

**FACTORS THAT CONSUMER CONSIDER WHEN PURCHASING
A NEW TOWEL**

The seal of Mahidol University is a circular emblem. It features a central blue circle containing a golden Thai-style stupa or chedi. Surrounding this central circle is a white ring with Thai script. The outermost ring is a light blue border, also containing Thai script. The text 'NATTAWAT TUMMACHUDPONG' is superimposed over the central blue circle.


NATTAWAT TUMMACHUDPONG

**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2022**

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Thematic paper
entitled
**FACTORS THAT CONSUMER CONSIDER WHEN PURCHASING
A NEW TOWEL.**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
December 18, 2022



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ACKNOWLEDGEMENTS

It is one of my greatest honors to be working with dedicated CMMU staffs and professors on completing this thematic paper based on the topic of my choosing. First, I would like to acknowledge my advisor, Asst. Prof. Randall M. Shannon, for helping me providing comments as well as feedback throughout my submission of the paper that leads this thematic paper toward completion. Secondly, I would like to acknowledge my friends at CMMU for helping me as well as recommend some of the participate to help participate in my questionnaire. Thirdly, this thematic research would not be able to complete without the support of my dad and mom whose give infinite love and support.

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ABSTRACT

Due to the increase in production order without understanding the significant factors that drive consumer to purchase a towel, causing multiple SKUs needed to be issue. As a result, manufacturer is having difficulty managing their inventories resulting in lost in opportunity to sale, higher cost of operation. Therefore, the objective of this research is to find factor that consumer look for when it comes to purchase a new towel. The purpose of this research is to analyze the most significant factor that consumer pay attention to as it can be used to help recommend manufacturer on which element to focus on. As for the research methodology, the research will be conducted quantitatively with the help of 100 participants. The data collection will be via a specific questionnaire that was design to gather customer insight when purchase a new towel. The data will be analyzed with the help of IBM SPSS Analysis software. Based on the result of the analysis, three factors influence customers to purchase a new towel which are price discount, function, and quality. The factors can be further analyzed to identify which are the most significant, as it can help textile manufacturer to produce the suitable product for the customer.

KEY WORDS: Textile / Price discount / Functional / Quality

33 pages

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CHAPTER I

INTRODUCTION

1.1 Background of the study

My family business is in the textile industry specialize in manufacturing terry pile fabric (Towel). The company was founded in 1989, starting with just one production process of producing a towel which is the weaving process. The company starts with only 7 shutter looms. As of now, we have 110 computerized shutter looms. Moreover, weaving preparation is also included in our manufacturing process as well. As it is also an integral process to prep a high-quality yarn which can later benefits the weaving process. The weaving preparation process are consisting of 2 tasks which are color adjustment for each of the yarn. The second task is the size adjustment of the yarn to fit in the shutter loom attachment which call beams. The beams will be attached to the shutter loom to construct a terry pile fabric based on specific fabric structure design in house.

With the weaving preparation and weaving process mentioned, dying facilities is what comes at the next stage of towel production. The dyeing process consist of 2 task which are the dyeing of the fabric itself and the drying of the fabric. With the dry fabric, it will be transport to the later stage of the production which are the added value process if that specific batch is required to. For example, additional reactive graphic printing, shearing and embroidery. In the later stage the fabric will be transfer to the cut and sew department. This is the process where the large quantity of fabric will be brought together to slice down into individual row for hemming. With the hemmed towels, it will be cut down into single piece for final sewing. With the finished towel, it will be packed according to the customer requirement which will be later send down to store inside the warehouse for later distribution by the teams at a later stage. The latest of our expansion is in 2008 where the company invest in its own cotton spinning mill. This investment allows our company to stay competitive above any competitor in the country as we are the only towel manufacturer who can produce cotton yarn while others

have to buy the finished yarn for their use. Therefore, our family is a full vertical business set up which also give us both positive impact and negative impact to the company as a whole. It is important to be able to identify which factors to be focus on to improve the overall performance of the company.

1.2 Motivation for research

My primary motivation for this research is to identified factor or factors that consumer is considered in when it comes to purchase a new towel. As mentioned, that my family business is in the textile manufacturing sector which cover a full vertical aspect of the industry starting from cotton sourcing to distribution. Therefore, our factory has the ability as well as the capacity to manufacture any types of towels on the market. However, with our advantage there are issue that need to be address. For instance, the excess in inventory level. To explained, as our company can produce variety of towel. Customer often requires specific towel construction design that are exclusive to their brands. Resulting in more SKUs than necessary. In some cases, there are more than 1000 SKUs for each customer. With a mega data of SKUs, inventory will be challenging to manage causing error to occur. To my view, inventory transparency is vital for a business like this. As false inventory can damage the company in many ways, whether it will be over production, loss opportunity in sales, and many more. With the problems mentioned, I feel obligate to take responsible to find the optimal solution for it. Therefore, the research needs to be conducted to find the best ways to plan for the right business direction.

1.3 Value of the research

This research will be solely focus on the factors affecting consumer purchase decision making when it comes to towels. Therefore, with the complete studies, textile manufacturer can effectively use the result to evaluate, plan, as well as design the right product for customers. By producing the right product means the product that the company target consumer wants. With the production plan alter towards producing effective product that consumer prefer. Manufacturers can experience in

improvement of inventory management as well as higher profitability due to the economy of scale.

1.4 Research Objective

The objective of this research is to understand Bangkok consumers perspective of purchasing a towel. Do they mainly look for the lowest possible price, the best value for money or the best possible quality. With the result, the firm can effectively control its production plan to suit the needs of the market.



CHAPTER II

LITERATURE REVIEW

2.1 Consumer behavior

According to my understanding of Conn and Hoyer (1986), consumer behavior was classified based on consumer traits when it comes to making a purchase decision. There are two types of consumers, the planned and impulse purchasing. With the finding of the research, companies can utilize the result to maximize their profit. Moreover, with the understanding of factors that cause consumer to make an impulse purchase can be beneficial to the company as they can better manage their cash flows since the return is spontaneous.

