

ABSTRACT

Title : Model of Perception of Thai Customers on Thai and AEC Products
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Degree : Doctor of Business Administration
Major Field : Marketing
Dissertation Advisor : Major Advisor
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Abstract

The main objectives of the study on “Model of Perception of Thai Customers on Thai and AEC Products” are to analyze product perception of Thai consumers and develop the evaluation model by considering the causal relationship of the target samples that had been studied.

The statistical techniques of frequency, percentage, arithmetic mean, standard deviation and structural equation model were used to arrive at the research conclusion.

The research conclusion was the sampling of the Thai consumers i.e. mostly male, 31 years old and above, with 100,000 Baht salary per year had known and experienced using the AEC products. Moreover, the overall perception of the Thai and AEC products was at high level (i.e. = 3.48 on 4.00 scale) including other aspects of perception such as production source, product quality, decision making, and emotional response, respectively.

The evaluation model showed that the characteristics of age, occupation and AEC product experience had causal relationship toward perception of Thailand, Brunei and Indonesia products. With regards to age, occupation, gender, AEC’s products experiences had causal relationship with Malaysia Singapore product’s perception. The structural equation compiled of 5 separated model are equal to :

Thai product perception = 0.536* Age + 0.043 Income + 0.231* Occu + 0.056 Gender
+ 0.295* Exp; R2 = 0.908

$$\text{Malaysia product perception} = 0.459* \text{ Age} + 0.080 \text{ Income} + 0.258* \text{ Occu} + 0.190* \text{ Gender} \\ + 0.230* \text{ Exp}; R2 = 0.854$$

$$\text{Singapore product perception} = 0.336* \text{ Age} + 0.004 \text{ Income} + 0.274* \text{ Occu} + 0.119* \text{ Gender} \\ + 0.339* \text{ Exp}; R2 = 0.662$$

$$\text{Brunei product perception} = 0.516* \text{ Age} + 0.067 \text{ Income} + 0.236* \text{ Occu} + 0.099 \text{ Gender} \\ + 0.297* \text{ Exp}; R2 = 0.908$$

$$\text{Indonesia product perception} = 0.248* \text{ Age} + 0.201 \text{ Income} + 0.101* \text{ Occu} + 0.032 \text{ Gender} \\ + 0.493* \text{ Exp}; R2 = 0.759$$