho: each monthly salary level has no influence on getting information about cars from newspaper with $\alpha = 0.05$.

H1: each monthly salary level has influence on getting information about cars from newspaper with $\alpha = 0.05$.

Hypotheses 5:

Ho: each monthly salary level has no influence on getting information about cars from agent with $\alpha = 0.05$.

H1: each monthly salary level has influence on getting information about cars from agent with $\alpha = 0.05$.

Hypotheses 6:

Ho: each monthly salary level has no influence on getting information about cars from Internet with $\alpha = 0.05$.

H1: each monthly salary level has influence on getting information about cars from Internet with $\alpha = 0.05$.

Hypotheses 7:

Ho: each monthly salary level has no influence on getting information about cars from billboard with $\alpha = 0.05$.

H1: each monthly salary level has influence on getting information about cars from billboard with $\alpha = 0.05$.

Table 3.1: Monthly salary and information sources (ANOVA)

Information sources (Between Groups)	F-value	Sig.
Television	0.655	0.658
Radio	1.586	0.166
Magazine	2.874	0.016
Newspaper	1.802	0.114
Agent	3.723	0.003
Internet	1.289	0.270
Billboard	2.249	0.051

From table 3.1 about information sources, with the obtained value of $F_{Television}$ = 0.655 (sig. = 0.658), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from television with α = 0.05. The obtained value of F_{Radio} = 1.586 (sig. = 0.166), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from radio with α = 0.05. The obtained value of $F_{Magazine}$ = 2.874 (sig. = 0.16), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test therefore, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from magazine with α = 0.05. The obtained value of $F_{Newspaper}$ = 1.802 (sig. = 0.114), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept

the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from newspaper with α = 0.05. The obtained value of F_{Agent} = 3.723 (sig. = 0.003), it is sufficient to reject the null hypothesis with α = 0.05, so we conclude that each monthly salary level has influence on get information about cars from agent with α = 0.05. The obtained value of $F_{Internet}$ = 1.289 (sig. = 0.27), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from Internet with α = 0.05. Finally, the obtained value of $F_{Billboard}$ = 2.249 (sig. = 0.051), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from billboard with α = 0.05.

3.2 Test between monthly salary and acceptability (ANOVA)

There are four hypotheses in this part.

Hypotheses 1:

Ho: each monthly salary level has no influence on personality with α = 0.05.

H1: each monthly salary level has influence on personality with α = 0.05.

Hypotheses 2:

Ho: each monthly salary level has no influence on proud with α = 0.05.

H1: each monthly salary level has influence on proud with α = 0.05.

Hypotheses 3:

Ho: each monthly salary level has no influence on friends with α = 0.05.

H1: each monthly salary level has influence on friends with α = 0.05.

Hypotheses 4:

Ho: each monthly salary level has no influence on social class with α = 0.05.

H1: each monthly salary level has influence on social class with α = 0.05.

Table 3.2: Monthly salary and acceptability (ANOVA)

Acceptability (Between Groups)	**F-value**	**Sig.**
Personality	2.581	0.028
Proud	1.987	0.082
Friends	3.084	0.011
Social class	1.765	0.122

From table 3.2 about acceptability, with the obtained value of $F_{Personality}$ = 2.581 (sig. = 0.028), it is sufficient to reject the null hypothesis with α = 0.05, so we conclude that each monthly salary level has no influence on personality with α = 0.05. The obtained value of F_{Proud} = 1.987 (sig. = 0.082), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on proud with α = 0.05. The obtained value of $F_{Friends}$ = 3.084 (sig. = 0.011), it is sufficient to reject the null hypothesis with α = 0.05, so we conclude that each monthly salary level has influence on friends with α = 0.05. Finally, the obtained value of F

$_{\text{Social class}}$ = 1.765 (sig. = 0.122), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on social class with α = 0.05.

3.3 Test between monthly salary and preference (ANOVA)

There are three hypotheses in this part.

Hypotheses 1:

Ho: each monthly salary level has no influence on trustworthy with α = 0.05.

H1: each monthly salary level has influence on trustworthy with α = 0.05.

Hypotheses 2:

Ho: each monthly salary level has no influence on good quality with α = 0.05.

H1: each monthly salary level has influence on good quality with α = 0.05.

Hypotheses 3:

Ho: each monthly salary level has no influence on good service with α = 0.05.

H1: each monthly salary level has influence on good service with α = 0.05.

Table 3.3: Monthly salary and preference (ANOVA)

Preference (Between Groups)	**F-value**	**Sig.**
Trustworthy	1.739	0.160
Good quality	1.071	0.363
Good service	1.172	0.322

From table 3.3 about preference, with the obtained value of $F_{Trustworthy} = 1.739$ (sig. = 0.160), which exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on trustworthy with $\alpha = 0.05$. The obtained value of $F_{Good\ quality} = 1.071$ (sig. = 0.363), which exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on good quality with $\alpha = 0.05$. Finally, The obtained value of $F_{Good\ service} = 1.172$ (sig. = 0.322), which exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on good service with $\alpha = 0.05$.

3.4 Test between education and information sources (ANOVA)

There are seven hypotheses in this part.

Hypotheses 1:

Ho: each education level has no influence on getting information about cars from television with $\alpha = 0.05$.

H1: each education level has influence on getting information about cars from television with $\alpha = 0.05$.

Hypotheses 2:

Ho: each education level has no influence on getting information about cars from radio with $\alpha = 0.05$.

H1: each education level has influence on getting information about cars from radio with $\alpha = 0.05$.

Hypotheses 3:

Ho: each education level has no influence on getting information about cars from magazine with $\alpha = 0.05$.

H1: each education level has influence on getting information about cars from magazine with $\alpha = 0.05$.

Hypotheses 4:

Ho: each education level has no influence on getting information about cars from newspaper with $\alpha = 0.05$.

H1: each education level has influence on getting information about cars from newspaper with $\alpha = 0.05$.

Hypotheses 5:

Ho: each education level has no influence on getting information about cars from agent with $\alpha = 0.05$.

H1: each education level has influence on getting information about cars from agent with $\alpha = 0.05$.

Hypotheses 6:

Ho: each education level has no influence on getting information about cars from Internet with $\alpha = 0.05$.

H1: each education level has influence on getting information about cars from Internet with $\alpha = 0.05$.

Hypotheses 7:

Ho: each education level has no influence on getting information about cars from billboard with $\alpha = 0.05$.

H1: each education level has influence on getting information about cars from billboard with $\alpha = 0.05$.

Table 3.4: Education and information sources (ANOVA)

Information sources (Between Groups)	**F-value**	**Sig.**
Television	0.403	0.751
Radio	0.600	0.616
Magazine	0.944	0.420
Newspaper	0.978	0.404
Agent	0.174	0.917
Internet	1.240	0.296
Billboard	1.035	0.378

From table 3.4 about information sources, with the obtained value of $F_{Television}$ = 0.403 (sig. = 0.751), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each education level has no influence on getting information about cars from television with α = 0.05. The obtained value of F_{Radio} = 0.600 (sig. = 0.616), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each education level has no influence on getting information about cars from radio with α = 0.05. The obtained value of $F_{Magazine}$ = 0.944 (sig. = 0.420), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from magazine with α = 0.05. The obtained value of $F_{Newspaper}$ = 0.978 (sig. = 0.404), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from newspaper with α = 0.05. The obtained value of F_{Agent} = 0.174 (sig. = 0.917), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from agent with α = 0.05. The obtained value of $F_{Internet}$ = 1.240 (sig. = 0.296), which exceeds the level of significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from Internet with α = 0.05. Finally, the obtained value of $F_{Billboard}$ = 1.035 (sig. = 0.378), which exceeds the level of

significant or the alpha level (α = 0.05) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each monthly salary level has no influence on getting information about cars from billboard with α = 0.05.

3.5 Test between education and acceptability (ANOVA)

There are four hypotheses in this part.

Hypotheses 1:

Ho: each education level has no influence on personality with α = 0.05.

H1: each education level has influence on proud with α = 0.05.

Hypotheses 2:

Ho: each education level has no influence on proud with α = 0.05.

H1: each education level has influence on proud with α = 0.05.

Hypotheses 3:

Ho: each education level has no influence on friends with α = 0.05.

H1: each education level has influence on friends with α = 0.05.

Hypotheses 4:

Ho: each education level has no influence on social class with α = 0.05.

H1: each education level has influence on social class with α = 0.05.

Table3.5: Education and acceptability (ANOVA)

Acceptability (Between Groups)	**F-value**	**Sig.**
Personality	1.360	0.256
Proud	0.110	0.954
Friends	0.406	0.749
Social class	0.613	0.607

From table 3.5 about acceptability, with the obtained value of $F_{Personality} = 1.360$ (sig. = 0.256), which exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each education level has no influence on personality with $\alpha = 0.05$. The obtained value of $F_{Proud} = 0.110$ (sig. = 0.954), which exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each education level has no influence on friends with $\alpha = 0.05$. The obtained value of $F_{Friends} = 0.406$ (sig. = 0.749), which exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each education level has no influence on friends with $\alpha = 0.05$. Finally, the obtained value of $F_{Social\ class} = 0.613$ (sig. = 0.607), which exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that each education level has no influence on social class with $\alpha = 0.05$.

