

# Chapter 5: Conclusion

## 5.1 Finding of the Study

This chapter empirically examined and compared result which related to the study of what affects the buying decision of a car. The result from quantitative has shown that there are brand as well as price have a high level of influence towards the buying decision process of a car. As for color and safety of a car have low level of influence towards the buying decision process of a car.

This research attempted to provide a guideline to understand car purchase decision process. It was concluded that No down payment was the most effective promotion to draw new car buyers along with the result of A seven year parts warranty, as for Cost-free upgrades was the least effective promotion to draw new car buyers.

Surviving and gaining more market share in this highly competitive market requires the managers to have up to date information on customers' preferences. In auto industry the firms aggressively try to come up with innovative products and with a wide range of products satisfy the customers. These firms try to differentiate their brand and products from their competitors through the marketing mix of product, price, promotion and place (logistics).

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. Managers by considering the result of this study may have a better understanding of on what aspects of marketing mix or product characteristics they should emphasize more.

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%).

Most of the monthly incomes recorded are less than 10,000 Baht (37%) followed by 10,001 to 20,000 Baht (33%). 67% of subjects are students. 7% of the subjects are in private business. 7% are freelancers and 20% had other occupations.

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%.

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%.

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**

12 chose category 5, followed by 10 for category 4, 6 for category 3, 2 for category 2 and 0 for category 1 for question one.

13 chose category 4, followed by 7 for category 5, 6 for category 3, 3 for category 2 and 1 for category 1 for question two.

10 chose category 3, followed by 7 for category 2 and 4, 6 for category 5, and 0 for category 1 for question three.

13 chose category 5, followed by 11 for category 4, 5 for category 3, 1 for category 2 and 0 for category 1 for question four.

And finally 12 chose category 5, followed by 10 for category 4, 6 for category 3, 2 for category 2 and 0 for category 1 for question 5.

## **Least Influence**

40% chose category 5, followed by 33% for category 4, 20% for category 3, 7% for category 2 and 0% for category 1.

43% chose category 4, followed by 23% for category 5, 20% for category 3, 10% for category 2 and 3% for category 1.

33% chose category 3, followed by 23% for category 2 and 4, 20% for category 5, and 0% for category 1.

43% chose category 5, followed by 37% for category 4, 17% for category 3, 3% for category 2 and 0% for category 1.

43% chose category 3, followed by 27% for category 2, 17% for category 4, 13% for category 1 and 0 for category 5.

## **5.2 Recommendation**

This research attempted to provide a guideline to understand car purchase decision process and shed light on factors affecting customers' decision in car purchase. As discussed earlier the automobile industry as a whole is highly competitive. Surviving and gaining more market share in this highly competitive market requires the managers to have up to date information on customers' preferences. In auto industry the firms aggressively try to come up with innovative products and with a wide range of products satisfy the customers. These firms try to differentiate their brand and products from their competitors through the marketing mix of product, price, promotion and place (logistics).

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. Managers by considering the result of this study may have a better understanding of on what aspects of marketing mix or product characteristics they should emphasize more.

The findings of this research show that brand, price and model respectively are the factors affecting customers' decisions in purchasing car the most. 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.

### **5.3 Research Limitations and Difficulties**

In carrying out this study, the researchers accepted that many limitations have been confronted. The first limitation was insufficient cooperation from the target samples. The second limitation was that there was not enough time to survey the full sample size. The third was that random sampling has its frame.

### **5.4 Suggestion for Future Research**

After the above research was done, the research looking forward to compare the result from various industries study, thus it would highlight the influential factor which can be adopted to create a success of models which can be adopted and personalized to each individual industry.

## 5.5 Questionnaire

### Survey Questions

- 1 Sex
- 2 Age
- 3 What is your monthly income?
- 4 What is your occupation?
- 5 What car are you driving now? \_\_\_\_\_

Female	Male			
Under 20	21-31	31-41	above 40	
< 10,000	10,001 - 20,000	20,001 - 30,000	30,001 - 40,000	> 40001
Student	Private Business	Freelancer	Others	

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

Price	Model	Safety	Brand	Color
-------	-------	--------	-------	-------

What will affect you the least?

Price	Model	Safety	Brand	Color
-------	-------	--------	-------	-------

From 1 to 5, 1 being the least and 5 being the most.

- How much does price affect your buying decision?
- How about the model of the car?
- How about the safety of a car?
- How about the brand of a car?
- How about the color of a car?

<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>