

**FACTORS AFFECTING INTENTION TO PURCHASE  
AND SHOPPING BEHAVIOR ON THAI FASHION  
APPAREL BRANDS IN BANGKOK**



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entitled  
**FACTORS AFFECTING INTENTION TO PURCHASE  
AND SHOPPING BEHAVIOR ON THAI FASHION  
APPAREL BRANDS IN BANGKOK**

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Passaporn Limmithda

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**ABSTRACT**

The objectives of this research are to gain better insights on consumer behaviors and seek for guidance on effective marketing strategies toward Thai fashion apparel brands in Bangkok by identifying the factors that affect intention to purchase and shopping behavior.

The quantitative research was conducted through online questionnaire using convenience sampling method. The data was collected from people who live in Bangkok Metropolitan and have experience in purchasing Thai fashion apparel brands. The sample size is 187 respondents. The statistics used for data analysis are Descriptive Statistics including frequency, percentage, mean, and standard deviation. Inferential Statistics which is multiple regression.

The research result shown that most of the respondents were female at 77.5% and were aged between 21 to 30 with Master degree. They work for private companies with the average monthly income of 30,001-45,000 Baht and more than 60,000 Baht. 39% of the respondents purchased Thai fashion apparel brands once a month with the average spending amount per time of 1,000-2,500 Baht. Purchase decision was made by the respondents themselves followed by influence from friends. The most favorite fashion apparel style is Minimal style. In addition, Place and Price were the most important marketing mix that the respondents concerned for. The important decision-making styles were Perfectionist and Recreational or Hedonistic styles. From data analysis, it revealed that Place is the most influencing factor on shopping behavior followed by Promotion. For the decision-making styles that were the most influencing factors were Perfectionist followed by Price conscious style. Moreover, Product, Place, and Price have the most impact on intention to purchase respectively. The decision-making style that has the most impact on intention to purchase was Impulsive style followed by Novelty-fashion conscious and Recreational style.

**KEY WORDS:** Fashion / Marketing Mix / Decision-making Style / Purchase Decision / Shopping Behavior

80 pages

## **CONTENTS**

<b>ACKNOWLEDGEMENTS</b>	<b>ii</b>
<b>ABSTRACT</b>	<b>iii</b>
<b>LIST OF TABLES</b>	<b>iv</b>
<b>LIST OF FIGURES</b>	<b>vii</b>
<b>CHAPTER I INTRODUCTION</b>	<b>1</b>
1.1 Research Questions	3
1.2 Research Objectives	3
1.3 Research Scope	3
1.4 Expected Benefits	4
<b>CHAPTER II LITERATURE REVIEW</b>	<b>5</b>
2.1 Fashion Apparel Industry	5
2.1.1 Fashion	5
2.1.2 Levels or types of Fashion	6
2.2 Product	7
2.3 Price	9
2.4 Place or Distribution Channel	10
2.5 Promotion	13
2.6 Shopping Behavior	15
2.7 Purchasing Decision Process of Fashion Products	16
2.8 Research Framework	18
2.9 Related researches	19
<b>CHAPTER III RESEARCH METHODOLOGY</b>	<b>24</b>
3.1 Research Design	24
3.2 Population and Data collection	24

3.3 Research Instrument	24
3.4 Data Analysis	27
3.4.1 Descriptive Statistics	27
3.4.2 Inferential Statistic	27
<b>CHAPTER IV RESEARCH FINDINGS AND ANALYSIS</b>	<b>28</b>
4.1 Demographic Results	28
4.2 Descriptive Statistics	31
4.3 Model Testing	39
4.3.1 Model I	39
4.3.2 Model II	41
4.3.3 Model III	44
4.3.4 Model IV	47
4.4 Discussion	49
4.4.1 Demographic Characteristics	49
4.4.2 General information and Behavior	49
4.4.3 Descriptive Statistic (Mean)	50
4.4.4 Influential Factors	51
<b>CHAPTER V CONCLUSIONS AND RECOMMENDATIONS</b>	<b>52</b>
5.1 Background and Importance of the Research	52
5.2 Summary of the Findings	52
5.3 Recommendations	53
5.4 Limitations and Future Research	56
<b>REFERENCES</b>	<b>57</b>
<b>APPENDICES</b>	<b>61</b>
Appendix A: Questionnaire (English)	62
Appendix B: Questionnaire (Thai)	69
<b>BIOGRAPHY</b>	<b>80</b>

## LIST OF TABLES

<b>Table</b>	<b>Page</b>
Table 4.1.1 Gender	28
Table 4.1.2 Age	29
Table 4.1.3 Education Level	29
Table 4.1.4 Occupation	30
Table 4.1.5 Average Monthly income	30
4.1.1 Gender	28
4.1.2 Age	29
4.1.3 Education Level	29
4.1.4 Occupation	30
4.1.5 Average Monthly income	30
4.2.1 Frequency of Purchase	31
4.2.2 Average spending amount per time	32
4.2.3 Influencers	32
4.2.4 Fashion apparel Styles	33
4.2.5 Mean scores and standard deviation of the independent variables	34



## LIST OF FIGURES

<b>Figure</b>	<b>Page</b>
1.1 Revenue of Fashion segment	1
1.2 Thailand Creative Industry Trade Performance 2003-2012	2
1.3 Market demand of clothing in Thailand from 2011 to 2018	2
2.1 Five Product Levels	8
2.2 Four generic pricing strategies	10
2.3 Major types of Store Retailers	11
2.4 Top Social Media for Thai	13
2.5 Four types of buyer behavior	15
2.6 Traditional vs Fashion Products Purchase Decision Process	16
2.7 The factors affecting Intention to Purchase and Shopping Behavior	18
4.1 Thai Fashion apparel brand that was recently purchased	34
4.3.1 Model I framework	41
4.3.2 Model II framework	44
4.3.3 Model III framework	46
4.3.4 Model IV framework	48
5.1 The most popular product for Thai online shoppers	55



## CHAPTER I

### INTRODUCTION

#### Overview of Thailand's fashion industry:

Thai fashion industry is a part of the creative industry introduced by the United Nation Conference on Trade and Development (UNCTAD). It represents a large contribution to the national economic growth with the value of approximately 700 billion Thai baht in 2018 which the majority come from the fashion apparels. Thai fashion industry has high growth potential with the Compound Annual Growth Rate (CAGR) around 21% over the next 5 years (2018-2022) according to the statistics report. The fashion industry involves local labor force over 700,000 people in total. According to UNCTAD's report, Thailand's creative industry export grew significantly with the total value of 200 million baht in 2012 which the majority comes from design section. The value of the design alone, including jewelry, interior design, and fashion, is approximately 167 billion baht. There was also a campaign organized by Thailand Creative & Design Centre (TCDC) to promote creative industry as a key for national economic development.



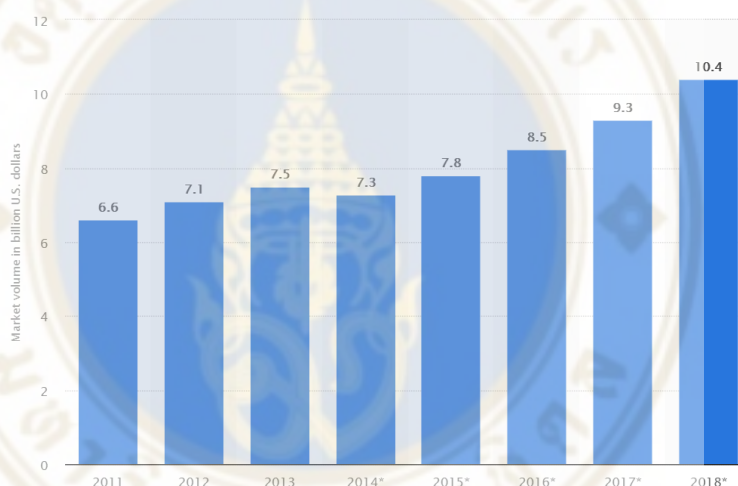
**Figure 1.1 Revenue of Fashion segment**

Sources: <https://www.statista.com/outlook/244/126/fashion/thailand#market-revenue>



**Figure 1.2 Thailand Creative Industry Trade Performance 2003-2012**

Source: UNCTAD. (2015). Creative economy outlook and Country profiles.



**Figure 1.3 Market demand of clothing in Thailand from 2011 to 2018**

(in billion US dollars)

Source: <https://www.statista.com/statistics/616404/thailand-clothing-market-demand/>

Due to the upward trends of clothing demand in Thailand, Thailand Development Research Institute (TDRI) claimed that Thai fashion products are expected to reach 1 trillion baht a year in 2021. Thai fashion industry is supported by many public organizations in developing new SMEs. Department of Industrial Promotion (DIP) plays an important role in promoting creativity and competitiveness of Thai fashion and providing the opportunity for new Thai designers to display their work to the market.

DIP launches a variety of activities and campaigns to develop skills and creativities of Thai designers. For instance, DIP together with the Institute for Small and Medium Enterprise Development (ISMED) has recently launched the competition called “Fashion Designer Creation 2017” in order to develop Thai fashion brand to international market.

With the support from government and public organizations and high potential growth of the industry, there is a continuous increasing in numbers of Thai fashion apparel brands in the market. Since the pioneer of fashion industry to the development of Bangkok Fashion Society which including Premium designer brands. And nowadays, there are over 100 online Thai fashion apparel brands with the integration of digital platforms.

Therefore, it is a good worthwhile for new fashion entrepreneurs to study the target consumer behaviors and the factors that can influence their purchase decision before launching the new fashion products to the market.

### **1.1 Research Questions**

- What is the factor that influence intention to purchase Thai fashion apparel brands?
- What is the factor that influence shopping behaviors on Thai fashion apparel brands?

### **1.2 Research Objectives**

- To gain better insights on consumer behaviors towards Thai fashion apparel brands.
- To seek for guidance on effective marketing strategies for fashion retailers.

### **1.3 Research Scope**

This research mainly focuses on only Thai ready-to-wear fashion apparel brands. The aim is to study the factors that influence intention to purchase and shopping behaviors on Thai fashion apparel brands which the two main factors that taking into

account are Marketing Mix and 8 decision-making styles. The Quantitative method was conducted through online questionnaire with the sample size of 187 respondents.

#### **1.4 Expected Benefits**

New fashion entrepreneurs will gain the insights from the research result on the consumer behaviors and influential factors affecting the purchase decision. These will be beneficial for them in establishing their own fashion brands since they can better understanding the customers so they can design the right design collection and select the right marketing strategies for the brands.



## **CHAPTER II**

### **LITERATURE REVIEW**

The literature review will cover the overview of Fashion Apparel Industry. The relevant theories about fashion adoption process. The categories of fashion apparels. In this research will focus on the two main factors affecting intention to purchase and shopping behavior of Thai fashion apparel brands. The first factor is Marketing Mix which composes of four elements; Product, Price, Place, and Promotion. The second factor is Decision-making styles which compose of; Perfectionism, Brand consciousness, Novelty-fashion consciousness, Recreational or Hedonistic, Price consciousness, Impulsiveness, Confused by overchoice, and Habitual or Brand-loyal.

#### **2.1 Fashion Apparel Industry**

##### **2.1.1 Fashion**

Fashion is the style most popular at a given time. The style in this sense refers to any particular characteristic or look of apparel or accessories that is accepted or purchased by a large group of consumers (Frings, 2008). Style is defined as a particular combination of attributes that differentiates from other categories (Solomon and Rabolt, 2004) Fashion is always changing in response to the change in people's lifestyles and needs and current events. Hence, the key factor success factor in fashion industry is to have the ability to understand the speed of acceptance and change (Frings, 2008). Most of the times, fashion is identified with clothing. It is a process of social diffusion that a new fashion or style is adopted by consumers. Thus, fashion is a specific combination of attributes (Solomon, Bamossy, Askegaard, and Hogg, 2006).

The fashion adoption process can be explained by three theories as the following;

Traditional Fashion Adoption (Trickle-Down Theory) is the process of copying and adapting trendsetting fashion from European such as Paris, Milan, London, and New York designers. Since the couture or signature line is expensive, it can reach to a limited group of consumers. So, producers decide to use less expensive material and design for the adaptation

Reverse Adoption (Trickle-Up or Bottom-Up Theory) focuses on consumer preference rather than copying and adapting. Designers get the inspiration of their new collection from what people are wearing.

Mass Dissemination (Trickle-Across Theory) states that fashion trends and collection are spreading rapidly due to internet. Sometimes the original versions get copied before launching at stores (Frings, 2008).

### 2.1.2 Levels or types of Fashion

**High fashion or Haute couture** literally mean fine sewing which refers to high-quality custom-made clothing. It refers the new style that is very expensive and exaggerated in style. These fashion items are accepted by limited number of fashion leaders who can afford them. The example of design houses for Haute couture are Dolce & Gabbana, Dior, and Alexander McQueen.

**Ready-to-wear** lines or prêt-à-porter is much more affordable and casual style. It is also influential to American fashion. The example of designers are Calvin Klein, Ralph Lauren, and Anna Sui. This fashion line is shown on the runway shows twice a year.

**Mass fashion** refers the majority of fashion sales in United States. These fashion styles are produced in large quantities and normally sold in department or discount stores throughout the world (Solomon and Rabolt, 2004).



