

Factors Affecting Consumer's Purchase Intention toward Japanese Car in Bangkok

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Abstract

Purpose - The purpose of the study aims to investigate brand equity such as brand awareness, brand association, perceived quality and brand loyalty affect to consumer's purchase intention toward Japanese car in Bangkok.

Methodology - Quantitative research was used in this study and the research was analyzed based on validated 400 set of questionnaires and the data were analyzed with mean and standard deviation analysis method. The multiple regression was used to examine the postulated hypothesis.

Findings - The findings indicated that brand equity components affect the consumer's purchase intention toward Japanese car in Bangkok. Brand loyalty that affected the most.

Practical implications - Japanese car companies and related companies should understand consumer's purchase intention toward car. Moreover, companies should comprehend brand equity's components and try to build an effective branding strategy to make the differentiation from their competitor in terms of brand awareness, brand association, perceived quality and brand loyalty then get more advantage in the car market competition.

Keywords - Consumer's purchase intention, Consumer's behavior, Brand equity, Brand awareness, Brand association, Perceived quality, Brand loyalty, Japanese car

Paper type - Research paper

1. Introduction

Bangkok is one of the most heavy traffic congested cities in the world; this problem has been getting worse since the government introduced a policy to refund tax for first time car purchasers. It is certain that everybody wants to have better living and convenient lives.

Car is one of the important factors beside basic needs of living things, it is the fifth significant factor to the people of Bangkok. They use car for many activities; work, study, travel, shopping and etc. Car also brings the convenience in traveling, dealing the business, shipping goods and public transportation. It shortcuts a journey and arrive to the destination on time. Moreover car is the symbol of social status showing the occupation, position and lifestyle of the car owner.

The population growth in Bangkok is increasing every day; there are public transportations serving Bangkok people but there are still ineffective and have limitations. Even though there are many buses, taxis, sky trains and underground railways around Bangkok area, they are not enough to serve all Bangkok people, moreover most of public transportations are in downtown not in out of the city.

From over all problem it impact to the numbers of automobile in Thailand is increasingly and continuously since 2003 to 2008. In 2009, there was a political crisis situation that affected Thailand's economic. Numbers of automobile industry produced decreased by approximately 28 percent from 2008. In 2010, Thailand's automobile industry produced 1,645,304 vehicles. In 2011, there was geography crisis situation which was flood disaster in many districts in Bangkok and many provinces in Thailand. This event effect to automobile industry a lot, cause to decline the numbers of automobile industry produced approximately by 12 percent from 2010 (Thailand Automotive Institute, 2013).

The flood brought sadness and hopelessness to Thais. However, this disaster and other issues concerning the country inspired people to unite and be one. This unity helped the country to regain the economic stability again. The economic stability also pulled the automobile industry up. It brought opulence back to the Thailand's automobile industry then in years 2012 and 2013 Thailand's automobile industry produced nearly 2,500,000 vehicles in each year from then on.

In the current situation Thailand domestic sales that the most popular brand of automobile in the Thailand market is Toyota. Domestic Sales of Toyota car account for 26,683 vehicles in April 2014, it is approximately 38 percent of Thailand's market share, and the inferior popular brands are Isuzu, Honda, Mitsubishi, Nissan, Ford, Mazda, Chevrolet, Suzuki and Hino respectively (Thailand Auto book 2014).

Most of Thai population use Japanese car because the majority brand in the top 10 of Thailand domestic sales are Japanese brands. There were 8 brands of Japanese car from the rank 1-10. It can assume that more Thais prefer to purchase Japanese cars. It might be because the car's slower depreciation value. Thai's majority is in the middle class, purchases cars by cost that they are able to pay and the price of Japanese cars are most acceptable.

Moreover Japanese Car Company in Thailand also has interesting campaigns to attract consumers such as, free the 1st class insurance, free UV protection film, free express maintenance and etc. Therefore, it could be interesting options for inducing consumers to purchase Japanese car. However, there are many alternatives in the automobile market for consumers to select which one is the most appropriate for them.

Brand is one of important factors that impact consumers in order to purchase a car. Every car brand try to build their brand to be on the top of consumers' mind. Therefore, brand equity is important to every product because people can remember the product. Brand equity indicates and shows the value of the product to make consumers recognize and accept the product, conveying the message to the consumers that the product has a good brand image. When consumers accept the product, it will make the product in their mind and ready to meet with their needs. Besides, the products having strong brand equity, can build competitive advantage and keep business life cycle lasting in the market (www.sme.go.th).

Purchasing a car requires a lot of money. For some people, hard work for many years is must to be able to collect money for a car. Brand is one of the factors that consumers are considering concern because nobody prefers to purchase a car with negative brand reputations. So it is not a surprise anymore, that there are intensive competitions in automobile market. Each marketer of automobile companies need to find or create brand strategies to get the customer's attention.

Regarding the popularity of Japanese car in Bangkok and the importance of brand equity, the researcher would like to study the factors affecting consumer's purchase intentions toward Japanese car in Bangkok. The researcher focused on the factors affecting consumer's purchase intention and brand equity.

2. Literature review

Consumer's purchase intention

Consumer behavior is the study of the processes involving individuals or groups select, purchase, use or dispose of products, services, idea or experiences to satisfy the needs and desires (Solomon, 2013, p. 31). Consumer's purchasing behavior is influenced by cultural, social, personal and psychological factors moreover consumer also has different in various factors such as age, income, education level and preferences that can affect the way they use goods and services. (Kotler, 2012, p. 173).

