

**FACTORS AFFECT CUSTOMER INTENTION TO BUY
AN ACTIVEWEAR PRODUCT**

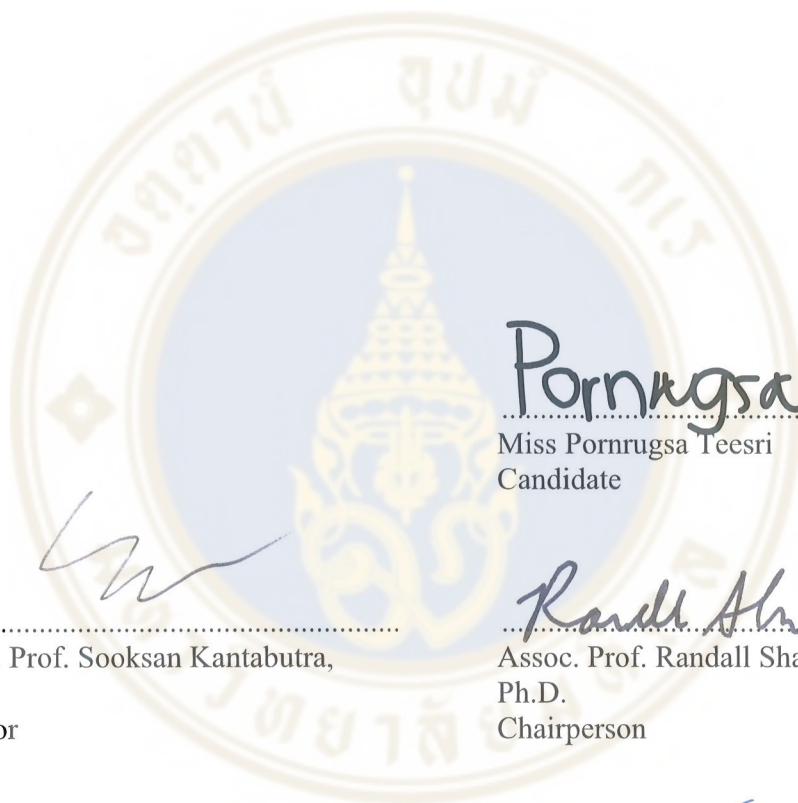


**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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**FACTORS AFFECT CUSTOMER INTENTION TO BUY
AN ACTIVEWEAR PRODUCT**

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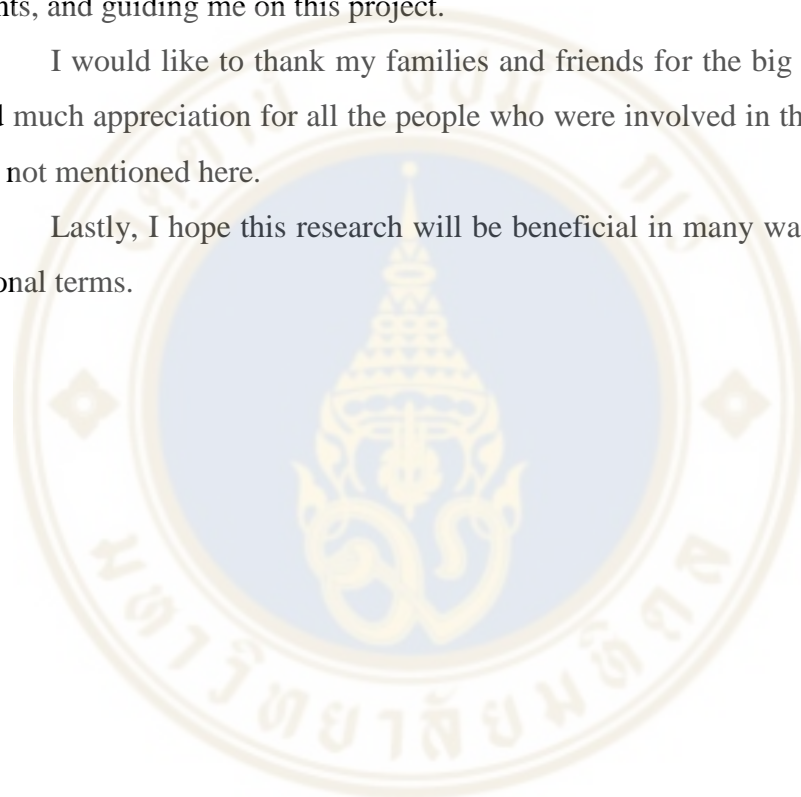
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FACTORS AFFECT CUSTOMER INTENTION TO BUY AN ACTIVEWEAR PRODUCT

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ABSTRACT

The objective of this paper is to study the factors that affect the customer's intention to buy an activewear product. Nonetheless, this paper will be advantageous for the brand owner to collect the customer data preference on the product to help foster their revenue on their business, so that they can use this as a source to guide for their business plan in the future.

This research bases on previous research the hypotheses that consist of five factors having potential effect on the customer intention to buy an activewear product which are product quality, design of the product, price of the product, social influence, and environmental concern.

Therefore, this research uses quantitative method analysis, we conduct with one hundred respondents of people who enjoy exercise in the Bangkok area.

KEY WORDS: Activewear Product / Product Quality / Design of The Product / Price of The Product / Social Influence / Environmental Concern

32 pages

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CHAPTER I

INTRODUCTION

Nowadays, the emergence of covid-19 pandemic people is more conscious of their health, people focus more on the healthy lifestyle, Gleepack activewear, we sell unique and chic designs of sport bras and leggings however, still comfortably in which customers can wear it 24/7 no matter in or outside the gym. Our products are made from good quality material with nylon and spandex fabric, dry fast and no worries about the scent. We have developed an innovation, creating a product with the use of skin friendly materials. We aim to sell gym and sportswear products and look forward to developing and increasing product lines to enhance people's lifestyle such as tote bags, water bottles, caps, loungewear, and sweaters etc.

Our strength is that we continuously keep up with trends, produce unique new styles and apparel for the customer, collaborate with the fashion designer to produce new clothing styles and expand our product lines and the good advertising and marketing team. On the other hand, we see that our weakness is a limited resource and the high cost of the product material. However, this could be our main problem to launch our newest collection. Moreover, we still see the opportunities for the activewear market since the world sports apparel industry is expected to increase and grow further. And the market is moving forward by a trend towards healthier, more active lifestyles, with older demographics and women becoming more active and responsible about their health. And due to covid situation people tend to stay home rather than going to the gym. They may look for clothes which enhance all the activities at home whether it is house chores or homework out.

