

Intention to purchase tire and wheel of customers in Thailand

Chanikan Promprasert



**An Individual Study Paper Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration (English Program)**

**Department of Marketing in Digital Era,
College of Innovative Business and Accountancy,**

Dhurakij Pundit University

2020



ใบรับรองสารนิพนธ์

วิทยาลัยบริหารธุรกิจนวัตกรรมและการบัญชี มหาวิทยาลัยธุรกิจบัณฑิตย์

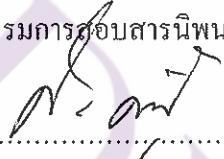
ปริญญา บริหารธุรกิจมหาบัณฑิต

หัวข้อสารนิพนธ์ Intention to purchase tire and wheel of customers in Thailand


เสนอโดย Ms.Chanikan Promprasert

อาจารย์ที่ปรึกษาสารนิพนธ์ ดร.ศยามล นองบุญนาก

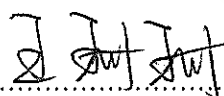
ได้พิจารณาเห็นชอบ โดยคณะกรรมการสอบสารนิพนธ์แล้ว


.....ประธานกรรมการ

(ผู้ช่วยศาสตราจารย์ ดร.ศิริเดช คำสุพรหม)

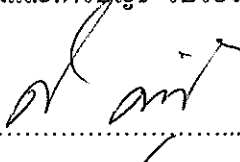

.....กรรมการและอาจารย์ที่ปรึกษาสารนิพนธ์

(ดร.ศยามล นองบุญนาก)


.....กรรมการ

(ดร.ชานชาน หวาง)

วิทยาลัยบริหารธุรกิจนวัตกรรมและการบัญชี รับรองแล้ว


.....คณบดีวิทยาลัยบริหารธุรกิจนวัตกรรมและการบัญชี

(ผู้ช่วยศาสตราจารย์ ดร.ศิริเดช คำสุพรหม)

วันที่ 18 เดือน ธันวาคม พ.ศ. 2563

Independent Study Title: Intention to purchase tire and alloy wheel of customers in Thailand

Author: Miss Chanikan promprasert

Supervisor: Dr. Sayamol Nongbunnak

Department: Marketing in Digital Era

Academic Year: 2020

ABSTRACT

With a growing number of competitions in tire and alloy wheel market in Thailand, this research study aims to study the intention to purchase tire and alloy wheel of customers in Thailand. The research methodology used questionnaire as a tool to collect data from customers who intend to purchase tire and alloy wheel in Bangkok, Nonthaburi and vicinity, and Hat Yai province. Data were analyzed using descriptive statistics, and the hypothesis testing by using Chi-square (X²-test) and correlation analysis at significant level of 0.05.

This study found a partial support of demographic profile, marketing mix (4P's) and lifestyle on intention to purchase tire and alloy wheel of customers in Thailand. The results can be used as guidelines to improve the tire and alloy wheel market to understand clearly about intention to purchase tire and alloy wheel of Thai customer in Thailand.

ACKNOWLEDGEMENTS

I would like to express my feeling appreciation to Dr.Sayamol Nongbunnak, my advisor for her constant support, encouragement, patience and assistance that was provided to me throughout this research. Thank you for your guidance and academic advice not only for conducting this research but throughout my master's and bachelor's degree experience.

I would also like to express my sincere gratitude to my family and friends who supported me throughout the process of this study as well as my professors, assistant professors, lecturers and staff at the College of Innovative Business and Accountancy for all the guidance that was given.

Chanikan Promprasert



TABLE OF CONTENT

CHAPTER 1 INTRODUCTION	8
1.1 Background to the Study.....	8
1.2 The situation of tire and alloy wheel market in Thailand.	8
1.3 Research Problem	10
1.4 Research Question	10
1.5 Objectives of the Research.....	10
1.6 Conceptual Framework.....	11
1.7 Hypotheses of the Study	11
1.8 Research Methodology	12
1.9 Definition of Terms.....	13
1.10 Significance of the Study	14
1.11 Organization of the Study	14
CHAPTER 2 LITERATURE REVIEW	15
2.1 Introduction	15
2.2 Demographic profile.....	15
2.3 The Marketing Mix.....	16
2.4 Lifestyle	21
2.5 Purchase Intention	24
CHAPTER 3 RESEARCH METHODOLOGY	26
3.1 Introduction	26
3.2 Research Design	26
3.3 Population and Sample	26
3.4 Variables and measurement items	27
3.5 Sample Size	28
3.6 Sampling Method	28
3.7 Data Collection Methods.....	29
3.8 Data Analysis.....	31
CHAPTER 4 FINDINGS.....	32

4.1 Descriptive Results	32
4.2 Results of hypothesis testing.....	41
CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS	82
5.1 Discussion	83
5.2 Implications of the Study	83
5.3 Limitations of the Study	88
5.4 Recommendations for future research	88
BIBLIOGRAPHY	89
APPENDIX A.....	103



LIST OF TABLES

Table 1: Descriptive Results of Respondents Demographic Profile.....	32
Table 2: Descriptive Results of Respondents Marketing mix (products).....	36
Table 3: Descriptive Results of Respondents Marketing mix (price).....	37
Table 4: Descriptive Results of Respondents Marketing mix (Place).....	38
Table 5: Descriptive Results of Respondents Marketing mix (Promotion).....	39
Table 6: Descriptive Results of Respondents Lifestyle	40
Table 7: Descriptive Results of Respondents Intention to purchase tire and alloy wheel of customers in Thailand.....	41
Table 8: Relationship between demographic profile (gender) and Intention to purchase tire and alloy wheel of customers in Thailand.....	42
Table 9: Relationship between demographic profile(age) and Intention to purchase tire and alloy wheel of customers in Thailand.	43
Table 10: Relationship between demographic profile (status) and Intention to purchase tire and alloy wheel of customers in Thailand.....	43
Table 11: Relationship between demographic profile(career) and Intention to purchase tire and alloy wheel of customers in Thailand.....	44
Table 12: Relationship between demographic profile (residence city) and Intention to purchase tire and alloy wheel of customers in Thailand.....	44
Table 13: Relationship between demographic profile (salary) and Intention to purchase tire and alloy wheel of customers in Thailand.....	45
Table 14: Relationship between demographic profile (Type of personal vehicles) and Intention to purchase tire and alloy wheel of customers in Thailand.....	46
Table 15: Relationship between demographic profile (Kilometers run in order to change tire) and Intention to purchase tire and alloy wheel of customers in Thailand.....	46
Table 16: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer	47
Table 17: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer	48
Table 18: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer	49

Table 19: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer	Error! Bookmark not defined.
Table 20: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer	51
Table 21 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer	53
Table 22 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer	Error! Bookmark not defined.
Table 23 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer	59
Table 24 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer	67
Table 25 Significant relationship between lifestyle and intention to purchase tire and alloy wheel of Thais customer	72
Table 26: Partial support of the hypothesis at significant level of 0.05.....	81

LIST OF FIGURES

Figure 1: Thailand Tire Market, by vehicle type, by Value (USD Billion), 2013-2023	9
Figure 2: Countries and car type segmentation.....	9
Figure 3: Conceptual Framework	11

CHAPTER 1

INTRODUCTION

1.1 Background to the Study

In the past, tire and alloy wheel market of Thailand are very active. Thailand have many companies producing tire brand and alloy wheel such as Michelin, Bridgestone, BF Goodrich, Lenso Cosmic etc. In the past this top brand is well known in Thailand. Most of Thais would buy this top brand without concerning for the price, they only aim for products qualities. But nowadays some other new company have importing a new brand of tire such as Cooper, Autospider, etc. As most of the new brand have enter, they are middle quality, cheaper and spreading very fast in the market and Some of the new company have manufacture alloy wheel with the same design of the top brand but selling in cheaper price. In the past Thais are serious about buying the original products from the well-known brand, but now it seems to be that Thais not focus about quality of the brand anymore but more likely to go for the cheapest one without concerning about the quality of products purchased.

1.2 The situation of tire and alloy wheel market in Thailand.

In 2019, vehicle sales in Thailand has gone down to 3.3%, and the production down to 7.1%. According to MarkLines Data Center, December vehicle sales in Thailand declined 21.4% year over year to 89,285 units (MarkLines, n.d.). In the year 2019, vehicle sales in Thailand declined 3.3% year over year to 1,007,552 units. While in 2020 the tire market in Thailand is forecast to grow at a CAGR (Compound annual growth rate) of more than 8% during 2015 – 2020 on account of anticipated increase in automobile production, expanding automobile fleet and favorable government initiatives which include infrastructure development plans and several incentive schemes to promote energy saving eco-cars in the country. Bridgestone and Michelin are the most dominating tire brands in Thailand. Other tire brands operating in the country include

Goodyear, Pirelli, Vee Rubber, Sumitomo, Otani Tires, Apollo, Nokian, Toyo etc. And for the alloy wheel the report say that the automotive wheel market is projected to grow at a CAGR of 5.52% from 2017 to 2025. The market for automotive wheels was valued at USD 31.34 Billion in 2016 and is projected to reach USD 50.54 Billion by 2025. The base year for the report is 2016 and the forecast period is 2017 to 2025.



Figure 1.1: Thailand Tire Market, by vehicle type, by Value (USD Billion), 2013-2023
Source: TechSciResearch

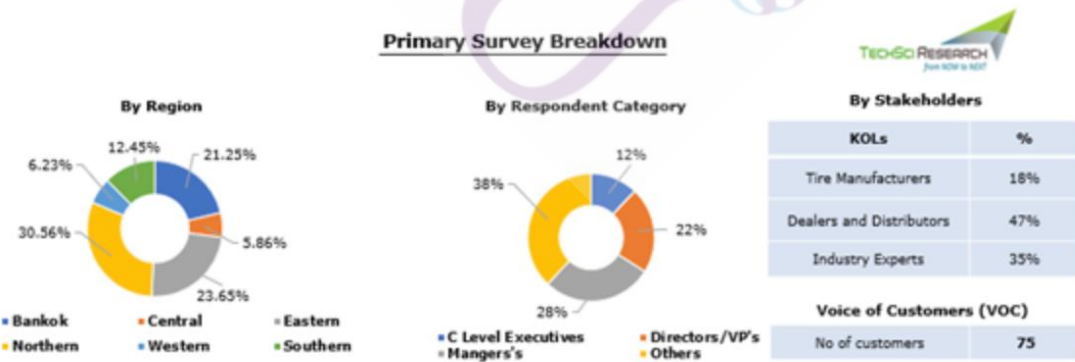


Figure 1.2: Countries and car type segmentation
Source: TechSciResearch

From the research above figure 1.1 we could see that the tire and alloy wheel market in Thailand keep growing up which mean it is an opportunity to hit the market. From the research above figure 1.2 show that the stakeholders in tire industry the highest are dealers and distributors which is 47% which mean the company have high chance to gain profit from this industry.

1.3 Research Problem

Nowadays there are lot of tire and alloy wheel brands in Thailand with different price and quality. All of the brand tries their best to expand themselves in the market with many promotions, design etc. The brand that could answer the need of customers would be the one who got more opportunity to expand their market since the automotive industry are expanding every year. But it is hard to identify the trends of alloy wheel and the tire in Thailand market. Therefore, it is good to do research and understand Thai customer intention in purchasing alloy wheel and tire in order to know market position and improve the company products to make an effectiveness and answer customer needs

1.4 Research Question

1.4.1 What is the intention to purchase tire and alloy wheel of Thai customers in Thailand?

1.4.2 What are the factors influencing the intention to purchase tire and alloy wheel for Thai customers in Thailand?

1.5 Objectives of the Research

The aims of this research study are as follows;

- To determine the effect of the demographic profile on intention to purchase tire and alloy wheel of customers in Thailand
- To identify the effect of the Marketing Mix (4P's) on intention to purchase tire and alloy wheel of customers in Thailand

- To identify the effect of lifestyles on intention to purchase tire and alloy wheel in Thailand

1.6 Conceptual Framework

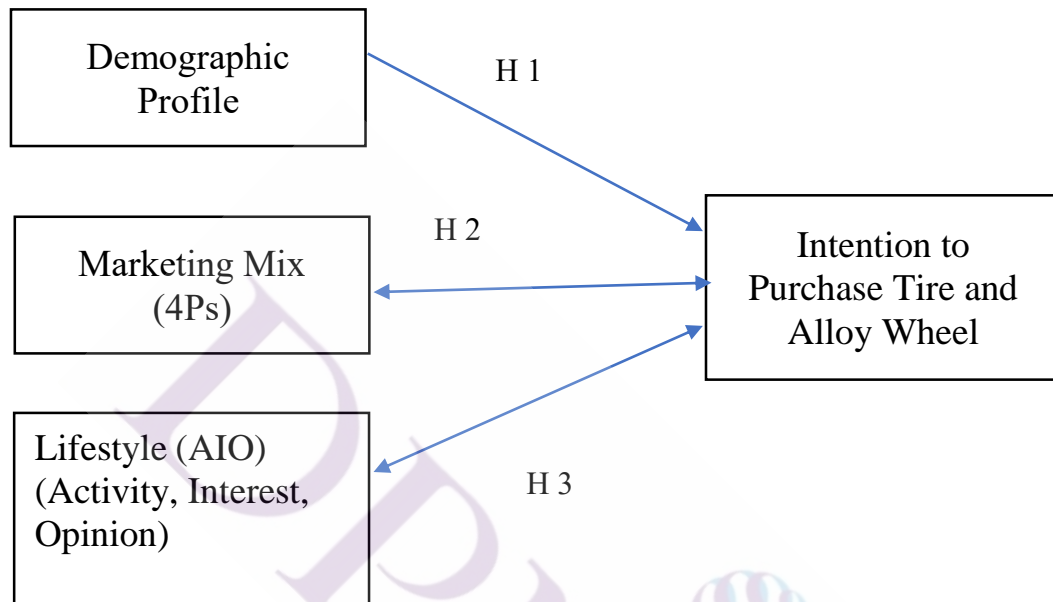


Figure 1.3: Conceptual Framework

1.7 Hypotheses of the Study

Hypothesis 1: Customers from different demographic will have different intention to purchase tire and alloy wheel in Thailand.

Hypothesis 2: There is a relationship between Marketing Mix (4P's) and intention to purchase tire and alloy wheel of Thai customers in Thailand.

Hypothesis 3: There is a relationship between lifestyle intention to purchase tire and alloy wheel of customers in Thailand.

1.8 Research Methodology

This research studies the relationship of demographic profile, Marketing Mix (4P's), and lifestyles toward the intention to purchase tire and alloy wheel of customers in Thailand by using the following set of research extend;

Population:	Customers in Thailand
Sample:	Customers in Bangkok and vicinity, and Hatyai Thailand.
Sample size:	384
Data collection:	Questionnaire
Data analysis:	Descriptive statistics (Frequency, Percentage, Mean, and Standard Deviation), and advance statistic for hypothesis testing

Independent Variables:

Demographic profile:

- Gender
- Age
- Annual Income (Bath)
- Status
- Career
- Residence city
- Salary
- Type of personal vehicle
- Kilometers use in order to change tire and wheels

Marketing Mix (4P's)

- Product
- Price
- Place
- Promotion

Lifestyles

- Interests (I)
- Activity (A)
- Opinions (O)

Dependent Variables:

Intention to purchase tire and alloy wheel

1.9 Definition of Terms

Tire: The definition of a tire is a rubber wheel used on cars, bikes or other moving vehicles to improve traction.

Alloy wheel: Alloy metals provide superior strength and dramatic weight reductions over ferrous metals such as steel, and as such they represent the ideal material from which to create a high performance wheel. In fact, today it is hard to imagine a world class racing car or high performance road vehicle that doesn't utilize the benefits of alloy wheels.

The alloy used in the finest road wheels today is a blend of aluminum and other elements. The term "mag wheel" is sometimes incorrectly used to describe alloy wheels. Magnesium is generally considered to be an unsuitable alloy for road usage due to its brittle nature and susceptibility to corrosion. But not as the technology are more and more high tech there's some company try to produce wheel by using carbon fiber.

1.10 Significance of the Study

- a) Understand tire and alloy wheel market trend: this research study will help retailer and wholesaler to analyze Thai market trend due to the demographic profile and their lifestyle which also help to improve the marketing strategy
- b) This research will also work as a guideline for dealers and distributor company, to be able to plan for the future change in the industry as the trend often change due to many reasons.

1.11 Organization of the Study

The Independent Study combine of five chapters: (1) introduction, (2) literature review, (3) research method, (4) findings, and (5) conclusions with recommendations. The research problems, research questions and objectives of this research study are introduced in chapter 1 including contributions and definition of terms. Chapter 2 is review about how Thai citizen purchasing intention towards tire and alloy wheel in Thailand. Chapter 3 elaborates the research design and methodology for research approach also data collection and data analysis methods. Chapter 4 are related to the research findings and Chapter 5 includes the discussion of implications together with the limitations of this study and the researcher's recommendations for future research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter addresses the relevant literatures that were examined in this study which consists of:

- Demographic profile
- Marketing Mix (4P's)
- Lifestyle
- Purchasing intention

2.2 Demographic profile

This topic describes the variables of the first hypothesis, demographics. The duration of the demographic information is gender, age, province, university, field of study, program and year of study. Demographics and product attributes have been identified as the most frequently used variables in market segmentation dating back to 1976, with demographic categories used to match segments to media profiles, largely because the media largely describes people. watch According to population data (Assael, 1976), the investigator will study the following population variables (Arnott, 1996).

Factors such as demographics profile can influence the intentions of to purchase (Fishbein & Ajzen, 1975), Speare et al., For example (1975), identified demographic factors as the driving factor for housing demand. Blackwell et. Al. (1995) identified internal and external factors that influence purchasing behavior, while Gibler and Nelson (1998) discovered that, consumer demographic characteristics also affect individual behavior. Additionally, according to Nelson and Rabianski (1988), family housing purchases are a function of psycho-graphic and demographic variables. Demographic factors influence home buying behavior. Therefore, demographic characteristics such as

citizenship are factors that influence purchase intentions. Client (Dawson et al., 1990; Yalch & Spangenberg, 1990; Gattiker et al., 2000; Haddad et al., 2011)

For example, in France it was found that

Demographics influence French real estate buyers (Violand & Simon, 2007). Al-Jeraisy (2005) is also found that demographic influences the purchasing behavior of Saudi consumers.

Demographics about the relationship between independent and intentional variables. In this research study, demographic profile is applied in the conceptual framework. Demographic profile consists of gender, age, status, career, residence city, salary, type of personal vehicle and kilometer use in order to change tire and alloy wheel.