A consumer's purchasing behavior caused perception of stimuli which are marketing stimuli and other stimuli that marketers try to create these things on their products or services to attract consumers (Pinkoon, 2013). Marketers try so hard to create stimuli in order to satisfy consumer, however it is not easy because consumer have differ in lifestyle, cultural, social, personal and psychological aspects the factors which affect to consumer's lifestyle that is a pattern of living, it involves activities, interests and opinions. Lifestyle also reflects their choice of how an individual spends or allocates time and money to different products and services. If consumers are pleased the product or service then they would like to repurchase or suggest to their friends. (Perreau, 2014).

Kotler, 1997 explained that consumer purchasing's behavior happen after the consumer of satisfaction towards a product or service. If the result from product or service is opposite to their expectations they ignore it immediately but if it is beyond their expectation it surely that they prefer to repurchase toward the same product or service again.

Consumers have different needs that depend on the situation, they will try to satisfy their most important and then try to satisfy the next most important. There are five hierarchies of needs composes of psychological needs, safety needs, social needs, esteem needs and self-actualization needs. For example a salesman wants to have his own car for drive to meet a customer (need 1), he prefers a car with safety capacities (need 2), while many his friends use Toyota Vios so he wants to buy it too (need 3), he is a senior salesman and thinks that Toyota Altis is suitable with his position (need 4) and thinking about his future and his family, so Toyota Camry is the appropriate choice (need 5) and in the end he will select the most important need (Maslow, 1970).

Consumer needs become a motivation that they try to respond to their needs. Motivation may refer to reasons that conduct consumer's behavior which is arising from the needs, drives or desires. After motivation occur consumer will struggle to achieve their needs or objectives that could be caused naturally or by learning it (Freud, 1880).

A consumer's purchase intention sometimes depend on personal factor such as age, family life cycle, occupation, education and personal income. It can vary on span of age, for example when they were kids their parents will be the people who bought things for them. When they grow up, they can make the decision by themselves and they can buy things that they prefer. Family life cycle caused different purchasing behavior. Basically, consumer tend to purchase product in order to respond to their need even sometimes the price is expensive but when they have family that they have to take responsibilities, consumer will change their purchasing behavior automatically (Chaichan, 2001, p.123).

Paszkievicz (2003) explained on her research paper and the paper aimed to cost and demographic factors that affecting on consumer's purchase intention either purchase a new vehicle or lease a used vehicle. By using Consumer Expenditure (CE) Survey data 2000 indicate that 88 percent of all consumer have owned or leased a car. Which, cost is not the predominant factor in choosing to purchase a new car or lease a used car even though leasing a used car is financially less of a burden compared with purchasing a new car, the next most common method of acquiring a car is purchasing new one and leasing a used car stay the least common method.

The data from Consumer Expenditure (CE) Survey suggest that the choice of a car varies by demographics. Moreover, different demographic and various expenses involved in the consumer decision making either purchase a new car or lease a used car and several other factors were also being considered.

Siriwathananukul (2013) explained on his research and in this paper mentioned about influential factors toward consumer decision making that consist of demographic factors, marketing mix factors and motivation factors. Demographic factor analysis with 400 people and most of representative samples were 290 males which was 72.5 percent. Their ages were between 21-30 years old, which was 90.5 percent. For educational level, majority were Bachelor's degree and their average income was 15,001-30,000 baht/month, which was 77 percent. The researcher found that demographic factors including age and education level only that effect to consumer decision making on buying the eco-car for the first car project of customer in Bangkok.

As many scholar's research, it can summarize that Consumer's purchase intention means the sum total of a consumer's intention affect to behavior on purchasing toward product or service.

Brand Equity

A brand is a complex symbol. It is intangible sum of product's attributes, its name, product packaging, and price, its history, reputation, and the way it's advertised. A brand is also defined by consumer's impression of people who use it, as their own experience (Ogilvy, 1995). In the consumer perspective toward brand, they accumulate their experience with the brand then they will gradually create brand

image. A brand is simply a collection of perceptions in the mind of consumer (Cowley & Feldwick, 1991). Products provide functional or tangible benefits in term of physical satisfy while brand provide emotional or intangible benefits that can satisfy consumer's passion.

Brand is nothing more or less than the sum of all the mental connections with the people having around it. These will be memories from childhood like things mother had said about it. However, particularly in case of newer brands, memories from advertising (Millward Brown International). Whether consumer's memories in childhood or memories from advertising, they cover all consumer emotional aspects which is intangible such as trust, confidence, familiarity, shared experiences relationship, status and personality.

A brand can deliver up to four levels of meaning; attributes, benefits, values and personality. If a company treats a brand only as a name, it misses the point of branding (Kotler, 1991). These four levels are supported the brand, attributes are shape and image that consumer can recognize and remind them to the brand. Benefits are advantage of product or service which is tangible, value may intangible but consumer has feeling with brand and personality provide characteristic to consumer who use the brand.

Marketers around the world agree that brand image is the powerful factor for successful marketing. Brand image aids marketers differentiate their products or services from competitors. It helps consumer remember impressive products or services. A product was produced by the manufacturer and a brand is selected by consumer when they choose the product (King, 1988). It draws out about the importance of brand image, even products were produced by the same manufacturer but different brands also satisfy the consumer.

When time changes, marketing factor also changes. Siripullop (2000) as explained on his article, they adore famous brand product without considering any reason. They use expensive brand product without product knowledge, the decision to buy product is only based on the popularity of brand and brand image.

Nowadays, in the era of Generation C which is a new generation and without specific age but divided by using electronic devices and social media addicted behaviors (Decharin, 2012). Consumer have more reasons in order to make a decision on purchasing a product, they now consider the product with reasonable price or the attributes fitting to their needs or not. Therefore, it has an effect to the importance of brand image because they seek for the importance of brand equity and purchasing a valid product.