There are two types of fashion apparels. The first type is Haute couture which is a high-end fashion which is tailored made and used high quality and expensive material for the detail of sewing. It is meant to sell as a piece of art rather than an everyday wear. The second type ready-to-wear which refers to a factory-made clothing or the one that sold in standardized sizes. It can be further separated into two types which are Designer fashion and Mass fashion or Street fashion. Designer fashion refers to Designer-branded Merchandise which the design derives from Haute couture with an adjustment on design and production process. Mass fashion refers to large production product with low costs. It copies the design of high fashion but at lower quality (Duangmanee, 2014).

This research focuses on ready-to-wear line of apparels which can be either designer fashion brands or mass fashion brands both online and offline channels. The example of Thai designer brands are Sretsis, Greyhound, or Asava etc. The well-known online fashion brands are such as Lookbooklookbook, Everydayapparel, and Basicbysita. The examples of Mass fashion brands are Jaspal, Lyn around, and AIIZ.

## **2.2 Product**

Product is anything that offer to consumers in the market that might satisfy their wants or needs. (Armstrong and Kotler, 2006) It can be both tangible and intangible such as physical product or service (Singh, 2012) As mentioned by (Kotler, 2012) that the Product Concept is to offer consumers a valuable product in terms of both functions and features which there are many sub-elements under product ranging from ideas and designs to people and experiences. Thus, it is very important in designing the new products.

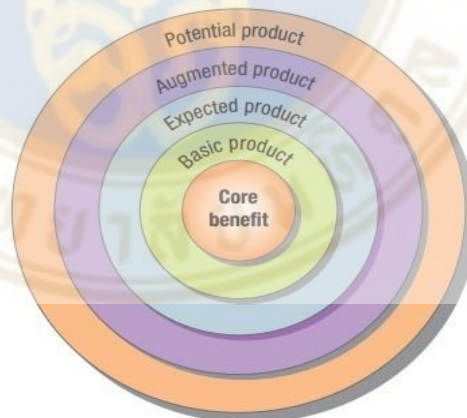
One of the key aspects to be concerned about product is product attribute. Products are group of attributes that are used to describe themselves. There are three main types of attributes. Features which are the components of the product such as



dimension, structure, or appearance, Functions which are the how the product works, Benefits which can be identified to many things like product usage or enjoyment. The three types of product attributes sequentially occur in which the feature will limit to a certain function that can lead to specific benefit (Crawford and Benedetto, 2015).

Some scholars say that product development involves defining the benefits that the product offers by communicating and delivering them through product attributes; quality, features, and design. Product quality is the ability that a product to perform its functions including durability, reliability, and precision. Quality can be measured by both level and consistency which means no defect or variation. Product features are the elements that a product offer. They are very important for product differentiation. Product design is what make product unique. It concerns more than style or appearance of the product. It takes into account the usefulness as well as the economical production and distribution (Kotler, Armstrong, Wong, and Saunders, 1999).

There are five product levels that each level attaches the additional customer value. The five levels are shown as below.



**Figure 2. 1 Five Product Levels**

Source: Kotler and Keller (2012). Marketing Management, p.348

The core benefit is the actual benefit that customers buy which later turn into a basic product which include something that is needed for its function. The expected product are the conditions that consumers expect to get from the product

including the aesthetic, feeling, and accuracy. The next level is the augmented product, which is something that product offer exceeding the consumer expectation like additional features. This is the level that involve product competition and brand positioning. The fifth level is the potential product which represents the way to differentiate the product and increase customer satisfaction and loyalty.

Another essential part of a product is brand as it adds value to a product. A Brand is a name, sign, or design that differentiate one producer's product from competitors (Granger and Sterling, 2012).

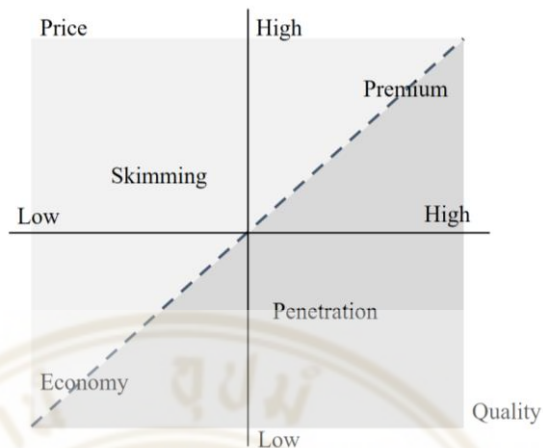
The fashion product in this research refers to only fashion apparel. This research will focus more on women's wear and does not include shoes and other accessories. The product attributes are the key concern in designing new apparels to consumer. The function of apparel is wearing but it can be defined the different purpose of apparel on different occasions. The features of the apparel are size, design, color, print which are the attractive aspect of apparel to draw to consumers' attention and influence their purchase decision. For the benefits, they involve with emotion and satisfaction.

Nowadays, fashion products try to provide value to customers through five levels. The core benefit and basic product levels are common basic for all fashion producers. Fashion products start to compete heavily from expected product and augmented product level which link with the product attributes and brandings for brand identity and image.

## **2.3 Price**

Price is how much the product or service is charged for (Ehmke, Fulton, and Lusk, n.d.). Price has many forms such as rate, rent, and commission (Kotler and Keller, 2012). Price is not only about the numbers, it also sends the message of product or service value to potential customers (Granger and Sterling, 2012). Price is the only component in marketing mix that generates revenue (Kotler, Armstrong, Wong, and

Saunders, 1999). This is in line with the goal of every retailer of Sustainable Profit Maximization.



**Figure 2.2 Four generic pricing strategies**

Source: Sullivan and Adcock (2006). Retail Marketing, p.196

There are four generic pricing strategies that using the price in relation to perceived quality. Premium is high price for high perceived quality. Economy is low price for low perceived quality. Skimming is high price for low perceived quality. Penetration is low price for high perceived quality. For which, luxury and fashion products use Premium or Skimming pricing (Sullivan and Adcock, 2006).

## 2.4 Place or Distribution Channel

Distribution Channel is any interdependent organization that involves in making a product or service available to consumers. It moves goods from producers to consumers (Kotler, Armstrong, Wong, and Saunders, 1999). As a part of distribution channel, Retailing involves the activities to sell product or service directly to final consumers. Retailers can be divided into three major types; Store Retailers, Nonstore Retailers, and Retail Organizations.

Store Retailers refers to physical store. The well-known type of store retailer is the department store. Each format of store retailers will have different competitive and price dynamics.

Types of Store Retailers	Descriptions
Specialty store	Narrow product line
Department store	Several product line
Supermarket	Large, low-cost, low-margin, high-volume, self-service store designed to meet total needs for food and household products
Convenience store	Small store in residential area, often open 24/7
Drug store	Prescription and pharmacies, health and beauty aids, other personal care
Discount store	Standard or specialty merchandise, low-price, low-margin, high-volume stores
Extreme value or Hard-discount store	A more restricted merchandise mix than discount stores but at even lower prices
Super Store	Huge selling space, routinely purchased food and household items plus services
Catalog showroom	Broad selection of high-markup, fast moving, brand-name goods sold by catalog at discount. Customers pick up merchandise at the store

**Figure 2.3 Major types of Store Retailers**

Source: Kotler and Keller (2012). Marketing Management, p.471

Retailing is the heart of fashion industry. Fashion stores have been developed from traditional type like department store to other types nowadays. The fashion retailing market trend introduced a new distribution channel called multi-brand fashion retail store. Multi-brand fashion retail store is an assembly of fashion apparel brands which provide consumers various choices which they can compare the products from different brands (Ho and Li, 2010).

Nonstore Retailers fall into four major categories: direct selling, direct marketing including telemarketing and internet selling, automatic vending, and buying services.

Direct selling or network marketing refers to companies that selling door-to-door. It can be either one-to-one selling like Avon or one-to-many like Tupperware.

Direct Marketing includes telemarketing, television direct-response marketing, and electronic shopping which people shop for a variety of products and services as they get used to shopping on the Internet.

Automatic vending is a self-service 24-hour selling which offer a variety of products including impulse goods. It is located in communities' areas such as offices or large retail stores.

Buying service is a storeless retailer for specific customers. Normally it is an agreement between large organizations and retailers who allow employees to buy at discount.

Online stores refer to retail stores that do not have physical storefront. They use internet to facilitate sales transactions and deliver the product to consumers mainly by post service. The communication between buyer and seller can be either instant message or phone call (Chaisuwankeeree, 2016).

E-commerce uses website as a platform to sell products and services to customers online. It has advantages in terms of cost saving (Kotler and Keller, 2012).

There are several tools for entrepreneurs which they will have to choose the right tool to implement first by analyzing the product and target consumer behavior in order to get the most effective result (SMEs go Online, 2017). The followings are the example of Digital marketing tools for Thai consumer behavior.

Website is a basic tool for entrepreneurs to do digital marketing. It serves as a front store to introduce and buy and sell the products. If they have websites, target consumers will aware of their brands and quality of products.

Online PR refers to publication through online channels such as website or social media to build awareness and positive attitude towards product and brand. It is also an important tool enhance image of the business.

Content Marketing includes content, picture, and video clip, is released through all channels. The good content must give knowledge to audiences and interesting enough for them to share. This is a marketing tool that can communicate with the target group.

Social Media Marketing such as through Facebook, Twitter, Instagram, Pinterest, Google+. Entrepreneurs need to select the channel according to their purposes. For example, Pinterest is suitable for distinctive product image, Instagram is suitable for photo-based. According to the 2017 survey by Electronic Transactions Development



Agency (Public Organization), or ETDA found that top three Social Media that popular amongst Thai users were YouTube, Facebook, and Line.



**Figure 2.4 Top Social Media for Thai**

Source: Wayuparb (2017). ETDA Thailand Internet User Profile 2017

Online video and viral refer to digital marketing using video clip as a media to stimulate sales or promote new product. These video clips are designed to attract the attention of target customers to create trends through social media and word-of-mouth.

Mobile and Application Marketing is a marketing through portable devices such as smartphone and tablet. It emphasizes on creating beautiful application that best-fit with the screen and serve the convenience of customers.

In this research, it will focus on both offline (Store Retailers and Multi-brand stores) and online (Nonstore retailing including official website). The traditional distribution channel of fashion apparel is the store retailer which allow consumer to see and touch the products before purchasing.

## 2.5 Promotion

Promotion refers to as tool that sellers use to communicate product's value to consumers to impress and influence their purchase decisions (Prongpromarat, 2016).

It consists of various communications activities as the followings (Cravens and Piercy, 2003);

### **The components of Promotion Strategy**

**Advertising** is nonpersonal communication through a variety of media such as magazines, television, internet, or outdoor advertising. Advertising has advantages of controls in terms of budget and exposure as well as the consistency of the message. However, it lacks interaction with the consumers and limited to duration of exposure.

**Personal Selling** is a communication between sales representative and consumer in influencing or making sales. It is an expensive method though it has its own advantages that sales representative can interact with consumers right away by answering the questions and providing feedbacks.

**Sales Promotion** includes a variety of promotional activities like trade shows, point-of-purchase displays, and trade incentives. This strategy can be used to target consumers and providing incentive to purchase especially during special occasions.

**Direct Marketing** consists of channels that give the opportunity to seller to communicate with individual consumers directly. The example of the channels are direct mail, electronic shopping, and kiosk shopping.

**Interactive/ Internet Marketing** is another channel to communicate promotions to consumers. Using the internet as a mean of communication enable the interaction between sellers and consumers. Moreover, it can be used to provide information, conduct online survey, or even make direct sales. The components of this strategy are internet, CD-ROMs, and interactive television.

Khan (2014) states that communication activities are necessary for marketing strategies since they play important roles in providing information, persuading and encouraging target consumers to make the sales. The companies can use a combination of activities to stimulate the sales through consumers' emotion and feeling. The level of



marketing expenditure allocating to each promotional activity will depend on marketing manager's decision (Prongpromarat, 2016).

## 2.6 Shopping Behavior

Sullivan and Adcock (2006) stated that examining the factors that directly affect on the shopper, both internal and external processes, enables retailer to gain better understanding about shopping behavior. There are four types of buyer behavior according to the table below;

Product Differences	High Involvement	Low Involvement
<b>Large perceived</b>	<b>Complex Behavior</b> <i>"I got the information on all the makes and all the figures. It wasn't until I was convinced that I made the purchase"</i>	<b>Variety-seeking Behavior</b> <i>"I'm not really concerned which product I buy, but they're all different so I normally try a different variety each time"</i>
<b>Small perceived</b>	<b>Dissonance-reducing Behavior</b> <i>"It's an important purchase, but they'all the same these days aren't they?"</i>	<b>Habitual Behavior</b> <i>"I know that brand and I know it works, so I always buy it"</i>

**Figure 2.5 Four types of buyer behavior**

Source: Retail Marketing (Sullivan and Adcock, 2006)

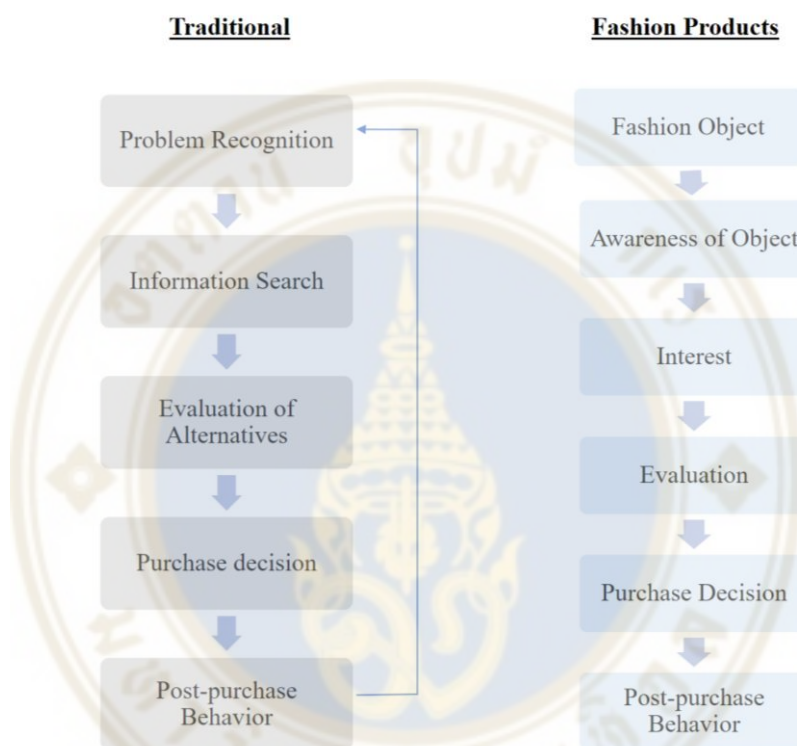
**Complex Behavior** – Consumers will search for information about all the available options and they will extensively evaluate their purchase and post-purchase decision.

