

ABSTRACT

Understanding customers want and preferences are the key success factors for the auto manufacturers. It is crucial to identify the factors that customers prefer the best and are the most influential on their decision making process. With this information automotive industry can offer promotions according to consumers' interest, which will raise their revenue.

We used simple random sampling because we were looking for subjects from variety of backgrounds. The research sampling was done by randomly giving survey to people in several areas in Bangkok districts. 300 questionnaires were given out and collected.

In this research, the research design is exploratory research. The reason for this is because there is little research on the independent variables chosen for this research. This research is a quantitative research. This research is based on survey conducted by researchers. A survey is a formalized set of questions for obtaining information from respondents.

The question was if you were choose between price, car model, safety, brand, or color of a car, what do you think will affect your buying decision the most?

66.67% of subjects were females. 33.33% of the subjects were males. 73.33% of the subjects were of age 21 to 30, followed by 16.67% are of age 31 to 40 and then 10% are under 20. 43% of subjects are students. Most of the monthly incomes recorded are less than 10,000 Baht (37%) followed by 10,001 to 20,000 Baht (33%).

37% of subjects say the brand of a car affects their buying decision the most, followed by price at 33%, then model at 23%. 50% of subjects choose the color of a car is the factor that least affects their buying decision, followed by safety at 27%.

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In the last part of the questionnaire the subjects were asked to answer 5 questions by choosing from 1 to 5, 1 being least and 5 being the most effective. The questions are:

1. How much does price affect your buying decision?
2. How about the model of the car?
3. How about the safety of the car?
4. How about the brand of the car?
5. How about the color of the car?

Most influence:

Brand and price

Least influence:

Color, model and safety

These findings suggest that the managers should focus more on the image of brand to possibly reposition it in mind of customers. The fact that the brand of the car is more important than the price implies that customers are likely to pay more for a brand which they perceive higher in value and image. The fact that safety and color were the least influential factors suggests that customers generally do not make their decisions based on these factors. Managers should keep in mind that these factors are minor in mind of customers and the least in their preferences. The practitioners may be able to shift their resources more to those influential factors of brand, price and model to retain or gain more market share and consequently more revenue.