FACTORS AFFECTING THE BUYING DECISION OF AMALIE LUBRICANT IN VIENAM

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Abstract: This research aims to identify the important factors affecting the buying decision of Amalie lubricant of customers in Vietnam, by interviewing 200 customers. Cronbach's alpha, exploratory factor analysis and linear regression model were used.

The result shows that there are 5 factors affecting the buying decision of Amalie lubricant of customers in Vietnam: (1) Quality, (2) Suitable price, (3) The store where to buy, (4) Delivery, (5) Human resource. This result expectedly helps the distributors of Amalie lubricant having the suitable selling solutions.

Introduction

The latest figures from the Ministry of Transport show that Vietnam has nearly 40 million registered motorcycles, with an estimated 35 million vehicles in circulation. The Ministry of Industry and Trade forecasts the consumption of lubricants of all kinds from 706.52 thousand tons in 2015 will increase to 1,034.63 thousand tons in 2020. According to estimates of the Vietnam Petroleum Association, the growth rate of lubricants Vietnam in the period from 2010 to 2016 was about 4.3%. Consumption is distributed mainly in big cities and key economic areas around Hanoi and Ho Chi Minh City. With 55% of sales concentrated in the South, 30% in the North and 15% in the Central Highlands, it is easy to see the Shell, BP / Castrol, Total / Mobil, Petrolimex, VILUBE / Motul lubricant factories are located in the south, while Chevron (Caltex), APP and Idemitsu have factory building projects in the north. Competition in the lubricant industry has become extremely acute. Amalie lubricant has come into Vietnam through distribution system of Vinh Hang Lubricant Joint Stock Company since 2004 and it knows what customers need to buy Amalie lubricant.

Theoretical Review

Consumer behavior

According to Kotler (2003), "Consumer behavior is the consequence of environmental factors that influence the buyer's consciousness, characteristics and decision-making process of the buyer, resulting in certain purchasing decisions". From a marketing standpoint, consumer behavior is about solving the question of how consumers choose the product. And why? The manager needs to identify the factor that influences the consumer decision - the why - as well as the process by which the

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consumer combines the information related to the purchase to make the decision - the how (Neal et al, 2002).

Thus, consumer behavior research helps us understand more precisely the consumer behavior of a product. This is a solid foundation for developing a marketing strategy. Consumer behavior is a various and diverse field of study, however, no less complex. Consumption behavior is influenced by many factors, so the behavior of individual consumption varies widely for each type of product.

Factors affecting consumer behavior

Consumer shopping is influenced by two main groups of factors: (1) a set of internal factors, including psychological factors (motives, needs, perceptions, , beliefs and attitudes) and individuals (age, stage of life cycle, occupation, economic circumstances, lifestyle, personality and concept), (2) external factors, including cultural factors (common culture, culture, social class) and social factors (reference group, family, role and social status) (Kotler, 2003). In addition, according to Peter & Olson (2001), the ingredients in marketing mix include product, price, distribution, promotion affect consumer behavior in different ways.

Almost no topics are related to products in the field of lubricants in recent years, the authors have consulted and synthesized the studies related to purchase intention of different types of products of individuals or organizations in the country: Nguyen Kim Phuoc (2007) research on the decision to buy A4 copier paper shows that the decisive criteria include: quality, price, delivery and service, Pham Thuy Hanh Phuc (2009) studied the factors influencing the decision to purchase lightweight materials - gypsum with 8 factors in decreasing importance order as follows: (1) Business credibility, (2) Product price, (3) Customer service, (4) The store where to buy, (5) Quality and characteristics of products, (6) (7) Delivery, (8) Product branding, Nguyen Kieu Oanh (2008) study of the factors influencing the decision to buy effervescent tablets C obtained 6 groups of factors: Product quality, Price, Place of sale, Brand, Fans, and Influence group. Combining results from the research by Le Thanh Dung (2008) on the supplementary medicine industry, Tran Ly Tra My (2012) on participation in fairs and exhibitions, Nguyen Thi Thuy Mien (2011) on consumption behavior of Colgate extra clean brushes in Nha Trang, Nguyen Luu Nhu Thuy (2012) on the factors affecting the decision to purchase scooter motorcycles of the people of Ho Chi Minh City, the authors propose models and research hypothesis as follows: Decision to buy Amalie lubricant = f (quality, Suitable price, The store where to buy, delivery, brand, Human resource).

