

**Service Marketing Mix and Brand Value Influencing
Consumers' Purchasing Decision of Used Car in Phuket**

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Sunisa Kongkumkaew¹ and Sirawit Sirirak

Faculty of Management Science,

Phuket Rajabhat University, Phuket, Thailand

E-mail: S6680141120@pkru.ac.th¹, sirawit.s@pkru.ac.th

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Abstract

This study investigates the impact of service marketing mix factors and brand equity on consumer decision-making in the context of purchasing used cars in Phuket, Thailand. As competition intensifies within the used car market, understanding the factors that influence consumer behavior becomes essential for businesses seeking to retain and attract customers. The objective of this research is to examine how elements of the service marketing mix and brand equity shape purchasing decisions, offering insights into effective business strategies for used car dealerships. A quantitative research methodology was employed, using a structured questionnaire distributed to 400 respondents who had previously purchased used cars from dealerships in Phuket. The data were analyzed using descriptive statistics and multiple regression analysis to assess the relationship between the independent variables, service marketing mix (product, price, promotion, place, people, process, and physical evidence) and brand equity (brand association, brand awareness, perceived quality, and brand loyalty), and the dependent variable, which is the consumers' purchase decision. The findings reveal that the majority of respondents were male, aged 30–39 years, held a bachelor's degree, and earned between 30,001–40,000 THB per month. Eco-cars and sedans were the most frequently purchased vehicle types, with Honda and Toyota as the most preferred brands. Statistical analysis demonstrated that all components of the service marketing mix had a significant and positive effect on consumer purchase decisions. Likewise, all brand equity dimensions also exhibited strong positive correlations with purchasing behavior. These results suggest that both marketing strategies and brand perception play a vital role in influencing consumer behavior in the used car market. The study recommends that used car businesses in Phuket improve service delivery, showroom presentation, online visibility, and after-sales support. Strengthening brand-customer relationships, particularly by building trust, enhancing customer experience, and promoting loyalty, is also emphasized as a strategic priority. Future research should explore additional influencing factors such as technological adoption, online review credibility, or financing options, and expand the geographic scope to include other provinces for comparative insights. The findings offer valuable guidance for businesses aiming to optimize marketing efforts and build sustainable consumer relationships in Thailand's used car industry.

Keywords: Used Car Market, Service Marketing Mix, Brand Equity, Consumer Decision-Making

1. Introduction

1.1 Background and Importance of the Problem

Cars are an essential part of modern daily life, work, and business. Automobiles are the most popular land transportation vehicles because they provide convenience and serve multiple purposes. From the past to the present, Thailand has experienced continuous economic growth, and the automobile industry has expanded steadily. The demand for private vehicles among consumers has increased each year (Manager Online, 2023).

The need for transportation is essential for Thai citizens. Used cars, or pre-owned vehicles, offer an alternative for individuals looking to purchase a car at an affordable price suitable for their income (Pholphirul, 2007). As a result, the used car market has gained interest and has been growing rapidly, with a trend toward continued expansion, even during economic downturns. Kasikorn Research Center reported that despite the economic recession caused by the pandemic, the used car market continued to grow due to increasing consumer demand for private vehicles. It is estimated that in 2022, the used car market would expand by 3–5%, reaching approximately 600,000–700,000 units. This growth is attributed to the recovery of the overall economy and household income, alongside inflation, which has directly impacted consumers and encouraged them to consider used cars over new ones (Kasikorn Research Center, 2022).

The used car business in Phuket is highly competitive due to the large number of showrooms and dealerships. Additionally, a used car association was established in Phuket in 2005, with 60 business members operating within the province (Sathaporn Chumnoon, 2024). Therefore, purchasing a used car is a crucial decision for consumers, requiring consideration of multiple factors. These factors include the price of the vehicle, its certified condition, vehicle history, bank financing options, acceptable interest rates, installment periods, dealership promotions, value for money, maintenance costs, and after-sales service. Consumers often compare these aspects before making a final purchase decision.

Thus, the researcher is interested in studying customer opinions regarding the factors influencing their decision to buy used cars in Phuket. The findings from this study will be utilized to develop and improve the management and operation of the used car business in Phuket to enhance its efficiency.