For our newest collection we plan to adopt an innovation, creating a product with the use of skin friendly materials, as we are concerned toward customer experience. and importantly we plan to use an eco-friendly material. Moreover, we plan to adopt an eco-friendly material as customers are concerned toward an environmental effect, we will use the materials which are environmentally friendly. We make it different with our

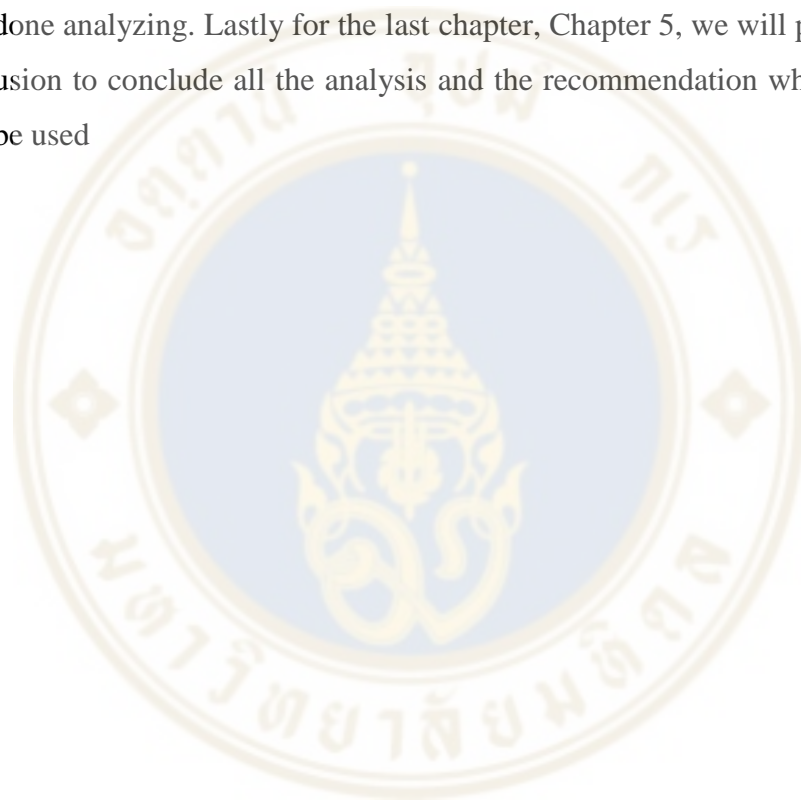
material, many brands say that their products are different, but how is it different exactly, so Gleepack will prove this to the customer with our eco-and skin friendly collection.

Consumers become more aware of consumption-related environmental problems, they simultaneously grow more cautious when purchasing products and eventually seek to purchase eco-friendly products. Nowadays, sustainability practices have become essential to maintain companies' long-term success and maintain their loyal customers. The growing popularity of sustainability around the globe increases the pressure on apparel and companies to heavily consider developing sustainable apparel and its related products. Sustainability is a decisive driver for ensuring the proper synthesis of economic and environmental needs. As consumers' interest in sustainability has increased significantly, many retailers are working to increase sustainable options or to develop new standards for the future.

As I have mentioned before, with our limited resources, we need to choose between manufacturing the product from China suppliers or Thai suppliers. It comes to the main problem that we have faced, the manufacturing process, choosing the manufacturer in our own country, Thailand or we need to manufacture the product from China. For China, it is much cheaper, meanwhile the design is not as varied as manufacturing in Thailand, and we cannot choose the material. If we are manufacturing the product from China, there may be times when an unprecedented accident may occur such as the delay of the shipping time during this covid-19 pandemic, the product cannot be shipped. The manufacturer in Thailand, we can design our own product, choose our own material, however it's brought a greater risk as it's cost higher. Manufacturing the product from China is also difficult due to the communication and the shipping period. One of the main problems is the variation and the limitation of the product's material if we produce it in China. For such situations, we should have a plan of manufacturing. For example, if we choose to manufacture in China and the fabric material is out of stock, we don't have any option, only stop the manufacturing. However, it applies differently if we manufacture in Thailand because the material is supplied on our own, therefore, we can cut off these kinds of issues. But it comes with a high cost of manufacturing the product. Therefore, it comes to the main point that we want to know that what is the main factor that led customer toward intention to purchase an activewear

product, whether it is the quality of the material of the product; environmentally friendly product, the design of the product; product uniqueness, the social influence or whether it is the price or not.

To analyze the factor which will lead the customer toward an intention to buy an activewear product, the literature review from another research is introduced in the next Chapter. In the following chapter, Chapter 3, we will introduce the research methodology, which is the method and tools that we use to analyze the data. Moreover, in Chapter 4, the finding discussion, in this chapter we will explain all the findings after we are done analyzing. Lastly for the last chapter, Chapter 5, we will provide you with a conclusion to conclude all the analysis and the recommendation which the business should be used



CHAPTER II

LITERATURE REVIEW

As we want to know the consumer insight, so that we can offer the right product to our target customer. What is the factor that the consumer is concerned about? Is it the price consciousness, design consciousness, the social influence, the quality of the product or the environmental consciousness. We need to understand what motivates our target customer, learn from the consumers to develop a product that will meet what their wants and needs. What is their motivation to buy our product, we need to understand and measure the concept of consumers' motivation to buy. As such in this chapter, we will introduce you to all the literature review from the past research to help define all the factors which lead the customer toward an intention to buy an activewear product. All the literature reviews including the customer purchase intention, the preference of the consumer to buy our product or the aspect that the consumer will purchase a product.

Purchase intention is described as the factor that can be an extent to which lead the customer willing and not willing to buy our product or service during a certain period. Moreover, we can also define it as that the customer will buy our product after their evaluation. There are many factors intended to purchase, such as the quality of the product, the material used in production, price of the product, product design and the social influence, celebrity endorsement or the environmental effect.

