

ABSTRACT

The competition in the casualwear apparel is very intense. Both local and international companies are attempting to anticipate the ever changing desires and demands of today's consumers. It is important for manufacturer and retailers to understand whether consumers have positive attitudes toward certain products and whether those attitudes influence purchase intention for their products. Knowing this information enables marketers and suppliers to target their consumers more efficiently and effectively. The purpose of this study was to investigate and identify the relationship of consumer attitude and subjective norm towards consumer purchase intention for both imported and domestic brand name casualwear apparel.

The study examined cognitive attitude, affective attitude, subjective norm, and demographic factors towards purchase intention for both imported and domestic brand name casualwear apparel. Data were gathered from a total of 400 working males and females in office buildings in the commercial business districts of the Sukhumvit, Silom, and Sathorn, using a self-administered questionnaire. Descriptive statistics, Pearson's Correlation and Analysis of Variance (ANOVA) were used to analyze the data.

The statistical analysis revealed overall that consumers have the same positive attitude towards both for imported and domestic brand name casualwear apparel. The strongest positive correlation was between cognitive attitude and purchase intention for imported brand name casualwear apparel. The correlation between cognitive attitude and purchase intention for domestic brand name casualwear was also high. In addition, there were also strong positive correlations between affective attitude and purchase intention for both imported and domestic brand name casualwear apparel.

The correlation between subjective norm and purchase intention for domestic brand name casualwear was moderate, while the correlation for imported brands shown only a weak positive relationship.

