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

By

Ms. Supreeya Thanissaranonth

A Research Report for
MS 7000 : Research Project
Submitted in Partial Fulfillment of the Requirements for the Degree
of Master of Science in Management

August 2007

Assumption University of Thailand
COLLEGE OF INTERNET DISTANCE EDUCATION
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Examination Committee:

Committee Chair: _____
(Rear Admiral Prasart Sribhadung)

Committee Member: _____
(Assoc. Prof. Dr. Chitapa Ketavan)

Committee Member: _____
(Dr. Piyathida Praditbatuga)

Advisor: _____
(Dr. Vikanda Pornsakulvanich)

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College of Internet Distance Education
Assumption University of Thailand

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

Researcher/ Author: Ms. Supreeya Thanissaranonth **Major Advisor:** Dr. Vikanda Pornsakulvanich **Degree:** Master of Science in Management **School:** School of College of Internet Distance Education **Year:** 2007

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

ACKNOWLEDGEMENT

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CHAPTER 1

GENERALITIES OF THE STUDY

1. Introduction of the Study

In ancient civilization, clothing was primarily used to cover and protect human bodies. Presently, People see clothes as more than just a basic necessity. Clothes are used to identify themselves with a social class, to project a positive image, and to improve their overall appearance (Williams, 1974). Moreover, clothes are selected by special criteria, which can easily be altered by fashion, preference, and occasion (Kwon, 1987). Individuals may buy clothes to help achieve a certain role or prestige or to reflect their personality (Shim & Bickle, 1994). Clothes are worn for protection, showing status, self-expression, role identification, and culture differences (Damhorst, 1985; Kaiser, 1990). Clothes may be used to enhance one's appearance in an attempt to boost self-concept and mood. Clothes influence how individuals perceive themselves and their perceptions of their own appearance (O'Bannon, Feather, Vann, & Dillard, 1988).

Fashionable clothing is related to everyone's daily life (Leung &Taylor, 2002). Clothes are used to enlarge the beauty and personality. There are two types of clothes: ready-to-wear and made-to-order clothes. Ready-to-wear clothes refer to the clothing that marketed in a finished condition, in standard clothing sizes. Made-to-order clothes are clothes that are made specifically when consumers ordered. Typically,

made-to-order clothes are more expensive and take more time in production than ready-to-wear clothes (Sreekanjana, 1997).

In Thailand, the ready-to-wear clothes industry is highly competitive. Many entrepreneurs and marketers are interested in the ready-to-wear industry due to the high demand from various consumers such as university students and adolescent, especially female (Vangvoravanich, 2001). The ready-to-wear clothes can be produced in a mass quantity to meet the consumers' needs and demand. Therefore, the price of ready-to-wear clothes is relatively inexpensive because of a large production (Sukprasongphon, 1997).

With regard to the highly competitive environment for the ready-to-wear casual clothes industry, many entrepreneurs concentrate on marketing strategies in order to satisfy customers' needs and to stimulate sales. Also, entrepreneurs need to study consumer behaviors in order to understand their customers' needs in buying products.

It is important to study factors influencing consumer's purchase decision of casual clothes, particularly among female consumers because female as the gender that likely to spend their money on clothing (Mintel, 2001). Several studies found that women were more involved in fashion and clothing than were men (Browne & Kaldenberg, 1997; Tigert, Ring, & King, 1976). Also, women were more likely to engage in clothing purchase behaviors such as seeking fashionable information (Kaiser & Chandler, 1984) and purchasing clothing as a gift (Rucker, Boynton, & Park, 1986). Clothing was one of the most female frequently purchased categories (Beaudry, 1999). The evidence showed that female were more interested in and shop more often for clothing than male (Beaudry, 1999; Chiger, 2001; Flynn, Goldsmith, & Kim, 2000). This study will focus on female purchasing decision of ready-to-wear

casual clothes to help entrepreneurs or marketers to know customers' needs, how they behave, what influences them buy clothes.

2. Statement of Problem

The demand of clothing is continuous increasing due to the rapid change in fashion and consumer behaviors. The evidence from the Office of the Thai Heath Promotion Foundation (2006) showed that over 47.8 percent of Thai adolescents increased their lavish expenditures especially luxury products such as clothes and shoes. Numerous studies have found that women were more interested in buying clothes than were men (Beaudry, 1999; Chiger, 2001; Flynn et al., 2000). Also, younger women were more likely to buy clothes than were older women (Rich & Jain, 1968).

In addition, previous studies that conducted in Thailand and other countries such as America, England, and China generally have focused on purchasing behaviors of casual clothes within general group of people (Grant & Stephen, 2005; Leung & Taylor, 2002; Nakkal, 1992; Pholasa, 1995; Zhang, Gong, & Wu, 2002). Little is known on factors influencing purchasing decision of clothing among female' Thai consumers. Also, some studies have examined only some elements of marketing mix factors (Leung & Taylor, 2002; Nakkal, 1992; Pholasa, 1995; Zhang et al., 2002). Past research were less focused on the influence of social factors (e.g., friends/peers, family members, and celebrities) on purchasing decision (Leung & Taylor, 2002; Nakkal, 1992; Pholasa, 1995; Zhang et al., 2002). Factors such as marketing mix and social influence may affect consumers' buying behaviors. Therefore, this study seeks to find out the influence of marketing mix elements and social factors on purchasing decision of casual clothes.

3.   **Research Objectives**

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/peers, family members, and celebrities) and female's purchasing decision for casual clothes.

3) To determine the influence of marketing mix and social factors on female's purchasing decision for casual clothes.

4.   **Research Questions to be Answered**

1) Are there relationships between marketing mix factors (i.e., product, price, place, and promotion) and female's purchasing decision for casual clothes?

2) Are there relationships between social factors (i.e., friends/peers, family members, and celebrities) and female's purchasing decision for casual clothes?

3) How marketing mix factors (i.e., product, price, place, and promotion) and social factors (i.e., friends/peers, family members, and celebrities) influence female's purchasing decision for casual clothes?

5.   **Significance of the Study**

Prior studies have not examined the influence of both marketing mix factors (i.e., product, price, place, and promotion) and social factors (i.e., friends/peers, family members, and celebrities) on purchasing decision of casual clothes among female college students in Thailand. Thus, little is known on how Thai consumers buy casual clothes and factors affecting their purchasing decision. Therefore, this study

aims to investigate the factors influencing purchase decision of casual clothes among female college students.

The results of this study would benefit for both business and academic areas. For the business area, it can help entrepreneurs and marketers who are in the clothing and textile businesses to understand customers' needs, what would influence customers to buy casual clothes. Also, the results of this study would provide the necessary information to marketers on how to stimulate, satisfy their customers, and help them to adapt marketing strategies and tactics to serve customers more effectively. For the academic area, it is useful for other researchers to conduct further investigation on consumer lifestyle toward purchasing decisions of fashion products especially on casual clothes, or other related issues. Also, it can be useful research for Thai studies in the future to conduct additional studies similar to the present study.

6. Definition of Terms

- "Customer's decision making" – The cognitive processes by customer interpret product information and integrate that knowledge to make choices among alternatives (Peter & Olson, 1994).

- "Purchase decision" – The stage model of typical buying process. The consumer pass through five stages: problem recognition, information search, evaluation of alternative, purchase decision, and postpurchase behavior (Kotler, 2000).

- "Purchase intention" - A decision plan to buy a particular product or brand created through a choice/decision process (Schiffman & Kanuk, 2004).

- "Adolescence" - is a time of growth, maturity, socialization, and reanalyzing of one's self. It is a time of transition from child to adult (Peterson, 1987).

- "Fashion" – Any mode of dressing or adornment that is popular during a particular time or in a particular place (i.e., the current style). It can change from one period to the next, from generation to generation. It serves as a reflection of social and economic status, a function that explains the popularity of many styles throughout costume history (http://en.wikipedia.org/wiki/Fashion).

- "Fashion involvement" - is the extent to which consumers are concerned with fashion and consider it important to them (Kaiser, 1990).

- "Clothing" - is defined as coverings for the torso and limbs as well as coverings for the hands (gloves), feet (socks, shoes, sandals, boots) and head (hats, caps). Humans nearly universally wear clothing, which is also known as dress, garments, attire, or apparel. People wear clothing for functional as well as for social reasons. Clothing protects the vulnerable nude human body from the extremes of weather, other features of our environment, and for safety reasons. But every article of clothing also carries a cultural and social meaning (http://en.wikipedia.org/wiki/Clothing).

- "Casual clothes" – is the dress code which emphasizes comfort and personal expression over presentation and uniformity (http://en.wikipedia.org/wiki/Casual).

- "Ready-to-wear Clothes" - is the fashion design term for clothing marketed in a finished condition, in standard clothing sizes (Sreekanjana, 1997).

- "Generation X" – The 18- to 29-years old post baby-boomer segment also referred to as Xers or busters (Schiffman & Kanuk, 2004).

- "Marketing Mix" – The external factors that influence buyer's purchase decision. It consists of a set of controllable tactical marketing tools such as

product, price, distribution and promotion that the firm used to produce the response it want in the target market (McCarthy, 1996).

- "Social factors" - The factors that influence consumer's behavior such as reference groups, family members, and social roles and statuses (Kotler, 2000).

7. Limitations of the Study

Limitations of this study are as follows:

1. *Sample*: the respondents of this research were female college students. Therefore, the results may not be applied to other group of people such as male. The difference of respondents including age, education, career, and gender may create the variety of influencing factors in casual clothes purchasing decision.

2. *Location*: this study examined people who live in the Bangkok and adjacent area. Therefore, the findings may not be generalized for people who live in other areas. The availability of product may vary for each location. Therefore, people from each location may have different influencing factors in casual clothes purchasing decision.

8. Organization of the Research Project Chapters

This paper contains five chapters including:

Chapter 1 : Introduction

Introduction consists of the background of the study, the reasons for conducting the study, the problem statement, the purpose of the study, research questions, significance of the study, definition of terms which have been used in this research, and limitations of the study

Chapter 2 : Literature Review

Literature review begins with the brief introduction and follows by the literature review to present the theories and previous studies relevant to the research topic in order to develop the conceptual framework.

Chapter 3: Methodology of the Study

Methodology of the study includes research design, research instruments, population and sampling, data collection, and analysis.

Chapter 4: Data Analysis and Results

Chapter 4 reports the findings from data analysis, the samples profile, descriptive data analysis, testing of the hypothesis, and answering the research questions.

Chapter 5: Conclusions and Recommendations

Chapter 5 contains the summary of the research including discussions, implications, and recommendations for future study. This chapter indicates whether the findings are compatible with the previous research studies.

9.   Summary

Clothing industry is one of the major businesses that contribute to the Thai economy. The ready-to-wear casual clothes business has been a growing industry. Thus, understanding differences in casual clothes purchasing behavior is important for entrepreneurs and marketers to adapt marketing strategies and tactics to serve customers' needs. Moreover, young women have special interest in fashion and clothing (Kwon, 1987). However, little is known on factors that affect the casual clothes purchasing decision for Thai consumers, especially female college students in the Bangkok area. Purchasing behaviors may be influenced by many factors such as marketing mix (product, price, place, promotion), social, culture, reference group, technology, political, economic and personal factors. This study focuses on factors such as marketing mix (e.g., product, price, place, promotion) and social (e.g., friends/peers, family members and celebrities) to understand consumer's purchase behaviors of ready-to-wear casual clothes. This study will benefit manufacturers, retailers, or marketers to make effective decision in development and marketing their clothing business.

CHAPTER 2

REVIEW OF RELATED LITERATURE

In this chapter presented the theoretical perspectives including stages of the consumer decision process and consumer socialization to understand the factors that influences consumers' purchasing decision for casual clothes. Also, this chapter reviewed the relevant literature relating to marketing mix and social factors.

1. Theoretical Foundation

1.1 Stages of the Consumer Decision Process

According to the model of Hanna and Wozniak (2001), consumer decision making involves the five steps. The first stage is the need recognition, which occurs when consumers observe a discrepancy between their actual and desired states. The second stage is searching for information. The consumers can search information either from memory, which called internal search or from the environment that can be called as external search. Next, the alternative evaluation, in which, consumers will evaluate their options in terms of the benefit derived before narrowing their choices to the preferred alternatives. Fourth is the purchase of the product itself and finally the outcome of the purchase, which will lead to the satisfaction or dissatisfaction with the product.

This study proposed that the external factors such as the company's marketing mix (i.e., product, price, place, and promotion) and social influences (i.e., friends, family members and celebrities) may affect consumers' purchasing decisions. Each

company's marketing mix and family members, friends, and celebrities may affect consumers' purchasing decision for casual clothes.