**Dissonance-reducing Behavior** – Similar to Complex Behavior, consumers will start with the searching information process but may lessen once they realized that the options are very similar. On the other hand, they will go through considerable post-purchase evaluation in compensation with the limited information search.

**Variety-seeking Behavior** – Consumers have limited information search process as the product involvement is low. However, they will need to consider different options before making purchase decision.

**Habitual Behavior** – Consumers have the lowest engagement with information search and evaluation as they think that the costs of searching and evaluating are greater than the benefits.

## 2.7 Purchasing Decision Process of Fashion Products



**Figure 2.6** Traditional vs Fashion Products Purchase Decision Process

Source: Solomon and Rabolt (2004). *Consumer Behavior in Fashion*, p.353

The Purchasing Decision Process is a psychological process that is important to consumers in making purchase decision. Consumers do not have to go through all five stages, they may skip or jump from one stage to another depending on the nature and the level of the involvement of the product.

Problem Recognition is the first stage in the process when consumers recognize a problem or need which was driven by internal or external stimuli. Thus, marketers try to ignite consumer interest and motivate them to consider a purchase

decision. Information Search explains about the level of searching engagement. Most consumers search for limited amount of information. However, some consumers engage in active information search which includes reading material, asking friend, or searching online to learn more about the product.

After searching for product information, consumers will evaluate their choices of product prior to making final judgement. In this stage, consumers will concern about the product attributes that will deliver certain benefits which their beliefs and attitudes can influence their purchasing behavior. As they formed purchase intention from their preference, consumers will enter purchase decision stage. It includes brand, quantity, channel, and payment method. The final stage in the process is Post Purchase Behavior which explains about satisfaction deriving from the gap between performance and expectation. If the consumers satisfied with the product, they will spread positive word-of-mouth to others (Kotler and Keller, 2012). Unlike the traditional purchasing decision that start with problem recognition, the purchase decision of fashion products start with the existence of that products since they are not necessity goods (Duangmanee, 2014).

Another interesting aspect in purchasing decision process is a consumer decision-making style. It is a mental-oriented approach that characterizing consumers when making decisions. It uses the concept of personality in psychology which involves cognitive and affective traits. Some researchers developed Consumer Styles Inventory (CSI) to collect the traits list in related to purchasing decision to serve consumer-interest professionals and systematically test the styles of consumers' making decisions. There are eight profiles of consumer styles (Sproles and Kendall, 1986)

**Perfectionism** is a consumer who seek for the best quality in products. These consumers tend to shop systematically and comparatively.

**Brand consciousness** refers to consumers that prefer to buy expensive products because they believe that the higher the price the better the quality. Thus, they would select well-known and best-selling national brands over other brands in the market.

**Novelty-fashion conscious** consumers are the type who enjoy seeking out for new as well as a variety of products. They are fashion and novelty conscious which they are likely to keep up-to-date with the trends and styles.

**Recreational or Hedonistic** consumers view shopping as an entertaining activity.

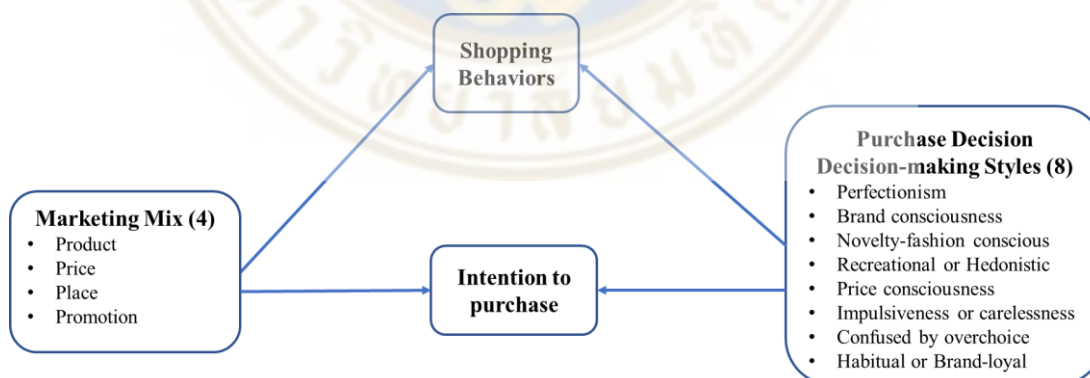
**Price consciousness** refers to consumers who are looking for the product that value for their money, lower prices in general. Thus, they tend to be comparison shoppers.

**Impulsiveness or carelessness** refers to consumers who do not plan for their shopping and feel indifferent about the price and the quality of the products.

**Confused by overchoice** consumers are overwhelmed by a vast information and choice available which make it difficult for them in making choices.

**Habitual or Brand-loyal** is a well-known behavior of consumer decision-making. These consumers are likely to repetitively select the products from their favorite brands or stores.

## 2.8 Research Framework



**Figure 2.7 The factors affecting Intention to Purchase and Shopping Behavior**

## 2.9 Related researches

Hunjra, Niazi, and Khan (2012) studied the relationship between decision-making styles and consumer behavior in general by identifying the factors that influence consumer behavior based on a decision-making style. Five decision-making styles, Brand consciousness, Perfectionism, Product quality, Variety seeking, and Novelty fashion, are concerned in the research. The research was conducted in Pakistan Islamabad and Rawalpindi. Out of 250 respondents, 56.4% are male and 40.4% are female which most of them are 25 to 30 years old. From independent sample T-test, it shown that there is a significant relationship between male and female consumer behavior regarding the decision-making style with higher mean score for female. This means that decision-making style can influence consumer behavior of female more than male. The result of multiple regression analysis stated that there is a significant relationship between decision-making style and consumer behavior from all the decision-making styles. Of which Novelty fashion and Product quality have the highest impact on consumer behavior.

Paisanwongdee and Kumdetch (2012) studied the factors influencing decision-making of female in purchasing women's wear on internet in Bangkok area. They used quantitative method with the sample size of 400 for data collection and analyzing data by using frequency, percentage, mean, and standard deviation. They use One-way ANOVA and Multiple regression to test hypothesis. The majority of the respondents are aged 26 to 35 years old who have Bachelor's degree. They work for private companies with the average monthly income more than 30,001 Baht. According to the mean scores, the most influencing factors to purchase women's wear on the internet were the convenience from 24 hours operation (Mean=7.86) followed by the easiness to compare the prices from different shops (Mean= 7.42). The three main factors they tested were demographic information, consumer satisfaction, and marketing mix. The result from multiple regression analysis shown that education level, marital status,



consumer satisfaction, price, and promotion were significantly influence the purchase decision.

Watcharapotikhun (2014) studied the factors affecting consumer behavior on online purchasing of fashion clothes in Bangkok. The researcher used Questionnaire to collect the data from sample size of 400. The statistics used for data analysis were One-way ANOVA and Chi-square. The respondents are mostly age between 21 to 30 and single. They have bachelor degree and work for private companies with average monthly income of 15,001 to 35,000 baht. The most popular fashion clothe was dress which they focused on the design followed by the reasonable price. The average spending for shopping per time is less than 1,500 baht and the average spending per item is between 500 to 1,500 baht. The reasons for online purchasing of fashion clothes in Bangkok were in trend products, cheap, and well-known brand respectively. The frequency of purchase is 2 to 3 times a month. According to the mean scores, Price (Mean=4.26) and Product (Mean=4.17) are amongst the highest followed by Place (Mean=4.01) and Promotion (Mean= 3.79). The first hypothesis found that different in demographic elements has no impact on online purchasing of fashion clothes. The second hypothesis found that different in marketing mix has no impact on online purchasing of fashion clothes. The third hypothesis shown that there is no relationship between demographic and marketing but if consider by each element found that education level has a relationship with price in marketing mix.

Jaito (2016) studies factors influencing the decision to buy branded garments from Thailand domestic production of consumer in Bangkok. The researcher used questionnaire to collect the data from 384 respondents. The statistics used for data analysis were T-test independent, One-way ANOVA, and Pearson Product-Moment Correlation coefficient. The majority of the respondents were female at 71.88% age between 20 to 34. They have bachelor degree and average monthly income of 15,000 to 35,000 baht. The first hypothesis found that there is a difference in purchase decision in related to marketing factor amongst different genders which promotion has the highest

impact on purchase decision. It is also found that consumers with different gender, age, occupation, and income consider different psychological factors like belief, motivation, and awareness. Moreover, the research result found that marketing factors and psychological factors are positively correlated with purchase decision of Thai clothing.

Kongsanit and Orapan (2017) studied the factors affecting consumer's buying behavior of costume SOS (Sense of Style) in Instagram. They collected data from 300 questionnaires of 18 years old up population. The statistics used for data analysis were Independent T-Test, One-way ANOVA, and Multiple regression. Most of the respondents were female at 91%, aged between 26 to 33. Their shopping frequency is 1 to 2 times a month with the average spending of 1,001 to 2,000 baht. The respondents claimed that they turn on post notification feature on Instagram for apparel's accounts (83.7%) with the reason that they mostly want to know price information (21.7%). According to the mean scores, the highest mean score under product was beautiful and modern design (Mean= 3.29). The important aspect of Price is clearly stated price tag (Mean=3.40). For Place, the location has the highest mean score of 3.40. The first hypothesis found that there is no difference between different gender and age on the frequency to turn on post notification. The second hypothesis stated that there is a relationship between turning on post notification and buying behavior of clothing at SOS (Sense of Style) in the Instagram. The third hypothesis found that three elements of marketing mix, Product, Price, and Promotion, have relationship with buying behavior of clothing at SOS (Sense of Style) in the Instagram.

Lokniyom, Onsomkrit and Somboontawee (2015) researched about the behavior and factor that has influence for making the decision to purchase clothing design by Thai designer of teenagers in Bangkok. The data collection was conducted by collecting 400 questionnaires from teenagers age between 18 to 28. The researchers used Pearson Chi-square for data analysis. Most of the respondents are female at 62.3% age between 21 to 25. They work for private companies with the average monthly income more than 15,001 baht. This research mainly focused on 8 product quality attributes



which are durability, feature, performance, aesthetic, perceived quality or reputation, conformance, reliability, and serviceability. The reputation is the most influencing factor on purchase decision of Thai designer clothing.

Prongpromarat (2016) studied factors affecting the purchase of premium brand clothing in Bangkok Metropolitan area. The researcher used questionnaire to collect the data. The result from the sample of 398 respondents shows that 64.07% were female and 35.93% were male respondents. The average age of the respondents is between 20 to 35. They have bachelor degree or equal. They work for private companies with average monthly income of 20,001 to 30,000 baht. Most of the respondents purchase premium brand apparel less than once every 3 months with the average spending per time of 1,000 to 5,000 baht from department stores followed by internet. The popular style among the respondents are Minimal style. According to multiple regression analysis, Product and Price, Location, and Promotion are the top 3 factors that have impact on purchase decision. On the contrary, Online channel and Product image do not influence the purchase decision of premium brand clothing.

Pongputtipoon (2010) studied customer Decision making Styles on online and offline shoppers. The researcher collected 400 questionnaires. The research mainly focused on fashion products such as fashion apparels and accessories. Paired-sample t-test was used to compare whether there is a difference between online and offline shoppers for each decision-making style. Most of the respondents were female at 84.8% age between 23 to 30. 69.2% of the respondents have bachelor degree. The majority were students with average monthly income of 10,001 to 20,000 baht. Of which they purchase fashion apparels at most followed by fashion bags. The research result show that there is no difference between shopping through online and offline channels for only Novelty-fashion consciousness and Habitual decision-making styles. The rest of the decision-making styles shown the difference between shopping through online and offline channels due to pros and cons of each channel. For example, the price conscious decision-making style is different because consumers can compare the price more easily

for online channel. Another example is that brand conscious decision-making style is different since consumers will choose the product from brand reputation as they cannot see the actual product online. For High quality consciousness, Impulsiveness, and Hedonistic decision-making styles, the mean score of offline channel higher than online channel. For Brand consciousness, Price consciousness, and Confused by overchoice decision-making styles, the mean score of online channel higher than offline channel.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This chapter discusses on the research design and methodology. The objective of this research is to examine the factors affecting the intention to buy and shopping behavior of Thai fashion apparel brand in Bangkok.

