

**PINK MONEY IN THAI FASHION INDUSTRY**



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## **PINK MONEY IN THAI FASHION INDUSTRY**

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G.M. (GENERAL MANAGEMENT)

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### **ABSTRACT**

This research will explore the factors that affect the purchasing intention of clothes of gay men in Bangkok to help the fashion store understand their customers better. Quantitative research methodology was applied in this research by collecting data via online questionnaire with limited age group to reduce the difference in generation gap preferences. The respondents are those who are gay men in Bangkok and recently shopped for clothes in the past three month.

The result shows that attitudes of individual and individual perception significantly influence the purchasing intention. On the contrary, subjective norms does not have an effect on the purchasing intention of gay men in Bangkok. The fashion stores that target gay men should stay up to date with the fashion trends because customers in this segment tend to be fashionable. Furthermore, good atmosphere in the store can also enhance the purchasing intention of this group of customers.

**KEY WORDS:** LGBT / Purchasing Intention / Fashion / Cloth / Thailand

40 pages

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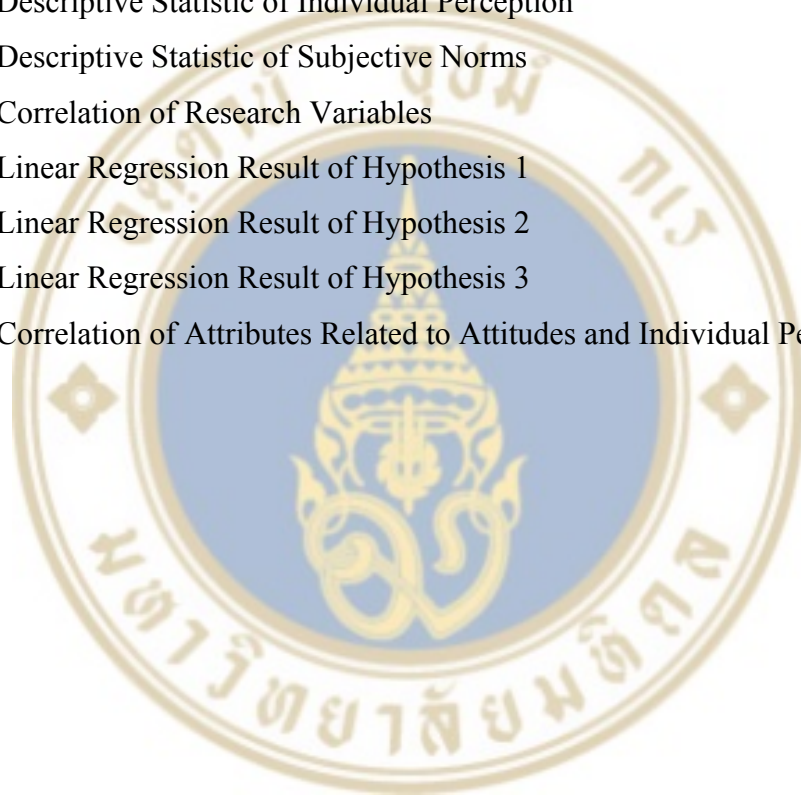
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## **CHAPTER I**

### **INTRODUCTION**

In present day, consumer markets are more precisely categorized to increase efficiency and effectiveness when communicating to the target group. One of the target group with potential is increasing and accepted by society is the Lesbian, Gay, Bisexual and Transgender group, or LGBT. With acknowledgement of new target group, there are more people interested in this market and introduce more products and services specifically for the LGBT group.

Lesbian, Gay, Bisexual and Transgender, or LGBT, is intended to emphasize a diversity of sexuality and gender identity-based cultures. They have been fighting for their rights with many LGBT-related events in the past. In 1970, the first LGBT Pride Parade was held in New York. Another important events for the LGBT is the same-sex marriage laws. The laws were passed and came into effect in Belgium in Europe, and Ontario and British Columbia of Canada in 2003. The LGBT of other part of the world were also fighting for the laws until the latest event that was the hot topic across the social network was the passed and came into effect in the United States (nationwide).

According to the Sexual Identity in the UK survey in 2012 by Office for National Statistics, 1.1 per cent answered lesbian or gay and 0.4 per cent answer bisexual, approximately 765,000 adults in UK. The survey show that London had the highest proportion of adults answering lesbian, gay or bisexual. According to Yougov survey in 2015, 8 percent of the sample answered lesbian, gay or bisexual in the US, approximately 25.6 million adults. With addition from survey by Gary J. Gates (2007), the highest LGBT population were in the big cities like New York City, Los Angeles, Chicago and San Francisco.

## 1.1 Problem Statement

The research show that consumers in the LGBT segment have high spending power. They have lower obligation, especially in terms of family. They also tend to live their lives to the fullest, with more fun and excitement compared to the general gender consumers. The term “Pink Money” is introduced to describe the purchasing power of LGBT community and has become of marketer interest.

There are many businesses interested in the idea of Pink Money such as restaurants, pubs, hotels and entertainment products and services. In 1998, pink money was estimated to be worth £350 billion, or THB 23.8 trillion (exchange rate of 1998 at approximately 1 GBP: 68 THB). In 2006, the purchasing power of LGBT community in US alone outgrew that of 1998 worldwide with an estimate at around \$641 billion, or THB 24.3 trillion (exchange rate of 2006 at approximately 1 USD: 38 THB).

Great Britain, the term “Pink Pound” is used instead, expected to have more than 6 billion pound a year. In 2006, seminar in marketing called Pink Pound Conference was held in London introducing specialize services such as wedding planner, and broadcast and television. In America, called “Pink Dollar”, a survey on economy of LGBT population show good result with 28% of the population have an average income of 50,000 dollars a year.