In visualizing consumer demographics, income is another factor that influences purchase intent, according to Awad (2011), income has always been positively correlated with consumer behavior due to general assumptions. That most n products are priced higher than conventional products Similarly, income yielded mixed findings: High-income households were more likely to build a positive attitude and buy more products (Grunert & Kristensen, 1991; Lockie et al., 2002; Magnusson et al.), However, past studies have also found that income is not related to purchase intent and general willingness to make a purchase. This is because revenue mix results appear to primarily affect the amount of product purchased, not the general willingness to purchase (Fotopoulos & Krystallis, 2002). Likewise, Durham (2007) also found that income was not correlated with relevance. It is possible to purchase products.

2.3 The Marketing Mix

Marketing mix in the year 1948 was first developed by James Culliton (The Marketing Mix, 2012). Jerome McCarthy, based on James Culliton's ideas, developed the concept of 4P in 1964. Marketing was divided into four factors: Product, Price, Location and Promotion (Goi, 2009), while according to Kotler and Keller (2015) the marketing mix is Marketing tools that companies use to achieve their marketing objectives to meet on the

other hand, customers say that 4P is a marketing tool that companies use to generate profit (Kotler & Keller, 2015). According to Cravens (2000), the product can be defined as "Anything with target market value" that can provide benefits and satisfaction, including products and services. "Price is the amount charged on the product or service, or the value of an exchange by the consumer for the benefit arising from owning or using the product or service, or simply the amount the buyer has to pay to get it. The right to use or own the product (Hawkins, 2010). According to Hawkins (2010), Place is a channel used to receive merchandise to both internal and external prospects where the person is more likely to make a purchase. The promotion, according to Hawkins (2010), is basically a signal. Or information that companies provide about themselves and their products to other people or potential customers. To keep the customer loyal, the product must first grab the attention of potential customers. Marketing leads means finding the most suitable market and where an organization can do more and be more productive and meet people's needs. In other words, Marketing and Branding Research (2015) Marketing is a conscious effort to allocate resources and create market allocation (Rousta et al., 2004). The concept of marketing mix was proposed by Neil as First time Borden, however, in 1974 is the most common variant in the marketing mix. (Products, Pricing, Distribution and Promotion) were introduced by McCarthy and are known as 4Ps. So far, the concept of marketing mix has not changed and in many research studies, 4P is still a Synergistic Concept. Other management tasks of marketing the most common definition of marketing mix in a target market is to offer the right product at the right price in the right place and time.



Figure 2.1: Marketing mix model

Source: Retrieved from: Kotler & Armstrong (2012, p.52)

Marketing mix indicate the fundamental activities of a marketing manager. After choosing a target market, the marketing manager must develop a systematic sales plan for clients and build long-term and loyal relationships. Marketing plan, including product decisions, prices, promotions and distribution. These are the most important parts that a marketing manager must allocate the company's resources to achieve sales objectives and profits (Garavand, Nourayi, & Sae Arasi, 2010).

2.3.1 Product

A product is defined as a unit of production or a service or even a personal offering. In the product marketing mix, it refers to something offered for sale in the marketplace for the observation, purchase or use that may meet demand. Products may include physical objects, services, locations, organizations, or even concepts (Fakhimi Azar et al., 2011). In the current study, product quality is the most important factor in the mobile industry. The quality of the product is vital to building a store brand. Consumers often judge a product or brand by perceived quality (Sheau-Fen, Sun-May, & Yu-Ghee, 2012). Perceived brand quality can be identified using the general consumer judgment of the quality of the product.

Perceived advantage or superiority of a product which is derived from its different properties (Beristain & Zorrilla, 2011), the chances of success for a brand with a higher awareness quality than a brand with a lower perceived quality. (Sheena et al., 2012).

2.3.2 Price

Price has a significant difference between price and other marketing mix factors. Price is a revenue generating factor while other marketing mix factors are costly. Here, pricing can be used to effectively identify proportional product locations of other competitors and can provide reliable information on different market segments. Moreover, price is an index of quality and a product must be analyzed in terms of its advantages (Khazaei Pool & Baloe Jam Khaneh, 2011) in the consumer market. Price is an indicator of the quality of an external product and a high-priced brand is considered a High quality (Kim & Hyun, 2011). On the other hand, because product quality is the norm and can be easily proven, higher prices can negatively affect brand loyalty. As there may be no indication of a higher quality and just an emphasis on more money to spend (Cretu & Brodie, 2007).

2.3.3 Place (Distribution)

Distribution refers to the activities performed to deliver a product or service to a customer (place refer to the place that activity will be provide at the area). Distribution and location are the simplest of the 4P terms, however, they play a big role in this. In this study, distribution was defined as all stores and authorized resellers of the studied brands. In consumer marketing, research shows that channel performance contributes to building brand loyalty. A good shop image not only but it attracts more attention, attention and contact from potential customers. But also increases consumer satisfaction and word of mouth. Moreover, the in-store distribution with a good image signals the brand of good quality. What's more, the distribution concentration has a positive effect on brand loyalty, as the high distribution concentration expands the opportunity to buy a brand wherever and

whenever consumers want. Especially since the increase in distribution concentration reduces the efforts of consumers to find and acquire a brand, consumers are more likely to view the brand as being of greater value, thereby increasing the Consumer satisfaction and brand loyalty (Kim & Hyun, 2011) The store image is reflected in the quality and variety of products, convenience, price, physical environment of the store and the quality of service. These signs influence customer attitudes towards the overall store and its brand in general assessment (Huang & Sarigöllü, 2012; Kim & Hyun, 2011). One type of comment from someone in a given marketplace regarding the reliability of the identity that the organization claims to generate (Kim & Hyun, 2011).

In this research study, marketing mix 4Ps is applied in the conceptual framework. Marketing Mix 4Ps consists of product, price, promotion, and place.

2.3.4 Promotion

Advertising or promotion in marketing mixes means building a relationship with customers to inform or influence their attitude or behavior. Promotion used to notify product users and encourages target market buyers to buy a particular brand. Promotion stimulates interest and is sometimes compelling. Promotional techniques such as prize draws, stimuli, prices, free samples, etc. have a huge effect in promoting customers to shopping by encouraging customers to test the brand Promotion depends on communication and includes all communication devices transmitted through a specific message (Khazaei Pool & Balooe Jam Khaneh, 2011). Promotion are design tools to buy faster and limited for a time (Valette-Florence, Guizani, & Merunka, 2011).

Promotion leads to developing brand knowledge for all products and promoted brands (Huang & Sarigöllü, 2012; Buil et al., 2013). However, repeated promotions such as price cuts. Prices for a short time, rebates, and coupons may hinder brand efforts because of it. It could be a low-quality signal or out of date. Promotional prices can be confusing. As they may not understand why high-quality products are being promoted and offer at a special price According to the self-perception theory, the customer chooses products

according to promotional price (External reasons) than a positive attitude towards products (Internal Reason) can be changed at any time and select other products. External reasons are eliminated (Baldauf et al., 2009; Buil, Chernatony, & Martínez, 2013).

In this research study, marketing mix 4Ps is applied in the conceptual framework. Marketing Mix 4Ps consists of product, price, promotion, and place.

2.4 Lifestyle

Lifestyle is the interests, opinions, behaviors, and behavioral orientations of an individual, group, or culture. The term was introduced by Austrian psychologist Alfred Adler with the meaning of "a person's basic character as established early in childhood as in his 1929 book, *The Case of Miss R*. The broader sense of lifestyle as a "way or style of living" has been documented since 1961. Lifestyle is a combination of determining intangible or tangible factors. Tangible factors relate specifically to demographic variables, i.e. an individual's demographic profile, whereas intangible factors concern the psychological aspects of an individual such as personal values, preferences, and outlooks (Alfred Adler, 2011).

A lifestyle typically reflects an individual's attitudes, way of life, values, or world view. Therefore, a lifestyle is a means of forging a sense of self and to create cultural symbols that resonate with personal identity. Not all aspects of a lifestyle are voluntary. Surrounding social and technical systems can constrain the lifestyle choices available to the individual and the symbols she/he is able to project to others and the self.

The line between personal identity and everyday action that signals a particular way of life has become blurred in modern society. Activities that use less resources and generate less hazardous waste (E.g., a smaller ecological footprint) and gain a sense of self by holding on to these beliefs and participating in them. Some critics argue that, in modern times, the cornerstone of building a lifestyle is consumption behavior, which has the possibility of creating and adapting itself with different products or services, indicating it. Different lifestyles A way of life can include views on politics, religion, health, intimacy,

and so on. All of these aspects play a role in shaping someone's lifestyle. In the magazine and television industry, "lifestyle" is used to describe different types of publications or programs.

Lifestyle is a form of life that is expressed in a state mental pattern (Kotler & Armstrong 2005, p.170). Defining a lifestyle is a representation of how people live, how they spend their money and how they allocate their time (Mowen & Minor, 2002, p. 282). Sumarwan (2002, p. 56) said that a person's lifestyle habits such as life, money and time are beneficial. Consumer behavior research through lifestyle approaches is rare, especially in Indonesia, while lifestyle research is a key concept in market segmentation and understanding of prospects, the target customers, which is not available in demographic studies (Krishnan, 2011). Way of life can be measured by psychological analysis. Psychographic It is used to measure consumer lifestyles by analyzing activity, opinions, and interests. (Activity, Interest and Opinion - AIO) (Mowen & Minor, 2002).

Lifestyles therefore help to make sense of what people do, and why they do it, and what doing it means to them and others.' Today, the lifestyle concept has become so central, and the personality concept so marginal to psychographic research, that the latter is currently equated with lifestyle research (see, for example, Hawkins et al., 1995: 328; Kahle and Chiagouris, 1997: x).

In general, lifestyle research is based on extensive surveys using appropriate quantitative methods. Again, we can distinguish different waves of research.

The AIO approach

At first, lifestyles were researched using large sets of AIO items. AIO refers to measures of activities, interests and opinions. Thus, authors such as Peter and Olson (1994, p.463) define 'lifestyle' as 'the manner in which people conduct their lives, including activities, interests, and opinions'. Activities are manifest actions (work, hobbies, social events, vacation, entertainment, clubs, community, shopping, sports, etc.). Interest in some objects, events or topics (family, home, job, community, recreation, fashion, food, media, achievements, etc.) is the degree of excitement that accompanies both special and

continuing attention to it. Finally, opinions are descriptive beliefs (of oneself, social issues, politics, business, economics, education, products, future, culture, etc.) (Plummer, 1974). For some examples of typical AIO statements, see, for example, Ewing et al. (2001) and Kaynak and Kara (2001). Three typical statements could be:

- I often listen to popular music (activity);
- I am very interested in the latest fashion trends (interest); • A woman's place is in the home (opinion).

Often very large batteries of AIO items were used. For example, Wells and Tigert (1971) formulated 300 AIO items, while Cosmas (1982) used a questionnaire containing 250 AIO items.

From a consumer lifestyle perspective, it should be considered in the context of their personal and professional life, their interests, values and beliefs (Vyncke, 2002), according to Jensen (2007), a comprehensive definition of lifestyle. It should be analyzed at 4 different levels: (1) global, (2) structured or national, (3) position or subculture, or (4) individual.

However, a simple analysis of the social and demographic characteristics of consumers is not sufficient to determine a wide range of lifestyle dimensions, so further inquiries about values, motives, personality traits, behavior, habits and identification of social relationships are required. Society and culture (Furman et al., 2020).

It is also imperative to underline that any classification of any lifestyle definition cannot be perfect in the first place due to the enormous differences that exist at the social level (Jensen, 2007), which are evident between the inhabitants.

It is possible to capture a given lifestyle from the perspective of e.g. Consumer behavior. In the above example, it is sufficient to examine only two levels: position or sub-cultural and individual. In the first case, the lifestyle is routine, a controlled expression of a family-affected subculture. (Social class), friends (group, status, gender, generation) and various types of movements and networks. On the other hand, it has to do with manifestation or expression where consumption is a way of maintaining a lifestyle.

More importantly, self-consumption is not a way of life and is a set of habits that meet the same primary goal. It is controlled by feedback (social) and access to artifacts (Jensen, 2007). Such a way of life and elements have been used to increase the number of research projects on development principles at each stage or relationship set by Brahma, in particular, Third: “Healthy Promise”. The well-being of people of all ages” and 12th guest: “Production and Bank Production

In fact, living on a level is difficult as it may be much easier for people who enjoy living in a system that makes them easier to live. Because of their values and strength (Miller and Bentley, 2012).

In this research study, lifestyle is applied in the conceptual framework. Lifestyle consists of interest, activity and opinion.

2.5 Purchase Intention

Purchase intent is inseparable from consumer decision theory, as it is the final part of a consumer's purchasing decision. Intent is an indicator of behavioral readiness as an auxiliary factor of behavior (Ajzen, 2001). In addition, Schiffman and Kanuk (2008) address intent as a matter of individual tendency to act. The consumer's purchasing intent is influenced by two factors (Kotler, 2000, p.182). The first is the attitude of others in which the attitude of others diminishes the individual.

Preferences will depend on two things: the severity of others' negative attitudes towards consumer preferences and the consumer's motivation to act on the will of others. The more intense the negative attitudes of others and the closer they are to the consumer, the more likely the consumer is to change their purchase intentions. Second, . Unexpected Situation. Potential and change in purchase intent are situations that indirectly affect the consumer's purchase intent, such as providing positive and negative information that is simultaneously received in a sudden state (Kotler, 2000, p.182).

In addition, the meeting of behavioral intent is predetermined by the individual attitudes that on that pattern of behavior (Ajzen and Fishbein, 1980). However, previously most notably for behavioral intent was the creation of subjective norms (Ajzen, 1991; Taylor and Todd, 1995; Thompson et al., 1991). These subjective norms were defined to have a direct or indirect impact on APJML 25,176 behavioral intentions through the preceding attitudes formation, as described in The Theory of Rational Action (TRA) (Brock et al., 2005) and further described in a study by Fishbein and Ajzen (1975).

On the other hand, purchase intent is often an indicator of a consumer's shopping behavior (Brown et al., 2003). Very much with brands and brands (Cobb-Walgreen et al., 1995), Attitudes towards Advertising (MacKenzie and Lutz, 1989), Word of Mouth (Gitlin, 2001; Reichheld, 2003), Corporate Trust (Goldsmith et al., 2000; Lafferty and Goldsmith, 1999), claims (Newell et al., 1998; Peterson et al., 1992), and ethnicity (Simpson et al., 2000).

This is further explained by attitudes towards this concept (Fishbein and Ajzen, 1975). On the other hand, other studies have improved this school of thought where customer purchase intent can be further explained using the pattern. The Rational Action Model (TRA) (Fishbein and Ajzen, 1975) The TRA model suggests that the effectiveness of explicit behaviors is determined by the intention to display the behavior itself (Warshaw, 1980).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This study addresses the intention to purchase tire and alloy wheel for Thai customers in Thailand using the following constructs:

- Demographic profile: Gender, Age, Annual Income (Bath), Status, Average Yearly of changing tire and alloy wheel, Last Time of changing tire and alloy wheel, Primary Reason for changing and Budget prepares for one-time purchase
- Marketing Mix (4P's): product, price, distribution (place), and promotion
- Lifestyle: Interest, activity and opportunity
- Intention to purchase Tire and alloy wheel of customers in Thailand

3.2 Research Design

The research design for this study was deductive logic, in which started with hypotheses and then collected data which can be used to determine whether empirical evidence to support that the hypothesis exists. The method used in this study for collecting data on the intention to purchase tire and alloy wheel of Thai customers Thailand was Quantitative research. The questionnaire was designed to ask the respondents about their intention to purchase tire and alloy wheel.

3.3 Population and Sample

Population:	Customers purchase tire and alloy wheel in Thailand
Sample:	Customers living in Bangkok and vicinity, and Hatyai province
Sample size:	384
Distributed	320
Return survey	100

Sampling method: Questionnaire

3.4 Variables and measurement items

Independent Variables:

Demographic profile

- Gender
- Age
- Annual Income (Bath)
- Status
- Career
- Residence city
- Salary
- Type of personal vehicle
- Kilometers use in order to change tire and wheels

Marketing Mix (4P's)

- Product
- Price
- Place
- Promotion

Lifestyles

- Interests (I)
- Activity (A)
- Opinions (O)

Dependent variables:

Intention to purchase tire and alloy wheel

3.5 Sample Size

Due to the number of populations is unknown, the researcher uses Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok 2009). The sample size is calculated based on 95% confidence level and 5% sampling error based on the following formula:

$$\begin{aligned}
 n &= [P (1-P)] / e^2 \\
 n &= \text{Sample size} \\
 Z &= \text{Reliability of 95\% is 1.96} \\
 e &= \text{Not reliability is 0.05} \\
 P &= \text{Percentage (0.05)}
 \end{aligned}$$

Calculation:

$$\begin{aligned}
 n &= Z^2 [P (1-P)] / e^2 \\
 &= (1.96)^2 [(0.50) (1-0.05)] / (0.05)^2 \\
 &= 384
 \end{aligned}$$

The sample size is 384 respondents.

Due to the limitation of time, in terms of only 3 months' study period for the independent study course, the researcher distributed survey out for 320 and the researcher was able to collect 100 return samples.

3.6 Sampling Method

The research adopted convenience sampling method by distributing self-administrated questionnaires to Thais in Bangkok and vicinity, and Hatyai, Thailand. Convenience sampling was used to test this study because the respondents selected to be in the right place at the right time and least time consuming compared to other sampling techniques (Malhotra, 2007).

3.7 Data Collection Methods

This study developed and adapted items from previous studies to measure the constructs as following:

The survey / questionnaire consisted of three parts.

7 items to measure demographic profile of Intention to purchase tire and alloy wheel of Thais customer in Thailand. (gender, age, status, career, residence city, salary, What type of personal vehicle, kilometers use in order to change tires and alloy wheels)

The first part of the survey consisted on only close-ended questions to collect the personal information of the respondents necessary for the research.

23 items to measure the Marketing Mix (4P's) (e.g. product, price, place and promotion).

13 items to measure Lifestyle (e.g. interest, activity and opinion).

5 items to measure intention to purchase tire and alloy wheel of Thais customer in Thailand.

Likert Scale, a five-point scoring method was used to measure these items.