2.1 Product quality

Product perceived quality directly influences purchase intention. Customers have some perceptions about the product quality, price, and styles before purchasing the product. After using the product, purchase intention increases as well as decreases, because it has direct relations which affect each other's. If the quality is high, the purchase intention of the customer is also high. (Rust and Oliver, 1994)[1]. Kotler and

Keller (2014:131)[2] explained quality is a totality of the features and characteristics of the product or service which can satisfy the needs of the customer. Consumer's perception of product superiority is compared with their anticipation. Customers calculate product superiority in terms of how much happiness they received from that product (jiang and wang, 2006)[3]. Customers consume his effort, time, and money to purchase the product so purchase intention has great importance in his life. Customers are always influenced by their preferences and perception in the purchasing process. Perceived quality of a product becomes "the estimation made by the consumer relying on the whole set of basics as well as outer dimension of the product or the service" (Grunert et al, 2001)[4]. The quality of the product is that which satisfies the needs of users which may include different features and it enhances the performance of the product (Dunk, 2002)[5]. A study by (Rao and Raghu Nathan, 1997)[6] showed that the product quality is to understand and measure the requirements of the consumers. The evaluation of product by customer after the use is known as purchase intentions

2.2 Product Price

Price is undoubtedly one of the most influential factors in the perceptions of products on the market. According to Beneke et al. (2015)[15], price is a real clue that consumers use in their purchasing decisions. Although, in some cases, researchers like Nevin e Houston (1980), Mitch-ell (2010), and Kara, et al. (2009)[16] explained that consumers do not always see price in a negative way, which represents economic expenses, instead it is a complex variable on purchase decision. They suggest that price could be a signal of product quality and represents elegance and status. These price role perceptions, negative or positive, give rise to the consumer's price image. The price can have a greater impact on purchase intentions when other extrinsic tips such as the brand-value (or product-value) or intrinsic tips related to the physical properties of the object are not clearly defined. However, the term "price consciousness" has been broadly used to refer to consumer perception about price; we use the term to refer to how much interest consumers have in saving money and, consequently, paying lower prices. Several researchers showed the price awareness associated with the priority consumers attribute to paying a low price, instead of other aspects like quality, design, style, and so

on. The study conducted by Sinha and Batra (1999)[17] said that they consider price consciousness as an attitude-like enduring predisposition that varies in intensity across individuals. Some individuals are simply more conscious of the price they pay than others. Price greatly influences consumer's purchase decision, the product's price is the key determinant of their purchase intentions (Alicia, Hayk, Huan Wei 2018)[18].

2.3 Product design

Bloch, (1995)[19] have researched on the design of the product and the respective response of the consumer towards it. Bruce, (1988)[20] conducted the study by putting the design before and measured its role in assessing the consumer purchase behavior. Whereas Burke and Jones, (2000)[21] worked on the role of the packages and its impact on the consumer purchase consideration.

2.4 Social Influence

Importantly, many authors said the celebrity endorsement has a great importance on the product. But the main point, it should be relevant to the product with reasonable logic about the product (David & Benedikte, 2004)[22]. And many studies believe that consumption experiences spreading through WOM can significantly affect recipients' purchase decisions (Derbaix, C.; Vanhamme, J, 2003)[23]. The research stated that a consumer's decision to buy a product/service greatly depends on the product's value and recommendations from other consumers. Zeithaml, V. A. (1988)[24]. Some research claims that consumers will be willing to buy a certain product or service if they realize that they need the product or service, or they may even have a certain attitude or perception towards it. (Madahi, A., & Sukati, I. (2012)[25].

2.5 Environmental Concern

There is evidence shown that consumers are becoming increasingly environmentally conscious nowadays (Laroche et al, 2001) [7]. In recent years,

consumers across the globe have shown concern about environmental protection. Consumers are much more aware of the ecological degradation caused by materials used for daily usage products (Singh et al., 2018; Kumar et al., 2020)[8]. Responsible environmental behavior has gained so much favor because it offers long-term benefits for the individual as well as across all nations (Singh and Pandey, 2018)[9]. This awareness in recent decades has changed the eco-friendly vision of many companies (Kim et al., 2019)[10]. Therefore, this modified behavior has impacted highly on some sectors, especially fast-moving consumer goods (FMCG); the manufacturing and fashion industry has taken a lead in adopting ethical production processes to reduce the environmental consequences (Sarkis and Zhu, 2018; Hur and Cassidy, 2019; Desore and Narula, 2018)[11]. Therefore, the demand for ethical consumption of apparels has increased among consumers (Iran, 2018)[12]. It has been established that most young consumers consider environmental issues while purchasing a product or obtaining services (Govind et al., 2019)[13]. And it shows that there is an upward trend in paying more for environmentally friendly products by the consumers (Laroche et al, 2001)[14].

The next chapter, Chapter III, we will discuss the research methodology that we use to analyze our data.

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, Chapter III, consists of how we design our research method that we use to help analyze our data and, in this chapter, also including the data collection. In this chapter, we will explain how we collect all the data, who is our respondent and how we analyze each approach will be explained in this chapter. For the data collection, we will identify our sample, who is our respondent and how we design our questionnaire.

3.1 Research Design and Methodology

For this research, we will do quantitative research. The factor analysis will be used in data reduction, to help reduce all unnecessary factors. After we do the data reduction, all the unnecessary will be removed, and we will do the multiple regression. For the multiple regression, it will help explain the relationship between each construct and the purchase intention. A concept is a generalized idea that represents something of meaning. Sometimes, a single variable is not enough to capture and measure a concept. The mental constructs for example an attitude and intentions have subjective properties and cannot be measured directly. As a result, we can use a construct to measure all these factors. So, when it comes to a construct, a construct is a term used for concepts that are measured with multiple variables, measure something that is intangible, something that we cannot measure directly like an attitude. A construct can be defined as an abstract concept by describing specific qualities which are taken together. After we can identify each construct, we will formulate the hypothesis for our analysis.

Independent variables

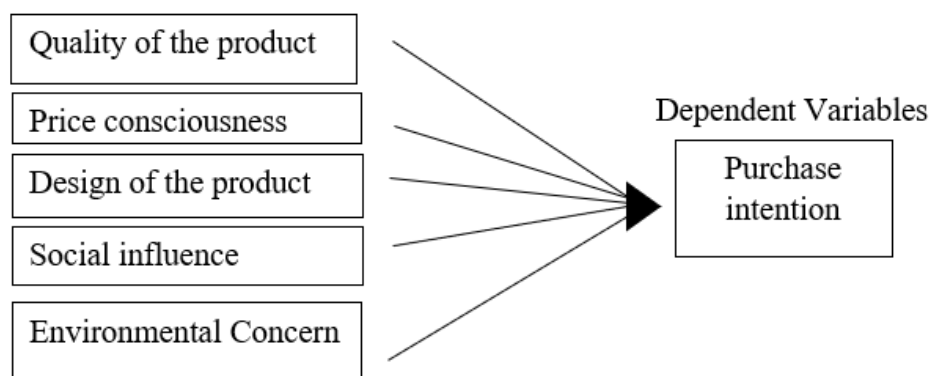


Figure 3.1 Research model

Hypothesis

After the deep study of literature following hypothesis are formulated:

H1: Quality of the product has directly positively influence on customer's purchase intention.

H2: Price of the product has directly positively influence on customer's purchase intention.

H3: Design of the product has directly positively influence on customer's purchase intention.

H4: Social influence has directly positively influence on customer's purchase intention.