Therefore, one of the most widely mentioned theories of consumer purchase decision is the consumer decision process. Purchase decision involves fives stages starting from problem recognition, search activity, identifying and evaluating alternative solutions, purchase or commitment, to post-purchase considerations (see Figure 2.1).

Figure 2.1: Stages of the Consumer Decision Process
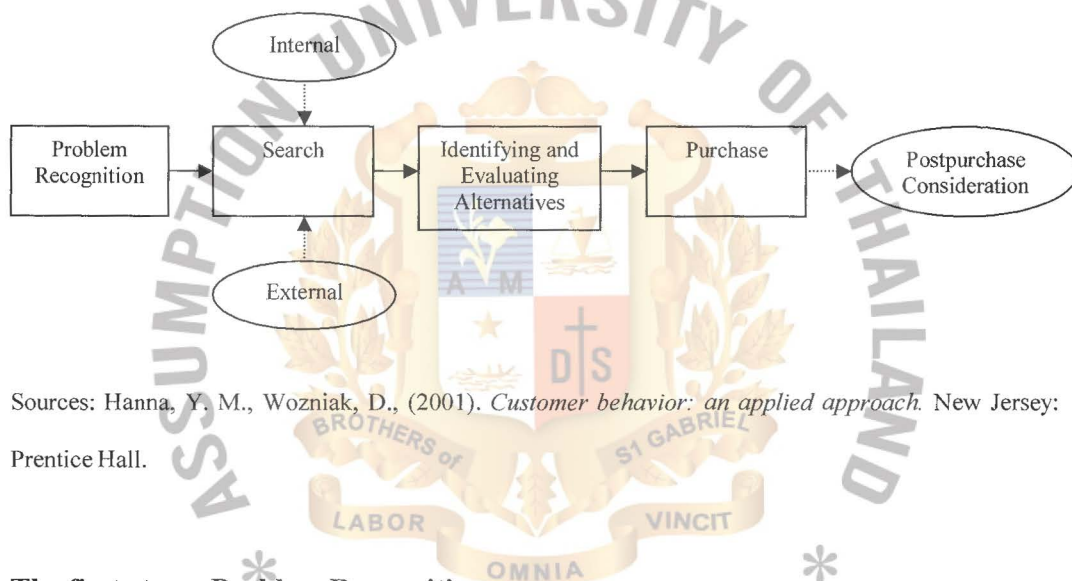
Sources: Hanna, Y. M., Wozniak, D., (2001). *Customer behavior: an applied approach.* New Jersey: Prentice Hall.

The first stage: Problem Recognition

The initial stage in any decision-making process is need recognition. Hanna and Wozniak (2001) mentioned that a problem exists when an individual is enticed by a goal. In addition, a consumer buying process starts with problem recognition, which means consumers recognize a problem or need. This need can be triggered by internal or external stimuli (Kotler, 2003). With an internal stimulus, one of the person's normal needs such as hunger, thirst, sex that rises to a threshold level and becomes a drive. People's needs can be aroused by an external stimulus. People see an

advertisement for casual clothes, which may trigger their perceptions to make them remind the ad.

The second stage: Search Activity or Information Search

The problem recognition is followed by search activity (Hanna & Wozniak, 2001). Information search begins when consumers perceive a need that may be satisfied by the purchase and consumption of a product. This is because aroused consumers tend to search for more information. There are two levels of arousal. First, the milder search state is called highlighted attention. At this level, consumers become more receptive to information about a product. The second level is the active information search. Consumers may look for reading material, calling friends, and going to stores to learn more about the product.

In addition, information search can be internal, external, or a combination. Internal search entails scanning one's memory for product-related information, whereas external search involves physical efforts to solicit and gather information from outside sources (Hanna & Wozniak, 2001). For example, consumers may search for relevant information about the product by reading from material and asking from salesperson. In this study, marketing mix factors will be used as external search information in the second stage of consumer decision process.

The third stage: Identifying and Evaluating Alternative Solutions

The third stage in the consumer decision process is the evaluation of alternative resolutions to the perceived market-related problem. This process is executed simultaneously with the search process of its emerging only after the consumer identifies and acquires sufficient information on the available alternatives. The goal of this step is to determine a choice set and compare the attributes of alternatives that fall within it.

At this stage, two activities are involved in the evaluation process. The first is to narrow down product alternatives to a managerial number. The second is to evaluate the attributes of each alternative in order to choose the best option (Hanna & Wozniak, 2001). For example, consumer evaluates several alternatives of clothes based on style, design, price and color.

The fourth step: Purchase or Commitment

The purchase decision is the outcome of the search and evaluation process. As discussed earlier, the degree of ease or difficulty associated with making a purchase commitment or actually purchasing a product or service is a function of financial, social, and psychological important placed on the outcome (Hanna & Wozniak, 2001).

In the evaluation stage, the consumer forms preferences among the brands in the choice set and has an intention to buy the most preferred brand. Kotler (2003) stated that there are two factors can intervene between the purchase intention and purchase decision. The first factor is attitudes of others. The extent to which another person's attitude reduces one's preferred alternative depends on two things: 1) the intensity of the other person's negative toward the consumer's preferred alternative and 2) the consumer's motivation to comply with the other person's wishes. The second factor is unexpected situational factors such as loosing job. The unexpected situation may erupt and change consumers' purchasing intention and decision.

The fifth stage: Postpurchase Considerations

After purchasing the product, consumers will be satisfied or dissatisfied and engage in postpurchase behaviors (Kotler, 2003). The outcome of postpurchase evaluation is a critical factor in this process. Feelings of satisfaction or dissatisfaction are instrumental in determining whether consumers will repeat the act of purchasing

the brand (Hanna & Wozniak, 2001). For example, an individual may buy a jacket because of its fashionable style. This person may later become dissatisfied with the jacket if it fails to keep him or her warm, the seams tear, or the zipper breaks. Then, he or she will not repurchase that brand again.

1.2 Consumer Socialization Theory

In this study, consumer socialization theory will be used to study the influence of the socialization agents or social factors which is family members, peers, and celebrities that may affect purchasing decisions for casual clothes among Thai consumers.

When consumers seek information for the particular products, they rely on certain information sources (Moschis, 1987; Shim, 1996; Ward, 1974). Consumers can learn their consumer-related behaviors such as seeking product information, brand preferences, and brand loyalty through interacting with these various information sources. In the consumer behavior study, this interacting process is usually called consumer socialization (McNeal, 1991; Ward, 1974).

Recently, the concept of socialization has been applied in various fields, such as marketing, public administration, and psychology. Particularly, researchers studying consumer behavior reported that the consumer socialization perspective provides a useful conceptual framework for investigating young consumers' consumption-related behaviors skills, attitudes, and orientations (Moschis, 1987; Moschis & Moore, 1983; Shim, 1996; Sproles & Kendall, 1986; Ward, 1974). When consumers were socialized, there were some key influences that transmitted values, attitudes, motivations, and behaviors to consumers. These key influences were called socialization agents. The socialization agents can be people, organizations, or

reference groups directly or indirectly involved in socialization (Moschis & Churchil, 1987).

Ward (1974) stated that consumer socialization is defined as the process by which an individual acquires the skills, knowledge, and attitudes that are relevant to his/her role as a consumer. From this perspective, consumer behaviors or attitudes are seen as the results of learning acquired through interaction between the consumers (the learner) and the socialization agents (Moschis, 1987; Ward, 1974). For example, many preadolescent children acquire their behavioral norms through observation of their parents and older siblings, who function as role models and sources of cues for basic consumption learning. In contrast, adolescents and teenagers are likely to look their friends for models of acceptable consumption behavior (George, Roy & Ruth, 1983; Ward, 1974).

Since the consumer socialization concept was adopted into the field of consumer behavior, previous studies has identified three major sources of teens influences: parents, peers, and television (Brittain, 1963; Mascarenhas & Higby, 1993; Moschis & Churchil, 1987; Moschis & Moore, 1983; Shim & Koh, 1997). Parents played an important role for young consumers' purchasing behaviors (Moschis, Moore, & Stephens, 1979; Peters, 1989; Shim, 1996; Shim & Koh, 1997). Parents influenced adolescents by letting them observe and imitate their consuming behaviors, by interacting with them in their consumption, and by providing them with opportunities for guide consumption (Mascarenhas & Higby, 1993). Likewise, peer groups played a significant role in consumer socialization (Moschis, 1987). Furthermore, some studies revealed that female teens tended to talk with their peers and parents about consumption matters, such as information search, purchase decisions, and brand preferences, more frequently than did male teens (Feltham, 1998;

Mascarenhas & Higby, 1993; Moschis, 1987). Therefore, consumer socialization theory should be the useful perspective to explain how social factors affect Thai consumers' purchasing decision.

2.   Independent Variables

In this study, independent variables consist of (1) marketing mix factors including product, price, place and promotion, and (2) social factors including friends, family members, and celebrities.

2.1 Marketing Mix

Based on consumer decision process, marketing mix is the major source of information when individuals search for information before they buy the product and it also is external influences that are likely to affect consumer purchase decision.

Kotler (2003) proposed that a marketing mix was the set of marketing tools the firm uses to pursue its marketing objectives in the target market. He classified marketing tools into four broad groups called the four Ps of marketing: product, price, place, and promotion.

2.1.1 Product

In the clothing industry, information on product attributes from a consumer perspective is useful for both manufactures and retailers. A good understanding of the importance of different product attributes in consumers' minds is of much help to enact effective product development and marketing strategies.

Kotler (2000) stated that a product was anything that could be offered to a market to satisfy consumers' needs and wants. Product that are marketed include goods, services, experiences, events, persons, places, properties, organizations,

information, and ideas. In addition, Bearden (2004) defined a product as an idea, a physical entity (a good), a service, or any combination of the three that is an element of exchange to satisfy individual or business objectives. From a marketing viewpoint, the key element of product is to satisfy individual or business objectives. Individuals and businesses purchase products to solve problems or satisfy needs. In this study, researcher defines "product" as design/style, fit, quality and color of casual clothes that customers consider when purchasing.

Previous studies found that many criteria influenced clothing purchase decisions such as fit (proper size), value, construction, ease of care, styling/design of clothes, color, durability attractiveness, appropriateness for occasion and the quality of construction (e.g., Shim & Drake,1989 ; Wall & Heslop ,1989).

The first attribute affecting a purchasing decision of clothing is proper size or fit. Smathers and Horridge (1978) explained that the proper size or "fit" in a garment was one important factor that contributed to the confidence and comfort of the wearer. Well-fitted clothes are considered vital to an individual's psychological and social well being. Clothing that looks good on the wearer is so essentially one that fits the wearer well. Nevertheless, dissatisfaction with fits is one of the most frequently stated problems with consumers' purchase decisions of clothing. In addition, Kurt (2000) reported that more than half of the female population in the U.S. could not find clothing in the marketplace to fit with their bodies. Kurt found that fitting was the third most frequent reason for not making a clothing purchase among women.

Zhang et al. (2002) investigated the importance of product attributes of casual wear for Chinese consumers. They classified 15 attributes into 4 factors by using a factor analysis. These four factors were suggested as the four product dimensions of clothing purchase decisions among Chinese consumers. Four product attribute factors

included 1) function (e.g., warmness, permeability, fabric softness, fabric thickness, fiber content, easy care, durability, and comfort), 2) appearance (e.g., fit, style, color, and workmanship), 3) symbolism (e.g., trendiness and brand), and 4) price.

In addition, Zhang et al. (2002) found that fit (proper size), comfort, style, color, and workmanship (product quality) were the most important attributes for Chinese consumers. Nonetheless, all the four attributes contained in the factor "appearance", which composed of fit (proper size), style, color and workmanship (product quality) were among the top five most important attributes of their study. Also, appearance was regarded as the most important dimension of casual wear toward clothing purchase decisions of consumer.

Moreover, Kawabata and Rabolt (1999) investigated the clothing purchasing behavior between American and Japanese students in terms of evaluative criteria, interest in clothing and fashion, information sources, and money spent on clothing. Kawabata and Rabolt found that the five most important evaluative criteria were good fit (proper size), style/ design, quality, price and color. However, the results also revealed differences between the U.S. and Japan. American students viewed proper size as the most important criteria, whereas Japanese thought that price and color were important Consistent with Kawabata and Rabolt (1999), Zhang et al. (2002) found that fit, style/design, quality, and color affected consumers' clothing purchase decision.