1.2 Research Question

- 1) What are the demographic characteristics and purchasing behaviors of consumers buying used cars in Phuket?
- 2) What are the levels of service marketing mix factors, brand value factors, and decision-making factors influencing consumers' purchase of used cars in Phuket?
- 3) How are service marketing mix factors and brand value factors related to consumers' decision-making when purchasing used cars in Phuket?

1.3 Research Objective

1) To study the demographic factors and purchasing behavior of consumers buying used cars in Phuket.

2) To examine the levels of service marketing mix factors, brand value factors, and decision-making factors influencing consumers' purchase of used cars in Phuket.

3) To analyze the relationship between service marketing mix factors, brand value factors, and decision-making factors affecting consumers' purchase of used cars in Phuket.

2. Literature Review

2.1 Related Concepts and Theories

The service marketing mix factors refer to a group of marketing tools that businesses utilize to craft and execute strategies aimed at influencing consumer decisions, particularly in the context of purchasing used cars in Phuket Province. These elements, commonly known as the 7Ps, include Product, Price, Place (distribution channels), Promotion, Process (service procedures), People (service personnel), and Physical Environment. Each component plays a vital role in delivering value, building trust, and enhancing customer satisfaction in service-driven industries like the used car business. In parallel, the concept of brand value pertains to the significance and worth that customers assign to a particular brand. This value is not limited to financial considerations but also encompasses customer perceptions regarding quality, trust, and brand image. Components of brand value include brand association, brand awareness, perceived quality, and brand loyalty. A brand with high perceived value helps a business stand out in a competitive market and strengthens consumer confidence in the purchasing decision. Furthermore, the consumer purchasing decision process is typically described as a five-stage model. The process begins with problem or need recognition, where internal or external stimuli prompt a consumer to identify a need. Next, the consumer engages in an information search to explore product options. This is followed by the evaluation of alternatives based on specific criteria such as price, brand, and service quality. The fourth stage involves making the actual purchase decision, influenced by factors such as product availability, peer opinions, and perceived risk. Finally, post-purchase behavior reflects the consumer's assessment of their satisfaction with the product. A positive experience may lead to repeat purchases and brand loyalty, while dissatisfaction can result in negative word-of-mouth or switching to a competitor. Understanding these concepts provides a foundation for analyzing how service quality, brand perception, and consumer behavior affect used car purchasing decisions in Phuket.

2.2 Literature Surveys

Several previous studies have examined the relationships between marketing strategies, brand value, and consumer behavior in the used car market and other similar service-based industries. Pholphirul (2007) pointed out that the affordability of used cars makes them a practical choice for Thai consumers, especially those with limited income, thus fueling the growth of the second-hand vehicle sector. More recent market analyses by Manager Online (2023) and the Kasikorn Research Center (2022) confirm the continued expansion of the used car industry, even during periods of economic downturn. These sources report that inflation and the increased cost of living have made used cars a more attractive option, as consumers seek cost-effective alternatives to new vehicles. In terms of marketing strategy, the extended marketing mix or 7Ps has been widely studied for its

impact on consumer decision-making and service satisfaction. Scholars such as Lovelock and Wirtz have argued that these marketing mix elements are essential in crafting a seamless service experience, particularly in high-involvement purchases like vehicles. In the domain of brand value, Aaker (1991) and Keller (1993) have laid the theoretical foundation for understanding how brand equity components, such as brand loyalty, awareness, and perceived quality, contribute to a brand's market performance and customer retention. Furthermore, Kotler and Keller (2016) emphasized the relevance of the five-stage consumer decision-making model in explaining how consumers process information and make choices in high-risk, high-cost situations like buying a car. Overall, these studies offer a comprehensive background for exploring the interplay between service marketing, brand perception, and consumer purchasing behavior in the context of used cars in Phuket.

2.3 Conceptual Framework

Based on the summary of the literature review, the author has developed a research framework, as illustrated in Figure 1 below. This study employs a quantitative research methodology, and the researcher has defined the research framework with the following details.