“5” = Strongly Agree with the statement

“4” = Agree with the statement

“3” = Feel neutral with the statement

“2” = Disagree with the statement

“1” = Strongly Disagree with the statement

According to Sirirat, S. (2005) each item is numerical score, ranging from 1 to 5 as follows:

- Calculating the cutting/interval score
 - = (highest score – lowest score) / highest score
 - = (5-1) / 5
 - = 0.80

- Thus, descriptions of the revised score are follows:

Range of Score		Level of agreement
4.21 – 5.00	=	strongly agree with the statement
3.41 – 4.20	=	Agree with the statement
2.61 – 3.40	=	feel neutral with the statement
1.81 – 2.60	=	disagree with the statement
1.00 – 1.80	=	strongly disagree with the statement

- Intention to purchase tire and alloy wheel of Thai citizen

5 items to measure Intention to purchase tire and alloy wheel of Thai citizen Likert Scale, a five-point scoring method was used to measure these items.

“5” = Strongly Agree with the statement

“4” = Agree with the statement

“3” = Feel neutral with the statement

“2” = Disagree with the statement

“1” = Strongly Disagree with the statement

According to Sirirat (2005), each item is numerical score, ranging from 1 to 5 as follows:

- Calculating the cutting/interval score
 - = (highest score – lowest score) / highest score
 - = (5-1) / 5
 - = 0.80

- Thus, descriptions of the revised score are follows:

Range of Score		Level of agreement
4.21 – 5.00	=	strongly agree with the statement
3.41 – 4.20	=	agree with the statement
2.61 – 3.40	=	feel neutral with the statement

1.81 – 2.60	=	disagree with the statement
1.00 – 1.80	=	strongly disagree with the statement

This study composed of 2 types of data collected through two different methods:

1. Primary Data – collected through the mean of handed out survey questionnaires to customers in Bangkok and vicinity, and Hatyai, Thailand.
2. Secondary Data – collected through the means of online and offline research such as articles and related research papers.

3.8 Data Analysis

Data collected were analyzed using the following statistic methods:

Descriptive statistic – Frequency, percentage, mean and standard deviation.

Inferential statistics for hypothesis testing;

- Chi-Square was used to test the relationships between Demographic Profile, and Intention to purchase tire and alloy wheel of customers in Thailand.
- Correlation analysis used to test the relationship between Marketing Mix (4P's) and Intention to purchase tire and alloy wheel of customers in Thailand.
- The average mean score of the sub-items of each element of the 4P's was used in hypothesis testing. For example, testing the relationships between average mean score of product and Intention to purchase tire and alloy wheel of customers in Thailand.

The confidence level of 95% or <0.05 was adopted to test the hypotheses of the study.

CHAPTER 4 FINDINGS

This study collected data from 100 Thai customers who in Bangkok and vicinity and Hatyai from 1st October – 20th November 2020. Questionnaires were distributed to 320 respondents and researchers were able to collect 100 return samples.

4.1 Descriptive results of demographic profile, service marketing mix (4Ps), and Intention to purchase tire and alloy wheel of Thai customers

4.2 Results of hypothesis testing (Chi-Square and Correlation)

4.1 Descriptive Results

4.1.1 Demographic profile

Table 1 reported the demographic data of respondents as follows:

1. Gender – The respondents are equal between male (46%) and female (54%).

Table 1: Descriptive Results of Respondents Demographic Profile

		Frequency	
		Percent	
Gender	Male	46	46.0
	Female	54	54.0
	Total	100	100.0
Valid			

2. Age – the majorities of respondents were aged between 21-30 years old (37%), followed by 31-40 years old (23%), followed by 41-50 years old (21%), followed by 51-60 years old (14%) followed by more than 60 years old (4%). and 20 or under (1%).

Table 2: Descriptive Results of Respondents Demographic Profile

Age Valid	20 or under	1	1.0
	21-30	37	37.0
	31-40	23	23.0
	41-50	21	21.0
	51-60	14	14.0
	More than 60	4	4.0
	Total	100	100.0

3. Status – the majorities of respondents were single (53%), follow by married (40%), follow by divorce (5%) and the result are equal between widow (1%) and complicated (1%).

Table 3: Descriptive Results of Respondents Demographic Profile

Status Valid	Single	53	53.0
	Married	40	40.0
	Divorce	5	5.0
	Widow	1	1.0
	Complicated	1	1.0
	Total	100	100.0

4. Career – The majorities of respondent's in career mostly business owner (57%), follow by Employee (26%), follow by government official (9%), follow by student (5%) and others (3%).

Table 4: Descriptive Results of Respondents Demographic Profile

Career Valid	Student	5	5.0
	Government official	9	9.0
	Employee	26	26.0
	Business owner	57	57.0

Others (Please specify)	3	3.0
Total	100	100.0

5. Residence City – The majorities of respondent’s residence city are Bangkok (33%) follow by Hatyai (25%), follow by Nonthaburi (23%) and others (5%).

Table 5: Descriptive Results of Respondents Demographic Profile

Reside nceCity Valid	Bangkok	33	33.0
	Hatyai	25	25.0
	Nonthaburi and vicinity	23	23.0
	5	19	19.0
	Total	100	100.0

6. Salary – the majorities of respondents for salary were more than 45,000 (36%), follow by 15,001-25,000 (28%), follow by 25,001-35,000 (18%), follow by 15,000 or less (11%), follow by 35,001-45,000 (6%) and none (1%).

Table 6: Descriptive Results of Respondents Demographic Profile

Salary Valid	15,000 or less	11	11.0
	15,001-25,000	28	28.0
	25,001-35,000	18	18.0
	35,001-45,000	6	6.0
	More than 45,000	36	36.0
	6	1	1.0
Total	100	100.0	

7. Type of personal vehicle – the majorities of respondents use sedan 4-seater car (53%), follow by hatch back 4-seater car (17%), follow by Large SUV (13%), follow by Small SUV (6%) which equal to other type of vehicle (6%), follow by Coupe 2-seater car (3%) follow by truck car (1%0 and minivan (1%).

Table 7: Descriptive Results of Respondents Demographic Profile

Type of person vehicles Valid	Coupe 2-seater car	3	3.0
	Sedan 4-seater car	53	53.0
	Hatchback 4-seater car	17	17.0
	Station Wagons	13	13.0
	SUV Large		
	Sport Utility Vehicles	6	6.0
	Mini Van	1	1.0
	Truck car	1	1.0
	Others (Please specify)	6	6.0
Total	100	100.0	

8. Kilometer run in order to change tire– the majorities of respondents run 35,001-55,000km (30%), follow by 15,001-35,000 km (26%), follow by More than 55,000 km (20%) follow by until tire broken (17%) and less than 15,000 km (7%).

Table 8: Descriptive Results of Respondents Demographic Profile

KM run to change tyre Valid	Less than 15,000 km	7	7.0
	15,001-35,000 km	26	26.0
	35,001-55,000 km	30	30.0
	More than 55,000 km	20	20.0
	Until tire and wheel are broken	17	17.0
	Total	100	100.0

4.1.2 Marketing Mix (4P's)

The following tables showed the results marketing mix (4Ps) variables.

A) Products

The following table (table 2) showed the results of price in Marketing Mix variable.

Table 9 reports that the majority of the respondents agreed that offer wide variety of brands of the tire and alloy wheel (Mean = 4.18), Design of the tire or alloy wheel (Mean = 4.26) Product Durability resistance (Mean = 4.56). Offer high quality products (Mean =4.44) I want to experience something new from this product. (Mean = 4.13) Overall product has an effect on Intention to purchase tire and alloy wheel of Thai customer (Mean = 4.31).

Table 9: Descriptive Results of Respondents Marketing mix (products)

	Descriptive Statistics			Level of agreement
	N	Mean	Std. Deviation	
Offer wide variety of brands of the tire and alloy wheel	100	4.18	.687	Agree with the statement
Design of the tire or alloy wheel	100	4.26	.630	Strongly Agree with the statement
Product Durability resistance	100	4.56	.592	Strongly Agree with the statement
Offer high quality products.	100	4.44	.592	Strongly Agree with the statement
I want to experience something new from this product	100	4.13	.734	Agree with the statement
Total	100	4.31	.647	Strongly Agree with the statement

B) Price

The following table (table 10) showed the results of price in Marketing Mix variable.

Table 3 reports that the majority of the respondents agreed that Reasonable price (Mean = 4.51), Value for money. (Mean = 4.34) Price is better than the general market (Mean = 4.25). Able to bargain the price (Mean =4.16) Offer online payment system. (Mean = 4.19) and Offer installment payment with credit card provider (Mean = 4.29) Overall price has an effect on Intention to purchase tire and alloy wheel of Thai customer (Mean = 4.29).

Table 10: Descriptive Results of Respondents Marketing mix (price)

Descriptive Statistics				
	N	Mean	Std. Deviation	Level of agreement
Reasonable price	100	4.51	.628	Strongly Agree with the statement
Value for money.	100	4.34	.639	Strongly Agree with the statement
Price is better than the general market	100	4.25	.657	Strongly Agree with the statement
Able to bargain the price	100	4.16	.748	Agree with the statement
Offer online payment system.	100	4.19	.775	Agree with the statement
Offer installment payment with credit card provider	100	4.29	.743	Strongly Agree with the statement
Total	100	4.29	.698	Strongly Agree with the statement

C) Place

The following table (table 11) showed the results of price in Marketing Mix variable.

Table 4 reports that the majority of the respondents agreed that there are many service centers available. (Mean = 4.37), Parking space are provided at the service center. (Mean = 4.52) Reservation system is provided to book a service (Mean = 4.25). The lounge is clean and tidy. (Mean =4.52) Free Coffee and snack available. (Mean = 4.26) Overall

place has an effect on Intention to purchase tire and alloy wheel of Thai customer (Mean = 4.37).

Table 11: Descriptive Results of Respondents Marketing mix (Place)

Descriptive Statistics				
	N	Mean	Std. Deviation	Level of agreement
There are many service centers available.	100	4.37	.720	Strongly Agree with the statement
Parking space are provided at the service center.	100	4.52	.659	Strongly Agree with the statement
Reservation system is provided to book a service.	100	4.25	.744	Strongly Agree with the statement
The lounge is clean and tidy.	100	4.52	.674	Strongly Agree with the statement
Free Coffee and snack available.	100	4.26	.743	Strongly Agree with the statement
Total	100	4.37	.714	Strongly Agree with the statement

D) Promotion

The following table (table 12 showed the results of price in Marketing Mix variable.

Table 5 reports that the majority of the respondents agreed that I obtain information from social media such as Facebook and Instagram. (Mean = 1.75), I prefer advise from sale persons. (Mean = 1.66) Service Free after sales should be provided (Mean = 1.49). I read recommendations from websites. (Mean =2.07) I obtain recommendations from experts in the industry. (Mean = 1.81) I will purchase products that are advertise on the magazine I read (Mean = 2.25). Overall promotion has an effect on Intention to purchase tire and alloy wheel of Thai customer (Mean = 1.84).

Table 12: Descriptive Results of Respondents Marketing mix (Promotion)

Descriptive Statistics				
	N	Mean	Std. Deviation	Level of agreement
I obtain information from social media such as Facebook and Instagram	100	4.25	0.702	Strongly Agree with the statement
I prefer advise from sale persons.	100	4.32	0.68	Strongly Agree with the statement
Service Free after sales should be provided	100	4.49	0.703	Strongly Agree with the statement
I read recommendations from websites.	100	3.89	0.875	Agree with the statement
I obtain recommendations from experts in the industry.	100	4.15	0.833	Agree with the statement
I will purchase products that are advertise on the magazine I read.	100	3.73	0.941	Agree with the statement
Total)	100	4.14	0.789	Agree with the statement

4.1.3 Lifestyle

The following table (table 13 showed the results of lifestyle variable.

Table 6 reports that the majority of the respondents agreed that I enjoy an outdoor lifestyle. (Mean = 4.05), I enjoy family outing. (Mean = 4.22) I like to go on a road trip. (Mean = 4.10). I like to join car racing. (Mean =3.20) I like adventurous sports. (Mean = 3.74) I am interested in automobile industry. (Mean = 3.90). I am interested in the latest trends in tire and alloy wheel. (Mean=3.87) I follow the trends of tire and alloy wheel industry (Mean=3.85) Using trendy tire and alloy wheel means “Fashionable”. (Mean=3.64) You are enjoying with your driving experience. (Mean=4.16) Often check your tire and alloy wheel would make you feel safer. (Mean=4.33) Changing tire and alloy

wheel in different time would waste money and time (Mean=3.88) You would recommend the tire and alloy wheel you recently used now to your friends or colleague (Mean=3.98) Overall lifestyle has an effect on Intention to purchase tire and alloy wheel of Thai customer (Mean = 3.92)

Table 13: Descriptive Results of Respondents Lifestyle

	Descriptive Statistics			Level of Agreement
	N	Mean	Std. Deviation	
I enjoy an outdoor lifestyle.	100	4.05	.783	Agree with the statement
I enjoy family outing.	100	4.22	.773	Strongly Agree with the statement
I like to go on a road trip.	100	4.10	.823	Agree with the statement
I like to join car racing	100	3.20	1.035	Feel neutral with the statement
I like adventurous sports.	100	3.74	.928	Agree with the statement
I am interested in automobile industry.	100	3.90	.847	Agree with the statement
I am interested in the latest trends in tire and alloy wheel.	100	3.87	.825	Agree with the statement
I follow the trends of tire and alloy wheel industry	100	3.85	.757	Agree with the statement
Using trendy tire and alloy wheel means "Fashionable".	100	3.64	.882	Agree with the statement
You are enjoying with your driving experience.	100	4.16	.762	Agree with the statement
Often check your tire and alloy wheel would make you feel safer.	100	4.33	.753	Strongly Agree with the statement
Changing tire and alloy wheel in different time would waste money and time.	100	3.88	.891	Agree with the statement
You would recommend the tire and alloy wheel you recently used now to your friends or colleague.	100	3.98	.765	Agree with the statement
Total	100	3.92	.833	Agree with the statement

4.1.3 Purchase Intention

The following table (table 14) showed the results of intention to purchase tire and alloy wheel of Thai customer variable.

Table 14 reports that the majority of the respondents agreed that I will definitely purchase tire and alloy wheel. (Mean = 3.94), I will purchase tire and alloy wheel. (Mean = 3.90) I will probably purchase tire and alloy wheel. (Mean = 3.79). I will not purchase tire and alloy wheel. (Mean = 3.07) I will definitely not purchase tire and alloy wheel. (Mean = 2.91) Overall Intention to purchase has an effect on Intention to purchase tire and alloy wheel of Thai customer (Mean = 3.92).

Table 14: Descriptive Results of Respondents Intention to purchase tire and alloy wheel of customers in Thailand

Descriptive Statistics				
	N	Mean	Std. Deviation	Level of agreement
I will definitely purchase tire and alloy wheel.	100	3.94	.874	Agree with the statement
I will purchase tire and alloy wheel.	100	3.90	.772	Agree with the statement
I will probably purchase tire and alloy wheel.	100	3.79	.880	Agree with the statement
I will not purchase tire and alloy wheel.	100	3.07	1.085	Feel neutral with the statement
I will definitely not purchase tire and alloy wheel	100	2.91	1.065	Feel neutral with the statement
Total	100	3.92	.935	Agree with the statement

4.2 Results of hypothesis testing

Results of Hypothesis Test Chi-Square analysis was used to test the hypothesis 1 (H1). Chi-Square was used to test demographic profile has an effect on the level of

Intention to purchase tire and alloy wheel of Thai customer. Demographic profile data was described by Gender, Age, Status, Career, Residence city, Salary, Type of personal vehicle and Kilometers use in order to change tire and alloy wheels were measured by “the average score of 5 qualities used to measure Intention to purchase tire and alloy wheel of Thai customer.”

This study found a partial support of H1 as follows: Demographic profile and Intention to purchase tire and alloy wheel of customers in Thailand.

Table 15 shows that demographic profiles were found no partial significant relationship with “Intention to purchase tire and alloy wheel of customers in Thailand” ($P < 0.05$).

Table 15: Relationship between demographic profile (gender) and Intention to purchase tire and alloy wheel of customers in Thailand

	Value	Df	Sig
Gender*I will definitely purchase tire and alloy wheel.	5.325a	4	.256
Gender*I will purchase tire and alloy wheel.	5.559a	4	.235
Gender*I will probably purchase tire and alloy wheel.	4.596a	4	.331
Gender*I will not purchase tire and alloy wheel.	4.015a	4	.404
Gender*I will definitely not purchase tire and alloy wheel	5.702a	4	.223
Gender*I will definitely purchase tire and alloy wheel.	5.325a	4	.256

Table 16 shows that demographic profiles were found no partial significant relationship with “Intention to purchase tire and alloy wheel of customers in Thailand” ($P < 0.05$).

Table 16: Relationship between demographic profile(age) and Intention to purchase tire and alloy wheel of customers in Thailand.

	Value	Df	Sig
Age*I will definitely purchase tire and alloy wheel.	12.748a	16	.691
Age *I will purchase tire and alloy wheel.	7.507a	16	.962
Age *I will probably purchase tire and alloy wheel.	15.074a	16	.519
Age *I will not purchase tire and alloy wheel.	25.609a	16	.060
Age *I will definitely not purchase tire and alloy wheel	23.070a	16	.112
Age*I will definitely purchase tire and alloy wheel.	12.748a	16	.691

Table 17 shows that demographic profiles were found no partial significant relationship with “Intention to purchase tire and alloy wheel of customers in Thailand” ($P < 0.05$).

Table 17: Relationship between demographic profile (status) and Intention to purchase tire and alloy wheel of customers in Thailand

	Value	Df	Sig
Status*I will definitely purchase tire and alloy wheel.	6.923a	8	.545
Status*I will purchase tire and alloy wheel.	3.799a	8	.875
Status*I will probably purchase tire and alloy wheel.	3.259a	8	.917
Status*I will not purchase tire and alloy wheel.	5.494a	8	.704
Status*I will definitely not purchase tire and alloy wheel	4.921a	8	.766

Table 18 shows that demographic profiles were found a partial significant relationship with “Intention to purchase tire and alloy wheel of customers in Thailand” ($P < 0.05$).

Table 18: Relationship between demographic profile(career) and Intention to purchase tire and alloy wheel of customers in Thailand

	Value	Df	Sig
Career*I will definitely purchase tire and alloy wheel.	5.615a	12	.934
Career*I will purchase tire and alloy wheel.	10.082a	12	.609
Career*I will probably purchase tire and alloy wheel.	13.448a	12	.337
Career*I will not purchase tire and alloy wheel.	26.468a	12	.009
Career*I will definitely not purchase tire and alloy wheel	28.048a	12	.005*

Table 19 shows that demographic profiles were found no partial significant relationship with “Intention to purchase tire and alloy wheel of customers in Thailand” ($P < 0.05$).