In Thailand, the LGBT community is getting attention and start to grow. There are e-commerce website providing specialized products for this group of consumers such as clothing or personal appliances. Recently, the Thai cosmetic brands launch new products targeting gay men, Srichand (translucent powder) for Men and Mistine 5 Brow Pencil for Men.

According to LGBT Capital (2015), LGBT population of Thailand was estimated around 4 million with estimated LGBT per annum spending of US\$17 billion, or THB 510 million. Thailand would have the potential to pick up on the pink money idea to develop and innovate products and services to serve the LGBT community, locally and internationally.

## **1.2 Research Question**

The initial purpose of this study is to explore Thai gay consumers' attitude toward products designed specifically for them. What kind of attitude toward the fashion do they have? How does the attitude influence their motivation to buy and actual purchasing of the products? How will their choice of clothes reflect their self-image or individual identity? How will others effect their decision to purchase clothes?

## **1.3 Research Objective**

The purpose of this study is to find consumer behavior and attitude of Thai gay men toward their choice of clothes. The research will explore factors from many aspects such as attitude, motivation and behavior to help the fashion store understand their customers better.

## **1.4 Research Scope**

The research scope will concentrate on the attitudes and motivation of Thai gay males to buy their choice of clothes. The quantitative research approach will be conducted in this study. The quantitative data will be collect by internet questionnaire with 100 respondents that are Thai gay men, nationwide, at age between 18-45 years old.

## **1.5 Expected Benefit**

This study will help understand the consumers' attitudes, motivations toward purchasing their choice of clothes. The result will be knowledgeable to the fashion industry about the consumer behavior of the niche market. The understanding of consumer behavior can be applied to the product design and marketing plan.

## **CHAPTER II**

### **LITERATURE REVIEW**

There are many factors influencing the consumer's intention to buy products. It is important to identify self-image and subjective norms that would have positive effects on gay men's intention to buy cloths.

#### **2.1 The Construction and Communication of Gay Identities**

From qualitative interviews of Manchester-based respondents (Schofield and Schmidt, 2005), the individual identity through clothes was a marker of gayness. The study states that gay males do not wear clothes just to show their homosexual status, it is the expression of individuality, lifestyle or life-stage. Clothes were used to construct individual identity.

Fashion is a mean of expression of gay sexuality and to differentiate individual from the straight society and within the complex structures of the gay society. A heterosexual male might only detect the gayness from the outfit but another gay male might recognize the subgroup as an approach or avoidance cue. Furthermore, individual choice of clothes also reflects the situational identity which allow gay males to fit in, as they allow each individual to "have a different face for different occasions" (Stearn, 1962).

#### **2.2 Theory of Reasoned Action**

The theory of reasoned action, developed by Martin Fishbein and Icek Ajzen in 1967, was used as a theoretical framework to study the attitudes and self-image of Thai metrosexuals toward cloth buying behavior (Sukato, 2013). The consumer behavior often links with their attitudes and subjective norms. The combination of attitudes and subjective norms will form behavioral intention.

### **2.3 Attitudes, Self-Image, Subjective Norms**

Consumer attitudes toward specific product stimulate intention to buy the product, as well as attitudes toward cloth buying affected Thai metrosexual consumer's actual purchase. Self-image was used in addition to the theory of reasoned action, with positive effect on the intention to buy cloth.

The subjective norms also have significant influence on Thai metrosexual consumer's intention to buy cloth. The result shows that colleagues are the most significant norms that can influence Thai metrosexual men in Bangkok. It is agreed with the Men's Grooming Product-Thailand in 2007 that men believe that a well-groomed appearance contributes to career and social success.

Most consumers are happy when they shopped especially for cloths, Thai metrosexual shoppers are no different. They also believe that brand name products will increase their self-image and self-confidence. People around them will also have influence on their intention to buy as well as their actual purchasing of the cloths.

### **2.4 Fashion Involvement Index**

According to Tigert et al., there are five dimensions of fashion involvement: fashion innovativeness and time of purchase, fashion interpersonal communication, fashion interest, fashion knowledgeability and fashion awareness and reaction to changing fashion trends. O. Sha et al. designed questionnaire based on fashion involvement index scale (FII) to identify the behavior of fashion adopters, communication power in conveying fashion statements, interest and knowledge levels of fashion, and the level of monitoring and reaction to clothing style and trends among individuals.

The survey on fashion involvement index of gay consumers was conducted in Canada with 145 participants identified themselves as gay consumers (O. Sha et al.). The FII level of participants were measured with frequency analysis and sum score analysis. The analysis shown that gay consumers perceived themselves to be stronger than heterosexual men in two dimensions, fashion interest and fashion awareness and somewhat stronger in dimension of fashion knowledgeability. In term of fashion

innovativeness and time of purchase, and interpersonal communication through fashion, they perceived themselves to be similar to heterosexual men.

In addition, the qualitative interview by O. Sha et al. shown that gay men are more fashion conscious than heterosexual men but did not demonstrate a strong tendency toward fashion interest. The individual's degree of outness and work place can conduce to the result of the study.