Brand equity is the added value endowed on products and services. It may be reflected in the way consumer think, feel and act with respect to the brand, as well as in the prices, market share and profitability the brand commands (Kotler, 2012, p. 265).

Aaker (1991) explained that brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm or to that firm's customer.

And brand equity can be grouped into five categories; brand loyalty, brand awareness, perceived quality, brand associations and other proprietary brand assets.

Gasca (2014) proposed in his article that nowadays young people are the most powerful customers, it is necessary to instill brand loyalty to them. Companies need to understand consumers that what they are thinking and what they are looking for in a brand. Younger generations are mobile and social network individuals. If wants to reach them, the company should be technologically equipped to the company. These youth are more informed today than the past generations and consume information from many different sources.

Chainirun (2011) mentioned in his article which focused on perceived quality and brand association that firms have to define which position of their brand in the market also to present the difference from other products of the same kind. Communication is the most important strategies that firms have to reach to the consumers and one of the most effective methods is through social media. Consumers should understand the product quality to show brand value which are the functionality and emotional values.

Every company try to create brand equity on their products or service because they want to satisfy the consumers need also keep customer-based. Sometimes it is not hard to gain the attention of the customers but to keep them loyal to the brand might be difficult to the retain. Thus, firms need to focus on customer-based brand equity which is the instill the effect of the brand knowledge consumers as far as marketing of the brand (Kotler, 2012, p. 266) is concerned.

According to brand equity theory, there are related significant factors which are brand awareness, brand association, perceived quality and brand loyalty. The researcher had study of periodic research and article started the following;

Brand Awareness

Brand awareness is a very important aspect for a brand, product or service in the market. When a new product is introduced into a market the primary aim is to make the target aware of the features of the product, within a year of introducing the product it must become popular by building the awareness of the product and the brand (Kokemuller, 2012).

Rossiter and Percy (1987) described brand awareness is a critical deliberation. It may be thought of as a buyer identify a brand within a category in sufficient detail to make a purchase. It is important to remember that sufficient detail does not always require identification of the brand name. Brand awareness may proceed through brand

recognition and brand is recognized at point of purchase. This is a key point in the consideration of brand awareness as a communication objective.

One of the important things in order to maintain brand awareness is advertising. Because the brand is needed to be introduced to the customers and therefore be acknowledged. The firms have to advertised the product from different locations and different situations. Repetition of advertising is used to keep the brand in the consumer's consideration set that set of brands to which a consumer gives serious attention when making a purchase decision (Macdonald and Sharp, 1997).

Therefore in this study, the researcher define brand awareness related with consumer's awareness that consumer having knowledge or discernment of product and gained through consumer's perception, recognition or outside information. Also, consumer recognize the brand of product or service. Initially, the customers have no knowledge about the brand. The company should come up with a good advertisement to entice the consumers to buy the brand and leave impressive impact to consumer's minds.

Brand Association

Aaker (1991) explained that brand associations are all the linkages that exist between a brand and products that enhances the impressions of a particular brand. It may refer to persons, a lifestyle, personality and attitude that creating a reason to purchase of those potential customers who are looking for specific associated physical or emotional features of the product.

Berger (1992) also described brand association involvement with consumer's emotional level and transfer to consumer's perspective toward a product and service. The perspective of consumers in their likelihood will occur after the situation or at the time of purchase and this perspective of purchase will translate into behavior.

Due to brand association related to consumer emotional, the positive associations help to strengthen brands and the equity that is carried into a leverage situation is affected by the types of associations made with the brand (Keller, 1998). Moreover, consumer feel comfort when they sense that the brand fits with their self-concept (Gurhan and Canli, 2007). So the association could be linked to brand personality even human characteristics

Besides, brand association involved with perceived value because it provides value in several ways. First, perceived value of a brand provides a pivotal reason-to-buy, influencing which brands are included and excluded from consideration, and the brand that is to be selected. And last, perceived value from the product can be used as a positioning strategy of various products, whether a car, a computer, or a shirt. These products can be shown as a premium product for the high-end consumers (Vantamay, 2007).

In this research, brand association relates between consumer's perceived value that consumers can perceive value from brand which is it worth for their money or not also creating reason to purchase. And brand personality is brand characteristic which can match with consumer's personality/ lifestyle and associate with consumer's attitude toward the brand.

Perceived Quality

Nakamura (2010) described perceived quality refers to the product quality that customers acknowledge via the look, the touch, and the feel of a product For example in terms of car, customers would like to glance around the car that they are interested they open the door, sit on the seat, and check the features in quality details.

Perceived Quality may provide a reason to purchase. The brand will have connection with a perception of overall quality. The quality connected with a brand can be a strong factor of comparison and positioning (Aker, 1991). Brand is intangible and the way to proving consumer perceived quality, firms need to deliver reliability and capability of the product to the consumers.

In additional, Zeithaml (1988) explained that perceived quality is the consumer's judgment about a product's overall excellence or superiority. It involves with difference and leadership from objective or actual quality and a higher level abstraction rather that a specific attribute of a product. Firms need to find how product leadership in order to deliver the perceived value to the consumers.

Furthermore, perceived quality may lead to consumers satisfaction, it will occur when consumer perceived product performance on their expectation of product quality also have a good experience with the brand perceived performance and expectation of product quality (Chaudhuri, 2002). Even though there are a lot of definitions from many authors each of the definition has a shared common meaning; which is, perceived quality is the consumer's perception overall components of product quality and product leadership.

Hence in the study, the researcher define perceived quality is consumer perceive quality from product or service and have an appreciation of it. There is a difference between appreciation and satisfaction in term of expectation because satisfaction happens when a product or service met what the consumer's expecting. On the other hand, appreciation happens when a product or service went beyond the consumer's expectation.