H5: Environmental concern has directly positively influence on customer's purchase intention

For this study, we use 2 main tools to analyze the data – factor analysis and multiple regression. Firstly, factor Analysis, after we get the data then we use that to do factor analysis from specific questions to find which construct has the influences of intention to buy. Then to see the relationship of the constructs that influence consumers, we use multiple regression to run the analysis.

To begin with the factor analysis, this will help reduce all the unnecessary factors that led toward an intention to buy for the customer because items which didn't work well (low correlation and/or cross loadings) are removed, one by one, until we have clean data. Reducing Attributes that are not significant. Factor analysis is used to

see whether your construct successfully measures what you intended to measure. A Factor is an underlying dimension that explains the correlation among a set of variables. Factor analysis is all about the significance and relationship. The significance is the intended meaning of statistical significance is the reproducibility of a result.

Moreover, as we want to see the relationship of the constructs that influence consumers, we use multiple regression to run the analysis. Finally, we use one-way ANOVA to find any significant demographic from our respondent.

3.2 Research Instruments

Statistical Tools

The SPSS statistical tool was used to analyze the questionnaire items are mean, standard deviation, regression, and correlation.

3.3 Data Collection

3.3.1 Population and the sample

This research will conduct a sample, the entire number of people who do the exercise in Bangkok. Through this sample we conduct our research, in Thonglor district there are many private studios and gyms around this area. In this research paper the sample size of 100 people is targeted to collect the data about their intention of purchasing an activewear product.

3.3.2 Questionnaire design and measurement

This paper contains four sections about measurements; the first section is the screening question, and the second section will be the general question, and the third section will be about the specific questions and purchase intention question. For the specific question part, there will be five questions in each part., And in the last section will be a demographic question. These items are measured in 4 Likert scales ranging from strongly disagree (1), disagree (2), agree (3), strongly agree (4).

Questionnaire question

Part 1 - Screening Questions:

1.1 Do you do exercise? คุณออกกำลังกายหรือไม่

Yes No (End of Questionnaire)

1.2 In the past 6 months, have you bought an activewear product?

ภายใน 6 เดือนที่ผ่านมา คุณซื้อชุดออกกำลังกายหรือไม่

Yes No (End of Questionnaire)

Part 2: General question

2.1 How many times do you usually exercise? คุณออกกำลังกายบ่อยแค่ไหน

- Everyday ทุกวัน
- 1 time/ week 1 ครั้ง/อาทิตย์
- 2-3 times/ month 2-3 ครั้ง/อาทิตย์
- 1 time/ month 1 ครั้ง/เดือน
- 2-3 times in the past 3 months 2-3 ครั้งในช่วง 3 เดือน

2.2 How often do you buy activewear? โดยส่วนใหญ่ คุณซื้อชุดออกกำลังกายบ่อยขนาดไหน

- 1 time/ month 1 ครั้ง/เดือน
- 1 time/quarter 1 ครั้ง/ไตรมาส
- 2-3 times/ quarter 2-3/ไตรมาส
- 1 time/ year 1 ครั้ง/ปี

Part 3 - Specific Questions:

Quality of the product

1. I found the good quality of the product's material
2. The development of the product technical specification and function is totally different from others.
3. I feel innovative with the product's features.
4. I found the product usefulness
5. I found the product leading to ease of use for everyone.

Price of the product

1. I compare between the price of two brand before purchasing
2. I am willing to paid for the product that have a high quality
3. I am concern toward the price of the product
4. I am not interest in the product from the brand that are expensive than the other brands
5. I always purchase products that have a higher price than the others.

Design of the product

1. I enjoy using products that have a unique design such as color or pattern.
2. I get positive feelings from beautiful packaging products.
3. I am willing to purchase a product if the packaging is beautiful and unique.
4. I always find products that are unique and something valuable to have.
5. I am interested in product design, especially the one that is creative and outstanding.

Social Influence

1. The celebrity endorsement is important to make me want to purchase the product
2. Referrals and reviews are inevitably important to purchase the product.
3. The recommendation is important to me in making a purchase decision.
4. I trust the reviews.
5. Friends or family's recommendations affect the decision in purchasing the product.

Environmental Concern

1. I am aware of the environmental efforts exerted by the product.
2. I feel that activewear is the product's environmental commitment and is generally trustworthy.
3. Using ecologically friendly product make me feel good

4. It is important to me that the product is recycled material as I do not harm the environment.

5. I usually buy products that have an environmentally friendly label.

Intention to Buy Question

If there is an activewear with the price around 990-1390 THB available in the next 3 months, I am willing to buy it.

Part 4- Demographic Question:

4.1 Could you please tell me what your gender is? กรุณาระบุเพศของคุณ

- Female ผู้หญิง
- Male ผู้ชาย

4.2 Could you please tell me what your age is? กรุณาระบุอายุของคุณ

- 18-24 years 18-24 ปี
- 25 - 30 years 25 - 30 ปี
- 31 - 40 years 31 - 40 ปี
- Above 50 years มากกว่า 50 ปี

4.3 Please indicate your monthly personal income? กรุณาระบุรายได้ของคุณ

- Below 10,000THB -30,000THB ต่ำกว่า 10,000 - 30,000 บาท
- 30,001 - 50,000THB 30,001 - 50,000 บาท
- Above 50,000THB มากกว่า 50,000 บาท

4.4 Please indicate your education level? กรุณาระบุการศึกษาของคุณ

- Below bachelor's degree ต่ำกว่าปริญญาตรี
- bachelor's degree ปริญญาตรี
- master's degree or higher ปริญญาโท หรือ สูงกว่า

The next chapter, Chapter IV, we will discuss about our research finding

CHAPTER IV

RESEARCH FINDING

In this chapter we will explain all the findings that we analyze from the data that we collect from the last chapter. This chapter we will analyze the data collected from the respondent classified by their gender, age, income and the education level. Importantly, the research finding after we done factor analysis and multiple regression will be explained in this chapter also.

