

**AN EXPLORATORY STUDY OF KEY FACTORS INFLUENCING
BUYING BEHAVIOUR IN FASHION CLOTHING
AMONG THAI TWEENAGE GIRLS IN BANGKOK**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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**AN EXPLORATORY STUDY OF KEY FACTORS INFLUENCING
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AMONG THAI TWEENAGE GIRLS IN BANGKOK**

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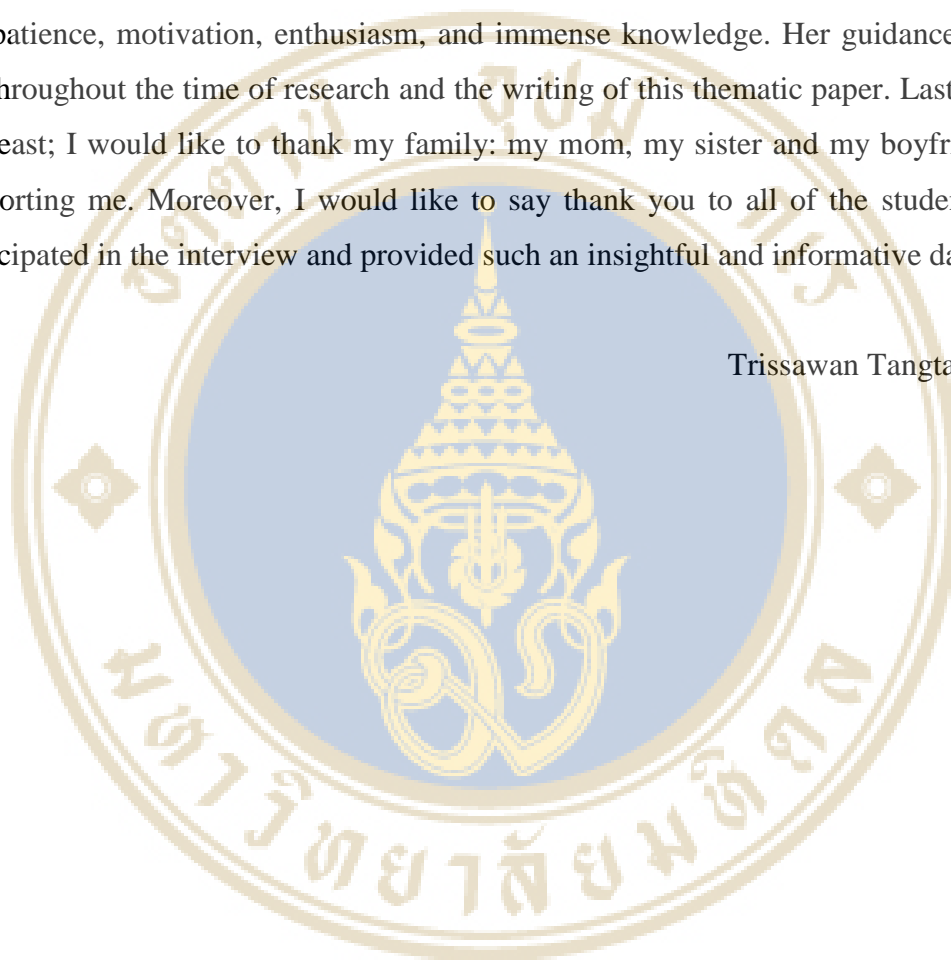
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Trissawan Tangtatsawadi



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ABSTRACT

There is a growing potential of fast fashion in Asia region, especially in the major city like Bangkok. The tweenage (pre-adolescent between 11-15 years old) fashion market is one of the flourishing segmentation, but there are not many studies on the customers' buying behavior and the influencing factors. The aim of this study is to understand the influences on Thai tweenage girls' thoughts on buying behavior in fashion clothing, and what factors lead them to purchase the fashion clothing.

The conceptual framework was used to explore the relationship between the tweenage girls' buying behavior and reference group; namely, parents, friends, and media. Qualitative research approach was employed and In-depth interview was used to gather data. With convenience sampling technique, the total samples of fifteen girls were picked – five of them from girl schools and another ten from co-educational schools.

It is found that self-motivated needs, media and parents are the main influences on Thai tweenage girls' thoughts on fast fashion buying behavior, while friends do not have much direct impact, but served as medium to exchange fashion information. To attract the tweenage girls' attention, fashion suppliers should consider their 4Ps marketing mix by designing the clothes that makes the girl look and feel good, focusing on campaign where both mothers and daughters could enjoy at the same time, locating the stores nearby the weekend-activity based community, and setting the price which is affordable by the parents.

For further study, it is advisable to conduct a specific research on particular brand to gain insights on driven mechanism on need recognition toward Thai tweenage girls' buying behavior. Also the quantitative research approach would be a plus to generalize the findings.

KEY WORDS: Tweenage / Buying behavior / Reference group / Media

55 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
CHAPTER I INTRODUCTION	1
Justification of the study and problem statement	1
Research Questions	4
CHAPTER II LITERATURE REVIEW	5
Buying behavior	5
Reference group	7
Parents	7
Friends	8
Media	8
CHAPTER III RESEARCH METHODOLOGY	11
In-depth interview	11
Sampling	11
Data collecting procedure	12
Data analysis procedure	13
CHAPTER IV DATA ANALYSIS	14
Demographic data	14
Buying behavior	14
Parents	18
Friends	19
Media	20
Girl VS co-educational schools	22

CONTENTS (cont.)

	Page
CHAPTER V CONCLUSION AND RECOMMENDATION	24
Conclusion	24
Recommendation	27
REFERENCES	29
APPENDICES	34
Appendix A (Questions)	35
Appendix B (Transcribed data)	37
Appendix C (Consent form)	48
BIOGRAPHY	55



LIST OF TABLES

Table		Page
1.1	Consumer expenditure growth (% change) clothing and footwear	1
2.1	Literature review summary	9
4.1	The factors influencing buying behavior in fashion clothing among Thai tweenage girls: The cases of girl VS co-educational schools	22



LIST OF FIGURES

Figure	Page
2.1 Consumer decision process model	6
2.2 Conceptual framework	10
5.1 Proposed Conceptual framework	26



CHAPTER I

INTRODUCTION

This introduction covers justification of the study, the problem statement and the aim and purpose of this research. The literature review, the scope and method of this research and conceptual framework will be discussed in chapter 2.

Justification of the study and problem statement

According to The Economist's study in Asia/world: Fast fashion firms look for global domination (the Economists, 2014), a multitude of international fashion retailers such as H&M, ZARA, Mango, Lacoste and Uniqlo have already chosen China and the large Asian region to open their stores. Right now, over 100 units of Inditex's Zara chain, as well as 250 store of Japan's Uniqlo, already established in China. Moreover, Japan's Uniqlo is targeting aggressive expansion to introduce 1,000 outlets within year 2020. This information shows the growing potential of fast fashion in Asia region. To substantiate the potential growth of fast fashion in Asia, the report also summarized the figures of the consumer expenditure growth for clothing and footwear as in the following table.

Table 1.1 Consumer expenditure growth (% change) clothing and footwear

Region	2013	2014	2015	2016	2017
Asia and Australia	3.4	8.7	10.4	10.5	10.4
Western Europe	0.8	0.6	1.5	1.5	2.9
North America	2.3	3.2	2.9	3.0	3.3

Source: The Economist intelligence Unit

Table 1 reveals that the consumer expenditure growth for clothing and footwear in Asia and Australia is expected to grow 8.7% more in 2014 when compared to 2013. Moreover, when comparing the growth figures among the three regions, in 2013, the Asia and Australia's consumer expenditure growth in clothing and footwear are 1.5 times the growth in North America and 4.25 times the growth in Western Europe. The growth forecast suggests the difference multipliers between Asia and Australia region, and North America are possibly to hit 3 times and more from 2014-2017. The growth differences are even larger (i.e. 14.5 times in 2014) when compared to Western Europe.

Supporting the Economists' findings, CBRE's study in Asia Pacific Retail MarketView Q3 2013 (CBRE, 2013a) also discloses that the fast fashion has secured the top rank on the retail demands. Furthermore, with the strong retail market in Thailand, the fast fashion retailers continue to set foot into the country and target for more store space. Many international fashion apparel suppliers have introduced their sister brands to wherever they have already established (CBRE, 2013b).

The information from the two above sources are coherent and going along the same direction – fast fashion is growing strong and taking the lead in the retail market, especially in Asia's major city such as Bangkok. There are a considerable number of new spaces for fashion apparels expected to flourish this year and in the next couple of years (CBRE 2013a).

As the market becoming more competitive, in order for suppliers to survive, it is unavoidable for them to keep on going with new products and services, and also to differentiate from the others to gain competitive advantage (Potter 1985). Al-alak and Terabieh (2011) suggest those who loom to gain more competitiveness advantage and achieve higher performance to adopt customer orientation, innovation differentiation, and market differentiation in their strategic approach.