Table 19: Relationship between demographic profile (residence city) and Intention to purchase tire and alloy wheel of customers in Thailand

	Value	Df	Sig
Residence City*I will definitely purchase tire and alloy wheel.	9.645a	8	.291
Residence City*I will purchase tire and alloy wheel.	9.368a	8	.312
Residence City*I will probably purchase tire and alloy wheel	7.952a	8	.438

Residence City*I will not purchase tire and alloy wheel	3.839a	8	.871
Residence City*I will definitely not purchase tire and alloy wheel	4.819a	8	.777

Table 20 shows that demographic profiles were found no partial significant relationship with “Intention to purchase tire and alloy wheel of customers in Thailand” ($P < 0.05$).

Table 20: Relationship between demographic profile (salary) and Intention to purchase tire and alloy wheel of customers in Thailand

	Value	Df	Sig
Salary*I will definitely purchase tire and alloy wheel.	13.604a	16	.628
Salary*I will purchase tire and alloy wheel.	16.267a	16	.434
Salary*I will probably purchase tire and alloy wheel.	15.241a	16	.507
Salary*I will not purchase tire and alloy wheel.	29.391a	16	.021
Salary*I will definitely not purchase tire and alloy wheel	29.897a	16	.019

Table 21 shows that demographic profiles were found a partial significant relationship with “Intention to purchase tire and alloy wheel of customers in Thailand” ($P < 0.05$).

Table 21: Relationship between demographic profile (Type of personal vehicles) and Intention to purchase tire and alloy wheel of customers in Thailand

	Value	Df	Sig
Type of personal vehicles * I will definitely purchase tire and alloy wheel.	33.357a	28	.223
Type of personal vehicles * I will purchase tire and alloy wheel.	115.974a	28	.000*
Type of personal vehicles * I will probably purchase tire and alloy wheel.	61.112a	28	.000*
Type of personal vehicles * I will not purchase tire and alloy wheel.	27.350a	28	.499
Type of personal vehicles * I will definitely not purchase tire and alloy wheel	15.566a	28	.972

Table 22 shows that demographic profiles were found no partial significant relationship with “Intention to purchase tire and alloy wheel of customers in Thailand” ($P < 0.05$).

Table 22: Relationship between demographic profile (Kilometers run in order to change tire) and Intention to purchase tire and alloy wheel of customers in Thailand

	Value	Df	Sig
Kilometers run in order to change tire* I will definitely purchase tire and alloy wheel.	11.975a	12	.448
Kilometers run in order to change tire* I will purchase tire and alloy wheel.	10.788a	12	.547
Kilometers run in order to change tire* I will probably purchase tire and alloy wheel.	9.467a	12	.663

Kilometers run in order to change tire* I will not purchase tire and alloy wheel.	8.139a	12	.774
Kilometers run in order to change tire* I will definitely not purchase tire and alloy wheel	6.948a	12	.861

level of significant $\alpha = .000$, $P < 0.05$.

**level of significant $\alpha = .005*$, $P \geq .005*$

Table 23 shows the significant relationship of demographic profile (Type of Personal vehicle) and “Intention to purchase Tire and alloy wheel of Thais customer”.

Type of Personal vehicle tended to agree with I will definitely purchase tire and alloy wheel.” (44%) followed by Strongly agree with I will definitely purchase tire and alloy wheel.” (28%), Feel natural with I will definitely purchase tire and alloy wheel.” (23%), Disagree with I will definitely purchase tire and alloy wheel.” (4%), and strongly disagree with I will definitely purchase tire and alloy wheel.” (1%).

Table 23: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer

		I will definitely purchase tire and alloy wheel					Total
		Strongly Disagree	Disagree	Natural	Agree	Strongly Agree	
Type of person and vehicles	Coupe 2-seater car	0	0	0	2	1	3
	Sedan 4-seater car	0	1	0	0	0	1
	Hatchback 4-seater car	0	1	5	6	5	17
	Station Wagons SUV Large	1	2	15	30	17	65
	Sport Utility Vehicles	0	0	1	3	2	6

	Mini Van	0	0	0	1	0	1
	Truck car	0	0	1	0	0	1
	Others (Please specify)	0	0	1	2	3	6
Total		1	4	23	44	28	100
Percentage		1%	4%	23%	44%	28%	100%

Table 24 shows the significant relationship of demographic profile (Type of Personal vehicle) and “Intention to purchase Tire and alloy wheel of Thais customer”.

Type of Personal vehicle tended to agree with I will purchase tire and alloy wheel.” (51%) followed by Feel natural with I will purchase tire and alloy wheel.” (26%), Strongly agree with I will purchase tire and alloy wheel.” (21%), Disagree with I will purchase tire and alloy wheel.” (1%), and strongly disagree with I will purchase tire and alloy wheel.” (1%),

Table 24: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer

		I will purchase tire and alloy wheel					Total
		Strongly Disagree	Disagree	Natural	Agree	Strongly Agree	
Type of person al vehicles	Coupe 2-seater car	0	0	0	2	1	3
	Sedan 4-seater car	1	0	0	0	0	1
	Hatchback 4-seater car	0	0	8	6	3	17
	Station Wagons SUV Large	0	1	16	34	14	65
	Sport Utility Vehicles	0	0	1	5	0	6
	Mini Van	0	0	0	1	0	1
	Truck car	0	0	1	0	0	1
	Others (Please specify)	0	0	0	3	3	6
Total		1	1	26	51	21	100
Percentage		1%	1%	26%	51%	21%	100%

Table 25 shows the significant relationship of demographic profile (Type of Personal vehicle) and “Intention to purchase Tire and alloy wheel of Thais customer”.

Type of Personal vehicle tended to Agree with I will probably purchase tire and alloy wheel.” (41%) followed by Feel natural with I will probably purchase tire and alloy wheel.” (33%), Strongly agree with I will probably purchase tire and alloy wheel.” (22%), Disagree with I will probably purchase tire and alloy wheel.” (2%), and strongly disagree with I will probably purchase tire and alloy wheel.” (2%),

Table 25: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer

		I will probably purchase tire and alloy wheel					Total
		Strongly Disagree	Disagree	Natural	Agree	Strongly Agree	
Typeofperson alvehicles	Coupe 2-seater car	0	0	1	1	1	3
	Sedan 4-seater car	1	0	0	0	0	1
	Hatchback 4-seater car	0	0	7	7	3	17
	Station Wagons SUV Large	1	2	19	29	14	65
	Sport Utility Vehicles	0	0	4	1	1	6
	Mini Van	0	0	0	1	0	1
	Truck car	0	0	1	0	0	1
	Others (Please specify)	0	0	1	2	3	6
Total		2	2	33	41	22	100
Percentage		2%	2%	33%	41%	22%	100%

Table 26 shows the significant relationship of demographic profile (Type of Personal vehicle) and “Intention to purchase Tire and alloy wheel of Thais customer”.

Type of Personal vehicle tended to feel natural with I will not purchase tire and alloy wheel.” (40%) followed by Disagree with I will not purchase tire and alloy wheel.” (22%), Agree with I will not purchase tire and alloy wheel.” (19%), Strongly agree with I will not purchase tire and alloy wheel. (12%), and strongly disagree with I will not purchase tire and alloy wheel.” (7%),

Table 26: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer

		I will not purchase tire and alloy wheel					Total
		Strongly Disagree	Disagree	Natural	Agree	Strongly Agree	
Type of personal vehicles	Coupe 2-seater car	0	0	1	1	1	3
	Sedan 4-seater car	1	0	0	0	0	1
	Hatchback 4-seater car	1	5	8	3	0	17
	Station Wagons SUV Large	4	14	25	13	9	65
	Sport Utility Vehicles	0	2	3	1	0	6
	Mini Van	0	0	1	0	0	1
	Truck car	0	0	1	0	0	1
	Others (Please specify)	1	1	1	1	2	6
Total		7	22	40	19	12	100
Percentage		7%	22%	40%	19%	12%	100%

Table 27 shows the significant relationship of demographic profile (Type of Personal vehicle) and “Intention to purchase Tire and alloy wheel of Thais customer”.

Type of Personal vehicle tended to feel natural with I will definitely not purchase tire and alloy wheel.” (38%) followed by Strongly Disagree with I will definitely not purchase tire and alloy wheel (23%), Agree with I will definitely not purchase tire and alloy wheel.” (18%), Strongly agree with I will definitely not purchase tire and alloy wheel. (11%), and Disagree with I will definitely not purchase tire and alloy wheel” (10%).

Table 27: Demographic profile (Type of Personal vehicle) and Intention to purchase Tire and alloy wheel of Thais customer

		I will definitely not purchase tire and alloy wheel					Total
		Strongly Disagree	Disagree	Natural	Agree	Strongly Agree	
Type of personal vehicles	Coupe 2-seater car	0	0	1	1	1	3
	Sedan 4-seater car	0	0	1	0	0	1
	Hatchback 4-seater car	6	1	8	2	0	17
	Station Wagons SUV Large	14	7	23	14	7	65
	Sport Utility Vehicles	2	1	2	0	1	6
	Mini Van	0	0	1	0	0	1
	Truck car	0	0	1	0	0	1
	Others (Please specify)	1	1	1	1	2	6
	Total		23	10	38	18	11
Percentage		23%	10%	38%	18%	11%	100%

In this case, demographic profile (Type of Personal vehicle) was found having relationship with “Intention to purchase Tire and alloy wheel of Thais customer” ($P < 0.05$).

Correlation analysis was used to test the hypothesis 2

H2: Correlation was used to test service marketing mix (4P's) has an effect on the level of agreement of Intention to purchase Tire and alloy wheel of Thais customer. Service marketing mix (4P's) was described by product, price, place and promotion. Intention to purchase Tire and alloy wheel of Thais customer were measured by “the average score of 5 qualities used to measure Intention to purchase Tire and alloy wheel of Thais customer.”

This study found a partial support of H2 as follows: Service marketing mix (4Ps) and Intention to purchase Tire and alloy wheel of Thais customer

Table 28 showed the significant relationship of service marketing mix (4PS) (product, price, place and promotion) and “Intention to purchase Tire and alloy wheel of Thais customer” (I will definitely purchase tire and alloy wheel). As follow: Product

There is a significant relationship between “Offer wide variety of brands of the tire and alloy wheel” and “I will definitely purchase tire and alloy wheel.” ($R = .220^*$, $P < 0.05$), “Design of the tire or alloy wheel” and “I will definitely purchase tire and alloy wheel” ($R = .157$, $P < 0.05$), “Product Durability resistance” and “I will definitely purchase tire and alloy wheel” ($R = .222$, $P < 0.05$). , “Offer high quality products.” and “I will definitely purchase tire and alloy wheel” ($R = .247$, $P < 0.05$). and between “I want to experience something new from this product” and “I will definitely purchase tire and alloy wheel” ($R = .170$, $P < 0.05$).

Table 28 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Products		I will definitely purchase tire and alloy wheel.
Offer wide variety of brands of the tire and alloy wheel	R2	.220*
	Sig	.028
Design of the tire or alloy wheel	R2	.157
	Sig. (2-tailed)	.118
Product Durability resistance	R2	.222*
	Sig. (2-tailed)	.026
Offer high quality products.	R2	.247*
	Sig. (2-tailed)	.013
I want to experience something new from this product	R2	.170
	Sig. (2-tailed)	.091

Table 29 showed the significant relationship between “Offer wide variety of brands of the tire and alloy wheel” and “I will purchase tire and alloy wheel.” ($R = .244^*$, $P < 0.05$), “Design of the tire or alloy wheel” and “I will purchase tire and alloy wheel” ($R = .116$, $P < 0.05$), “Product Durability resistance” and “I will purchase tire and alloy wheel” ($R = .168$, $P < 0.05$), “Offer high quality products.” and “I will purchase tire and alloy wheel” ($R = .208$, $P < 0.05$). and between “I want to experience something new from this product” and “I will purchase tire and alloy wheel” ($R = .201$, $P < 0.05$).

Table 29 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Products		I will purchase tire and alloy wheel
Offer wide variety of brands of the tire and alloy wheel	R2	.244*
	Sig	.015
Design of the tire or alloy wheel	R2	.116
	Sig. (2-tailed)	.249
Product Durability resistance	R2	.168
	Sig. (2-tailed)	.095
Offer high quality products.	R2	.208*
	Sig. (2-tailed)	.038
I want to experience something new from this product	R2	.201*
	Sig. (2-tailed)	.044

Table 30 showed the significant relationship between “Offer wide variety of brands of the tire and alloy wheel” and “I will probably purchase tire and alloy wheel.” ($R = .147^*$, $P < 0.05$), “Design of the tire or alloy wheel” and “I will probably purchase tire and alloy wheel” ($R = .337$, $P < 0.05$), “Product Durability resistance” and “I will probably purchase tire and alloy wheel” ($R = .248$, $P < 0.05$), “Offer high quality products.” and “I will probably purchase tire and alloy wheel” ($R = .238$, $P < 0.05$). and between “I want to experience something new from this product” and “I will probably purchase tire and alloy wheel” ($R = .356$, $P < 0.05$).

Table 30 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Products		I will probably purchase tire and alloy wheel.
Offer wide variety of brands of the tire and alloy wheel	R2	.147
	Sig	.145
Design of the tire or alloy wheel	R2	.337**

	Sig. (2-tailed)	.001*
Product Durability resistance	R2	.248*
	Sig. (2-tailed)	.013
Offer high quality products.	R2	.238*
	Sig. (2-tailed)	.017
I want to experience something new from this product	R2	.356**
	Sig. (2-tailed)	.000*

Table 31 showed the significant relationship between “Offer wide variety of brands of the tire and alloy wheel” and “I will not purchase tire and alloy wheel.” ($R = .037^*$, $P < 0.05$), “Design of the tire or alloy wheel” and “I will not purchase tire and alloy wheel” ($R = .032$, $P < 0.05$), “Product Durability resistance” and “I will not purchase tire and alloy wheel” ($R = -.156$, $P < 0.05$)., “Offer high quality products.” and “I will not purchase tire and alloy wheel” ($R = -.127$, $P < 0.05$). and between “I want to experience something new from this product” and “I will not purchase tire and alloy wheel” ($R = -.024$, $P < 0.05$).

Table 31 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Products		I will not purchase tire and alloy wheel.
Offer wide variety of brands of the tire and alloy wheel	R2	.037
	Sig	.714
Design of the tire or alloy wheel	R2	.032
	Sig. (2-tailed)	.750
Product Durability resistance	R2	-.156

	Sig. (2-tailed)	.121
Offer high quality products.	R2	-.127
	Sig. (2-tailed)	.207
I want to experience something new from this product	R2	-.024
	Sig. (2-tailed)	.811

Table 32 showed the significant relationship between “Offer wide variety of brands of the tire and alloy wheel” and “I will definitely not purchase tire and alloy wheel.” ($R = .114^*$, $P < 0.05$), “Design of the tire or alloy wheel” and “I will definitely not purchase tire and alloy wheel” ($R = .115$, $P < 0.05$), “Product Durability resistance” and “I will definitely not purchase tire and alloy wheel” ($R = -.013$, $P < 0.05$), “Offer high quality products.” and “I will definitely not purchase tire and alloy wheel” ($R = -.120$, $P < 0.05$). and between “I want to experience something new from this product” and “I will definitely not purchase tire and alloy wheel” ($R = .163$, $P < 0.05$).

Table 32 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Products		I will definitely not purchase tire and alloy wheel
Offer wide variety of brands of the tire and alloy wheel	R2	.114
	Sig	.260
Design of the tire or alloy wheel	R2	.115
	Sig. (2-tailed)	.254
Product Durability resistance	R2	.013
	Sig. (2-tailed)	.899
Offer high quality products.	R2	-.120

	Sig. (2-tailed)	.235
I want to experience something new from this product	R2	.163
	Sig. (2-tailed)	.106

Table 33 showed the significant relationship of service marketing mix (4PS) (product, price, place and promotion) and “Intention to purchase Tire and alloy wheel of Thais customer”.

As follow:

There is a significant relationship between “Reasonable price” and “I will definitely purchase tire and alloy wheel.” ($R = .204^*$, $P < 0.05$), “Value for money.” and “I will definitely purchase tire and alloy wheel” ($R = .055$, $P < 0.05$), “Price is better than the general market” and “I will definitely purchase tire and alloy wheel” ($R = .237$, $P < 0.05$), “Able to bargain the price.” and “I will definitely purchase tire and alloy wheel” ($R = .231$, $P < 0.05$). Offer online payment system. and “I will definitely purchase tire and alloy wheel” ($R = .330$, $P < 0.05$). and between “Offer installment payment with credit card provided” and “I will definitely purchase tire and alloy wheel” ($R = .261$, $P < 0.05$).

Table 33 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Price		I will definitely purchase tire and alloy wheel.
Reasonable price	R2	.204*
	Sig. (2-tailed)	.042
Value for money.	R2	.055
	Sig. (2-tailed)	.587
Price is better than the general market	R2	.237*

	Sig. (2-tailed)	.017
Able to bargain the price	R2	.231*
	Sig. (2-tailed)	.021
Offer online payment system.	R2	.330**
	Sig. (2-tailed)	.001*
Offer installment payment with credit card provided	R2	.261**
	Sig. (2-tailed)	.009

Table 34 showed the significant relationship between “Reasonable price” and “I will purchase tire and alloy wheel.” ($R = .127^*$, $P < 0.05$), “Value for money.” and “I will purchase tire and alloy wheel” ($R = .029$, $P < 0.05$), “Price is better than the general market” and “I will purchase tire and alloy wheel” ($R = .149$, $P < 0.05$), “Able to bargain the price.” and “I will purchase tire and alloy wheel” ($R = .220$, $P < 0.05$). Offer online payment system. and “I will purchase tire and alloy wheel” ($R = .438$, $P < 0.05$). and between “Offer installment payment with credit card provided” and “I will purchase tire and alloy wheel” ($R = .280$, $P < 0.05$).