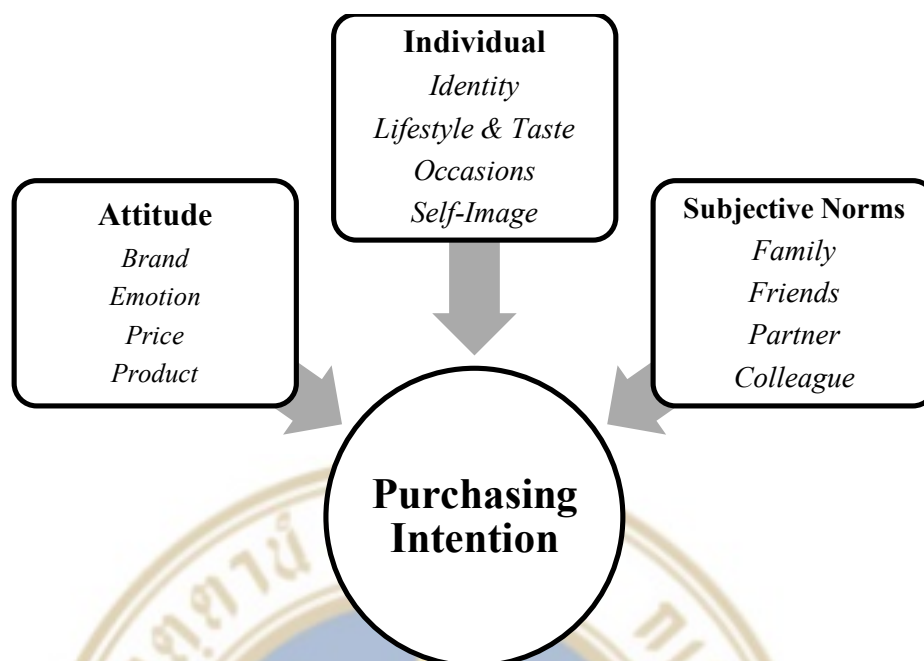
## **2.5 Shopping Dependence**

According to Dodd et al., Shopping dependence is ranged from the low level as self-gift-giving, to impulse purchasing, to compulsive shopping, to the high level as addictive shopping. The high level of shopping dependence is mostly found in women to repair their mood or relieve negative feeling about their life. With addition of the assumption that homosexual consumers may process the quality of female shoppers, the study was focused on shopping dependence of homosexual consumer comparing with heterosexual male.

Homosexual males claim to be more dependent according to the higher levels of clothes shopping dependent behavior. The higher level of shopping dependence shows an increasing in homosexual male clothing market. Similar to female shopper, they used clothes shopping to relieve negative feeling about their life and to enhance their self-image.

## **2.6 Hypothesis and Framework**

Based on the literature review, the factors that would influence the purchasing intention of Thai gay consumers would be their attitudes, their perception of individual identity and the subjective norms.



**Figure 2.1 Initial Framework**

### **Hypothesis 1**

H1<sub>0</sub>: Attitudes have a positive effect on purchasing intention of clothes.

H1<sub>1</sub>: Attitudes do not have a positive effect on purchasing intention of clothes.

### **Hypothesis 2**

H2<sub>0</sub>: Individual perception have a positive effect on purchasing intention of clothes.

H2<sub>1</sub>: Individual perception do not have a positive effect on purchasing intention of clothes.

### **Hypothesis 3**

H3<sub>0</sub>: Subjective norms do not have a positive effect on purchasing intention of clothes.

H3<sub>1</sub>: Subjective norms have a positive effect on purchasing intention of clothes.

## **CHAPTER III**

### **METHODOLOGY**

This study aims to explore the factors that affect the attitudes toward and individual identity of gay consumers, and to understand the criteria that motivate individual to buy or actual purchasing of the clothing products.

#### **3.1 Research Design**

This study will explore the factor that effect the clothing purchasing intention of Thai gay males in Bangkok. The data will be obtained through sampling of population to examine its distribution variables. The purchasing intention can be divided into three criteria: attitudes toward fashion, individual identity and subjective norms. The research will analyze the effect of both criteria on the purchasing intention of the consumers for clothing products.

#### **3.2 Data Collection Methodology**

##### **3.2.1 Population**

The research population will focus only on fashion consumers that are Thai gay men who live in Bangkok. The fashion consumers are defined as those who have purchased clothes in the past 3 months. Clothes, in this study, includes shirts, t-shirts, trousers and shorts. The research will focus on the respondents between the age of 18-45 to reduce the difference in generation gap preferences.



### **3.2.2 Sampling**

The sample size of this study is at least 100 male respondents who are openly gay. Age of respondents are limited to 18-45 to reduce the difference in generation gap preferences. This study will be focused on the respondents that live in Bangkok only.

### **3.3.3 Data Collection**

Data will be collected with internet questionnaire which contain close-ended questions with a four-point Likert scale to eliminate the neutral preference of Asian respondents. The questionnaire will be divided into 5 parts: introduction, screening question, general question, specific questions and demographic questions.

- Introduction section will give a brief introduction and objective of the questionnaire, and estimated time to finish the questionnaire.
- Screening questions will be used to select only the target group which is Thai gay men who have purchased clothes in the past 3 months.
- General questions will explore the behavior of the respondents.
- Specific questions will ask in detail of the variables according to the framework. The respondents will require to answer in Likert scales to measure the level of agreement and disagreement.
- Demographic questions will collect general information of the respondents such as age, education level, occupation, income, hobbies and interests.

The internet questionnaire will be shared via social network to seek out the target respondents. The total respondents will be at least 100 to ensure the reliability and validity of the data.

## **3.3 Data Analysis**

The data will be analyzed with SPSS software package version 23.0 and quantitative methods to show the relationship between each variable which effect the motivation to buy and the actual purchase behavior. The methods are frequencies analysis, cross-tabulation, ANOVA and regression analysis. The frequencies analysis is used to summarize the demographic data and behavior of the respondents. Cross-

tabulation and ANOVA analysis are used to analyze the relationship between variables and nominal data.