- H_1 : The brand affects the HCMC customers' decision to buy Amalie lubricants positively.
- H_2 : The store where to buy affects the HCMC customers' decision to buy Amalie lubricants positively.
- H_3 : Suitable price affects the HCMC customers' decision to buy Amalie lubricants positively.
- H_4 : Quality affects the HCMC customers' decision to buy Amalie lubricants positively.

H₅: Delivery affects the HCMC customers' decision to buy Amalie lubricants positively.

H₆: Human resource affects the HCMC customers' decision to buy Amalie lubricants positively.

Research Results

Research sample statistics

The subject was the customers of Amalie lubricants in Ho Chi Minh City. 212 questionnaires were distributed, collecting 207 samples, eliminating 7 unsatisfactory ones, the remainder was 200, accounting for 97.64%.

Table 1
Research sample statistics

<i>Sample characteristics</i>	<i>Targets</i>	<i>Ratio</i>	<i>Percent(%)</i>
Gender	Male	128	64
	Female	72	36
Age	18 – 35	100	50
	36 – 55	100	50
Income	< 5 mil.	20	10
	From 5 mil. to < 10 mil.	78	39
	From 10 mil. to < 20 mil.	68	34
	> 20 mil.	34	17

(Source: Statistical Analysis Results)

Verification of scale reliability

The results show that Cronbach's alpha coefficients are greater than 0.6 and have item total correlation greater than 0.33 (Nguyen Dinh Tho, 2011). These variables are used in the next EFA.

Table 2
Cronbach's Alpha Factor

<i>Observed variables</i>	<i>No. of variables</i>	<i>Cronbach's Alpha</i>	<i>Smallest Item-Total Correlation</i>
Brand (BR)	5	0.928	0.794
The store where to buy (ST)	5	0.929	0.793
Suitable price (SP)	4	0.834	0.657
Quality (QU)	5	0.940	0.832
Delivery (DE)	4	0.851	0.665
Human resource (HR)	5	0.804	0.562
Purchasing decision (BD)	5	0.925	0.764

(Source: Processing from survey data)

Exploratory factor analysis

Barlett's test result with sig. = 0 and KMO coefficient of 0.853 which is greater than 0.5, satisfying the EFA processing requirement. 28 independent variables are included in the EFA.

Table 2
Results of Rotated Component Matrix

<i>Observed variables</i>	<i>Factors</i>					
	<i>1</i>	<i>2</i>	<i>3</i>	<i>4</i>	<i>5</i>	<i>6</i>
QU ₂	0.896					
QU ₃	0.890					
QU ₄	0.873					
QU ₁	0.871					
QU ₅	0.867					
ST ₃		0.873				
ST ₁		0.860				
ST ₂		0.854				
ST ₅		0.853				
ST ₄		0.851				
BR ₁			0.902			
BR ₄			0.893			
BR ₅			0.872			
BR ₃			0.872			
BR ₂			0.854			
HR ₁				0.780		
HR ₅				0.766		
HR ₃				0.747		
HR ₄				0.729		
HR ₂				0.677		
SP ₂					0.820	
SP ₄					0.815	
SP ₁					0.812	
SP ₃					0.809	
DE ₃						0.750
DE ₂						0.748
DE ₁						0.735
DE ₄		0.341				0.717
Eigenvalue	5.455	4.761	3.640	2.758	2.631	1.052
Average Variance Extracted	19.483	36.485	49.484	59.334	68.731	72.488
Cronbach's Alpha	0.928	0.929	0.834	0.940	0.851	0.804

Source: EFA results

The results of the dependent observed variables (Table 3) show that sig = 0.000, KMO = 0.899 (> 0.5). The EFA results show that with the principal

component extraction method, the Varimax, we can extract a factor with five observed variables and cumulative AVE of 76.915% ($> 50\%$), the Eigenvalue value is 3.846 (> 1), the factor loadings of the observed variables are greater than 0.5, the scale meets the requirement.

Table 3
Results of the EFA of purchase decision

<i>Observed variables</i>	<i>Factor loading</i>	<i>Eigenvalue</i>	<i>Average Variance Extracted(%)</i>	<i>Cronbach's Alpha</i>
BD ₁	0.848	3.846	76.915	0.925
BD ₂	0.886			
BD ₃	0.891			
BD ₄	0.893			
BD ₅	0.867			

(Source: Analysis results of the authors)

The results of the Cronbach's Alpha and EFA tests show that the scale of independent and dependent factors satisfies the requirements of value and reliability, and will be included in the next quantitative study.