Brand Loyalty

Brand loyalty is a function of both behavior and attitudes, brand loyalty includes some degrees of commitment toward the quality of a brand that is a function of both positive attitudes and repetitive purchases (Jacoby and Kyner, 1973). Many companies try to create brand loyalty because when consumers are loyal to in the brand, they are familiar with the brand and repurchase the product.

Brand loyalty also can affect purchasing behavior that consumers often repurchase in the brand that they are familiar with. And psychological in terms of the attitude toward the brand (Shetz and Sobel, 2004). Therefore, when companies deliver value of the brand to the consumer, it will affect to consumer's attitude in the positive way and also affect to consumer's purchase intention.

Vaazquez and Iglesias (2001) explain that price premium of the brand can be indicated consumer's brand loyalty. In the paper mentioned that consumer's willingness to pay a price premium for the brand, recommend it to others and buy brand extensions. These are three aspects of the consumer response was able to generate competitive advantages for the brand. Most consumers are willing to pay for the brand that has been evaluated compared to an unknown brand of similar physical characteristics (Yoo, 2000).

However, every brand wants to attract the consumer. The consumers would have the positive feeling about the product in order to make brand loyalty. For this purpose, customer satisfaction is a necessary factor that can move the customers toward it. From this point of view, if the consumers are satisfied with their specific brand they would make repeat purchases and show commitment. Not only satisfaction other factors may affect the brand loyalty of consumer include trust, quality perceived values (Rizwan, 2014). Thereby, these factors are helpful in creating the multidimensional construct of brand loyalty.

Thus, the researcher define brand loyalty is consumer having familiarity with the brand which they love and faith in the brand of product or service and difficult to change their minds to other brands. And can be measured by price premium and satisfaction.

Brand Equity Components Affect to Consumer's Purchase Intention

Fatteross (2013) stated in the world of competition, product owners try to present the outstanding point of their product to get attention from consumers in many ways. They use marketing strategies in different styles, some use price strategy and some use distribution channel strategy. When the competition situation be like this the consumer's selection towards the product cannot be divided by difference of the products.

Companies try to create own prominent point in order to make consumers remember their product and difference from the competitors it is called "Brand". When consumers have more reason-to-buy, they start asking themselves why they have to pay more. It makes the brand need to have value itself, it called "Brand Equity" (Palmer, 2006).

Aaker (1991) stated Customer-Based Brand Equity (CBBE) is consumer's view toward brand equity that can help consumer interpret, manage and gather the information about the brand of product which the equity will have affect to

consumer's purchase intention. Basically, consumer will be pleased in previously purchased product, high quality, familiarity and importance. Besides, brand equity also support consumer's satisfaction towards the product. The Customer-based brand equity occurs when the customer is familiar with the brand and can afford the favorite, unique brand associations in memory (Keller, 1993).

Pongsiri Kamkankaew and Tatikul Chaiwun (2012) explained on their study that brand association has an effect on purchase decision that entrepreneurs should apply customer relationship management on the business such as creating story about coffee will convey the message to the consumers about ingredient's a cup of coffee or the origin of the coffee beans to make consumer realized the value of product.

Berman (2013) stated in his research, one of the key component marketing efforts is brand awareness which capture consumer attention via the amount of commercial messaging that they see or hear. It could be the mental shortcuts to make their decisions on buying products and services. As consumers remember the brand in their mind, it is easy to communicate with them what the brand is and what it stands for. Consumer decides more quickly from among a number of options that includes one known brand than they decide with a set that includes only unfamiliar ones.

The research of Apiluck Thammawimutti and Sirion Chaipoopirutana (2005) which applied survey the method for obtaining information from respondents of 400 consumers in Bangkok were potential purchasers of Sony Cyber-Shot digital cameras and found that the relationship between the element of brand equity and purchase intention are moderately positive. Due to the relationships, it showed that the intention and likelihood to purchase Sony Cyber-Shot digital cameras increased when consumer's perception of brand equity increased. Moreover, among of Sony Cyber-Shot digital cameras brand equity, respondents awarded high mark to perceived quality that can impact to consumer's purchase intention.

Pattamaporn Jiraboonma and Siripak Siritho (2013) explained on their research that in the paper focused on study brand equity affect to consumer's decision making on purchasing Honda's car 400 respondents in Bangkok area and use One-Way ANOVA method. In the study, the researcher found that brand equity's components; brand awareness, perceived quality, brand association and brand loyalty have positive relationships with consumer's decision making especially brand awareness that Honda should emphasize creation brand awareness in order to respond consumer's decision making on purchasing Honda car.

The paper of Fouladivanda, Pashandi, Hooman and Khanmohammadi (2013) aimed to investigate the relationship between brand equity's components and consumer's buying behavior toward FMCG (Fast Moving Consumer Goods). Random sampling method was applied in this study, through 200 respondents in different locations of Tehran, Shiraz and Isfahan in Iran. 200 questionnaires were distributed, only 150 questionnaires were returned and 50 questionnaires were

unclear. After measuring the impacts of brand equity elements, the highest impact refer to brand loyalty.

