

## FACTORS INFLUENCING CONSUMER PURCHASE INTENTION TOWARDS IMPORTED BEDDING BRANDS

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**Abstract:** *The objective of this study was to determine the factors that influence consumer purchase intention towards imported bedding brands in Thailand, based on the Theory of Reasoned Action model (Fishbein & Ajzen, 1975). Data was collected via questionnaires applying the convenience sampling technique to select respondents. One hundred and eighty sets of questionnaires were distributed to customers in department stores in Bangkok once the reliability and validity of the instrument were established. A total of 140 sets out of the 180 sets were completed and returned. The independent variables were attitude towards products and subjective norms, and the dependent variable was purchase intention. Frequency and percentage were used to analyze demographic profile. Mean and standard deviation were used to analyze respondents' perception of each variable. Hypotheses were tested with Multiple Linear Regression Analysis. The results from the Multiple Linear Regression Analysis demonstrated that attitude towards product and subjective norm both significantly influence consumer purchase intention. However, attitude towards product (Beta = 0.618) had more influence on purchase intention than subjective norm (Beta = 0.151).*

**Keywords:** *Imported bedding, Theory of Reasoned Action, attitude toward product, subjective norm, purchase intention*

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