Correlation analysis

The correlation matrix in Table 4 shows the significance level of the very small coefficients ($\text{sig} = 0 < 0.05$) so the correlation coefficients are statistically significant and are eligible for inclusion in regression analysis.

Table 4
Correlation coefficients between variables

		<i>BR</i>	<i>ST</i>	<i>SP</i>	<i>QU</i>	<i>DE</i>	<i>HR</i>	<i>BD</i>
BR	Pearson correlation	1	0.044	0.034	0.116	0.071	0.063	0.071
	Sig. (2-tailed)		0.537	0.632	0.103	0.319	0.375	0.318
ST	Pearson correlation	0.044	1	0.047	0.152*	0.357**	0.011	0.427**
	Sig. (2-tailed)	0.537		0.507	0.032	0.000	0.873	0.000
SP	Pearson correlation	0.034	0.047	1	0.023	0.076	0.040	0.084
	Sig. (2-tailed)	0.632	0.507		0.742	0.283	0.575	0.240
QU	Pearson correlation	0.116	0.152*	0.023	1	0.238**	0.042	0.063
	Sig. (2-tailed)	0.103	0.032	0.742		0.001	0.557	0.374
DE	Pearson correlation	0.071	0.357**	0.076	0.238**	1	0.191**	0.343**
	Sig. (2-tailed)	0.319	0.000	0.283	0.001		0.007	0.000
HR	Pearson correlation	0.063	0.011	0.040	0.042	0.191**	1	0.396**
	Sig. (2-tailed)	0.375	0.873	0.575	0.557	0.007		0.000
BD	Pearson correlation	0.071	0.427**	0.084	0.063	0.343**	0.396**	1
	Sig. (2-tailed)	0.318	0.000	0.240	0.374	0.000	0.000	

(Source: Data Analysis Results)

Regression analysis

Table 5
Results of the second regression

<i>Independent variables</i>	<i>Regression coefficient (B)</i>	<i>Beta coefficient</i>	<i>Level of significance</i>	<i>Multicollinearity Tolerance</i>	<i>VIF</i>
Constant	1.283		0.000		
ST	0.151	0.188	0.000	0.974	1.027
SP	0.208	0.384	0.000	0.956	1.046
QU	0.299	0.509	0.000	0.957	1.045
DE	0.148	0.189	0.000	0.967	1.034
HR	0.120	0.100	0.059	0.944	1.060

Adjusted R²: 0.477
 Statistics F (ANOVA): 37.307
 Level of significance (Sig. of ANOVA): 0.000
 Durbin-Watson: 1.955

(Source: Processing from survey data)

Statistical significance $F = 37.307$ with a value of $\text{sig} = 0.000$ indicates that the regression model is consistent with the data set. Durbin-Watson is $1.955 < 3$ with no correlation between variables in the model. The coefficients of VIF of the variables are < 10 , indicating that there is no multicollinearity. Adjusted R² coefficient is 0.477 shows that 47.7% variation of dependent variables is explained by independent variables. Brand factor is eliminated (by $\text{sig.} > 0.05$). Unstandardized regression equation: $\text{BD} = 1,283 + 0,151 * \text{ST} + 0,208 * \text{SP} + 0,299 * \text{QU} + 0,148 * \text{DE} + 0,120 * \text{HR}$

The regression coefficients are positive (+) indicating independent variables are directly related to the dependent variables. The decision to buy Amalie lubricant is mostly affected and lower in order: Quality ($\beta_3 = 0.509$), Suitable price ($\beta_2 = 0.384$), Delivery ($\beta_4 = 0.189$), The store where to buy products ($\beta_1 = 0.188$), Human resource ($\beta_6 = 0.100$) (see Figure 1). Hypothesis test result is in Table 6.

Table 6
Summary of hypothesis test results

<i>Hypotheses</i>	<i>Results</i>	
	<i>Sig.</i>	<i>Conclusion</i>
H ₁ : The brand factor has the same relationship with the purchase decision	0.153	Not Supported
H ₂ : The The store where to buy factor has the same relationship with the purchase decision	0.002	Supported
H ₃ : The price factor has the same relationship with the purchase decision	0.000	Supported
H ₄ : The quality factor has the same relationship with the purchase decision	0.000	Supported
H ₅ : The delivery factor has the same relationship with the purchase decision	0.000	Supported
H ₆ : The Human resource factor has the same relationship with the purchase decision	0.059	Supported

(Source: Analysis Results)

Figure 1: Research results model

(Source: Analysis Results)

Breach verification of regression assumptions

The scatterplot shows that the residual disperses randomly around the zero-pass path and oscillates strongly at ± 1 , indicating that the linear contact assumption is not violated. The histogram shows that the normal distribution curve is superimposed on the histogram, with a mean value close to zero (mean = $1.64\text{E-}15$) and a standard deviation of 0.987, almost equal to 1, indicating the distribution of the residual is approximate normal. The P-P plot also shows that the observation points are not scattered too far from the expected line, so it can be concluded that the residual with normal distribution is not violated. Thus, the linear regression model is the appropriate model.