Table 34 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Price		I will purchase tire and alloy wheel
Reasonable price	R2	.127
	Sig. (2-tailed)	.207
Value for money.	R2	.029
	Sig. (2-tailed)	.777

Price is better than the general market	R2	.149
	Sig. (2-tailed)	.138
Able to bargain the price	R2	.220*
	Sig. (2-tailed)	.028
Offer online payment system.	R2	.438**
	Sig. (2-tailed)	.000*
Offer installment payment with credit card provided	R2	.280**
	Sig. (2-tailed)	.005*

Table 35 showed the significant relationship between “Reasonable price” and “I will probably purchase tire and alloy wheel.” ($R = .086^*$, $P < 0.05$), “Value for money.” and “I will probably purchase tire and alloy wheel” ($R = .020$, $P < 0.05$), “Price is better than the general market” and “I will probably purchase tire and alloy wheel” ($R = .284$, $P < 0.05$), “Able to bargain the price.” and “I will probably purchase tire and alloy wheel” ($R = .174$, $P < 0.05$). Offer online payment system. and “I will probably purchase tire and alloy wheel” ($R = .311$, $P < 0.05$). and between “Offer installment payment with credit card provided” and “I will probably purchase tire and alloy wheel” ($R = .233$, $P < 0.05$).

Table 35 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Price		I will probably purchase tire and alloy wheel.
Reasonable price	R2	.086
	Sig. (2-tailed)	.394
Value for money.	R2	.020

	Sig. (2-tailed)	.840
Price is better than the general market	R2	.284**
	Sig. (2-tailed)	.004*
Able to bargain the price	R2	.174
	Sig. (2-tailed)	.083
Offer online payment system.	R2	.311**
	Sig. (2-tailed)	.002*
Offer installment payment with credit card provided	R2	.233*
	Sig. (2-tailed)	.019

Table 36 showed the significant relationship between “Reasonable price” and “I will not purchase tire and alloy wheel.” ($R = -.231^*$, $P < 0.05$), “Value for money.” and “I will not probably purchase tire and alloy wheel” ($R = -.122$, $P < 0.05$), “Price is better than the general market” and “I will not probably purchase tire and alloy wheel” ($R = -.025$, $P < 0.05$), “Able to bargain the price.” and “I will not probably purchase tire and alloy wheel” ($R = -.014$, $P < 0.05$). Offer online payment system. and “I will not probably purchase tire and alloy wheel” ($R = .032$, $P < 0.05$). and between “Offer installment payment with credit card provided” and “I will not probably purchase tire and alloy wheel” ($R = -.025$, $P < 0.05$).

Table 36 Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Price		I will not purchase tire and alloy wheel.
Reasonable price	R2	-.231*

	Sig. (2-tailed)	.021
Value for money.	R2	-.122
	Sig. (2-tailed)	.226
Price is better than the general market	R2	-.025
	Sig. (2-tailed)	.807
Able to bargain the price	R2	-.014
	Sig. (2-tailed)	.891
Offer online payment system.	R2	.032
	Sig. (2-tailed)	.751
Offer installment payment with credit card provided	R2	-.025
	Sig. (2-tailed)	.802

Table 37 showed the significant relationship between “Reasonable price” and “I will definitely not purchase tire and alloy wheel.” ($R = -.174^*$, $P < 0.05$), “Value for money.” and “I will definitely not probably purchase tire and alloy wheel” ($R = -.094$, $P < 0.05$), “Price is better than the general market” and “I will definitely not probably purchase tire and alloy wheel” ($R = .132$, $P < 0.05$), “Able to bargain the price.” and “I will definitely not probably purchase tire and alloy wheel” ($R = -.080$, $P < 0.05$). Offer online payment system. and “I will definitely not probably purchase tire and alloy wheel” ($R = .021$, $P < 0.05$). and between “Offer installment payment with credit card provided” and “I will definitely not probably purchase tire and alloy wheel” ($R = -.142$, $P < 0.05$).

Table 37: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Price		I will definitely not purchase tire and alloy wheel
Reasonable price	R2	-.174
	Sig. (2-tailed)	.083
Value for money.	R2	-.094
	Sig. (2-tailed)	.354
Price is better than the general market	R2	.132
	Sig. (2-tailed)	.189
Able to bargain the price	R2	.080
	Sig. (2-tailed)	.429
Offer online payment system.	R2	.021
	Sig. (2-tailed)	.837
Offer installment payment with credit card provided	R2	-.142
	Sig. (2-tailed)	.158

Table 38 showed the significant relationship of service marketing mix (4PS) (product, price, place and promotion) and “Intention to purchase Tire and alloy wheel of Thais customer”. As follow:

There is a significant relationship between “There are many service centers available.” and “I will definitely purchase tire and alloy wheel.” (R = .180, P < 0.05), “Parking space are provided at the service center.” and “I will definitely purchase tire and alloy wheel” (R = .265, P < 0.05), “Reservation system is provided to book a service.” and “I will definitely purchase tire and alloy wheel” (R = .272, P < 0.05)., “The lounge is clean and tidy. and “I will definitely purchase tire and alloy wheel” (R = .294, P < 0.05). and between “Free Coffee and snack available.” and “I will definitely purchase tire and alloy wheel” (R = .261, P < 0.05).

Table 38: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Place		I will definitely purchase tire and alloy wheel.
There are many service centers available.	R2	.180
	Sig. (2-tailed)	.073
Parking space are provided at the service center	R2	.265**
	Sig. (2-tailed)	.008
Reservation system is provided to book a service.	R2	.272**
	Sig. (2-tailed)	.006
The lounge is clean and tidy.	R2	.294**
	Sig. (2-tailed)	.003
Free Coffee and snack available.	R2	.261**
	Sig. (2-tailed)	.009

Table 39 showed the significant relationship between “There are many service centers available.” and “I will purchase tire and alloy wheel.” ($R = .322$, $P < 0.05$), “Parking space are provided at the service center.” and “I will purchase tire and alloy wheel” ($R = .302$, $P < 0.05$), “Reservation system is provided to book a service.” and “I will purchase tire and alloy wheel” ($R = .378$, $P < 0.05$), “The lounge is clean and tidy. and “I will purchase tire and alloy wheel” ($R = .334$, $P < 0.05$). and between “Free Coffee and snack available.” and “I will purchase tire and alloy wheel” ($R = .263$, $P < 0.05$).

Table 39: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Place		I will purchase tire and alloy wheel
There are many service centers available.	R2	.322**
	Sig. (2-tailed)	.001
Parking space are provided at the service center	R2	.302**
	Sig. (2-tailed)	.002
Reservation system is provided to book a service.	R2	.378**
	Sig. (2-tailed)	.000
The lounge is clean and tidy.	R2	.334**
	Sig. (2-tailed)	.001
Free Coffee and snack available.	R2	.263**
	Sig. (2-tailed)	.008

Table 40 showed the significant relationship between “There are many service centers available.” and “I will probably purchase tire and alloy wheel.” ($R = .252$, $P < 0.05$), “Parking space are provided at the service center.” and “I will probably purchase tire and alloy wheel” ($R = .243$, $P < 0.05$), “Reservation system is provided to book a service.” and “I will probably purchase tire and alloy wheel” ($R = .374$, $P < 0.05$), “The lounge is clean and tidy. and “I will probably purchase tire and alloy wheel” ($R = .186$, $P < 0.05$). and between “Free Coffee and snack available.” and “I will probably purchase tire and alloy wheel” ($R = .264$, $P < 0.05$).

Table 40: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Place		I will probably purchase tire and alloy wheel.
There are many service centers available.	R2	.252*
	Sig. (2-tailed)	.012

Parking space are provided at the service center	R2	.243*
	Sig. (2-tailed)	.015
Reservation system is provided to book a service.	R2	.374**
	Sig. (2-tailed)	.000
The lounge is clean and tidy.	R2	.186
	Sig. (2-tailed)	.064
Free Coffee and snack available.	R2	.264**
	Sig. (2-tailed)	.008

Table 41 showed the significant relationship between “There are many service centers available.” and “I will not purchase tire and alloy wheel.” ($R = -.046$, $P < 0.05$), “Parking space are provided at the service center.” and “I will not purchase tire and alloy wheel” ($R = -.066$, $P < 0.05$), “Reservation system is provided to book a service.” and “I will not purchase tire and alloy wheel” ($R = .003$, $P < 0.05$), “The lounge is clean and tidy.” and “I will not purchase tire and alloy wheel” ($R = -.023$, $P < 0.05$). and between “Free Coffee and snack available.” and “I will not purchase tire and alloy wheel” ($R = .000$, $P < 0.05$).

Table 41: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Place		I will not purchase tire and alloy wheel.
There are many service centers available.	R2	-.046
	Sig. (2-tailed)	.646
Parking space are provided at the service center	R2	-.066
	Sig. (2-tailed)	.517
Reservation system is provided to book a service.	R2	.003
	Sig. (2-tailed)	.975
The lounge is clean and tidy.	R2	-.023
	Sig. (2-tailed)	.823
Free Coffee and snack available.	R2	.000
	Sig. (2-tailed)	.997

Table 42 showed the significant relationship between “There are many service centers available.” and “I will definitely not purchase tire and alloy wheel.” ($R = -.078$, $P < 0.05$), “Parking space are provided at the service center.” and “I will definitely not purchase tire and alloy wheel” ($R = -.128$, $P < 0.05$), “Reservation system is provided to book a service.” and “I will definitely not purchase tire and alloy wheel” ($R = -.053$, $P < 0.05$)., “The lounge is clean and tidy. and “I will definitely not purchase tire and alloy wheel” ($R = -.149$, $P < 0.05$). and between “Free Coffee and snack available.” and “I will definitely not purchase tire and alloy wheel” ($R = -.004$, $P < 0.05$).

Table 42: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Place		I will definitely not purchase tire and alloy wheel
There are many service centers available.	R2	-.078
	Sig. (2-tailed)	.442
Parking space are provided at the service center	R2	-.128
	Sig. (2-tailed)	.204
Reservation system is provided to book a service.	R2	-.053
	Sig. (2-tailed)	.599
The lounge is clean and tidy.	R2	-.149
	Sig. (2-tailed)	.139
Free Coffee and snack available.	R2	-.004
	Sig. (2-tailed)	.970

Table 43 showed the significant relationship of service marketing mix (4PS) (product, price, place and promotion) and “Intention to purchase Tire and alloy wheel of Thais customer”. As follow:

There is a significant relationship between “I obtain information from social media such as Facebook and Instagram.” and “I will definitely purchase tire and alloy wheel.” (R = .305, P < 0.05), “I prefer advise from sale persons.” and “I will definitely purchase tire and alloy wheel” (R = .322, P < 0.05), “Service Free after sales should be provided.” and “I will definitely purchase tire and alloy wheel” (R = .196, P < 0.05)., “I read recommendations from websites. and “I will definitely purchase tire and alloy wheel” (R = .216, P < 0.05). “I obtain recommendations from experts in the industry. and “I will definitely purchase tire and alloy wheel” (R = .276, P < 0.05), and between “I will purchase definitely products that are advertise on the magazine I read.” and “I will definitely purchase tire and alloy wheel” (R = .201, P < 0.05).

Table 43: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Promotion		I will definitely purchase tire and alloy wheel.
I obtain information from social media such as Facebook and Instagram	R2	.305**
	Sig. (2-tailed)	.002
I prefer advise from sale persons.	R2	.322**
	Sig. (2-tailed)	.001
Service Free after sales should be provided	R2	.196
	Sig. (2-tailed)	.050
I read recommendations from websites.	R2	.216*
	Sig. (2-tailed)	.031
I obtain recommendations from experts in the industry.	R2	.276**
	Sig. (2-tailed)	.005
I will purchase products that are advertise on the magazine I read.	R2	.201*
	Sig. (2-tailed)	.045

Table 44 showed the significant relationship between “I obtain information from social media such as Facebook and Instagram.” and “I will purchase tire and alloy wheel.” (R =.420, P < 0.05), “I prefer advise from sale persons.” and “I will purchase tire and alloy wheel” (R = .427, P < 0.05), “Service Free after sales should be provided.” and “I will purchase tire and alloy wheel” (R = .314, P < 0.05)., “I read recommendations from websites. and “I will purchase tire and alloy wheel” (R = .447, P < 0.05). “I obtain recommendations from experts in the industry. and “I will purchase tire and alloy wheel” (R = .447, P < 0.05), and between “I will purchase products that are advertise on the magazine I read.” and “I will purchase tire and alloy wheel” (R = .421, P < 0.05).

Table 44: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Promotion		I will purchase tire and alloy wheel
I obtain information from social media such as Facebook and Instagram	R2	.420**
	Sig. (2-tailed)	.000
I prefer advise from sale persons.	R2	.427**
	Sig. (2-tailed)	.000
Service Free after sales should be provided	R2	.314**
	Sig. (2-tailed)	.001
I read recommendations from websites.	R2	.447**
	Sig. (2-tailed)	.000
I obtain recommendations from experts in the industry.	R2	.447**
	Sig. (2-tailed)	.000
I will purchase products that are advertise on the magazine I read.	R2	.421**
	Sig. (2-tailed)	.000

Table 45 showed the significant relationship between “I obtain information from social media such as Facebook and Instagram.” and “I will probably purchase tire and alloy wheel.” (R =.380, P < 0.05), “I prefer advise from sale persons.” and “I will probably purchase tire and alloy wheel” (R = .384, P < 0.05), “Service Free after sales should be provided.” and “I will probably purchase tire and alloy wheel” (R = .331, P < 0.05)., “I read recommendations from websites. and “I will probably purchase tire and alloy wheel” (R = .416, P < 0.05). “I obtain recommendations from experts in the industry. and “I will probably purchase tire and alloy wheel” (R = .305, P < 0.05), and between “I will probably purchase products that are advertise on the magazine I read.” and “I will probably purchase tire and alloy wheel” (R = .431, P < 0.05).

Table 45: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Promotion		I will probably purchase tire and alloy wheel.
I obtain information from social media such as Facebook and Instagram	R2	.380**
	Sig. (2-tailed)	.000
I prefer advise from sale persons.	R2	.384**
	Sig. (2-tailed)	.000
Service Free after sales should be provided	R2	.331**
	Sig. (2-tailed)	.001
I read recommendations from websites.	R2	.416**
	Sig. (2-tailed)	.000
I obtain recommendations from experts in the industry.	R2	.305**
	Sig. (2-tailed)	.002
I will purchase products that are advertise on the magazine I read.	R2	.431**
	Sig. (2-tailed)	.000

Table 46 showed the significant relationship between “I obtain information from social media such as Facebook and Instagram.” and “I will not purchase tire and alloy wheel.” (R =.017, P < 0.05), “I prefer advise from sale persons.” and “I will not purchase tire and alloy wheel” (R = .120, P < 0.05), “Service Free after sales should be provided.” and “I will not purchase tire and alloy wheel” (R = -.006, P < 0.05)., “I read recommendations from websites. and “I will not purchase tire and alloy wheel” (R = .178, P < 0.05). “I obtain recommendations from experts in the industry. and “I will not purchase tire and alloy wheel” (R = .201, P < 0.05), and between “I will not purchase products that are advertise on the magazine I read.” and “I will not purchase tire and alloy wheel” (R = .325, P < 0.05).

Table 46: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Promotion		I will not purchase tire and alloy wheel.
I obtain information from social media such as Facebook and Instagram	R2	.017
	Sig. (2-tailed)	.870
I prefer advise from sale persons.	R2	.120
	Sig. (2-tailed)	.234
Service Free after sales should be provided	R2	-.006
	Sig. (2-tailed)	.955
I read recommendations from websites.	R2	.178
	Sig. (2-tailed)	.076
I obtain recommendations from experts in the industry.	R2	.201*
	Sig. (2-tailed)	.045
I will purchase products that are advertise on the magazine I read.	R2	.325**
	Sig. (2-tailed)	.001

Table 47 showed the significant relationship between “I obtain information from social media such as Facebook and Instagram.” and “I will definitely not purchase tire and alloy wheel.” ($R = .113, P < 0.05$), “I prefer advise from sale persons.” and “I will definitely not purchase tire and alloy wheel” ($R = .094, P < 0.05$), “Service Free after sales should be provided.” and “I will definitely not purchase tire and alloy wheel” ($R = -.103, P < 0.05$)., “I read recommendations from websites. and “I will definitely not purchase tire and alloy wheel” ($R = .165, P < 0.05$). “I obtain recommendations from experts in the industry. and “I will definitely not purchase tire and alloy wheel” ($R = .061, P < 0.05$), and between “I will definitely not purchase products that are advertise on the magazine I read.” and “I will definitely not purchase tire and alloy wheel” ($R = .375, P < 0.05$).

Table 47: Significant relationship between Marketing mix (4P) and intention to purchase tire and alloy wheel of Thais customer

Promotion		I will definitely not purchase tire and alloy wheel
I obtain information from social media such as Facebook and Instagram	R2	.113
	Sig. (2-tailed)	.264
I prefer advise from sale persons.	R2	.094
	Sig. (2-tailed)	.350
Service Free after sales should be provided	R2	-.103
	Sig. (2-tailed)	.308
I read recommendations from websites.	R2	.165
	Sig. (2-tailed)	.101
I obtain recommendations from experts in the industry.	R2	.061
	Sig. (2-tailed)	.548
I will purchase products that are advertise on the magazine I read.	R2	.375**
	Sig. (2-tailed)	.000

Table 48 showed the significant relationship of Lifestyle (interest, activity, and opinion) and “Intention to purchase Tire and alloy wheel of Thais customer”. As follow:

Table 48 showed the significant relationship between “I enjoy outdoor lifestyle.” and “I will definitely purchase tire and alloy wheel.” (R = .122, P < 0.05), “I enjoy family outing.” and “I will definitely purchase tire and alloy wheel” (R = .289, P < 0.05), “I like to go on a road trip.” and “I will definitely purchase tire and alloy wheel” (R = .149, P < 0.05), “I like to join car racing”. and “I will definitely purchase tire and alloy wheel” (R = .147, P < 0.05). “I like adventurous sports.”. and “I will definitely purchase tire and alloy wheel” (R = .055, P < 0.05), “I am interested in automobile industry.” and “I will definitely purchase tire and alloy wheel” (R = .196, P < 0.05), “I am interested in the latest trends in tire and alloy wheel.” and “I will definitely purchase tire and alloy wheel” (R = .297, P < 0.05), “I follow the trends of tire and alloy wheel industry”. and “I will definitely purchase tire and alloy wheel” (R = .246, P < 0.05), “Using trendy tire and alloy wheel means “Fashionable”. and “I will definitely purchase tire and alloy wheel” (R = .365, P < 0.05), “You are enjoying with your driving experience. ” and “I will definitely purchase tire and alloy wheel” (R = .318, P < 0.05), “Often check your tire and alloy wheel would make you feel safer.” and “I will definitely purchase tire and alloy wheel” (R = .368, P < 0.05), “Changing tire and alloy wheel in different time would waste money and time”. and “I will definitely purchase tire and alloy wheel” (R = .211, P < 0.05). “You would recommend the tire and alloy wheel you recently used now to your friends or colleague.” and “I will definitely purchase tire and alloy wheel” (R = .270, P < 0.05).

