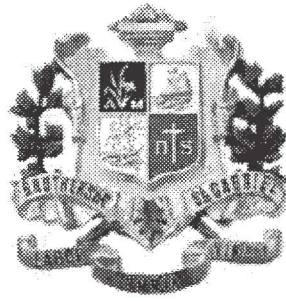PSYCHOLOGICAL FACTORS INFLUENCING YOUNG THAI
FEMALES' INTENTION TO BUY THAI APPAREL

By

SIRIDAPAN SUPACHANPRAPA

A Research Project
Submitted in Partial Fulfillment of the Requirements for the Degree of
Master of Science in Management (Business Management)

School of Business Administration
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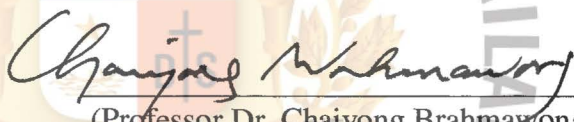
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ABSTRACT

The rise in the volume of foreign brand name apparel imports has brought about intense competition for Thai brand name apparel manufacturers. To enhance the competitiveness of Thai apparel manufacturers in their home market, a better understanding of the psychological influences on intention to buy Thai made apparel appears to be a valuable undertaking. Thus, this research paper investigates the influence of attitude toward domestic brand name apparel, attitude toward imported brand name apparel, social pressure, and shopping behavioral control on young female adolescents' intention to buy domestic brand name apparel in Bangkok, based on the Theory of Planned Behavior.

The survey data from 384 young female adolescents in Bangkok were collected during October and November 2006 within the Siam Square area. The data were analyzed for descriptive statistics and the four hypotheses were tested using multiple regression in SPSS 14.0.

The results of the study indicate that all four independent variables have significant influences on young female adolescents' intention to buy domestic brand name apparel. More specifically, in the order of effect size, intention to buy domestic brand name apparel is positively influenced by attitude toward domestic brand name apparel, negatively influenced by attitude toward imported brand name apparel, positively influenced by shopping behavioral and positively influenced by social pressure.

The study offers several important implications to improve the development of marketing strategies to promote and encourage the purchase of domestic brand name apparel in place of imported brand name apparel.

ACKNOWLEDGEMENTS

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CHAPTER I

GENERALITIES OF THE STUDY

In addition to agricultural products, apparel (also known as clothes, dress, garments or attire) is a crucial business sector in developing countries. Developed countries prefer to import apparel products from developing countries due to the cheaper labor cost (http://trade-info.cec.eu.int/textiles/ documents/152.doc). The competitive potential of Thailand in the export market of apparel has strengthened since 2001, when China and Vietnam, its key competitors, were restricted as exporters by the United States and the European Union (EU) (Kasikorn Research Center, 2005). In Thailand, the apparel product sector was ranked 8th in terms of income to the country in year 2006, with an export value of more than 100 billion baht a year (see table 1.1).

Table 1.1 Thai Apparel Export - Import Value, 2003-2006

Items	Value : Million Baht				
	2003	2004	2005	2005 (Jan - Jun)	2006 (Jan - Jun)
Export Value	114,744.6	124,267.2	126,193.7	55,996.0	60,157.6
Import Value	4,744.6	5,945.4	5,235.2	2,229.8	3,257.0

Source: Thailand Import & Export Value of Apparel. Retrieved on July 26, 2006, from
http://www.ops2.moc.go.th/tradeth/cgi/ExComm2.asp
http://www.ops2.moc.go.th/tradeth/cgi/ImComm2.asp

Asian consumers today are more demanding on quality of the product and accountability of the producer. Consumers expect more from manufacturers and their brands because of a higher competition that provides consumers with more choices (MindShare, 2005). Thai brand name apparel manufacturers face intensive

competition from foreign brand name apparel. Compared to imports in 2005, more foreign brands were imported and sold in Thailand during 2006 (see Table 1.2). Meanwhile, the export growth rate of Thai brands is only 7.43% for 2006.