The tweenage fashion market has become more significant. According to Lindstrom (2003), "Tweenage" is defined as those young people whose age range from pre-adolescent (10 years) to 14 years and have been described as the richest generation in history and the spending of this age group has roughly doubled every ten year over the last three decades (Lindstrom, 2003). Siegel (2004) also mentioned "tween" as a state of being "in-between" a child and a teenager, which is not

necessarily linked to a specific age, but rather connected to a state of mind and behaviors. The term called “teenager” according to Palladino (1996) defined as a people age range from 13 to 19 years old who had more independence from their families than in previous generation as well as peer group and market advertising became more influence to them. Moreover, Solomon and Rabolt (2004) mentioned that the new comer “tweenagers” will become a key focus for many fashion retailers because they are a generation with high economic power, as well as market research company Datamonitor indicates that “tweenagers” are that group with the fastest-rising spending power on the High Street (News.bbc.co.uk, 2000). Especially young girls are most likely to spend their money on clothing and shoes. For fashion suppliers, this information suggests that expanding the market segmentation in tweenagers group would be a good opportunity to grow.

To attract the young consumers and stimulate the sales, the fast fashion suppliers have introduced other facilities such as in-store WIFI in the shops too (The Economist, 2014). Whether or not such intervention would produce fruitful results is yet to be seen. Instead of introducing the marketing intervention based on the suppliers' point of view, it would be more beneficial to understand the customers and be more customer-oriented and adopt the innovation differentiation which suits the customers' preferences (Al-alak and Tarabieh, 2011). As pointed out by Bhardwaj (2014), there are a number of marketing studies on the suppliers' side, but there are not many studies on the customers' side, especially those international fashion apparel chains that enter into different cultural settings.

Moreover, there are also other several studies conducted to investigate the relationship on various aspects on buyer-supplier behavior in fast fashion, such as the apparel design process relative to quick response (Forza and Vinelli, 1996) and the role of supplier in fast moving fashion (Doyle, Moore and Morgan, 2006). Hence, to gain the competitive advantage and enhance the sale and financial performance, there appears to be a gap of understanding the customers' buying behavior and the influencing factors behind those purchases of the tweenage girls in Thai culture setting.

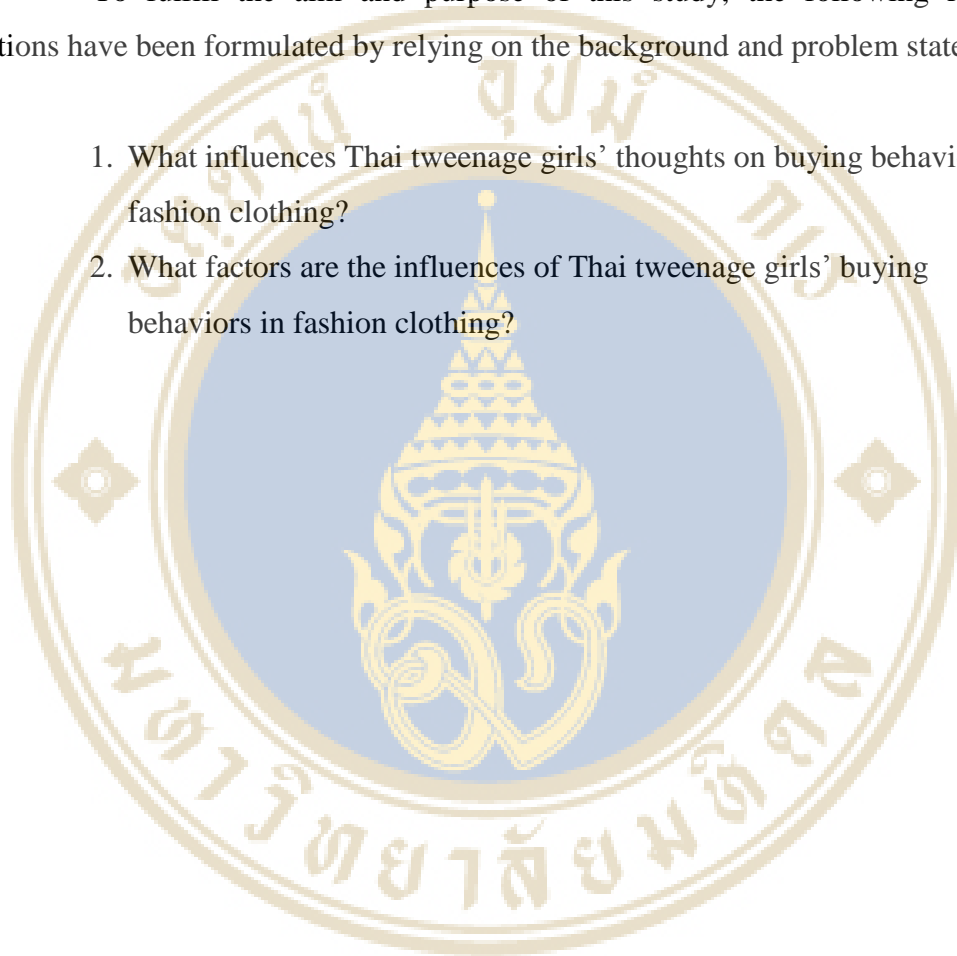
The aim of this paper is to gain the understanding as well as the deeper knowledge of key factors influencing Thai tweenage girl on buying behavior in

fashion clothing. This paper purposes to suggest how fashion suppliers can use this information creating appropriate marketing strategy to satisfy the tweenage girls' needs and motivate them more purchases. The study focuses on tweenage girl age between 11-15 years old.

Research questions

To fulfill the aim and purpose of this study, the following research questions have been formulated by relying on the background and problem statement:-

1. What influences Thai tweenage girls' thoughts on buying behavior in fashion clothing?
2. What factors are the influences of Thai tweenage girls' buying behaviors in fashion clothing?



CHAPTER II

LITERATURE REVIEW

According to many studies involving consumer behavior of young people such as Kaur and Singh (2006), Blackwell, Miniard and Engel (2001) and Moschis and Moore's (1979), it is suggested that the socialization agents for children: parents, friends and media; have significant impact on the buying behavior of the young. Therefore, the main scope of the literature review in this paper will explore the literature involving buying behavior, reference groups, with further focus on parent, friend and also media elements.

Buying Behavior

Buying behavior is the decision process and act of people involved in buying and using products (Kishori Jagdish Bhagat, 2012). The process of buying decision, studied by Blackwell, Miniard and Engel (2001), proposes that there are seven stages, starting at need recognition, search for information, pre-purchase evaluation, purchase, consumption, post-consumption evaluation and divestment. The first three stages are called the pre-purchase stage, and then followed by the purchase stage, and finally the post-purchase stage.

According to Newman and Foxall (2003), it is also proposed along the same direction that the buying process is influenced by set of behaviors which involved some related processes, such as: purchasing, information gathering, selection of products and evaluation of alternative. The entire process of buying behavior is clearly not only just the act of buying of goods or services in which the consumers get interested, but also the process starts much before the goods or services have been bought. A process of buying starts in mind of the consumers, which leads to the searching information between products that can satisfy their need. Kotler (2000) found that human needs change during the whole life, and needs could either be biogenic or psychogenic. There are four psychological factors suggested by Kotler

(2000), Mowen (1990), and Blackwell, Miniard and Engel (2001) that could have an impact on customers' mind, and then lead to their need recognition. Those four factors are motivation, experience, attitudes, perception and beliefs. MaNeal (1973) stated that many of consumer behaviors are performed under the influence of others. Moreover, as mentioned in the beginning of this chapter, the reference group: comprises family, social roles and media; could also have an impact on consumers' attitude, belief and perception which could then shape and form their own personal need recognition which is the first step of the buying decision process.