Table 48: Significant relationship between lifestyle and intention to purchase tire and alloy wheel of Thais customer

Lifestyle		I will definitely purchase tire and alloy wheel.
I enjoy outdoor lifestyle	R2	.122
	Sig. (2-tailed)	.225

I enjoy family outing.	R2	.289**
	Sig. (2-tailed)	.004
I like to go on a road trip.	R2	.149
	Sig. (2-tailed)	.139
I like to join car racing	R2	.147
	Sig. (2-tailed)	.143
I like adventurous sports.	R2	.055
	Sig. (2-tailed)	.585
I am interested in automobile industry.	R2	.196
	Sig. (2-tailed)	.050
I am interested in the latest trends in tire and alloy wheel.	R2	.297**
	Sig. (2-tailed)	.003
I follow the trends of tire and alloy wheel industry	R2	.246*
	Sig. (2-tailed)	.014

Table 49 showed the significant relationship between “I enjoy outdoor lifestyle.” and “I will purchase tire and alloy wheel.” (R = .192, P < 0.05), “I enjoy family outing.” and “I will purchase tire and alloy wheel” (R = .410, P < 0.05), “I like to go on a road trip.” and “I will purchase tire and alloy wheel” (R = .270, P < 0.05), “I like to join car racing” and “I will purchase tire and alloy wheel” (R = .164, P < 0.05). “I like adventurous sports.” and “I will purchase tire and alloy wheel” (R = .034, P < 0.05), “I am interested in automobile industry.” and “I will purchase tire and alloy wheel” (R = .278, P < 0.05), “I am interested in the latest trends in tire and alloy wheel.” and “I will purchase tire and alloy wheel” (R = .440, P < 0.05), “I follow the trends of tire and alloy wheel industry” and “I will purchase tire and alloy wheel” (R = .389, P < 0.05), “Using trendy tire and alloy wheel means “Fashionable”.” and “I will purchase tire and alloy wheel” (R = .288, P < 0.05), “You are enjoying with your driving experience. ” and “I will purchase tire and alloy wheel” (R = .423, P < 0.05), “Often check your tire and alloy wheel would make you feel safer.” and “I will purchase tire and alloy wheel” (R = .509, P < 0.05), “Changing tire and

alloy wheel in different time would waste money and time”. and “I will purchase tire and alloy wheel” ($R = .379, P < 0.05$). “You would recommend the tire and alloy wheel you recently used now to your friends or colleague.” and “I will purchase tire and alloy wheel” ($R = .441, P < 0.05$).

Table 49: Significant relationship between lifestyle and intention to purchase tire and alloy wheel of Thais customer

Lifestyle		I will purchase tire and alloy wheel
I enjoy outdoor lifestyle	R2	.192
	Sig. (2-tailed)	.056
I enjoy family outing.	R2	.410**
	Sig. (2-tailed)	.000
I like to go on a road trip.	R2	.270**
	Sig. (2-tailed)	.007
I like to join car racing	R2	.164
	Sig. (2-tailed)	.102
I like adventurous sports.	R2	.034
	Sig. (2-tailed)	.738
I am interested in automobile industry.	R2	.278**
	Sig. (2-tailed)	.005
I am interested in the latest trends in tire and alloy wheel.	R2	.440**
	Sig. (2-tailed)	.000
I follow the trends of tire and alloy wheel industry	R2	.389**
	Sig. (2-tailed)	.000
Using trendy tire and alloy wheel means “Fashionable	R2	.288**
	Sig. (2-tailed)	.004
You are enjoying with your driving experience.	R2	.423**
	Sig. (2-tailed)	.000

Often check your tire and alloy wheel would make you feel safer.	R2	.509**
	Sig. (2-tailed)	.000
Changing tire and alloy wheel in different time would waste money and time.	R2	.379**
	Sig. (2-tailed)	.000
You would recommend the tire and alloy wheel you recently used now to your friends or colleague.	R2	.441**
	Sig. (2-tailed)	.000

Table 50 showed the significant relationship between “I enjoy outdoor lifestyle.” and “I will probably purchase tire and alloy wheel.” (R = .294, P < 0.05), “I enjoy family outing.” and “I will probably purchase tire and alloy wheel” (R = .381, P < 0.05), “I like to go on a road trip.” and “I will probably purchase tire and alloy wheel” (R = .295, P < 0.05), “I like to join car racing”. and “I will probably purchase tire and alloy wheel” (R = .302, P < 0.05). “I like adventurous sports.”. and “I will probably purchase tire and alloy wheel” (R = .242, P < 0.05), “I am interested in automobile industry.” and “I will probably purchase tire and alloy wheel” (R = .243, P < 0.05), “I am interested in the latest trends in tire and alloy wheel..” and “I will probably purchase tire and alloy wheel” (R = .310, P < 0.05), “I follow the trends of tire and alloy wheel industry”. and “I will probably purchase tire and alloy wheel” (R = .331, P < 0.05), “Using trendy tire and alloy wheel means “Fashionable”. and “I probably purchase tire and alloy wheel” (R = .500, P < 0.05), “You are enjoying with your driving experience. ” and “I will probably purchase tire and alloy wheel” (R = .322, P < 0.05), “Often check your tire and alloy wheel would make you feel safer.” and “I will probably purchase tire and alloy wheel” (R = .243, P < 0.05), “Changing tire and alloy wheel in different time would waste money and time”. and “I will probably purchase tire and alloy wheel” (R = .290, P < 0.05). “You would recommend the tire and alloy wheel you recently used now to your friends or colleague.” and “I will probably purchase tire and alloy wheel” (R = .264, P < 0.05).

Table 50: Significant relationship between lifestyle and intention to purchase tire and alloy wheel of Thais customer

Lifestyle		I will probably purchase tire and alloy wheel.
I enjoy outdoor lifestyle	R2	.294**
	Sig. (2-tailed)	.003
I enjoy family outing.	R2	.381**
	Sig. (2-tailed)	.000
I like to go on a road trip.	R2	.295**
	Sig. (2-tailed)	.003
I like to join car racing	R2	.302**
	Sig. (2-tailed)	.002
I like adventurous sports.	R2	.242*
	Sig. (2-tailed)	.015
I am interested in automobile industry.	R2	.243*
	Sig. (2-tailed)	.015
I am interested in the latest trends in tire and alloy wheel.	R2	.310**
	Sig. (2-tailed)	.002
I follow the trends of tire and alloy wheel industry	R2	.331**
	Sig. (2-tailed)	.001
Using trendy tire and alloy wheel means "Fashionable"	R2	.500**
	Sig. (2-tailed)	.000
You are enjoying with your driving experience.	R2	.322**
	Sig. (2-tailed)	.001
Often check your tire and alloy wheel would make you feel safer.	R2	.243*
	Sig. (2-tailed)	.015
Changing tire and alloy wheel in different time would waste money and time.	R2	.290**
	Sig. (2-tailed)	.003
You would recommend the tire and alloy wheel you recently used now to your friends or colleague.	R2	.264**
	Sig. (2-tailed)	.008

Table 51 showed the significant relationship between “I enjoy outdoor lifestyle.” and “I will not purchase tire and alloy wheel.” ($R = .294, P < 0.05$), “I enjoy family outing.” and “I will not purchase tire and alloy wheel” ($R = .381, P < 0.05$), “I like to go on a road trip.” and “I will not purchase tire and alloy wheel” ($R = .295, P < 0.05$), “I like to join car racing”. and “I will not purchase tire and alloy wheel” ($R = .302, P < 0.05$). “I like adventurous sports.”. and “I will not purchase tire and alloy wheel” ($R = .242, P < 0.05$), “I am interested in automobile industry.” and “I will not purchase tire and alloy wheel” ($R = .243, P < 0.05$), “I am interested in the latest trends in tire and alloy wheel..” and “I will not purchase tire and alloy wheel” ($R = .310, P < 0.05$), “I follow the trends of tire and alloy wheel industry”. and “I will not purchase tire and alloy wheel” ($R = .331, P < 0.05$), “Using trendy tire and alloy wheel means “Fashionable”. and “I not purchase tire and alloy wheel” ($R = .500, P < 0.05$), “You are enjoying with your driving experience. ” and “I will not purchase tire and alloy wheel” ($R = .322, P < 0.05$), “Often check your tire and alloy wheel would make you feel safer.” and “I will not purchase tire and alloy wheel” ($R = .243, P < 0.05$), “Changing tire and alloy wheel in different time would waste money and time”. and “I will not purchase tire and alloy wheel” ($R = .290, P < 0.05$). “You would recommend the tire and alloy wheel you recently used now to your friends or colleague.” and “I will not purchase tire and alloy wheel” ($R = .264, P < 0.05$).

Table 51: Significant relationship between lifestyle and intention to purchase tire and alloy wheel of Thais customer

Lifestyle		I will not purchase tire and alloy wheel.
I enjoy outdoor lifestyle	R2	.138
	Sig. (2-tailed)	.169
I enjoy family outing.	R2	.102

	Sig. (2-tailed)	.313
I like to go on a road trip.	R2	.015
	Sig. (2-tailed)	.884
I like to join car racing	R2	.293**
	Sig. (2-tailed)	.003
I like adventurous sports.	R2	.189
	Sig. (2-tailed)	.060
I am interested in automobile industry.	R2	.162
	Sig. (2-tailed)	.108
I am interested in the latest trends in tire and alloy wheel.	R2	.214*
	Sig. (2-tailed)	.033
I follow the trends of tire and alloy wheel industry	R2	.210*
	Sig. (2-tailed)	.036
Using trendy tire and alloy wheel means "Fashionable"	R2	.396**
	Sig. (2-tailed)	.000
You are enjoying with your driving experience.	R2	.145
	Sig. (2-tailed)	.149
Often check your tire and alloy wheel would make you feel safer.	R2	-.016
	Sig. (2-tailed)	.873
Changing tire and alloy wheel in different time would waste money and time.	R2	.270**
	Sig. (2-tailed)	.007
You would recommend the tire and alloy wheel you recently used now to your friends or colleague.	R2	.136
	Sig. (2-tailed)	.179

Table 52 showed the significant relationship between "I enjoy outdoor lifestyle." and "I will definitely not purchase tire and alloy wheel." ($R = .294$, $P < 0.05$), "I enjoy family outing." and "I will definitely not purchase tire and alloy wheel" ($R = .381$, $P < 0.05$), "I like to go on a road trip." and "I will definitely not purchase tire and alloy wheel" ($R = .295$, $P < 0.05$), "I like to join car racing". and "I will definitely not purchase tire and alloy wheel" ($R = .302$, $P < 0.05$). "I like adventurous sports.". and "I will definitely not

purchase tire and alloy wheel” (R = .242, P < 0.05), “I am interested in automobile industry.” and “I will definitely not purchase tire and alloy wheel” (R = .243, P < 0.05), “I am interested in the latest trends in tire and alloy wheel..” and “I will definitely not purchase tire and alloy wheel” (R = .310, P < 0.05)., “I follow the trends of tire and alloy wheel industry”. and “I will definitely not purchase tire and alloy wheel” (R = .331, P < 0.05), “Using trendy tire and alloy wheel means “Fashionable”. and “I will definitely not purchase tire and alloy wheel” (R = .500, P < 0.05), “You are enjoying with your driving experience.” and “I will definitely not purchase tire and alloy wheel” (R = .322, P < 0.05), “Often check your tire and alloy wheel would make you feel safer.” and “I will definitely not purchase tire and alloy wheel” (R = .243, P < 0.05)., “Changing tire and alloy wheel in different time would waste money and time”. and “I will definitely not purchase tire and alloy wheel” (R = .290, P < 0.05). “You would recommend the tire and alloy wheel you recently used now to your friends or colleague.” and “I will definitely not purchase tire and alloy wheel” (R = .264, P < 0.05).

Table 52: Significant relationship between lifestyle and intention to purchase tire and alloy wheel of Thais customer

Lifestyle		I will definitely not purchase tire and alloy wheel
I enjoy outdoor lifestyle	R2	.200*
	Sig. (2-tailed)	.046
I enjoy family outing.	R2	.087
	Sig. (2-tailed)	.388
I like to go on a road trip.	R2	-.062
	Sig. (2-tailed)	.543
I like to join car racing	R2	.353**
	Sig. (2-tailed)	.000

I like adventurous sports.	R2	.280**
	Sig. (2-tailed)	.005
I am interested in automobile industry.	R2	.209*
	Sig. (2-tailed)	.037
I am interested in the latest trends in tire and alloy wheel.	R2	.239*
	Sig. (2-tailed)	.017
I follow the trends of tire and alloy wheel industry	R2	.236*
	Sig. (2-tailed)	.018
Using trendy tire and alloy wheel means "Fashionable"	R2	.459**
	Sig. (2-tailed)	.000
You are enjoying with your driving experience.	R2	.079
	Sig. (2-tailed)	.438
Often check your tire and alloy wheel would make you feel safer.	R2	-.081
	Sig. (2-tailed)	.422
Changing tire and alloy wheel in different time would waste money and time.	R2	.187
	Sig. (2-tailed)	.062
You would recommend the tire and alloy wheel you recently used now to your friends or colleague.	R2	.183
	Sig. (2-tailed)	.069

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Summary of hypothesis testing

This study found partial support of the following hypothesis:

Table 54: Partial support of the hypothesis at significant level of 0.05

	Hypothesis	Level of support
H1	Demographic profile has an effect on the level of Intention to purchase tire and alloy wheel of Thais customers	Partial support
H2	Service Marketing Mix (7P's) has an effect on the level of Intention to purchase tire and alloy wheel of Thais customers	Partial support
H3	Lifestyle (IAO) has an effect on the level of Intention to purchase tire and alloy wheel of Thais customers	Partial support

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This study aims to identify the intention to purchase tire and alloy wheel of Thai customer in Thailand. To determine the effects of demographic profiles, marketing mix (4P's) and lifestyle on the intention to purchase tire and alloy wheel of Thai customer

In conclusion, the respondents located in Bangkok, Hatyai, Nonthaburi and vicinity also some other province in Thailand. Most of them are female, age between 21-30 years old and still single. They mostly are business owner, living in Bangkok. Their salary mostly is more than 45,000. Most of them using Sedan 4-seater car and change tire and alloy wheel when they drive a car up to 35,001-55,000 Km. From the collected data, the respondents with the intention.

This study can also rank an intention to purchase tire and alloy wheel of Thai customer from career:

1. Student (5%)
2. Government official (9%)
3. Employee (26%)
4. Business owner (57%)
5. Others (3%)

This leads to the development of the conceptual framework of this study (see figure 3 p.12) and the following hypothesis:

Hypothesis 1: Customers from different demographic will have different intention to purchase tire and alloy wheel in Thailand.

Hypothesis 2: There is a relationship between Marketing Mix (4P's) and intention to purchase tire and alloy wheel of Thai customers in Thailand.

Hypothesis 3: There is a relationship between lifestyle intention to purchase tire and alloy wheel of customers in Thailand.

Note: *Partial support at significant level of 0.05.

5.1 Research result

The research result show that there is some significant relationship between marketing mix 4p's and intention to purchase tire and alloy wheel of Thais customer in Thailand but there also some result that is not significant.

The research result show that there is some significant relationship between lifestyle and intention to purchase tire and alloy wheel of Thais customer in Thailand but there also some result that is not significant.

5.2 Discussion

This research study aimed to determine the effect of the demographic profile's to intention to purchases tire and alloy wheel of customers in Thailand also to identify the effect of the Marketing Mix (4P's) to intention to purchase tire and alloy wheel of Thais customer and to identify the effect of lifestyle to intention to purchase tire and alloy wheel of Thais customer.

Some of the research findings can be discussed as follows:

Hypothesis 1: Customers from different demographic will have different intention to purchase tire and alloy wheel in Thailand.

With regards to hypothesis 1, the study found that there is no partial relationship between socio-demographic profiles and intention to purchase tire and alloy wheel of Thais customer. The finding showed that different gender, age, status, career, residence city, salary, type of personal vehicle and kilometer run in order to change tire and alloy wheel. Are not found significant relationship in intention to purchased tire and alloy wheel of

Thais customer. Although the result is agreeing with intention to purchase tire and alloy wheel of Thais customer. (See Table 8). The result matched with the study (Fotopoulos & Krystallis, 2002) and Durham (2007) since they mention that income is not related to purchase intention and general willingness to make a purchase. This is because revenue mix results appear to primarily affect the amount of product purchased, not the general willingness to purchase also found that income was not correlated with relevance.

Hypothesis 2: There is a relationship between Marketing Mix (4P's) and intention to purchase tire and alloy wheel of Thais customer in Thailand.

With regards to hypothesis 2, this study has found that there is a partial effect of Marketing Mix (4P's) and intention to purchase tire and alloy wheel of Thais customer in Thailand. These studies found that product significantly affect intention to purchase tire and alloy wheel of Thais customer. With regards to hypothesis 2, the study released that there is a partial relationship between service marketing mix (4Ps) and intention to purchase tire and alloy wheel of Thais customer (I will definitely purchase tire and alloy wheel). For products were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely purchase tire and alloy wheel), price, were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely purchase tire and alloy wheel), place were found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely purchase tire and alloy wheel) and promotion were found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely purchase tire and alloy wheel). For products were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will purchase tire and alloy wheel), price, were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will purchase tire and alloy wheel), place were found significant relationship with intention to purchase tire and alloy wheel

of Thais customer (I will purchase tire and alloy wheel) and promotion were found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will purchase tire and alloy wheel). For products were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will probably purchase tire and alloy wheel), price, were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will probably definitely purchase tire and alloy wheel), place were found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will probably purchase tire and alloy wheel) and promotion were found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will probably purchase tire and alloy wheel). For products were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will not purchase tire and alloy wheel), price, were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will not purchase tire and alloy wheel), place were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will not purchase tire and alloy wheel) and promotion were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will not purchase tire and alloy wheel). For products were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely not purchase tire and alloy wheel), price, were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely not purchase tire and alloy wheel), place were found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely not purchase tire and alloy wheel) and promotion were found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely not purchase tire and alloy wheel). (See Table 21,22,23 and 24).