2.2 Price consciousness

Lichtenstein (1993) defined Price consciousness as “the degree to which the consumer focuses exclusively on paying a low price.” With this statement, price conscious consumers will likely be concerned on how to search for the lowest possible price on the market. Furthermore, Alford and Biswas (2002) research show that the price conscious consumers are driven by the emotional value as well as a hobby or entertainment from shopping for lower price. Moreover, Sinha and Batra (1999) believed that price consciousness can also be considered as an attitude that varies in the level of intensity across consumers. Therefore, different consumer segments can be distinguished based on the level of price consciousness.

According to Lichtenstein (1993), low price conscious consumers are not very involved with the price aspect of the purchase. Moreover, they are not very keen on searching for the lowest possible price. With less understanding of the market price, low price conscious consumer often perceives a discount as a symbol for an important price reduction. In addition, Alford, and Biswas (2002) research shows that buying

intention of less price conscious consumer are influenced by the size of the discount offered.

On the other hand, high price conscious consumers are more focus on prices. According to Lichtenstein (1998), high price conscious consumers are cognitively obsessed with price. As a result, they are more deeply focuses on any price related information. Research by Manning (2003) prove that consumers who are vigilant with prices often understand the standard price of the market. In addition, Babin (2007) research shows that high price conscious consumer also evaluates the promotion and discount to its monetary value not just the promotional claim itself. Therefore, the high price conscious consumers will involve in a higher levels of price search to the extent of finding a better price elsewhere.

2.3 Consumer purchase behavior towards Price of the product

Nowadays, we all live in a fierce and competitive market where businesses use volume, price, and quality to compete in the market. According to Meckes (2018), by having the right pricing for the product can secure your competitiveness in the market. To explained, with the price that is acceptable by consumers, they will likely purchase the products which will result in the company having profits to invest in additional change or expansion in the future. Therefore, it is vital for the textile manufacturer to set the right, acceptable price for the consumers to be able to gain the advantage in the markets.

In addition, research by Diamond (1970) shows that consumers purchase a product at a lower quantity when the price increase rather than purchase the product in bulks in comparison to the time when the product is on discount. In other words, consumers are trying to avoid the risk of buying an expensive product at a large quantity. Therefore, in this case it is safe to say that price is considered to be an important factor of altering consumer behavior.

2.4 Consumer purchase behavior towards Functionality

There are many factors that drive consumer to purchase the product. In our case, a terry towel. Functionality is considered to be one of the factors that should be mentioned. To explained, Rattanapitak (2014) did a research that focuses on the attitude strength of the brands along with its component and how will it affect the behavioral intentions. The component of the attitude strength are functional benefits of the brand, self-identification of the brand, and brand aesthetic. His research shows that the three-mention component have the positive relationship with the altitude strength of the brand. Moreover, Rattanapitak (2014) results also shows a positive relationship between altitude strength and behavioral intentions. The willingness to pay price premium is the behavioral intentions in the research. With the understanding of consumer behavior toward functional product, manufacturer can develop a production plan that focuses on functional product.

Furthermore, Sanad (2016) research on Consumer attitude and purchase decision towards textile and apparel products also shows that textile product with physical properties or function that positively affect comfort, fit, appearance, and performance will likely drive consumer to be confidence making a purchase decision.

2.5 Quality

Understanding how customer perceive quality is not an easy task (Takeuchi and Quelch, 1983). To explained, consumers do not always know or understand their requirement when it comes to quality. Furthermore, the priorities and perception related to quality by consumers also change over time. Apart from that consumer usually rate the quality of the products with their rival brands which is tends to be unstable depends various factors generate by other brands. In addition, the study shows that consumer is demanding higher quality for the product they purchase. However, the price they are willing to pay tends to be lower. In the end, consumer perceptions of product quality can be influenced by various factors at each stage of the buying process. According to Takeuchi and Quelch (1983) findings, there are three stages of consumer purchase decision. The first is before purchase, follow by at point of purchase and after purchase. By understanding factors that influence the buying process of consumer can help textile

manufacturer to focus on the right track in terms of production allocation which can brings many benefits to the company.

2.6 Terry towel and its fiber application

Terry towel is considered as textile products construct with pile loops (Hakoo, 2019). The pile loops can be form one or both ways cover the entire ground of the fabric. In term of the face of the fabric, it is consisting of warp yarn which later form a warp pile or terry pile. With a Terry pile fabric construction, the fabric can be weave in a numerous of pattern. Ramachandra (2015) research also shows that there are many fibers application that can be use within the construction of terry fabric. In the studies, there were 4 specific types of fiber that was taken into the discussion. However, the two common types of fiber that I have experience are Cotton and Bamboo which will be the fibers to focus on this research.

The first type of fiber that will be discuss is the most common fiber to construct a terry fabric, Cotton fibers. Absorbencies are one of the many strong points of textile that use cotton fiber. Absorbency is the ability to remove water from the surface area. In this case it's the skin. Furthermore, cotton fibers also have physical property that also allows them to hold and store more water inside its physical form which is suitable for its towel application. Apart from that, cotton is also considered as a natural fiber and hypoallergenic. To explained, cotton have a lower tendency to cause allergic reaction to the user. Therefore, cottons product is usually recommended by consumer with skin allergies (Ramachandra, 2015).

The second type of fiber is bamboo. Based on Ramachandra (2015) research, bamboo fibers is considered to be a raw material used to produce health focus products, as it contains properties that favors consumer having good health. To explained, bamboo fiber has a velvet and smooth touch which help maintain skin care. Moreover, bamboo also contains a natural antibacterial property. Therefore, when use the fiber to form a terry fabric, the fabric will have an antibacterial function as well.

CHAPTER III

RESEARCH METHODOLOGY

The focus of this study will be on quantitative research techniques as a means to identify what factors effecting consumer decision when it comes to purchase a new towel. By collecting a sufficient number of responses from the selected consumers group should be able to give us the result of factors that we need to be concern when manufacture a towel to sell for the mass market.