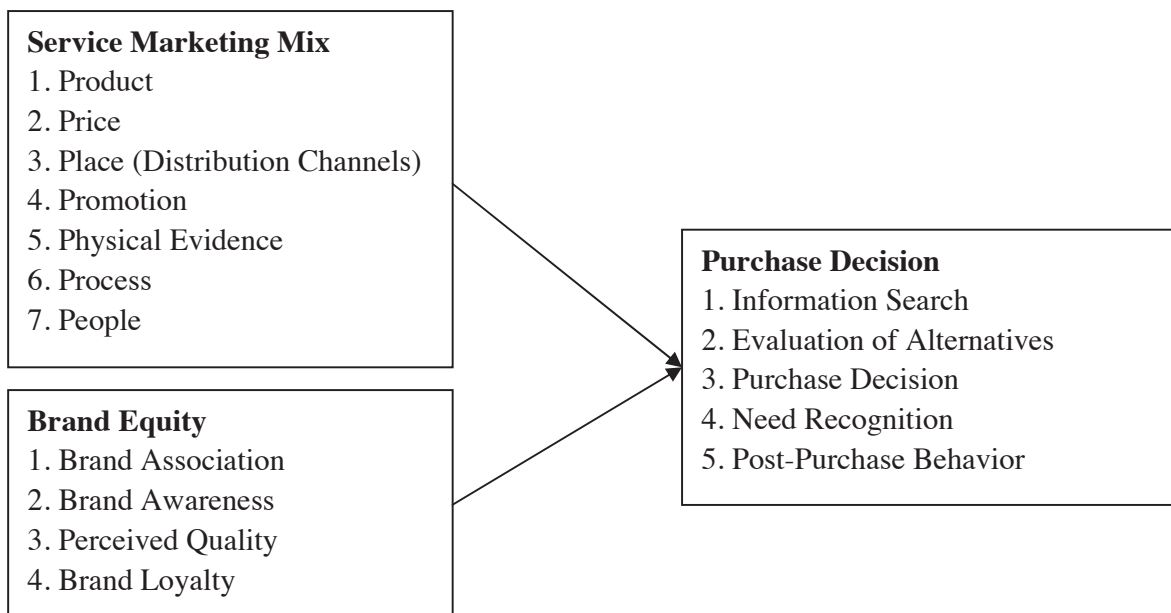


Figure 1 Conceptual Framework

2.4 Research Hypothesis

1) The service marketing mix factors have a statistically significant positive relationship with the purchase decision of used cars among consumers in Phuket.

2) The brand equity factors have a statistically significant positive relationship with the purchase decision of used cars among consumers in Phuket.

3. Research Methodology

3.1 Research Design

This research employed a quantitative approach to examine the factors influencing consumer decisions in purchasing used cars in Phuket. The study aimed to analyze relationships among service marketing mix factors, brand equity, and purchasing decision factors. The primary data collection method was the use of a structured questionnaire, designed and developed by the researcher based on theoretical frameworks, previous literature, academic texts, research articles, and relevant theses. The study was conducted systematically to ensure the reliability and validity of the data collected and to meet the research objectives.

3.2 Population and Sample

The population in this study consisted of consumers who purchased used cars from dealerships in Phuket Province. However, the exact size of this population is unknown and considered to be large and indefinite. Therefore, the sample size was determined using W.G. Cochran's formula, with a 95% confidence level and a $\pm 5\%$ margin of error. The result of the calculation indicated that at least 385 samples were required. To ensure accuracy and minimize potential errors, the researcher rounded up the sample size to 400 respondents. The sampling method employed was purposive sampling, targeting individuals who had experience purchasing used cars in Phuket and were willing to provide relevant information for the study.

3.3 Research Instruments

The main research instrument used in this study was a self-constructed questionnaire. The questionnaire was developed based on theories and findings from literature reviews, academic publications, and previous studies relevant to consumer behavior, marketing, and brand value. The questionnaire consisted of five sections. Section 1 included screening questions to collect demographic data and purchasing behaviors. Section 2 assessed the respondents' opinions on service marketing mix factors using a 5-point Likert scale. Section 3 measured brand equity factors, also using a 5-point Likert scale. Section 4 evaluated the respondents' opinions regarding their purchasing decisions. Section 5 provided open-ended questions for additional comments, suggestions, and recommendations from the participants.

