



**Independent Study Title** Services Marketing Mix Factors Affecting the Selection of Independent Auto Mobil Service Shops in Chiang Mai Province

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### ABSTRACT

The objective of this independent study was to investigate the services marketing mix factors affecting the selection of independent auto mobil service shops in Chiang Mai province.

A sample of 300 respondents owned the cars and used the independent auto mobil service shops were selected by means of the convenience sampling. Questionnaires were used for data collection. The data was analyzed using statistics : frequency, percentages and means.

The study found that most of the respondents used cars for more than 5 years. The frequency of service inspection was 1-2 times per year, with the inspectoral service expenses 1,001-2,000 Baht, They visited their regular independent auto mobil service shops. The most stated reason for selecting the independent auto mobil service shops was the familiarity with owners or the mechanics of the shops. The respondents had also received the services from specialty stores, for example, the electrical garage and tire stores. The person involved in making the service buying decision was family and they got the information about the independent auto mobil service shops from friends. After receiving the services almost all of them (95.00 percent) were satisfied.

The marketing service factors which the consumers emphasized in the highest level of importance were the product, price, place, human resource, physical evidence and presentation and process factor. Regarding the promotion factor, the respondents emphasized in the moderate level of importance.