Moreover, Leung and Taylor (2002) studied buying behaviors of generation X in Hong Kong. The results showed that generation X considered fitting, personal preference, and design to be the three most important factors when buying fashionable clothing. Also, Leung and Taylor found that consumers tended to buy clothes that could show their personalities or status. Generation X did not require their clothing to

be branded to reflect their status because brand name was the least important factor. But they tended to show their personalities through unique designs.

Hence, in relation to the product attribute affects the clothing purchase decision of consumer, Zhang et al. (2002), Kawabata and Rabolt (1999), and Leung and Taylor (2002) found the consistent results suggesting 4 main attributes including fit, style/design, quality, and color that influencing consumers' purchasing decisions of clothes.

From the reviewed studies, the product components (i.e., design/style, fit, quality, and color) may affect casual clothes purchase decision. Therefore, this study proposed that product including design/style, fit, quality and color influenced female college students in buying their casual clothes.

2.1.2 Price

The second element in marketing mix is a price. Armstrong and Kotler (2005) defined price as the amount of money charged for a product or service. More broadly, a price is the sum of all the values that consumers exchange for the benefits of having or using the product or service. Furthermore, price has been the major factor affecting buying choice.

Helegeson and Beatty (1985) revealed that consumers relied on various information cues in their decision making. Price represents extrinsic cues. It is one of the most important kinds of information consumers' use when they make a purchase decision. Moreover, many researchers found that price was often interpreted as an important cue by consumers in perceiving apparel quality (Davis, 1987; Hatch & Roberts, 1985; Render & O'Connor, 1976). Davis (1987) investigated on how consumers used label information in ratings of clothing quality. Davis found that price

was one of the five cues that respondents selected to assess the product quality. Hatch and Roberts (1985) and Render and O'Connor (1976) investigated the influence of price on consumers' perception of product quality. Both studies found that the higher the price, the higher the perceived quality of the products.

Moreover, Kawabata and Rabolt (1999) also indicated that price was the five most important criteria in buying clothing. Consitent with Damijan et al., (2006), Kawabata and Rabolt (1999) revealed that price was the factor that influence consumer in clothing purchase.

In addition, Sukphan, Phasuksakel, Tebhudsadin Na Ayudttheya, Jivacharadet, and Taestheanvong (1990) studied consumers' attitudes toward Thai-brand for ready-to-wear clothes. They found that the first reason that respondents bought ready-to-wear clothes because of the low price.

In sum, price may be the one of the factors that can affect consumers' purchasing decision. Thus, this study proposed that price of clothes influenced Thai college students purchasing decision for casual clothes.

2.1.3 Place

Place or distribution means the movement of goods and services between the point of production and the point of consumption through organizations that perform a variety of marketing activities (Walters & Bergiel, 1989). Moreover, Koselka (1992) explained that distribution performed many key functions as information, promotion, contact, matching, negotiation, physical distribution, financing, and risk taking. Distribution also plays a role in developing and spreading persuasive communications about an offering, finding, and communicating with perspective buyers.

In this study, "place" refers as the type of store (e.g. department stores, specialty stores, stalls, market such as night market and night bazaar) and store attributes (e.g. store atmosphere, location, parking facilities) that customer considers when purchasing clothes.

According to previous studies, researchers found that adolescents who lived in the Bangkok area preferred buying ready-to-wear clothes at the department store, specialty shop, stall, and market respectively (Pattaraphongmanee, 1994; Suthapuchakul, 1996). In addition, store attributes were important to consumers when they made the decision where to shop (Cox & Cooke, 1970; Hansen & Deutscher, 1978).

Identifying store attributes, Bearden (1977) examined the store attributes that female consumers considered in making department store selections. Bearden examined seven store attributes: price level, quality of merchandise, selection, atmosphere, location, parking facilities and friendliness of salespeople. Bearden found that atmosphere, location, parking facilities, and friendliness of salespeople affected store selection.

In addition, Paulins and Geistfeld (2003) examined the effects of store attributes on customers store preference. They studied women's apparel stores including department stores, discount stores, and specialty apparel stores. Of the 14 store attributes were examined including good advertising, nice in-store displays, outside appearance, reasonable prices, had the type of clothing that customers like, convenient shopping hours, flexible return policy, helpful sales assistance, dressing rooms, useful layaway plan, location, parking, adequate rest rooms, and ease of finding merchandise. For the attribute "appeal of clothing in the store" was created with the expectation that customers would response to whether they liked the clothing

in the store. Paulins and Geistfeld (2003) found that four attributes affected store preferences in consumer's purchase decisions, which were type of clothing that customers desire, outside store appearance, shopping hours, and advertising.

Moreover, Pholasa (1995) examined factors affecting clothing purchase decision of female government official in Bangkok. The finding revealed that location, in-store displays, and parking facilities affected clothing purchase decisions.

Thus, this study supposed that place (i.e., department stores, specialty stores, night bazaar/ sunday market, stalls) and store attributes such as parking, location, store atmosphere (in-store displays, outside appearance, fitting room) affected the clothing purchasing decision for Thai consumers.

2.1.4 Promotion

Promotion is one of the four aspects in the marketing mix. McCarthy (2001) stated that promotion represented the various aspects of marketing communication that was the communication of information about the product with the goal of generating a positive customer response. Five basic promotion tools are advertising, sales promotion, public relations, direct marketing and personal selling (McCarthy, 2001).

In this study, "promotion" refers to sales promotion and advertising. Sales promotion includes price discount and coupon. Advertising includes television, newspaper, magazine, radio, and brochure. According to Shimp (2003), sales promotion refers to any incentive used by a manufacturer to induce the trade (wholesalers, retailers, or other channel members) and/or consumers to buy a brand and to encourage the sales force to aggressively sell it. Retailers also use promotional incentives to encourage desired behaviors from consumers. Sale promotion is more

short-term oriented and capable of influencing behavior. Totten and Block (1994) suggested that the term sales promotion refers to many kinds of selling incentives and techniques intended to produce immediate or short-term sales effects. Typical sales promotion includes coupons, samples, cash refund, premiums, prices off, displays, and so on.

Kotler (2003) stated that advertising was any paid form of non-personal presentation and promotion of ideas, goods, or services by using mass media such as newspapers, magazines, radio, television, and etc. to persuade or influence an audience.

Pholasa (1995) investigated factors relating to Thai female purchasing decision on clothing. The finding showed that price discount, television advertising, newspaper advertising, and brochure influenced purchasing decision for clothing respectively.

Torsakul, Kongsompree, and Virojsakulchai (2002) examined purchasing behaviors of female consumers at the Silom and Sathon areas. They found that price discount was the first factor influencing female consumers when buying shoes. Also, advertising in magazine and billboard affected their purchase decision.

In addition, Nakkal (1992) studied factors affecting purchasing decision of ready-to-wear and custom-made clothes of female consumers and found that advertising influenced their purchasing decision for casual clothes. Price discount affected clothing buying decisions (Pholasa, 1995; Vongvoravanich, 2001). Moreover, Alvarez and Casielles (2005) found that price reduction was the technique that had greatest influence on the consumers' buying behavior.

Promotion is an important component of the marketing mix. In this study, promotion includes sales promotion (i.e., price discount, coupon) and advertising (i.e.,

television, newspaper, magazine, radio, and brochure). This study proposed that sales promotion and advertising influenced female consumers' decision to buy casual clothes.

In sum, I reviewed relevant literature relating to the marketing factors: product, price, place, and promotion, which affected casual clothes purchase decisions among female college students.

2.2 Social Factors

Another factor that may influence clothing purchasing decision is the social factor. Based on consumer socialization theory, social factors such as family members, friends, and celebrities are the most important factors of consumer socialization, which may influence consumer's purchase decision. I proposed that social factors (e.g., family members, friends, and celebrities) affected consumer's decision making process.

Kotlor (2002) stated that a consumer's behavior was influenced by social factors such as reference groups, family, and social roles and status. This study focused on some factors such as family members, peers, and celebrities influences because these are the most effective source of information (Kotlor, 2002).

Moreover, Kotler (2002) identified four groups of information sources that consumers turn to when they need information about a product:

1) Personal sources: Family, friends, neighbors, acquaintances

2) Commercial sources: Advertising, salespersons, dealers, packaging, displays

3) Public sources: Mass media, consumer-rating organization

4) Experiential sources: Handling, examining, using the product.

The influences of these sources on consumer decision making processes vary with product categories and consumer's characteristics. Generally, consumers receive the most information from commercial sources. However, the most effective information comes from personal sources (Kotlor, 2002).

A person's reference groups consist of all the groups that have a direct (face-to-face) or indirect influence on the person's attitudes or behaviors, which can be classified as either primary or secondary (Kotlor, 2002). Reference groups consist of people who share common beliefs and values. Reference groups refers as the one whom we have regular direct contact and can be classified as either primary or secondary and both are important as they influence buying behaviors (Grant & Stephen, 2005). Furthermore, Antonides and Raaj (1998) defined a reference group as a group of people that an individual referred to for comparison when making judgments about his or her own circumstances, attitudes, and behavior. Family and friends fall into this category, as they are important influencers of behavior.

Previous research showed that group influences play an important role in purchasing decisions and patterns of consumption (Brinberg & Plimpton, 1986; Martin & Bush, 2000; Mascarenhas & Higby, 1993). Important reference groups include families, friends, co-workers, and formal social groups (Peter & Olson, 1999). These are generally referred to as direct reference groups (Schiffman & Kanuk, 2000). On the other hand, indirect reference groups comprise of individuals and groups that influence consumers' purchase intentions without having any direct contact such as celebrities, sports personalities.

Numerous researchers have examined reference groups as an influence to clothing choices and buying behaviors (e.g., Childers & Rao, 1992; Huddleston, Ford, & Bickle, 1993; Shim & Bickle, 1994). Grant and Stephen (2005) investigated the

main factors influencing adolescents' girls purchasing decisions for fashion clothing and the impact of brands on their behaviors. They found that parental and peer groups affected buying decision for fashion clothing.

Moreover, Kamaruddin and Mokhils (2003) investigated the influence of consumer socialization agents and social structural factors on adolescents' decision making styles. They found that peers appeared to be the most important factor in consumer decision making. The finding was consistent with other studies, which indicated that peers were known to play a role in adolescents' clothing purchases (Grant & Stephen, 2005; Wilson & MacGillivray, 1998).

Martin and Bush (2000) determined which group of individuals affected adolescent consumer purchase intentions and purchase behaviors. They found that both parent and celebrities influenced adolescents' purchasing decision.

Furthermore, Khan (2005) examined the social influence on purchase decision of designer label apparel in Malaysia. The findings indicated that friends played a dominant role in the clothing purchase. Consistent with Grant and Stephen (2005), Kamaruddin and Mokhils (2003), Wilson and MacGillivray (1998), the results showed that friends were influenced on purchase decision. Furthermore, several studies also indicated that celebrities had a strong influence on purchase decisions. Ohanian (1991), Martin and Bush (2000) found that celebrity endorsement had a positive influence on the purchase decision of consumers.

In addition, family members such as parents, siblings, and relatives also classifies as a social factor in this study. Caruana and Vassallo (2003) found that parents had a major impact on purchase decision. Also, North and Kotze (2001) stated that family were regarded as the primary source of consumer socialization and reference group was also important in the decision making process.

From the reviewed studies, it can point out that social factors (e.g. family members, peers, and celebrities) may affect consumer's purchasing decision for casual clothes. Thus, I proposed that social factors including family members, peers, and celebrities affected Thai consumers purchasing decision of casual clothes.

3.   A Dependent Variable: Consumer Purchase Decision for Casual Clothes

The purchase decision making is a complex process. According to the information process model (Engel, Blackwell, & Miniard, 1986), after recognizing a need for goods or services, a consumer would gather relevant information, then conduct an evaluation before making the final purchase decision. In this process, the various attributes of the goods or services are important, since they direct the attention of information search and form the base for evaluation. Normally, various attributes have different importance in the consumer's mind, and thus form the selection criteria in purchase decision making.

For clothing items, the consumer decision process begins with need recognition for a stimulus. (eg., I need a new skirt for the dance). The process continues with a search for relevant information about the item and is followed by an evaluation of several alternatives based on style, brand, and other attributes such as price and color. Once an alternative is selected, purchase occurs. Fundamental to the general concept of clothing buying behavior is the act of purchasing. Purchase is the outcome of buying behavior, which may result in a decision to buy, to delay the decision, or to not buy (Mahatoo, 1985). In the purchase stage, the consumer makes several decisions that result in a buying behavior pattern. The consumer must decide where (eg. in what store) to purchase a product. After purchase, the consumer carries

out three additional stages of behavior which are consumption, post-consumption evaluation, and divestment.