3.4 Data Collection

Data collection for this study was conducted from September 2024 to January 2025. The researcher initiated the process by submitting a request for data collection approval to the Business Administration Department, Faculty of Management Sciences, Phuket Rajabhat University. Upon receiving approval, the questionnaire was distributed through an online platform using a Google Forms link and QR code, allowing participants to access and complete the survey conveniently. After the data collection period ended, all returned questionnaires were screened for completeness and accuracy. Valid responses were then used for further data analysis.

3.5 Statistics Used for Data Analysis

The statistical analysis in this study was divided into two main parts: descriptive statistics and inferential statistics. Descriptive statistics were used to analyze the respondents' demographic information, as well as their opinions on the service marketing mix, brand equity, and purchasing

decisions. The analysis employed measures such as frequency, percentage, mean, and standard deviation. For inferential statistics, multiple regression analysis was applied to test the research hypotheses, specifically to explore the influence of service marketing mix and brand equity on consumer decision-making in the purchase of used cars in Phuket.

4. Data Analysis and Findings

4.1 Introduction

This chapter presents the analysis and interpretation of the quantitative data collected through the research instrument. The primary aim is to explore and evaluate the factors influencing consumers' decisions to purchase used cars in Phuket, Thailand. The analysis was conducted in alignment with the research objectives, focusing on two key aspects: (1) the influence of the service marketing mix on purchase decisions, and (2) the impact of brand equity on consumer behavior in the used car market. Descriptive statistics were used to summarize the demographic profile of respondents, including gender, age, education, marital status, occupation, income, car preferences, and purchasing behavior. The findings provide a clear picture of the sample characteristics and help contextualize the factors affecting consumer decisions. To examine the relationships between independent variables (i.e., components of the service marketing mix and brand equity) and the dependent variable (purchase decision), multiple regression analysis was employed. Prior to this, a correlation analysis was conducted to ensure the absence of multicollinearity among independent variables. The correlation values ranged between 0.268 and 0.648, which are within acceptable limits and confirm the suitability of variables for regression analysis. The regression analysis results are presented in two parts, corresponding to each research objective. Each analysis highlights the statistical significance of the independent variables and their relative influence on consumers' decisions. The results are interpreted using standardized beta coefficients, p-values, and the adjusted R^2 values, offering insights into the extent to which the variables explain variations in purchase behavior. The findings from this analysis serve as a foundation for drawing conclusions and formulating recommendations in subsequent chapters.

4.2 Data Analysis of the Quantitative Data

The research findings indicate that the majority of respondents were male (58.8%). Most were aged between 30-39 years (59.1%), followed by those aged 40-49 years (24.6%). The highest level of education among respondents was a bachelor's degree (51.4%), followed by secondary education/vocational certificate (34.5%). The majority were single (60%), followed by married individuals (29.3%). The most common occupation was business owner/self-employed (37%), followed by private company employees (35.5%). The highest proportion of respondents had a monthly income between 30,001-40,000 THB (31.8%), followed by those earning 20,001-30,000 THB (30.5%).

The most purchased type of car was an eco-car (68.2%), followed by a sedan (52.9%). The most preferred car brand was Honda (58.8%), followed by Toyota (51.4%). The most common car replacement period was 4-6 years (51.4%), followed by 7-10 years (24%). The highest budget for purchasing a new car per unit was 500,001-1,000,000 THB (51.1%), followed by 1,000,001-3,000,000 THB (22.3%).

This study used a quantitative research methodology to address Objectives 1 and 2. A correlation analysis was conducted between independent variables to ensure that their correlation did

not exceed 0.80, both positively and negatively. The obtained values ranged between 0.268 and 0.648, indicating that there were no issues of multicollinearity. Subsequently, multiple regression analysis was used to address Objectives 1 and 2.

Objective 1: The research findings revealed that the service marketing mix factors have a statistically significant positive relationship with consumers' decision to purchase used cars in Phuket, as shown in Table 1.