3.1 Data Collection

To collect our data, we use to quantitative method in the form of a questionnaire. By using a questionnaire, the company should be able to get the accurate result of what factors does the consumers concern for when looking to purchase a new towel. Furthermore, with the questionnaire, each respondent will not have to spend a lot of times with the interviewee which improve the efficiency of the data collection process. The questionnaire will consist of five parts which are the introduction, screening questions, general questions, specific question, and demographic question respectively. To explained, the introduction part is simply the introduction statement to let the respondent know the context of what they will be asked to give a response. Screening question is the part where the data collector scan for respondent that are qualified and fits our target consumers. Specific question focuses on the 4 construct which in this case is the motivation or the intention to buy. The 4 constructs are as follows, Price, Functionality, Quality, and consumer behavior.

The methods that will be used to acquire the data will be the traditional face to face questionnaire. The data collection period will be taken place for approximately 10 days. The aim is to get a legitimate response from at least 100 samples. The location that will be use to conduct the research will be around Suksawadi Rd, Bangkok. With the data collected, the result will be coded down to IBM statistical analytic software

SPSS for final analysis. With the help of IBM SPSS, this research should have a deeper understanding of different consumers perspective.

The coded data will be use for the later stage of IBM SPSS software. To identified the significant factors, Factor analysis can be used as a tool for the dimension reduction. The remaining components of each factor will be computed to create a compound variable. With the compound variable, the variable will be used to run the regression analysis. As the regression model can be use to determine the relationship between the dependent variable and the independent variable.

3.2 Secondary Data

Most of the secondary data that used for this research comes from personal experience working within my family business. As a production supervisor, it is my role to deeply understand the entire manufacturing process including how each manufacturing process operate. This allow me to fully understand the construction of a terry fabric (towel). Furthermore, the knowledge of how to use SPSS as well as analyzing the results are from CMMU eLearning under New Product Positioning course by Professor Randall.

CHAPTER IV

FINDING ANALYSIS

The focus of this chapter will be an in-depth analysis of the quantitative research result that have been collected during the process of this paper. With the help of the statistic software IMB SPSS, the result can be further analyzed to find the best possible recommendation for the textile company, whether the company should focus on the price of the product, the function of the product, or the quality of the product. Below are the analysis of my finding using the questionnaire mentioned in the previous chapter:

4.1 Frequencies

As mentioned in the previous chapter, the sample collected will be 100 samples. During this analysis the frequencies will be measure for each of the question using the Descriptive statistic function of IBM SPSS. the analysis will start with the screening question, follow by the demographic, and finished with the general question.

4.2 Screening question

For the screening question, fortunately all participants are qualified to participate in this questionnaire. With the 100% rate in both screening question which are Have you buy a new towel the past 6 months? And do you have a specific towel for using? All participants answer yes. Therefore, it is ensured that all participants are qualified to participate in this questionnaire.

4.3 Demographic question

4.3.1 Question 1: What is your age group?

The result shows that 55% of the participants are between 20-29 years old, 26% are between 30-39 years old, and the remaining 19% are over 39 years old. The variety in the age group between the participants should give this research an overview of different age group perspective when it comes to purchase a new towel.

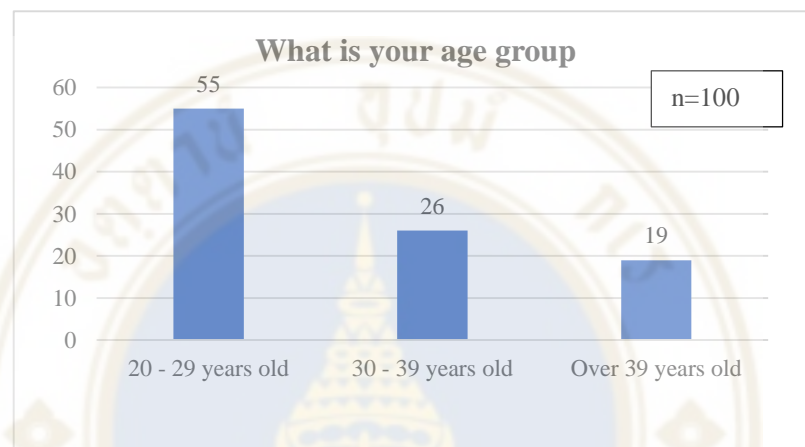


Figure 4.1 What is your age group?

4.3.2 Question 2: What is your Gender?

The results shows that majorities of the participants who participates in this research female at 84% while the remaining 16% are male. This should give this research a better understanding of different gender perspectives in terms of buying a new towel.

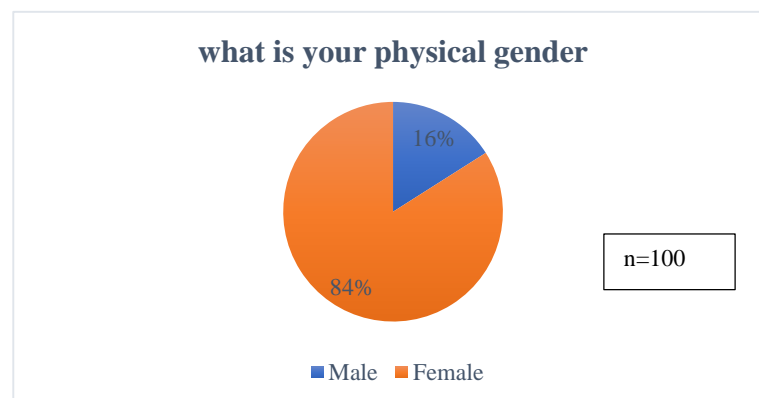


Figure 4.2 What is your physical gender?

4.3.3 Question 3: How much is your earning per month?

The results regarding the income of the participants are as follow, 10% of the participants earn below 20,000 THB per month, 53% earns around 20,000-30,000 THB per month, 26% earn 30,000-40,000 THB per month, and the remaining 11% earn more than 40,000 THB per month. With the variety in earning of the participants, the research can understanding different perspective when it comes to purchase a new towel in regards of income.