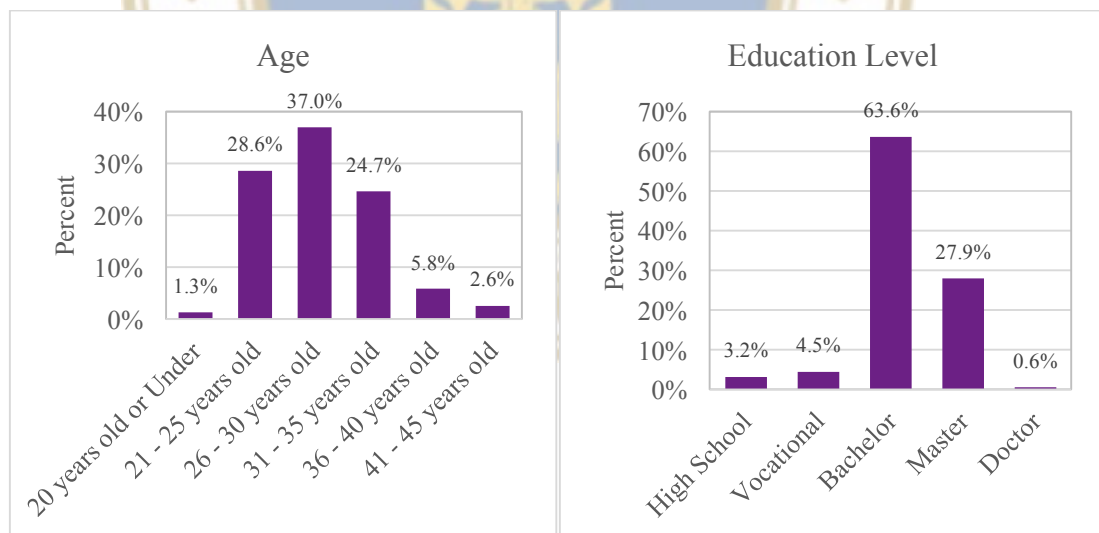
## CHAPTER IV

### FINDINGS

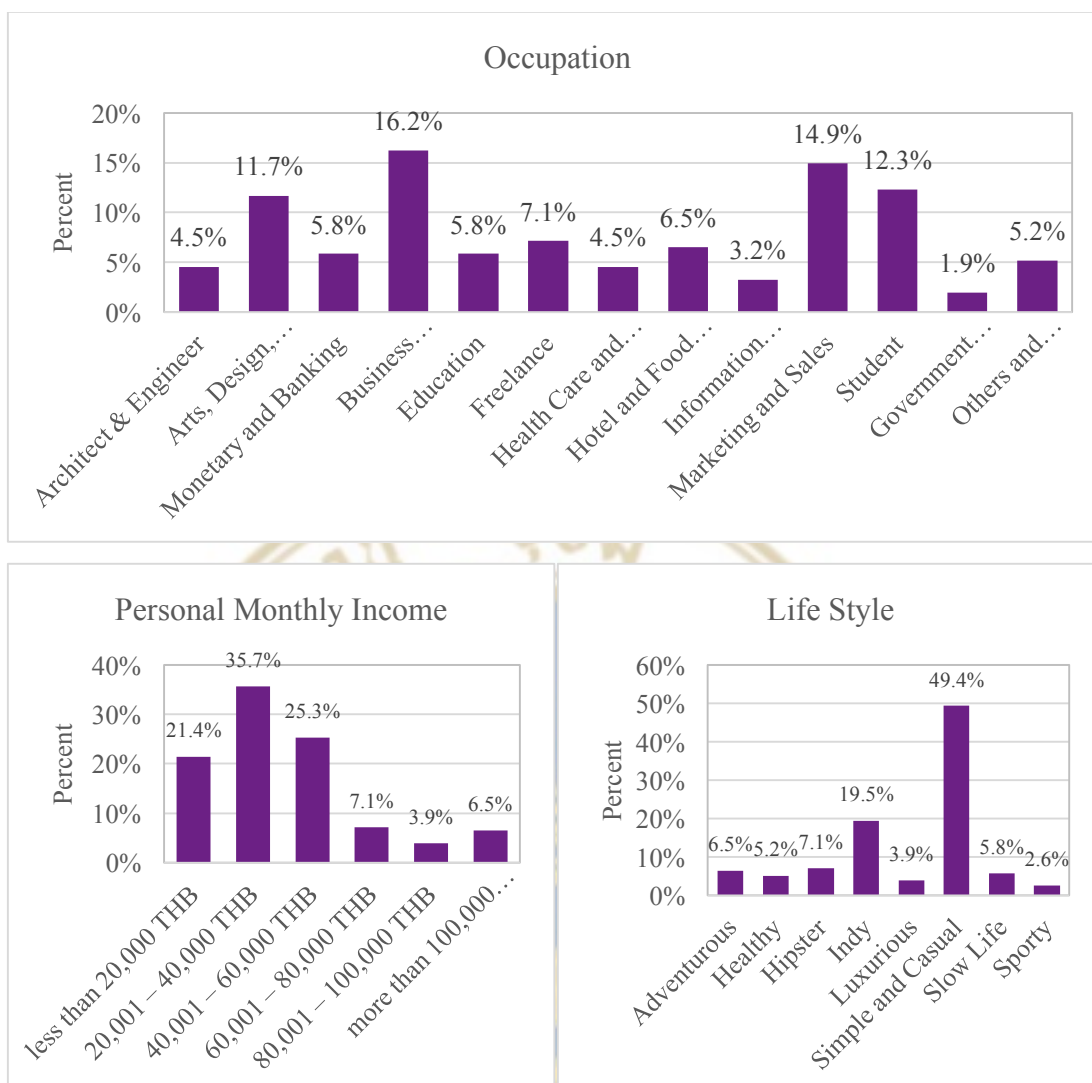
The quantitative data collection process of this study concluded with total of 154 respondents, which responded to the screening question that they are gay. The data analysis follows the framework in previous chapter. SPSS software package version 23.0 is used for data analysis and findings in order to test the hypotheses in the previous chapter.

#### 4.1 General Description of Respondents

A sample of 154 gay men aged less than 45 years are the respondents of this study. The general descriptions of the respondents are as follows.