4.1 Respondents profile

The personal information about the questionnaire respondents was reported in the charts and tables below:

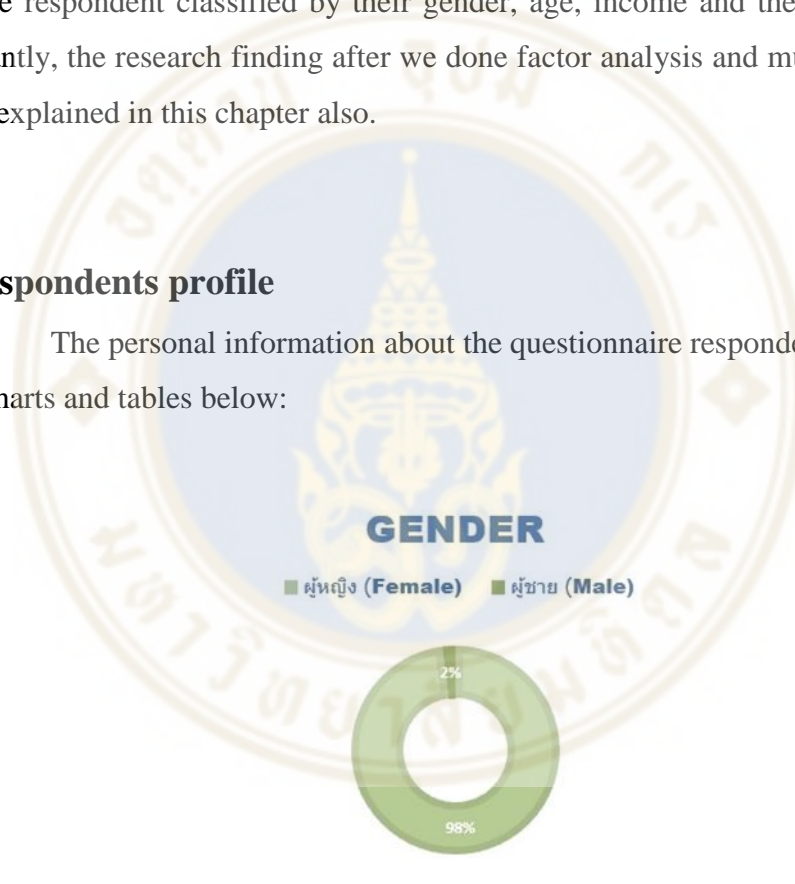


Figure 4.1 The Gender of the Questionnaire Respondents

Figure 4.1 shows the gender of respondents who were the questionnaire respondents. As can be seen in the pie chart, 2 out of 100 of the respondents were male (2%), and 98 out of 100 of the respondents were female (98%). Thus, most of the respondents were female.

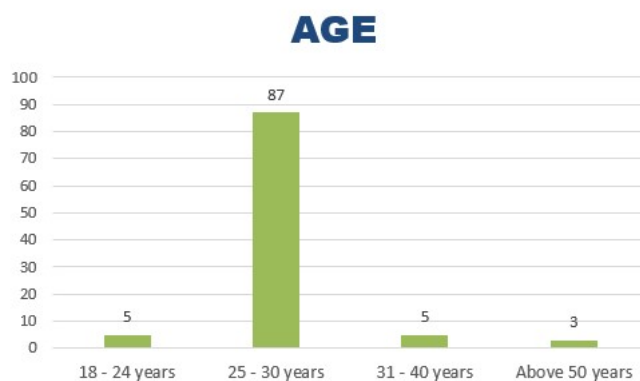


Figure 4.2 The Number of the Questionnaire Respondents Classified by their Ages

Figure 4.2 shows the age group of users who were the questionnaire respondents. It was found that most of the respondents (87%) were between 25-30 years old. Additionally, 5% of the respondents were between 31-40 years old and 18-24 years old. While a small number of them (3%) were above 50 years old. Thus, most of the respondents were aged between 25-30 years old.

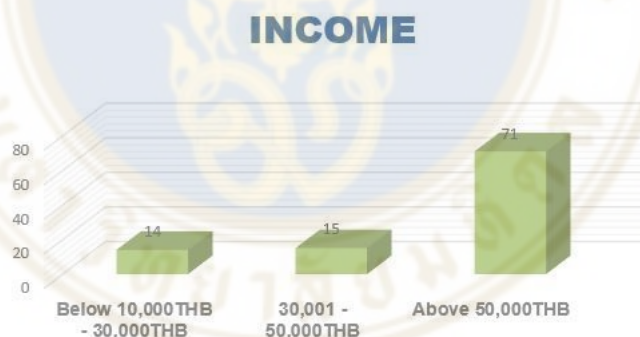


Figure 4.3 The Number of the Questionnaire Respondents Classified by their income

According to Figure 4.3 the income, most of the respondents had income above 50,000THB (71%). Following 30,001 - 50,000THB at 15%, and below 10,000 - 30,000THB 14% as income per month.

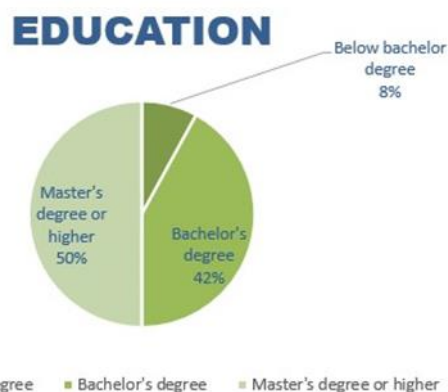


Figure 4.4 The Education level of the Questionnaire Respondents

From figure 4.4 it shows the questionnaire respondents classified by an education level of the respondent, half of the respondents are master's degree or higher which accounts for 50 people (50%). Followed by bachelor's degree amounting to 42%. However, the respondents who have a bachelor's degree are only 8% from all above of the respondents.

4.2 Analysis explained

4.2.1 Factor Analysis

For the factor analysis, we will remove all the unnecessary questions first. From the total variance explained table, we can see that figure 4.5 there were seven components before we do the data reduction. After we clean all the data, the component is reduced to four components only.

Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.643	22.572	22.572	4.195	16.782	16.782
2	4.299	17.196	39.767	4.126	16.503	33.285
3	2.563	10.253	50.020	2.367	9.467	42.752
4	1.631	6.525	56.546	2.146	8.586	51.338
5	1.544	6.175	62.721	1.994	7.978	59.315
6	1.191	4.762	67.483	1.723	6.892	66.208
7	1.096	4.384	71.867	1.415	5.659	71.867
8	.949	3.798	75.665			
9	.803	3.214	78.879			
10	.681	2.725	81.604			
11	.615	2.461	84.065			
12	.564	2.256	86.320			
13	.470	1.878	88.198			
14	.436	1.746	89.944			
15	.385	1.542	91.486			
16	.364	1.456	92.941			
17	.307	1.230	94.171			
18	.285	1.140	95.312			
19	.269	1.075	96.386			
20	.244	.976	97.362			
21	.196	.782	98.145			

Figure 4.5 Total Variance Explained before do factor analysis

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.682	31.214	31.214	4.148	27.657	27.657
2	3.422	22.811	54.025	3.572	23.816	51.472
3	1.742	11.610	65.635	1.898	12.653	64.126
4	1.277	8.512	74.147	1.503	10.021	74.147
5	.717	4.780	78.927			
6	.663	4.423	83.350			
7	.519	3.460	86.810			
8	.462	3.081	89.891			
9	.388	2.590	92.481			
10	.290	1.934	94.415			
11	.259	1.724	96.140			
12	.188	1.256	97.396			
13	.165	1.103	98.499			
14	.123	.823	99.322			
15	.102	.678	100.000			

Extraction Method: Principal Component Analysis.