In this study, the purchase decision refers to the degree to which consumers intend to purchase casual clothes. This study examined purchase intention for two main reasons. First, if the researcher measures purchase decision, the respondents will give information on purchase decisions made over differing time periods of actual purchase. This would create some sort of a response bias, as some respondents may not be able to recall or give accurate information pertaining to their past purchases. Second, some post-purchase may also interfere with the respondents' true assessment of items such as product attributes and attitude towards product and brand. This problem could be reduced by asking respondents about their purchase intention (Wee, Tan & Cheok, 1996).

Purchase intention was personal action tendencies relating to the brand (Bagozzi & Robert, 1979; Ostrom, 1969). Intention represented the person's motivation in the sense of his or her conscious plan to exert effort to carry out a behavior (Eagly & Chaiken, 1993). Spears and Singh (2004) defined purchase intention as an individual's conscious plan to make an effort to purchase a brand. Also, Newberry, Klemz and Boshoff (2003) stated that purchase intention was commonly used as a basis to forecast purchase behavior.

Forsythe, Kim, & Pete (1999) found that price along with design and quality significantly influenced purchase intention. Summers and Belleau (2005) found that price and quality influenced on consumer purchase intention. On the other hand, Chen-Yu and Kincade (2001) stated that consumers' overall perception toward the product determines their purchase behaviors. They also found that quality, color, and style influenced consumers' decisions about purchasing their clothes. Moreover,

previous studies found that product attribute was important in consumers' buying decisions (Anderson, 1973; Martin, 1971; Wall, Dickey, & Talarzyk, 1977).

4.   Conceptual Framework

Figure 2.2   Conceptual Framework of purchasing decision for casual clothes

Independent Variables   **Dependent Variable**
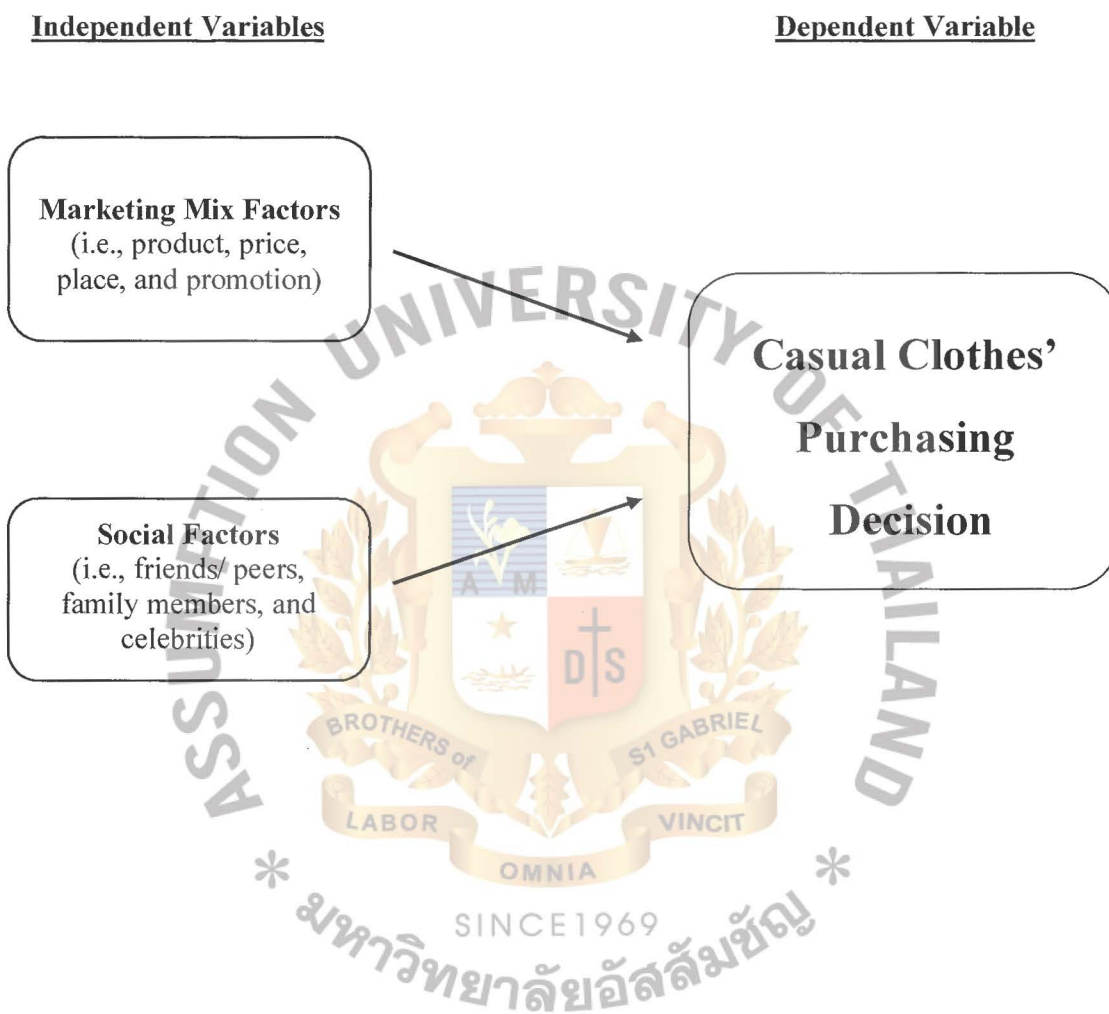
5.   **Research Hypotheses**

After defining the important variables and establishing the relationship among them through logical reasoning, hypotheses were developed from the conceptual framework depicted in Figure 2.2. Three hypotheses are proposed:

H1:   Marketing mix factors (i.e., product, price, place, and promotion) affect female's purchasing decision for casual clothes.

H2:   Social factors (i.e., friends, family members, and celebrities) affect female's purchasing decision for casual clothes.

H3:   Marketing mix factors (i.e., product, price, place, and promotion) and social factors (i.e., friends, family members, and celebrities) predict female's purchasing decision for casual clothes.
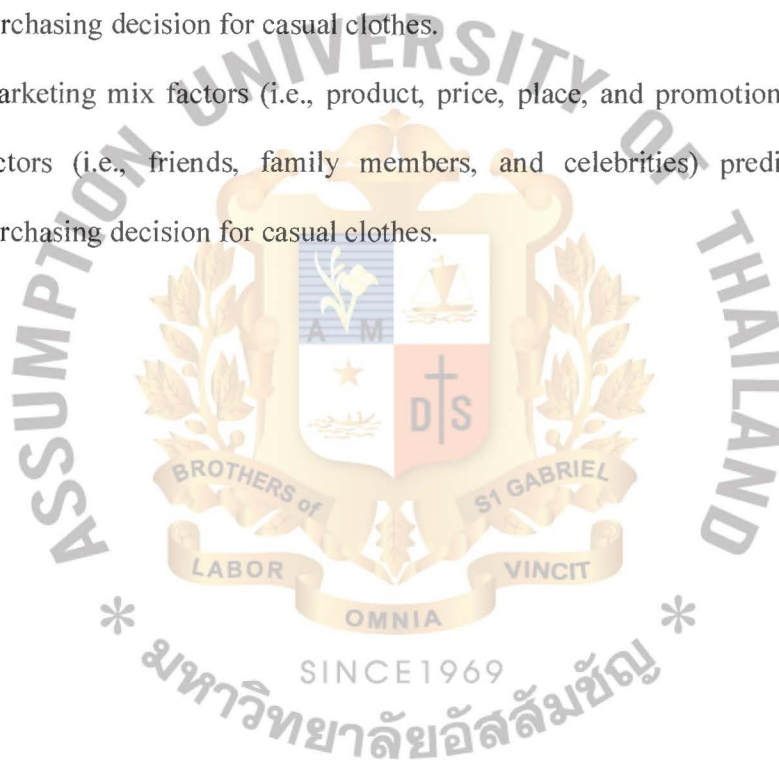
6.   Concept and Operationalization of Variables

Table 2.1 presents the conceptual definition, operational components, and scale level. Two independent variables and one independent variable were measured. Independent variables were marketing mix (i.e., product, price, place, and promotion) and social factors (i.e., friends, family members, and celebrities). The dependent variable was casual clothes purchasing decisions.

Concept	Conceptual Definition	Operational Components	Scale Level
Marketing Mix *Product*	The important attributes of casual clothes including design/style, fit, quality, and color that customers consider when purchasing.	The degree to which style/ design, fit, quality, and color represents consumer decision when buying casual clothes.	Interval scale
Marketing Mix *Price*	The amount of money consumers pays for casual clothes.	The degree to which price of casual clothes represents consumer decision when buying casual clothes.	Interval scale
Marketing Mix *Place*	The location, type of stores, and store attributes where casual clothes can be purchased.	The degree to which type of stores and store attributes represents consumer decision when buying casual clothes.	Interval Scale

Concept	Conceptual Definition	Operational Components	Measurement
Marketing Mix *Promotion*	Advertising including television, newspaper, magazine, radio, and brochure and sales promotion including price discount and coupons that influence on purchase decision of casual clothes.	The degree to which advertising and sales promotion represents consumer decision when buying casual clothes.	Interval Scale
Social Factors	People who have an influence on purchase decision of casual clothes.	The degree to which friends/ peers, family members, and celebrities represent consumer decision when buying casual clothes.	Interval scale
Purchasing Decision	The stage in which consumers intend to buy the casual clothes.	The degree to which consumers consider and evaluate the factors affecting to purchase decision.	Interval scale

7. Variables and Related Theoretical Perspectives Operationalization

Table 2.2: Variables and Related Theoretical Perspectives Operationalization

Independent Variables	
Variables	**Theoretical Perspectives**
Marketing Mix factors	- Stages of the Consumer Decision Process
Social factor	- Consumer Socialization Theory
Dependent Variable	
Variable	**Theoretical Perspective**
Purchasing Decision	- Stages of the Consumer Decision Process

CHAPTER 3

METHODOLOGY OF THE STUDY

This chapter presents methodology of the study including the research design, population and sampling, research instruments, and data analysis.

1.   Research Design

Descriptive research was used in this research to investigate factors influencing consumer purchasing decision for casual clothes, especially on female consumers. I examined the influence of two independent variables: marketing mix and social factors on one dependent variable: purchasing decision.

Survey method was used to collect data by using a questionnaire. The information was gathered from a sample group of female college students. This study used survey method because it provides quick, inexpensive, efficient and accurate means of assessing information about a population. A set of the questionnaire distributed to determine what were the factors affecting female college students' purchasing decision, and how marketing mix factor and social factors influenced female college students in purchasing casual clothes.

2.   Target Population and Sampling Procedures

2.1 Target Population

The target population of this study was the respondents who were female undergraduate students studying in private and public universities in the Bangkok and adjacent areas. As Mintel (2001) stated that female as a gender that likely to spend their money on clothing. Thus, female college students were emphasized in this study.

2.2 Sample Size

To determine the sampling size for this survey, the number of respondents was referenced to Saunders, Lewis and Thornhill (2003)'s table of sample size (see Appendix A). According to Thai educational statistics (2005), a total number of college students who studied in Thailand were 1,651,417. A number of college students who studied in public university were 1,417,611 and in private university were 233,806. The number of female college students were approximately 842,223 when compare with total populations in Thailand. From the table, with the allowance for the sampling error in this study is 5% with 95% confident level. Therefore, the sample size of 383 respondents is the required size of sample. Based on this data, the sample size of the present study using 400.

2.3 Sampling Procedure

In this study, the researcher used non-probability sampling technique for selecting the sample. As Zikmund (2002) stated that non-probability sampling was a sampling technique in which units of the sample were selected on the basis of personal judgment or convenience. Convenience sampling method was used to collect the data from female college students. The questionnaire was distributed to four

representative universities in Thailand which were Assumption university, Bangkok university, Chulalongkorn university, and Thammasat university.

3. Research Instruments

3.1 Questionnaire

One of the most commonly applied techniques used to obtain information from research subject was a questionnaire (Schumacher & McMillan, 1993). In this study, respondents were asked to complete a set of questionnaire containing three parts. To better understand by all respondents the questionnaire was prepared both in the English version (see Appendix B) the Thai versions (see Appendix C) Three parts of questionnaire are as followed:

Part I: General information in purchasing casual clothes. This part consisted of 7 close-ended questions asking respondents about the main reason for buying casual clothes, casual clothes expenditures, and buying behavior. For example: how much money did you spend on casual clothes and etc.

Part II: This part consisted of 33 questions asking the degree to which each statement represents their purchasing behaviors. The scale ranges from 5 strongly agree to 1 strongly disagree. For example: I care more about style/design of casual clothes, price tends to influence my selection of casual clothes, and etc.