Table 1.2 Thai Apparel Export - Import Growth Rate, 2003-2006

Items	Growth Rate : Percentage			
	2003	2004	2005	2006 (Jan - Jun)
Export	(1.58)	8.30	1.55	7.43
Import	7.17	25.31	(11.95)	46.07

Source: Thailand Import & Export Value of Apparel. Retrieved on July 26, 2006, from
http://www.ops2.moc.go.th/tradeth/cgi/ExComm2.asp
http://www.ops2.moc.go.th/tradeth/cgi/ImComm2.asp

Thai consumers have a widespread belief that Thai brands lack quality and accountability and the most important determinant of choosing apparel is to use world famous brands (MindShare, 2005). During 2002 to 2005, the percentage growth of Thai consumers who desire to be seen using popular brands had grown from 22% to 33%. In addition, the percent of Thais looking for new products and brands rose from 13 percent to 27 percent during the same period. Moreover, it has been claimed that branded apparel was one of the most important material goods today (MindShare, 2005).

1.1   Background of the Problem

The growth rate of imported apparel value in year 2006 was extremely higher than the growth rate of the export value in the same period. This means that domestic apparel manufacturers are facing with a critical problem of coping with the intense competition from foreign manufacturers. On a macro level, this drastic change in the

value of imports being higher than exports has a major impact on Thailand's balance of payment, trade deficit, employment rate and standard of living.

To support Thai manufacturers to compete in this highly competitive market, the research about Thai consumers' attitudes and buying intentions for 'Thai-made' apparel is necessary. This would also include the determination of factors that make imported brand name apparel more favorable to Thai consumers and factors that make Thai brand name apparel more or less acceptable among Thais. It follows that if the Thai brand name is accepted domestically, the sales growth of products should be increased slightly.

1.2 Statement of the Research Problem

The intensive competition from foreign brand name apparel forces Thai brand name manufacturers in the apparel industry to react more effectively and efficiently; otherwise their brands might be left behind. In order to support Thai manufacturers to be able to compete in this competitive environment, they should know what factors influence the behavioral intention of Thai consumers to buy domestic brand name apparel. Therefore, this study is aimed at examining several factors that may influence young Thai females' intention to buy Thai brand name apparel. Therefore, the stated research problem is:

Are Bangkok young female adolescents' intention to buy domestic brand name apparel determined by their attitudes towards Thai brand name apparel, attitude towards imported brand name apparel, social pressure, and shopping behavioral control?

The research problem can be subdivided into the following research questions.

1. What is the influence of attitude towards domestic brand name apparel on the intention to buy domestic brand name apparel among young female adolescents in Bangkok?

2. What is the influence of attitude towards imported brand name apparel on the intention to buy domestic brand name apparel among young female adolescents in Bangkok?

3. What is the influence of social pressure on the intention to buy domestic brand name apparel among young female adolescents in Bangkok?

4. What is the influence of shopping behavioral control on the intention to buy domestic brand name apparel among young female adolescents in Bangkok?

1.3 Objectives of the Study

The purpose of this study is to investigate the influence of attitude towards domestic and imported brand name apparel, social pressure, and shopping behavioral control on the intention to buy domestic brand name apparel of young female adolescents in Bangkok. In addition, the magnitude of influences of each independent variable can be compared, thus providing greater managerial implications in terms of increasing young Thai female shopper's intention to buy Thai apparel.

1.4   Theoretical Framework

This study applied the theory of planned behavior (TPB) (Ajzen, 2006) to investigate the relationships between the independent variables of attitude towards domestic brand name apparel, attitude towards imported brand name apparel, social pressure, and shopping behavioral control and the dependent variable of behavioral intention to buy domestic brand name apparel. According to TPB theory, behavioral intention is influenced by attitude, subjective norms, and perceived behavioral control. TPB has been widely applied by many researchers (Ajzen & Driver, 1992; Chiou, 1998; Cunningham & Kwon, 2003; Ingram, Cope, Harju, & Wuensch, 2000; Rhodes & Courneya, 2003) as behavioral intentions have been found to be highly correlated with actual behavior.

1.5   Definition of Key Terms

Important key terms in this study are:

Apparel: Articles of clothing (also known as clothes, dress, garments or attire) for the body. In its broadest sense, clothing includes coverings for the torso and limbs as well as coverings for hands (gloves), feet (shoes, sandals, boots), and head (hats, caps).