Figure 4.6 Total Variance Explained after done the data reduction

From our analysis, total variance explained showed that Initial Eigenvalue more than or equal to 1 appeared on the first 4 columns which means that we consist of 4 factors. And for the cumulative percentage that should be around 60-70%, our cumulative percentage is 74.1% which is up to standard

Scree Plot

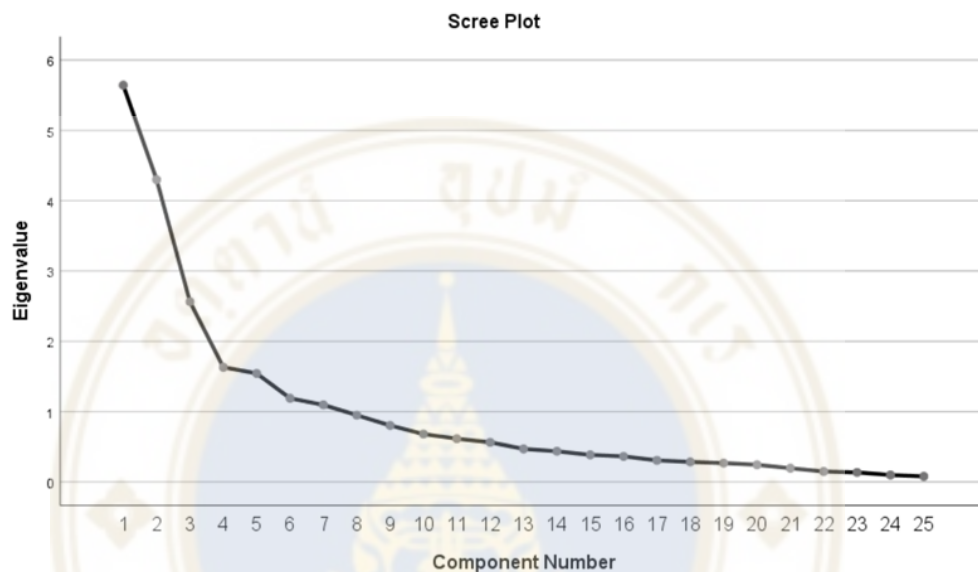


Figure 4.7 The Scree Plot before do factor analysis

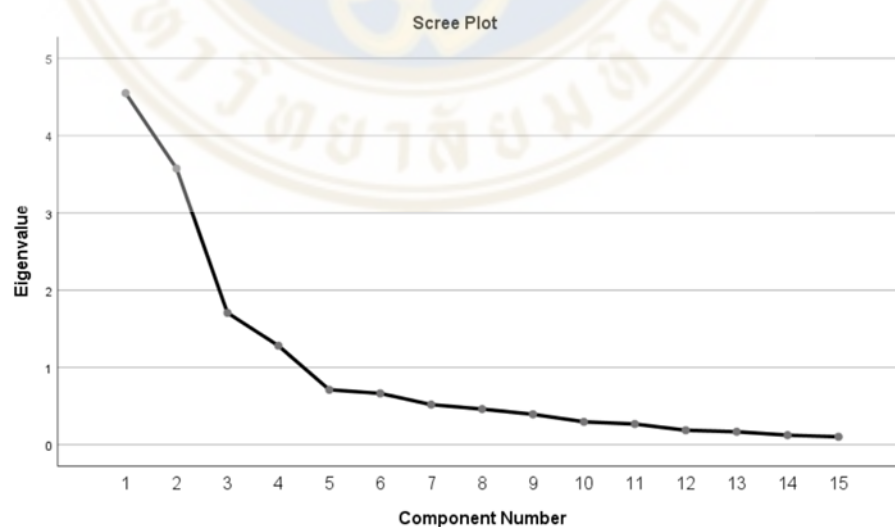


Figure 4.8 The Scree Plot after done the data reduction

According to the above line graph, after we did the data reduction by using factor analysis, we can see that we have only four components left.

Rotated Component Matrix

	Rotated Component Matrix ^a						
	Component						
	1	2	3	4	5	6	7
It is important to me that the product is recycling material as I do not harm to the environment.	.928						
I feel that activewear is the product's environmental commitment are generally trustworthy	.899						
Using ecologically friendly product make me feel good	.886						
I usually buy the product that have an environmentally friendly label.	.886						
I am aware of the environmental efforts exerted by the product.	.877						
I am willing to purchase product if the packaging is beautiful and unique.		.899					
I always find product with unique is something valuable to have.		.847					
I am interested in product designed especially the one that is creative and outstanding.		.817					
I get positive feeling from beautiful packaging products.		.788					
I enjoy using products that have unique design such as color or pattern.		.673					
The celebrity endorsement is important to make me want to purchase the product		.628	-.418				
I found the product usefulness			.787				
I am willing to paid for the product that have a high quality			.728				
I found the good quality of the product's material			.618				
The developing of the product technical specification and function totally difference from others.				.744			
I found the product leading to ease of use for everyone.				.703			
I feel innovative with the product's features.				.638			
I trust the reviews.					.752		
The recommendation is important to me in making a purchase decision					.723		
Referrals and reviews are inevitably important to purchase the product					.590		.428
I am concern toward the price of the product						.847	
I am not interest in the product from the brand that are expensive than the other brands						.674	
I compare between the price of two brand before purchasing						.633	
I always purchase the product that have a higher price than the others.							.669
Friends or family's recommendations affect the decision in purchasing the product.					.485		-.514

Figure 4.9 The rotated component table before do factor analysis

Rotated Component Matrix^a

	Component				
	1	2	3	4	
It is important to me that the product is recycling material as I do not harm to the environment.	.927				Environmental Concern
I feel that activewear is the product's environmental commitment are generally trustworthy	.907				
I usually buy the product that have an environmentally friendly label.	.888				
Using ecologically friendly product make me feel good	.881				
I am aware of the environmental efforts exerted by the product.	.874				
I am willing to purchase product if the packaging is beautiful and unique.		.910			Product Design
I always find product with unique is something valuable to have.		.862			
I get positive feeling from beautiful packaging products.		.822			
I am interested in product designed especially the one that is creative and outstanding.		.786			
I enjoy using products that have unique design such as color or pattern.		.698			
I trust the reviews.			.820		Social
Friends or family's recommendations affect the decision in purchasing the product.			.795		
The recommendation is important to me in making a purchase decision			.665		
I am concern toward the price of the product				.844	Price
I compare between the price of two brand before purchasing				.803	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.^a

Figure 4.10 The rotated component table after done the data reduction

First variable: Environmental Concern

It consists of 'I am aware of the environmental efforts exerted by the product. 'I feel that activewear is the product's environmental commitment are generally trustworthy 'Using ecologically friendly product make me feel good' 'It is important to me that the product is recycling material as I do not harm to the environment. 'I usually buy the product that have an environmentally friendly label'

Second Variable: Product Design

It consists of 'I enjoy using products that have unique design such as color or pattern. 'I get positive feeling from beautiful packaging products. 'I am willing to purchase product if the packaging is beautiful and unique. 'I always find product with unique is something valuable to have. 'I am interested in product designed especially the one that is creative and outstanding.'