#### **3.1 Research Design**

This study uses Quantitative method in collecting data through online questionnaire. The quantitative method is conducted to find the pattern and significant factors that affect intention to buy and shopping behavior of Thai fashion apparel brands. The online questionnaire retrieved on 14 April 2018 from <https://goo.gl/forms/leJZOhxK1HUGYu0D2>.

#### **3.2 Population and Data collection**

The populations of this study are people who live in Bangkok Metropolitan. The online questionnaire was randomly distributed to the sample size of 212 respondents during March 2018.

#### **3.3 Research Instrument**

The research instrument of this study is online questionnaire. The questionnaire consists of four main parts; Screening questions, General questions, Specific questions, and Demographic questions.

The First part is screening question which is used to screen out the respondents who does not have the direct experience in purchasing Thai fashion apparel brands. The screening question serves as a tool to help improve the accuracy in collecting the data from the target consumers. If the respondents answer Yes, they will continue with the next parts of the questionnaire. Answering otherwise will end the questionnaire.

The Second part is general questions which will ask the respondent about general idea of purchasing Thai fashion apparel brands. For example, the frequency of purchase, the expenses per time, and the purchasing influencers. This part will help the respondents to think about their past experience with Thai fashion apparel brand which lead them to the specific questions.

Example of questions;

1. How often do you purchase Thai Fashion apparel brand?
2. How much do you spend on Thai Fashion apparel brand per time?  
(Can be more than 1 piece)
3. Who has the most influence when you purchase Thai Fashion apparel brand?
4. What is your most favorite Fashion apparel Style (Select 1 answer)
5. What Thai Fashion apparel brand that you recently purchased

The Third part is specific questions which is considered to be the most important part since it will focus on the specific factors that affect the purchase decision of Thai fashion apparel brands. A Likert scale is used for the specific questions.

The Independent variables used in the questionnaire are;

1. Marketing Mix
  - 1.1 Product
  - 1.2 Price
  - 1.3 Place
  - 1.4 Promotion

## 2. Decision-making Styles

### 2.1 Perfectionism

### 2.2 Brand Consciousness

### 2.3 Novelty-fashion conscious

### 2.4 Recreational or Hedonistic consumer

### 2.5 Price Consciousness

### 2.6 Impulsive or Carelessness

### 2.7 Confused by overchoice

### 2.8 Habitual or Brand-loyal

The Dependent variables used in the questionnaire are;

1. Shopping Behaviors
2. Intention to Purchase

Example of statements;

1. Thai fashion apparel brands have high quality
2. Price is reasonable for the given quality
3. There is discount offer during special occasions
4. I shop when I find the product that I like
5. I wait to shop during the sale even though I like the product
6. I think purchasing best overall quality product is important
7. Shopping is pleasant activity for me
8. I will purchase Thai fashion apparel brand again in the future

In the scale of 5, mean score is divided into intervals to interpret the degree of agreement.

$$\begin{aligned} \text{Interval} &= (\text{Upper-Lower}) / \text{No. of scales} \\ &= (5-1) / 5 \\ &= 0.8 \end{aligned}$$

The interpretation of mean scores

Mean Scores	Level of Agreement
4.21 – 5.00	Strongly Agree
3.41 – 4.20	Agree
2.61 – 3.40	Neutral
1.81 – 2.60	Disagree
1.00 – 1.80	Strongly Disagree

The Fourth part is demographic questions that will ask the respondents about their personal information. The questions include gender, age, education level, occupation, and average monthly income.

Some of the survey questions are adapted from Sproles and Kendall (1986), “A Methodology for Profiling Consumers’ Decision-Making Styles” and Pongputtipoon (2010), “The study of Customer Decision Making Style on Online and Offline Shopping”.

### 3.4 Data Analysis

The data analysis of this research is divided into 3 sections as the followings;

**3.4.1 Descriptive Statistics** to explain the demographic information of the respondents. It will show the frequency or the number of respondents the percentage together with the mean score and standard deviation of independent variables.

**3.4.2 Inferential Statistic** which uses IBM SPSS Statistics software for data analysis. The models from the research framework of factors affecting the intention to buy and shopping behavior of Thai fashion apparel brand in Bangkok will be tested by Multiple regression.



## CHAPTER IV

### RESEARCH FINDINGS AND ANALYSIS

This chapter will show the detail findings and analysis of the online questionnaire conduct. It begins with the demographic information of the respondents following by the descriptive statistics of general and specific questions. The last part will cover the measurement model testing.

#### 4.1 Demographic Results

Of the valid 187 questionnaires, the demographic information of the 187 respondents are shown in Table 4.1.1 to Table 4.1.5.

**Table 4.1.1 Gender**

Gender	No. of respondents	Percent
Male	42	22.5
Female	145	77.5
<b>Total</b>	<b>187</b>	<b>100.0</b>

77.5% of the respondents were female and 22.5% were male.



**Table 4.1.2 Age**

<b>Age</b>	<b>Frequency</b>	<b>Percent</b>
20 or below	5	2.7
21-30	94	50.3
31-40	67	35.8
41-50	17	9.1
Above 50	4	2.1
<b>Total</b>	<b>187</b>	<b>100.0</b>

For the age groups, most of the respondents were between 21 to 30 at 50.3% followed by the group of 31 to 40 at 35.8%. The respondents with age 20 or below, 41 to 50, and above 50 represented 2.7%, 9.1%, and 2.1% of the total respondents respectively.

**Table 4.1.3 Education Level**

<b>Education Level</b>	<b>No. of respondents</b>	<b>Percent</b>
Below Bachelor Degree	9	4.8
Bachelor Degree	82	43.9
Master Degree	95	50.8
Doctoral Degree	1	.5
<b>Total</b>	<b>187</b>	<b>100.0</b>

For the education level, more than half of the respondents hold master degree at 50.8% followed by bachelor degree at 43.9%. The respondents who graduated below bachelor degree represent 4.8% of the total respondents and the one with doctoral degree represent only 0.5% of the total respondents.

**Table 4.1.4 Occupation**

<b>Occupation</b>	<b>No. of respondents</b>	<b>Percent</b>
Student	20	10.7
Government Officer	10	5.3
State Enterprise Company	8	4.3
Private Company	113	60.4
Business Owner	31	16.6
Others	5	2.7
<b>Total</b>	<b>187</b>	<b>100.0</b>

For the occupation, 60.4% of the respondents worked for private company. Student, government office, state enterprise company, and business owner accounted for 10.7%, 5.3%, 4.3%, and 16.6% respectively. 2.7% of the respondents were others which included doctor, dentist, and housewife.

**Table 4.1.5 Average Monthly income**

<b>Average Monthly income</b>	<b>Frequency</b>	<b>Percent</b>
Less than 15,000 Baht	14	7.5
15,000-30,000 Baht	39	20.9
30,001-45,000 Baht	51	27.3
45,001-60,000 Baht	32	17.1
More than 60,000 Baht	51	27.3
<b>Total</b>	<b>187</b>	<b>100.0</b>

The highest average monthly income fell into two ranges of 30,001-45,000 Baht and more than 60,000 Baht which represented 27.3% of the respondents each. 20.9% earned the average monthly income of 15,000 to 30,000 Baht. The respondents who earned average monthly income of less than 15,00 Baht and in the range of 45,000 to 60,000 accounted for 7.5% and 17.1% respectively.

## 4.2 Descriptive Statistics

The general information towards consumer behavior on Thai fashion apparel brands are shown in Table 4.2.1 to Table 4.2.4 and Figure 4.1.

**Table 4.2.1 Frequency of Purchase**

<b>Frequency of purchase</b>	<b>No. of respondents</b>	<b>Percent</b>
Once a week	11	5.9
Once a month	73	39.0
Once every 3 months	47	25.1
Once every 6 months	24	12.8
More than 6 months	32	17.1
<b>Total</b>	<b>187</b>	<b>100.0</b>

39% of the respondents purchased Thai fashion apparel brands once a month followed by once every 3 months at 25.1%. The frequency of once a week, once every 6 months, and more than 6 months represented 5.9%, 12.8%, and 17.1% respectively.

**Table 4.2.2 Average spending amount per time**

<b>Average spending amount</b>	<b>No. of respondents</b>	<b>Percent</b>
Less than 1,000 Baht	47	25.1
1,000-2,500 Baht	111	59.4
2,501-3,500 Baht	18	9.6
3,501-4,500 Baht	6	3.2
More than 4,500 Baht	5	2.7
<b>Total</b>	<b>187</b>	<b>100.0</b>

The average spending amount per time in this research included more than one item purchases per time. The highest average spending was 1,000-2,500 Baht which is approximately 59.4% followed by less than 1,000 Baht at 25.1%. The average spending amount in the range of 2,501 to 3,500 Baht, 3,501 to 4,500 Baht, and more than 4,500 Baht accounted for 9.6%, 3.2% and 2.7% respectively.

**Table 4.2.3 Influencers**

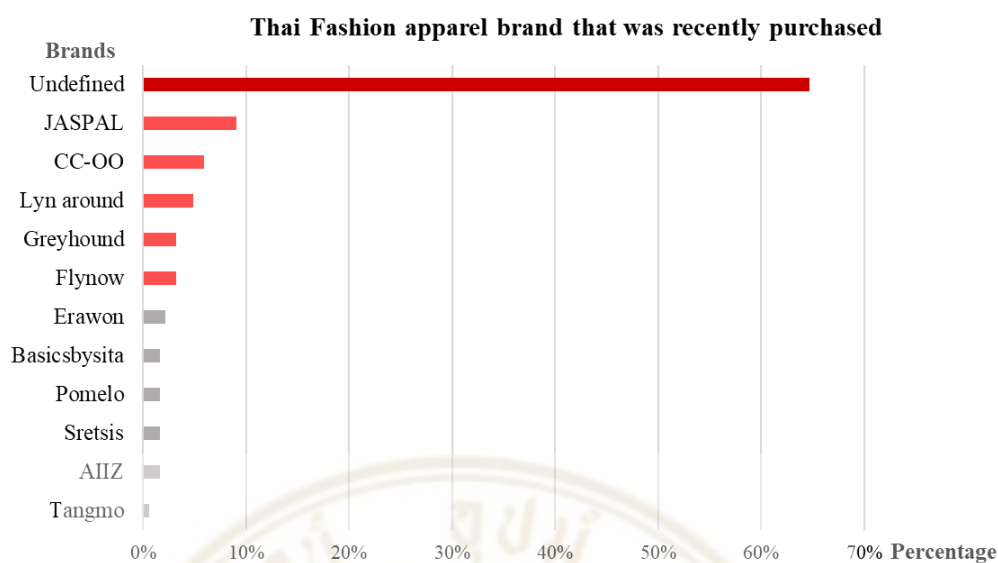
<b>Influencer</b>	<b>No. of respondents</b>	<b>Percent</b>
Self	144	77.0
Seller	2	1.1
Friends	21	11.2
Family	8	4.3
Celebrities	12	6.4
<b>Total</b>	<b>187</b>	<b>100.0</b>

From the results, the respondents decided to purchase Thai fashion apparel brands by themselves by approximately 77% and followed by friends' influence of 11.2%. 6.4% of the respondents were influenced by celebrities and 4.3% of the respondents were influenced by family. The least important influencer on Thai fashion apparel brands purchase decision was seller which represented 1.1%.

**Table 4.2.4 Fashion apparel Styles**

Style	No. of respondents	Percent
Vintage	17	9.1
Sporty	17	9.1
Minimal	97	51.9
Maximal	16	8.6
Lolita Cosplay	1	.5
Follow current fashion trends	30	16.0
Others	9	4.8
<b>Total</b>	<b>187</b>	<b>100.0</b>

The most favorite fashion apparel style is Minimal style at 51.9% followed by following the current fashion trends at 16%. Vintage style and sporty style represented 9.1% each. 8.6% of the respondents like maximal style and 0.5% like Lolita cosplay. Other styles, which included bohemian, casual, or depending on the preference during the time, represented 4.8% of the total respondents.



**Figure 4.1 Thai Fashion apparel brand that was recently purchased**

In related to Thai fashion apparel brands that the respondents recently purchased, most of the respondents purchased undefined brands at 65%. Moreover, there are top 3 Thai fashion apparels brands that the respondents recently purchase which are JASPAL at 9%, CC-OO at 6%, and Lyn around at 5%.