3.6 Test between education and preference (ANOVA)

There are three hypotheses in this part.

Hypotheses 1:

Ho: each education level has no influence on trustworthy with α = 0.05.

H1: each education level has influence on trustworthy with α = 0.05.

Hypotheses 2:

Ho: each education level has no influence on good quality with α = 0.05.

H1: each education level has influence on good quality with α = 0.05.

Hypotheses 3:

Ho: each education level has no influence on good service with α = 0.05.

H1: each education level has influence on good service with α = 0.05.

Table 3.6: Education and preference (ANOVA)

Preference (Between Groups)	F-value	Sig.
Trustworthy	4.184	0.001
Good quality	3.867	0.002
Good service	2.807	0.018

From table 3.6 about preference, with the obtained value of $F_{Trustworthy} = 4.184$ (sig. = 0.001), it is sufficient to reject the null hypothesis with α = 0.05, so we conclude that each education level has influence on trustworthy with α = 0.05. The obtained value of $F_{Good\ quality} = 3.867$ (sig. = 0.002), it is sufficient to reject the null

hypothesis with α = 0.05, so we conclude that each education level has influence on good quality with α = 0.05. Finally, The obtained value of $F_{\text{Good service}}$ = 2.807 (sig. = 0.018), it is sufficient to reject the null hypothesis with α = 0.05, so we conclude that each education level has influence on good service with α = 0.05.

3.7 Test between gender and acceptability (t-test)

There are four hypotheses in this part.

Hypotheses 1:

Ho: each gender has no influence on personality with α = 0.05.

H1: each gender has influence on proud with α = 0.05.

Hypotheses 2:

Ho: each gender has no influence on proud with α = 0.05.

H1: each gender has influence on proud with α = 0.05.

Hypotheses 3:

Ho: each gender level has no influence on friends with α = 0.05.

H1: each gender level has influence on friends with α = 0.05.

Hypotheses 4:

Ho: each gender has no influence on social class with α = 0.05.

H1: each gender has influence on social class with α = 0.05.

Table 3.7: Gender and acceptability (Independent Samples Test)

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F-value	Sig.	t	Sig. (2-tailed)
Personality	Equal variances assumed	0.156	0.694	-0.516	0.606
	Equal variances not assumed			-0.506	0.614
Proud	Equal variances assumed	0.362	0.548	1.542	0.125
	Equal variances not assumed			1.543	0.125
Friends	Equal variances assumed	3.352	0.069	1.598	0.112
	Equal variances not assumed			1.624	0.106
Social class	Equal variances assumed	1.444	0.231	1.434	0.153
	Equal variances not assumed			1.440	0.152

From table 3.7, it is found that every factor of acceptability by considering Levene's Test to examine variances of male and female. Sig. of every factor exceeds the level of significant or the alpha level ($\alpha = 0.05$). Thus, we consider T-test of Equal variances assumed. Sig. (2-tailed) of every factor exceeds the level of significant or the alpha level ($\alpha = 0.05$) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that male and female of every factor of acceptability has influence on consumer perception in the automotive brands.

3.8 Test between gender and preference (t-test)

There are three hypotheses in this part.

Hypotheses 1:

Ho: each gender has no influence on trustworthy with $\alpha = 0.05$.

H1: each gender has influence on trustworthy with $\alpha = 0.05$.

Hypotheses 2:

Ho: each gender has no influence on good quality with $\alpha = 0.05$.

H1: each gender has influence on good quality with $\alpha = 0.05$.

Hypotheses 3:

Ho: each gender has no influence on good service with α = 0.05.

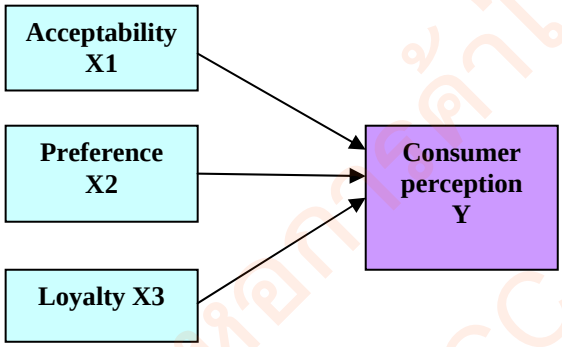
H1: each gender has influence on good service with α = 0.05.

Table 3.8: Gender and preference (Independent Samples Test)

		Levene's Test for Equality of Variances		t-test for Equality of Means	
		F-value	Sig.	t	Sig. (2-tailed)
Trustworthy	Equal variances assumed	0.047	0.828	1.343	0.181
	Equal variances not assumed			1.346	0.180
Good quality	Equal variances assumed	0.170	0.681	1.229	0.220
	Equal variances not assumed			1.243	0.215
Good service	Equal variances assumed	0.318	0.574	3.148	0.002
	Equal variances not assumed			3.170	0.002

From table 3.8, it is found that every factor of preference by considering Levene's Test to examine variances of male and female. Sig. of every factor exceeds the level of significant or the alpha level (α = 0.05). Thus, we consider T-test of Equal variances assumed. Sig. (2-tailed) of trustworthy and good quality exceed the level of significant or the alpha level (α = 0.05).) for the hypothesis test thus, it leads to accept the null hypothesis (Ho). This means that male and female of trustworthy and good quality of preference have influence on consumer perception in the automotive brands. Sig. (2-tailed) of good service, it is sufficient to reject the null hypothesis with α = 0.05, so we conclude that male and female of good service of preference has influence on consumer perception in the automotive brands.

Section 4: Analysis of factors influencing on consumer perception in the automotive brands (t-test).



Transforming score standard

Mean average	Meaning
1.00-1.80	Level of consumer perception is the least.
1.81-2.60	Level of consumer perception is low.
2.61-3.40	Level of consumer perception is neutral.
3.41-4.20	Level of consumer perception is high.
4.21-5.00	Level of consumer perception is the highest.

4.1 Acceptability

Table 4.1: Acceptability

Factors		Level of importance factors influencing on consumer perception in the international automotive brand equity						Average
		Strongly disagree	disagree	neutral	agree	Strongly agree	Total	
Personality	Frequency	1	2	28	126	43	200	4.04
	Percent	0.5	1.0	14	63	21.5	100	high
proud	Frequency	0	6	31	119	44	200	4.01
	Percent	0	3	15.5	59.5	22	100	high
friends	Frequency	6	5	54	110	25	200	3.72
	Percent	3	2.5	27	55	12.5	100	high
social class	Frequency	0	9	50	103	38	200	3.85
	Percent	0	4.5	25	51.5	19	100	high

From table 4.1, it showed that level of significance factors influencing on consume perception in the international automotive brand equity. Thai consumer interest in every factor of acceptability; the mean average of personality is 4.04, the mean of proud is 4.01, the mean average of friends is 3.72 and the mean average of social class is 3.85. It means that every factor of acceptability of consumer perception is high level.

Test correlation of acceptability has influence on consumer perception in the international automotive brand equity.

Hypotheses:

Ho: acceptability has no influence on consumer perception in the international automotive brand equity with $\alpha = 0.05$ (less than or equal 3.41)

H1: acceptability has influence on consumer perception in the international automotive brand equity with $\alpha = 0.05$ (more than 3.41)

Average acceptability is consisted of personality, proud, friends and social class. By determining test value is 3.41.

One-Sample Statistics

	N	Mean
Average acceptability	200	3.9025

One-Sample Test

	Test Value = 3.41	
	t	Sig. (2-tailed)
Average acceptability	12.700	0.000

From T-Test table, it is found that Thai consumer in Bangkok think the significance of acceptability, mean is 3.9025. The t statistics of t = 12.70 (sig. = 0.000), it is sufficient to reject the null hypothesis with $\alpha = 0.05$, so we conclude that acceptability has influence on consumer perception in the international automotive brand equity with $\alpha = 0.05$.

4.2 Preference

Table 4.2: Preference

Factors		Level of importance factors influencing on consume r perception in the international automotive brand equity						Average
		Strongly disagree	disagree	neutral	agree	Strongly agree	Total	
Trustworthy	Frequency	0	2	37	116	45	200	4.02
	Percent	0	1	18.5	58	22.5	100	high
Good quality	Frequency	1	4	22	110	63	200	4.15
	Percent	0.5	2	11	55	31.5	100	high
Good service	Frequency	0	6	34	103	57	200	4.06
	Percent	0	3	17	51.5	28.5	100	high

From table 4.2, it showed that level of significance factors influencing on consume perception in the international automotive brand equity. Thai consumer interest in every factor of preference; the mean average of trustworthy is 4.02, the mean of good quality is 4.15 and the mean average of good service is 4.06. It means that every factor of acceptability of consumer perception is high level.