Conceptual Framework

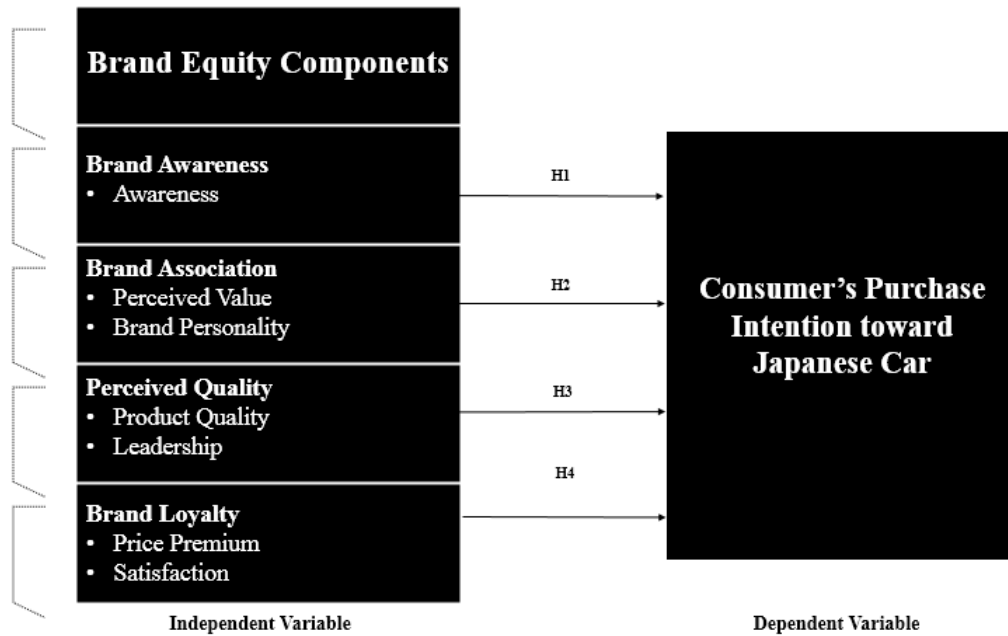


Figure 1: Conceptual Framework

Research Hypothesis

H.1: Brand awareness affect to consumer's purchase intention.

H.2: Brand association affect to consumer's purchase intention.

H.3: Perceived quality affect to consumer's purchase intention.

H.4: Brand loyalty affect to consumer's purchase intention.

3. Methodology

Research Design

Quantitative research will be used in this study. The questionnaire will be designed to examine brand equity components such as brand awareness, brand association, perceived quality and brand loyalty which are independent variables. The consumer's purchase intention toward Japanese car in Bangkok was the dependent variable. This study will be used to identify and clarify the independent variable that affects to the dependent variable in explainable and quantitative method.

Research Tools

The survey research will be used in this study and using probability sampling to select the sampling in order to study brand equity components which consists of brand

awareness, brand association, perceived quality and brand loyalty that affects the consumer's purchase intention toward Japanese car in Bangkok. The set of questionnaire will be use as a tool. In this study the researcher focus population who use Japanese car in Bangkok area. Therefore, the researcher will investigate the number of people who use Japanese cars in Bangkok area to set the amount of sampling. Then, the researcher will separate Bangkok area to be zone for random choosing the districts and location to distribute the set of questionnaires.

Sample Size

Regarding to researcher's focus on consumer who own/use Japanese car in Bangkok province. The researcher don't know the exact number. Therefore, the researcher will determine the simple size of consumer who own/use Japanese car in Bangkok that define the confidence level or risk level that is equal to 95 percent and the level of precision or sampling error is equal 5 percent as the formula of Cochran (1977).

Estimating sample size technique

$$n = \frac{Z^2}{4e^2}$$

Which:

n is the sample size

e is the level of precision = 0.05

Z is the statistic for a level of confidence Z = 1.96

So:

$$n = \frac{(1.96)^2}{4(0.05)^2}$$

$$n = 384.16 \approx 400$$

The sample size is 400 of consumer who own/use Japanese car in Bangkok.

Sampling

To select the sampling for this study, the researcher will separate Bangkok area. The 6 zones are Bangkok central zone, Bangkok southern, Bangkok northern zone, Bangkok eastern, Bangkok-Thonburi northern zone and Bangkok-Thonburi southern zone. The researcher used simple random sampling technique to select 6 districts form 50 districts of 6 zones in Bangkok which are Din Daeng, Sathorn, Don Muang, Kannayao, Thonburi and Bang Khun Thian. According to these districts, they have a lot of populations. Moreover, there are business areas and have a heavy traffic. The researcher used quota sampling technique to weighted populations in each district

in order to distribute questionnaire. The purpose of this sampling is to represent populations in Bangkok and the researcher distributed a set of questionnaires to amount of weighted population in each district.

Research Survey

The set of questionnaire for thesis which is submitted to a graduate school in partial fulfillment of the requirement for the degree of master in Marketing Management from The University of the Thai Chamber of Commerce (UTCC). There are three sections in the set of questionnaire.

Section 1: Personal Information sections from consumer who own/use Japanese car in Bangkok requires gender, age, education, monthly income and car brand ownership.

Section 2: Brand equity components which are brand awareness, brand association, perceived quality and brand loyalty

Section 3: Consumer's purchase intention toward Japanese car.

Data Collection

The researcher will use survey methodology to collecting the primary data by distributed set of questionnaires for 400 set with respondents in the location of each district which are Din Daeng district will be True Tower, Sathorn district will be Empire Tower, Don Muang district will be Airports of Thailand Public Company Limited, Khan Na Yao will be Fashion Island Department Store, Thonburi district will be The Mall Shopping Center (The Mall Tha Pra) and Bang Khun Thian district will be Central Plaza Rama 2. The process of collecting the primary data will be started from 1 July to 31 July 2015 and use the complete set of questionnaire to evaluate by instant program. Then the researcher will analysis the result and summarize in table format with describe.

Data Measurement and Analysis

Questionnaire can be distinguished in to three sections. Part1 is personal data section will be close-end question which is using descriptive statistics (frequency and percentage) and crosstab analysis. Part 2 is brand equity's components which are brand awareness, brand association, perceived quality and brand loyalty. Part 3 is consumer's purchase intention toward Japanese car. For part 2 to 3 will be five levels Likert scales. The level of agreement in questionnaire ranked start from (1) strongly disagree to (5) strongly agree.