Table 1 Results of Multiple Regression Analysis of Service Marketing Mix Factors Affecting Consumers' Decision to Purchase Used Cars in Phuket

Model	Purchase Decision				
	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	.787	.142	.000	5.548	.000
Product	.288	.033	.113	2.657	.008
Price	.101	.032	.133	3.120	.002
Distribution Channels	.055	.028	.076	1.923	.055
Marketing Promotion	.145	.038	.171	3.832	.000
Physical Appearance	.167	.031	.215	5.347	.000
Service Process	.143	.029	.188	4.861	.000
Personnel	.116	.031	.151	3.728	.000
R	R²	Adjust R²	SE(est.)	F	Sig.
0.792	0.627	0.621	0.130	94.252	0.000

*Indicates that the P-value < 0.05

From Table 1, it was found that service marketing mix factors have a statistically significant positive relationship with consumers' decision to purchase used cars in Phuket (p-value = 0.00). The service marketing mix factors can explain 62.1% of the variation in consumers' purchase decisions for used cars in Phuket (Adjusted R² = 0.621).

Considering each component, product, price, marketing promotion, physical appearance, service process, and personnel all have a statistically significant positive relationship with consumers' decision to purchase used cars in Phuket (p-value < 0.05). Among these factors, physical appearance has the highest influence on purchase decisions, followed by service process, marketing promotion, personnel, price, and product, respectively.

Objective 2: The research findings indicate that brand equity has a statistically significant positive relationship with consumers' decision to purchase used cars in Phuket, as shown in Table 2.

Table 2 Results of Multiple Regression Analysis of Brand Equity's Positive Relationship with Consumers' Decision to Purchase Used Cars in Phuket

Model	Purchase Decision				
	Unstandardized Coefficients		Standardized Coefficient	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.122	.146	.000	7.675	.000
Brand Relationship	.268	.033	.324	8.132	.000
Brand Awareness	.170	.028	.235	6.190	.000
Perceived Quality	.142	.025	.221	5.614	.000
Brand Loyalty	.169	.029	.233	5.881	.000
R	R²	Adjust R²	SE(est.)	F	Sig.
0.753	0.568	0.563	0.140	129.66	0.000

*Indicates that the P-value < 0.05

From Table 2, it was found that brand equity has a statistically significant positive relationship with consumers' decision to purchase used cars in Phuket (p-value = 0.00). Brand equity can explain 56.3% of the variation in consumers' purchase decisions for used cars in Phuket (Adjusted R² = 0.563). When considering each component, brand relationship, brand awareness, perceived quality, and brand loyalty all have a statistically significant positive relationship with consumers' decision to purchase used cars in Phuket (p-value < 0.05). Among these factors, brand relationship has the highest influence on purchase decisions, followed by brand loyalty, brand awareness, and perceived quality, respectively.

4.3 Summary of the Results

The results of the study provide valuable insights into consumer behavior in the used car market in Phuket. The demographic analysis showed that respondents came from diverse backgrounds in terms of age, education, marital status, occupation, and income. Most participants were working professionals with varying levels of education and income, reflecting a wide range of consumer perspectives. In terms of car purchasing behavior, eco-cars and sedans emerged as the most popular choices among buyers, with a strong preference for well-established car brands. Respondents typically considered replacing their cars within a moderate time frame and had a clear budget range in mind when making purchase decisions. The regression analysis addressing the first objective demonstrated that the service marketing mix significantly influenced consumers' decisions to purchase used cars. Specifically, factors such as physical appearance, service process, marketing promotion, and personnel had the strongest impact. This suggests that both tangible and service-related elements play a crucial role in shaping consumer preferences. For the second objective, the analysis confirmed that brand equity also had a significant positive relationship with purchase decisions. Components such as brand relationship, loyalty, awareness, and perceived quality were all influential, with brand relationship being the most impactful. Overall, the findings highlight that both marketing strategies and brand perception are key drivers in the decision-making process for used car buyers in Phuket.