The result of reliability analysis after examining the questionnaire instrument by calculating Cronbach's Coefficient Alpha value of this study for the total 400 copies of questionnaire (see Table 3.1). The reliability analysis showed that the Cronbach's Coefficient Alpha of the 25 items of marketing mix factor was .75 and the 8 items of social factor was .76

Table 3.1: Reliability Analysis-Scale (Cronbach's Coefficient Alpha)

Factors	Cronbach's Coefficient Alpha
Marketing mix factors	.746
Social factors	.758

Part III: This part consisted of 6 questions asking about their demographic data which are age, university, faculty, income level, and family income.

4. Pretest

Pre-testing was conducted to verify the validity and the reliability of the questionnaire and to find the ambiguous and misunderstanding questions. I conducted a pre-test of the questionnaire by distributing 30 copies of the questionnaire to female college students.

The data from 30 copies of questionnaire was analyzed by SPSS program to examine the reliability of the instrument using in this study. The results of pre-testing were concluded that the questionnaire of this study had adequate reliability in testing the research questions. The Cronbach's Coefficient Alpha value was above 0.70. According to Sekaran (1992), Cronbach's Coefficient Alpha value was above 0.60 considered to be acceptable.

5. Collection of the Data

In this study, the researcher selected the sample based on convenience sampling to collect the data from 4 representative universities in Thailand by using

self-administered survey. The respondents were asked to complete the set of questionnaire. The questionnaire was distributed to respondents who passed through researcher and willing to fill out the questionnaire. The researcher randomly selected 2 private universities and 2 public universities, which are well-known and credible universities in Thailand. Four universities are as followed:

Assumption University	100
Bangkok University	100
Chulalongkorn University	100
Thammasat University	100
Total	**400**

6. Proposed Data Processing and Analysis

Descriptive analysis was used to transform raw data into form that made them easy to understand and interpret. Describing responses or observations was typically the first form of analysis. Calculating averages, frequency distributions, and percentage distributions were the most common ways of summarizing data (Zikmund, 2002). In this study, descriptive analysis was selected to summarize general information in purchasing casual clothes and demographic data in part one and part three of the questionnaire. Also, reliability test was conducted to test all scales in this study.

For H1, a multiple regression analysis was conducted to examine the relationship between marketing mix factors (i.e., product, price, place, and promotion) and casual clothes purchasing decision of female college students. For H2, a multiple regression analysis was performed to test the relationship between social factors (i.e., friends, family members, and celebrities) and casual clothes purchasing decision of

female college students. For H3, a multiple regression analysis was used to investigate the influence of marketing mix factors (i.e., product, price, place, and promotion) and social factors (i.e., friends, family members, and celebrities) on casual clothes purchasing decision of female college students.

Table 3.2   The summary of statistical method test for each hypothesis:

Independent Vs Dependent Variables

Hypotheses	Independent Variables	Dependent Variable	Statistical Test
Hypothesis 1	Marketing mix factors (e.g. product, price, place and promotion)	Purchase decision for casual clothes	Multiple regression analysis
Hypothesis 2	Social factors (e.g. family members, friends, celebrities)	Purchase decision for casual clothes	Multiple regression analysis
Hypothesis 3	Marketing mix factors (e.g. product, price, place and promotion) and social factors (e.g. family members, friends, celebrities)	Purchase decision for casual clothes	Multiple regression analysis

Table 3.3   The summary of statistical method test for each part of questionnaire:

Questionnaire	Statistical Test
Part I	Descriptive analysis, Frequency
Part II	Multiple regression analysis
Part III	Descriptive analysis, Frequency

CHAPTER 4

DATA ANALYSIS AND RESULTS

In this chapter, the analyses of primary data from 400 completed questionnaires were presented. Analyzing the primary data and interpretation of finding were divided into two parts: descriptive statistic analysis and hypothesis testing.

Part 1: The descriptive of the raw data was given to examine.

Part 2: Three hypotheses were tested by using Multiple Regression Analysis.

Table 4.1 Response rate of questionnaire survey

Questionnaire	N	Percentage (%)
Distributed questionnaire	450	100
Returned questionnaire	400	89

1. Descriptive Statistics Analysis

Descriptive statistics for this research used in describing primary data of respondents' particularly demographic profile which are age, year of study, income level, and family income, and the general information in purchasing casual clothes including the main reason for buying casual clothes, casual clothes expenditures, and buying behaviors.

1.1 Demographic Characteristics

The respondents of the survey comprised 400 female college students. The results showed that 265 respondents (66.3%) were in the category 18-20 years old, 118 respondents (29.5%) in the category 21-23 years old, 12 respondents (3%) aged less than 18 years old, and 5 respondents (1.3%) in the category 24-26 years old. The

majority (41.5%) was junior students, 88 respondents (22%) were sophomore, 72 respondents (18%) were senior, 70 respondents (17.5%) were freshmen, and only 4 respondents (1%) were studying in year 5 or higher. Most of the respondents (52.8%) had monthly income between 5,000-10,000 Baht, 90 respondents (22.5%) had monthly income less than 5,000 Baht, 85 respondents (21.3%) had monthly income between 10,001- 20,000 Baht, 10 respondents (2.5%) had monthly income 20,001-30,000 Baht, and only 4 respondents (1%) had income more than 30,000 Baht per month.

1.2 General Information in Purchasing Casual Clothes of Respondents

Of the total 400 respondents, 296 respondents (74%) compared price before purchasing casual clothes, and 104 respondents (26%) did not compare price. The majority of respondents agreed that the five most important reasons for purchasing decision of casual clothes among female college students were personal preference, style, comfort, price, and quality respectively. Most respondents (34.8%) spent between 500-1,000 Baht on purchasing casual clothes per month, 78 respondents (19.5%) spent between 1,001 -2,000 Baht per month, 59 respondents (14.8%) spent between 1,501-2,000 Baht per month, 53 respondents (13.3%) spent less than 500 Baht per month, 45 respondents (11.3%) spent more than 2,500 Baht per month, and only 26 respondents (6.5%) spent between 2,001-2,500 Baht per month (see appendix D).

Moreover, the majority of respondents (32%) spent on purchasing casual clothes between 200-400 Baht per time. Eighty-six respondents (21.5%) spent between 400-600 Baht per time, 72 respondents (18%) spent between 801-1,000 Baht per time, 52 respondents (13%) spent between 601-800 Baht per time. Forty-six

respondents (11.5%) spent more than 1,000 Baht per time, and 16 respondents (4%) spent less than 200 Baht per time. Most of the respondents (56%) purchased casual clothes 2-3 pieces per month, seventy-five respondents (18.8%) purchased 4-5 pieces per month, 53 respondents (13.3%) purchased 0-1 piece per month, and 48 respondents (12%) purchased more than 5 pieces per month. In addition, mostly (53.3%) intended to purchase casual clothes 2-3 times per month, whereas 210 respondents (52.5%) usually purchase casual clothes 2-3 times per month.
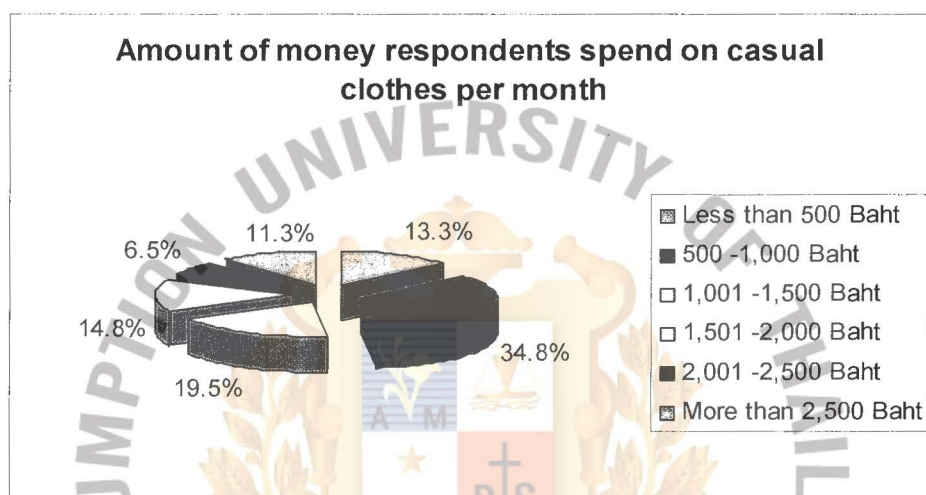

Figure 4.1: The Amount of Money Respondents Spend on Casual Clothes per Month
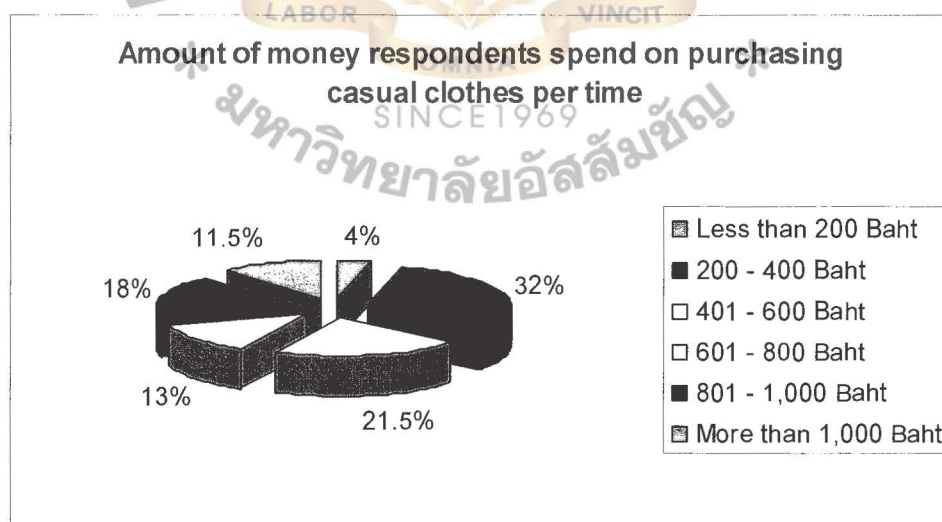

Figure 4.2: The Amount of Money Respondents Spend on Casual Clothes per Time
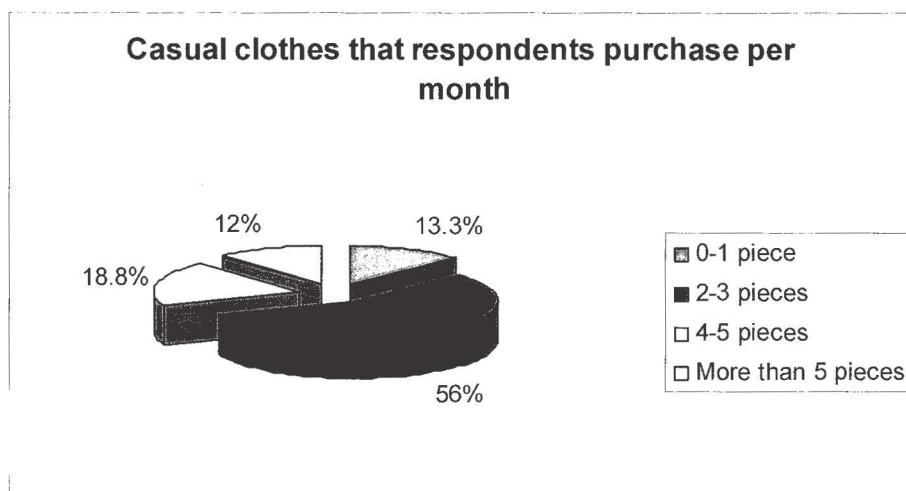
Figure 4.3: The Amount of Casual Clothes that Respondents spend per Month
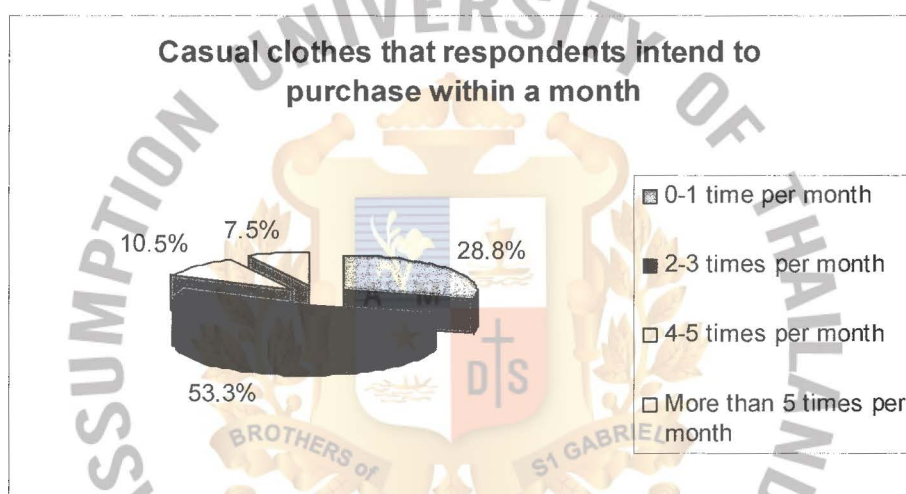
Figure 4.4: The Amount of Casual Clothes that Respondents intend to Purchase within a Month
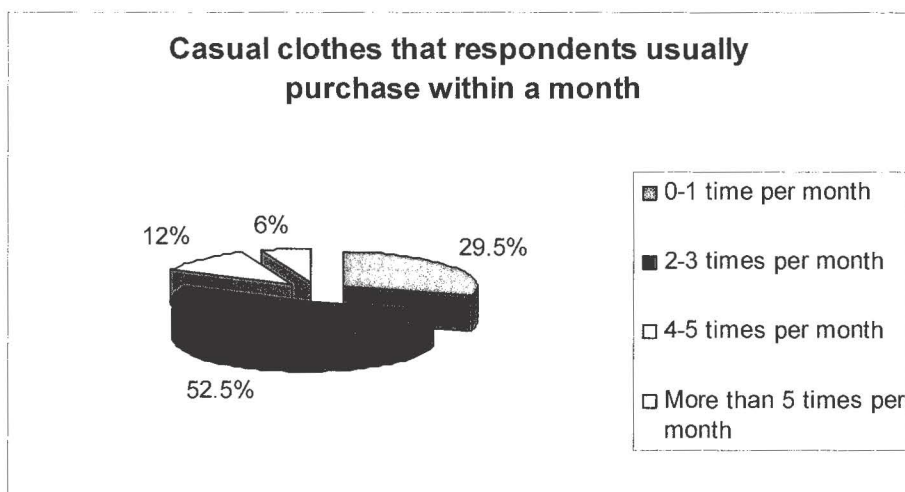
Figure 4.5: The Amount of Casual Clothes that Respondents Usually Purchase within a Month