Attitude towards domestic brand name apparel: The degree to which performance of the domestic brand name apparel is positively or negatively valued (Adapted from Ajzen, 2006).

Attitude towards imported brand name apparel: The degree to which performance of the imported brand name apparel is positively or negatively valued (Adapted from Ajzen, 2006).

Behavioral Intention: An indication of a person's readiness to perform a given behavior, which is considered to be the immediate antecedent of behavior (Ajzen, 2006).

Domestic brand name apparel: It refers to well-known Thai brand name apparel which is originated in Thailand and is targeted at middle to upper income consumers. The examples of domestic brand name apparel are: Pena House, AIIZ, AIIZ Career, Jaspal, BSC, Espada, Kloset, Chaps, Fly Now, Soda, Headquarter, Playhound, Greyhound, Issue, etc.

Imported brand name apparel: It refers to well-known foreign brand name apparel which is originated in other countries and is targeted at middle to upper income consumers. The examples of imported brand name apparel are: Giordano, U2, Bossini, Blue Corner, Elle, G2000, Benetton, Billabong, Roxy, Guess, Lacoste, Esprit, etc.

Shopping behavioral control: A person's perception of how easy or difficult it is to perform a shopping behavior and how much the individual believes he/she has control over performing it (Adapted from Ajzen, 1988).

Social pressure: One's perception of what he/she believes other people want him/her to do (Ajzen, 2006).

1.6   Scope of the Research

Although many factors can affect behavioral intention to buy domestic brand name apparel, the researcher focused on four independent variables and one dependent variable. Four independent variables are: 1) attitude towards domestic brand name apparel, 2) attitude towards imported brand name apparel, 3) social pressure, and 4) shopping behavioral control. The dependent variable is behavioral intention to buy domestic brand name apparel.

This study did not investigate any specific brand name apparel. Instead, the generality of attitude towards brand name apparel is investigated. The study will be conducted in Bangkok with a target population of young female adolescents aged between 18-25 years old. This target population is selected because they earn more income than high school students, which means they have higher potential to buy brand name apparel. In addition, brand name seems so popular and sensitive among adolescents (Beaudoin, Lachance, & Robitalille, 2003). Moreover, it was found that age and gender were significantly related to the frequency of buying apparel; women seem to purchase more than men and younger consumers buy more often than their elders (Goldsmith, 2002).

1.7   Significance of the Research

This study can provide domestic brand name apparel suppliers a better understanding of consumers' attitude towards their products in order for them to be able to develop better marketing strategies to best satisfy customers' needs. A clearer

picture of what area the suppliers should improve from customers' points of view can help suppliers reduce their waste of time, money, and other resources for an unsuccessful marketing plan, which is worthless for both the suppliers themselves and consumers. In other words, the suppliers can better offer the products and all value to the consumers at lower cost.

Specifically, this study will be conducted with the expectation that the research would be useful for Thai apparel manufacturers to compete more effectively and efficiently in both local and foreign markets. In addition, the researcher also expects that this study will also be useful for the development of government policies that may help to foster demand for Thai brand name apparel, both domestically and internationally.

1.8   Limitations of the Study

First, this study examines only four factors that might influence the behavioral intention of consumers to buy domestic brand name apparel. Therefore, this research cannot explain other factors that might also affect the consumers' behavioral intention.

Second, only young female adolescents in Bangkok will be selected as target respondents. Therefore, the findings cannot be generalized to other customer segments, such as older females, male shoppers, or shoppers outside of Bangkok.

Third, this research was conducted in a specific time frame, thus the findings may not be generalized across all time frames. The respondents may have different attitude and may be influenced by other factors as time passes.

CHAPTER II

LITERATURE REVIEW

This chapter discusses previous research related to this study. The chapter starts with consumer behavior. Then, the theory of planned behavior (TPB) and the independent variable concepts of attitude towards the behavior, subjective norms, and perceived behavioral control and the dependent variable, behavioral intention, are discussed in detail. Also, several previous related empirical studies by both Thai and foreign researchers are discussed and analyzed.

2.1   Consumer Behavior

Consumer behavior has been of major interest to marketing researchers because marketers began to realize that consumers did not always act or react as a marketing theory suggested they would (Schiffman & Kanuk, 2000, p. 4). Consequently, the concept of 'consumer behavior' has been associated with several different meanings by different academic researchers (see Table 2.1).