**Table 4.2.5 Mean scores and standard deviation of the independent variables**

Constructs	Mean	Std. Deviation
<b>Marketing Mix</b>		
<b>Product</b>	<b>3.668</b>	<b>0.5851</b>
1. Thai fashion apparel brands have high quality	3.995	0.676
2. Thai fashion apparel brands have a good pattern design	3.941	0.7345
3. Thai fashion apparel brands have a unique pattern design	3.567	0.8548
4. Thai fashion apparel brands have interesting print	3.69	0.8738
5. Thai fashion apparel brands have embellishment (embroidery, sequin, lace)	3.439	1.0161
6. Thai fashion apparel brands have their own identities	3.695	0.9379



**Table 4.2.5 Mean scores and standard deviation of the independent variables****(cont.)**

<b>Constructs</b>	<b>Mean</b>	<b>Std. Deviation</b>
7. Thai fashion apparel brands have a variety of designs	3.738	0.8742
8. Thai fashion apparel brands have detailed label	3.417	0.9932
9. Thai fashion apparel brands are famous	3.535	0.8504
<b>Price</b>	<b>3.7607</b>	<b>0.68629</b>
10. Price is reasonable for the given quality	3.765	0.8087
11. Price is reasonable compared to other brands	3.759	0.8301
12. Price reflects the good image	3.524	0.9522
13. Price is clearly stated	3.995	0.9069
<b>Place</b>	<b>3.7834</b>	<b>0.64489</b>
14. Retail Shops (Department stores or Multi-brand stores)	3.952	0.8378
15. Online Shops (Official website)	3.914	0.9235
16. Other online channels (Lazada or Shopee)	3.465	1.1372
17. Retail Shops clearly organize the product into sections	3.802	0.822
<b>Promotion</b>	<b>3.733</b>	<b>0.7323</b>
18. There are interesting picture for promotion	3.775	0.9116
19. There are discount offer during special occasions	3.872	0.9126
20. There are special privileges for the members	3.684	0.9627
21. There are advertisement through various media channels (Magazine, Instagram, Facebook)	3.952	0.9798
22. There are good after-sales services	3.38	0.9784
<b>Shopping Behaviors</b>	<b>3.721</b>	<b>0.5206</b>
23. I will search for product information before shopping	3.594	1.0083
24. I shop when I find the product that I like	4.433	0.7255

**Table 4.2.5 Mean scores and standard deviation of the independent variables**  
(cont.)

<b>Constructs</b>	<b>Mean</b>	<b>Std. Deviation</b>
25. I will look at all the available options before shopping	3.957	0.9494
26. I shop by special occasions	3.775	1.0175
27. I do not pay attention to the brand when shopping	3.455	1.0533
28. I always seek for a variety of products	3.733	0.9522
29. I wait to shop during the sale even though I like the product	3.337	1.067
30. I shop from the familiar brand	3.786	0.8342
31. I always follow the new collection of my favorite brands	3.422	1.0667
<b>Purchase Decision (Decision-making Styles)</b>		
<b>Perfectionism</b>	<b>4.144</b>	<b>0.6512</b>
32. I think purchasing best overall quality product is important	4.31	0.664
33. I make special effort to choose the very best quality products	4.037	0.8057
34. I have high standards and expectations for the products I buy	4.086	0.7572
<b>Brand consciousness</b>	<b>3.253</b>	<b>0.8994</b>
35. I will choose well-known brands	3.524	0.9465
36. I believe the most advertised brands are usually very good choices	2.984	1.1143
37. I prefer buying the best-selling brands	3.251	1.0905

**Table 4.2.5 Mean scores and standard deviation of the independent variables****(cont.)**

<b>Constructs</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>Novelty-fashion consciousness</b>	<b>3.561</b>	<b>0.8404</b>
38. Fashionable and attractive styling is very important to me	3.722	0.9715
39. I usually have one or more outfits of the very newest style	3.091	1.1155
40. I feel excited when buying new products	3.872	0.9698
<b>Recreational or Hedonistic</b>	<b>4.102</b>	<b>0.8377</b>
41. I enjoy shopping	4.123	0.8804
42. Shopping is pleasant activity for me	4.107	0.8671
43. I like to spend my time on shopping	3.807	1.0602
<b>Price consciousness</b>	<b>3.795</b>	<b>0.766</b>
44. I buy as much as possible at sale prices	3.658	1.1025
45. I spend time comparing the prices to get the lower price products	3.695	0.9827
46. I look carefully to find the best value for the money	4.032	0.8854
<b>Impulsive or Carelessness</b>	<b>3.409</b>	<b>0.7999</b>
47. I do not plan for my purchase	3.647	0.9747
48. I make careless purchase which make me regret later	3.278	1.0815
49. I spend a little time on shopping	3.305	1.1303
<b>Confused by overchoice</b>	<b>2.893</b>	<b>0.9418</b>
50. All the information about different products confuses me	2.85	0.9941
51. I cannot make purchase decision as I learn more about the products	2.925	1.1095

**Table 4.2.5 Mean scores and standard deviation of the independent variables**  
(cont.)

<b>Constructs</b>	<b>Mean</b>	<b>Std. Deviation</b>
52. I am confused by many brands in the market	2.904	1.1646
<b>Habitual or Brand-loyal</b>	<b>3.613</b>	<b>0.8597</b>
53. I will always buy from my favorite brands	3.642	0.889
54. I have brands that I regularly buy	3.668	0.9931
55. I tend to buy from the same brand over and over	3.529	1.0123
<b>Intention to Purchase</b>	<b>3.62</b>	<b>0.7461</b>
56. I will purchase Thai fashion apparel brand again in the future	4.037	0.8189
57. I will purchase the new product within 3 months	3.203	1.0883

From table 4.2.5, there are 14 independent variables with 57 sub-variables.

The top 5 highest mean score of independent variables are;

1. I shop when I find the product that I like (Mean = 4.433) under Shopping Behaviors
2. I think purchasing best overall quality product is important (Mean = 4.31) under Perfectionism
3. I enjoy shopping (Mean = 4.123) under Recreational
4. Shopping is pleasant activity for me (Mean = 4.107) under Recreational
5. I have high standards and expectations for the products I buy (Mean = 4.086) under Perfectionism

### **Product**

The factor that has highest mean score is the high quality of Thai fashion apparel brands (Mean = 3.995) followed by the good pattern designs (Mean = 3.941)

**Price**

The factor that has highest mean score is price that is clearly stated (Mean = 3.995) followed by the reasonable price with the given quality (Mean =3.765)

**Place**

The factor that has highest mean score is the Retail shops (Mean = 3.952) followed by the online shops (Mean =3.914).

**Promotion**

The factor that has highest mean score is the advertisement through various media channels (Mean = 3.952) followed by the discount during special occasions (Mean =3.872).

**Shopping Behaviors**

The factor that has highest mean score is shopping when they find the products they like (Mean = 4.433) followed by look at all available options before shopping (Mean =3.957).

**Decision-making styles**

The factor that has highest mean score is Perfectionism (Mean = 4.144) followed by Recreational (Mean =4.102).

**4.3 Model Testing****4.3.1 Model I**

$$\text{Shopping Behavior} = 0.039 (\text{Product}) + (-0.085) (\text{Price}) + 0.343 (\text{Place}) \\ + 0.244 (\text{Promotion})$$

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.497 <sup>a</sup>	.247	.230	.456764034830714

a. Predictors: (Constant), Promotion, Price, Product, Place

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.433	4	3.108	14.898	.000 <sup>b</sup>
	Residual	37.971	182	.209		
	Total	50.404	186			

a. Dependent Variable: Shopping Behaviors

b. Predictors: (Constant), Promotion, Price, Product, Place

### Coefficients<sup>a</sup>

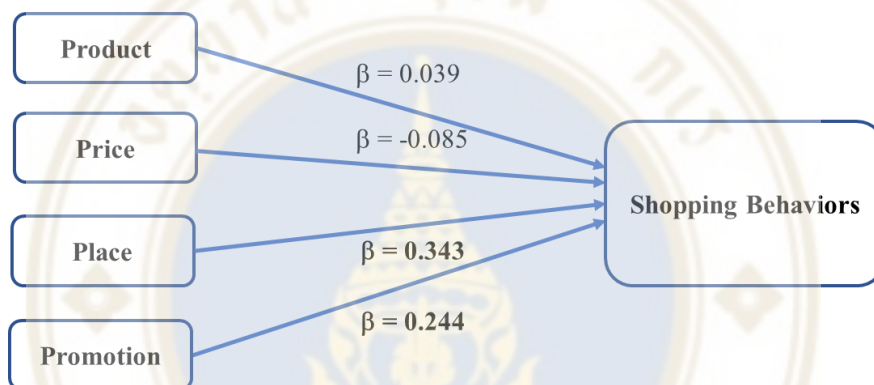
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.142	.259		8.265	.000
Product	.035	.070	.039	.493	.622
Price	-.064	.060	-.085	-1.068	.287
Place	.277	.065	.343	4.278	.000
Promotion	.174	.062	.244	2.809	.006

a. Dependent Variable: Shopping Behaviors



According to Global test based on ANOVA table, the model is usable with  $F=14.898$  and  $P\text{-value}=0.000$ .  $R^2=24.7\%$ , means that shopping behaviors of Thai fashion apparel brands can be explained by marketing mix of 24.7%.

There are two factors under Marketing Mix that  $P\text{-value} < 0.05$  which are Place and Promotion. It means that both Place and Promotion have significantly affect Shopping Behaviors on Thai fashion apparel brands. From the analysis, Place has higher impact on shopping behaviors than Promotion since the standardized coefficient is higher.



**Figure 4.3.1 Model I framework - Marketing mix on Shopping Behaviors**

#### 4.3.2 Model II

$$\begin{aligned} \text{Shopping Behavior} = & 0.324 (\text{Perfect}) + 0.066 (\text{Brand}) + 0.061 (\text{Novelty}) \\ & + 0.122 (\text{Recreational}) + 0.273 (\text{Price}) + 0.077 (\text{Impulsive}) \\ & + 0.085 (\text{Overchoice}) + (-0.102) (\text{Habitual}) \end{aligned}$$

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.615 <sup>a</sup>	.379	.351	.419466781057249

- a. Predictors: (Constant), Habitual or Brand-loyal, Confused by overchoice, Price Consciousness, Perfectionism, Recreational or Hedonistic consumer, Impulsive or Carelessness, Brand Consciousness, Novelty-fashion conscious

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.085	8	2.386	13.558	.000 <sup>b</sup>
	Residual	31.320	178	.176		
	Total	50.404	186			

- a. Dependent Variable: Shopping Behaviors
- b. Predictors: (Constant), Habitual or Brand-loyal, Confused by overchoice, Price Consciousness, Perfectionism, Recreational or Hedonistic consumer, Impulsive or Carelessness, Brand Consciousness, Novelty-fashion conscious

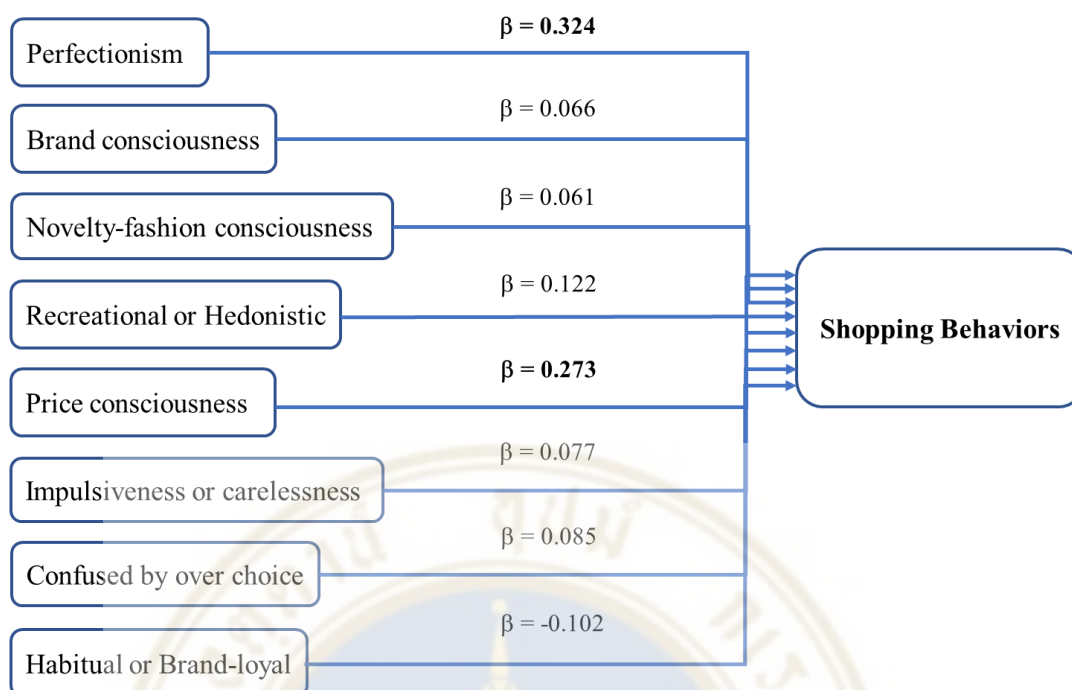
**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta		
1 (Constant)	1.298	.251		5.165	.000
Perfectionism	.259	.054	.324	4.844	.000
Brand Consciousness	.038	.051	.066	.747	.456
Novelty-fashion conscious	.037	.055	.061	.676	.500
Recreational or Hedonistic	.076	.047	.122	1.605	.110
Price Consciousness	.185	.046	.273	3.996	.000
Impulsive or Carelessness	.050	.050	.077	1.010	.314
Confused by overchoice	.047	.038	.085	1.251	.212
Habitual or Brand-loyal	-.062	.046	-.102	-1.330	.185

a. Dependent Variable: Shopping Behaviors

According to Global test, based on ANOVA table, the model is usable with  $F=13.558$  and  $P\text{-value}=0.000$ .  $R^2=37.9\%$  means that shopping behaviors can be explained by decision-making styles by 37.9%.

There are two factors under Purchase decision-making styles that  $P\text{-value} < 0.05$  which are Perfectionism and Price consciousness. It means that both Perfectionism and Price consciousness have significantly affect Shopping Behaviors on Thai fashion apparel brands. From the analysis, Perfectionism has standardized coefficient of 0.324 whereas Price consciousness has standardized coefficient of 0.273. Therefore, Perfectionism has higher impact on shopping behaviors than Price consciousness.



