**Investigating Consumer Insight by Using Completion Techniques: A Case Study of a Motorcycle Accessory Shop in Thailand**

**Chutinon Putthiwanit**

PhD Student, Doctor of Business Administration Program, International College,

Dhurakij Pundit University

110/1-4 Prachachuen Rd., Laksi, Bangkok 10210, Thailand

E-mail: chutinon.p@pttplc.com; chutinonp@yahoo.com

Phone: 66-8-7215-7975

**Abstract**

 With almost 10% of the world’s motorcycles in use in Thailand, this indicates that Thailand is a big market for motorcycle accessories in the world. This qualitative research aims to investigate consumer insight by using completion techniques (sentence completion and story completion)**.** Three respondents were deployed by using accidental sampling. Respondents were recruited to complete questionnaires when they entered the motorcycle accessory shop and were reported as male, currently studying, and at least 12 years old. The research was conducted in a motorcycle accessory shop in Sakon Nakhon province, Thailand.From the results of the story completion tests, all participants agreed to take part in a promotion which gave a 10% discount for membership card holders. They came to the motorcycle accessory shop by the recommendation of friends (positive Word-Of-Mouth). Moreover, consumers are satisfied when a seller can give them information or suggestions on motorcycle accessories as well as providing good after-sales service. When motorcycle accessory shoppers are satisfied with a motorcycle accessory shop, they will return to the shop and hence demonstrate consumer loyalty.

**Keywords:** Completion technique; Sentence completion; Story completion; Motorcycle; Motorbike; Motorcycle accessory; Motorcycle accessory shop

**JEL classification:** M31; M39