Test correlation of preference has influence on consumer perception in the international automotive brand equity.

Hypotheses:

Ho: preference has no influence on consumer perception in the international automotive brand equity with $\alpha = 0.05$ (less than or equal 3.41)

H1: preference has influence on consumer perception in the international automotive brand equity with $\alpha = 0.05$ (more than 3.41)

Average preference is consisted of trustworthy, good quality and good service. By determining test value is 3.41.

One-Sample Statistics

	N	Mean
Average preference	200	4.075

One-Sample Test

	Test Value = 3.41	
	t	Sig. (2-tailed)
Average preference	15.649	0.000

From T-Test table, it is found that Thai consumer in Bangkok think the importance of preference, mean is 4.075. The t statistics of t = 15.649 (sig. = 0.000), which is sufficient to reject the null hypothesis with $\alpha = 0.05$, so we conclude that preference has influence on consumer perception in the international automotive brand equity with $\alpha = 0.05$.

4.3 Loyalty

Number of loyalty in each automotive brand (Crosstabulation)

Table 4.3.1: People are loyal in Toyota

Toyota	Loyalty in Toyota
No.	30
Yes.	31
Total	61

From table 4.3.1, sample of population in Bangkok is collected on the survey. They use Toyota 61 persons. If they were to buy a new car, there are 31 persons who want to buy the same brand.

Table 4.3.2: People are loyal in Honda

Honda	**Loyalty in Honda**
No.	30
Yes.	19
Total	49

From table 4.3.2, sample of population in Bangkok is collected on the survey. They use Honda 49 persons. If they were to buy a new car, there are 19 persons who want to buy the same brand.

Table 4.3.3: People are loyal in Nissan

Nissan	**Loyalty in Nissan**
No.	8
Yes.	4
Total	12

From table 4.3.3, sample of population in Bangkok is collected on the survey. They use Nissan 12 persons. If they were to buy a new car, there are 4 persons who want to buy the same brand.

Table 4.3.4: People are loyal in Mitsubishi

Mitsubishi	Loyalty in Mitsubishi
No.	2
Yes.	2
Total	4

From table 4.3.4, sample of population in Bangkok is collected on the survey. They use Mitsubishi 4 persons. If they were to buy a new car, there are 2 persons who want to buy the same brand.

Table 4.3.5: People are loyal in Mazda

Mazda	Loyalty in Mazda
No.	4
Yes.	3
Total	7

From table 4.3.5, sample of population in Bangkok is collected on the survey. They use Mazda 7 persons. If they were to buy a new car, there are 3 persons who want to buy the same brand.

Table 4.3.6: People are loyal in Kia

Kia	Loyalty in Kia
No.	0
Yes.	0
Total	0

From table 4.3.6, sample of population in Bangkok is collected on the survey. Nobody uses Kia.

Table 4.3.7: People are loyal in Chevrolet

Chevrolet	Loyalty in Chevrolet
No.	2
Yes.	2
Total	4

From table 4.3.7, sample of population in Bangkok is collected on the survey. They use Chevrolet 4 persons. If they were to buy a new car, there are 2 persons who want to buy the same brand.

Table 4.3.8: People are loyal in Mercedes-Benz

Mercedes-Benz	Loyalty in Mercedes-Benz
No.	11
Yes.	5
Total	16

From table 4.3.8, sample of population in Bangkok is collected on the survey. They use Mercedes-Benz 16 persons. If they were to buy a new car, there are 5 persons who want to buy the same brand.

Table 4.3.9: People are loyal in BMW

BMW	Loyalty in BMW
No.	31
Yes.	5
Total	36

From table 4.3.9, sample of population in Bangkok is collected on the survey. They use BMW 36 persons. If they were to buy a new car, there are 5 persons who want to buy the same brand.

Table 4.3.10: People are loyal in Volvo

Volvo	Loyalty in Volvo
No.	4
Yes.	2
Total	6

From table 4.3.10, sample of population in Bangkok is collected on the survey. They use Volvo 6 persons. If they were to buy a new car, there are 2 persons who want to buy the same brand.

Table 4.3.11: People are loyal in Ford

Ford	Loyalty in Ford
No.	0
Yes.	2
Total	2

From table 4.3.11, sample of population in Bangkok is collected on the survey. They use Ford 2 persons. If they were to buy a new car, there are 2 persons who want to buy the same brand.

Table 4.3.12: People are loyal in Peugeot

Peugeot	Loyalty in Peugeot
No. Yes.	1 0
Total	1

From table 4.3.12, sample of population in Bangkok is collected on the survey. They use Peugeot 1 persons. If they were to buy a new car, nobody wants to buy the same brand.

Table 4.3.13: People are loyal in others

Others	Loyalty in others
No. Yes.	2 0
Total	2

From table 4.3.13, sample of population in Bangkok is collected on the survey. They use other brands 2 persons. If they were to buy a new car, nobody wants to buy the same brand.

Table 4.3.14: Total of brand loyalty

Brand loyalty	Frequency	Percent
1. Toyota	61	30.50
2. Honda	49	24.50
3. Nissan	12	6.00
4. Mitsubishi	4	2.00
5. Mazda	7	3.50
6. Kia	0	0.00
7. Chevrolet	4	2.00
8. Mercedes-Benz	16	8.00
9. BMW	36	18.00
10. Volvo	6	3.00
11. Ford	2	1.00
12. Peugeot	1	0.50
13. Others	2	1.00
Total	200	100.00

From table 4.3.14, Thai consumers are loyalty in Toyota (30.50%), Honda (24.50%), BMW (18.00%), Mercedes-Benz (8.00%), Nissan (6.00%), Mazda (3.50%), Volvo (3.00%), Mitsubishi (2.00%), Chevrolet (2.00%), Ford (1.00%), others such as Audi and Isuzu (1.00%) and Peugeot (0.50%) respectively.

Test correlation of loyalty has influence on consumer perception in the international automotive brand equity.

Hypotheses:

Ho: loyalty has no influence on consumer perception in the international automotive brand equity with α = 0.05 (less than or equal 3.41)

H1: loyalty has influence on consumer perception in the international automotive brand equity with α = 0.05 (more than 3.41)

By determining test value is 3.41.

One-Sample Statistics

	N	Mean
Loyalty	200	4.22

One-Sample Test

	Test Value = 3.41	
	t	Sig. (2-tailed)
Loyalty	3.233	0.001

From T-Test table, it is found that Thai consumer in Bangkok think the significance of loyalty, mean is 4.22. The t statistics of t = 3.233 (sig. = 0.001), it is sufficient to reject the null hypothesis (Ho). It means that loyalty has influence on consumer perception in the international automotive brand equity with α = 0.05.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

In my Independent Study, I am interested in presenting the influence of international automotive brand equity on Thai consumer perception. The main objective is intended to examine how the international automotive brand equity influences on Thai consumer's quality perception. To provide information of international automotive brands for building brand equity that leads to create brand loyalty. In this chapter, it consists of conclusions, discussions, recommendation, limitation of the study and suggestion for further studies.

5.1 Conclusions

From the study, the twelve automotive firms give better importance to their own brands. Automotive firms support productions that focus on promoting the automotive design and quality. The national government has become more importantly kept in supporting the local and national institutions in export, design and quality focused production. The changes showed that auto makers are working to move Thailand up the brand equity lead to create brand loyalty. These changes used to reach the goal will be the focus of my study.

There are four elements of international automotive brand equity which have influenced on Thai consumer perception such as awareness, acceptability, preference and loyalty. From the study, the 200 samples are selected in Bangkok, who is working people aged 25-55 years old. The result of this study can be summarized summary as below: sample of male is 42.50% and female is 57.50%. The most sample of age is

between 25 and 35 years old (44.50%), sample of status is single (69.50%), sample of education is Bachelor's degree (67.00%), sample of occupation is employees who are private officer for example, lawyer, accountant, architect, engineer, secretary, banker, teacher etc. (38.50%), sample of monthly salary is 10,001-20,001 baht (25.50%) and people have one car, which is collected the most sample (59.50%).

Additionally, it is found that people are aware of a large number of Toyota (81.50%), Honda (74.00%), BMW (44%), Mercedes-Benz (39.5%), Nissan (34.5%), Volvo (26.50%), Mitsubishi (23.50%), Mazda (17.00%), Ford (13.50%), Chevrolet (12.50%), Peugeot (17.50%), Kia (7.00%) and others such as Audi, Isuzu and Range Rover (2.50%) respectively. It indicates that the competitive benefit of a successful brand name is a valuable asset for the firm owning the brand. The value of this benefit is indicated by the money paid by firms that have acquired consumer package goods with strong brand names. Brands are important to firms because they lead to customer loyalty which in turn ensures demand and future cash flows. The brand also captures the promotional investment over time. Thus, it is not surprising that the primary capital of many businesses is their brands. The concept that a brand has an equity that exceeds its conventional asset value was developed by financial professionals.