Determining the differences

The test methods used in this study include T-test, one factor ANOVA, and Levene test. The results show that there is no significant difference between men and women in factors influencing the decision to buy Amalie lubricants. There is no statistically significant difference between the two groups aged 18-35 and 36-55 in factors influencing the decision to buy Amalie lubricants. There is no statistically significant difference between the four income groups in the factors affecting the decision to buy Amalie lubricants.

Discussing the research results

After all the analyzed data above, the factors influencing the purchase decision have the same impact on the decision to buy Amalie lubricants in Vietnam. This

result shows that the “Quality” factor has the greatest impact on the customers’ decision to buy Amalie lubricants. Because today, as the quality of life of Vietnamese people is increasing, consumers increasingly focus on higher demands, and more and more attention to the product quality. That is why the analysis results show that the quality factor has the strongest influence on the purchase decision of the customers.

The next factor is the “Price,” when buying any products, consumers often have a price comparison between the product brands. For Amalie lubricants as well, customers often compare prices and choose the right product, they often consider the amount of money they spend and the quality of the products. Followers are the less influential factors in buying Amalie lubricants: “Delivery”, “The store where to buy,” “Human resource.” As a matter of fact, customers often replace lubricant at retail outlets such as shops, car washers, car repairers, and car and motorbike maintenance stations. Consequently, factors such as The store where to buy products, delivery may be less concerned compared to two factors of quality and price.

Comparing to the results of previous studies

Compared with previous studies, it is easy to see that there are two main factors influencing purchasing decisions: quality and price.

The biggest difference is the order in which the levels affect the purchase decision, which may be due to the different areas of research and the scope of the research.

Compared with the study by Sweeney & Soutar (2001) and Nguyen Luu Nhu Thuy’s (2012) study, this study does not have two factors: emotion, society in the research model, and three new factors: The store where to buy products, delivery, and human resource. Compared with the study of Sanchez et al. (2006), this study has no factors: emotion, society, installation values in the research model, the new factors are: The store where to buy products, delivery. Compared with the study by Pham Thuy Hanh Phuc (2012), this study does not have the following factors: prestige in business, customer service, product benefits in the research model; The brand factor has been included in the research model and excluded in the analysis of data, and there is one new factor: Human resource. The differences are summarized in Table 7.

Conclusion and Management Implementations

Conclusion

Through the research process, the authors used the appropriate quantitative research method, processed data by statistical tools to identify five influencing factors to buying decision in the descending order: Quality, Price, Delivery, The store where to buy, Human resource.

Table 7
Comparison of research results of factors affecting purchase decision with prior researches

<i>Factors affecting purchase decision</i>	<i>Authors</i>				
	<i>Sweeney & Soutar (2001)</i>	<i>Sanchez et al. (2006)</i>	<i>Nguyen Luu Nhu Thuy (2012)</i>	<i>Phim Thuy Hanh Phuc (2012)</i>	<i>Pham Quang Vinh (2016)</i>
Quality	1	3	4	5	1
Price	2	4	3	2	2
Delivery	-	-	-	7	3
The store where to buy products	-	-	-	4	4
Human resource	-	2	-	-	5
Society	4	6	1	-	-
Installation value	-	1	-	-	-
Feeling	3	5	2	-	-
Prestige in business	-	-	-	1	-
Customer service	-	-	-	3	-
Product benefits	-	-	-	6	-
Trademark	-	-	-	8	-

(Source: Aggregated from data analysis)

Note: The influence of the factors is from high to low: level “1” is the highest and level “8” is the lowest. “-” means no or no research data.