In the case of product, the result was not match with the study, (Sheau-Fen, Sun-May, & Yu-Ghee, 2012). mention that “Consumers often judge a product or brand by perceived quality” while the result show that they do not concern about perceive quality

but likely to be more concern in experience something new from this product and the design of the products

In the case of price, the result was not match with the study (Kim & Hyun, 2011) mention that “Price is an indicator of the quality of an external product and a high-priced brand is considered a High quality” the result show that customer mostly concern more in cheaper products without concerning for quality much

In the case of promotion, the result was not match with the study (Baldauf et al., 2009; Buil, Chernatony, & Martínez, 2013) say, according to the self-perception theory, the customer chooses products according to promotional price (External reasons) than a positive attitude towards products (Internal Reason) can be changed at any time and select other products. But from the result the customer pays more attention in the payment system not product promotion.

In the case of place, the result was not match but close to the study (Huang & Sarigöllü, 2012; Kim & Hyun, 2011), says “The store image is reflected in the quality and variety of products, convenience, price, physical environment of the store and the quality of service. These signs influence customer attitudes towards the overall store and its brand in general assessment.” Even though the result isn’t match but place is the closest to the case that had mention.

Hypothesis 3: There is a relationship between lifestyle intention to purchase tire and alloy wheel of customers in Thailand.

With regards to hypothesis 3, the study found that there is a partial relationship between service lifestyle and intention to purchase tire and alloy wheel of Thais customer (I will definitely purchase tire and alloy wheel). For lifestyle were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely purchase tire and alloy wheel), Lifestyle were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will probably purchase tire and alloy wheel), Lifestyle were not found significant relationship with intention to

purchase tire and alloy wheel of Thais customer (I will probably purchase tire and alloy wheel), Lifestyle were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will not purchase tire and alloy wheel). Lifestyle were not found significant relationship with intention to purchase tire and alloy wheel of Thais customer (I will definitely not purchase tire and alloy wheel).

According to the result, it is matched to the study, Sumarwan (2002, p. 56) said that a person's lifestyle habits such as life, money and time are beneficial. Consumer behavior research through lifestyle approaches is rare, especially in Indonesia, while lifestyle research is a key concept in market segmentation and understanding of prospects, the target customers, which is not available in demographic studies (Krishnan, 2011).

5.3 Implications of the Study

From the study, From the result of Marketing mix (4p's) for product it seems that Design of the tire and alloy wheel and offer high quality product are influence Thais customer most. And the majority for price, offer online payment system are the most that influence intention to purchase tire and alloy wheel of Thais customer in Thailand follow by place, lounge is clean and tidy are the most result that influence intention to purchase tire and alloy wheel of Thais customer in Thailand, follow by promotion, I obtain information from social media such as Facebook and Instagram are the highest among promotion choice. Last is lifestyle, from the result Using trendy tire and alloy wheel mean fashionable the result is the highest among all the result.

This study can be beneficial for the business industry as they can use this guideline and adjust their marketing and understanding of Thais customer lifestyle to meet the suitability of Thais customer in Thailand to have a better capture of the rapid change in this business industry in Thailand.

5.4 Limitations of the Study

This research has few limitations such as time limit within 2 months' period of the study, population limit (only selected province limit). Time limit in this study, the researcher didn't have too much time to done this research, and difficult to collect the result in different province.

5.5 Recommendations for future research

In this study, the researcher has some recommendation for future research are change about population, location, customers lifestyle. As follow:

Population

The future research can repeat this study model with a larger sample size in the future.

Location

The future research can expand the location research, because this research can be expanding not only in Thailand but also others countries which can be worldwide. The future researcher can also extend the location to other provinces in Thailand as well.

BIBLIOGRAPHY

Figure 1.1 & 1.2 retrieve from:

Author: Ken Mathews TechSciResearch. (n.d.). Thailand Tyre Market to Grow at Over 8% through 2020. Retrieved from <https://www.techsciresearch.com/news/493-thailand-tyre-market-to-grow-at-over-8-through-2020.html?fbclid=IwAR0xEZc1GY0NMze8mZDN1WY63Bjjmk9LebG4g3fnE8ZktXSiHGdU2j3jG-I>

The situation in Thailand retrieve from:

Author: Flash Report, Dec 2019: MarkLines. (n.d.). Thailand – Flash Report, Sales Volume, 2019. Retrieved from https://www.marklines.com/en/statistics/flash_sales/salesfig_thailand_2019?fbclid=IwAR0uN8DYUki7jBEPINuuUtJYwLT7Qq3Muri3mlzhMc8EHJ3JleqheXjZ1s

Author: Automotive Wheel Market, Published Date, May 2018
Markets and Markets. (n.d.). Automotive Wheel Market by Rim Size, Materials, Off-highway, Vehicle Type, Vehicle Class, End-Use, and Region-Global Forecast to 2025. Retrieved from <https://www.marketsandmarkets.com/Market-Reports/automotive-wheel-market-254835180.html>

Lubowiecki-Vikuk, Adrian, Anna Dąbrowska, and Aleksandra Machnik. "Responsible consumer and lifestyle: Sustainability insights." *Sustainable Production and Consumption* (2020). Retrieved from: <https://www.sciencedirect.com/science/article/pii/S2352550920304371?fbclid=IwAR3g9XmvhVU6iUy7QXsZ6HfFDrO0XIE6q8hv9sL-ardFMgkBYq6AoDEdbI>

Author: am, Kim-Shyan, et al. "Consumers' personal values and sales promotion preferences effect on behavioural intention and purchase satisfaction for consumer product." *Asia Pacific Journal of Marketing and Logistics* (2013). Retrieved from https://www.emerald.com/insight/content/doi/10.1108/13555851311290948/full/pdf?casa_token=-

zOqyzXUSdgAAAAA:Kk_jY2GmGUEfU_rfv1UdoBOoHjRzXvD03c7sIJ1ZNYAKZDI
h1f-ebw0y-SleiQTgviUgkcnup5QelLKV6BJnMQQa5l8Uh-qujOFelw1K1rwpITXb729E

Retrieved from: SPREAD Sustainable Lifestyles2050, https://www.sustainable-lifestyles.eu/fileadmin/images/content/D4.1_FourFutureScenarios.pdf (accessed 25 March 2020).

Author: Liza Nora & Nurul S. Minarti

Liza Nora & Nurul S. Minarti Department of Management, Faculty of Economics & Business

(Global indicator framework for the Sustainable Development Goals and targets of the 2030 Agenda for Sustainable Development, 2019).

Retrieve from:

[https://en.wikipedia.org/wiki/Lifestyle_\(sociology\)#:~:text=Lifestyle%20is%20the%20interests%2C%20opinions,individual%2C%20group%2C%20or%20culture.&text=The%20broader%20sense%20of%20lifestyle,determining%20intangible%20or%20tangible%20factors](https://en.wikipedia.org/wiki/Lifestyle_(sociology)#:~:text=Lifestyle%20is%20the%20interests%2C%20opinions,individual%2C%20group%2C%20or%20culture.&text=The%20broader%20sense%20of%20lifestyle,determining%20intangible%20or%20tangible%20factors)

Author: Merriam-Webster's Dictionary,
cite book author:Lynn R. Kahle

Author: Angeline G. Close |title=Consumer Behavior Knowledge for Effective Sports and Event Marketing|year,2011 at New York publisher

Author: Austrian psychology gist [[Alfred Adler]]

WASANA SINRUNG TAM A DISSERTATION SUBMITTED IN PARTIAL
FULLFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF DOCTOR OF
PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION FACULTY OF
BUSINESS ADMINISTRATION RAJAMANGALA UNIVERSITY OF
TECHNOLOGY THANYABURI ACADEMIC YEAR 2013
COPY RIGHT OF RAJAMANGALA UNIVERSITY
OF TECHNOLOGY THANYABURI. Retrieve from:

http://www.repository.rmutt.ac.th/bitstream/handle/123456789/2200/142558.pdf?sequence=1&fbclid=IwAR1ym-0qi4FlmHHCD-LSGHyV0Zb2G_Efuehb87yQEnZ7K2WICDWP75MAbi8

Agnew, H. M. Pettifor, C. Wilson

Lifestyles in Public Health, Marketing and Pro-Environmental Research
Tyndall Centre for Climate Change Research, Norwich, UK (2020)

Ajzen, I. and Fishbein, M. (1980), *Understanding Attitudes and Predicting Social Behavior*, Prentice-Hall, Englewood Cliffs, NJ

Ajzen, I. (1991), "The theory of planned behavior", *Organizational Behavior and Human Decision Processes*, Vol. 50 No. 2, pp. 179-211

Ajzen, I. and Madden, T.J. (1986), "Prediction of goal-directed behavior: attitudes, intentions, and perceived behavioral control", *Journal of Experimental Social Psychology*, Vol. 22, pp. 453-74.

Ajzen, I. (2001). *Attitude and Choice*, pp. 27-58 Schiffman and Kanuk .2008. *Consumer Behavior*, Issue 7, PT. Indeks, Jakarta. A. Hedlund-de Witt Exploring worldviews and their relationships to sustainable lifestyles: Towards a new conceptual and methodological approach *Ecol. Econ.*, 84 (2012), pp. 74-83

Ajzen **The theory of planned behavior** *Organ. Behav. Hum. Decis. Process.*, 50 (2) (1991), pp. 179-211

Akenji L.
Consumer scapegoatism and limits to green consumerism
J. Clean. Prod., 63 (2014), pp. 13-23

Akenji, H. Chen
A framework for shaping sustainable lifestyles: Determinants and strategies
United Nations Environment Programme, Nairobi (2016)

Alfred Adler 1929 book, *The Case of Miss R*
Bearden, W.O. and Etzel, M.J. (1982), "Reference group influence on product and brand purchase decisions", *Journal of Consumer Research*, Vol. 9, September, pp. 183-94

Axon.S

“Keeping the ball rolling”: Addressing the enablers of, and barriers to, sustainable lifestyles

J. Environ. Psychol., 52 (2017), pp. 11-

Barr, A. Gilg

Sustainable lifestyles: Framing environmental action in and around the home

Geoforum, 37 (2006), pp. 906-920

Awad TA (2011) Environmental segmentation alternatives: Buyers’ profiles and implications. *Journal of Islamic Marketing* 2(1), 55-73

Baldauf, A., Cravens, K. S., Diamantopoulos, A., & Zeugner-Roth, K. P. (2009). The impact of product-country image and marketing efforts on retailer-perceived brand equity: An empirical analysis. *Journal of Retailing*, 85(4), 437–452.

Barr, G. Shaw, A.W. Gilg

The policy and practice of ‘sustainable lifestyles’

J. Environ. Plann. Man., 54 (10) (2011), pp. 1331-1350

Beristain, J. J., & Zorrilla, P. (2011). The relationship between store image and store brand equity: A conceptual framework and evidence from hypermarkets. *Journal of Retailing and Consumer Services*, 18(6), 562–574.

Bhattacharjee A. Acceptance of e-commerce services: the case of electronic brokerages

Bitner, M.J. (1990), “Evaluating service encounters: the effects of physical surroundings and employee responses”, *Journal of Marketing*, Vol. 54, April, pp. 69-82.

Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer Behavior*. Orlando, FL: Harcourt Inc.

Al-Jeraisy, K. I. (2005). *Consumer behavior: An analytical study of the Saudi family's purchase decisions*. Riyadh: distributed by Al-Jeraisy Establishment

Brown, M., Pope, N. and Voges, K. (2003), “Buying or browsing? An exploration of shopping orientations and online purchase intention”, *European Journal of Marketing*, Vol. 37

Nos 11/12, pp. 1666-84

Bock, G.-W., Zmud, R.W., Kim, Y.-G. and Lee, J.-N. (2005), “Behavioral intention formation in the knowledge sharing: examining the roles of extrinsic motivators, social-psychological forces, and organizational climate”, *MIS Quarterly*, Vol. 29 No. 1, pp. 87-111.

Boulding, W., Kalra, A., Staelin, R. and Zeithaml, V.A. (1993), “A dynamic process model of service quality: from expectations to behavioral intentions”, *Journal of Marketing Research*, Vol. 30, February, pp. 7-23

Buil, I., Chernatony, L. D., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, 66(1), 115–122.

Carrigan, C. Moraes, S. Leek

Fostering responsible communities: A community social marketing approach to sustainable living

J. Bus. Ethics, 100 (2011), pp. 515-534

Peneda de Oliveira, B.M. Sousa Green consumer behavior and its implications on brand marketing strategy V. Naidoo, R. Verma (Eds.), *Green Marketing as a Positive Driver Toward Business Sustainability*, IGI Global, Hershey, PA (2020)

Chae, M.-H., Black, C. and Heitmeyer, J. (2006), “Pre-purchase and post-purchase satisfaction and fashion involvement of female tennis wear consumers”, *International Journal of Consumer Studies*, Vol. 30 No. 1, pp. 25-33.

Chai Lee Goi Department of Marketing & Management, School of Business, Curtin University of Technology. Retrieve from:

<http://student.bms.lk/CBM/Slides/MarJourArticle/Main%20criticism%20of%20marketing%20mix.pdf?fbclid=IwAR1692Gfr7Dcs3Qiu7jbl6xCu8c-eDZFU3Wt9YX28PLt3QAR1UO7wZ8ukhE>

Cobb-Walgreen, C.J., Ruble, C.A. and Donthu, N. (1995), “Brand equity, brand preference and purchase intent”, *Journal of Advertising*, No. 24, p. 3

Cosmas, S.C. (1982) 'Life Styles and Consumption Patterns', *Journal of Consumer Research* 8: 453–5.

Cravens, D. W. (2000). *Strategic Marketing*. New York: The McGraw Hill Companies Inc

Cronin, J.J. and Taylor, S.A. (1992), "Measuring service quality: an examination and extension", *Journal of Marketing*, Vol. 56, July, pp. 55-68.

Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230–240.

Corral-Verdugo, C.H. García-Cadena, L. Castro, I. Viramontes, R. Limones
Equity and sustainable lifestyles

Corral-Verdugo, C.H. Garcia-Cadena, M. Frias-Armenta (Eds.), *Psychological Approaches to Sustainability: Current Trends in Theory, Research and Applications*, Nova Science Publisher, New York (2010), pp. 185-204
. Ponikowska Sustainable lifestyles – theoretical approach

Dawson, S., Bloch, P., & Ridgway, N. (1990). Shopping motives, emotional states and retail outcomes. *Journal of Retailing*, 66, 408-427

De Run, E.C. and Jee, T.W. (2009), "The influence of personal values on sales promotion techniques for convenience product", *SEGi Review*, Vol. 3 No. 2, pp. 16-24.

Durham CA (2007) The impact of environmental and health motivations on the organic share of purchases. *Agricultural and Resource Economics Review* 36(2), 304-20.

Enquist, B. Edvardsson, S.P. Sebathu Values-based service quality for sustainable business *Manag. Serv. Qual.*, 17 (4) (2007), pp. 385-403

Ewing, M.T., T.M. Pinto and G.N. Soutar (2001) 'Agency–Client Chemistry: Demographic and Psychographic Influences', *International Journal of Advertising* 20: 169–87.

Fishbein, M.A. and Ajzen, I. (1975), *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA.

Fotopoulos C, Krystallis A (2002) Purchasing motives and profile of the Greek organic consumer: A countrywide survey. *British Food Journal* 104(9), 730-65.

Furman, D. Maison, K. Sekścińska Segmentation based on attitudes toward corporate social responsibility in relation to demographical variables and personal values – Quantitative and qualitative study of Polish consumers *Front. Psychol.*, 11 (2020), p. 450
 Pourdehghan, Adel. "The impact of marketing mix elements on brand loyalty: A case study of mobile phone industry." *Marketing and Branding Research* 2.1 (2015): 44-63.
 Retrieve from https://mbr.cikd.ca/pdf_60184_2d773537530a50d9f907dd0bf1b34f20.html

Garavand, A., Nourayi, M., & Saeed Arasi, I. (2010). The effect of marketing mix on purchasing decision and customer satisfaction from producing cooperative companies of Kuhdasht country. *Science and Research Quarterly Journal of Cooperation and Agriculture*, 21(3), 69–87.

Gattiker, U. E., Perlusz, S., & Bohmann, K. (2000). Using the Internet for B2B activities: A review and future directions for research. *Internet Research*, 10, 126-140.
<http://dx.doi.org/10.1108/10662240010322911>

Gibler, K. M., & Nelson, S. L. (2003). Consumer Behavior Applications to Real Estate Education. *Journal of Real Estate Practice and Education*, 6(1), 63-89.

Gitlin, S. (2001), "Russian addressing", Brandweek, 19 November, pp. 19-20.

Grunert KG, Kristensen K (1991) On some factors influencing consumers' demand for organically grown foods. In: Mayer RN (ed) Enhancing Consumer Choice, pp. 37-48. American Council on Consumer Interests, Columbia, MI.

Goi, Chai Lee (2009)

"A Review of Marketing Mix: 4Ps or more?" International Journal of Marketing Studies, Vol. 1, No. 1, May, 2009

Vita G., J.R. Lundström, E.G. Hertwich, J. Quist, D. Ivanova, K. Stadler, R. Wood The environmental impact of green consumption and sufficiency lifestyles scenarios in Europe: Connecting local sustainability visions to global consequences Ecol. Econ., 164 (2019), Article 106322

Goi, C. L. (2009). A Review of Marketing Mix: 4 P's or More? International Journal of Marketing Studies, 1-15.

Goldsmith, R.E., Lafferty, B.A. and Noel, S.J. (2000), "The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brand", Journal of Advertising, Vol. 29 No. 3, pp. 43-54.

Haddad, M., Judeh, M., & Haddad, S. (2011). Factors Affecting Buying Behavior of an Apartment an Empirical Investigation in Amman, Jordan. Journal of Applied Sciences, Engineering and Technology, 3(3), 234-239.

Hawkins, D. M. (2010). Consumer Behavior: Building Marketing Strategy 11th Edition. New York: McGraw Hill.

Hawkins, D.I., R.J. Best and K.A. Coney (1995) Consumer Behavior: Implications for Marketing Strategy. Chicago, IL: Irwin.

Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. Journal of Business Research, 65(1), 92–99.

H. Marjanen, A.-M. Kohijoki, K. Saastamoinen

Profiling the ageing wellness consumers in the retailing context

Int. Rev. Retail Distrib. Consum. Res., 26 (5) (2016), pp. 477-501

Investigating the impact of marketing mix (4P) on increasing the sale of water heaters of Ghaynarkhazar Company. *Journal of Beyond Management*, 4(16), 79–106.