**Figure 4.3.2 Model II framework - Decision-making styles on Shopping**

### Behaviors

### 4.3.3 Model III

$$\begin{aligned} \text{Intention to Purchase} = & 0.062 (\text{Perfect}) + 0.069 (\text{Brand}) + 0.215 (\text{Novelty}) \\ & + 0.151 (\text{Recreational}) + 0.086 (\text{Price}) + 0.289 (\text{Impulsive}) \\ & + 0.021 (\text{Overchoice}) + 0.044 (\text{Habitual}) \end{aligned}$$

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.652 <sup>a</sup>	.425	.399	.5783

- a. Predictors: (Constant), Habitual or Brand-loyal, Confused by overchoice, Price Consciousness, Perfectionism, Recreational or Hedonistic consumer, Impulsive or Carelessness, Brand Consciousness, Novelty-fashion conscious

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	44.022	8	5.503	16.456	.000 <sup>b</sup>
Residual	59.521	178	.334		
Total	103.543	186			

a. Dependent Variable: ITB

b. Predictors: (Constant), Habitual or Brand-loyal, Confused by overchoice, Price Consciousness, Perfectionism, Recreational or Hedonistic consumer, Impulsive or Carelessness, Brand Consciousness, Novelty-fashion conscious

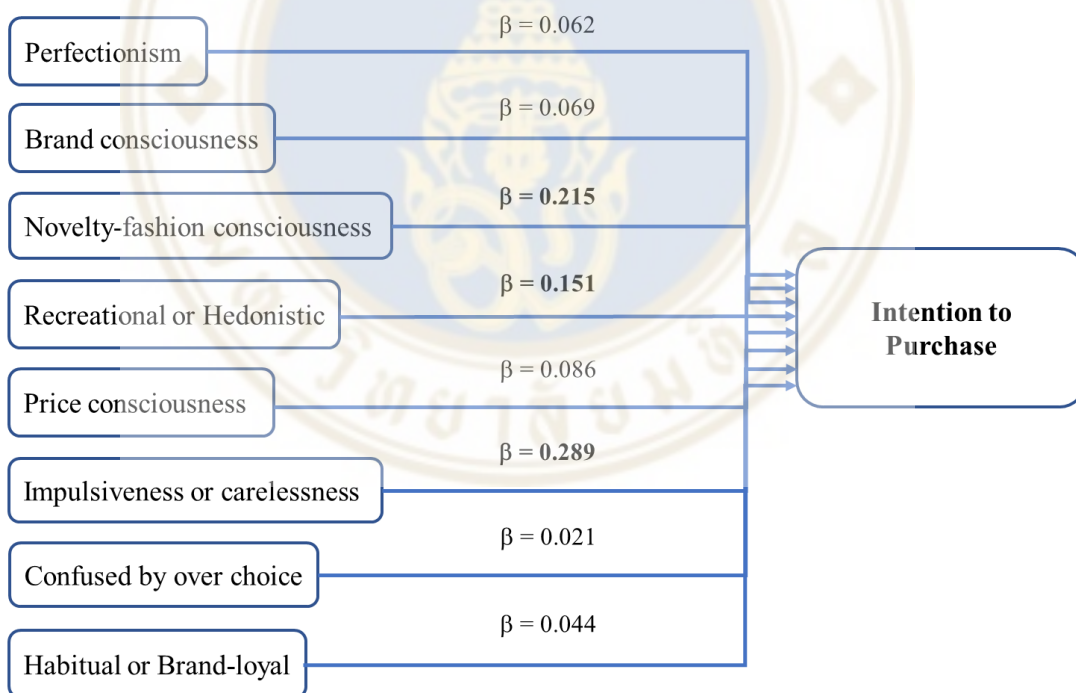
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.498	.346		1.438	.152
Perfectionism	.071	.074	.062	.969	.334
Brand Consciousness	.057	.070	.069	.814	.416
Novelty-fashion conscious	.191	.077	.215	2.499	.013
Recreational or Hedonistic	.134	.065	.151	2.056	.041
Price Consciousness	.084	.064	.086	1.310	.192
Impulsive or Carelessness	.269	.068	.289	3.933	.000
Confused by overchoice	.016	.052	.021	.313	.755
Habitual or Brand-loyal	.038	.064	.044	.596	.552

a. Dependent Variable: ITB

According to Global test, based on ANOVA table, the model is usable with  $F = 16.456$  and  $P\text{-value} = 0.000$ .  $R^2 = 42.5\%$  means that intention to purchase can be explained by decision-making styles by 42.5%.

There are three factors under Purchase decision-making styles that  $P\text{-value} < 0.05$  which are Novelty-fashion consciousness, Recreational, and Impulsiveness. It means that Novelty-fashion consciousness, Recreational, and Impulsiveness have significantly affect Intention to Purchase on Thai fashion apparel brands. From the analysis, Novelty-fashion consciousness has standardized coefficient of 0.215, Recreational has standardized coefficient of 0.151, and Impulsiveness has standardized coefficient of 0.289. Therefore, Impulsiveness has the highest impact on Intention to Purchase following by Novelty-fashion consciousness and Recreational consecutively.



**Figure 4.3.3 Model III framework – Decision-making styles on Intention to Purchase**



#### 4.3.4 Model IV

$$\text{Marketing Mix} = 0.209 (\text{Product}) + 0.177 (\text{Price}) + 0.206 (\text{Place}) \\ + 0.030 (\text{Promotion})$$

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.480 <sup>a</sup>	.230	.213	.6618

a. Predictors: (Constant), Promotion, Price, Product, Place

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.842	4	5.960	13.611	.000 <sup>b</sup>
	Residual	79.701	182	.438		
	Total	103.543	186			

a. Dependent Variable: ITB

b. Predictors: (Constant), Promotion, Price, Product, Place

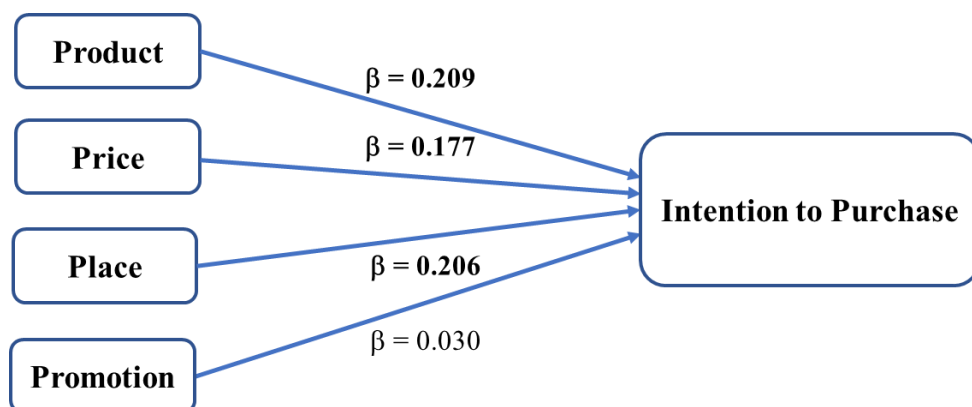
### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.903	.375		2.405	.017
Product	.267	.102	.209	2.618	.010
Price	.192	.087	.177	2.198	.029
Place	.238	.094	.206	2.538	.012
Promotion	.031	.089	.030	.346	.730

a. Dependent Variable: ITB

According to Global test, based on ANOVA table, the model is usable with  $F=13.611$  and  $P\text{-value}=0.000$ .  $R^2=23\%$  means that intention to purchase can be explained by marketing mix by 23%.

There are three factors under Marketing Mix that  $P\text{-value} < 0.05$  which are Product, Price, and Place. It means that Product, Price, and Place have significantly affect Intention to Purchase on Thai fashion apparel brands. From the analysis, Product has standardized coefficient of 0.209, Price has standardized coefficient of 0.177, and Place has standardized coefficient of 0.206. Therefore, Product has the highest impact on Intention to Purchase following by Place and Price consecutively.



**Figure 4.3.4 Model IV framework - Marketing mix on Intention to Purchase**

## **4.4 Discussion**

The research on factors affecting intention to purchase and shopping behavior on Thai fashion apparel brands in Bangkok is discussed as the following;

### **4.4.1 Demographic Characteristics**

The majority are female between 21 to 30. More than 40 % of the respondents have Bachelor degree or Master degree. They work for private companies with the average monthly income of 30,001 to 45,000 and more than 60,000 baht. The result aligns with the research of (Watcharapotikhun, 2014) that most of the respondents are between 21 to 30 and have Bachelor degree but does not align regarding the average income. Moreover, it aligns with Paisanwongdee and Kumdetch (2012) who studied the factors influencing decision-making of female in purchasing women's wear on internet in Bangkok area. Most of the respondents are between 26 to 35 who have bachelor degree and work for private companies. They earn average monthly income more than 30,001 baht. In addition, this research aligns with Prongpromarat (2016) that studied factors affecting the purchase of premium brand clothing in Bangkok Metropolitan area and found that most of the respondents are female, age between 20 to 35, who work for private companies.

### **4.4.2 General information and Behavior**

Most of the respondents purchase Thai fashion apparel brands once a month at 39% followed by once every 3 months at 25.1%. The average spending per time is 1,000 to 2,500 baht. The persons who have most influence on their purchases are themselves and friends. The majority choose Minimal fashion style followed by the current fashion trends. The result aligns with Kongsanit and Orapan (2017) who studied the factors affecting consumer's buying behavior of costume SOS (Sense of Style) in Instagram and found that most of the respondents' shopping frequency is 1 to 2 times a month with the average spending of 1,001 to 2,000 baht. Also, this research aligns with Prongpromarat

(2016) that most of the respondents purchase premium brand apparel less than once every 3 months with the average spending per time of 1,000 to 5,000 baht from department stores followed by internet. The popular style among the respondents are Minimal style.

#### **4.4.3 Descriptive Statistic (Mean)**

For the Marketing Mix that affect intention to purchase and shopping behavior on Thai fashion apparel brands, the mean score for each element, Product, Price, Place, and Promotion, are 3.668, 3.7607, 3.7834, and 3.733 respectively. The result aligns with Watcharapotikhun (2014) which Price has the highest mean score in marketing mix. For Product, the top concerns are the quality and the design of product which aligns with Watcharapotikhun (2014), Paisanwongdee and Kumdetch (2012) Lokniyom and Onsomkrit and Somboontawee (2015), Prongpromarat (2016), Jaito (2016), and Kongsanit and Orapan (2017). It can be implied that the product quality and aesthetic are the important attributes especially for fashion apparels. For Price, the top concerns are price disclosure and reasonable price which aligns with most of the researches that price must be reasonable for the given quality. For Place, the highest mean score is at offline retail stores aligns with (Prongpromarat, 2016) which revealed that location and adequate number of branches are the most important for place. It also aligns with (Kongsanit and Orapan, 2017) that location is the priority for place which could be a stronghold for multi-brand store like SOS. For Promotion, the highest mean score is advertisement through various media channels followed by special occasion discount which contradicts with Prongpromarat (2016)'s findings.

For the Decision-making styles that affect intention to purchase and shopping behavior on Thai fashion apparel brands, the top 3 styles with highest mean score are Perfectionist, Recreational, and Price conscious accordingly. This is similar to Pongputtipoon (2010) which the top 3 styles with highest mean score are Price conscious, Perfectionist, and Habitual or Brand-loyal.

#### **4.4.4 Factors that affect Intention to Purchase and Shopping Behavior**

The research result shows that Product, Price, and Place have significant impact on intention to purchase which aligns with Jaito (2016) that Product and Price influence the decision to buy Thai apparel brands. In this research, Place includes both offline and online channel which it affects intention to purchase and shopping behavior on Thai fashion apparel brands. This does not align with Prongpromarat (2016) who studied the purchase decision of premium clothing brands in terms of online channel as the result shown that it had no effect on purchase decision. However, the result stated that location had positive impact on premium clothing brands purchase decision. The factors in marketing mix that affect shopping behavior are Place and Promotion which aligns with Kongsanit and Orapan (2017)'s findings that Product, Price, and Promotion have relationship with consumer buying behavior.

This research studies the decision-making styles that affect intention to purchase and shopping behavior on Thai fashion apparel brands in Bangkok. The Perfectionist and Price conscious decision-making styles affect the shopping behavior whereas Novelty-fashion conscious, Recreational, and Impulsive decision-making styles affect intention to purchase. On the other hand, Pongputtipoon (2010) compared the decision-making styles between online and offline channel for fashion products.

## **CHAPTER V**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 Background and Importance of the Research**

Fashion industry is a part of the creative industry and a billion-dollar business that significantly contribute to the economic growth. The combination of a high demand for Thai fashion apparel and the supports from government sector make the fashion industry very attractive for new entrepreneurs.

This research provides the information about the factors that affect the purchase intention and shopping behavior on Thai fashion apparel brands. The result will be beneficial for fashion market retailers and new entrepreneurs since it enhances the knowledge and understanding of consumer behavior toward Thai fashion apparel brands. The research result will unwind the notable decision-making styles, which are another important aspect in purchase decision process, especially the impact on purchase intention and shopping behavior. Therefore, the fashion retailers can develop the effective marketing strategies to stay competitive in the fashion business.

#### **5.2 Summary of the Findings**

This research studies the factors affecting intention to purchase and shopping behaviors on Thai fashion apparel brands in Bangkok. There are two main groups of factors considered in the research which are; Marketing Mix and Purchase decision-making styles.

Most of the respondents are female age between 21 to 30 working for private companies. They earn average monthly income of 30,001-45,000 Baht. They shop for Thai fashion apparel brands mostly once a month with the average spending per time of 1,000 to 2,500 Baht.