**Figure 4.1 Percentage Frequency of Respondents (1)**



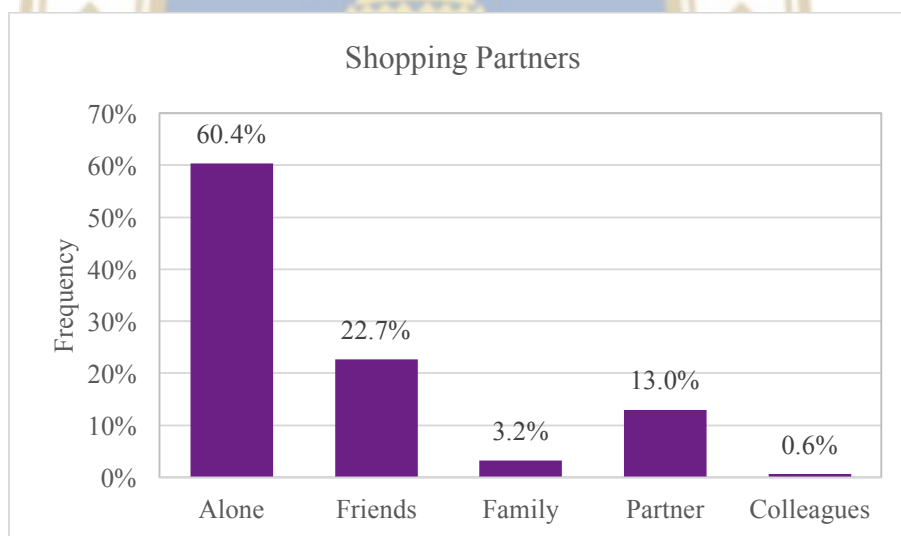
**Figure 4.2 Percentage Frequency of Respondents (2)**

More than one-third of the respondents are in the age group of 26-30 years old (37.0%), followed by 21-25 years old (28.6%) and 31-35 years old (24.7%), respectively, whereas the groups of respondents are 20 years old and under (1.3%) and 41-45 years old (2.6%). More than half of the respondents have the education level at Bachelor degree (63.6%), followed by Master degree (27.9%) while other levels are less than 5%. Most of the respondents work as business owner (16.2%), marketing and sales (14.9%), students (12.3%) and Arts, Design, Entertainment and Media (11.7%). Of all the respondents, 35% earn personal monthly income between 20,001 and 40,000 baht, followed by a group of 40,001-60,000 baht (25.3%) and less than 20,000 baht (21.4%). Almost half of the respondents classified their life style as Simple and Casual (49.4%), followed by Indy (19.5%) while others are lower than 10%.

**Table 4.1: Location of Purchasing Clothes**

		Responses		Percent of Cases
		N	Percent	
Where do you buy your clothes? (multiple location can be selected)	Department Store	141	26.9%	91.6%
	Brand Name Store	77	14.7%	50.0%
	Local Store	85	16.2%	55.2%
	Outlets	44	8.4%	28.6%
	JJ Market	58	11.1%	37.7%
	Night Market	54	10.3%	35.1%
	Second Hand Shop	17	3.2%	11.0%
	Online Store	48	9.2%	31.2%
Total (Location)		524	100.0%	340.3%

In aspect clothes purchasing location, almost all of the respondents buy clothes in the department stores (91.6%), followed by local store (55.2%) and brand name store (50.0%) whereas the least likely to buy location is second hand shop (11.0%).

**Figure 4.3 Percentage Frequency of Shopping Partners**

In aspect shopping partners, most of the respondents preferred to shop alone (60.4%) while some shopped with friends (22.7%) and partner (13.0%). Interestingly, not many gay men preferred to shop with family (3.2%).

## 4.2 Descriptive Analysis

The descriptive analysis such as mean and standard deviation is used to analyze the key factors affecting the intention to buy clothes of gay men in Bangkok. The respondents were asked to respond their opinion on each statement regard attitudes, individual and subjective norms based on four-point Likert scale from (1) ‘strongly disagree’ to (4) ‘strongly agree’.

### 4.2.1 Attitudes

**Table 4.2: Descriptive Statistics of Attitudes**

	Mean	Std. Deviation
I prefer to buy well-known brands.	2.61	.945
Brand clothes are considered as high quality (include cutting).	2.91	.827
Brand clothes are considered as stylish.	2.55	.825
Brand clothes are considered as fashionable.	2.57	.928
Buying clothes makes me happy.	3.16	.849
Buying clothes wastes my time.	1.81	.756
Clothes shopping give me pleasure.	3.09	.851
I feel good when I buy clothes.	3.16	.804
I am likely to buy clothes when I have free time.	2.71	.861
I consider the price of clothing before buying.	3.07	.864
I prefer to buy clothes with discount.	3.31	.852
I often shop at more than one store in order to find the best price.	2.80	.993
If I like something, I wouldn't think twice before spending.	2.76	.915
I prefer to buy high quality clothing (include cutting).	3.32	.731

The statements regarding attitudes are divided in to four sub-categories: brand, emotion, price and product. Based on the mean score above, almost every questions score higher than half, except ‘buying clothes wastes my time’ which is the reverse-scale question to cross check the validity of the responses. In aspect of attitudes toward brands, the respondents are likely to buy brand clothes because of its quality as well as the perception of brand as stylish and fashionable clothes. The respondents do not feel that shopping wasted their time, but make them happy and if they have free time, they will be shopping for some clothes. They also consider the price and the quality

of the product before consider buying clothes.