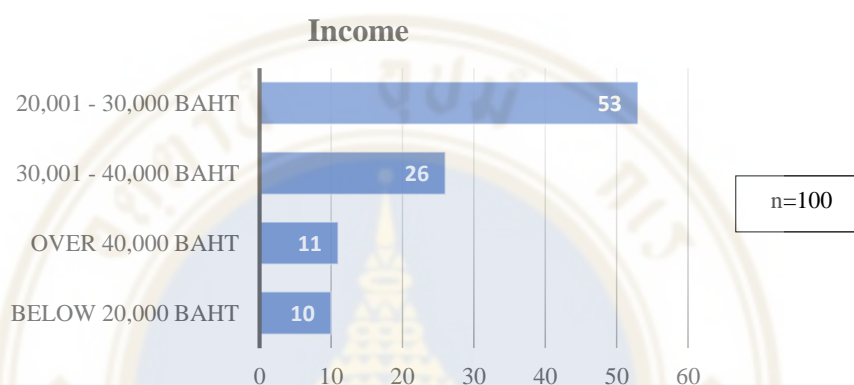


Figure 4.3 Income

4.3.4 Question 4: What is your nationality

The result shows that 89% of the participants are Thai and the remaining 11% are not Thai. With the variety in the nationality of the participants, the research can further understand both Thai and non Thai perspective when purchase a new towel.

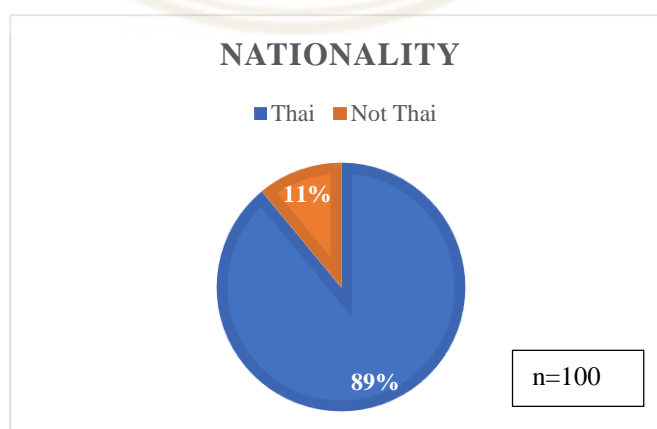


Figure 4.4 Nationality

4.3.5 Question 5: Which region you live in Thailand

The result shows that majorities of the participants live in Bangkok at 93%. The remaining 7% are separated between North of Thailand at 1%, Northeast at 4%, and Southern at 2%

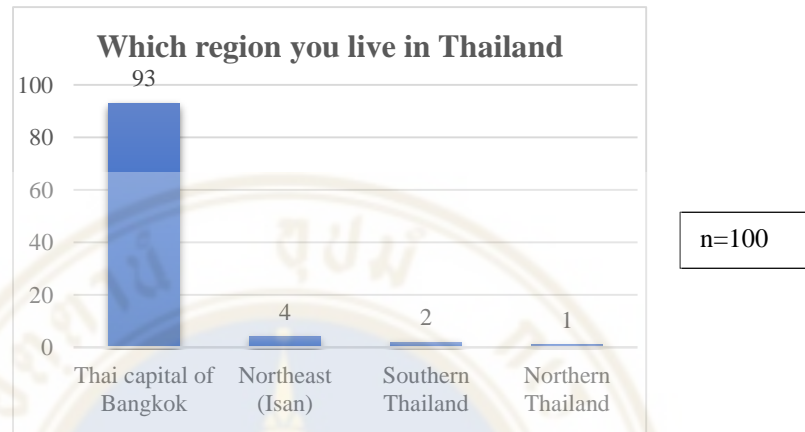


Figure 4.5 Which region you live in Thailand?

4.4 General Question

4.4.1 Question 1: How often do you buy towels?

The results shows that 25 of the participants purchase towels more than 3 times a year, 26 purchase 2-3 times a year, 26 purchase once a year, and 23 will wait more than a year to purchase. With the variety in the frequencies of purchasing the towels, the research should be able to understand what frequent customers as well as non-frequent customers looks for when purchase a new towel.

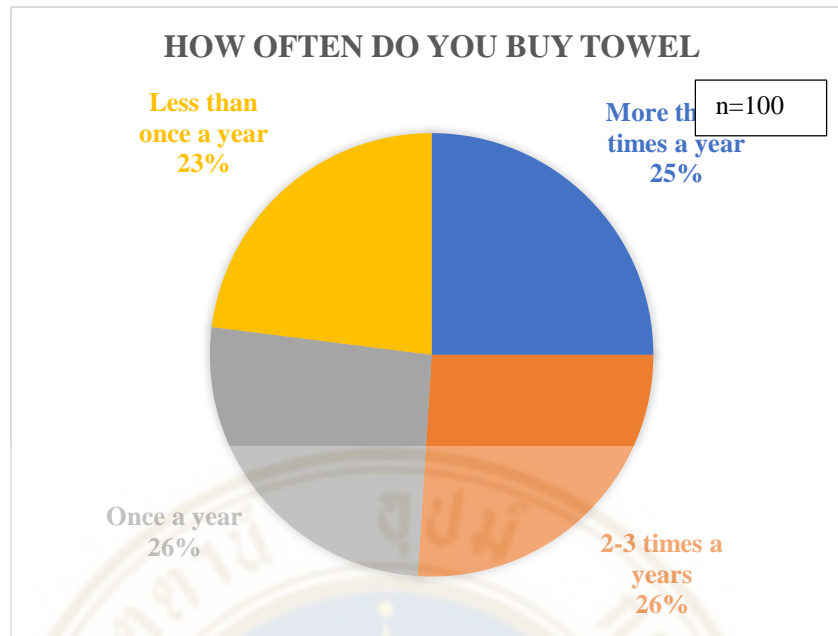


Figure 4.6 How often do you buy towel?