2. Hypothesis Testing

2.1 Multiple Regression Analysis

In this study, a multiple regression analysis was used to test the influence of two independent variables which are marketing mix (i.e., product, price, place, promotion) and social factor (i.e., friends/peers, family members and celebrities) on casual clothes purchasing decision among female college students. For hypothesis testing (95% confidence level), multiple regression should has significance value or P-value less than 0.05 (Sig. < 0.05).

Hypothesis 1 stated that marketing mix factors (i.e., product, price, place, and promotion) affected casual clothes purchasing decision of female college students. The results showed that marketing mix (i.e., product, price, place, and promotion) accounted for 5.9% of variance in casual clothes purchase decision, $R = .243$, $R^2 = .059$, $F(4, 395) = 6.188$, $p < .001$. Hypothesis 1 was partially supported. Price ($\beta = -.164$, $p < .01$) was significant negative predictor of casual clothes purchase decision of female college students, whereas place ($\beta = .149$, $p < .01$) was the positively

predicted of casual clothes purchase decision of female college students (see Table 4.2).

Table 4.2

Multiple Regression Analysis for Marketing Mix predicting casual clothes purchasing decision of female college students (N=400)				
Dependent Variable	Predictors	B	SE B	B
Purchase decision for casual clothes				$R^2 = .059***$
	Product	.164	.101	.085
	Price	-.266	.080	-.164**
	Place	.305	.112	.149**
	Promotion	.014	.094	.008

Note. ** $p <.01$, *** $p <.001$

Hypothesis 2 stated that social factors (i.e., friends, family members, and celebrities) affected casual clothes purchasing decision of female college students. The results showed that social factors (i.e., friends, family members, and celebrities) accounted for 5.3% of variance in casual clothes purchase decision, $R = .230$, $R^2 = .053$, $F(3, 396) = 7.385$, p <.001. Hypothesis 2 was partially supported. Family members ($\beta = -.152$, $p < .01$) were significant negative predictor of casual clothes purchase decision, whereas celebrities ($\beta = .204$, $p < .001$) were significant positive predictor of casual clothes purchase decision of female college students (see table 4.3).

Table 4.3

Multiple Regression Analysis for Social factors predicting casual clothes purchasing decision of female college students (N=400)				
Dependent Variable	**Predictors**	**B**	**SE B**	**β**
Purchase decision for casual clothes				$R^2 = .053$***
	Friends	.023	.064	.020
	Family members	-.175	.059	-.152**
	Celebrities	.180	.047	.204***

Note. ** $p < .01$, *** $p < .001$

Hypothesis 3 stated that marketing mix (i.e., product, price, place, and promotion) and social factors (i.e., friends, family members, and celebrities) predicted casual clothes purchasing decision of female college students. After all variables were entered, the final regression accounted for 5.3% of the variance in casual clothes' purchasing decision. Hypothesis 3 was partially supported. For social factors, family members (β = -.167, p < .01) were significant negative predictor of casual clothes purchase decision, whereas celebrities (β = .162, p < .01) was the positively predicted of casual clothes purchase decision of female college students. For marketing mix, both product (β = .104, p < .05) and place (β = .128, p < .05) were significant positive contributors to casual clothes purchase decision of female college students. However, only price (β = -.146, p < .01) was significant negative predictor of casual clothes purchase decision of female college students (see Table 4.4).

Table 4.4

Hierarchical Regression Analysis for Marketing Mix and Social factors predicting casual clothes purchasing decision of female college students (N=400)					
Dependent Variable	**Predictors**		**B**	**SE B**	**β**
Purchase decision for casual clothes					$R^2 = .053^{***}$
	Social factors	*Friends*	.023	.064	.020
		Family members	-.175	.059	-.152**
		Celebrities	.180	.047	.204***
					$\Delta R^2 = .028^{***}$
	Both marketing mix and social factors	*Friends*	.018	.064	.015
		Family members	-.191	.059	-.167**
		Celebrities	.143	.048	.162**
		Product	.202	.100	.104*
		Price	-.237	.079	-146**
		Place	.262	.112	.128*
		Promotion	-.027	.097	-.015

Note. $* p < .05, ** p < .01, *** p < .001$

3 Summary of Hypotheses Testing

In conclusion, the analysis of the factors affecting purchasing decision for casual clothes of female college students was conducted in this research consisting of 2 independent variables including marketing mix factors (i.e., product, price, place, and promotion) and social factors (i.e., friends, family members, and celebrities). The results showed that 3 hypotheses were partially supported. For hypothesis1, price and place were the main predictors that influenced college students when they decided to purchase casual clothes. The result indicated that if the price of casual clothes was

high, the tendency to purchase casual clothes would be decrease. These mean people were more likely to buy clothes when the price was low or not expensive. Moreover, female college students preferred to shop for casual clothes at department stores, specialty stores, markets, and stalls. Also, they preferred to shop in stores that had fitting room, easily to find parking spaces, beautiful outside store appearance, beautiful decoration and in-store displays, and convenience location for traveling. For hypothesis 2, family members and celebrities were the main predictors that influenced college students when they decided to purchase casual clothes. The results showed that the more family members' opinions, the less willingness to purchase casual clothes. In addition, the dress of celebrities affected female college students so much when they decided to purchase casual clothes. For hypothesis 3, product, price, place, family members, and celebrities were the main predictors that influenced purchasing decision for casual clothes of female college students. When marketing mix and social factors were considered together, the main predictors were same as hypothesis 1 and 2. But product also affected purchase decision of casual clothes. This indicated that product including style/design, quality, different colors, and fit influenced college students when they decided to purchase casual clothes.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

This chapter presented the summary and the conclusion of this study. It consisted of 6 parts. The first part was the summary of the study. The second part was the summary of findings. The third part was the discussion of the research findings which the results and findings of each independent variable were explained separately. The fourth part was the conclusion of the entire research results. The fifth part was the implication for practice and the last part was the recommendations for the further study.

1. Summary of the Study

This study was emphasized on purchasing behavior to examine the factors influencing consumer's purchase decision of casual clothes among female college students. Therefore, this study aimed to focus on the influence of marketing mix elements (e.g., product, price, place, promotion) and social factors (e.g., friends/peers, family members and celebrities) on purchasing decision of casual clothes. Moreover, consumer decision process and consumer socialization theory was a valuable theoretical framework to help better understand purchase decision of casual clothes.

2. Summary of the Findings

The 450 questionnaires were distributed to collect data in June 2007 from 4 representative universities in Thailand which are Assumption university, Bangkok university, Chulalongkorn university, and Thammasat university. But only 400 completed questionnaires were returned. By using SPSS program, the results of the survey were interpreted by descriptive analysis for general information in purchasing casual clothes in part one and demographic profile in part three of the questionnaire. The second part of questionnaire about the factors influencing purchasing decision for casual clothes was analyzed and reported the finding by multiple regressions statistical method.

From a total of 400 questionnaires, most of respondents were aged ranging from 18 – 20 years old (66.3%). The majority of respondents (41.5%) were junior students, the personal monthly income was 5,000 – 10,000 baht (52.8%). Mostly, the family income of respondents is between 40,000-80,000 Baht with the percentage of 38.3% (153 respondents).

From descriptive analysis, the majority of respondents compared price before purchasing casual clothes and the 5 most important reasons for purchasing decision of casual clothes among female college students were personal preference, style, comfort, price, and quality respectively. Most respondents spent 500-1,000 Baht on purchasing casual clothes per month and 200-400 Baht per time. Moreover, the majority of respondents purchased casual clothes 2-3 pieces per month and they intended to purchase casual clothes 2-3 times per month.

From the multiple regression analyses revealed that both marketing mix and social factors (independent variables) explained purchasing decision for casual clothes among female college students (dependent variable). Overall, the findings revealed

that product, place, and celebrities were significant positively affected casual clothes purchasing decision of female college students. This indicated that the more attractive of product attributes including style/design, quality, color, and fit, the more consumers' willingness to purchase casual clothes. Also, the more attractive of stores attributes including beautiful outside store appearance, easy to find parking spaces, had fitting room, beautiful decoration and in-store display, and convenience location, the more consumers' willingness to purchase casual clothes. Moreover, respondents reported that celebrities' ideas influenced their purchase decisions. While price and family members was significant negatively predicted purchasing decision for casual clothes among female college students. The finding showed that if the price was high, the willingness to purchase casual clothes would be decreased. Also, if college students got more family members' opinions, the willingness to purchase casual clothes among female college students would be decreased.

3. Discussion of the Research Findings

This study examined how marketing mix factors (i.e., product, price, place, and promotion) and social factors (i.e., friends, family members, and celebrities) influenced casual clothes purchasing decision of female college students. Thus, this study tested three hypotheses. The findings revealed that all these 3 hypotheses were supported.

Overall, both marketing mix and social factors helped explain purchasing decision of casual clothes among female college students better than did only marketing mix factor. Therefore, only marketing mix factor may not be enough to explain consumer's purchasing decision.

The finding in this study indicated 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 purchase decision among female college students. This was consistent with previous studies, which found that product attributes were important in consumers' buying decisions (Anderson, 1973; Martin, 1971; Wall, Dickey, & Talarzyk, 1977). The results revealed that female consumers were more likely to buy clothes when they were satisfied with the product attributes (e.g., style/design, quality, fit, and color), and place including type of store (e.g., department stores, specialty stores, stalls, and market) and store attributes (e.g. store atmosphere, location, and parking facilities). The result of this study is consistent with prior research, which indicated that price, design, and quality significantly influenced clothing purchase decision (Forsythe et al., 1999). Furthermore, place affected female college students to buy clothes because they might be satisfied with external things such as store appearances and they wanted more convenience such as location, fitting room available, parking facilities, and etc. Nowadays, each store offers various facilities to satisfy their customers. Also, retailers try to attract customers to visit their store by making a beautiful outside store appearance and beautiful decoration and in-store displays.

Moreover, the results revealed that if the price was high, the willingness to purchase casual clothes would be decreased. This mean female college students were more likely to buy clothes in a low price. It was consistent with Sukphan et.al. (1990) who found that people bought ready-to-wear clothes because of the low price. Possibly, female college students think that price is more important than quality because they want fashionable clothes and in-trend. Thus, they do not care much about the quality of the clothes. They prefer cheaper price of clothes because

fashionable clothes will be popular in a particular time, it is easy to out of date. They do not want to pay high price of clothes. But price may not be an important factor for others group of people such officers which may think quality was more important than price.

