

Factors Influencing Purchase Intention towards a Retail Clothing Company

Charnvudh Vajarodaya

Master of Business Administration
Graduate School of Business
Assumption University, Thailand

Maria Socorro Cristina L. Fernando, Ph.D.

Lecturer and Associate Director, MMOD
Graduate School of Business
Assumption University, Thailand

Abstract

This research aims to investigate the factors affecting purchase intention towards retail clothing store . Four independent variables were selected in this research; perceived service quality, perceived value for money, brand awareness, and celebrity/brand congruencies. To measure the construct of the research instrument, a survey questionnaire was administered and data were collected from sample of 400 respondents who were customers of a retail clothing company, utilizing convenience sampling techniques. The significance and relationships of perceived service quality, perceived value for money, brand awareness, and celebrity/brand congruencies on purchase intention were tested and analyzed using the MLR. The result showed that all independent variables are positive predictors of purchase intention towards a retail clothing company. This result provided important managerial implications to retail's management to focus on brand awareness to enhance customers' purchase intention and profitability. Further investigation of the factors contributing to purchase intention such as sale promotion is highly suggested for future studies.

Keywords: perceived service quality, perceived value for money, brand awareness, celebrity/brand congruencies, purchase intentions.

Introduction

From a single apparel store in Sweden, the retail clothing company, has been a very successful brand operating in Sweden for over a period of time where the brand started its expansion in several countries. The retail clothing company is now a global leader brand in the 'fast-fashion' segment with high competitive advantages. It was first introduced in Thailand during 2012 and rapidly expanded to ten branches in only few years until 2016.

Brand awareness is very important for consumers to recognize the product (Keller,