Haslop, H. Hill, R. Schmidt the gay lifestyle – spaces for a subculture of consumption
Mark. Intell. Plan., 16 (5) (1998), pp. 318-326

“Involvement, satisfaction, and brand loyalty in a small business services setting”, *Journal of Business Research*, Vol. 60 No. 12, pp. 1253-60.

IEEE Trans. Syst. Man Cybern. Syst. Hum., 30 (4) (2000), pp. 411-420

Iyer G.R.

Business, consumers and sustainable living in an interconnected world: A multilateral ecocentric approach *J. Bus. Ethics*, 20 (1999), pp. 273-288

Jensen Defining M. lifestyle *Environ. Sci*, 4 (2) (2007), pp. 63-73

John C. Mowen & Michael Minor, 2002. Publisher. Jakarta Ujang Sumarwan 2002, Consumer Behaviour, Ghalia Indonesia, Jakarta. Krishnan, J. (2011). Lifestyle - A Tool for Understanding Buyer Behavior, 5 (1), 283-298. P.

Kahle, L.R. and L. Chiagouris (eds) (1997) *Values, Lifestyles, and Psychographics*. Mahwah, NJ: Lawrence Erlbaum.

Kaynak, E. and A. Kara (2001) ‘An Examination of the Relationship among Consumer Lifestyles, Ethnocentrism, Knowledge Structures, Attitudes and Behavioural Tendencies: A Comparative Study in Two CIS States’, *International Journal of Advertising* 20(4): 457–82.

Kemper, P.W. Ballantine What do we mean by sustainability marketing? *J. Mark. Manage.*, 35 (3-4) (2019), pp. 277-309

Khazaei Pool, J., & Baloe Jamkhaneh, H. (2011).

Study dimensions of marketing mix 4Ps and 5S management techniques in textile industry. Paper presented at the Third National Conference on Textile and Clothing Engineering, Yazd, Iran.

Kim, J. H., & Hyun, Y. J. (2011).

A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the IT software sector. *Industrial Marketing Management*, 40(3), 424–438

Kotler, P., & Keller, K. L. (2015). *Marketing Management 15th Edition*. New Jersey: Pearson Prentice Hall.

Kotler, Philip and Armstrong, Gary., 2005, *Principles of Marketing*, Jakarta: Erlang, Issue 12.

Krishnan, J. (2011). Lifestyle - A Tool for Understanding Buyer Behavior, 5 (1), 283-298.

Kuo, Y.F., Wu, C.M. and Deng, W.J. (2009), “The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services”, *Computers in Human Behavior*, Vol. 25 No. 4, pp. 887-96.

Lafferty, B.A. and Goldsmith, R.E. (1999), “Corporate credibility role in consumer’s attitudes and purchase intentions when a high versus a low credibility endorser is used in the ad”, *Journal of Business Research*, Vol. 44, February, pp. 109-16.

Liao, C.C., Chen, J.L. and Yen, D.C. (2007), “Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: an integrated model”, *Computers in Human Behavior*, Vol. 23 No. 6, pp. 2804-22.

Lockie S, Lyons K, Lawrence G, Mummery K (2002) Eating “green”: Motivations behind organic food consumption in Australia. *Sociologia Ruralis* 42(1), 23-40.

- Lubowiecki-Vikuk, A. B.B. Sousa
 Consumer behaviour of silver singles on the e-tourist market
Problemy Zarzadzania-Management Issues, 18 (1) (2020), pp. 159-176
- Machnik, A. Królikowska-Tomczak Awareness rising of consumers, employees, suppliers, and governments W. Leal Filho, A. Azul, L. Brandli, P. Özuyar, T. Wall (Eds.), *Responsible Consumption and Production. Encyclopedia of the UN Sustainable Development Goals*, Springer, Cham (2019)
- MacKenzie, Scott B. (1986), "The Role of Attention in Mediating the Effect of Advertising on Attribute Importance," *Journal of Consumer Research*, 13 (September), 174–95.
- Malhotra, N. (2007). *Marketing Research: An Applied Orientation*. Pearson.
- Ranee Isichaikul, C. S. (2009).
- Mason, R.S. (1981), *Conspicuous Consumption*, St. Martin's Press, New York, NY.
- Martinelli, S.B. Cavalli Healthy and sustainable diet: a narrative review of the challenges and perspectives *Cienc. Saude Coletiva*, 24 (11) (2019), pp. 4251-4261
- McCollough, M.A. and Gremler, D.D. (2004), "A conceptual model and empirical examination of the effect of service guarantees on post-purchase consumption evaluations", *Managing Service Quality*, Vol. 14 No. 1, pp. 58-74
- Nelson, T., & Rabianski, J. (1988). Consumer Preferences in Housing Market Analysis: An Application of Multidimensional Scaling Techniques. *Real Estate Economics*, 16(2), 138-159.
<http://dx.doi.org/10.1111/1540-6229.00451>
- Newell, S.J., Goldsmith, R.E. and Banzhaf, E.J. (1998), "The effect of misleading environmental

claims on consumer perception of advertisement”, *Journal of Marketing Theory and Practice*, Vol. 6 No. 2, pp. 48-60.

Oliver, R.L. (1980), “A cognitive model of the antecedents and consequences of satisfaction decisions”, *Journal of Marketing Research*, Vol. 17, November, pp. 460-8

O'Neill D.W. , A.L. Fanning, W.F. Lamb, J.K. Steinberger, A good life for all within planetary boundaries *Nat. Sustain.*, 1 (2018), pp. 88-95

Peterson, R.A., Wilson, W.R. and Brown, S.P. (1992), “Effects of advertised customer satisfaction claims on consumer attitudes and purchase intention”, *Journal of Advertising Research*, Vol. 32 No. 2, pp. 34-40

Peter, J.P. and J.C. Olson (1994) *Understanding Consumer Behavior*. Burr Ridge, IL: Irwin.

Plummer, J.T. (1974) ‘The Concept of Life Style Segmentation’, *Journal of Marketing* 38: 33–7

Reichheld, F.F. (2003), “The one number you need to grow”, *Harvard Business Review*, Vol. 82 No. 6, pp. 46-54.

Rousta, A., Davar, V., & Ebrahimi, A. (2004). *Marketing management*. Tehran, Iran: SAMT Publications.

Ratten, J. Álvarez-García, M. de la Cruz del Río-Rama (Eds.), *Entrepreneurship, innovation and inequality: Exploring territorial dynamics and development*, Routledge, London (2020), pp. 132-160

Salkeld D.F.

Fakhimi Azar, S., Akbari Vanehabad, M., & Rasouli, R. (2011).

Schanes, S. Giljum, E. Hertwich

Low carbon lifestyles: A framework to structure consumption strategies and options to reduce carbon footprints *J. Clean. Prod.*, 139 (2016), pp. 1033-1043

Simpson, E.M., Snuggs, T., Christiansen, T. and Simples, K.E. (2000), "Race, homophily, and purchase intentions and the black consumer", *Psychology & Marketing*, Vol. 17 No. 10, pp. 877-89.

Sirirat, S. (2005). *Marketing Research Standard Version*. Marketing Research Standard Version.

Sheau-Fen, Y., Sun-May, L., & Yu-Ghee, W. (2012). Store brand proneness: Effects of perceived risks, quality and familiarity. *Australasian Marketing Journal*, 20(1), 48–58.

Shim, J.P., Shin, Y.B. and Nottingham, L. (2002), "Retailer web site influence on customer shopping: an exploratory study on key factors of customer satisfaction", *Journal of the Association for Information Systems*, Vol. 3, pp. 53-76.

Soderlund, M. and Ohman, N. (2005), "Assessing behavior before it becomes behavior: an examination of the role of intentions as a link between satisfaction and repatronizing behavior", *International Journal of Service Industry Management*, Vol. 16 No. 2, pp. 169-85

Speare, A., Goldstein, S., & Frey, W. H. (1975). *Residential mobility, migration, and metropolitan change*. Cambridge, MA: Ballinger Pub. Co.

Taylor, S.A. and Todd, P.A. (1995), "Understanding information technology usage: a test of competing models", *Information Systems Research*, Vol. 6 No. 2, pp. 144-76.

Taylor, P.A. Todd Understanding information technology usage: a test of competing models
Inf. Syst. Res., 6 (2) (1995), pp. 144-176

Thøgersen

How may consumer policy empower consumers for sustainable lifestyles?

J. Consum. Policy, 28 (2005), pp. 143-177

Thompson, R.L., Higgins, C.A. and Howell, J.M. (1991), "Personal computing: toward a conceptual model of utilization", *MIS Quarterly*, Vol. 15 No. 1, pp. 125-43.

Ujang Sumarwan 2002, *Consumer Behaviour*, Ghalia Indonesia, Jakarta.

Valette-Florence, P., Guizani, H., & Merunka, D. (2011). The impact of brand personality and sales promotions on brand equity. *Journal of Business Research*, 64(1), 24–28.

Veal A.J.

The concept of lifestyle: A review *Leis. Stud.*, 12 (4) (1993), pp. 233-252

Vigneron, F. and Johnson, L.W. (1999), "A review and a conceptual framework of prestige-seeking consumer behavior", *Academy of Marketing Science Review*, No. 1, pp. 1-17, available at: www.amsreview.org/articles/vigneron01-1999.pdf

Violand, W., & Simon, A. (2011). Real estate brokers: Do they inflate housing prices? The case of France.

Vita G. , J.R. Lundström, E.G. Hertwich, J. Quist, D. Ivanova, K. Stadler, R. Wood
The environmental impact of green consumption and sufficiency lifestyles scenarios in Europe: Connecting local sustainability visions to global consequences
Ecol. Econ., 164 (2019), Article 106322

Vyncke V. *Eur. J. Commun.*, 17 (4) (2002), pp. 445-463

Warshaw, P.R. (1980), "A new model for predicting behavioral intentions: an alternative to fishbien", *Journal of Marketing Research*, Vol. 17, May, pp. 153-72

Wells, W.D. and D. Tigert (1971) 'Activities, Interests and Opinions', *Journal of Advertising Research* 11: 27–35.

Yalch, R., & Spangenberg, E. (1990). Effects of Store Music on Shopping Behavior. *Journal of Consumer Marketing*, 7(2), 55-63. <http://dx.doi.org/10.1108/EUM0000000002577>

APPENDIX A

THE STUDY OF INTENTION TO PURCHASE TIRE AND ALLOY WHEEL OF CUSTOMERS IN THAILAND

This questionnaire is a partial fulfillment of the degree of Master of Business Administration concentration in Integrated Marketing Communications, College of Innovative Business and Accountancy (CIBA) – International Program, Dhurakij Pundit University. The data collect through these questions will be used to identify intention to purchase tire and alloy wheel of Thai customers in Thailand. The information obtained will be kept confidential and used for academic study only.

Remark: This questionnaire has 3 parts:

Part 1 Demographic Profile

Part 2 Marketing mix (4P's)

Part 3 Lifestyle (IAO)

Part 4 Intention to purchase tire and alloy wheel of Thais customers

Thank you very much for your kind assistance

Chanikan Promprasert

Email: 625151030044@dpu.ac.th

Demographic Profile

Instruction: Please mark (X) in the answer that most applicable to you.

Gender

Male

Female

Age

- 20 or under 21-30 31-40 41-50
 51-60 More than 60

Status

- Single Married Divorce Widow

Career

- Student Government official Employee
 Business owner Others (Please specify)

Residence City

- Bangkok Hatyai Nonthaburi and vicinity
 Others (Please specify)

Salary

- 15,000 or less 15,001-25,000 25,001-35,000
 35,001-45,000 More than 45,000

What type of personal vehicle do you currently own? (Can choose more than one answer)

- Coupe 2-seater car Sedan 4-seater car
 Hatchback 4-seater car Station Wagons SUV Large
 Sport Utility Vehicles Sport car
 Mini Van Truck car
 Others (Please specify)

How many kilometers do you run in order to change tires and wheels?

- Less than 15,000 km 15,001-35,000 km
 35,001-55,000 km More than 55,000 km
 Until tire and wheel are broken

Marketing Mix (4Ps)

Instruction: Please mark (X) on the number that mostly describes your level of agreement to the below statements using the scale:

Level of agreement with the statements: 1. Strongly disagree 2 Disagree 3 Natural 4 Agree 5 Strongly Agree

Statements	1	2	3	4	5
Product Factor					
Offer wide variety of brands of the tire and alloy wheel นำเสนอความหลากหลายของแบรนด์ของล้อยางและโลหะผสม					
Design of the tire or alloy wheel การออกแบบของล้อยางหรือล้อแม็กซ์					
Product Durability resistance ความทนทานของผลิตภัณฑ์					
Offer high quality products. นำเสนอผลิตภัณฑ์ที่มีคุณภาพสูงของ					
I want to experience something new from this product. ฉันต้องการพบสิ่งใหม่ ๆ จากผลิตภัณฑ์นี้					
Price Factor	1	2	3	4	5
Reasonable price. ราคาสมเหตุสมผล					
Value for money.					
Price is better than the general market. ราคาดีกว่าตลาดทั่วไป					
Able to bargain the price. สามารถต่อรองราคาได้					
Offer online payment system. ระบบการชำระเงินออนไลน์เสนอ					
Offer installment payment with credit card provider. การผ่อนชำระกับผู้ให้บริการบัตรเครดิต					
Place Factors	1	2	3	4	5
There are many service centers available. มีศูนย์บริการมากมาย					
Parking space are provided at the service center. มีพื้นที่จอดรถที่ศูนย์บริการ					
Reservation system is provided to book a service. ระบบการจองมีให้สำหรับการจองบริการ					
The lounge is clean and tidy. ห้องรับรองสะอาดเรียบร้อย					
Free Coffee and snack available. กาแฟและอาหารว่างฟรี					
Promotion factors	1	2	3	4	5
I obtain information from social media such as Facebook and Instagram. ฉันได้รับข้อมูลจากสื่อสังคมออนไลน์ เช่น Facebook และ Instagram					

I prefer advise from sale persons. ฉันชอบคำแนะนำจากคนขาย					
Service Free after sales should be provided บริการฟรีหลังการขายควรจะให้					
I read recommendations from websites. ผมอ่านคำแนะนำจากเว็บไซต์					
I obtain recommendations from experts in the industry. ฉันได้รับคำแนะนำจากผู้เชี่ยวชาญในอุตสาหกรรม					
I will purchase products that are advertise on the magazine I read. ฉันจะซื้อผลิตภัณฑ์ที่มีการโฆษณาในนิตยสารที่ผมอ่าน					

At what price would you consider of buying tire and alloy wheel, if it the brand you want.
ราคาประมาณไหนที่คุณจะพิจารณาในการซื้อยางและแม็กซ์ถ้ามันเป็นแบรนด์ที่คุณต้องการ

- 2,500 baht or less (for one tire and alloy wheel) 2,500 บาท ขึ้นไป (สำหรับยาง และล้อแม็กซ์))
- 2,501-5,000 baht (for one tire and alloy wheel) 2,501-5,000 บาท (สำหรับยางและล้อแม็กซ์))
- 5,001-7,500 (for one tire and alloy wheel) 5,001-7,500 (สำหรับหนึ่งล้อยางและล้อแม็กซ์))
- More than 7,500 (for one tire and alloy wheel) มากกว่า 7,500 (สำหรับยางและล้อแม็กซ์)
- None of the above. ไม่มีข้างต้น

Lifestyle

Instruction: Please mark (x) on the number that mostly describes your level of agreement to the below statements using the scale:

Level of agreement with the statements: 1. Strongly disagree 2 Disagree 3 Natural 4 Agree 5 Strongly Agree

Activity	1	2	3	4	5
I enjoy an outdoor lifestyle. ฉันสนุกกับชีวิตกลางแจ้ง					
I enjoy family outing. ฉันสนุกกับการออกนอกบ้านกับครอบครัว					
I like to go on a road trip. ฉันชอบการเดินทางบนท้องถนน					
I like to join car racing. ฉันชอบที่จะเข้าร่วมการแข่งขันรถ					
I like adventurous sports. ฉันชอบกีฬาผจญภัย					
Interest	1	2	3	4	5
I am interested in automobile industry. ฉันสนใจในอุตสาหกรรมยานยนต์					

I am interested in the latest trends in tire and alloy wheel. ฉันสนใจในแนวโน้มล่าสุดในยางและล้อให้ล้อ					
I follow the trends of tire and alloy wheel industry ผมทำตามแนวโน้มของยางและล้ออุตสาหกรรมล้อ					
Opinion	1	2	3	4	5
Using trendy tire and alloy wheel means “Fashionable”. ใ้ยางและล้อเม็กซ์อินเทรนด์หมายถึง"แฟชั่น"					
You are enjoying with your driving experience. คุณสนุกกับประสบการณ์การขับขี่ของคุณ					
Often check your tire and alloy wheel would make you feel safer. บ่อยครั้งที่การตรวจสอบยางและล้ออัลลอยด์ของคุณจะทำให้คุณรู้สึกปลอดภัยมากขึ้น					
Changing tire and alloy wheel in different time would waste money and time. การเปลี่ยนล้อยางและล้ออัลลอยด์ในเวลาที่แตกต่างกันจะเสียเงินและเวลา					
You would recommend the tire and alloy wheel you recently used now to your friends or colleague. คุณจะแนะนำล้อยางและโลหะผสมที่คุณใช้เมื่อเร็ว ๆ นี้กับเพื่อนหรือเพื่อนร่วมงานของคุณ					

Purchase Intention

Instruction: Please mark (X) on the number that mostly describes your level of agreement to the below statements using the scale: Level of agreement with the statements:

1. Strongly disagree 2 Disagree 3 Natural 4 Agree 5 Strongly Agree

In the next 12 months,	1	2	3	4	5
I will <i>definitely purchase</i> tire and alloy wheel. แน่ใจฉันจะ <i>ซื้อ</i> ยางและล้อเม็กซ์					
I will <i>purchase</i> tire and alloy wheel. ฉันจะ <i>ซื้อ</i> ยางและล้อเม็กซ์					
I will <i>probably purchase</i> tire and alloy wheel. ฉัน <i>อาจจะซื้อ</i> ยางและล้อเม็กซ์					
I will <i>not purchase</i> tire and alloy wheel. ฉันจะ <i>ไม่ซื้อ</i> ยางและล้อเม็กซ์					
I will <i>definitely not purchase</i> tire and alloy wheel. แน่ใจฉันจะ <i>ไม่ซื้อ</i> ยางและล้อเม็กซ์					