Management implications

Quality

Table 8
Qualityfactor description statistics

	<i>Mean</i>	<i>Standard deviation</i>
QU ₁	3.84	1.014
QU ₂	3.85	1.021
QU ₃	3.78	1.023
QU ₄	3.86	1.045
QU ₅	3.80	1.040

(Source: Data Analysis Results)

The analysis showed that the quality factor had the greatest impact on the decision to buy Amalie lubricant with $\hat{\alpha}_3 = 0.509$ and was estimated at the mean of 3.826 (Table 8) which means the customers concern about the top quality when using Amalie lubricant products. For domestic lubricants, improving product quality can be achieved by applying world-class quality standards to improve product quality. However, in reality for the Amalie lubricant product line, it is difficult to do this in Vietnam because:

Firstly, Amalie lubricant products have been exported to more than 100 countries and regions, achieving the world-renowned quality standards such as API, ACEA,

JASO, etc. Therefore, the products should maintain a stable quality until the world introduces a new quality standard, which leads to the research and improvement of product quality.

Secondly, Amalie's products are imported directly from the US to Vietnam through Vinh Hang Joint Stock Company. Therefore, it is impossible to make improvements and improve the quality of the products because the company is not directly producing the products.

Therefore, the authors found that in the quality factor, to increase the average value of the variables "Helps the engine run very smoothly" (3.84), "Fuel consumption is reduced" (3.85) "Better protection of the engine and machinery" (3.86), customers must know that Amalie products have achieved world-class quality standards so their customers can be assured about the quality. And let customers see that under normal conditions, Amalie products have a longer service life than their counterparts, protecting and keeping the engine running smoothly and clearly reduce the consumption level of fuel.

Other administrative implications: Thoroughly examine the problem of transporting goods from port to warehouse, or from warehouse to distribution channels, minimizing product damage (bottle cap, distortion, broken products...) can lead to quality not in accordance with the product.

Price

Data analysis and surveys showed that the price factor with $\beta_2 = 0.384$ influences the decision to purchase Amalie lubricant after the quality factor. With an average rating mean = 3.355 (Table 9), consumers often compare the price of the products of the brands together then decide to buy. The same as the lubricants, before replacing the lubricant for vehicles, machinery ..., apart from the quality factor, the customers usually compare the prices of the products together so that they can buy the good products with the moderate price. Therefore, despite the good quality of products, the price which is too high will greatly affect the decision to buy of the customers.

The average value of the variable "Suitable price" is 3.40. In order to increase this value, the author realizes that customers must be able to see the benefits that they have gained compared to the costs they spend, so that they can accept the price of Amalie. For example, for motor oil lubricants, the price of company A is 100,000 VND, customers will use for about 2,000 km - 2,500 km, Amalie's price is 120,000 VND, customer can use for up to 3,000 km under normal conditions. Therefore, when comparing costs with efficiency and quality, customers will be more acceptable.

Table 9
Price factor description statistics

	<i>Mean</i>	<i>Standard deviation</i>
SP ₁	3.40	1.066
SP ₂	3.36	1.057
SP ₃	3.34	1.025
SP ₄	3.32	1.088

(Source: Data Analysis Results)

With the average value of the variable “Amalie products are safer” = 3.36, the authors suggest that the cost of their products is not high compared to what the product brings, even that price also helps customers save more than other products and avoids losing a number of old customers as well as new customers who care, learn and come to the Amalie brand. The “Stable price policy” has mean = 3.34. It should be noted that the world crude oil price fluctuates and sometimes fluctuates strongly, this also partly affects the price of lubricants. What Vinh Hang lubricant company needs to do is keeping the price of lubricants stable under allowable conditions.

Delivery

Table 10
Delivery factor description statistics

	<i>Mean</i>	<i>Standard deviation</i>
DE ₁	2.60	0.617
DE ₂	2.61	0.573
DE ₃	2.58	0.603
DE ₄	2.60	0.608

(Source: Data Analysis Results)

This is the third influencing factor after quality and price to customers' purchasing decision, with $\hat{a}_4 = 0.189$ and average rating mean = 2.597 (Table 10). For other industries or products, delivery is one of the most important factors. The support of transportation, and creating favorable conditions to deliver goods quickly, timely, correctly... have a significant impact on the customers' purchase of goods.

In the lubricant field, it can be noticed that the delivery element is only considered when the object is the distributors, the agents, the wholesalers and retailers, the garages..., because they buy with a large amount. As for consumers using the product directly, little attention is paid to the delivery because when consumers intend to use the products, they usually come directly to the points where the products are sold for purchase, or to the repairers, car washers... to replace the viscosity directly.