Regarding to this study, the use survey methodology to collect the primary data will be supported to analyze the study factors affecting consumer's purchase intention toward Japanese car in Bangkok. The primary data from questionnaires will be processed by instant program. From the questionnaire in part 1 is personal data, the descriptive statistics will be use to describe of the primary data gathered from survey.

In part 2 and part 3 are brand equity components and consumer's purchase intention, the multiple regression method will use to test brand awareness, brand association, perceived quality and brand loyalty affect to consumer's purchase intentions toward Japanese car.

4. Result

The analysis of personal data by using descriptive statistic (Frequency and Percentage).

Table 1: Gender of the respondents

Gender of the respondents		
Gender	Frequency	Percent
Male	216	54.00
Female	184	46.00
Total	400	100.00

Table 1 shows that the number of sample which is 216 male respondents or 54% and 184 female respondents or 46%.

Table 2: Age of the respondents

Age of the respondents		
Age	Frequency	Percent
20 – 30 years	184	46.00
31 – 40 years	107	26.75
41 – 50 years	77	19.25
51 or older	32	8.00
Total	400	100.00

Table 2 shows that the number of sample aged between 20 – 30 years old comprise of 184 or 46%, aged between 31 – 40 years old is 107 or 26.75%, aged between 41 – 50 years old is 77 or 19.25% and aged between 51 or older is 32 or 8%.

Table 3 Education of the respondents

Education of the respondents		
Education Level	Frequency	Percent
Under Graduate	107	26.75
Bachelor's degree	251	62.75
Higher than Bachelor's degree	42	10.50
Total	400	100.00

Table 3 shows that the education level of the sample can be categorized as Under Graduate, Bachelor's degree and Higher than Bachelor's degree. The numbers of each category are 107 or 26.75%, 251 or 62.75% and 42 or 10.50% respectively.

Table 4 Monthly Income of the respondents

Monthly Income of the respondents		
Monthly Income	Frequency	Percent
Less than 30,000 THB	230	57.50
30,001 – 40,000 THB	77	19.25
40,001 – 50,000 THB	44	11.00
50,001 – 60,000 THB	17	4.25
Higher than 60,001 THB	32	8.00
Total	400	100.00

Table 4 shows that the Monthly Income of the sample can be categorized as Less than 30,000 THB, 30,001 – 40,000 THB, 40,001 – 50,000 THB, 50,001 – 60,000 THB and Higher than 60,001 THB. The numbers of each category are 230 or 57.50%, 77 or 19.25%, 44 or 11%, 17 or 4.25% and 32 or 8% respectively.

Table 5 Car Brand of the respondents

Car Brand of the respondents		
Car Brand	Responses	
	Number	Percent
Toyota	141	31.20
Honda	110	24.34
Nissan	57	12.61
Mazda	29	6.42
Mitsubishi	25	5.53
Suzuki	18	3.99
Subaru	8	1.77
Isuzu	64	14.16
Total	452	100.00

Table 5 shows that the Car Brand of the sample can be categorized as Toyota, Honda, Nissan, Mazda, Mitsubishi, Suzuki, Subaru and Isuzu. The numbers of each category are 141 or 31.20%, 110 or 24.34%, 57 or 12.61%, 29 or 6.42%, 25 or 5.53%, 18 or 3.99%, 8 or 1.77% and 64 or 14.16% respectively.

The analysis level agreement of the sample who own/use Japanese car on brand equity components

Table 6 The analysis level agreement of the sample who own/use Japanese car on brand equity components

Brand Equity Components	Mean	S.D.	Level of agreement
Brand Awareness: Awareness			
I can recognize some characteristics of this brand.	3.87	0.92	Agree
I can differentiate this brand from others.	3.93	0.96	Agree
This brand comes up first in my mind when I want to purchase a car.	3.76	1.04	Agree
When I see an advertising about car, I always think about Japanese Car Brand at first.	3.75	1.03	Agree
When I think of Japanese Car I can recognize the brand name immediately.	4.05	1.01	Agree

Brand Equity Components	Mean	S.D.	Level of agreement
Brand Association: Perceived Value			
This brand provides good value for the money.	3.92	0.84	Agree
The quality of this brand is reliable.	3.85	0.81	Agree
I am proud to own/ use a car of this brand.	3.79	0.91	Agree
What I get from this brand is worth the cost.	3.79	0.87	Agree
This brand is safe to use.	3.57	0.93	Agree
Brand Association : Brand Personality			
This brand matches my personality.	3.73	0.97	Agree
I can quickly recall the symbol or logo of this brand.	3.97	0.96	Agree
I have a clear image of the type of person who would use this brand.	3.68	1.00	Agree
I can remember advertising of this brand.	3.71	1.04	Agree
I believe that using this brand can reflect my image.	3.56	1.01	Agree
Perceived Quality: Product Quality			
I can expect superior performance from this brand.	3.70	0.88	Agree
The quality of this brand is very high quality.	3.66	0.91	Agree
In term of overall quality, I would rate this brand high value.	3.53	0.93	Agree
This brand is very durable.	3.56	0.96	Agree
The quality of a car is the most important criteria of purchasing a car.	4.04	0.94	Agree