In addition, celebrities also influenced on purchasing decision for casual clothes of female college students. Presently, technology is related to everyone's daily life. It is possible that college students spend their time with the computer to search for information on internet such as fashion trends and this may affect them to far away from interpersonal communication. Thus, they may make decisions based on what they saw from the media and celebrities. The results of this study demonstrated that celebrities affected purchasing decision among female college students. This was consistent with earlier studies such as Martin and Bush (2000) and Ohanian (1991) suggesting that celebrities had positive influence on purchase decision.

However, friends were not predicted casual clothes purchasing decision of female college students in this study. This finding was inconsistent with other studies, which indicated that friends were known to play a role in clothing purchases (Grant & Stephen, 2005; Wilson & MacGillivray, 1998). As previous studies suggested that the influence of socialization agents may vary according to demographic and social characteristics (Kamaruddin & Mokhills, 2003). In addition, several studies suggested that fit was that first attribute that affected clothing purchase decision (Smathers & Horridge, 1978). This is inconsistent with the result of this study because product including fit affected purchase decision when both marketing mix and social factors were entered in the multiple regression in this study. Moreover, past research produced inconsistent results about clothing purchase decision. Parents affected buying decision for fashion clothing (Grant & Stephen, 2005; Martin & Bush, 2000).

The results of this study revealed that the family members' ideas did not affected purchasing decision of female college students. Perhaps, they may think that they are more mature to make their own purchase decision.

4.   Conclusions

Everyday, consumers passes through consumer buying decision process in making choices about which products and services to buy. Consumers may be affected from several factors such as marketing mix, social culture, reference group, technology, political, economic, and personal influence in their buying decision process. This study focused on how marketing mix (e.g., product, price, place, promotion) and social factors (e.g., friends/peers, family members and celebrities) influenced purchasing decision for casual clothes among female college students to understand consumer's purchase behavior of ready-to-wear casual clothes.

Survey method was used to collect data by using questionnaire. The target population was the respondents who were female undergraduate students studying in private and public universities in the Bangkok and adjacent areas. A total of 400 respondents participated in this study. The questionnaire was distributed to four representative universities which were Assumption university, Bangkok university, Chulalongkorn university, and Thammasat university.

According to the results of hypotheses testing by using Multiple Regression Analysis, three hypotheses were partially supported. For marketing mix factors, place was a positive predictor of female's purchasing decision for casual clothes whereas price was a negative predictor of purchasing decision for casual clothes among female college students. On the other hand, product and promotion did not influenced on purchasing decision for casual clothes among female college students. For social

factors, celebrities was a positive predictor of female's purchasing decision for casual clothes whereas family members were negative predictor of purchasing decision for casual clothes among female college students. However, friends did not influence purchasing decision for casual clothes among female college students. Both marketing mix and social factors, product, place, and celebrities positively affected purchasing decision for casual clothes among female college students whereas both family members and price negatively influenced purchasing decision for casual clothes among female college students. In addition, both friends, and promotion did not influenced on purchasing decision for casual clothes among female college students.

5. Implication for Practice

As the results from research finding, it can help entrepreneurs and marketers who are in the clothing and textile business to know what is the factors that have an influence on purchasing decision for casual clothes among consumers, especially female.

The results of this study can apply to both business and academic areas. For business area, it can help marketers to understand customers' needs, what would influence customers to buy casual clothes. Also, the result of this study found that female college students considered their personal preference (an interest in or desire for some casual clothes) to be the most important factor when purchasing casual clothes. Thus, marketers may need to differentiate their merchandise and adapted to their customers' needs. Moreover, it seems that the market penetration strategy (set the price as low as possible) is more suitable than the market skimming strategy (set a high price) for female college students, since the survey results showed that they were attracted by low price, and they will compare price before purchasing casual clothes.

In addition, entrepreneurs and marketers may need to provide a good store atmosphere in order to satisfy consumers' needs. This can be done by offering more parking spaces, fitting room, a beautiful outside store appearance, convenience location for traveling, beautiful decoration and in-store display. Based on the findings, celebrities were found to be the main predictor of casual clothes purchasing decision among female college students. Therefore, using celebrities as the presenter should be emphasized. For the academic area, the results of this study extend the knowledge in the area of marketing and communication in a way that how marketing and communication affecting purchasing decision for fashion product especially on clothes.

An overall finding of this study is how marketing mix factors and social factors influence purchasing decision among female college students. Only marketing mix is not enough. Perhaps, communication also influences purchasing decision. Therefore, clothing manufacturers and retailers should use celebrities to help develop their brand. The communication can be adapted to influence customer in purchasing decision by launching communication campaign and advertising that using celebrity endorsers.

6. Recommendations for Further Study

This study only examined the influence of marketing mix (i.e., product, price, place, and promotion) and social factors (i.e., friends, family member, and celebrities) on purchasing decision of casual clothes among female college students in Thailand. Future research should include other variables that may affect consumer purchase decision for example, motivation, life style, and personality to better understand consumer purchasing behaviors. Culture differences and norms should be considered

as one of the factors affecting purchasing decision of casual clothes because culture and norms maybe different in the difference group of people.

Moreover, future research should include observation research and in-depth interview with the target market to better understand the factor affecting purchasing decision of particular merchandise. This will help to enable a better understanding for the purchasing behavior of casual clothes.

Finally, the finding and results of this research were collected and analyzed from the specific group of respondents' female college, which may not be a representative of other group of population. Thus, the further research should consider conducting with other groups of people rather than female college students such as male, female officers, etc.

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APPENDIX A:

Table of Sample size

Theoretical Sample Size for Different type of study

Size of Population	Required sample for Tolerable Error			
	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	434	384
500	217	340	414	475
750	254	440	571	696
1,000	278	516	706	906
2,000	322	696	1,091	1,655
5,000	357	879	1,622	3,288
10,000	370	964	1,936	4,899
100,000	383	1,056	2,345	8,762
1,000,000	384	1,066	2,395	9,513
10,000,000	384	1,067	2,400	9,595

Sources: Saunders, M., Lewis, P., & Thornhill, A. (2003). *Research Methods for business students.*

New York: Prentice Hall, Inc.

APPENDIX B:

Questionnaire (English version)

This questionnaire is prepared for a study of purchasing behaviors. This study is a part of research project requirement for Master of Science in Management at Assumption University. Please choose your answers according to facts and your true opinions. Thank you for your kind cooperation.

Instruction: Please check √ in your choosing answer.

Part I

1) Which factor affects your decision to buy casual clothes the most? (**please rank from 1 to 5, given "5" is the most important and "1" is the least important**)

   ☐ Comfort   ☐ Style/design

   ☐ Color   ☐ Quality

   ☐ Price   ☐ Durability

   ☐ Easy Care   ☐ Brand

   ☐ Fitting   ☐ Personal preference

   ☐ Benefit in usage

2) How much money did you spend on casual clothes per month?

   ☐ Less than 500 Baht   ☐ 500-1,000 Baht

   ☐ 1,001-1,500 Baht   ☐ 1,501-2,000 Baht

   ☐ 2,001-2,500 Baht   ☐ More than 2,500 Baht

3) How much money did you spend on casual clothes per time?

   ☐ Less than 200 Baht   ☐ 200-400 Baht

   ☐ 401-600 Baht   ☐ 601-800 Baht

   ☐ 801-1000 Baht   ☐ More than 1000 Baht

4) How many pieces of casual clothes did you buy per month?

   ☐ 0-1 piece   ☐ 2-3 pieces

   ☐ 4-5 pieces   ☐ More than 5 pieces

5) Did you compare price before you buy casual clothes?

   ☐ Yes   ☐ No

6) How often do you intend to buy casual clothes within a month?

   ☐ 0-1 time per month   ☐ 2-3 times per month

   ☐ 4-5 times per month   ☐ More than 5 times per month

7) How often do you usually buy casual clothes within a month?

   ☐ 0-1 time per month   ☐ 2-3 times per month

   ☐ 4-5 times per month   ☐ More than 5 times per month

Part II

Instruction: Please indicate the degree to which the statement represents your decision when buying casual clothes (5 = strongly agree, 1 = strong disagree).

Product	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
1) I care more about style/design of casual clothes.	5	4	3	2	1
2) I consider to the quality of casual clothes before buying.	5	4	3	2	1
3) I tend to buy casual clothes that have different colors I can select.	5	4	3	2	1
4) I tend to buy casual clothes that fit to me.	5	4	3	2	1
Price					
5) I tend to buy casual clothes that I like whether it's cheap or expensive.	5	4	3	2	1
6) I tend to buy casual clothes that are cheap.	5	4	3	2	1
7) I think that better quality clothing is worth a higher price.	5	4	3	2	1
8) Price tends to influence my selection of casual clothes.	5	4	3	2	1
Place					
9) I like to shop in stores that are easily to find a parking space.	5	4	3	2	1
10) I like to shop in stores that have fitting room.	5	4	3	2	1
11) Beautiful outside store appearance attracts me to buy in that store.	5	4	3	2	1
12) I like to shop in stores that have a convenience location for traveling (e.g., near BTS or MRT).	5	4	3	2	1
13) Beautiful decoration and in-store displays attract me to buy in that store.	5	4	3	2	1
14) I like to shop for casual clothes at department stores (e.g., Central, Siam Paragon, Emporium, The Mall, Robinson).	5	4	3	2	1
15) I like to shop for casual clothes at specialty stores (e.g., retail shop).	5	4	3	2	1
16) I like to shop for casual clothes at market (e.g. JJ Sunday market, Night Bazaar, Major market).	5	4	3	2	1
17) I like to shop for casual clothes at stalls (e.g. small shop along footpath).	5	4	3	2	1
Promotion					
18) I like to shop in stores that offer price discount.	5	4	3	2	1
19) I like to shop in stores that can negotiate the price.	5	4	3	2	1
20) I like to shop in stores that offer coupons.	5	4	3	2	1
21) Newspaper advertisements affect my decision to buy casual clothes.	5	4	3	2	1
22) Television advertisements affect my decision to buy casual clothes.	5	4	3	2	1

	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
23) Radio advertisements affect my decision to buy casual clothes.	5	4	3	2	1
24) Magazine advertisements affect my decision to buy casual clothes.	5	4	3	2	1
25) Brochure advertisements affect my decision to buy casual clothes.	5	4	3	2	1
Social Factors					
26) My friends' opinions affect my decision to buy casual clothes.	5	4	3	2	1
27) When buying casual clothes, I often observe what my friends are buying.	5	4	3	2	1
28) My parents' opinions affect my decision to buy casual clothes.	5	4	3	2	1
29) When buying casual clothes, I generally buy those clothes that I think my parents will approve of them.	5	4	3	2	1
30) My siblings' opinions affect my decision to buy casual clothes.	5	4	3	2	1
31) I often consult my siblings to help choose the best alternative available of casual clothes.	5	4	3	2	1
32) The dress of superstars or celebrities affects my decision to buy casual clothes.	5	4	3	2	1
33) When buying casual clothes, I often observe what superstars or celebrities are dressing.	5	4	3	2	1
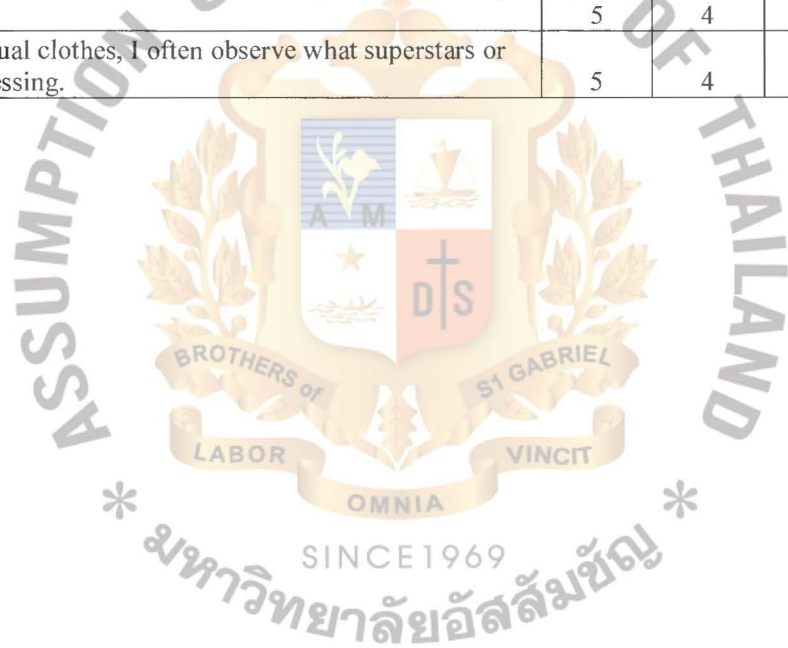
Part III

1) How old are you?

