

Research Project Title: FACTORS AFFECTING PURCHASING DECISION FOR CASUAL CLOTHES: A CASE STUDY OF FEMALE'S COLLEGE STUDENTS IN THAILAND

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ABSTRACT

The objectives of this study were (1) to determine the relationship between marketing mix factors (i.e., product, price, place, and promotion) and female's purchasing decision for casual clothes. (2) to determine the relationship between social factors (i.e., friends, family members, and celebrities) and female's purchasing decision for casual clothes. And (3) to determine the influence of marketing mix and social factors on female's purchasing decision for casual clothes.

Survey research was conducted to examine factors influencing female's purchasing decision. The population was female undergraduate students who studying in private and public universities in Bangkok and adjacent areas. A total of 400 respondents participated in this study. The research instruments questionnaires were used to collect data. Data analysis was carried out using SPSS for windows version 14.0.

The result showed that product, place, and celebrities were positive predictors of casual clothes purchasing decision among female college students, whereas price and family members were negative predictors of casual clothes purchasing decision among female college students.

Key Words: Clothing, female college students, Purchase decision, Consumer behavior