Brand Equity Components	Mean	S.D.	Level of agreement
Perceived Quality: Leadership			
This brand is quality leader within its product category.	3.66	0.94	Agree
This brand is very reliable.	3.64	0.87	Agree
I don't have difficulties in finding the information that I need from this brand.	4.01	0.90	Agree
This brand is better as compared to other brands of the product in term of the color/designed/appearance.	3.65	1.02	Agree
This brand always develop for the new technology.	3.87	0.87	Agree
Brand Loyalty: Price Premium			
I will definitely purchase this brand although its price is higher than other brands that offer similar benefits.	3.41	1.05	Agree
I will not purchase other brands if this brand available.	3.25	1.08	Neutral
I intend to purchase this brand and anything from the product category the brand belong to.	3.49	1.06	Agree
This brand would be my first choice.	3.54	1.05	Agree
I would purchase this brand on the next opportunity.	3.61	1.06	Agree
Brand Loyalty: Satisfaction			
I am very satisfied with my current car brand.	4.00	0.90	Agree
I am likely to select the same brand when I purchase a new car.	3.58	1.03	Agree
I would recommend this brand to others.	3.65	0.96	Agree
If this brand is out of stock, I can wait for it without switching to other brands.	3.39	1.08	Neutral
I am delighted with any of my experience with this brand.	3.67	0.97	Agree

Consumer's purchase intention	Mean	S.D.	Level of agreement
Consumer's purchase intention toward Japanese Car			
In term of ownership, I intend to purchase Japanese car than lease.	4.11	0.99	Agree
If I have an opportunity, I would suggest my relatives, friends or acquaintances purchase a Japanese car.	3.72	0.94	Agree
If I plan to purchase a car, I intend to repurchase a Japanese car again.	3.64	0.98	Agree
I intend to purchase a Japanese car again than others	3.57	1.08	Agree
I would like to have Japanese Car more than one.	3.70	1.18	Agree

Table 6 shows the result level agreement of consumer who own/use Japanese car. The researcher asked the consumers about Japanese car to give feedback in terms of all related factors that include brand awareness, brand association, perceived quality, brand loyalty and consumer's purchase intention by choosing the provided scale questions that scale the agreement toward each related factors from 1(Strongly disagree) to 5(Strongly agree). Since using 5-point rating scale, the means 3.41-4.20 reveal that agree level affect consumer's purchase intention and its related factors on Japanese car.

Brand awareness was constituted with awareness which consisted of 5 questions. The mean value of all questions are between 3.41- 4.20 that shows the agree level of brand awareness on Japanese car. The highest agree level of this factor is question No.5 that shows mean value is equal to 4.05 and S.D. is equal to 1.01 and the lowest is question No.4 that shows mean value is equal to 3.75 and S.D. is equal to 1.03.

Brand association was constituted with two dimensions; The Perceived Value and Brand Personality in the questionnaire which consisted of 10 questions. The mean value of all questions are between 3.41- 4.20 that shows the agree level of brand association on Japanese car. The highest agree level of this factor is question No.1 of Perceived Value that shows mean value is equal to 3.92 and S.D. is equal to 0.84 and the lowest is question No.10 of Brand Personality that shows mean value is equal to 3.56 and S.D. is equal to 1.01.

Perceived Quality was constituted with two dimensions; The Product Quality and Leadership in the questionnaire which consisted of 10 questions. The mean value

of all questions are between 3.41- 4.20 that shows the agree level of perceived quality on Japanese car.

The highest agree level of this factor is question No.5 of Product Quality that shows mean value is equal to 4.04 and S.D. is equal to 0.94 and the lowest is question No.3 of Product Quality shows mean value equal to 3.53 and S.D. equal to 0.93.

Brand Loyalty was constituted with two dimensions; The Price Premium and Satisfaction in the questionnaire which consisted of 10 questions. The mean value of all questions are between 2.61-3.40 and 3.41-4.20 that shows the agree level of brand loyalty on Japanese car. The highest agree level of this factor is question No.6 of Satisfaction that shows mean value is equal to 4.00 and S.D. is equal to 0.90 and the lowest is question No.2 of Price Premium that shows mean value equal to 3.25 and S.D. is equal to 1.08.

Consumer's purchase intention toward Japanese car constituted with five questions in the questionnaire. The mean value of all questions are between 3.41-4.20 show the agree level of consumer's purchase intention toward Japanese car. The highest agree level of this factor is question No.1 shows mean value equal to 4.11 and S.D. equal to 0.99 and the lowest of this factor is question No.4 shows mean value equal to 3.57 and S.D. equal to 1.08.

Hypothesis Testing

H1: Brand awareness affect to consumer's purchase intention.

H2: Brand association affect to consumer's purchase intention.

H3: Perceived quality affect to consumer's purchase intention.

H4: Brand loyalty affect to consumer's purchase intention.

Table 7: Model Summary analysis

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.875 ^a	.766	.764	.42393

Table 8: ANOVA analysis

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	223.553	4	55.888	310.984	.000 ^b
Residual	68.112	379	.180		
Total	291.665	383			

Table 9: Coefficients analysis

Coefficients^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.083	.126		-.659	.510
Brand Awareness	.104	.043	.091	2.413	.016
Brand Association	.210	.071	.170	2.952	.003
Perceived Quality	.154	.065	.126	2.385	.018
Brand Loyalty	.579	.046	.562	12.631	.000

Table 7 Model Summary table show R Square is 76.6% which means consumer's purchase intention toward Japanese car can be explained by brand awareness, brand association, perceived quality and brand loyalty. However Adjusted R Square is 76.4% that the value of R Square and Adjusted R Square are much closer due to the number of observation and it is very large compared to the number of predictors.

Table 8 ANOVA table shows that p-value is less than 0.05. All hypothesis which are H1, H2, H3 and H4 can be accepted. Thus, it affects on brand awareness, brand association, perceived quality and brand loyalty and consumer's purchase intention toward Japanese car.

Table 9 shows coefficient of brand awareness, brand association, perceived quality and brand loyalty affects to consumer's purchase intention toward Japanese car because the p-value is less than 0.05.