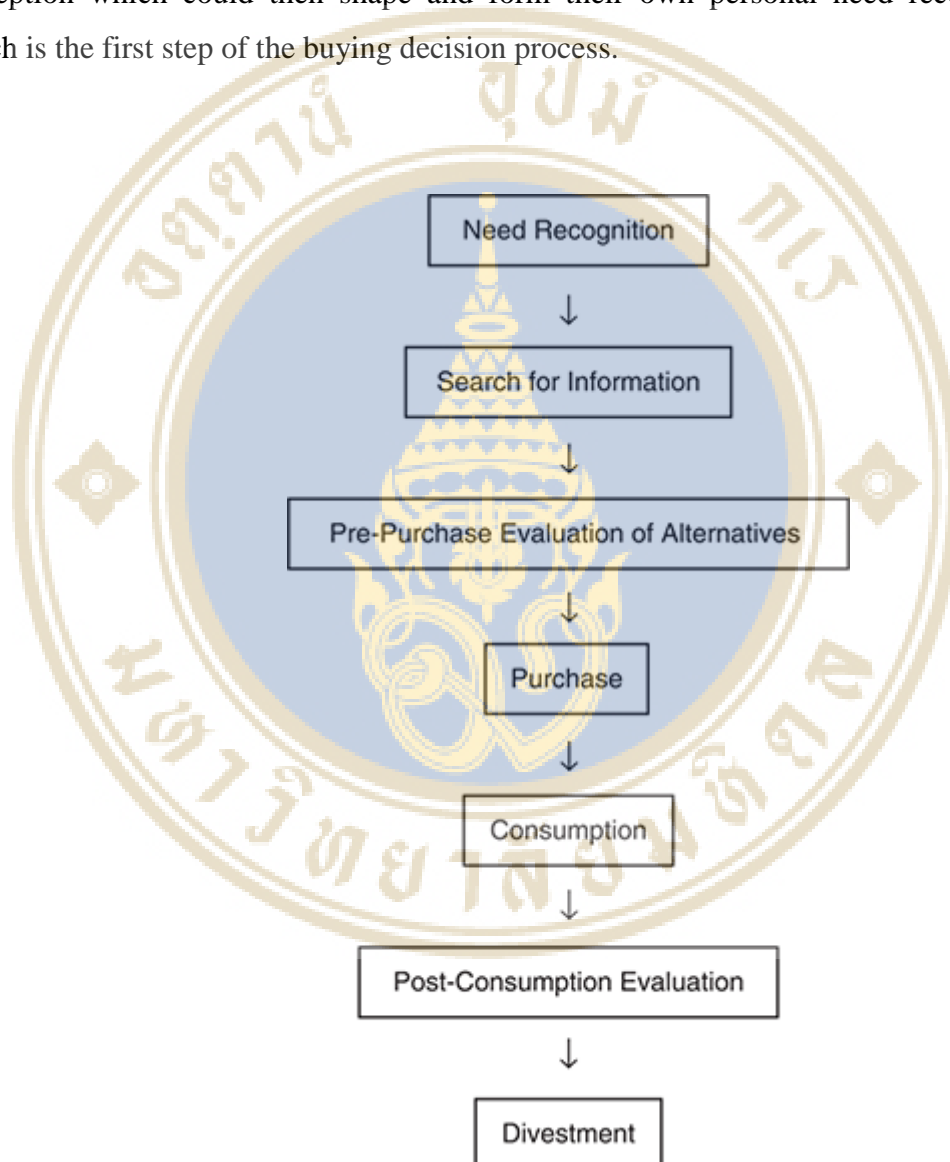


Figure 2.1 Consumer decision process model

Source: Blackwell et al. (2006)

Reference groups

A reference group consists of people who share common beliefs and values then have an influence on other people's attitude and behavior. Antonides and Van Raaij (1998) mention a reference group as "a group of people that an individual refers to for comparison when making judgments about his or her own circumstances, attitudes and behavior". Moreover, Kotler and others (2008) propose that reference groups influence the consumer in three ways, by exposing the person to new behavior, affecting the person's attitude and self-image, and by affecting the person's clothing preference which is this paper focusing on.

According to Englis and Solomon (1995), reference group can lead teen into either positive or negative ways. A negative influence can be an avoidance group who will avoid buying clothes. The most important reference groups for teenager, according to Moschis and Moore's (1979), are *family, friend* and *the media*. Carruana and Vassallo (2003) also conclude that parents and peer group are indeed fundamental and key to the decision-making process.

Parents

According to Gunter and Furnham (1998), parents have a great influence on their children since they raise them and shape them since birth which affect how the teenager thinks and act today. Dotson & Hyatt (2000) also reveals in the same direction that before their child reaches adolescence, parents will be the one who act as their main socializing agents. Furthermore, the consumption of children is introduced by their parent's consumption behavior which then can be transferred to their teenage period. Another study from Ward (1974) also mentioned in the same direction that parents directly influence their children through discussion and indirectly through modeling consumption behavior.

The effect from parents is greatest when the child is young but when the child reaches their teen years, they feel that their friend will become mainly influencer for their consumption (Gunter and Furnham, 1998).

Friends

When children become teenager, they start to trust and depend more on their friends. They want to become more independent from their parents and prefer to spend time with friends as well as take their friends' clothing preferences and consider their view in decision making (Moschis and Moore, 1979). Steinberg and Silverberg (1986) state that early adolescence (14 years) are more influenced by their friend but progressively decreased as child approaches late adolescence. Moreover, friends play a significant role in imparting the knowledge of style, brand, and consumption pattern (Moschis and Churchill, 1978). Another studies from Brittain (1963) mentioned that children prefer spending more time with friends for day to day decision while spend time with parents for value based as well as long term and ethical decision.

Media

People in every society are exposed to many mass media (TV, movies, magazines, internet) in their everyday lives. Many companies tend to apply celebrities and beautiful models in their advertising. Martenson (2009) found that when consumers see a model, they feel inspired and motivated to look and act like the model which called "an assimilation effect". "A contrast effect" will happen when that model used is too far from their self-concept and they could feel depressed and dissatisfied with themselves instead. Johansson and Malmsten (2009) also state that the internet has provided a meeting place reminiscent of old day market places, which imply that what information they read and how often can be controlled by individual consumer. There are many blogs today and 750,000 new ones are started in each day (Weber, 2009). Blogs are two-way communication channel that let teenage girls leave their comments directly on their favorite bloggers. The readers of the blog feel that it is worth spending their time (Bausch, Haughey & Hourihan, 2002). Some bloggers can become new celebrities that the teenager admires and is inspired by (Solomon, 1999).

The theories and concepts from the above literatures could be summarized as per the following table.

Table 2.1 Literature review summary

Theory and Concept	Logic	Example of Studies
Buying Behavior	Buying behavior is the decision process and act of people involved in buying and using products. This process not only just the act of buying of goods or services in which the consumers get interested, but also the process starts much before the goods or services have been bought.	Blackwell, Miniard and Engel (2001), Newman (2003), Kotler (2000), MaNeal (1973)
Reference Group	Consists of people who share common beliefs and values then have an influence on other people's attitude and behavior.	Antonides and van Raaj (1998), Kotler et al (2008), Englis and Solomon (1995), Moschis and Moore's (1979), Carruana and Vassallo (2003), Solomo (2008), Tarkanyi and Laszlo (2009)
Parents influence	Parents have a great influence on their children since they raise them and shape them since birth which affect how the teenager thinks and act.	Gunter and Furnham (1998), Ward et la (1974), Dotson and Hyatt (2000)
Friends influence	When children become teenager they start to trust and depend more on their friends. They want to become more independent from their parents and prefer to spend time with friends as well as take their friends' clothing preferences and consider their view in decision making.	Moschis and Moore, 1979), Steinberg and Silverberg (1986), Moschis and Churchill (1978), Brittain (1963)
Mass Media influence	The media is one of the main factors influencing teenagers	Martenson (2009), Weber (2009), Bausch, Haughey and Hourihan(2002), Solomon (2002), Morschis and Moore (1979)

Conceptual framework

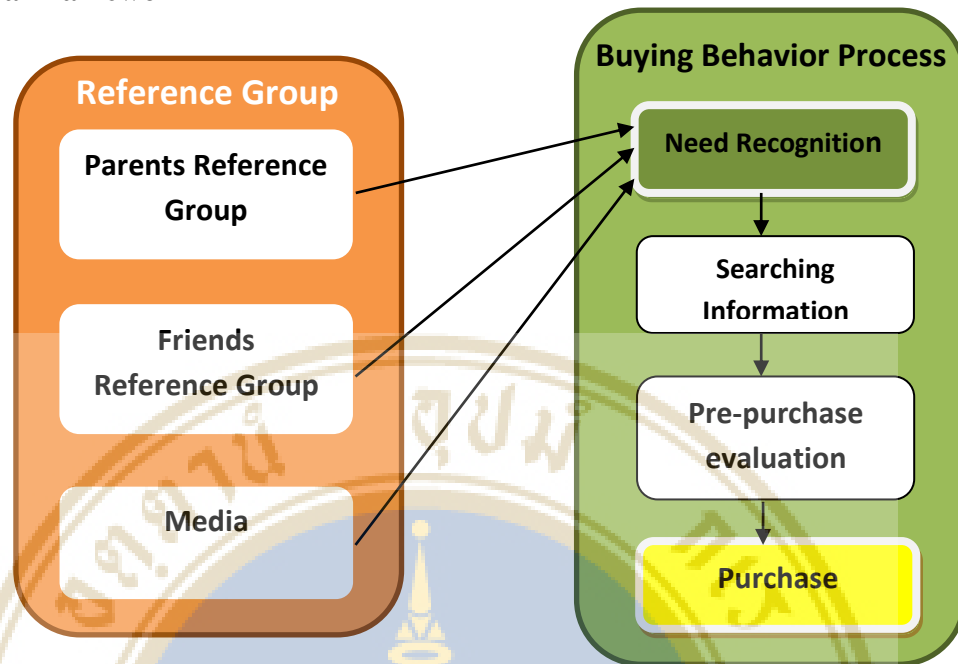


Figure 2.2 Conceptual Framework

This conceptual framework depicted in Figure 1 was developed according to literature review from previous section in order to explore factors influencing buying behavior in fashion clothing among Thai tweenage girls. It illustrates the relationships between parents, friends and media towards Thai tweenage girls' buying behavior, in order to see whether or not each one of them or their combination might motivate or impact on Thai tweenage girls' need recognition which is the first and foremost step of buying behavior process. This step is crucial for clarifying consumer behavior's point of view because it leads to the understanding of Thai tweenage girls' buying behavior.

CHAPTER III

RESEARCH METHODOLOGY

This chapter covers the discussion on the choice of tool for data collection, sampling technique, data collection procedure, and data analysis.

In-depth Interview

The primary data was collected by in-depth interview which is one of the useful qualitative data collections (Rubin and Rubin, 2012). It can be used for a variety of purpose such as needs assessment, program refinement or strategic planning. Moreover, in-depth interviews are most appropriate for situation when one wants to ask open-ended questions (Rubin and Rubin, 2012). Moreover, the in-depth interview allows the researcher to test the respondent's response to questions. In this particular case, this use of in-depth interview is very useful in order to understand more about what factors influence the subjects to buy fashion clothing.

Sampling

The researcher has adopted the convenience sampling technique for this study, as it is often used in exploratory studies, especially when one wants a quick way to recognize the topic as well as the sample selection and data collection are relatively easy (Rubin and Babbie, 2010).