Table 2.1 <u>Definitions of Consumer Behavior</u>

Authors	Definitions
Coney (2002, p.7)	The study of individuals, groups, or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society
Hanna & Wozniak (2000, p.2)	The study of how consumers select, purchase, use, and dispose of goods and services to satisfy personal needs and wants
Hoyer & MacInnis (2004, p. 3)	The totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by people over time
Schiffman & Kanuk (2000, p. G-3)	The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas

2.1.1 Behaviors and Characteristics of Apparel Buyers

Yurchisin and Johnson (2004) found a positive relationship between compulsive buying behavior and perceived social status with buying, materialism, and apparel-product involvement among adults aged between 18-24 years. Compulsive buying behavior usually begins in late adolescence or early adulthood, or during the individuals are in college (Christenson, 1994; Schlosser, 1994, as cited in Yurchisin & Johnson, 2004). Additionally, this purchasing pattern will affect their future purchase behavior as they will bring along the behavior with them when they get old.

It was found that 33% of the adolescents aged between 18-22 years enjoyed shopping and was willing to spend more time to find quality products. As they are brand-conscious, they show a high degree of brand loyalty and low price-conscious. They are willing to spend more to get brand name products (Bakewell & Mitchell, 2003).

According to the research finding of Wang, Siu, and Hui (2004), consumers who preferred buying imported brands tended to be brand loyal, shop more frequent, and spend more on apparel. They were conscious in quality, brand, and fashion. Furthermore, they tended to be young and had higher educational level but not necessarily from the highest income group. In contrast, consumers who preferred buying domestic brands tended to be the least brand loyal, have the least concern about quality and fashion of the apparel, and become more price conscious. They tended to have less educational level and lower monthly income.

According to the findings of Wang et al. (2004); Bakewell and Mitchell (2003), the findings implied that brand loyalty played a significant role with the buyers when buying apparel. Thus, brand loyalty was investigated in this study as one of the control variables.

Consumers are willing to recommend the brands to their referents when they feel the brand possesses guaranteed function, and personal identification function. In addition, they are willing to pay premium price when the brand itself guarantees the quality of the product and acts as a communication instrument allowing the consumers to be integrated or to dissociate themselves from the groups (Rio, Vazquez & Iglesias, 2001).

According to the five different categories of consumer adopters of Rogers' model (1983), Beaudoin et al. (2003) found that there are more number of female than male in the first two categories which are fashion innovators and early adopters. Moreover, these two groups of innovators and early adopters were the most brand sensitive among the five distinct categories of adopters with respect to brand sensitivity. According to the Roger's model (1983), these two groups of innovators

and early adopters have a power to influence later fashion adopters by at least providing exposure to brands.

Goldsmith (2002) found that psychological constructs played a significant role to the apparel buyers in terms of usage than were level of age, income, and education. Age and gender were the only two demographic factors that associate with the frequency of buying apparel. Women seem to buy more frequently than men and younger consumers buy more often than older ones. The ability of new fashions to enhance and express social and personal identities is concerned by the frequent apparel buyers who are young female consumers. There was no association between level of income and education with the frequency of apparel purchase for both men and women.

Last but not least, the consumers were willing to pay a premium price for branded apparel, placing a high emphasis on the product being deemed cool (Grand & Stephen, 2005).

2.2   Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) is an extension of the theory of reasoned action (TRA) made necessary by the original model's limitations in dealing with behaviors over which people have incomplete volitional control (Ajzen, 1991, as cited in Chiou, 1998). Similar to TRA, behavioral intention to perform the interested behavior is a central factor in TPB. In contrast to TRA, TPB consists of three independent determinants of intention: attitude towards the behavior, subjective norm, and perceived behavioral control (PBC) which it is not included in the original model. Because many behaviors pose difficulties of execution that may limit volitional control, it is useful to consider perceived behavioral control in addition to intention

(Ajzen, 2006). The theory of planned behavior has been received wide support in various empirical studies (Ajzen & Driver, 1992; Chiou, 1998; Cunningham & Kwon, 2003; Ingram, 2000; Rhodes & Courneya, 2003). In addition, TPB was found to be more effective in predicting behavioral intention than was the TRA (Marcoux & Shope, 1997).