In fact, when there is a need to change engine lubricant for motorcycles, customers often come directly to repairers, car washers, which have Amalie products to replace lubricant. Therefore, for retail customers of Amalie products for motorcycles, there is usually no delivery policy on site. As for cars, trucks and other heavy-duty vehicles, when there is a need to change the lubricant, they will come to where they bought the car, or to the garage to replace the lubricant, because besides lubricant replacement, they often come with other services such as maintenance, replacement of parts and accessories. Therefore, the company should focus on this issue to be able to distribute Amalie lubricants to these locations.

Other management implications: In addition, the company should focus on delivering to customers using Amalie lubricant products, or those who will use Amalie products in the future such as: Companies of transport, travel, etc., because

they may not use the lubricant of the car brand, garage or maintenance points, because they do not fit or meet their needs. While their needs are a product of high quality, being suitable for operating conditions, suitable price and being as economical as Amalie premium lubricants.

The store where to buy

With $\beta_1 = 0.188$ and mean rating of 2.598 (Table 11). To increase the average value of the variable “It is easy to identify Amalie stores and agents” (2.59), at points where the company’s products are sold, it is important to highlight the image so customers can easily see where Amalie products are sold, because in reality, many stores sell Amalie products, but not being able to know the presence of the products. With the variable “Agents and stores offer many promotions”, the company should pay more attention to the promotions for customers, at points where there are Amalie products, there should be clear notifications on the promotion programs for customers to easily identify and participate in the program. The variable “Stores are always available on demand” has mean value of 2.55; to increase this value, the company should always make sure all points selling Amalie products are always available, avoid the situation of being out of stock which leads to customers’ looking for alternative products. Therefore, it is necessary to regularly monitor the status of goods distribution channels, agents, and stores.

Table 11
The store where to buy factor description statistics

	<i>Mean</i>	<i>Standard deviation</i>
ST ₁	2.68	0.906
ST ₂	2.62	0.942
ST ₃	2.59	1.037
ST ₄	2.55	0.990
ST ₅	2.55	0.933

(Source: Data Analysis Results)

Other management implications: The company should continue to strengthen and increase relationships with locations such as garages, repair and maintenance shops, car washers because these are where customers use services as maintenance, part replacement and also the place where customers change lubricant. In addition, there are shops, repairers which previously cooperated with other lubricant companies, no longer do so and move to cooperate with the company selling Amalie lubricant products. But in some stores, there are still signs of the old brands, which partially affects the image of the company. Therefore, the shop should remove the old signs, and replace with the new company signs.

For promotions, track whether the issue of promotional gifts are available to customers or not. Because in fact, many stores, agents receive full promotional gifts, but not deploy to customers.

Human resource Factor

Table 12
Human resource factor description statistics

	<i>Mean</i>	<i>Standard deviation</i>
HR ₁	3.57	0.876
HR ₂	3.67	0.863
HR ₃	3.55	1.889
HR ₄	3.62	0.847
HR ₅	3.61	0.872

(Source: Data Analysis Results)

Results of the analysis show that $\beta_6 = 0.100$ and mean score = 3.604 (Table 12). To increase the rating = 3.55 of the variable “Employees recommend the suitable lubricant for machinery, engines”: For customers who come directly to the company’s official selling points, there must always be a technical support team to advise customers to use any suitable type of lubricant with the engine, in accordance with the needs of customers. And to be able to advise such customers, staff must have good product knowledge. Therefore, it is necessary to update the technical information, product parameters for employees, train new staff to know the product parameters and how to advise customers. In addition, the company should always train and improve knowledge, communication and sale skills to employees to increase the value of the variable “Employees are polite, friendly, and responsible”, “Employees have a good sale skill”.

Other management implications: In fact, even though Amalie’s sale points have a full understanding of the company’s products, they are not actively advising consumers on the type of products which suits the needs. Therefore, the company should have a policy and equip the sale points with some leaflets, both advertising products effectively and giving the most general knowledge for customers (ex: old or new vehicles, products should be used or used in whichever conditions are appropriate). Provide appropriate support policies and facilitate the company’s employees to participate in forums on vehicles, engines, associations, groups, etc. (eg forum X on type of car, Association Y of car enthusiasts). Since they are members of these groups, they can deepen their understanding and listen to the opinions of the members, thus finding opportunities to attract new customers.

Limitations of the study

The research still has some drawbacks: (1) Non-probability sampling method, convenient sampling should be low representative, (2) There are many other factors that influence the decision to buy Amalie lubricants which this study has not focused on. This is also the suggestion for the further studies.

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