From the coefficient table, the standardized coefficient column, comparing all related factors. The level of brand loyalty is the highest which indicates that brand loyalty is the most important factors that affect to consumer's purchase intention toward Japanese car.

$$\text{Consumer Purchase Intention} = -0.083 + 0.104X\text{Brand Awareness} + 0.210X\text{Brand Association} + 0.154X\text{Perceived Quality} + 0.579X\text{Brand Loyalty}$$

The estimation tells us the amount of increase in consumer's purchase intention that would be predicted by 1 unit increase in brand awareness, brand association, perceived quality and brand loyalty.

Summary of hypothesis testing results.

Table 10 Summary of hypothesis testing result

Hypothesis	Description	Sig (2tailed)	Result
1	Brand awareness affect to consumer's purchase intention.	0.016	Accept H1
2	Brand association affect to consumer's purchase intention.	0.003	Accept H2
3	Perceived quality affect to consumer's purchase intention.	0.018	Accept H3
4	Brand loyalty affect to consumer's purchase intention.	0.000	Accept H4

According to table 4.19 it shows all hypothesis which are H1, H2, H3 and H4 can be accepted because p-value is less than 0.05. It means brand awareness, brand association, perceived quality and brand loyalty affects on consumer's purchase intention.

5. Conclusion

The result was partially supported on previous study. In this study, brand equity components which are brand awareness, brand association, perceived quality and brand loyalty affects on consumer's purchase intention toward Japanese car in Bangkok that shown R Square which is 76.6%. It means consumer's purchase intention toward Japanese car can be explained by brand awareness, brand association, perceived quality and brand loyalty. However, Adjusted R Square is 76.4% that the value of R Square and Adjusted R Square are much closer due to the number of observations and it is very large compared to the number of predictor. The p-value is less than 0.05. All hypothesis which are H1, H2, H3 and H4 can be

accepted. Thus, it affects on brand awareness, brand association, perceived quality and brand loyalty and consumer's purchase intention toward Japanese car. The coefficient of brand awareness, brand association, perceived quality and brand loyalty affects on consumer's purchase intention toward Japanese car because the p-value is less than 0.05. The standardized coefficient column is being compare to all related factors. The level of brand loyalty is the highest which indicates that brand loyalty is the most important factors that affect to consumer's purchase intention toward Japanese car.

Discussion

In this study, the purpose was focus affecting between the brand equity's components and consumer's purchase intention toward Japanese car in Bangkok. All the brand equity components which are brand awareness, brand association, perceived quality and brand loyalty affects to consumer's purchase intention and the research result can be proved all the hypothesis of this study. According to hypothesis 1 the result of this study proved that brand awareness affects on consumer's purchase intention which was similar with the existing research of Rossiter and Percy (1987). For hypothesis 2 the results indicate that brand association affects consumer's purchase intention. This result was similar with the study of Gurhan and Canli (2007). In the hypothesis 3 the result indicated that perceived quality association affect to consumer's purchase intention, which is related to the study of Zeithaml (1988). And the hypothesis 4 of this study proved that brand loyalty affects on consumer's purchase intention which was similar with the existing research of Vaazquez and Iglesias (2001).

Implication for Business

Regarding to brand equity the marketer have to focus on its components which are brand awareness, brand association, perceived quality and brand loyalty.

From the results of brand awareness, the lowest agree level is advertising. It might be on advertising Japanese car brand rather than outstanding or capturing in consumer's mind. Therefore, it is necessary that marketer should to pay attention on advertising and create a modern advertising or creative advertising, such as marketer that can use interesting topic in the current situation and adapt an advertising to catch customer's attention.

In terms of brand association, the lowest agree level of the brand is safe to use. Hence, companies need to emphasize the value of car deliver to the consumers especially the safety parts. Companies should add on security system with the reliable security system brand that market to gain consumer's trust.

For perceived quality, the product quality results the lowest agree level which overall quality they rate Japanese car brand with high value. Thus, companies have to concern about car quality that is the main point because it is an impact to brand value which deliver to consumer and consumer's reliance to the brand.

In terms of brand loyalty, from price premium results the lowest agree level is that they will not purchase others brands if Japanese car brand is available. As price premium part shows that consumer is quite sensitive with the price from the results which rate is in neutral level, so it is necessary that companies need to focus on pricing accord with car model that is comparable with others brand in the same model class. However, it does not help to increase the value of their brand if companies reduce the price but companies should add on more functions of the car to increase the value instead.

Finally, marketer in Japanese car companies or any related companies should research more about consumer's purchase intention and brand equity components that also use the research in order to develop their weaknesses or limitations with the brand which can impact to consumer's purchase intention.

Limitation and Further Research

Limitation

The first is the number of consumer who use Japanese car in Bangkok is not specific in number. Therefore, the researcher have to use random sampling in order to distribute the questionnaires. Some of the locations is company, so the researcher have limited time during weekdays such as lunch break time and after work of employees. Sometimes the respondent might hurry or busy, that's why the answer may not correspond to their feeling. And the last, the research set the brand equity components as the main factor which belongs to David Aaker's theory. There are less information and data from others in this theory so most of literature review are form David Aaker.

Further Research

The first is in the research, the researcher focused on consumer in Bangkok area only. Therefore, further research should investigate more about the big city such as Chiangmai, Udonthani and Phuket because the difference of environment influence might impact to the consumer's purchase intention in order to purchase a new car. In the research, the researcher focused only on consumer who use Japanese car so further should study other brands such as European car, Korea car or China car because the difference of car brand or car nationality might impact to the consumer's purchase of a new car. And the last, the research took about 1 month to distribute questionnaires that visit only 1 time in some location For the next research study, the researcher should take more time to distribute questionnaires and increase the frequency of location visits to gain more variety of responses from many groups of Japanese car consumer in different period of time which should provide more accuracy result.

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