As suggested by Granleese and Joseph (1993), girls in co-educational schools seem to have higher self-perception in their physical appearance as well as social acceptance than girls in girl schools. Besides, the physical appearance has an impact on girls' self-esteem, either positive or negative, and how they perceive themselves in the social setting (Huang & Zhang, 2010). Martin (2007) also points out that there is a strong competition and insecurity among girls toward their self-esteem, especially when it comes to physical appearance. Taken those findings into consideration, it is worthwhile to collect the data from two school settings – girl

schools and co-educational schools – to see whether the subjects from the different school settings would share the same or have different opinions toward their buying behavior on fast fashion. Since there are a lot more of co-educational schools than girl schools; 22 girl schools in Bangkok, and 170 co-educational secondary schools under Ministry of Education's supervision (List of Schools in Bangkok, 2014), we have allocated one third of the sample for the subjects from girl schools.

Based on the suggestion from Guest, Bunce, and Johnson (2006), should the purpose of the study be to understand the common perceptions and experiences among the group of relatively homogeneous individuals, twelve interviews should suffice. Also, based on the same principle, Bertuax and Bertuax-Wiame (Emmel, 2013) suggest 15-30 interviews for a qualitative research. Furthermore, Emmel (2013) also mentions that there are many criteria, or sometimes resource constraints, in choosing the sample size. Hence the sample size does not mean anything much, if one does not know how to handle it correctly. Since this paper aims to explore and understand the buying behavior of the tweenage girls of certain homogeneity, under the limited time frame, the author has adopted a sample of 15 interviews for the study. They were girls, age between 11 to 15 years old. Five of them are studying in girl schools and another ten of them are from co-educational schools.

Data collecting procedure

The researcher has prepared set of questions related to topic about demographic, shopping/buying behavior and reference group; namely parents, friends, and media (*see Appendix A: Guideline for interview questions*). The researcher used a semi-structure interview format (Guion, Diehl, and McDonald, 2011). It was started out with pre-plan the key questions regarding the basic demographic information, and then developed into a conversation with questions flowing from previous responses whenever possible. Moreover, probing interview technique was also employed to reach the respondents' in-depth thoughts.

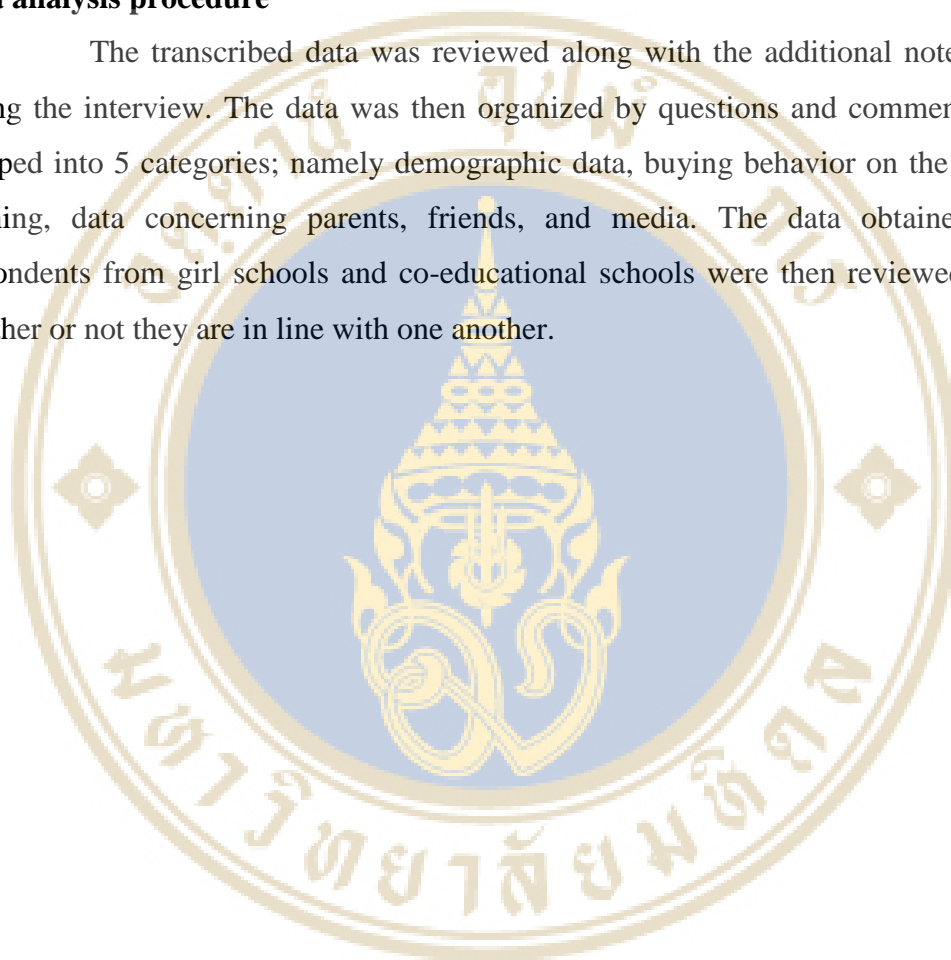
Upon completing the guideline for interview questions, the respondents and their parents were approached, in person, and asked whether they could spare the time for the interview. The objectives of the study, and estimate time of interview, along with respondents' confidentiality were briefed. With the parents' approval, the

interview schedules were set and then followed up by telephone confirmation one day prior to the schedules.

The researcher audio-recorded the session during the interview and then transcribed the conversation of each interview by writing out each question from audio record.

Data analysis procedure

The transcribed data was reviewed along with the additional notes taken during the interview. The data was then organized by questions and comments were grouped into 5 categories; namely demographic data, buying behavior on the fashion clothing, data concerning parents, friends, and media. The data obtained from respondents from girl schools and co-educational schools were then reviewed to see whether or not they are in line with one another.



CHAPTER IV

DATA ANALYSIS

The main objective of this chapter is to analyze the results from in-depth interview in relation to theories described in the literature review. The author will present the factors found to have impact and influence on teenage girls' buying behavior in fashion clothing. The respondents' thoughts, behavior and feeling on purchasing fashion clothing will be explored. The demographic data will be first summarized, then the explanation of findings will be presented in accordance with the conceptual framework consists of buying behavior, parents, friends and media. The similarity and difference between the replies from girls who attend girl schools and co-educational schools are also detailed at the end of this chapter.

Demographic data

The subjects are school girls, between 11-15 years of age. Ten of them are studying in co-educational schools, while the other five are studying in girl schools. Many of them do not have separate allowance for the fashion clothing, but only for food and drink at school. Almost all of them have siblings and have been raised by the decent-income families. The respondents reported that their parents live together. Some of them also stay with their grandparents. During their free time, the girls enjoy shopping, browsing the entertainment contents on the internet, attending tutoring, language, and music schools.

Buying behavior

Buying behavior, as mentioned earlier in chapter two, is the decision process and act of people involved in buying and using products starting at need recognition, search for information, pre-purchase evaluation, purchase, consumption, post-consumption evaluation and divestment (Blackwell, Miniard and Engel, 2001).

For this study, in accordance with Newman and foxall (2003), we however only focus on the process from the need recognition to the purchase.

Buying behavior as a decision process

To verify the concept of buying behavior as the decision process, the subjects were asked to describe how they prepare themselves when they do their shopping on fashion clothing. Based on the interview, the majority of the respondents reported that they like to visit stores and look around first, until they see the most attractive items, then they would buy them. They do not, at least as they reported, appear to have any awareness of their need recognition, or, in other words, they just simply *'buy-at-sight'*. Regarding the buying behavioral process, what they do is, they jump over the need recognition, and go right into the searching for information, then the pre-purchase evaluation, and then purchase, if the product satisfies their liking. The following quotes hi-light the impulse buying behavior of the majority group of the respondents.

Cream, 13 "If I see it and like it, I will buy"

Preem, 12 "I rarely plan to buy. I will buy it if I see what is nice on me"

Maprang, 15 "No plans, I will buy, if I like it"

Apart from the majority group as described above, another smaller group, however, advised that they like to plan for their shopping prior to make the tour to the stores. In brief, girls in the latter group make notes on which type of clothes they would like to buy before they have a chance to go shopping next time. The explicit example of this group is 12-year-old Yaimai's remark, *"I will start by writing a list if I want to buy new clothes"*. For this particular *'plan-before-buy'* group, the reason that they like to plan first is because they want to search the information as much as they could by surfing on internet, reading from magazine or chatting with friends, prior to the actual buying decision. The underlying concept behind that *'plan-before-buy'* is to use the information they gather to get the best price (sale promotion period) as well as the most up-to-date fashion trend, as described in below quotes from Pinn and Nile.

Pinn, 12 "I want the best price and things that suits me, so I need to plan"

Nile, 14 "I will think which style of clothes I want to buy, also whether it is necessary or not, and I will check the price first"

Referring to the above findings, it appears that samples' buying behaviors fit the decision making process as described by Blackwell, Miniard and Engel (2001) and Newman (2003) quite well, except the need recognition which perhaps could go under the radar, especially to the girls at that age bracket.

Buying behavior in perspective

Apart from understanding the decision process on the girls' buying behaviors; this study also explores the teenage girls' thoughts on fashion clothing and their buying behavior patterns too. The following paragraphs describe the teenage girls' perception and belief, experiences, motivation, and attitude which Kotler (2000), Mowen (1990), and Blackwell, Miniard and Engel (2001) suggested having impact on the girls' thoughts.