Related Studies of Theory of Planned Behavior

Intentions and actual leisure behaviors of the individual were predicted with high accuracy by the three independent variables of the theory of planned behavior (Ajzen & Driver, 1992). From the study of Ingram et al. (2000), TPB was a significant predictor model for the decision-making of undergraduate students about either applying for a job or a graduate school. Chiou (1998) found that the association of attitude, subjective norms, and perceived behavioral control was varied to predict the purchase intention when consumers possess different levels of subjective product knowledge and attention to social comparison information. Compared to the TRA, TPB was more effective in predicting the behavioral intention to use alcohol among young adolescents (Marcoux & Shope, 1997).

According to the result of the mentioned studies, they provide support for the utility and superiority of the theory of planned behavior over the theory of reasoned action which lacks the perceived behavioral control construct (Ajzen & Fishbein, 1980, as cited in Ajzen & Driver, 1992).

2.3   Independent Variables

Upon adopting TPB, this study consists of four independent variables: attitude towards domestic brand name apparel, attitude towards imported brand name apparel, social pressure (i.e. subjective norms), and shopping behavioral control (i.e. perceived behavioral control). A discussion of these four independent variables is given in the proceeding sections.

2.3.1   Attitude Towards Domestic Brand Name Apparel

In this study, attitude towards domestic brand name apparel refers to the degree to which performance of the domestic brand name apparel is positively or negatively valued (adapted from Ajzen, 2006). According to TPB, attitude towards the behavior is one of the major determinants of intention to perform a certain behavior. Moreover, attitude was found to be highly correlated with the behavioral intentions in several previous studies.

Chiou (1998) found that no matter what level of product knowledge of the consumer, attitude had significant effects on purchase intention. The intention of students to apply for a graduate school had the highest correlation with positive attitude, comparing with subjective norms and PBC, with respect to the benefits of applying for a graduate school (Ingram et al., 2000).

The findings of Tarkiainen and Sundqvist (2005) showed that the consumers' intention to buy organic food had a significant positive relationship with attitude towards buying organic food. Knight (1999) found that the respondents' attitude towards product manufactured domestically versus those manufactured abroad; consumers appear to prefer domestically manufactured goods and are often willing to pay a higher price because they believe the domestic products are superior in quality.

Related Studies of Attitude Towards Domestic Brand Name Apparel

Beaudoin, Moore, and Goldsmith (1998) studied young fashion leaders' and followers' attitudes towards American and imported apparel. The results showed that fashion followers had the same level of attitude towards both domestic and imported apparel, but followers considered 'American-made' apparel superior to that of imported in terms of the ease of care, comfort, and price. However, both fashion leaders and followers agreed that American-made apparel is significantly less fashionable and attractive than imported apparel.

Although the teenagers have a positive attitude towards imported brand name apparel, teenagers prefer to purchase apparel manufactured domestically during the economic crisis by indicating that it is less expensive, would save money, and is of the same quality as an imported one (Amin & Richards, 2002). In contrast, some teens indicated that they still prefer buying imported apparel as it possessed the better overall quality, fit/ comfort, style, and durability.

In this context of the study, the researcher assumes that the more positive the attitude of the buyers towards the domestic brand name apparel, the higher the intention of the consumers to buy domestic brand name apparel.

2.3.2   Attitude Towards Imported Brand Name Apparel

In this study, attitude towards domestic brand name apparel refers to the degree to which performance of the domestic brand name apparel is positively or negatively valued (adapted from Ajzen, 2006).

Related Studies of Attitude Towards Imported Brand Name Apparel

The findings of Beaudoin et al. (1998) showed that fashion leaders had an overall more positive attitude towards imported apparel than American-made apparel. Leaders gave higher evaluation to imported apparel in terms of good fit, quality, color, attractiveness, fashionableness, brand name, and choice of styles. However, both fashion leaders and followers agreed that imported apparel is significantly more fashionable and attractive than American-made apparel.

Indonesian respondents indicated that imported brand name apparel is good in regards to durability, fashionability, appearance, prestige, availability, and monetary value (Amin & Richards, 2002). However, the positive attitudes were most congruent with purchase inclinations when the economic was prosperity.