In this study, brand acceptability identifies the automotive brand fits each personality, one would be proud to own the automotive brand, the automotive brand will be well regard by his or her friends, the automotive brand can identify social class. Brand preference identifies trustworthy of automotive brand when compared to other brands, quality of automobile when compared to others and standard of service when compared to other brands. From the study, brand acceptability and brand preference are important factors, based on Thai consumer perception high level in the

international automotive brand equity. It indicates that consumer learning is the goals that motivate. Over time, the goals associated with acceptability, preference and brands grow from a simple set of functionally oriented goods to a more elaborate set of functionally and emotionally oriented goals. The goals associated with brands differ from brand to brand in the same acceptability and preference. For example, among sport-utility brands, Mercedes-Benz provides safety and prestige, Ford enables its owners to portray themselves as refined individuals who are sensitive to tradition and BMW provides peace of mind and a more modern, smart self-image. Thus links between brands and goals are nurtured over time. And these brand-goal links are basic results of consumer learning. The concept of brand-goal links has important competitive implications. The conventional view is that the customer compares brands along only one dimension, making comparisons across brands simple. In formal economic terms, the consumers seek a single goal-utility. The emerging view is that buyers seek many different goals and that within the same acceptability and preference some brands can be linked with multiple goals in unique combination. Volvo has, for example, successfully linked both be a responsible parent and add excitement to life to the Volvo brand through its new V70 station wagons, which combine a high performance engine, suitable racing, with a family car, blurring the age-old distinction between a family car and a sports car. By successfully linking these goals along with the safety so long associated with the brand. Volvo has defined the brand as delivering value that none other can. Brand-goal links such as these built through strategy and learned by consumers prove themselves to be unique.

For analysis of correlation between two variables, the researcher focused on relationship between age and brand loyalty. From the result, most people are loyal in

Toyota, Honda and BMW. About the relationship between occupation and brand loyalty, from the result, most people are loyal in Toyota, Honda, BMW and Mercedes-Benz. Finally, About the relationship between occupation and brand loyalty, from the result, most people are loyal in Toyota, Honda and BMW. Because of Japanese automotive brands; Toyota, Honda and Nissan are not expensive passenger cars and good standard quality. Most people who have middle income are loyal in Toyota, Honda and Nissan. It indicates that people who are middle class is the target group of three firms. Besides, Toyota, Honda and Nissan have many service centers after sales service. Thus, it is attractive people who want take care of their cars convenience. While European automotive brands; BMW, Mercedes-Benz and Volvo are luxury passenger cars and superior standard of quality. Most people who have high income are loyal in these brands. It indicates that people who are high class is the target group of three firms.

Perceptions of brands in the same acceptability and preference are not necessarily equal. We can have a richer and more complicated set of associations for Mercedes-Benz than we do for Mitsubishi. A richer set of associations can increase the ease with which we recall a brand, affect our feelings towards it (for example, increasing trust or confidence) and affect our price sensitivity. It is hard to justify a price premium for a brand about which we know little. The process of acquiring brand perceptions has important implications for the marketing concept and for the nature of competition. If consumers know what they want, then they create the perceptual dimensions along which they perceive brands and all brands are subject to them. On the other hand, if the buyer perceptions are learned and if that learning depends on the strategies of brands, then marketing has a completely different objective to influence

the evolution of perceptions in a way that competitors cannot effectively imitate. The aim is to create vast inequalities in the richness of perception between a brand and its competitors.

For information about cars from sources, from the study, there is no relationship between gender (male and female) and getting information about cars from television, radio, magazine, newspaper, agent, Internet and billboard. Thus, the result indicated that getting information about cars from sources no have influence on perception of male and female in automotive brands.

Finally, from the research 200 samples, most people will repurchase the same brand that they ever purchased or participated in purchasing of the car and some of people will switch to another brand. It is found that people are loyal in Toyota 31 persons from 61 persons (30.50%), Honda 19 persons from 49 persons (24.50%), BMW 5 persons from 36 persons (18.00%), Mercedes-Benz 5 persons from 16 persons (8.00%), Nissan 4 persons from 12 persons (6.00%), Mazda 3 persons from 7 persons (3.50%), Volvo 2 persons from 6 persons (3.00%), Mitsubishi 2 persons from 4 persons (2.00%), Chevrolet 2 persons from 4 persons (2.00%), Ford 2 persons from 2 persons (1.00%), Others such as Audi, Isuzu and Range Rover (1.00%), Peugeot 0 person from 1 persons (0.50%) and Kia (0.00%) respectively. It indicates that one of the challenges for brand marketers is to develop strategies that keep positive impressions while at the same time creating brand equity. Brand equity can be identified at the level of the individual consumers and at the aggregate level. It is clear that more interest needs to be given to the links between investment in the brand and the successful development of customer loyalty. Actually, much of firm’s brand investment, by focusing on brand equity and brand value, produces a contribution to

keeping repeat business from individual customers. The firms need to ensure that the way they are taking brand promotion matches that for the development of customer loyalty.

5.2 Discussions

In this section, perception in relation to international automotive brand equity will be discussed based on what was found in the literature review. Additionally, what is written in this segment is mainly based on logical and rational assumptions drawn from the arguments of brand from researchers in the literature review.

From Thailand monthly vehicle sales, June 2005, it showed market share in Thailand automotive industry respectively: Toyota (51.40%), Honda (26.00%), Nissan (4.80%), Mitsubishi (4.90%), Chevrolet (4.10%), Mazda (3.20%), Mercedes-Benz (2.50%), BMW (0.90%), Ford (0.70%), Volvo (0.40%), Kia (0.20%) and Peugeot (0.10%). From literature review, Aaker focused on customer perceptions and market behavior measures. It is in agreement with the brand equity which, market share as a pointer of brand equity has resulted from the work of Aaker, 1996 referred to in Marisa Maio Mackay, 2001. It indicates that attitudes and habit are important when market share was used as brand equity outcome. Thus, good attitudes toward the brand and habitual past buying of the brand is found to be able of predicting high market share and this is in keeping with the results of study. However, strong and favorable brand attitudes and repetitive brand buying are also positively related to brand loyalty and brand loyalty, in turn, is related to market share.

For prior's experience of product, the researcher focused on acceptability and preference have been used to measured relation between the prior's experiences of product and repurchase decision. From research analysis, it can confirm by the study

of Arjun (1995) and Natalie Ann Ryan (2002) which indicated that repeat purchase occur when consumers have learned, through experience. It showed if a consumer has a good experience of product repeat purchase will occur. However, if a consumer has a bad experience, the chance of repeat purchases and brand or store loyalty are much less likely. The evaluation of a particular experience depends on previous experience and the type of product offered.

For brand awareness of product, the researcher found that the level of awareness in form of brand awareness is with high for potential customers, while a high percentage familiar BMW from their memory as a luxury brand. The result indicates a high level of awareness for the brand. Also, result showed a wish for owning a BMW. From research analysis, it can confirm by the study of Marion Weiler, 2004, A Case Analysis Exploring Customer Attitudes on BMW).

For brand acceptability of product, the researcher focused on personality, proud, friends and social class have been used to measure that brand acceptability influencing on consumer perception in the automotive brands. From the study, brand acceptability has influence on consumer perception in the automotive brands. From research analysis, it can confirm by the study of Kotler, (1975) referred to in Linda Ballasy, (2004); O'Shaugnessy, (1995), Kotler, 1997 and Ennew, (1993) referred to in K Schoefer, (1998). It indicates that automobile still be considered as status symbol that serve to relate a consumer with a specific social class.

For brand preference of product, the researcher focused on trustworthy, quality and standard of service have been used to measure that brand preference influencing on consumer perception in the automotive brands. From the study, brand preference has influence on consumer perception in the automotive brands. From

research analysis, it can confirm by the study of Kotler et al., (2000) referred to in Tim Jones, (2000) which indicated that there is a mutually satisfying relationship. The higher levels of satisfaction lead to greater customer loyalty.

5.3 Recommendation

This study is concerned with consumer perception based brand equity measures with the goal of trying to determine how they performed in an automotive market. The best measures of brand equity in terms of correlation with market share are the brand awareness, brand acceptability, brand preference and brand loyalty. It indicates that perhaps people are likely to be aware of, and more familiar with, the brands that they use or perhaps have used in the past. There are five recommendations for in this study.

Firstly, automobile is a durable good that has a variety of choices requiring consideration and since the automobile business in Thailand still has more chance of growth the business has higher competition together with the new challengers coming into share the market. Thus, the auto makers should have more care in doing business and be well prepared in every part to compete with the competitors most effectively. Thus auto makers have to understand the factors affecting customers' loyalty. They should know the customers would most likely buy which type of automobile.

Secondly, many new developments in the automotive industry are forcing firms to rethink the conceptions of their brands. The new developments have created a need for urgent action in automobile brand management. The picture of automotive brands will change fast over the next few years and today automotive brands will become mobility brands that derive half of their image from services. In the part of improving, the auto makers should provide the good driving system and long

durability car for the customers and consider the design of a car as the most important factors. And they should also focus on customers' satisfaction in terms of repair and maintenance cost, safety and rapidity of repair and maintenance service.