5. Conclusion, Discussion, and Recommendation

5.1 Conclusion

This study aimed to examine the impact of service marketing mix factors and brand equity on consumers' purchase decisions regarding used cars in Phuket. A total of 400 respondents who had purchased used cars from dealerships in Phuket were surveyed using a structured questionnaire. The data were analyzed using various statistical methods, including frequency, percentage, mean, standard deviation, and multiple regression analysis. The findings showed that the majority of respondents were male, aged between 30–39 years, and held at least a bachelor's degree. Most were single or married and worked as business owners or employees in private companies, with a monthly income ranging from 30,001 to 40,000 baht. The most purchased car types were eco-cars and sedans, with Honda and Toyota as the most preferred brands. The average car replacement cycle was 4–6 years, and the purchasing budget typically ranged between 500,001 and 1,000,000 baht.

Hypothesis testing revealed that service marketing mix factors, including product, price, marketing promotion, physical evidence, service process, and personnel, were positively and significantly associated with consumers' purchase decisions. Similarly, brand equity factors, including brand association, brand awareness, perceived quality, and brand loyalty, also showed a statistically significant positive relationship with purchase decisions. These findings highlight the critical role of both service strategies and brand perception in shaping consumer behavior in the used car market in Phuket.

5.2 Discussion

Regarding Objective 1, the study found that service marketing mix factors had a significant positive influence on used car purchasing decisions. Factors such as product characteristics, price fairness, promotional strategies, physical presentation, service process, and personnel competence were all significantly correlated with consumer decisions. Key considerations influencing buyer decisions included engine performance, suspension quality, accident-free body condition, parts availability, and after-sales service. Price consideration was strongly tied to perceived product quality. Moreover, the availability of information through online platforms, visual promotional materials, pre-sale inspections, and knowledgeable sales staff further reinforced buyer confidence. These findings are consistent with prior research, including the studies by Nattapong Srijaiwong and Thanom Kanit (2022) in Lampang, and Sophonwit Cheewanandadit and Praiphan Thanalertsofit (2021) in Chiang Mai, both of which confirmed that marketing mix factors significantly impact consumer decisions in the used car sector.

In relation to Objective 2, brand equity also played a significant role in influencing purchase decisions. Among the brand equity components, brand relationship, brand awareness, perceived quality, and brand loyalty all exhibited a strong positive correlation with consumer decisions. This outcome can be attributed to the long-standing presence and reputation of used car dealerships in Phuket, which have built trust among local consumers. Word-of-mouth recommendations and brand familiarity have further enhanced consumer confidence. These findings align with the study by Cheewapat Aatkan and Napawan Trepradit (2024), which examined the influence of marketing mix, brand equity, and technology acceptance on electric vehicle purchases in Chiang Mai. Their results also found marketing mix and brand equity to have significant impacts on consumer decisions, particularly at the 0.001 significance level.

5.3 Recommendation

1) Recommendations for Applying the Research Findings

For Objective 1, the study revealed that service marketing mix factors are closely tied to used car purchasing decisions, especially physical characteristics. Therefore, used car businesses in Phuket should invest in enhancing the physical appeal of their vehicles and showrooms, such as by improving vehicle display areas, conducting thorough vehicle inspections, and offering detailed specifications. Businesses should also modernize their marketing approaches by promoting products on various digital platforms. In today's digital age, consumers frequently research and compare options online before making a decision. As such, boosting online visibility, providing detailed product descriptions, and maintaining active engagement on platforms like Google and social media can help increase consumer confidence and purchasing intent.

For Objective 2, brand equity, particularly brand relationship, was found to have a significant influence on consumer decisions. Used car businesses should therefore focus on strengthening relationships with customers. This includes maintaining consistent communication, offering personalized service, and creating loyalty programs to foster long-term connections. A strong emotional bond between customers and the brand can lead to increased trust, repeat purchases, and positive word-of-mouth. Collecting and acting on customer feedback can also help businesses continuously improve and meet customer expectations more effectively.

2) Recommendations for Future Research

Future studies should consider including additional independent variables beyond the service marketing mix and brand equity. Factors such as technological innovation, information systems, or service quality may also significantly influence purchasing decisions and should be explored. Additionally, this study was limited to consumers in Phuket Province. Expanding the research to include other provinces or conducting comparative studies across regions would provide broader insights into the factors influencing used car purchasing behavior in different local contexts.

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