According to Amin and Richards, (2002), the economic circumstances that a consumer is in also play a significant role for the buyers when buying apparel. As such, the economic circumstance is included in this study as a control variable.

Consumers in Taiwan had an overall more positive attitude towards imported apparel compared with the domestic apparel on care instruction label, color, quality, apparel fiber content, fashionableness, attractiveness, brand name, and comfort apparel attributes (Wang & Heitmeyer, 2006). However, the consumers had a negative attitude towards European apparel for the fit apparel attributes. Instead, they preferred buying it from Asian countries as Asian consumers have similar body shapes.

Based on the previous discussion, it is assumed that greater negative attitudes of the buyer towards the imported brand name apparel, the higher the intention of the consumers to buy domestic brand name apparel.

Important Attributes and Psychological Benefits of Apparel

Many studies indicated various attributes and psychological benefits the consumers give importance to when buying apparel. In this study, consumers' psychological benefits are extroverts and independent self-concept. Consumers seem to buy apparel that matches their lifestyle (Rocha, Hammond, & Hawkins, 2005; Saroj, 2000). In addition, when consumers buy apparel, they are often making a statement about who they are and are trying to find brands that are relevant to their self-concept (Hoyer & MacInnis, 2004, p.59).

Thus, this study investigated these factors by asking the respondents about their attitudes and opinions towards the list of attributes and psychological benefits from wearing both domestic and imported brand name apparel. The factors were indicated by various researchers and summarized in the Table 2.2.

Table 2.2 <u>Important Attributes and Psychological Benefits of Apparel</u>

Attributes & Benefits	Previous Research	Research Result
Attributes:		
Quality	Amin & Richards (2002)	Although the Indonesian teenagers have a positive attitude with imported brand name apparel, teenagers prefer to purchase apparel manufactured domestically during the economic crisis by indicating that it possessed the same quality as imported one.
	Beaudoin, Moore, & Goldsmith (1998)	Fashion leaders gave higher evaluation to imported apparel in terms of quality.
	Casella (2005)	Thai consumers had a more positive attitude towards buying imported brand name casualwear apparel than the domestic one in terms of better quality.
	Vantamay (2004)	The apparel from Thailand seemed to be of highest quality and the consumers had the highest intention to buy Thai apparel instead of imported apparel.
	Wang & Heitmeyer (2006)	Taiwanese had an overall more positive attitude towards imported apparel compared with the domestic apparel on quality.
Fashionability	Amin & Richards (2002)	Indonesian respondents indicated that imported brand name apparel is good in regards to fashionability.
	Beaudoin, Moore, & Goldsmith (1998)	Both fashion leaders and followers gave higher evaluation to imported apparel in terms of fashionableness.
	Wang & Heitmeyer (2006)	Taiwanese had an overall more positive attitude towards imported apparel compared with the domestic apparel on fashionabiliy.
Ease of care	Beaudoin, Moore, & Goldsmith (1998)	Fashion followers considered American-made apparel was superior to imported one in terms of the ease of care.
	Casella (2005)	Thai men gave a higher score for imported casualwear than women in terms of the ease of care.
Style	Amin & Richards (2002)	During the economic crisis, some Indonesian teens indicated that they still prefer buying imported apparel as it possessed the better style than the domestic apparel.
	Casella (2005)	Thai consumers had a more positive attitude towards buying imported brand name casualwear apparel than the domestic one as it was more stylish.
	North, Vos, & Kotze (2003)	Young consumers appear to be more style-conscious than older consumers.
	Taylor & Cosenza (2002)	Later aged female teens felt style was one of the most important attributes to consider in apparel choice.