Third Variable: Social Influence

It consists of 'The recommendation is important to me in making a purchase decision. 'I trust the reviews. 'Friends or family's recommendations affect the decision in purchasing the product.'

Fourth Variable: Price consciousness

It consists of 'I compare between the price of two brand before purchasing 'I am concern toward the price of the product'

4.2.2 Multiple regression

Table 4.1 Reliability Statistics Table

Reliability Statistics		
	N of Items	Cronbach's Alpha
Environment	5	0.94
Product		
Design	5	0.88
Social		
Influence	3	0.70
Price		
consciousness	2	0.57

From the reliability statistics table, Cronbach's alpha measures an internal consistency or a reliability of our set of survey of items, the alpha coefficient for the five items of an environment concern is .94, suggesting that the items have relatively high internal consistency. However, the Cronbach's alpha of the price consciousness factor is the lowest at .57.

Table 4.2 Descriptive Statistics Table

	N	Minimum	Maximum	Mean	Std. Deviation
Intention To Buy	100	2.00	4.00	3.6600	0.58981
Product Design	100	1.40	4.00	3.5100	0.60861
Social Influence	100	1.33	4.00	3.2667	0.58219
Product Price	100	1.50	4.00	3.0800	0.58049
Environment	100	1.00	4.00	2.5260	0.75138
Valid N (listwise)	100				

When it comes to intention to buy, after we run the analysis, it is found that if our product which is an activewear was launched in the market within the next 3 months and the price between 990-1390.-, the result from SPSS says that consumers will purchase the product as the mean score here is 3.66.

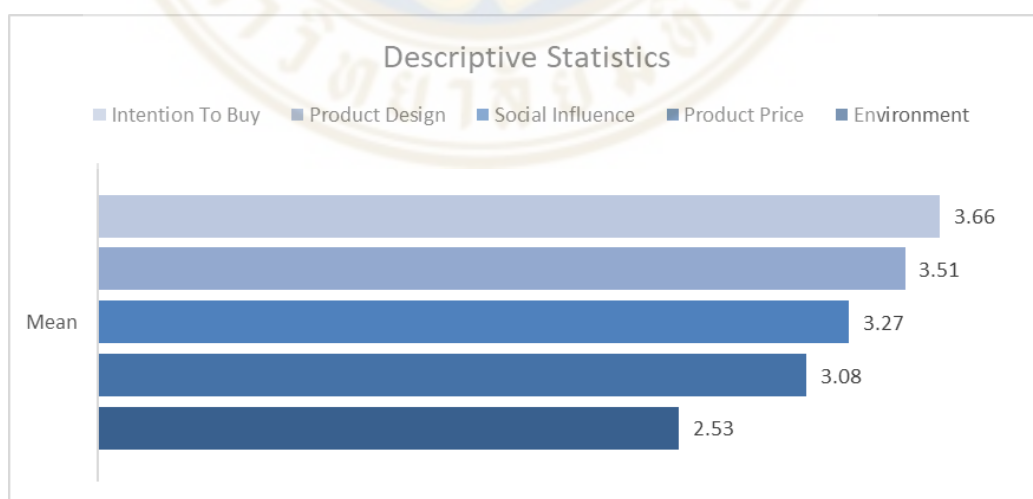


Figure 4.11 Descriptive Statistics chart

The descriptive statistic chart shows the mean score of all the factors which lead the customer to buy an activewear product. Intention to buy questions received a highest score at 3.66, followed by the product design at 3.51. However, the environmental concern received the lowest score at 2.53.

Constructs	Indicator	Mean	Std. Deviation
ITB	If there is an activewear with the price around 990-1390 THB available in the next 3 months with a good quality of the product, good designed, valuable price, trustworthy and an environmentally friendly, I am willing to buy it.	3.6600	0.58981
PD4	I always find product with unique is something valuable to have.	3.5900	0.66810
PD5	I am interested in product designed especially the one that is creative and outstanding.	3.5400	0.71661
PD2	I get positive feeling from beautiful packaging products.	3.5000	0.75879
PD1	I enjoy using products that have unique design such as color or pattern.	3.4600	0.70238
PD3	I am willing to purchase product if the packaging is beautiful and unique.	3.4600	0.82168
SI3	The recommendation is important to me in making a purchase decision	3.3300	0.72551
SI5	Friends or family's recommendations affect the decision in purchasing the product.	3.3000	0.73168
PP1	I compare between the price of two brand before purchasing	3.2100	0.75605
SI4	I trust the reviews.	3.1700	0.75284
PP3	I am concern toward the price of the product	2.9500	0.62563
EN2	I feel that activewear is the product's environmental commitment are generally trustworthy	2.5700	0.83188
EN3	Using ecologically friendly product make me feel good	2.5700	0.86754
EN1	I am aware of the environmental efforts exerted by the product.	2.5500	0.84537
EN4	It is important to me that the product is recycling material as I do not harm to the environment.	2.4900	0.83479
EN5	I usually buy the product that have an environmentally friendly label.	2.4500	0.79614
	Valid N (listwise)		

Figure 4.12 Descriptive Statistics table shown all the constructs

According to the descriptive statistics table which consists of all construct factors, we can see that an ITB question has a very high mean score at 3.66. From all the construct factors, it indicates that the respondent found that the product design has the highest mean score, they found the unique design is something valuable to have at the highest mean score of 3.59. Followed by the group of social influence questions, the respondent finds that the recommendation from friend and family influenced their decision to purchase the product of a mean score of 3.33. However, the group of

environment concern questions has the lowest mean score, they usually buy the product that has an environmentally friendly label at a mean score of 2.45.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.491 ^a	.241	.209	.52452

a. Predictors: (Constant), Environment, Social Influence, Product Price, Product Design