Perception and belief

Almost all of the subjects are interested in fashion clothing. They keep up with the trend by chatting with their friends, searching information via internet on the mobile phones or computer PC, and, just only a few of them, by reading magazine. It is noteworthy that there is a minimal amount of the respondents advised they do not care much about fashion, but they are more interested in sports, cooking and reading. For this latter group, clothes are just something one wears and, according to their perception, they would be looking good enough by just, for example, wearing a t-shirt with jeans – no accessories required. This particular '*clothes-are-just-to-wear*' group leaves the buying decision to their mothers.

Another perception and belief the girls share are to be confident and feel good on what they wear. For example, Jaf, 13 years old said "*I will wear clothes that I am confident to wear. Sometimes I am not confident in wearing what mom bought me, so I don't wear*". Also Yaimai, 12 years old, stated that "*Mom likes me to wear pink dress or something that looks pretty, but I prefer wearing in black and white because it makes me feel cool and different from the others*".

Experience

Many respondents always do shopping and visit store during weekend or long weekend with their families. They have no experience in shopping alone since they are still young in the eye of parents. A few of them go and visit shopping stores almost on a daily basis because there are shopping malls located along the way to their homes. Besides, some of them also reported that they go shopping after tutoring school with either their friends or their families. The respondents also advised that they prefer to go shopping with their mothers because mothers will pay for them. All the respondents expressed, in the same direction, that they would not be affected by people they shop with because they think that no one could understand them better than themselves.

Motivation

A majority of the respondents indicated that they spent their allowance on food and snack at schools and tutoring schools, as well as on transportation. The rest of their allowance will be deposited in the bank. Money for buying clothes comes from additional budget which the parents will give to them separately. Hence there are no actual needs/motivations for them to save any of their allowance on fashion clothing. The range of the budget on clothing they get each time is approximately 1,000 to 3,000 Thai Baht. Certain group of subjects reported to get two to three new clothes every time they shop. They occasionally get new clothes from parents (most of the time from their mothers) who bought from markets or shops nearby their office, but usually, they would get new clothes when they go shopping with the mothers during the weekend. Only a few advised that they buy new clothes by themselves when they go shopping with friends.

Attitude

Many respondents admit that they enjoy shipping for fashion clothing, but did not think that buying clothes is the important matter in their lives. They have the impression that buying clothing is just a part of the lifestyle. Moreover, some respondents would buy new clothes only when they need them. When asked about their interests, many respondents did not mention shopping as their first priority, but

reading, cooking, playing sports and listening to music. as described in below quotes from Noon, Tity and Jaf.

Noon, 13 "On my free time or after school, I like playing football with dad"

Tity, 11 "I like swimming and watching animation movie"

Jaf, 13 "I like drawing and listen to music especially Korean pop music"

Reviewing the respondents' buying behavior patterns, in summary, fashion is one of the respondents' interests, but not on the first rank. The subjects enjoy shopping and usually go shopping with their mothers on the weekends. They either used separate budgets, not from their own saving and allowance, when buying new clothes; they more likely let their mothers pay for them. Some of them do not mind if their mothers chose and bought clothes for them, even without their presence. There are only a few girls from the sample go shopping with friends and pay for their own clothes.

Parents

Even though the samples have respect for and have strong tie with their parents, and subtly admit that they enjoy the parents' accompany while shopping, but all of them reported, from their own perspective, that the parents do not have any influence on them when it comes to the way the girls dress. Some of them even advised the conflict with the parents on fashion clothing, especially after they become tweangers, i.e. as pointed out by 12-year-old Fon that "*What I like and what mom likes are always different*". The teenage girls' input is in accordance with Gunter and Furnham (1998) who state that the effect from parents is greatest when the child is young.

Moreover, it is found that, perceived by the respondents as a rule, mothers usually pay for their clothes, no matters what it takes. By The respondents are smart and know how to manipulate their parents, by using that rationale. They reported that they would often agree to purchase the clothes their parents like (to see the girls wear) as a good gesture to please the parents, in exchange for having something they like in return. They mentioned that this tactic works almost all the time. In this '*buy-in-exchange*' principle, almost all of the girls advised that they would wear the dress,

which their parents bought for them, only if they like, for a few times, or on a necessary basis, then it would be kept in the wardrobe forever. The following quote represents the situation quite well.

New, 12 “I cannot stop my mom from buying new clothes for me, so I let her buy, but I would only wear what I feel confident to wear”

There is, however, a few exceptional cases where the girls really like what their parents bought them almost every single item. A 14-year-old Khing is one of those examples. She stated that *“I always like new clothes that my mom bought me because we usually wear the same style, but I will not definitely wear other dress no matter what mom says it looks pretty (unless she wears that too)”*

In summary, a majority of the respondents said that parents could not influence the way they dress, no matter what suggestion, neither negative nor positive, parents give. Because the respondents think parents’ suggestions are on different age when compared to what they have in mind. On the other hand, the girls rely heavily on the parents, especially in terms of additional budget for fashion clothing. It is noteworthy that the girls usually get away with the clothes they eye on by means of getting along with the parents.

Friends

According to Gunter and Furnham (1998), the biggest influence among teenagers is their friends. Moschis and Moore (1979) also mentioned in the same direction that teenagers base their shopping decision on their friends’ opinions. In contradiction to those propositions, this study reveals that friends have less influence on Thai tweenage girls’ thoughts on shopping for fashion apparel. Many of them have high confidence in themselves and the second opinion from their friends does not count on their purchasing.

Some of the respondents like to share fashion tips and news on clothes by sitting in a group and chatting during the school break or share the information via social network such as Facebook, LINE or Instagram. Examples of brands they mentioned include Uniqlo, AIIZ, H&M, ZARA and FOX. Another group of respondents prefer playing sports with friend or chatting other topics such as favorite

novels or music rather than the fashion topics. Many samples have a few chances to go shopping with their friends, but with parents most of the time. The respondents advised no matter with whom they go shopping, they always rely on themselves – some even classified themselves as self-centered when it comes to fashion. There is however exceptional case, Nile, a 14 years old girl, who would prefer to dress like friends so to be a part of the group.

The following quotes from Yaimai, Cream and Nile portrait the friend's effects on girls' thoughts and their buying behavior for this sample:

Yaimai, 12 "Shopping with friends is good because we are in the same ages, which makes the conversation easy and smooth. I like listening to my friend's suggestion, but finally I end up trusting myself."

Cream, 12 "I have no experiences go shopping with friends. I always go with mom and I like it because mom pays me all I want to buy"

Nile, 14 "Sometimes I like to dress like friends because I feel belong to the group. I don't like wearing the same dress I have already worn when I go and meet somebody I know."

Media

As suggested by Moschis and Moore (1979) we found that the media has influence on teenagers, but at certain level. When asked the samples about the inspired figures from the media, a majority of the respondents stated that they did not have any specific persons who are the inspiration in their dressing style. For the respondents, their inspiration comes from many sources, mixing together, including mothers, superstars, friends and themselves.

Regarding the input from the media, Nile, a 14 years old girl, advised that *"I can update current fashion trend from reading magazine and chatting with my friends"*. Even though the samples read fashion blogs and magazines for inspiration, but they did not find the trends shown in those articles would be suitable for their age. A special remark is they stated that reading blogs and magazines are one way to keep up to date with the current fashion trends and most of them prefer reading fashion blogs which talk about their favorite superstars. Moreover, they like browsing blogs

for fashion ideas, but they often feel that the outfits worn by the bloggers are not appropriate for them – like Fon, 12 years old, said “*when I look at the dress on website then I imagine myself in that dress and I feel it looks much older for me*”. Lastly, they concluded that the final decision ‘to buy’ or ‘not to buy’ new clothes still depend on them, but no others.

Many respondents prefer to read online magazine rather than traditional magazine because the girls already have their own mobile phones, such as iPhone or Samsung, which allow them to access to any contents whenever they are bored, basically anytime and anywhere – as a 12-year-old Yaimai put “*I like to share nice picture of clothes to my friend via Facebook and Instagram during school break or when I have free time*”.

The nowadays contents are updated on a daily basis, making it easy for the girls to see new trends and what is in the stores at the moment. A few respondents still like reading traditional magazine because they like the feeling of flipping the pages. Some respondents, however, have less chances reading from fashion magazine or fashion blog. If at all, they prefer to see pictures and concise details on size, color and price rather than fashion comments or fashion tips which most of the time come in blocks of text – like Pinn, 13 years old said “*I prefer looking at leaflet with pictures such as Uniqlo, rather than reading from magazine because it provides only information I need to know: picture, price, size*”.

As proposed by Martenson (2009), we also found that sometimes the way celebrities, and also found in our study – their friends, wear can inspire the respondents, but only if the respondents think those styles match them. Pretty and Nile, 12 and 14 years old respectively, mentioned that they sometimes choose their clothes according to their favorite superstar and celebrities (i.e EXO Korean stars in Pretty’s case, and Cara Delevigne in Nile’s case)

Girl VS co-educational schools

We found a lot of similarity in the replies of the respondents from girl schools and co-educational schools, especially the buying behavior patterns and the parent influence. Girls from both school systems share the same patterns when they go shopping. A majority of them do not plan before they buy. They just simply spend the time shopping with their parents over the weekend and buy fashion clothing when they see something nice.