4.4.2 Question 2: How much do you spend each time buying towels?

Regarding this question there are 4 choices for the participants to select ranging from the price less than 500 THB, between 500-1000 THB, 1000-15000 THB and over 1500THB. However, the result shows that none of the participants have ever purchase a towel that is price over 1,000 THB. With the results, the research should be able to recommend at what price should the manufacturer price its towels.

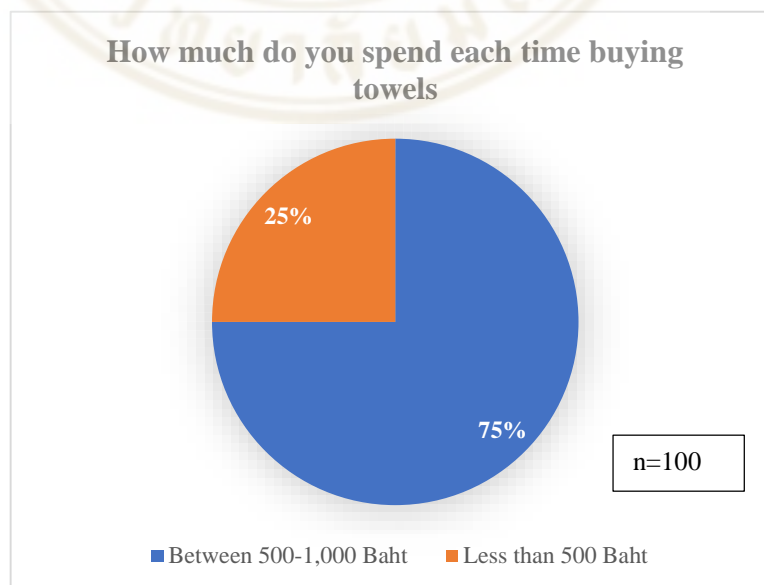


Figure 4.7 How much do you spend each time buying towels?

4.4.3 Question 3: How often do you go to the mall

The results shows that 25% of the participants go to the mall every week, 36% o to the mall 2-3 times a month, 22% go to the mall once a month, and the remaining 17% go to the mall less than once a month.

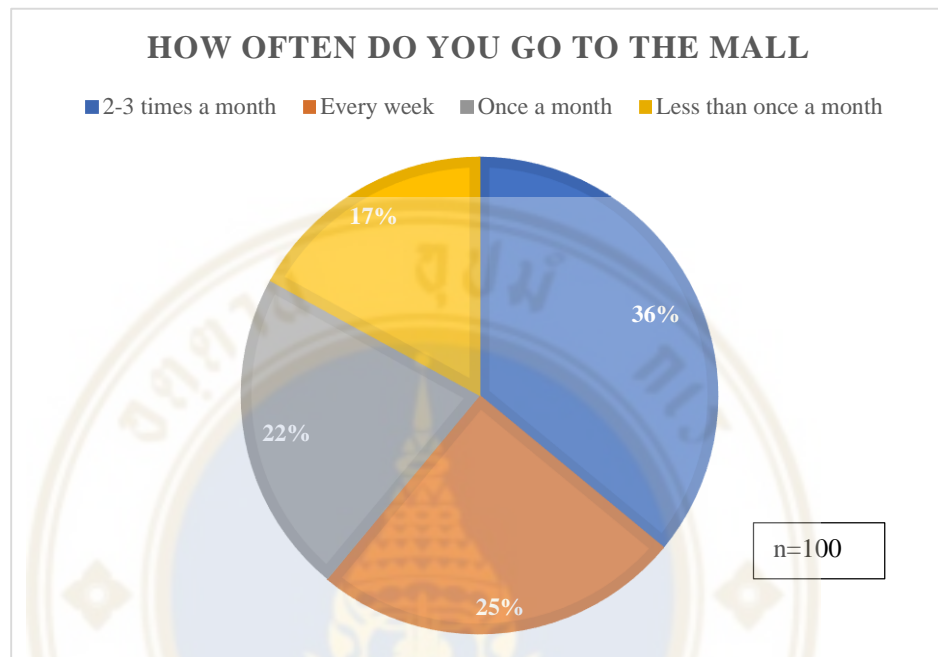


Figure 4.8 How often do you go to the mall?

4.4.4 Question 4: Do you consider using the specific towels for enhancing your shower experience

The results shows that 25% of the participants strongly agree to consider using specific towels, 31% also agrees to consider using specific towels. In terms of the participants that does not feels like they need specific towels, 23% disagree while the remaining 21 strongly disagree. With the results, the research will gain a deeper understanding to the perspective when it comes to purchase new towels of the people who consider using specific towel as well as the one who will not.

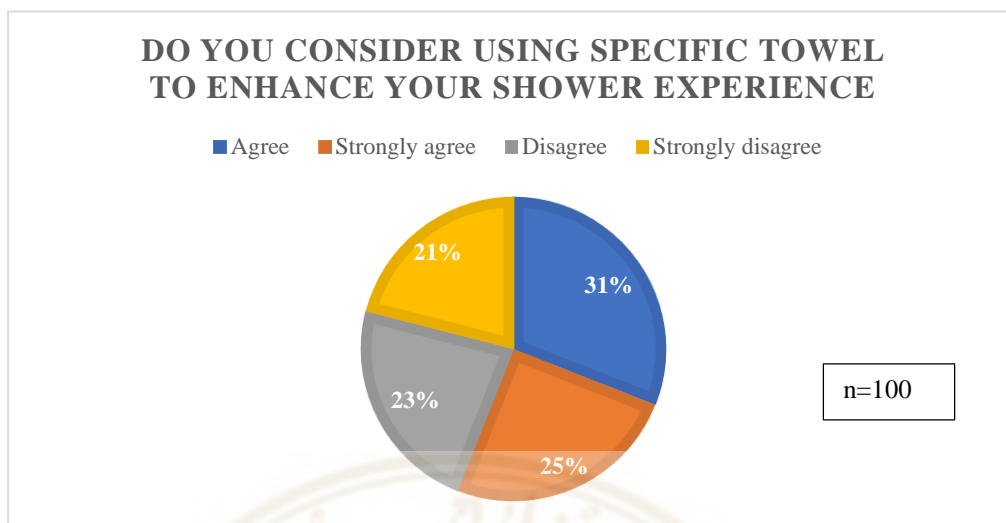


Figure 4.9 Do you consider using specific towel to enhance your shower experience?