Thirdly, auto makers should focus on what the local consumers think about the local products. Nowadays, as the global competition, changing markets and new technologies are opening up qualitatively new ways of creating value. In choosing the automobile, consumers are faced with uncertainty of product performance and quality. Factors as durability reliability, quality of material, value for the money and advanced technology basically use to judge product quality. As a result, firms should develop products that are more reliable and better than competing products in terms of quality and value since consumers are emphasizing heavily in quality of product.

Fourthly, the auto makers also should built product from consumers' preferences. Consumer's preferences are differed across consumers. Some consumer evaluate brand on the basis of their underlying attributes.

Finally, the findings can assist marketers in the automotive industry to better understand the nature of what customers considered when they buy a car. And then they will emphases on the factors that customer most interesting. It is also useful for the marketers who are in the product development stage to design suitable product for their target customers. Automotive marketers can develop strategies for promotion based on these findings by link specific psycho graphic factors to specific car models.

5.4 Limitation of the study

There are two limitations in this study. The first limitation is found in the survey for the qualitative analysis. Due to the time constraint, only 200 samples were investigated through interview. A simultaneous research by questionnaires would get

quantitative and accurate data that support the information from the interviews. It is important to note that it has been difficult to recruit people to participate in the study. When approached, people are hesitant to the amount of time they will have to spend.

The second limitation, perception is part of a consumer behavior and it is difficult to gain an understanding of it through a quantitative study before the consumer in which perception is embedded is examined and the interviews have to take place in English is a limit, which might also have had an effect on the result.

5.5 Suggestions for further studies

In this study, there are five suggestions for further studies. Firstly, the study only focuses on the influence of international automotive brand equity on Thai consumer perception. The scope of study on automotive brand equity should be extended to cover buyers in other areas or major cities in Thailand.

Secondly, this study just researches on brand awareness, brand acceptability, brand preference, brand loyalty and information about passenger cars from sources. Thus, it could be recommended to the further researchers to investigate more specific factors of automotive buyers. For example, the expectation and satisfaction toward the value added service of the automotive buyers, service quality at each service center and so on. These could enable the researcher to understand more on the characteristics in greater detail each aspect of automotive salving.

Thirdly, the study may focus on demographic of age, occupation as to how these factors influence the customers' idea, attitude, satisfaction and expectation.

Fourthly, the researcher may use another kind of survey methods to reach the different groups of consumers or get the new aspect of consumer behaviors. These

may be useful for the marketer to have more understanding of each group of customers or to find the new target segment of the consumers in the market.

Finally, due to the length of time constraint and small sample size of population for doing the research thus, further studies should collect data from more samples through questionnaires.

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APPENDIX 1

QUESTIONNAIRE

The influence of international automotive brand equity on Thai consumer perception, this questionnaire is a part of Independent Study Subject, Master of Business Administration (International Business) at University of the Thai Chamber of Commerce. Your answer will help this study complete to be advantage for automotive companies to develop products and services. This questionnaire is divided into 2 parts:

Part I: The international automotive brand equity influences on Thai consumer's quality perception.

Please check only one answer for each of the questions listed below.

1. Do you have your own car?
   (1) Yes ☐ (2) No ☐ If No, proceed to question No. 4.

2. If yes, what is the brand?
(You can answer more than one.)

(1)	Toyota	☐			
(2)	Honda	☐	(8)	Mercedes-Benz	☐
(3)	Nissan	☐	(9)	BMW	☐
(4)	Mitsubishi	☐	(10)	Volvo	☐
(5)	Mazda	☐	(11)	Ford	☐
(6)	Kia	☐	(12)	Peugeot	☐
(7)	Chevrolet	☐	(13)	Others (specify)……	

3. Are you satisfied with your car?
   Very satisfied ⟷ Very dissatisfied

   5 4 3 2 1

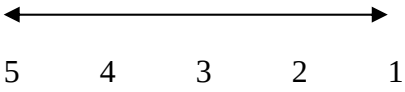
4. How much do you get information about cars from these sources?
   (1) Television The most ⟷ The least

   5 4 3 2 1

   (2) Radio The most ⟷ The least

   5 4 3 2 1

(3) Magazine The most The least



5 4 3 2 1

(4) Newspaper The most The least

5 4 3 2 1

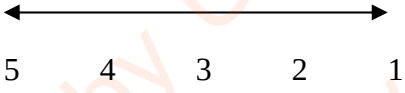
(5) Agents The most The least

5 4 3 2 1

(6) Internet The most The least

5 4 3 2 1

(7) Billboard The most The least



5 4 3 2 1

Brand awareness

5. Which automotive brands are you familiar with?
(You can answer more than one.)

(1)	Toyota	☐			
(2)	Honda	☐	(8)	Mercedes-Benz	☐
(3)	Nissan	☐	(9)	BMW	☐
(4)	Mitsubishi	☐	(10)	Volvo	☐
(5)	Mazda	☐	(11)	Ford	☐
(6)	Kia	☐	(12)	Peugeot	☐
(7)	Chevrolet	☐	(13)	Others (specify)……	

Brand loyalty

6. If you were to buy a new car, which brand do you want to buy?

(1)	Toyota	☐			
(2)	Honda	☐	(8)	Mercedes-Benz	☐
(3)	Nissan	☐	(9)	BMW	☐
(4)	Mitsubishi	☐	(10)	Volvo	☐
(5)	Mazda	☐	(11)	Ford	☐
(6)	Kia	☐	(12)	Peugeot	☐
(7)	Chevrolet	☐	(13)	Others (specify)……	

From No. 6 please check only one answer for each of the questions listed below.

Brand acceptability

7. This automotive brand fits your personality.

Strongly agree Strongly disagree

5 4 3 2 1

8. You would be proud to own this automotive brand.

Strongly agree Strongly disagree

5 4 3 2 1

9. This automotive brand will be well regard by your friends.

Strongly agree Strongly disagree

5 4 3 2 1

10. In its status and style, this automotive brand can identify social class.

Strongly agree Strongly disagree

5 4 3 2 1

Brand preference

11. This automotive brand is trustworthy when compared to other brands.

Strongly agree Strongly disagree

5 4 3 2 1

12. This automotive brand provides good quality for the money when compared to other brands.

Strongly agree Strongly disagree

5 4 3 2 1

13. This automotive brand has good standard of service when compared to other brands.

Strongly agree Strongly disagree

5 4 3 2 1

Part II: Demographics

Please check only one answer for each of the questions listed below.

1. Indicate your Gender
   - (1) Male ☐
   - (2) Female ☐

2. Age
   - (1) Less than 25 years old ☐
   - (2) 25-35 years old ☐
   - (3) 36-45 years old ☐
   - (4) 46-55 years old ☐
   - (5) Over 55 years old ☐

3. Marital status
   - (1) Single ☐
   - (2) Married ☐
   - (3) Divorced ☐

4. Education
   - (1) Less than Bachelor's degree ☐
   - (2) Bachelor's degree ☐
   - (3) Master's degree ☐
   - (4) Higher than Master's degree ☐

5. Occupation
   - (1) Student ☐
   - (2) Government officer ☐
   - (3) Private officer ☐
   - (4) Own business ☐
   - (5) Others……..

6. Monthly salary
   - (1) Less than 10,000 baht ☐
   - (2) 10,001 - 20,000 baht ☐
   - (3) 20,001 - 30,000 baht ☐
   - (4) 30,001 - 40,000 baht ☐
   - (5) 40,001 - 50,000 baht ☐
   - (6) More than 50,001 baht ☐

APPENDIX 2

Section 1: Analysis of demographic characteristics, number of own cars and awareness data. The results are presented by frequency and percentage.