#### 4.2.2 Individual Perception

**Table 4.3: Descriptive Statistics of Individual Perception**

	Mean	Std. Deviation
I prefer to buy clothes that express my gayness.	1.68	.766
I prefer to buy clothes that are designed specifically for gay men.	1.69	.780
Other people can see my gayness through my outfit.	2.08	.870
I prefer to buy clothes that do not show my gayness.	2.92	.900
I prefer to buy clothes that are popular among men in general, also among heterosexual men.	3.09	.858
I prefer to buy clothes that match my lifestyle.	3.50	.716
I buy clothes that match my taste.	3.46	.760
I buy special clothes for festivals.	2.55	.901
I buy different types of clothes specific for different occasions.	3.06	.769
I do not care to dress up on special occasions.	2.05	.891
Clothes are important for making a good first impression.	3.36	.747
I prefer to buy clothes that look prestigious.	2.86	.864
I prefer to buy clothes that look stylish.	2.84	.768
I prefer to buy the latest fashion items.	2.36	.869
I do not know the latest fashion trend.	2.27	.943

The statements regarding attitudes are divided in to four sub-categories: sexual identity, lifestyle, occasions and self-image. Based on the mean score above, the respondents preferred to buy clothes that would match their lifestyle and taste. They also tended to buy clothes for specific occasions as well as making a good first impression. They preferred clothes that look prestigious and stylish buy doesn't have to be the latest fashion items. Another interesting point is that they do not prefer to express their gayness through their clothes, they preferred clothes that are popular among men in general.

### 4.2.3 Subjective Norms

**Table 4.4 Descriptive Statistics of Subjective Norms**

	Mean	Std. Deviation
I prefer to go shopping alone.	3.05	.934
I often consult my colleagues before making a clothes buying decision.	1.83	.892
I often consult my family before making a clothes buying decision.	1.61	.795
I often consult my friends before making a clothes buying decision.	2.08	.956
I often consult my shopping friends before making a clothes buying decision.	2.04	.892

Based on the mean score above, the respondents preferred to shop alone and do not usually consult anyone to make the buying decision.

### 4.3 Hypotheses Test

The correlation analysis is used as in this study to find the relationship between factors as well as relationship with the intention to buy clothes of Thai gay men to test the hypotheses that were stated in the previous chapter. From the result in table 4.5, the intention to buy has a correlation with individual perception factors ( $r = 0.224$ ,  $p < 0.01$ ) and with attitude factors ( $r = 0.182$ ,  $p < 0.05$ ). The correlation between each factor shows a positive relationship but the strength of the correlation is low. The results also show that there is no correlation between purchasing intention and subjective norms ( $r = 0.079$ , Sig. = 0.328). Furthermore, all three hypotheses are tested with linear regression analysis.



**Table 4.5 Correlation of Research Variables**

Research Variables	Attitude Factors	Individual Perception Factors	Subjective Norms	Intention to Buy
Attitude Factors	1	0.694**	0.220**	0.182*
Individual Perception Factors		1	0.107	0.224**
Subjective Norms			1	0.079
Intention to Buy				1

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**Hypothesis 1:** Attitudes have a positive effect on purchasing intention of clothes.

The linear regression analysis is used to examine whether attitude factors have a positive effect on purchasing intention of clothes.

**Table 4.6: Linear Regression Result of Hypothesis 1****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.182 <sup>a</sup>	.033	.027	.927

a. Predictors: (Constant), Attitude Factors

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.484	1	4.484	5.222	.024 <sup>b</sup>
	Residual	130.510	152	.859		
	Total	134.994	153			

a. Dependent Variable: How often do you buy clothes?

b. Predictors: (Constant), Attitude Factors

**Table 4.6: Linear Regression Result of Hypothesis 1 (Cont.)**

<b>Coefficients<sup>a</sup></b>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.233	.464		4.813	.000
Attitude Factors	.354	.155	.182	2.285	.024

a. Dependent Variable: How often do you buy clothes?

The linear regression analysis of hypothesis 1 shows that the attitude factors significantly explains 3.3 percent (R Square) of the variance in purchase intention ( $F = 5.222$ ,  $p < 0.05$ ). It also indicates that standardized coefficient beta for attitude factors is positive ( $\beta = 0.182$ ) and is significant at the 0.05 level. This means that attitude factors is somewhat associated with purchasing intention and is significant explanatory variable for Thai gay men's purchasing intention. Therefore, hypothesis 1 is supported.

**Hypothesis 2:** Individual perceptions have a positive effect on purchasing intention of clothes.

The linear regression analysis is used to examine whether individual perception factors have a positive effect on purchasing intention of clothes.

**Table 4.7: Linear Regression Result of Hypothesis 2**

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.224 <sup>a</sup>	.050	.044	.919

a. Predictors: (Constant), Individual Perception Factors

**Table 4.7: Linear Regression Result of Hypothesis 2 (Cont.)****ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.749	1	6.749	7.999	.005 <sup>b</sup>
	Residual	128.245	152	.844		
	Total	134.994	153			

a. Dependent Variable: How often do you buy clothes?

b. Predictors: (Constant), Individual Perception Factors

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.656	.579		2.862	.005
	Individual Perception Factors	.588	.208	.224	2.828	.005

a. Dependent Variable: How often do you buy clothes?

The linear regression analysis of hypothesis 2 shows that the individual perception factors significantly explains 5.0 percent (R Square) of the variance in purchase intention ( $F = 7.999$ ,  $p < 0.01$ ). It also indicates that standardized coefficient beta for individual perception factors is positive (beta = 0.224) and is significant at the 0.01 level. This means that the individual perception factor is associated with purchasing intention and is a significant explanatory variable for Thai gay men's purchasing intention. Therefore, hypothesis 2 is supported.

**Hypothesis 3:** Subjective norms do not have a positive effect on purchasing intention of clothes.

The linear regression analysis is used to examine whether subjective norms factors do not have a positive effect on purchasing intention of clothes.

**Table 4.8: Linear Regression Result of Hypothesis 3**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.079 <sup>a</sup>	.006	.000	.939

a. Predictors: (Constant), Subjective norms factors

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.850	1	.850	.963	.328 <sup>b</sup>
	Residual	134.144	152	.883		
	Total	134.994	153			

a. Dependent Variable: How often do you buy clothes?

b. Predictors: (Constant), Subjective norms factors

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.066	.230		13.336	.000
	Subjective norms factors	.112	.114	.079	.981	.328

a. Dependent Variable: How often do you buy clothes?