4.4.5 Question 5: What do specific towels mean to you?

The results shows that 31% of the participants think that specific towel is the towel that would facilitate the daily routine, 49% thinks that it is the towel that have the special design suiting to your preference, 9% think that it is just a towel that can be bought anywhere, and the remaining 11% thinks that its just a normal towel that have no different to any other towel. With the results, it seems that most of the participants associates specific towels with towels that can benefits them in some way. In this case is to help them with their daily routine shower and the design that they would appreciate.

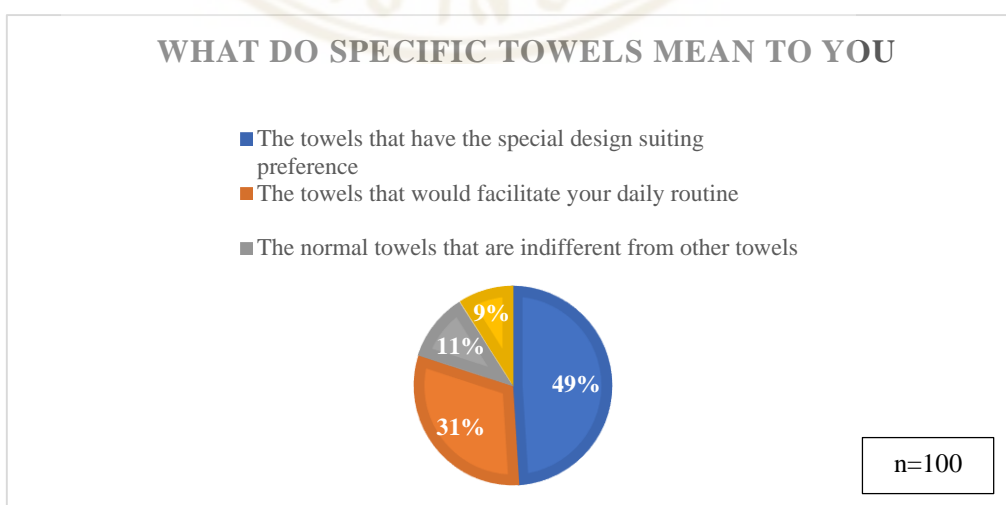


Figure 4.10 What do specific towels mean to you?

4.5 Factor Analysis

With the use of factor analysis, researcher can make sure that their construct successfully measures what the researcher wants to measure. In this case it is the intention to buy. Moreover, factor analysis can also be used as a data reduction as well as data summarization which can be used to identify what features are essential to the customers. For factor analysis to work the sample size will need to be at least 100 samples to get the most accurate result. To analysis the result for the dimension reduction; the total variance explained, the screen plot, and the rotated component matrix will have to be examine.

4.5.1 Total Variance Explained

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.050	34.169	34.169	2.050	34.169	34.169	1.889	31.476	31.476
2	1.580	26.325	60.494	1.580	26.325	60.494	1.637	27.289	58.765
3	1.159	19.318	79.812	1.159	19.318	79.812	1.263	21.000	79.765
4	.796	13.270	93.083						
5	.295	4.923	98.006						
6	.120	1.994	100.000						

Extraction Method: Principal Component Analysis.

n=100

Figure 4.11 Total variance explained

After multiple runs of the factor analysis function in the IBM SPSS software, the results shows that the initial Eigenvalues that are more than 1 appeared on the first three component. This indicates that the questionnaire that was derived from the 4 constructs which are price, quality, function, and consumer behavior only 3 constructs are significant towards customer intention to buy the product. Moreover, the cumulative percentage of our factor analysis runs also report up to 79.8 %

4.5.2 Screen Plot

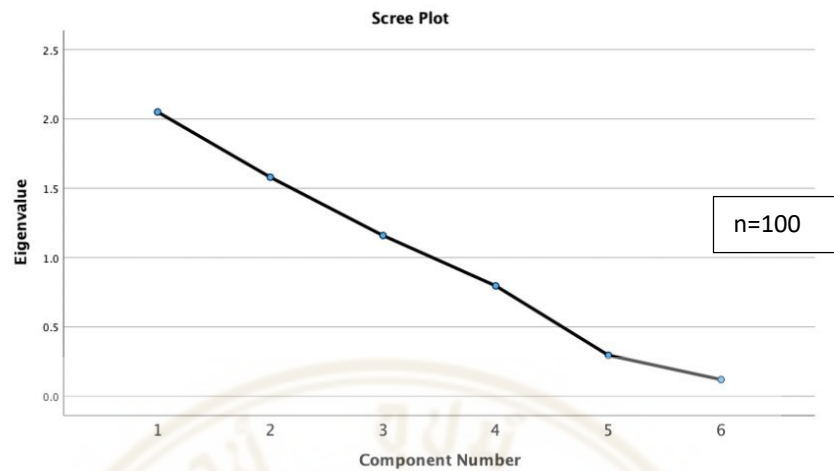


Figure 4.12 Screen plot

The screen plot also shows a similar result. To determine the numbers of factors, the plotted position need to be more than 1 of the Eigenvalue. From the first initial look of the graph, we can see that there is significant drops after component 4. This indicate that there are 4 significant constructs. However, when looking at the Eigenvalue. There are only 3 components that shows the result higher than 1.