Frequencies

Statistics

		gender	age	marital status	education	occupation	monthly salary
N	Valid	200	200	200	200	200	200
	Missing	0	0	0	0	0	0

1.1 Gender

Frequency Table

gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	85	42.5	42.5	42.5
	female	115	57.5	57.5	100.0
	Total	200	100.0	100.0	

1.2 Age

age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 25 years old	52	26.0	26.0	26.0
	25-35 years old	89	44.5	44.5	70.5
	36-45 years old	30	15.0	15.0	85.5
	46-55 years old	17	8.5	8.5	94.0
	over 55 years old	12	6.0	6.0	100.0
	Total	200	100.0	100.0	

1.3 Marital status

marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	139	69.5	69.5	69.5
	married	53	26.5	26.5	96.0
	divorced	8	4.0	4.0	100.0
	Total	200	100.0	100.0	

1.4 Education

education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than bachelor's degree	20	10.0	10.0	10.0
	bachelor's degree	134	67.0	67.0	77.0
	master's degree	44	22.0	22.0	99.0
	higher than master's degree	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

1.5 Occupation

occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	student	40	20.0	20.0	20.0
	goverment officer	37	18.5	18.5	38.5
	employee	77	38.5	38.5	77.0
	own business	32	16.0	16.0	93.0
	others	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

1.6 Monthly salary

monthly salary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 10,000 baht	39	19.5	19.5	19.5
	10,001-20,000 baht	51	25.5	25.5	45.0
	20,001-30,000 baht	38	19.0	19.0	64.0
	30,001-40,000 baht	31	15.5	15.5	79.5
	40,001-50,000 baht	21	10.5	10.5	90.0
	more than 50,001 baht	20	10.0	10.0	100.0
	Total	200	100.0	100.0	

1.7 Number of own cars.

Frequencies

Statistics

TOTAL_P2

N	Valid	200
	Missing	0

TOTAL_P2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	69	34.5	34.5	34.5
	1.00	119	59.5	59.5	94.0
	2.00	10	5.0	5.0	99.0
	3.00	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

1.8 Awareness

Frequencies

Statistics

		p5_toyota	p5_honda	p5_nissan	p5_mitsubishi	p5_mazda	p5_kia	p5_chevrolet	p5_benz	p5_bmw	p5_volvo	p5_ford	p5_peugoet	p5_other
N	Valid	200	200	200	200	200	200	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		.82	.74	.35	.24	.17	.07	.13	.40	.44	.27	.14	.08	.03

Frequency Table

p5_toyota

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	37	18.5	18.5	18.5
	1	163	81.5	81.5	100.0
	Total	200	100.0	100.0	

p5_honda

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	52	26.0	26.0	26.0
	1	148	74.0	74.0	100.0
	Total	200	100.0	100.0	

p5_nissan

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	131	65.5	65.5	65.5
	1	69	34.5	34.5	100.0
	Total	200	100.0	100.0	

p5_mitsubishi

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	153	76.5	76.5	76.5
	1	47	23.5	23.5	100.0
	Total	200	100.0	100.0	

p5_mazda

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	166	83.0	83.0	83.0
	1	34	17.0	17.0	100.0
	Total	200	100.0	100.0	

p5_kia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	186	93.0	93.0	93.0
	1	14	7.0	7.0	100.0
	Total	200	100.0	100.0	

p5_chevrolet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	175	87.5	87.5	87.5
	1	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

p5_benz

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	121	60.5	60.5	60.5
	1	79	39.5	39.5	100.0
	Total	200	100.0	100.0	

p5_bmw

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	112	56.0	56.0	56.0
	1	88	44.0	44.0	100.0
	Total	200	100.0	100.0	

p5_volvo

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	147	73.5	73.5	73.5
	1	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

p5_ford

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	173	86.5	86.5	86.5
	1	27	13.5	13.5	100.0
	Total	200	100.0	100.0	

p5_peugoet

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	185	92.5	92.5	92.5
	1	15	7.5	7.5	100.0
	Total	200	100.0	100.0	

p5_other

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	195	97.5	97.5	97.5
	1	5	2.5	2.5	100.0
	Total	200	100.0	100.0	

Section 2: Analysis of correlation between two variables by Crosstabulation.

2.1 Test between Gender and Information sources

2.1.1 Gender and television

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * television	200	100.0%	0	.0%	200	100.0%

gender * television Crosstabulation

			television					
			the least	less	neutral	much	the most	Total
gender	male	Count	4	8	27	32	14	85
		% within gender	4.7%	9.4%	31.8%	37.6%	16.5%	100.0%
	female	Count	2	8	27	38	40	115
		% within gender	1.7%	7.0%	23.5%	33.0%	34.8%	100.0%
Total		Count	6	16	54	70	54	200
		% within gender	3.0%	8.0%	27.0%	35.0%	27.0%	100.0%

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * television	200	100.0%	0	.0%	200	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.411[a]	4	.052
Likelihood Ratio	9.731	4	.045
Linear-by-Linear Association	7.439	1	.006
N of Valid Cases	200		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.55.

2.1.2 Gender and radio

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * radio	200	100.0%	0	.0%	200	100.0%

gender * radio Crosstabulation

			radio					
			the least	less	neutral	much	the most	Total
gender	male	Count	17	29	19	17	3	85
		% within gender	20.0%	34.1%	22.4%	20.0%	3.5%	100.0%
	female	Count	35	32	30	17	1	115
		% within gender	30.4%	27.8%	26.1%	14.8%	.9%	100.0%
Total		Count	52	61	49	34	4	200
		% within gender	26.0%	30.5%	24.5%	17.0%	2.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.471[a]	4	.242
Likelihood Ratio	5.529	4	.237
Linear-by-Linear Association	2.521	1	.112
N of Valid Cases	200		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.70.

2.1.3 Gender and magazine

gender * magazine Crosstabulation

			magazine					
			the least	less	neutral	much	the most	Total
gender	male	Count	8	24	23	21	9	85
		% within gender	9.4%	28.2%	27.1%	24.7%	10.6%	100.0%
	female	Count	11	23	44	26	11	115
		% within gender	9.6%	20.0%	38.3%	22.6%	9.6%	100.0%
Total		Count	19	47	67	47	20	200
		% within gender	9.5%	23.5%	33.5%	23.5%	10.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.385[a]	4	.496
Likelihood Ratio	3.408	4	.492
Linear-by-Linear Association	.056	1	.813
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.07.

2.1.4 Gender and newspaper

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * newspaper	200	100.0%	0	.0%	200	100.0%

gender * newspaper Crosstabulation

			newspaper					Total
			the least	less	neutral	much	the most	
gender	male	Count	5	11	28	32	9	85
		% within gender	5.9%	12.9%	32.9%	37.6%	10.6%	100.0%
	female	Count	2	23	32	44	14	115
		% within gender	1.7%	20.0%	27.8%	38.3%	12.2%	100.0%
Total		Count	7	34	60	76	23	200
		% within gender	3.5%	17.0%	30.0%	38.0%	11.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.368[a]	4	.359
Likelihood Ratio	4.404	4	.354
Linear-by-Linear Association	.121	1	.728
N of Valid Cases	200		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.98.

2.1.5 Gender and agent

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * agent	200	100.0%	0	.0%	200	100.0%

gender * agent Crosstabulation

			agent					
			the least	less	neutral	much	the most	Total
gender	male	Count	12	25	14	24	10	85
		% within gender	14.1%	29.4%	16.5%	28.2%	11.8%	100.0%
	female	Count	12	32	35	24	12	115
		% within gender	10.4%	27.8%	30.4%	20.9%	10.4%	100.0%
Total		Count	24	57	49	48	22	200
		% within gender	12.0%	28.5%	24.5%	24.0%	11.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.669[a]	4	.225
Likelihood Ratio	5.825	4	.213
Linear-by-Linear Association	.004	1	.950
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.35.

2.1.6 Gender and Internet

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * internet	200	100.0%	0	.0%	200	100.0%

gender * internet Crosstabulation

			internet					Total
			the least	less	neutral	much	the most	
gender	male	Count	19	22	16	18	10	85
		% within gender	22.4%	25.9%	18.8%	21.2%	11.8%	100.0%
	female	Count	18	37	21	32	7	115
		% within gender	15.7%	32.2%	18.3%	27.8%	6.1%	100.0%
Total		Count	37	59	37	50	17	200
		% within gender	18.5%	29.5%	18.5%	25.0%	8.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.568[a]	4	.335
Likelihood Ratio	4.549	4	.337
Linear-by-Linear Association	.018	1	.893
N of Valid Cases	200		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 7.23.

2.1.7 Gender and billboard

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * billboard	200	100.0%	0	.0%	200	100.0%

gender * billboard Crosstabulation

			billboard					Total
			the least	less	neutral	much	the most	
gender	male	Count	28	27	18	8	4	85
		% within gender	32.9%	31.8%	21.2%	9.4%	4.7%	100.0%
	female	Count	27	41	26	20	1	115
		% within gender	23.5%	35.7%	22.6%	17.4%	.9%	100.0%
Total		Count	55	68	44	28	5	200
		% within gender	27.5%	34.0%	22.0%	14.0%	2.5%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.954[a]	4	.138
Likelihood Ratio	7.107	4	.130
Linear-by-Linear Association	.962	1	.327
N of Valid Cases	200		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 2.13.