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.303	4	2.076	7.545	.000 ^b
	Residual	26.137	95	.275		
	Total	34.440	99			

a. Dependent Variable: Intention To Buy
b. Predictors: (Constant), Environment, Social Influence, Product Price, Product Design

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.56	0.50		3.11	0.00
	Product Price	0.06	0.09	0.06	0.69	0.49
	Product Design	0.46	0.09	0.48	4.94	0.00
	Social Influence	-0.07	0.10	-0.07	-0.69	0.49
	Environment	0.20	0.07	0.25	2.77	0.01

a. Dependent Variable: Intention To Buy

Figure 4.13 Multiple regression table

From the table representing the coefficient value, it shows the relationship between the dependent variable and independent variable. Independent variable consists of product price, product design, social influence, and environmental concern, where the dependent variable is an intention to buy. Referring from the table, we can see that the product design has a significant toward intention to buy at score of 0.00, followed by an environmental concern at a significant score of 0.01.

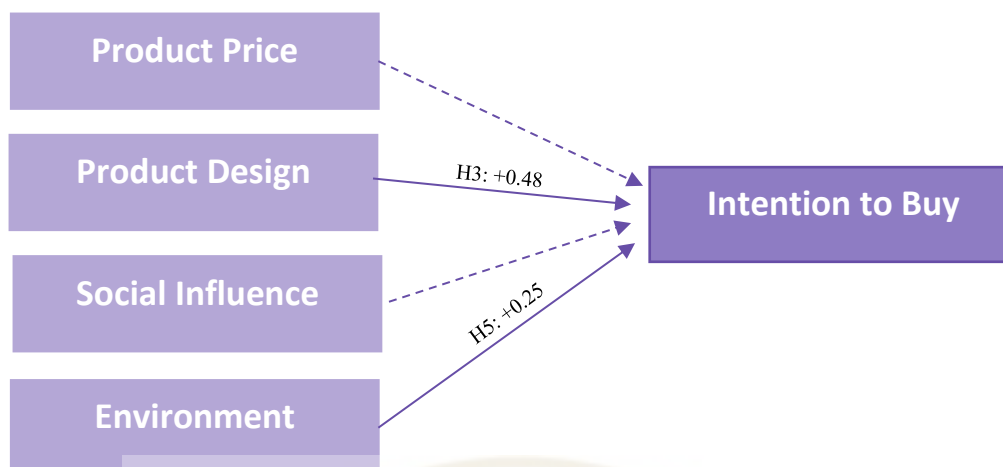


Figure 4.14 Intention to buy relation model

According to the multiple regression model, intention to buy is a dependent variable that has the product quality, product price, product design, social influence, and environment as independent variables. And from the coefficients table, it shows that product design has a significant effect on intention to buy due to being highly significant at .000, followed by an environmental concern at the score of 0.01

After we can find the result of the factor that led the customer toward an intention to buy an activewear product, in the next chapter, chapter V, we will conclude all the results and we will provide the recommendation which we find beneficial for running the business in the future.

CHAPTER V

CONCLUSIONS / RECOMMENDATION

After the finding discussion section, we will introduce you to our last chapter, the conclusion and recommendation part. In this chapter we will conclude all the results after the findings are analyzed. Moreover, the limitation will also be included in this chapter. However, we believe that this chapter would be beneficial to individuals.

5.1 Recommendation

As consumer are concern toward the design of the product that can lead them to an intention to buy an activewear product, the brand should come up with the product which have a good design of the product with a beautiful of the packaging creating a sportswear brand that customers can wear both in and outside the gym which means the brand should invest in the production of the design of the product, as the product design can influence the customer into the brand. If the company can provide that to the customer which means the company has already done the job for their customers. They can throw on the clothes and don't have to worry if they want to look stylish but also want to go work out, they can do both with our clothes.

The recommendation is that the business should continuously keep up with trends, produce new styles and apparel for the customer, collaborate with the fashion designer to design the new clothing styles and expand the product lines and have a good advertising and marketing team to be competitive in this market.

Importantly, we find that customers can be influenced by the recommendation from their friends and family, so we can use marketing to promote more of our product. Moreover, the marketing should be focusing on using celebrities and influencers. Their opinion significantly impacts the decision of customers and promotes the product through the social media platform because the clients consume the

information from this channel every single minute. So, this is the most worthwhile choice to advertise the product.

On top of that, from the results of the questionnaire, most of the respondents who are potential customers are not concerned about the price. We can target the design instead of keeping the price low. Due to most customers willing to pay any price as long as the design meets their preference.

Lastly, I intentionally believe that my recommendation would be beneficial for the business for its further use.

5.2 Limitation in the scope of study

Despite the theoretical and managerial implications that have been stated above, there are some limitations of this study that need caution when applying the results. This research only focused on one area, had limited samples, and was conducted in a single city in Thailand. Further research may lead to refinements by using more samples from various cities/cultures, and by using the respondents of more than one group of people as research subjects. Other than that, as suggestions for further research, there are some aspects that could enrich this study.

Most of the respondents are around 25-30 years old. There is a limited number of respondents. However, there might be different results for the different groups of customers who live in another area or have different lifestyles and behavior. If this research can continue to conduct more samples, it will give an interesting insight that can be more beneficial and useful to the brand.

Considered from the Cronbach Alpha in the price consciousness, the number is low due to the price variable. There is an impossible way to be able to clarify everything to the respondent to understand one hundred percent in the way of how price in each product is set. To be more clear, we can adjust the question to make it clear for respondents by adding the number price instead of using the word expensive or cheap. Therefore, for the future use of this research the price consciousness factor should be more clarified. Some of the questions might need to be more specific.

In addition, most of the people who answer this questionnaire are mostly in the same category which is considered as a potential customer due to they are more unconcerned toward the price.

5.3 Conclusion

Although much has been written on the relationship between product quality and satisfaction, the possible role of value as a moderating variable appears to have received less attention. The results concluded that the effect of quality on satisfaction is not just direct but is also moderated by value. These study results depicted that product design had a strong and positive effect on the customer's intention to buy an activewear product. These research results were statistically significant. According to the analysis, we can conclude that most of the customers who are around 25-30 years old and having income more than 50,000 THB per month are concerned toward the design of the product instead of the price. The design of the product could lead them to an intention to buy the product. Nonetheless, we found that the social influence is also impacting the customer, the customers influenced by the review from their friend and family recommendation, because they think that this is the real opinion from the real user who they can trust on. To conclude, when it comes to an intention to buy question, the result came out that most customers are willing to purchase the product referring to the above price mentioned.

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