The result of the research reveals that Place and Promotion can influence shopping behaviors on Thai fashion apparel brands. Consumers will shop for the products when they have access to the distribution channels. They will shop if they see the advertisement through various media channels and if the brands offer discount occasionally. While Product, Price, and Place has effect on intention to purchase Thai fashion apparel brand. The attributes of the product that attract consumers' intention to purchase are the quality and pattern design. Reasonable and clearly stated price together with the accessibility to both online and offline channels will also influence the intention to purchase.

Furthermore, the purchase decision-making styles that stimulate shopping behaviors are Perfectionism and Price consciousness. For Novelty-fashion consciousness, Recreational, and Impulsiveness, these styles drive intention to purchase but there is no impact on shopping behaviors.

### **5.3 Recommendations**

The result of research finding can be divided into 2 main parts. First, the factors that affect intention to purchase of Thai fashion apparel brands are Product, Price, and Place under marketing mix. Also, the Impulsiveness, Novelty fashion consciousness, and Recreation under decision-making styles. Second, the factors that affect shopping behavior on Thai fashion apparel brands are Place and Promotion under marketing mix and Perfectionism and Price consciousness under decision-making styles.

The first factor that the author would like to recommend the fashion retailers in Thailand is the Place or Distribution channels since it affects both intention to purchase as well as shopping behavior. According to the survey by Electronic Transactions Development Agency (Public Organization), or ETDA, it found that the popular product that Thai consumer purchase via online channels is Fashion or Apparel. Although there is an increasing trend for online shops, offline or physical stores are still necessary according to the mean score of retail shop is higher than online shop. The

main reason is that consumers can touch and feel the actual product prior to make purchase decision. Especially for fashion apparel, consumers can see the detail and feel the texture of the fabric or try it on at the retail or physical stores. With the actual product, it can attract and stimulate their decision-making style to become more impulsive mainly by the color and design (Park, 2007). As it can be seen from the growth of multi-brand stores, these stores assemble online fashion apparel brands in response to consumer's need that they search for information online from social media but prefer to shop from physical stores. Therefore, it is better to have both offline and online distribution channels to make consumers feel that they can reach the brands easily. The online channel will trigger the intention to purchase through the picture and content whereas the offline channel allows consumers to experience with the product which increase the chance to make sales. In addition, the researcher would recommend Thai fashion retailers to adopt Omni channel by having seamless interactions between online and offline touchpoints. This linkage between 2 channels will allow customers to have hedonistic experiences when they shop with the fashion retailers.

There are several online fashion retailers who currently do not display the price which could chase customer away. The result of the research shows that knowing the price and being able to compare are amongst the top considerations of customers. Therefore, the researcher recommends that Price disclosure is required for all channels especially online channel which customers cannot see the price tag

For the product, fashion products especially apparels are dynamic which change all the time. So, designing new high-quality products and launch seasonally are the priorities for fashion apparel retailers. This aligns with the influential factors of both shopping behaviors and intention to purchase like Perfectionism and Novelty fashion conscious that consumers continuously seek for high quality and variety of product especially the fashion novelty. The popular fashion style among the respondents is Minimal style which integrates the basic and classic design with monotone-color. Therefore, the researcher suggests that Minimal style is one guidance for new fashion

retail business to develop products. Still, they need to consider current fashion trends since they are also popular style that consumers will shop for.

Fashion apparel retailers should continue to offer discount on special occasions or periodic flash sale events. Even though price cut is not preferable in the business, it help boost the sales since most of the consumers are price conscious and they will buy more during the sales according to the research result that promotion and price conscious have the impact on shopping behaviors. Other than the discount promotion, the researcher would recommend fashion apparel retailers to create mix and match suggestions which mean recommend what products in the store can go well together. It can be done through poster or fashion catalog for instance. This action will trigger the intention to purchase which would cater towards the impulsive consumers.



**Figure 5.1** The most popular product for Thai online shoppers

Source: Wayuparb (2017). ETDA Thailand Internet User Profile 2017

Lastly, branding is another important thing in developing new fashion apparel as can be seen from figure 4.1 more than 50% of the respondents could not remember the brands that they currently purchased. The researcher suggests that Thai fashion apparel brands should emphasize their brand names and brand identities so that consumers will think of them whenever they shop for fashion apparels.

## 5.4 Limitations and Future Research

Due to the time constraint, this research accessed to small sample size of 187 respondents which may not represent all consumers regarding factors affecting consumers' intention to purchase and shopping behaviors on Thai fashion apparel brands. The data collection was conducted in Thai version, so it was not available for foreigners which could be one of the target consumers of Thai fashion apparel brands. Moreover, the gender imbalance of the respondents, female respondents are approximately 77.5%, may not be applicable for male fashion businesses. This research was conducted in March 2018, the application for future has to be cautious since some factors in the research may change over time.

The suggestions for future research may focus on the important factors that affecting shopping behaviors of consumers such as Place and Promotion. Since Place and Promotion are significantly impact Shopping behavior, the future research should focus on the detail aspect for each factor. For example, the research may consider studying the stores' attributes like atmosphere, or point-of purchase stimuli to understand what the main drive for consumer are to purchase product at the stores. For promotions, the future research can select different types of promotions and test to see which type of promotion has the highest impact on purchase decision of Thai fashion apparel brands. As this research select only Thai fashion apparel, the further study may select other fashion products such as fashion accessories to see what factors are the most influencing factors on intention to purchase and shopping behaviors. In addition, the future research should conduct in-depth interview with both fashion consumers and fashion owners or producers to gain a deeper understanding on different aspects.

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## **Appendix A: Questionnaire (English version)**

This questionnaire is a part of the thematic paper for Master degree at College of management, Mahidol University. The objective is to study the factors that affect intention to purchase and shopping behavior on Thai fashion apparel brands in Bangkok. Please answer the questions as honestly as possible. Your answers will be kept confidential and used for research purpose only. The questionnaire will take about 5 minutes to complete. Thank you for your cooperation.

### **Section 1: Screening Question**

1. Have you purchased Thai Fashion apparel brand?
  - Yes
  - No (Thank you for your cooperation)

### **Section 2: General Questions**

1. How often do you purchase Thai Fashion apparel brand?
  - Once a week
  - Once a month
  - Once every 3 months
  - Once every 6 months
2. How much do you spend on Thai Fashion apparel brand per time? (Can be more than 1 piece)
  - Less than 1,000 Baht
  - 1,000-2,500 Baht
  - 2,501-3,500 Baht

- 3,501-4,500 Baht
- More than 4,500 Baht

3. Who has the most influence when you purchase Thai Fashion apparel brand?

(Select 1 answer)

- Yourself
- Friends
- Boyfriend
- Family

4. Favorite Fashion apparel Style (Select 1 answer)

- Feminine
- Masculine
- Vintage
- Sporty
- Minimal
- Maximal
- Lolita Cosplay
- Current Fashion Trends (Fad)

5. What Thai Fashion apparel brand that you recently purchased?

\_\_\_\_\_

### Section 3: Specific Questions

Please specify the level of your agreement on the following statements:

Assessment Scale;

5 = Strongly Agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly Disagree

Statements	Level of Agreement				
	(5)	(4)	(3)	(2)	(1)
<b><u>Product</u></b>					
Thai fashion apparel brands have high quality					
Thai fashion apparel brands have a good pattern design					
Thai fashion apparel brands have a unique pattern design					
Thai fashion apparel brands have interesting print					
Thai fashion apparel brands have embellishment					
Thai fashion apparel brands have their own identities					
Thai fashion apparel brands have a variety of designs					
Thai fashion apparel brands have detailed label					
Thai fashion apparel brands are famous					
<b><u>Price</u></b>					
Price is reasonable for the given quality					
Price is reasonable compared to other brands					
Price reflects the good image					
Price is clearly stated					
<b><u>Place</u></b>					
Retail Shops (Department stores or Multi-brand stores)					
Retail Shops organize the product into sections					
Online Shops (Official website)					
Other online channels (Lazada or Shopee)					



Statements	Level of Agreement				
	(5)	(4)	(3)	(2)	(1)
<b><u>Promotion</u></b>					
There is interesting picture for promotion					
There is discount offer during special occasions					
There is special privilege for the members					
There is advertisement through various media channels (Magazine, Instagram, Facebook)					
There are proper after-sales services					
<b><u>Shopping Behavior</u></b>					
I will search for product information before shopping					
I shop when I find the product that I like					
I will look at all the available options before shopping					
I shop by special occasions					
I do not pay attention to the brand when shopping					
I always seek for a variety of products					
I wait to shop during the sale even though I like the product					
I shop from the familiar brand					
I always follow the new collection of my favorite brands					
<b><u>Purchase Decision</u></b>					
<b><u>Decision-making Styles</u></b>					
<b>Perfectionism</b>					
I think purchasing best overall quality product is important					
I make special effort to choose the very best quality products					
I have high standards and expectations for the products I buy					

Statements	Level of Agreement				
	(5)	(4)	(3)	(2)	(1)
<b>Brand consciousness</b>					
I will choose well-known brands					
I believe the most advertised brands are usually very good choices					
I prefer buying the best-selling brands					
<b>Novelty-fashion conscious</b>					
Fashionable and attractive styling is very important to me					
I usually have one or more outfits of the very newest style					
I feel excited when buying new products					
<b>Recreational or Hedonistic consumers</b>					
I enjoy shopping					
Shopping is pleasant activity for me					
I like to spend my time on shopping					
<b>Price consciousness</b>					
I buy as much as possible at sale prices					
I spend time comparing the prices to get the lower price products					
I look carefully to find the best value for the money					
<b>Impulsiveness or carelessness</b>					
I do not plan for my purchase					
I make careless purchase which make me regret later					
I spend a little time on shopping					
<b>Confused by overchoice</b>					
All the information about different products confuses me					
I cannot make purchase decision as I learn more about the products					
I am confused by many brands in the market					

Statements	Level of Agreement				
	(5)	(4)	(3)	(2)	(1)
<b>Habitual or Brand-loyal</b>					
I will always buy from my favorite brands					
I have brand that I regularly buy					
I tend to buy from the same brand over and over					
<b>Intention to Purchase</b>					
I will purchase Thai fashion apparel brand again in the future					
I will purchase the new product within 3 months					

#### Section 4: Demographic Questions

##### 6. Gender

- Male  
 Female

##### 7. Age

- Less than or equal to 20  
 21-30  
 31-40  
 41-50  
 More than 50

##### 8. Education Level

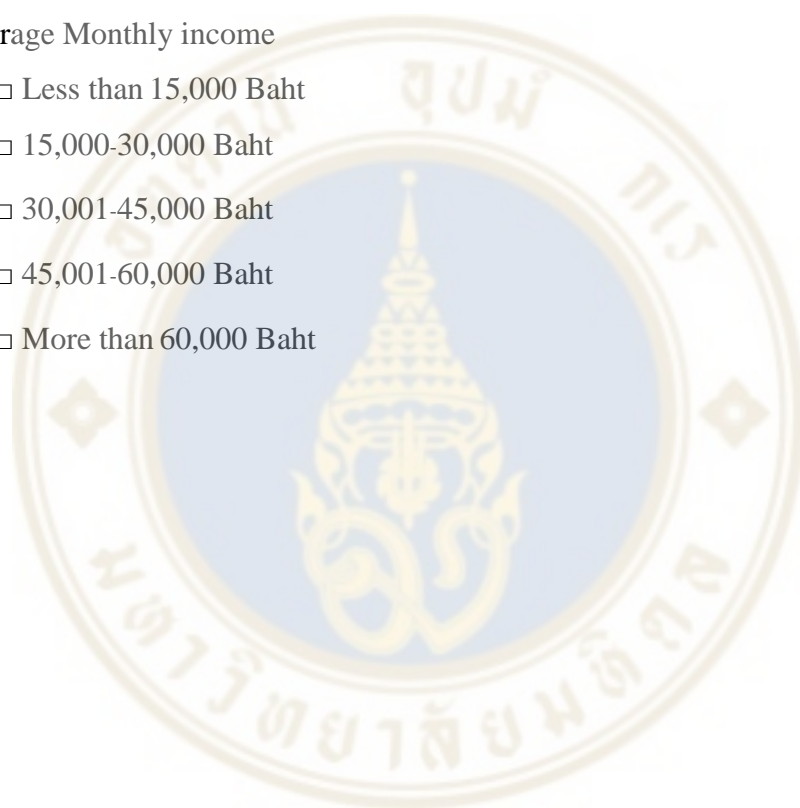
- Below Bachelor Degree  
 Bachelor Degree  
 Master Degree  
 Doctoral Degree

### 9. Occupation

- Student
- Government Officer
- State Enterprise Company
- Private Company
- Business Owner
- Freelancer

### 10. Average Monthly income

- Less than 15,000 Baht
- 15,000-30,000 Baht
- 30,001-45,000 Baht
- 45,001-60,000 Baht
- More than 60,000 Baht



## Appendix B: Questionnaire (Thai version)

### แบบสอบถามเรื่องปัจจัยที่มีผลต่อการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้าไทย

แบบสอบถามนี้เป็นส่วนหนึ่งของสารนิพนธ์ของการศึกษาในระดับปริญญาโทของวิทยาลัยการจัดการมหาวิทยาลัยมหิดล ถูกจัดทำขึ้นเพื่อศึกษาปัจจัยที่มีผลต่อการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้าไทย ผู้วิจัยใคร่ขอความร่วมมือจากท่าน ในการให้ข้อมูลที่ตรงกับสภาพความเป็นจริงมากที่สุด โดยที่ข้อมูลทั้งหมดของท่านจะถูกเก็บเป็นความลับ และใช้เพื่อประโยชน์ทางการศึกษาเท่านั้น แบบสอบถามชุดนี้ใช้เวลาประมาณ 10 นาทีในการทำ