4.5.3 Rotated Component Matrix

Rotated Component Matrix ^a		Component		
		1	2	3
Quality	You are more willing to purchase a towel with exclusive design packaging	.963		
	Are you looking for the best possible craftsmanship to make the product	.957		
Function	Will you be more willing to buy a towel that claims to be lint free		.927	
	When looking to purchase a new towel, you always check the tag label for function		.874	
Price Reduction	I can instantly change my product of choice if I see sales and promotions from other brands			.773
	I don't really care about the retail price when deciding to purchase a towel as long as there are discounts available.			-.750

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 4 iterations.

n=100

Figure 4.13 Rotated component matrix

According to the results of the factor analysis run shown above, the results clearly shows that there are 3 significant factors that consumers look for, which can be identified as quality, function, and price reduction.

4.5.4 First variables: Quality

The components of Quality are as follows “You are more willing to purchase a towel with exclusive design packaging.”, and “Are you looking for the best possible craftsmanship to make the product.”

4.5.5 Second variables: Function

The components of Function are as follows “Will you be more willing to buy a towel that claims to be lint free.”, and “When looking to purchase a new towel, you always check for the tag label for function.”

4.5.6 Third variables: Price discount

The components of Price discounts are as follows “I can instantly change my product of choice if I see sales and promotions from other brands.” And “I don’t really care about the retail prices as long as there are discounts available.”

4.6 Mean score



Figure 4.14 Mean score

According to the mean score result, it shows that the first two component have the highest means score, which under the variable of price discount. The second highest mean score of this research will be under the variable of function, while the lowest mean score will be under the variable of quality. This indicates that the majorities of the sample size are more concern whether there will be a price discount or not.

4.7 Regression analysis

Regression analysis allows this research to determine the relationships between the dependent variable and the independent variable. In this case the dependent variable is the intention to buy, while the independent variables are the variables derived from the compute variable functions of the IBM SPSS software. To understand the result of the regression analysis, the variables entered/removed table, and the Coefficients table will have to be examined.

4.7.1 Variables Entered/Removed

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	pricediscount, function, quality ^b	.	Enter
2	.	quality	Backward (criterion: Probability of F-to-remove >= .100).

a. Dependent Variable: In the next 3 months there will be a towel with functional benefits like odor control, fast absorbance, fast dry with size ranges from 15"x30", 24"x48", 27"x 54", 30"x60" and price below 50, 120, 150, 185 respectively. You will buy it

b. All requested variables entered.

n=100

Figure 4.15 Variables entered/removed

From observing the table above, it shows that quality is the variable that was removed. Therefore, it indicates that the other two variables which are price discount and function are far more significant to the sample size of this research.

4.7.2 Coefficients

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.115	.422		<.001
	quality	.014	.142	.010	.921
	function	-.350	.103	-.327	<.001
	pricediscount	.226	.120	.179	.064
2	(Constant)	2.137	.357		<.001
	function	-.349	.101	-.325	<.001
	pricediscount	.224	.119	.178	.062

a. Dependent Variable: In the next 3 months there will be a towel with functional benefits like odor control, fast absorbance, fast dry with size ranges from 15"x30", 24"x48", 27"x 54", 30"x60" and price below 50, 120, 150, 185 respectively. You will buy it

n=100

Figure 4.16 Coefficients

According to the coefficients table shown above, the result yielded that function is a more significant variables due to the highest sig as well as the standardized coefficients beta. However, this contradicts with the mean scores. As the mean scores shows that the two components under the price discount factors have the highest means score.

CHAPTER V

CONCLUSIONS/RECOMMEDATIONS

5.1 Conclusion

The purpose of this research is to identify factor or factors that consumer consider when it comes to purchase a new towel. As the current issue of my family business are in the inventory management. With the increasing data of SKUs, the manufacturer cannot effectively allocate and store its inventory. Therefore, with 100 data collected it should give us the understanding of the factors that consumers look for when purchase a new towel.

With the IBM SPSS software, the factor analysis was used as a tool to identify which factors are significant to influence consumer to make a purchase. The significant factors were derived by the questionnaire that was design based on the 4 constructs which are price, quality, function, and consumer behavior. However, the final run of factor analysis shows that only 3 constructs are significant with 2 components each. The significant component will be computed together to create a compound variable. In this case there will be 3 variables that consider to be the factors that consumers will consider when purchase a new towel which are price discount, function, and quality. To find the factor that is significant to the consumers, using a mean score can be an effective way to see the big picture. In this case, both components under price reduction factors receive the highest means score. Another way of identifying significant factors is the regression analysis. The regression analysis determines the relationships between the dependent variable and independent variable. After the regression run of the IBM SPSS software the results shows that quality is the variable that was removed. Moreover, when examine the coefficient table, it shows that function seems to have a more significant standardized beta than the price discount. However, the standardized beta of function shows a negative relationship while the price discount shows a positive one.

Based on the regression analysis model, function is the most significant factors that consumer considered when purchasing a new towel. However, with the negative relationship with function and consumer intention to buy. Consumers might associate a functional product to have a premium market price. Therefore, consumers might be less incline to make a purchase. This also in line with the mean score analysis as well. To explained, both components under the price discount factors have the highest means score. This give the research understand that consumer are very concern whether there will be a price discount or not when it comes to purchase a new towel.

In addition, there is contradiction between the literature review and the actual result of the finding that need to be address. According to Rattanapitak (2014), The component of the attitude strength are functional benefits of the brand, self-identification of the brand, and brand aesthetic. His research shows that the three-mention component have the positive relationship with the altitude strength of the brand as well as the willingness to pay the premium price. Furthermore, Sanad (2016) research on Consumer attitude and purchase decision towards textile and apparel products also shows that textile product with physical properties or function that positively affect comfort, fit, appearance, and performance will likely drive consumer to be confidence making a purchase decision. However, in this case the result shows otherwise. Consumers are less likely to purchase a towel with more functional benefits as they are perceived to be a premium price product. With the finalization of this research, the participants that participate in the questionnaire are a price conscious consumer.