2.2 Test between age and loyalty

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age * loyalty	200	100.0%	0	.0%	200	100.0%

age * loyalty Crosstabulation

			loyalty												
			toyota	honda	nissan	nitsubish	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
age	less than 25 yea	Count	16	14	3	1	1	2	2	11	1			1	52
		% within a	30.8%	26.9%	5.8%	1.9%	1.9%	3.8%	3.8%	21.2%	1.9%			1.9%	100.0%
	25-35 years old	Count	29	26	4	2	5		7	12	1	1	1	1	89
		% within a	32.6%	29.2%	4.5%	2.2%	5.6%		7.9%	13.5%	1.1%	1.1%	1.1%	1.1%	100.0%
	36-45 years old	Count	9	5	2			1	3	9	1				30
		% within a	30.0%	16.7%	6.7%			3.3%	10.0%	30.0%	3.3%				100.0%
	46-55 years old	Count	5	1	1			1	3	3	2	1			17
		% within a	29.4%	5.9%	5.9%			5.9%	17.6%	17.6%	11.8%	5.9%			100.0%
	over 55 years o	Count	2	3	2	1	1		1	1	1				12
		% within a	16.7%	25.0%	16.7%	8.3%	8.3%		8.3%	8.3%	8.3%				100.0%
Total		Count	61	49	12	4	7	4	16	36	6	2	1	2	200
		% within a	30.5%	24.5%	6.0%	2.0%	3.5%	2.0%	8.0%	18.0%	3.0%	1.0%	.5%	1.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.024[a]	44	.600
Likelihood Ratio	41.428	44	.582
Linear-by-Linear Association	1.974	1	.160
N of Valid Cases	200		

a. 48 cells (80.0%) have expected count less than 5. The minimum expected count is .06.

2.3 Test between occupation and loyalty

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
occupation * loyalty	200	100.0%	0	.0%	200	100.0%

occupation * loyalty Crosstabulation

			loyalty												
			toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
occupation	student	Count	8	10	3			2	2	12	1			2	40
		% within occupati	20.0%	25.0%	7.5%			5.0%	5.0%	30.0%	2.5%			5.0%	100.0%
	goverment offic	Count	16	6	3	1	1	1	3	4	2				37
		% within occupati	43.2%	16.2%	8.1%	2.7%	2.7%	2.7%	8.1%	10.8%	5.4%				100.0%
	employee	Count	23	27	3	1	4		3	12	1	2	1		77
		% within occupati	29.9%	35.1%	3.9%	1.3%	5.2%		3.9%	15.6%	1.3%	2.6%	1.3%		100.0%
	own business	Count	8	4	2			1	8	7	2				32
		% within occupati	25.0%	12.5%	6.3%			3.1%	25.0%	21.9%	6.3%				100.0%
	others	Count	6	2	1	2	2			1					14
		% within occupati	42.9%	14.3%	7.1%	14.3%	14.3%			7.1%					100.0%
Total		Count	61	49	12	4	7	4	16	36	6	2	1	2	200
		% within occupati	30.5%	24.5%	6.0%	2.0%	3.5%	2.0%	8.0%	18.0%	3.0%	1.0%	.5%	1.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	72.844[a]	44	.004
Likelihood Ratio	66.865	44	.015
Linear-by-Linear Association	.998	1	.318
N of Valid Cases	200		

a. 47 cells (78.3%) have expected count less than 5. The minimum expected count is .07.

2.4 Test between monthly salary and loyalty

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
monthly salary * loyalty	200	100.0%	0	.0%	200	100.0%

monthly salary * loyalty Crosstabulation

			loyalty											
			toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes-benz	bmw	volvo	ford	peugeot	others	Total
monthly salary	less than 10,000 b	Count	13	12	3	1		2	1	6				1	39
		% within monthly	33.3%	30.8%	7.7%	2.6%		5.1%	2.6%	15.4%				2.6%	100.0%
	10,001-20,000 bal	Count	18	14	2	2	3		2	8	2				51
		% within monthly	35.3%	27.5%	3.9%	3.9%	5.9%		3.9%	15.7%	3.9%				100.0%
	20,001-30,000 bal	Count	12	6	3	1	4	1	3	7				1	38
		% within monthly	31.6%	15.8%	7.9%	2.6%	10.5%	2.6%	7.9%	18.4%				2.6%	100.0%
	30,001-40,000 bal	Count	11	11	3				2	2	1		1		31
		% within monthly	35.5%	35.5%	9.7%				6.5%	6.5%	3.2%		3.2%		100.0%
	40,001-50,000 bal	Count	3	3	1				4	8	1	1			21
		% within monthly	14.3%	14.3%	4.8%				19.0%	38.1%	4.8%	4.8%			100.0%
	more than 50,001	Count	4	3				1	4	5	2	1			20
		% within monthly	20.0%	15.0%				5.0%	20.0%	25.0%	10.0%	5.0%			100.0%
Total		Count	61	49	12	4	7	4	16	36	6	2	1	2	200
		% within monthly	30.5%	24.5%	6.0%	2.0%	3.5%	2.0%	8.0%	18.0%	3.0%	1.0%	.5%	1.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.304[a]	55	.107
Likelihood Ratio	71.267	55	.069
Linear-by-Linear Association	11.550	1	.001
N of Valid Cases	200		

a. 57 cells (79.2%) have expected count less than 5. The minimum expected count is .10.

Section 3: Analysis of factors influencing on consumer perception in the automotive brands with demographic data.

3.1 Test between monthly salary and information sources (ANOVA)

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
television	Between Groups	3.544	5	.709	.655	.658
	Within Groups	209.956	194	1.082		
	Total	213.500	199			
radio	Between Groups	9.558	5	1.912	1.586	.166
	Within Groups	233.797	194	1.205		
	Total	243.355	199			
magazine	Between Groups	17.242	5	3.448	2.874	.016
	Within Groups	232.738	194	1.200		
	Total	249.980	199			
newspaper	Between Groups	8.991	5	1.798	1.802	.114
	Within Groups	193.629	194	.998		
	Total	202.620	199			
agent	Between Groups	25.230	5	5.046	3.723	.003
	Within Groups	262.925	194	1.355		
	Total	288.155	199			
internet	Between Groups	10.063	5	2.013	1.289	.270
	Within Groups	302.932	194	1.562		
	Total	312.995	199			
billboard	Between Groups	13.040	5	2.608	2.249	.051
	Within Groups	224.960	194	1.160		
	Total	238.000	199			

3.2 Test between monthly salary and acceptability (ANOVA)

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
personaility	Between Groups	5.468	5	1.094	2.581	.028
	Within Groups	82.212	194	.424		
	Total	87.680	199			
proud	Between Groups	4.824	5	.965	1.987	.082
	Within Groups	94.171	194	.485		
	Total	98.995	199			
friends	Between Groups	10.070	5	2.014	3.084	.011
	Within Groups	126.685	194	.653		
	Total	136.755	199			
social class	Between Groups	5.200	5	1.040	1.765	.122
	Within Groups	114.300	194	.589		
	Total	119.500	199			

3.3 Test between monthly salary and preference (ANOVA)

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
trustworthy	Between Groups	2.332	3	.777	1.739	.160
	Within Groups	87.588	196	.447		
	Total	89.920	199			
good quality	Between Groups	1.701	3	.567	1.071	.363
	Within Groups	103.799	196	.530		
	Total	105.500	199			
good service	Between Groups	2.015	3	.672	1.172	.322
	Within Groups	112.380	196	.573		
	Total	114.395	199			

3.4 Test between education and information (ANOVA)

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
television	Between Groups	1.308	3	.436	.403	.751
	Within Groups	212.192	196	1.083		
	Total	213.500	199			
radio	Between Groups	2.214	3	.738	.600	.616
	Within Groups	241.141	196	1.230		
	Total	243.355	199			
magazine	Between Groups	3.562	3	1.187	.944	.420
	Within Groups	246.418	196	1.257		
	Total	249.980	199			
newspaper	Between Groups	2.989	3	.996	.978	.404
	Within Groups	199.631	196	1.019		
	Total	202.620	199			
agent	Between Groups	.765	3	.255	.174	.914
	Within Groups	287.390	196	1.466		
	Total	288.155	199			
internet	Between Groups	5.830	3	1.943	1.240	.296
	Within Groups	307.165	196	1.567		
	Total	312.995	199			
billboard	Between Groups	3.712	3	1.237	1.035	.378
	Within Groups	234.288	196	1.195		
	Total	238.000	199			

3.5 Test between education and acceptability (ANOVA)

Oneway

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
personaility	Between Groups	1.788	3	.596	1.360	.256
	Within Groups	85.892	196	.438		
	Total	87.680	199			
proud	Between Groups	.166	3	.055	.110	.954
	Within Groups	98.829	196	.504		
	Total	98.995	199			
friends	Between Groups	.844	3	.281	.406	.749
	Within Groups	135.911	196	.693		
	Total	136.755	199			
social class	Between Groups	1.111	3	.370	.613	.607
	Within Groups	118.389	196	.604		
	Total	119.500	199			

3.6 Test between education and preference (ANOVA)

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
trustworthy	Between Groups	8.753	5	1.751	4.184	.001
	Within Groups	81.167	194	.418		
	Total	89.920	199			
good quality	Between Groups	9.561	5	1.912	3.867	.002
	Within Groups	95.939	194	.495		
	Total	105.500	199			
good service	Between Groups	7.717	5	1.543	2.807	.018
	Within Groups	106.678	194	.550		
	Total	114.395	199			