#### ตอนที่ 1: แบบสอบถามเพื่อคัดเลือกกลุ่มตัวอย่าง

1. คุณเคยซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า (Brand) ไทยหรือไม่
  - เคย
  - ไม่เคย (จบแบบสอบถาม)

#### ตอนที่ 2: คำถามทั่วไป

1. ความถี่ในการซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า (Brand) ไทย
  - อาทิตย์ละครั้ง
  - เดือนละ 1 ครั้ง

- ทุก 3 เดือน
- ทุก 6 เดือน
- มากกว่า 6 เดือนครั้ง

2. ค่าใช้จ่ายในการซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า (Brand) ไทยต่อครั้ง (อาจมากกว่า 1 ชิ้น)

- ต่ำกว่า 1,000 บาท
- 1,001-3,000 บาท
- 3,001-5,000 บาท
- 5,001-7,000 บาท
- มากกว่า 7,000 บาท ขึ้นไป

3. บุคคลที่มีอิทธิพลในการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า (Brand) ไทยของท่าน

มากที่สุด (ตอบได้ 1 ข้อ)

- ตนเอง
- ผู้ขาย
- เพื่อน
- ครอบครัว
- บุคคลที่มีชื่อเสียง

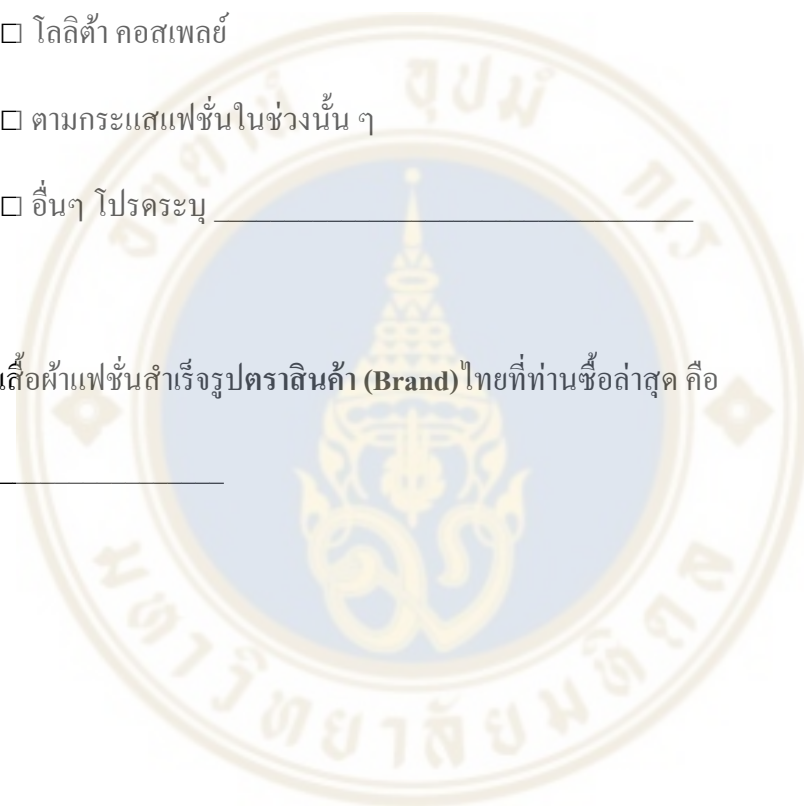


4. สไตส์การแต่งตัว สไตส์เสื้อผ้าที่ท่านชื่นชอบมากที่สุด (ตอบได้ 1 ข้อ)

- วินเทจ
- สपोर्ट
- เรียบ ดูหรู คลาสสิก
- มีความโดดเด่น ไม่เหมือนใคร
- โลโก้ คอสเพลย์
- ตามกระแสแฟชั่นในช่วงนั้น ๆ
- อื่นๆ โปรดระบุ \_\_\_\_\_

5. เสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า (Brand) ไทยที่ท่านซื้อมากที่สุด คือ

\_\_\_\_\_



### ตอนที่ 3: ความคิดเห็นเกี่ยวกับการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทย

#### ระดับความคิดเห็น

5 = เห็นด้วยอย่าง, 4 = เห็นด้วย, 3 = เฉยๆ, 2 = ไม่เห็นด้วย, 1 = ไม่เห็นด้วยอย่างยิ่ง

ปัจจัยที่มีผลต่อการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทย	ระดับความคิดเห็น				
	(5)	(4)	(3)	(2)	(1)
<b>ผลิตภัณฑ์</b>					
เสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทย มีคุณภาพ					
เสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทย มีรูปแบบการตัดเย็บของสินค้า (เช่น แพทเทิร์น) ที่ดี					
เสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทย มีรูปแบบการตัดเย็บของสินค้า (เช่น แพทเทิร์น) ที่แตกต่าง					
เสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทยที่มีลายผ้าที่น่าสนใจ					
เสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทยที่มีการตกแต่งเพิ่มเติม (เช่น การปักไหม ลูกบิด เลื่อม การใช้ลูกไม้)					
เสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทยที่มีรูปแบบที่เป็นเอกลักษณ์					

ปัจจัยที่มีผลต่อการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตรา สินค้า(Brand)ไทย	ระดับความคิดเห็น				
	(5)	(4)	(3)	(2)	(1)
เสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทยที่มีรูปแบบ หลากหลาย					
เสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทยที่มีการบอก รายละเอียดชัดเจน (เช่น ขนาด วัสดุ แลกรักรา)					
ตราสินค้า(Brand)ไทยที่มีชื่อเสียง					
<b>ราคา</b>					
ราคามีความเหมาะสมกับคุณภาพ					
ราคามีความเหมาะสมเมื่อเทียบกับตราสินค้าอื่น					
ราคาสะท้อนถึงภาพลักษณ์ที่ดีของคนสวมใส่					
มีการแสดงราคาของสินค้าอย่างชัดเจนเพื่อใช้ในการ ประกอบการตัดสินใจ					
<b>ช่องทางการจัดจำหน่าย</b>					
ร้านค้าปลีก (เช่น ร้านค้าในห้างสรรพสินค้า ร้านค้าที่ รวบรวมหลายแบรนด์สินค้า (Multi-brand stores))					
ร้านค้ามีการแยกประเภทของสินค้าชัดเจน					
ร้านค้าออนไลน์ (เว็บไซต์ทางการของร้าน)					
ช่องทางออนไลน์อื่นๆ (เช่น Lazada, Shopee)					

ปัจจัยที่มีผลต่อการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตรา สินค้า(Brand)ไทย	ระดับความคิดเห็น				
	(5)	(4)	(3)	(2)	(1)
การส่งเสริมการตลาด					
มีการประชาสัมพันธ์ด้วยรูปภาพที่น่าสนใจ					
มีการให้ส่วนลดในโอกาสพิเศษ					
มีการสิทธิประโยชน์สำหรับลูกค้าที่เป็นสมาชิก					
มีการโฆษณาผ่านสื่อต่างๆ เช่น นิตยสาร อินสตาแกรม เฟซบุ๊ก					
มีบริการหลังการขายที่เหมาะสม					
<u>พฤติกรรมในการเลือกซื้อสินค้า</u>					
ฉันจะหาข้อมูลของสินค้าให้ครบก่อนตัดสินใจซื้อเสมอ					
ฉันเลือกซื้อสินค้าเมื่อเจอแบบที่ถูกใจ					
ฉันจะเดินดูตัวเลือกทั้งหมดก่อนตัดสินใจซื้อเสมอ					
ฉันเลือกซื้อสินค้าตามโอกาสสำคัญ					
ฉันเลือกซื้อสินค้าโดยไม่สนใจตราสินค้า					
ฉันเลือกซื้อสินค้าหลากหลายแบบเสมอ					
ฉันรอซื้อสินค้าลดราคา แม้จะเป็นสินค้าที่ถูกใจก็ตาม					
ฉันจะเลือกซื้อสินค้าจากตราสินค้าที่คุ้นเคย					
ฉันติดตามคอลเลกชันใหม่ของตราสินค้าที่ชอบเสมอ					

ปัจจัยที่มีผลต่อการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตรา สินค้า(Brand)ไทย	ระดับความคิดเห็น				
	(5)	(4)	(3)	(2)	(1)
การตัดสินใจซื้อ					
รูปแบบการตัดสินใจของผู้บริโภค					
<b>Perfectionism</b>					
ฉันคิดว่า การเลือกซื้อสินค้าที่มีคุณภาพสำคัญสำหรับฉัน					
ฉันจะเลือกสินค้าอย่างพิถีพิถันเพื่อให้ได้สินค้าที่ดีที่สุด					
ฉันมีมาตรฐานและความคาดหวังในสินค้าที่ฉันซื้ออย่างมาก					
<b>Brand consciousness</b>					
ฉันจะเลือกซื้อตราสินค้าที่มีชื่อเสียงและเป็นที่รู้จักดี					
ฉันเชื่อว่าตราสินค้าที่มีการโฆษณามากเป็นสินค้าที่ดี					
ฉันจะเลือกซื้อตราสินค้าที่ขายดี					
<b>Novelty-fashion conscious</b>					
การแต่งตัวทันสมัยและน่าดึงดูดสำคัญสำหรับฉัน					
ฉันตัดสินใจซื้อสินค้าตามกระแสแฟชั่นใหม่ๆเสมอ					
ฉันรู้สึกตื่นเต้นที่ได้ซื้อสินค้าใหม่ๆเสมอ					
<b>Recreational or Hedonistic consumers</b>					
ฉันสนุกกับการเลือกซื้อสินค้า					
การเลือกซื้อสินค้าเป็นกิจกรรมที่ทำให้ฉันมีความสุข					

ปัจจัยที่มีผลต่อการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตรา สินค้า(Brand)ไทย	ระดับความคิดเห็น				
	(5)	(4)	(3)	(2)	(1)
ฉันชอบใช้เวลาไปกับการเลือกซื้อสินค้า					
<b>Price consciousness</b>					
ฉันจะซื้อสินค้าเป็นจำนวนมากเมื่อสินค้าลดราคา					
ฉันใช้เวลาในการเปรียบเทียบราคาสินค้าเพื่อที่จะได้สินค้าที่มีราคาต่ำกว่า					
ฉันจะเลือกสินค้าที่มีความคุ้มค่าที่สุดเมื่อเปรียบเทียบกับเงินที่จ่าย					
<b>Impulsiveness or carelessness</b>					
ฉันมักจะซื้อสินค้าโดยไม่ได้วางแผนล่วงหน้า					
ฉันมักจะไม่ระมัดระวังในการจ่ายเมื่อซื้อสินค้า ทำให้รู้สึก ว่าไม่น่าซื้อได้เลย					
ฉันใช้เวลาไม่นานในการเลือกซื้อสินค้า					
<b>Confused by overchoice</b>					
ข้อมูลเกี่ยวกับสินค้าทำให้ฉันสับสน					
ฉันจะไม่สามารถตัดสินใจเลือกซื้อสินค้าได้หาศึกษา เกี่ยวกับสินค้านั้นๆมากขึ้น					
ฉันรู้สึกสับสนกับตราสินค้าที่มีมากมายในตลาด					



ปัจจัยที่มีผลต่อการตัดสินใจซื้อเสื้อผ้าแฟชั่นสำเร็จรูปตรา สินค้า(Brand)ไทย	ระดับความคิดเห็น				
	(5)	(4)	(3)	(2)	(1)
<b>Habitual or Brand-loyal</b>					
ฉันจะเลือกซื้อสินค้าจากตราสินค้าที่ฉันชอบเสมอ					
ฉันมีตราสินค้าที่ฉันซื้อเป็นประจำ					
ฉันมักจะเลือกซื้อตราสินค้าเดิมๆอยู่เสมอ					
<b>ความตั้งใจในการซื้อสินค้า</b>					
ฉันจะซื้อสินค้าเสื้อผ้าแฟชั่นสำเร็จรูปตราสินค้า(Brand)ไทย อีกในอนาคต					
ฉันจะตัดสินใจซื้อสินค้าเมื่อสินค้าวางตลาดภายใน 3 เดือน					

#### ตอนที่ 4: ลักษณะทางประชากรของผู้ตอบแบบสอบถาม

6. เพศ

ชาย

หญิง

## 7. อายุ

- ต่ำกว่าหรือเท่ากับ 20 ปี
- 21-30 ปี
- 31-40 ปี
- 41-50 ปี
- มากกว่า 50 ปี

## 8. ระดับการศึกษา

- ต่ำกว่าปริญญาตรี
- ปริญญาตรี
- ปริญญาโท
- ปริญญาเอก

## 9. อาชีพ

- นักเรียนหรือนักศึกษา
- ข้าราชการ
- พนักงานรัฐวิสาหกิจ
- พนักงานบริษัทเอกชน
- ธุรกิจส่วนตัวหรือเจ้าของธุรกิจ
- อื่นๆ โปรดระบุ \_\_\_\_\_

## 10. รายได้เฉลี่ยต่อเดือน

- ต่ำกว่า 15,000 บาท
- 15,000-30,000 บาท
- 30,001-45,000 บาท
- 45,001-60,000 บาท
- มากกว่า 60,000 บาทขึ้นไป