☐ less than 18 years old   ☐ 18 – 20 years old

☐ 21 – 23 years old   ☐ 24 – 26 years old

☐ more than 26 years old

2) Which university are you studying?

☐ Assumption University   ☐ Bangkok University

☐ Chulalongkorn University   ☐ Thammasat University

3) Which year are you studying?

☐ 1st year (Freshmen)   ☐ 2nd year (Sophomore)

☐ 3rd (Junior)   ☐ 4th year (Senior)

☐ 5th year or higher

4) What is your faculty? *please specify* _____

5) What best represents your income per month?

☐ Less than 5,000 Baht   ☐ 5,000 – 10,000 Baht

☐ 10,001 – 20,000 Baht   ☐ 20,001 – 30,000 Baht

☐ Higher than 30,000 Baht

6) What best represents your family income per month?

☐ Less than 40,000 Baht   ☐ 40,000 – 80,000 Baht

☐ 80,001 – 120,000 Baht   ☐ 120,001 – 160,000 Baht

☐ More than 160,000 Baht

----------Thank You----------

APPENDIX C:

Questionnaire (Thai version)

APPENDIX D:

Table of demographic characteristics

แบบสอบถามฉบับนี้จัดทำขึ้น เพื่อใช้ในการวิจัย หัวข้อเรื่อง "พฤติกรรมการซื้อเสื้อผ้า" ซึ่งเป็นส่วนหนึ่งใน
การทำวิจัยประกอบการศึกษาปริญญาโท Master of Science in Management มหาวิทยาลัยอัสสัมชัญ
เพื่อความถูกต้องในการวิเคราะห์ข้อมูล จึงใคร่ขอความกรุณาตอบแบบสอบถามนี้ตามความเป็นจริง และความคิดเห็นของ
ท่านเอง จึงขอบคุณทุกท่านที่ให้ความร่วมมือมา ณ โอกาสนี้ด้วย

โปรดใส่เครื่องหมาย √ หรือกรอกข้อความลงในช่องว่างที่ท่านเลือก

<u>ส่วนที่ 1</u>

1) ปัจจัยใดบ้างที่มีอิทธิพลมากที่สุดในการตัดสินใจซื้อเสื้อผ้าของท่าน (กรุณาเรียงลำดับจาก 1 ถึง 5 โดยให้ 5 = *ปัจจัยที่สำคัญมากที่สุด , 1 = ปัจจัยที่สำคัญน้อยที่สุด*)

☐ การสวมใส่สบาย   ☐ รูปแบบและลวดลายของเสื้อผ้า

☐ สี   ☐ คุณภาพ

☐ ราคา   ☐ ใช้งานได้นาน, ทนทาน

☐ ง่ายต่อการดูแลรักษา   ☐ ยี่ห้อ

☐ มีขนาดที่เหมาะสม, พอดี   ☐ ความชอบส่วนตัว

☐ ประโยชน์ในการใช้สอย

2) ท่านเสียค่าใช้จ่ายโดยเฉลี่ยต่อเดือนเท่าไหร่ในการซื้อเสื้อผ้า

☐ น้อยกว่า 500 บาท   ☐ 500-1,000 บาท

☐ 1,001-1,500 บาท   ☐ 1,501-2,000 บาท

☐ 2,001-2,500 บาท   ☐ มากกว่า 2,500 บาท

3) ท่านเสียค่าใช้จ่ายโดยเฉลี่ยต่อครั้งเท่าไหร่ในการซื้อเสื้อผ้า

☐ น้อยกว่า 200 บาท   ☐ 200-400 บาท

☐ 401-600 บาท   ☐ 601-800 บาท

☐ 801-1000 บาท   ☐ มากกว่า 1000 บาท

4) ท่านซื้อเสื้อผ้าโดยเฉลี่ยกี่ชิ้นต่อเดือน

☐ 0-1 ชิ้น   ☐ 2-3 ชิ้น

☐ 4-5 ชิ้น   ☐ มากกว่า 5 ชิ้น

5) ก่อนการตัดสินใจซื้อเสื้อผ้าท่านเปรียบเทียบราคากับร้านอื่นๆหรือไม่

☐ เปรียบเทียบ   ☐ ไม่เปรียบเทียบ

6) ท่านมีความคิดหรือตั้งใจจะซื้อเสื้อผ้าบ่อยแค่ไหน

☐ 0-1 ครั้งต่อเดือน   ☐ 2-3 ครั้งต่อเดือน

☐ 4-5 ครั้งต่อเดือน   ☐ มากกว่า 5 ครั้งต่อเดือน

7) ในแต่ละเดือนท่านซื้อเสื้อผ้าบ่อยแค่ไหน

☐ 0-1 ครั้งต่อเดือน   ☐ 2-3 ครั้งต่อเดือน

☐ 4-5 ครั้งต่อเดือน   ☐ มากกว่า 5 ครั้งต่อเดือน

<u>ส่วนที่ 2</u>

กรุณาระบุระดับในการตัดสินใจซื้อเสื้อผ้าของท่านในแต่ละปัจจัยดังต่อไปนี้ (5 = เห็นด้วยอย่างยิ่ง, 1 = ไม่เห็นด้วยอย่างยิ่ง)

<u>สินค้า</u>	เห็นด้วยอย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
1) ฉันมักจะคำนึงถึงรูปแบบและลวดลายของเสื้อผ้าก่อนการตัดสินใจซื้อ	5	4	3	2	1
2) ฉันมักจะคำนึงถึงคุณภาพของเสื้อผ้าก่อนการตัดสินใจซื้อ	5	4	3	2	1
3) ฉันมักจะซื้อเสื้อผ้าที่มีสีสันหลากหลายให้ฉันเลือก	5	4	3	2	1
4) ฉันมักจะซื้อเสื้อผ้าที่มีขนาดเหมาะสมและพอดีกับรูปร่าง	5	4	3	2	1
<u>ราคา</u>					
5) ฉันมักจะซื้อเสื้อผ้าที่ฉันชอบโดยไม่คำนึงถึงเรื่องราคา	5	4	3	2	1
6) ฉันมักจะซื้อเสื้อผ้าที่มีราคาถูก	5	4	3	2	1
7) ฉันคิดว่าราคาของเสื้อผ้าควรเหมาะสมกับคุณภาพ	5	4	3	2	1
8) ราคามีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
<u>สถานที่จำหน่าย</u>					
9) ฉันชอบที่จะซื้อเสื้อผ้าในร้านที่มีความสะดวกในการจอดรถ	5	4	3	2	1
10) ฉันชอบที่จะซื้อเสื้อผ้าในร้านที่มีห้องลองเสื้อ	5	4	3	2	1
11) การตกแต่งหน้าร้านมีผลในการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
12) ฉันชอบที่จะซื้อเสื้อผ้าในร้านที่เดินทางสะดวก เช่น มีรถไฟฟ้า, รถไฟใต้ดิน	5	4	3	2	1
13) การตกแต่งภายในและการจัดวางเสื้อผ้าให้ง่ายต่อการเลือกซื้อมีผลในการตัดสินใจซื้อของฉัน	5	4	3	2	1
14) ฉันมักจะซื้อเสื้อผ้าที่ห้างสรรพสินค้า เช่น เซ็นทรัล, สยามพารากอน, เอ็มโพเรียม, เดอะมอลล์, โรบินสัน	5	4	3	2	1
15) ฉันมักจะซื้อเสื้อผ้าในร้านที่ขายเสื้อผ้าโดยเฉพาะ	5	4	3	2	1
16) ฉันมักจะซื้อเสื้อผ้าตามตลาดนัด เช่น ตลาดนัดสวนจตุจักร, สวนลุมไนท์พลาซ่า, ตลาดนัดหน้าเมเจอร์	5	4	3	2	1
17) ฉันมักจะซื้อเสื้อผ้าตามแผงลอย	5	4	3	2	1
<u>การส่งเสริมการขาย</u>					
18) ฉันชอบซื้อเสื้อผ้าในร้านที่มีการลดราคา	5	4	3	2	1
19) ฉันชอบซื้อเสื้อผ้าในร้านที่สามารถต่อรองราคาได้	5	4	3	2	1
20) ฉันชอบซื้อเสื้อผ้าในร้านที่มีคูปองส่วนลด	5	4	3	2	1

	เห็นด้วย อย่างยิ่ง	เห็นด้วย	เฉยๆ	ไม่เห็นด้วย	ไม่เห็นด้วย อย่างยิ่ง
21) โฆษณาทางหนังสือพิมพ์มีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
22) โฆษณาทางโทรทัศน์มีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
23) โฆษณาทางวิทยุมีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
24) โฆษณาทางนิตยสารมีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
25) โฆษณาตามแผ่นพับมีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
<u>ปัจจัยทางสังคม</u>					
26) ความคิดเห็นของเพื่อนมีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
27) บ่อยครั้งที่ฉันจะซื้อเสื้อผ้า ฉันจะสังเกตว่า ตอนนี้เพื่อนนิยมใส่เสื้อผ้าสไตล์ไหน	5	4	3	2	1
28) ความคิดเห็นของพ่อแม่มีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
29) เมื่อฉันคิดจะซื้อเสื้อผ้า ฉันจะซื้อเสื้อที่คิดว่าพ่อกับแม่ของฉันจะไม่ตำหนิ	5	4	3	2	1
30) ความคิดเห็นของญาติพี่น้องมีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
31) บ่อยครั้งที่ฉันจะซื้อเสื้อผ้า ฉันจะปรึกษาญาติพี่น้องที่จะให้ช่วยฉันเลือกเสื้อผ้าตัวที่ดีที่สุด	5	4	3	2	1
32) การแต่งกายของดาราหรือบุคคลที่มีชื่อเสียงที่ฉันชื่นชอบมีอิทธิพลต่อการตัดสินใจซื้อเสื้อผ้าของฉัน	5	4	3	2	1
33) บ่อยครั้งที่ฉันจะซื้อเสื้อผ้า ฉันจะสังเกตว่า ตอนนี้ดาราหรือบุคคลที่ฉันชื่นชอบนิยมใส่เสื้อผ้าสไตล์ไหน	5	4	3	2	1

ส่วนที่ 3

1) ปัจจุบันท่านอายุเท่าใด

☐ น้อยกว่า 18 ปี   ☐ 18 – 20 ปี

☐ 21 – 23 ปี   ☐ 24 – 26 ปี

☐ มากกว่า 26 ปี

2) ปัจจุบันท่านกำลังศึกษาอยู่มหาวิทยาลัยใด

☐ มหาวิทยาลัยอัสสัมชัญ   ☐ มหาวิทยาลัยกรุงเทพ

☐ จุฬาลงกรณ์มหาวิทยาลัย   ☐ มหาวิทยาลัยธรรมศาสตร์

3) ปัจจุบันท่านกำลังศึกษาระดับปริญญาตรีปีใด

☐ ชั้นปีที่ 1   ☐ ชั้นปีที่ 2

☐ ชั้นปีที่ 3   ☐ ชั้นปีที่ 4

☐ ชั้นปีที่ 5 ขึ้นไป

4) ปัจจุบันท่านกำลังศึกษาอยู่คณะใด *โปรดระบุ* _____

5) ท่านมีรายได้เท่าไหร่ต่อเดือน

☐ น้อยกว่า 5,000 บาท   ☐ 5,000 – 10,000 บาท

☐ 10,001 – 20,000 บาท   ☐ 20,001 – 30,000 บาท

☐ มากกว่า 30,000 บาท

6) ครอบครัวของท่านมีรายได้เท่าไหร่ต่อเดือน

☐ น้อยกว่า 40,000 บาท   ☐ 40,000 – 80,000 บาท

☐ 80,001 – 120,000 บาท   ☐ 120,001 – 160,000 บาท

☐ มากกว่า 160,000 บาท

----------Thank You----------

APPENDIX E:

Table of general information in purchasing casual clothes

Age

- 19.5%
- 1.3%
- 3%
- 66.3%

Legend:
- Less than 17 years old
- 18-20 years old
- 21-23 years old
- 24-26 years old

Year of studying

- 18%
- 1%
- 17.5%
- 41.5%
- 22%

Legend:
- Year 1
- Year 2
- Year 3
- Year 4
- Year 5 or higher

Monthly income

- 2.5%
- 1%
- 21.3%
- 22.5%
- 52.8%

Legend:
- Less than 5,000 Baht
- 5,000 - 10,000 Baht
- 10,001 - 20,000 Baht
- 20,001 - 30,000 Baht
- More than 30,000 Baht