3.7 Test between gender and acceptability (t-test)

T-Test

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
personaility	male	85	4.01	.715	.078
	female	115	4.06	.625	.058
proud	male	85	4.09	.701	.076
	female	115	3.94	.704	.066
friends	male	85	3.82	.774	.084
	female	115	3.63	.862	.080
social class	male	85	3.94	.761	.083
	female	115	3.78	.781	.073

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
personaility	Equal variances assumed	.156	.694	-.516	198	.606	-.05	.095	-.237	.138
	Equal variances not assumed			-.506	166.528	.614	-.05	.097	-.241	.143
proud	Equal variances assumed	.362	.548	1.542	198	.125	.15	.101	-.043	.353
	Equal variances not assumed			1.543	181.672	.125	.15	.100	-.043	.353
friends	Equal variances assumed	3.352	.069	1.598	198	.112	.19	.118	-.044	.422
	Equal variances not assumed			1.624	190.545	.106	.19	.116	-.041	.418
social class	Equal variances assumed	1.444	.231	1.434	198	.153	.16	.111	-.059	.377
	Equal variances not assumed			1.440	183.635	.152	.16	.110	-.059	.376

3.8 Test between gender and preference (t-test)

T-Test

Group Statistics

	gender	N	Mean	Std. Deviation	Std. Error Mean
trustworthy	male	85	4.09	.666	.072
	female	115	3.97	.674	.063
good quality	male	85	4.22	.697	.076
	female	115	4.10	.749	.070
good service	male	85	4.25	.722	.078
	female	115	3.91	.756	.070

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
trustworthy	Equal variances assumed	.047	.828	1.343	198	.181	.13	.096	-.060	.318
	Equal variances not assumed			1.346	182.410	.180	.13	.096	-.060	.318
good quality	Equal variances assumed	.170	.681	1.229	198	.220	.13	.104	-.077	.333
	Equal variances not assumed			1.243	187.837	.215	.13	.103	-.075	.331
good service	Equal variances assumed	.318	.574	3.148	198	.002	.33	.106	.125	.543
	Equal variances not assumed			3.170	185.489	.002	.33	.105	.126	.542

Section 4: Analysis of factors influencing on consumer perception in the automotive brands (t-test).

4.1 Acceptability

Frequencies

Statistics

		personaility	proud	friends	social class
N	Valid	200	200	200	200
	Missing	0	0	0	0
Mean		4.04	4.01	3.72	3.85

Frequency Table

personaility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.5	.5	.5
	disagree	2	1.0	1.0	1.5
	neutral	28	14.0	14.0	15.5
	agree	126	63.0	63.0	78.5
	strongly agree	43	21.5	21.5	100.0
	Total	200	100.0	100.0	

proud

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	6	3.0	3.0	3.0
	neutral	31	15.5	15.5	18.5
	agree	119	59.5	59.5	78.0
	strongly agree	44	22.0	22.0	100.0
	Total	200	100.0	100.0	

friends

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	6	3.0	3.0	3.0
	disagree	5	2.5	2.5	5.5
	neutral	54	27.0	27.0	32.5
	agree	110	55.0	55.0	87.5
	strongly agree	25	12.5	12.5	100.0
	Total	200	100.0	100.0	

social class

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	9	4.5	4.5	4.5
	neutral	50	25.0	25.0	29.5
	agree	103	51.5	51.5	81.0
	strongly agree	38	19.0	19.0	100.0
	Total	200	100.0	100.0	

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
AVG_ACC	200	3.9025	.54840	.03878

One-Sample Test

	Test Value = 3.41					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
AVG_ACC	12.700	199	.000	.4925	.4160	.5690

4.2 Preference

Frequencies

Statistics

		trustworthy	good quality	good service
N	Valid	200	200	200
	Missing	0	0	0
Mean		4.02	4.15	4.06

Frequency Table

trustworthy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	2	1.0	1.0	1.0
	neutral	37	18.5	18.5	19.5
	agree	116	58.0	58.0	77.5
	strongly agree	45	22.5	22.5	100.0
	Total	200	100.0	100.0	

good quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	1	.5	.5	.5
	disagree	4	2.0	2.0	2.5
	neutral	22	11.0	11.0	13.5
	agree	110	55.0	55.0	68.5
	strongly agree	63	31.5	31.5	100.0
	Total	200	100.0	100.0	

good service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	disagree	6	3.0	3.0	3.0
	neutral	34	17.0	17.0	20.0
	agree	103	51.5	51.5	71.5
	strongly agree	57	28.5	28.5	100.0
	Total	200	100.0	100.0	

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
AVG_PREF	200	4.0750	.60098	.04250

One-Sample Test

	Test Value = 3.41					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
AVG_PREF	15.649	199	.000	.6650	.5812	.7488

4.3 Loyalty

Number of loyalty in each automotive brand (Crosstabulation)

4.3.1 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_toyota * loyalty	200	100.0%	0	.0%	200	100.0%

p2_toyota * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_toyota	0	30	43	12	4	5	3	13	32	5	1	1	2	151
	1	31	6			2	1	3	4	1	1			49
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.2 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_honda * loyalty	200	100.0%	0	.0%	200	100.0%

p2_honda * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_honda	0	55	30	9	3	6	4	12	31	6	2	1	1	160
	1	6	19	3	1	1		4	5				1	40
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.3 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_nissan * loyalty	200	100.0%	0	.0%	200	100.0%

p2_nissan * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_nissan	0	58	46	8	4	7	4	16	34	6	2	1	1	187
	1	3	3	4					2				1	13
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.4 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_mitsubishi * loyalty	200	100.0%	0	.0%	200	100.0%

p2_mitsubishi * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_mitsubishi	0	61	49	12	2	7	4	15	36	6	2	1	2	197
	1				2			1						3
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.5 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_mazda * loyalty	200	100.0%	0	.0%	200	100.0%

p2_mazda * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_mazda	0	61	49	12	4	4	4	16	34	6	2	1	2	195
	1					3			2					5
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.6 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_kia * loyalty	200	100.0%	0	.0%	200	100.0%

p2_kia * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_kia	0	61	49	12	4	7	4	16	35	6	2	1	2	199
	1								1					1
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.7 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_chevrolet * loyalty	200	100.0%	0	.0%	200	100.0%

p2_chevrolet * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_chevrolet	0	61	49	12	4	7	2	16	36	6	2	1	2	198
	1						2							2
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.8 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_benz * loyalty	200	100.0%	0	.0%	200	100.0%

p2_benz * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_benz	0	60	49	12	4	7	4	11	35	6	2	1	2	193
	1	1						5	1					7
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.9 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_bmw * loyalty	200	100.0%	0	.0%	200	100.0%

p2_bmw * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_bmw	0	61	49	12	4	6	4	15	31	5	2	1	2	192
	1					1		1	5	1				8
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.10 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_volvo * loyalty	200	100.0%	0	.0%	200	100.0%

p2_volvo * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_volvo	0	59	49	12	4	7	4	15	34	4	2	1	2	193
	1	2						1	2	2				7
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.11 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_ford * loyalty	200	100.0%	0	.0%	200	100.0%

p2_ford * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_ford	0	61	49	12	4	7	4	16	33	6		1	2	195
	1								3		2			5
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.12 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_peugoet * loyalty	200	100.0%	0	.0%	200	100.0%

p2_peugoet * loyalty Crosstabulation

Count

		loyalty												
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes -benz	bmw	volvo	ford	peugeot	others	Total
p2_peugoet	0	61	49	12	4	7	4	15	36	6	2	1	2	199
	1							1						1
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.13 Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
p2_others * loyalty	200	100.0%	0	.0%	200	100.0%

p2_others * loyalty Crosstabulation

Count

		loyalty												Total
		toyota	honda	nissan	mitsubishi	mazda	chevrolet	mercedes-benz	bmw	volvo	ford	peugeot	others	
p2_others	0	60	49	12	4	6	4	16	34	6	2	1	2	196
	1	1				1			2					4
Total		61	49	12	4	7	4	16	36	6	2	1	2	200

4.3.14 Frequencies

Statistics

loyalty

N	Valid	200
	Missing	0

loyalty

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	toyota	61	30.5	30.5	30.5
	honda	49	24.5	24.5	55.0
	nissan	12	6.0	6.0	61.0
	mitsubishi	4	2.0	2.0	63.0
	mazda	7	3.5	3.5	66.5
	chevrolet	4	2.0	2.0	68.5
	mercedes-benz	16	8.0	8.0	76.5
	bmw	36	18.0	18.0	94.5
	volvo	6	3.0	3.0	97.5
	ford	2	1.0	1.0	98.5
	peugeot	1	.5	.5	99.0
	others	2	1.0	1.0	100.0
	Total	200	100.0	100.0	

T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
loyalty	200	4.22	3.543	.251

One-Sample Test

	Test Value = 3.41					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
loyalty	3.233	199	.001	.81	.32	1.30

BIOGRAPHY

Anutr Rujichinwong received a Bachelor's Degree in Science (Statistics) from Thammasat University. In May 2006, she was studying a Master's Degree in Business Administration in the Department of International Business at University of the Thai Chamber of Commerce.