The parents do not include extra budget for fashion clothing in their weekly allowance, but they would allocate separate budget for their kids specifically when they go shopping together.

The difference between the two educational systems, however, is the subjects from girl schools often chat about the fashion trend and exchange fashion updates from media, while the respondents from co-educational schools seem not to keen on those activities.

Table 4.1 The factors influencing buying behavior in fashion clothing among Thai tweenage girls: The cases of girl VS co-educational schools

Factors	Girl School	Co-educational School
Buying Behavior	<ul style="list-style-type: none"> • Jump over the need recognition • Go right into the searching for information, then the pre-purchase evaluation, and then purchase • Buy-at-sight (not plan before buy) 	<ul style="list-style-type: none"> • Similar buying behavior patterns an Girl-School
Parents influence	<ul style="list-style-type: none"> • Mothers usually pay for their clothes • Shopping together during weekend • Parents could not influence the way they dress, no matter what suggestion, neither negative nor positive 	<ul style="list-style-type: none"> • Similar results as Girl-School

Table 4.1 The factors influencing buying behavior in fashion clothing among Thai tweenage girls: The cases of girl VS co-educational schools (cont.)

Factors	Girl School	Co-educational School
Friends influence	<ul style="list-style-type: none"> • Chatting in group about fashion information via social network • Less influence on girls' thoughts on shopping for fashion apparel 	<ul style="list-style-type: none"> • Playing sports with friend or chatting other topics such as favorite novels or music rather than the fashion topics • Less influence on girls' thoughts on shopping for fashion apparel
Media	<ul style="list-style-type: none"> • Using media exchange fashion updates and trends 	<ul style="list-style-type: none"> • Seem not to keen on exchange fashion updates and trends

CHAPTER V

CONCLUSION AND RECOMMENDATION

This chapter focuses on the conclusion and recommendation drawn from our study. The results and analyses shown in the previous chapter are used to answer the research questions. We then propose the adjusted conceptual framework for further study. Finally, recommendations for fashion suppliers and future research are suggested.

Conclusion

What influences Thai tweenage girls' thoughts on buying behavior in fashion clothing?

The author found that when buying fashion clothing, the tweenage girls generally based the decision mainly on themselves – basically what they feel about the particular clothes. They however accept that they use media, such as fashion blogs and magazine, also promotion leaflet as tools to help them get particular information that they want. Parents also play a big role in supporting them financially. Friends are just for exchange of information and trends.

To “*feel good*” or to be “*good looking*”, for the tweenage girls, is one the most important things in their life. The author used the word “good looking” instead of “fashion” because some of the tweenage girls are still not interested in fashion, but they just want to look good and feel confident in the clothes they wear – even though it might not be in the trend, but they feel comfortable to wear.

Every tweenage girls knows the word “fashion”, but the author found that word “fashion” becomes an important topic or is recognized to some of tweenage girls, starting from the age of 12-13 years old, when their closest environment, such as group of girlfriends at the school, starts talking and wearing. It is noteworthy that a

few girls are still interested in other matters, such as reading, sporting or cooking, more than fashion.

The tweenage girls always shop with someone, mostly with their parents, especially their mothers, but sometimes also with a group of friends. The reason for them to go shopping with their parents is that they want them to pay for the shopping. The mothers also bought the girls clothes from the markets or shops nearby their office. The girls will wear those clothes (bought by the mothers) if they think the dress suit them – make them looking good and confident. However, if they do not, the clothes will be kept in their wardrobe from that moment on.

Reviewing the replies, the author notices two main thoughts which the girls have when buying new clothes: firstly, ‘*buy-for-satisfaction*’ or ‘*hedonic needs*’, they buy if they feel like there are something missing, and they want to enjoy themselves by go shopping; secondly, ‘*buy-for-necessity*’ or ‘*utilitarian needs*’, they need to buy because they don’t have. Generally, the girls decided to purchase from hedonic needs.

In conclusion, the author found that self-motivated needs, media and parents are the main influences on Thai tweenage girls’ thought on buying behavior. Friends on the other hand do not have much direct impact on Thai tweeanage girls. They however are more like a part of the communication medium to exchange information on the fashion. To gather information, media has played an important role in both direct and indirect impact on Thai tweenage girls’ clothing consumption because the girls prefer looking, searching, asking, trying by themselves to get enough information to process their decision making that fits them the best.

What factors are the influences of Thai tweenage girls’ buying behavior in fashion clothing?

The author found that many tweenage girls’ fashion clothing consumption is based on hedonic needs. Only a few girls will buy new clothes because the existing ones are too small and could no longer be worn. The hedonic buying seems to be true for both mothers (buying for their kids) and the girls themselves. Mothers are always happy when buying new clothes to their kids. Girls still love shopping with mothers

during weekend or a long holiday but may have some arguments if they have different opinions.

The hedonic buying is not often based on a real need for new clothes, but, for this study, rather on emotion and desire to look good and feel good. Hedonic needs always happen when one does window shopping, reading fashion blog, looking at nice clothes in magazine or see their favorite stars wearing the particular pieces.

Proposed conceptual framework

Based on the findings, we would like to propose the conceptual frameworks for further study as per below figure.

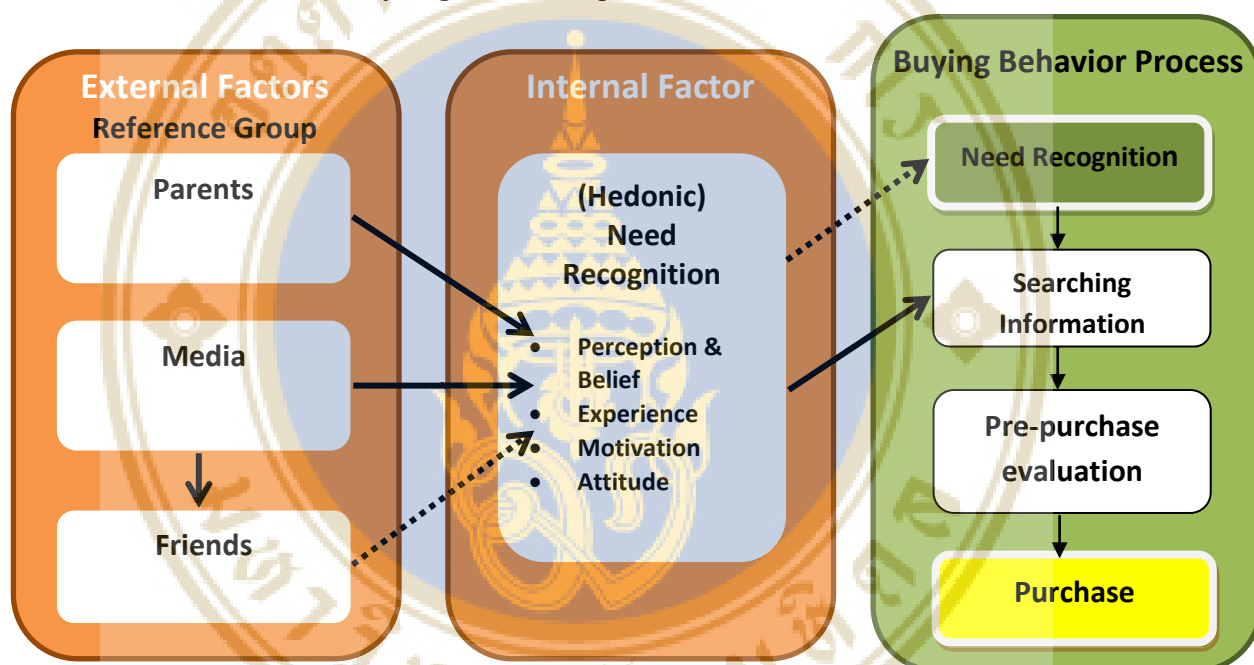


Figure 5.1 Proposed conceptual framework

From the above conceptual framework, we propose that media and parents are direct external factors which influence the teenage girls' need recognition, while friends will act indirectly as a communication medium in discussing and exchanging the fashion information among their peers. The three external factors shape and set the reference perception and belief, experience, motivation, and attitude of the teenage girls' needs toward the fashion apparel. The need recognition is the key to decision making in the buying behavior.

Recommendations

There are two recommendations drawn from this study: the recommendation for the fashion suppliers, and the recommendation for further study. The details of both are as followed:

Recommendation for fashion supplier

According to findings, Thai tweenage girls, themselves, are the ones who make the final decision upon buying fashion clothing. The sole financial support on the fashion apparel is their parents. Moreover, they usually read fashion related blogs, magazine, and leaflet to get information about clothes. Thai tweenage girls advised the available fashion clothing does not fit their age group.

Based on the above information, it is coherent with the global trend that there is an opportunity for tweenage fashion clothing in Thailand. To attract the tweenage girls' attention, it is advisable that fashion supplier should develop their 4Ps marketing mix based on the mentioned factors. For the first P: Product, the designs should fit the age group - the design that bring out the 'looking good' feeling, as the tweenagers are not yet adult and have already passed their childhood years.

For the second P: Promotion, the communication and advertisement on media would be critical to access the target group. The advertisement content should be communicated by pictures, not chunks of words. It would also be beneficial to also make campaign that would attract the parents too, as the parents are the key financial support for their kids. The store with 'Mom-and-Girl' design should be the focal point when establishing the new store or refurbishing the existing stores. Other 'Mom-and-Girl' sale promotions should also be explored to get the best interest out of both parents and their tweenage daughters.