To explained, Lichtenstein (1993) research focuses on price perceptions and consumer shopping behavior. The research shows that the low-price conscious consumers have less understanding of the market price. As a result, they often perceived a discount to be a sign for a good deal. In addition, the conducted research also compliments what Lichtenstein finding. With the means score analysis showing that the component under the price discount factors have the highest mean score which are, “I can instantly change my product of choice if I see sales and promotions from other brands.” And “I don’t really care about the retail prices as long as there are discounts available.”

5.2 Recommendations

Due to the increasing of the number SKUs that need to be process each day. The issue of inventory management that results in an ineffective allocating of the product to storing start to become a huge bottle neck of the organization. As manufacturer have little understand of what factors that drive or tricker consumer to purchase the towel. Therefore, with this research manufacturer can use the result to design the right product for the consumer. In this case, the manufacturer should mainly focus on limit its SKUs by focusing on producing a limited line up of towel. To explained, instead of producing an infinite number of sizes. The manufacturer should focus on producing the size that the market prefers whether it will be 15"x30", 27"x54", 30"x60" etc. Furthermore, the manufacturer should focus on using only cotton as the sole fiber within the construction of the towel. As other type of fiber with functional benefits such as bamboo often cost more, which can result in a higher production cost. Even though, research support that price, function, and quality are the factors at play influencing consumer purchasing decision. But when it comes to a product like towel, price is the most significant factor for the consumer. Therefore, it is vital for manufacturers to focus on maintaining the production cost to be as low as possible. As this can allow manufacturer to have additional space to offer consumer an additional discount.

5.3 Limitations in the scope of study

The research is aimed to analyze what factor or factors that consumer considered when it comes to purchasing a new towel. Therefore, having acquire detail information regarding their opinion is vital to effectively gather the results needed to give suggestion for manufacturer. Furthermore, the sample size needs to be large to capture variety of opinions to find the average result. Moreover, the result should come from multiple regions. The data can be further analyzed in detail to identify the differences or similarities between regions. However, in this case most of the participants that participate in the questionnaire are from the same region. As a result, the data are too limited to be used in a larger scale.

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Appendix A: Questionnaire

Research on: Factors that consumers concern when purchase a new towel

We appreciate your time for conducting this survey with us. This survey will help us gain more insight regarding your opinions toward purchasing a new towel. It will take approximately 3-5 minutes and information collected will be fully integrated in the market research.

1. Have you buy a new towel the past 6 months?

☐ Yes

☐ No

2. Do you have a specific towel for using?

☐ Yes

☐ No

If you select no for the first question or select yes for the first question and select no for the second question, please go the question number 7

3. How often do you buy towels?

☐ More than 3 times a year

☐ 2-3 times a years

☐ Once a years

☐ Less than once a year

4. How much do you spend each time buying the towels?

☐ Less than 500 Baht

☐ Between 500 - 1000 Baht

☐ Between 1,001 – 1,500 Baht

☐ More than 1,501 Baht

5.How often do you go to the mall?

- ☐Every week
- ☐2 -3 times a month
- ☐Once a month
- ☐Less than once a month

6.Do you consider using the specific towels for you to enhance your shower experience?

- ☐Strongly agree
- ☐Agree
- ☐Disagree
- ☐Strongly disagree

7.What do specific towels mean to you? (select only one question)

- ☐The towels that would facilitate your daily routine
- ☐The towels that have the special design suiting preference
- ☐The towels that can be bought any where
- ☐The normal towels that are indifferent from other towels

Question	Strongly Agree	Agree	Disagree	Strongly Disagree
1. It is important for you to see, touch, experience with the product before purchasing				
2. Does the durability of the towel concern you?				
3. Are you looking for the best possible craftsmanship to make the product				
4. You are more willing to purchase a towel with exclusive design packaging				

Question	Strongly Agree	Agree	Disagree	Strongly Disagree
5. You are more willing to purchase textile products made with Cotton USA as they are known for their quality cotton that was sustainably sourced.				
6. Products made from natural raw material will be my top pick				
7. I usually walk around each towel brand to touch and feel who has the softest towel before making a purchase decision.				
8. Any towel is fine for me if the color suits me				
9. You are willing to pay the higher price tag for a towel with additional functions such as Antibacterial, Odor control, Fast dry, High water absorbance, lint free, sand resistant etc.				
10. I can instantly change my product of choice if I see sales and promotions from other brands				
11. When looking to purchase a new towel, you always check the tag label for function				
12. Will you be more willing to buy a towel that claims to be lint free?				

Question	Strongly Agree	Agree	Disagree	Strongly Disagree
13. When the manufacturer claims that their products are anti-bacterial, you are more willing to buy the product.				
14. You are willing to change your current brands to a new one that performs better				
15. I prefer products that can complement my lifestyle.				
16. I often make an impulsive purchase when I see a huge discount				
17. I usually take my time when shopping to find the best possible value for money				
18. I don't really care about the retail price when deciding to purchase a towel as long as there are discounts available.				
19. In the next 3 months there will be a towel with functional benefits like odor control, fast absorbance, fast dry with size ranges from 15"x30", 24"x48", 27"x54", 30"x60" and price below 50, 120, 150, 185 respectively. You will buy it				

Demographic

1. What is your age group?

- ☐ Below 20 years old
- ☐ 20 - 29 years old
- ☐ 30 - 39 years old
- ☐ Over 39 years olds

2. What is your physical gender?

- ☐ Male
- ☐ Female

3. How much is your income earning per month?

- ☐ Below 20,000 Bath
- ☐ 20,001 - 30,000 Bath
- ☐ 30,001- 40,000 Bath
- ☐ Over 40,000 Bath

4. What is your Nationality

- ☐ Thai
- ☐ Not Thai

5. Do you live in Thailand?

- ☐ Yes
- ☐ No

6. Which region you live in Thailand

- ☐ Thai capital of Bangkok
- ☐ Eastern Thailand
- ☐ Northern Thailand
- ☐ Northeast (Isan)
- ☐ Southern Thailand
- ☐ Western Thailand

This is the end of the questionnaire. Thank you for your time. I assure you that all information given will be confidential and will be use for the purpose of this research only.