The linear regression analysis of hypothesis 3 shows that the subjective norms explains 0.6 percent (R Square) of the variance in purchase intention ( $F = 0.963$ ,  $\text{Sig.} = 0.328$ ). It also indicates that standardized coefficient beta for subjective norms is positive ( $\text{beta} = 0.079$ ) and is not significant. This means that subjective norms is not associated with purchasing intention and is not a significant explanatory variable for Thai gay men's purchasing intention. Therefore, hypothesis 3 is supported.

#### 4.4 Factors Influencing the Purchasing Intention

The analysis of the attributes of attitude and individual perception factors is conducted with correlation analysis. The analysis shows that the emotion attribute of attitudes has a positive correlation with purchasing intention ( $r = 0.274$ ,  $p < 0.01$ ). It also shows the correlation of purchasing intention with attributes of individual perception, occasion ( $r = 0.267$ ,  $p < 0.01$ ) and self-image ( $r = 0.178$ ,  $p < 0.05$ ). Thai gay men intend to buy clothes when they are in a good mood. They like to buy clothes for special occasions or festivals. They preferred to buy the latest fashion items.

**Table 4.9: Correlation of Attributes Related to Attitudes and Individual Perception**

Researched Variables		Purchasing Intention
Attitude Factors	Brand	0.087
	Emotion	0.274**
	Price	0.066
	Product	0.143
Individual Perception Factors	Sexual identity	0.035
	Taste	0.096
	Occasion	0.267**
	Self-image	0.178*

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### 4.5 Result Summary

The data collected from the quantitative survey of Thai gay men is analyzed with 154 respondents. The important findings from the data analysis are as below.

- Attitude factors are associated with purchasing intention.
- Individual perception factors are associated with purchasing intention.
- Subjective norms do not associate with purchasing intention.
- The most influential variable toward purchasing intention is individual perception.

## **CHAPTER V**

### **CONCLUSION**

#### **5.1 Conclusion**

The objective of this study is to explore the consumer behavior and attitude of Thai gay men toward their choice of clothes. The research will study factors from many aspects such as attitude, motivation and behavior to help the fashion store understand their customers better. This study focuses only on Thai gay men in Bangkok who are aged between 18-45 years old. Most of the respondents are aged between 21-35 years old with monthly income up to 60,000 Baht and have education level of Bachelor and Master.

The study found that two main factors, attitude and perception of individual identity, are important to the purchasing intention, but perception of individual identity is more significant. The respondents perceive that the attitudes influence the purchasing intention by their emotion toward purchasing clothes. They feel that buying clothes makes them happy and can give them pleasure.

For perception of individual identity, the respondents perceive the perception of individual identity influences the purchasing intention by latest fashion items. They also believe that clothes are important for making a good first impression. The latest fashion items can provide them with a good first impression and can perceive themselves as fashionable and in trend. They also like to buy clothing for special occasions.

The study also found that the subjective norms do not have an effect on the purchasing intention of the respondents. They prefer to go shopping alone and they do not ask family members or friends for any consultation before making a purchase.

## **5.2 Recommendations**

In conclusion, the fashion stores that target gay men should stay up to date with the fashion trends because customers in this segment tend to be fashionable. The store should also provide customers with clothes for special occasions or seasonal items. According to the findings, attitudes are considered as positive toward purchasing intention. Thai gay men have good emotion feeling toward buying clothes. The store can increase the brand loyalty by providing customers with the good shopping experience. The good in-store experience will make customers happy and will want to return to the store that can make them happy. The store should also use the visual merchandising methods to attract customers and increase sales. For example, the use of mannequins to show customers how the latest fashion items look like on a person. Customers will be able to perceive their image through display on the mannequins. Exterior or window display can be used to promote the product as well as the fashion trends. Furthermore, the atmospherics of the store such as light, music and scent, can be used to positively influence customers' shopping experience and buying decision-making process.

## **5.3 Limitations and Suggestions for Future Research**

This study has limitations of time, sample size and sampling method. The accuracy of the result can be increased with a larger sample size. The coverage of the sample can also be increased in terms of location. The future research can study the whole country because of the convenience of e-commerce. The future research can also focus more on specific groups within Thai gay men such as perception of different subset of gay men. The research can also expand into other products or services provided specifically for gay men to understand the consumers' behavior toward these products or services.

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## APPENDIX A:

### Questionnaire

The purpose of this questionnaire is to understand consumers' purchase intention for a research project conducted at the College of Management, Mahidol University (CMMU). Your response will be kept anonymous and only be used for research purposes. This survey should take 10-15 minutes to complete. Thank you for your cooperation.

1. Do you consider yourself to be gay?
  - a. Yes
  - b. No (end survey)
2. Have you bought clothes in the past 3 months?
  - a. Yes
  - b. No (end survey)
3. Where do you buy clothes? (mark all that apply)
  - a. Department store
  - b. Night markets
  - c. JJ markets
  - d. Local shops
  - e. Outlets
  - f. Second hand shop
  - g. Online
  - h. Others: (please specify)
4. How often do you shop for new clothes?
  - a. 1 – 5 times per year
  - b. 5 – 10 times per year
  - c. Once a month
  - d. 2-3 times a month
  - e. 4-7 times per month
  - f. 8+ per month

5. Who do you usually shop with? (mark all that apply)

- a. Alone
- b. Friends
- c. Family
- d. Partner
- e. Colleagues
- f. Others: (please specify)

Listed below are statements about shopping behavior for clothes and about clothing fashions. Please check one box for each statement to indicate the extent to which you agree or disagree with each statement.