Thirdly, for P: Place, the store with common area where mothers and daughters can sit, relax and discuss their selection of clothes would be quite reasonable and would serve both needs of the two generations. Also, if possible, the (new) stores should be located near tutoring, language, and music schools because those would be the areas where parents and daughters could spend their time together while doing the weekend activities.

Lastly, regarding Price, the girls' perception on price is questionable as they do not have to pay for their own clothes. Some of them might realize how expensive the clothes they want are, but they do not seem to care much as long as the parents could afford them. Hence it is not advisable to base the price on the girls' perception, but to realistically assess how much money the parents could afford.

Recommendation for further study

As this study is aimed to only explore the factor influencing Thai tweenage girls' thoughts on fashion clothing, for those who loom to extend the study on tweenage fashion clothing, it is advisable to conduct a specific study on the particular brand to get insights into the driven mechanism behind the tweenage girls' need recognition. It would also yield fruitful benefits in terms of the generalization of the research, should further quantitative studies would be conducted.

Since the tweenagers have limited exposures to the world and quite unaware of their true feeling and thoughts, it is noteworthy that the researchers should develop observation and probing skills when gathering the information, especially from the in-depth interview. In this study, sometimes, the author had to change the question approach to get through to the respondents. Also, it is very important to make the respondents feel at ease and comfortable prior to begin the interview session.

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Appendix A: Guideline for interview questions

To fulfill the objectives of the study, the following set of interview question has been developed:-

Content	Description
Demographic data	<ul style="list-style-type: none"> • Please state your name and age (together with the following demographic data:) <ul style="list-style-type: none"> ✓ Weekly or monthly allowance ✓ Family status ✓ Number of siblings ✓ School details ✓ Interest
Buying Behavior	<ul style="list-style-type: none"> • How often do you buy new clothes? And where do you usually buy them (department store/market/shop/etc)? • How often do you go shopping and visit stores? • How do you prepare yourself before shopping your new clothes (probe: need recognition/searching/pre-evaluation and alternative/decision)? • What do you spend your money on? How much do you spend on clothes every month? How do you plan your budget before buying new clothes? • Are you interested in fashion and clothes? Do you think you are up-to-date in current fashion trends? How do you keep up with trends?

Content	Description
Additional question.	<ul style="list-style-type: none"> • Do you think you can be affected by people you shop with? How? • Do you mostly shop alone or with someone else? If so, with whom? Is there a difference between shopping alone or with other? How? • Is buying clothes important to you? Is it something you are interested and highly involved in, something you gladly dedicate your time to?
Parents	<ul style="list-style-type: none"> • Who usually pays for your clothes, you or your parents? • Do your parents affect the way you dress and what clothes you buy? If yes why? If no why?
Friends	<ul style="list-style-type: none"> • How you and your friend share fashion tips on clothes? • How do you say your friends have any impacts on you when you buy clothes? • Do you ever see something on a magazine or a blog, a celebrity or a friend, and then see it in-store and think “that is what I want it too” If yes what are you going to do next? If not why?
Media	<ul style="list-style-type: none"> • Are there specific person whose style you like and that inspire you? Why are they? • Are you inspired by fashion blogs? If yes why? If no why? • Do you read a lot of fashion magazines and fashion blogs? How often and what topic? • What is the benefit of reading fashion magazine? Do you prefer traditional magazine or online magazine?

Appendix B: Transcribed data

Note: Respondents' inputs are written with *italic*. Additional information from the side note is noted in parenthesis. See A1 for more information.

Name:	Fon		
Respondent ID:	01	Age:	12
School:	Benchama	Type:	Co-educational
Family Status:	Parents, grandparents		
Number of Siblings:	2 (including the respondent)		
Allowance:	500THB per school week (5 days)		
Interest:	Shopping, swimming, cartoon movie, music		
Buying Behavior:			
Q1:	How often do you buy new clothes? And where do you usually buy them (department store/market/shop/etc)?		
A1:	<ul style="list-style-type: none"> • <i>Quite often, around once a month.</i> • <i>Each time 3-4 pieces.</i> • <i>Bought from Central Ladprow (Sario and Kitty), sometimes Siam</i> 		
Q2:	How often do you go shopping and visit stores?		
A2:	<ul style="list-style-type: none"> • <i>Everytime I go to the shopping centers (refer above)</i> 		
Q3:	How do you prepare yourself before shopping your new clothes (probe: need recognition/searching/pre-evaluation and alternative/decision)?		
A3:	<ul style="list-style-type: none"> • <i>No plans. If I see it, like it, I will buy it.</i> 		

-
- *Yes, I browse on the racks or see what they show first, then I compare them and buy what I like. Sometimes I like a lot of them. I choose the clothes myself.*
-

Q4: What do you spend your money on? How much do you spend on clothes every month? How do you plan your budget before buying new clothes?

- A4:
- *I buy toys (cartoon figure), food, and clothes (rarely)*
 - *Not much on clothes, I usually save my money to buy toys because I want to buy them myself*
 - *Mom usually buys me clothes*
-

Q5: Are you interested in fashion and clothes? Do you think you are up-to-date in current fashion trends? How do you keep up with trends?

- A5:
- *Ok, so so on fashion*
 - *I know fashion trend from IG (Instagram), friends, department stores, FB (Face book). I only buy what I like.*
-

Additional Questions:

Q6: Do you think you can be affected by people you shop with? How?

- A6:
- *No. I believe in myself*
-

Q7: Do you mostly shop alone or with someone else? If so, with whom? Is there a difference between shopping alone or with other? How?

- A7:
- *I usually go with mom*
-

Q8: Is buying clothes important to you? Is it something you are interested and highly involved in, something you gladly dedicate your time to?

- A8:
- *So so, not that important. I like to do other things.*
-

Parents:

QP1: Who usually pays for your clothes, you or your parents?

AP1: • *Mom always pays, and dad, occasionally*

QP2: Do your parents affect the way you dress and what clothes you buy? If yes why? If no why?

AP2: • *No, they have no effects on me. I (on the contrary) have effects on them.*
 • *I listen to them at certain level, but I will think and will analyze and decide by myself.*

Friends:

QF1: How you and your friend share fashion tips on clothes?

AF1: • *We use LINE (free online text messaging) most of the time.*
 • *We also talk on the phone – there is a free-time-slot from 5pm-5am*

QF2: How do you say your friends have any impacts on you when you buy clothes?

AF2: • *Not at all!* (with intense and high-pitch voice)

QF3: Do you ever see something on a magazine or a blog, a celebrity or a friend, and then see it in-store and think “that is what I want it too” If yes what are you going to do next? If not why?

AF3: • *Well, yes, but if I like it, that is good enough* (it does not have to be what the celebrity wears).

Media:

QM1: Are there specific person whose style you like and that inspire you? Why are they?

AM1: • *No, nobody* (no role models that inspired the fashion style).
 • *when I look at the dress on website then I imagine myself in that dress and I feel it looks much older for me*

QM2: Are you inspired by fashion blogs? If yes why? If no why?

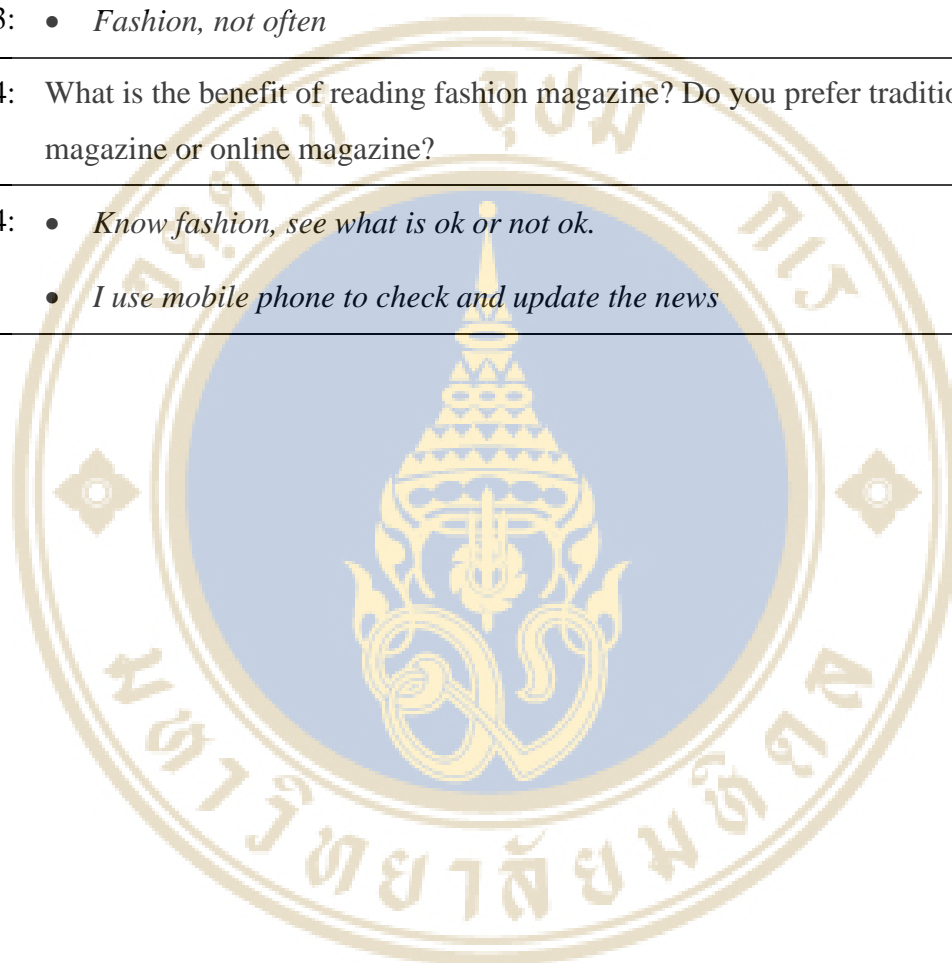
AM2: • *I have to see first if (the dress from the fashion blogs) fits me and I am confident to wear.*

QM3: Do you read a lot of fashion magazines and fashion blogs? How often and what topic?

AM3: • *Fashion, not often*

QM4: What is the benefit of reading fashion magazine? Do you prefer traditional magazine or online magazine?

AM4: • *Know fashion, see what is ok or not ok.*
• *I use mobile phone to check and update the news*



Name:	Pinn		
Respondent ID:	02	Age:	13
School:	Ammartayakul	Type:	Co-educational
Family Status:	Parents, grandparents, relatives		
Number of Siblings:	2 (including the respondent)		
Allowance:	600THB per school week (5 days)		
Interest:	Music (piano, guitar, violin), fashion		
Buying Behavior:			
Q1:	How often do you buy new clothes? And where do you usually buy them (department store/market/shop/etc)?		
A1:	<ul style="list-style-type: none"> • <i>Minimum, 3 times a month</i> • <i>I get new clothes every time I go shopping – around 3 pieces a time</i> • <i>Shop at Central Ladprow, sometimes Siam Paragon</i> 		
Q2:	How often do you go shopping and visit stores?		
A2:	(see above)		
Q3:	How do you prepare yourself before shopping your new clothes (probe: need recognition/searching/pre-evaluation and alternative/decision)?		
A3:	<ul style="list-style-type: none"> • <i>Yes, I do plan before I buy.</i> • <i>I want the best price and things that suits me, so I need to plan</i> • <i>I start by thinking of what I like to buy. I check the on-sale items first. Sometimes there is nothing I like, I will go to the new arrival items.</i> • <i>I have to make sure that I like before I buy.</i> 		

Q4: What do you spend your money on? How much do you spend on clothes every month? How do you plan your budget before buying new clothes?

- A4:
- *Most of the time, on snack*
 - *Mom will pay for the clothes*
 - *No plans for the clothes – mom will take care of it*
-

Q5: Are you interested in fashion and clothes? Do you think you are up-to-date in current fashion trends? How do you keep up with trends?

- A5:
- *Yes, I am interested in fashion, clothes*
 - *Yes, I am in trend*
 - *I update fashion stuff from the news on the media (TV, blogs, social media)*
-

Additional Questions:

Q6: Do you think you can be affected by people you shop with? How?

- A6:
- *No. I trust myself*
-

Q7: Do you mostly shop alone or with someone else? If so, with whom? Is there a difference between shopping alone or with other? How?

- A7:
- *No, not alone. With mom most of the time. Sometimes with dad, but will not buy if I go with friends*
 - *I actually inspire friends to buy because I am good in drawing and art. My friends usually ask for my advice.*
-

Q8: Is buying clothes important to you? Is it something you are interested and highly involved in, something you gladly dedicate your time to?

- A8:
- *Not quite (but appear to enjoy it)*
-

Parents:

QP1: Who usually pays for your clothes, you or your parents?

AP1: • *Mom pays*

QP2: Do your parents affect the way you dress and what clothes you buy? If yes why? If no why?

AP2: • *No, they do not.*

- *(If she could not agree with her mother), I let mom win (if she wants to buy me the clothes), but I will not wear it.*

Friends:

QF1: How you and your friend share fashion tips on clothes?

AF1: • *Not directly, but we chat about it*

- *We sometimes go looking at the clothes together (but she will not buy it)*

QF2: How do you say your friends have any impacts on you when you buy clothes?

AF2: • *No, but I have influences on my friends*

QF3: Do you ever see something on a magazine or a blog, a celebrity or a friend, and then see it in-store and think “that is what I want it too” If yes what are you going to do next? If not why?

AF3: • *No, I don't think so. But I like the way my sister dresses and I sometimes dress like her.*

Media:

QM1: Are there specific person whose style you like and that inspire you? Why are they?

AM1: • *(her elder sister is her inspiration – see above)*

- *I like the way she (her elder sister) dresses, long sleeve shirt, curved at the*

bottom. (She seems reluctant to explain why she likes to wear long shirt covering the bottom part of her body the way her sister does. It appears that she is shy of her physical appearance as she has a bit protruding waistline)

QM2: Are you inspired by fashion blogs? If yes why? If no why?

- AM2:
- *Ok, yes, (inspired by the fashion blogs) at certain level. I usually check from the internet and from blogs*
 - *I like Uniqlo. I look at the clothes and fashion, but not the models.*
 - *I also like H&M, but the store is quite far away from my place. (She prefers H&M to Uniqlo)*
 - *Forever XXI, they only have small size – does not fit me*
-

QM3: Do you read a lot of fashion magazines and fashion blogs? How often and what topic?

- AM3:
- *Not really the magazine, I prefer leaflet as they have lots of pictures, less text. Also they have price lists which I could use as a reference.*
 - *I usually check the price before I go shopping. At least I know how much and see what I would like to buy first.*
-

QM4: What is the benefit of reading fashion magazine? Do you prefer traditional magazine or online magazine?

AM4: (see above)

Name:	Pretty		
Respondent ID:	03	Age:	12
School:	Rajinee-Bon	Type:	Girl School
Family Status:	Parents and grandparents		
Number of Siblings:	1 (including the respondent)		
Allowance:	200THB per school week (5 days)		
Interest:	Music, VDO game, fashion, "EXO" Korean fan club activity		
Buying Behavior:			
Q1:	How often do you buy new clothes? And where do you usually buy them (department store/market/shop/etc)?		
A1:	<ul style="list-style-type: none"> • <i>Not that often – a couple of times a month</i> (note that the measurement on how often varies from person to person, even though some of them go shopping 2-3 times a month) • <i>Most of the time Uniqlo, from Central Ladprow</i> • <i>Sometimes mom bought me stuff from market in Ratchada</i> (near her mother's office) 		
Q2:	How often do you go shopping and visit stores?		
A2:	<ul style="list-style-type: none"> • <i>Every weekend and holidays, with mom most of the time</i> (Also see above) 		
Q3:	How do you prepare yourself before shopping your new clothes (probe: need recognition/searching/pre-evaluation and alternative/decision)?		
A3:	<ul style="list-style-type: none"> • <i>Not that often, sometimes, but most of the time, I go to the shop, look around and just buy anything if I like.</i> 		
Q4:	What do you spend your money on? How much do you spend on clothes every month? How do you plan your budget before buying new clothes?		

-
- A4: • *Buy drinks most of the time*
- *Buying clothes, mom pays, sometimes 300-400 Baht per items. Sometimes, 1,000 Baht per items, depends on where we buy.*
-

Q5: Are you interested in fashion and clothes? Do you think you are up-to-date in current fashion trends? How do you keep up with trends?

- A5: • *Not quite follow the fashion trend, but I care for what makes me look good and feel confident. (called herself 'self-centered' in fashion)*
-

Additional Questions:

Q6: Do you think you can be affected by people you shop with? How?

- A6: • *No. I don't care. I care for myself.*
-

Q7: Do you mostly shop alone or with someone else? If so, with whom? Is there a difference between shopping alone or with other? How?

- A7: • *I go with mom.*
- *I have never go shopping alone or with friends (she cannot specify any differences in her feeling as she only shops with her mother)*
-

Q8: Is buying clothes important to you? Is it something you are interested and highly involved in, something you gladly dedicate your time to?

- A8: • *Ok, not so important, but ok. (she tried to think more, but no further comments)*
-

Parents:

QP1: Who usually pays for your clothes, you or your parents?

- AP1: • *Mom pays for me.*
-

QP2: Do your parents affect the way you dress and what clothes you buy? If yes why? If no why?

AP2: • *Yes, my mom. Mom takes care of my clothes. She will tell if I should buy or not, (but she admitted that she tells her what she like to buy).*

Friends:

QF1: How you and your friend share fashion tips on clothes?

AF1: • *We chat on Facebook and IG (Instagram)*

QF2: How do you say your friends have any impacts on you when you buy clothes?

AF2: • *No*

QF3: Do you ever see something on a magazine or a blog, a celebrity or a friend, and then see it in-store and think “that is what I want it too” If yes what are you going to do next? If not why?

AF3: • *Yes, sometimes. I like EXO (Koeran singing group). (When checked the website on EXO, her clothes are pretty much like this member of this band)*

Media:

QM1: Are there specific person whose style you like and that inspire you? Why are they?

AM1: • *Yes, the Korean stars, I like them. They look good – handsome and beautiful. (Appear to be flushed when talked about this subject)*

QM2: Are you inspired by fashion blogs? If yes why? If no why?

AM2: • *Yes, particularly the blogs on the Korean singers and stars (still have broad smile on her face)*

QM3: Do you read a lot of fashion magazines and fashion blogs? How often and what topic?

AM3: • *Yes, but nothing in particular*

QM4: What is the benefit of reading fashion magazine? Do you prefer traditional

magazine or online magazine?

AM4: • *The real magazine* (no further comments)