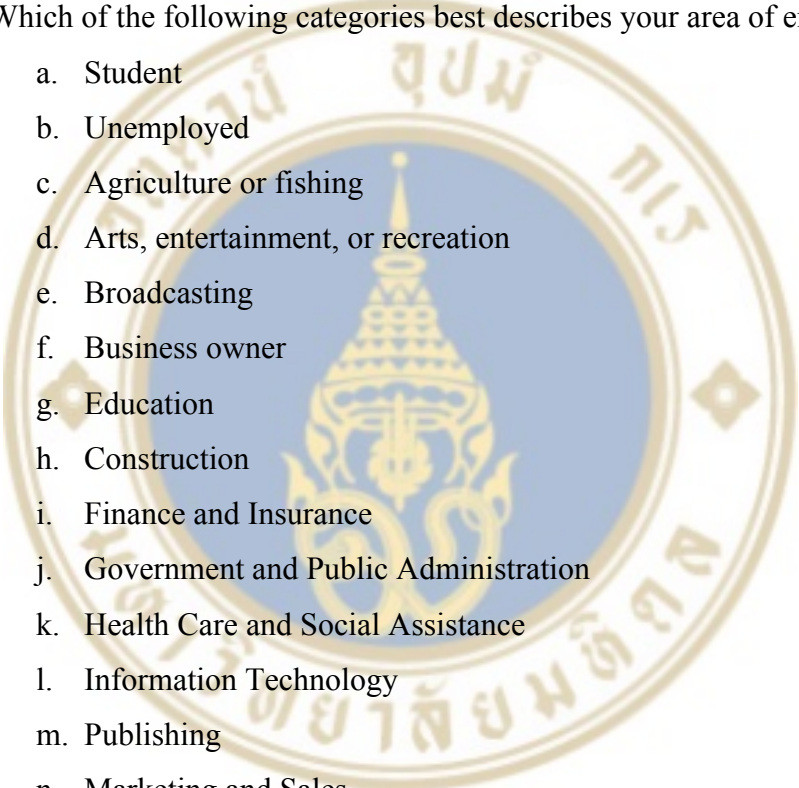
	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree
6. I prefer to buy well-known brands.				
7. Brand clothes are considered as high quality (include cutting).				
8. Brand clothes are considered as stylish.				
9. Brand clothes are considered as fashionable.				
10. Buying clothes makes me happy.				
11. Buying clothes wastes my time.				
12. Clothes shopping give me pleasure.				
13. I feel good when I buy clothes.				
14. I am likely to buy clothes when I have free time.				
15. I consider the price of clothing before buying.				
16. I prefer to buy clothes with discount.				

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree
17. I often shop at more than one store in order to find the best price.				
18. If I like something, I wouldn't think twice before spending.				
19. I prefer to buy high quality clothing (include cutting).				
20. I prefer to buy clothes that express my gayness.				
21. I prefer to buy clothes that are designed specifically for gay men.				
22. Other people can see my gayness through my outfit.				
23. I prefer to buy clothes that do not show my gayness.				
24. I prefer to buy clothes that are popular among men in general, also among heterosexual men.				
25. I prefer to buy clothes that match my lifestyle.				
26. I buy clothes that match my taste.				
27. I buy special clothes for festivals.				
28. I buy different types of clothes specific for different occasions.				
29. I do not care to dress up on special occasions.				
30. Clothes are important for making a good first impression.				

	Strongly Disagree	Somewhat Disagree	Somewhat Agree	Strongly Agree
31. I prefer to buy clothes that look prestigious.				
32. I prefer to buy clothes that look stylish.				
33. I prefer to buy the latest fashion items.				
34. I do not know the latest fashion trend.				
35. I prefer to go shopping alone.				
36. I often consult my colleagues before making a clothes buying decision.				
37. I often consult my family before making a clothes buying decision.				
38. I often consult my friends before making a clothes buying decision.				
39. I often consult my shopping friends before making a clothes buying decision.				

40. What is the highest level of education you have completed?

- a. Did Not Complete High School
- b. High School or equivalent
- c. Vocational/Technical School (2 year)
- d. Bachelor's Degree
- e. Master's Degree
- f. Ph.D. or advanced Graduate work

41. What age group do you fall into?
- a. Under 20 years old
  - b. 21 – 25 years old
  - c. 26 – 30 years old
  - d. 31 – 35 years old
  - e. 36 – 40 years old
  - f. 41 – 45 years old
  - g. 46 years or older
42. Which of the following categories best describes your area of employment?
- a. Student
  - b. Unemployed
  - c. Agriculture or fishing
  - d. Arts, entertainment, or recreation
  - e. Broadcasting
  - f. Business owner
  - g. Education
  - h. Construction
  - i. Finance and Insurance
  - j. Government and Public Administration
  - k. Health Care and Social Assistance
  - l. Information Technology
  - m. Publishing
  - n. Marketing and Sales
  - o. Military
  - p. Real Estate, Rental, or Leasing
  - q. Retired
  - r. Other: (please specify)
- 
- The image contains a large, semi-transparent watermark of the University of the Philippines seal. The seal is circular with a blue center and a gold border. It features a central emblem of a stupa or pagoda, surrounded by the university's name in Thai script. The watermark is positioned behind the list of employment categories for question 42.

43. What is your monthly income?
- Less than 20,000 THB
  - 20,000 – 39,999 THB
  - 40,000 – 59,999 THB
  - 60,000 – 79,999 THB
  - 80,000 – 99,999 THB
  - 100,000 THB or more
44. What are your hobbies/Interests?
- Nature related
  - (e.g. gardening, landscaping, farming)
  - Sports
  - Arts and Crafts (e.g. painting, woodworking)
  - Performance arts (e.g. dancing, singing, music)
  - Computers and Technology (e.g. video, gaming, blogging, social networking)
  - Outdoor Adventures
  - Indoor Activities (e.g. board games, TV, reading, watching movies)
  - Health and Fitness
  - Lifestyle Activities (e.g. cooking, shopping, traveling)
  - Other: (please specify)
45. How would you describe your lifestyle?
- Adventurous
  - Healthy
  - Hipster
  - Indy
  - Luxurious
  - Simple and Casual
  - Slow Life
  - Sporty

--End of Survey--