Table 2.2 <u>Important Attributes and Psychological Benefits of Apparel (continued)</u>

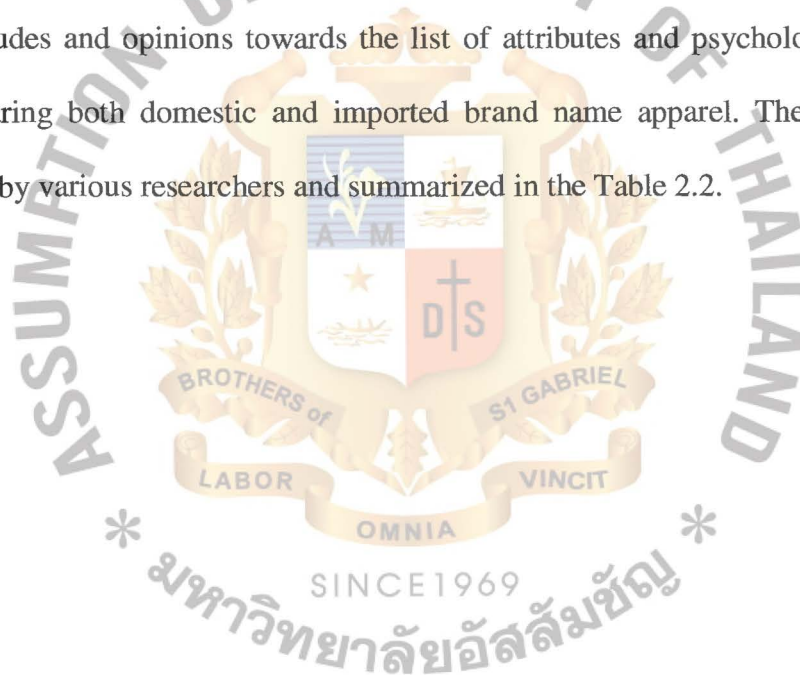| Attributes & Benefits	Previous Research	Research Result
Attributes:		
Fit	Amin & Richards (2002)	During the economic crisis, some Indonesian teens indicated that they still prefer buying imported apparel as it fits well comparing with domestic apparel.
	Beaudoin, Moore, & Goldsmith (1998)	Fashion leaders gave higher evaluation to imported apparel in terms of good fit.
	Taylor & Cosenza (2002)	Later aged female teens felt fit was one of the most important attributes to consider in apparel choice.
	Wang & Heitmeyer (2006)	Taiwanese had a negative attitude towards European apparel for the fit apparel attributes comparing with the apparel from Asian countries.
Attractiveness	Beaudoin, Moore, & Goldsmith (1998)	Both fashion leaders and followers gave higher evaluation to imported apparel in terms of attractiveness.
	Wang & Heitmeyer (2006)	Taiwanese had an overall more positive attitude towards imported apparel compared with the domestic apparel on attractiveness.
Durability	Amin & Richards (2002)	Indonesian respondents indicated that imported brand name apparel is good in regards to durability.
Choices of color	Casella (2005)	Thai men gave a higher score for imported casualwear than women in terms of choices of color.
	Wang & Heitmeyer (2006)	Taiwanese had an overall more positive attitude towards imported apparel compared with the domestic apparel on choices of color.
	Zhang, Li, Gong, & Wu (2002)	A color was one of the most important attributes for Chinese consumers.
Choices of style	Beaudoin, Moore, & Goldsmith (1998)	Fashion leaders gave higher evaluation to imported apparel in terms of choice of styles.
Fibre content	Wang & Heitmeyer (2006)	Taiwanese had an overall more positive attitude towards imported apparel compared with the domestic apparel on fibre content.
Comfort	Amin & Richards (2002)	During the economic crisis, some Indonesian teens indicated that they still prefer buying imported apparel as it was more comfortable than the domestic apparel.
	Beaudoin, Moore, & Goldsmith (1998)	Fashion followers considered American-made apparel was superior to imported one in terms of its comfort.
	Wang & Heitmeyer (2006)	Taiwanese had an overall more positive attitude towards imported apparel compared with the domestic apparel on comfort.
Workmanship	Zhang, Li, Gong, & Wu (2002)	Workmanship was one of the most important attributes for Chinese consumers.

Table 2.2 <u>Important Attributes and Psychological Benefits of Apparel (continued)</u>

Attributes & Benefits	Previous Research	Research Result
Attributes:		
Worth of value to buy	Amin & Richards (2002)	Indonesian respondents indicated that imported brand name apparel is good in regards to monetary value.
Price	Amin & Richards (2002)	Although the teenagers have a positive attitude with imported brand name apparel, teenagers prefer to purchase apparel manufactured domestically during the economic crisis by indicating that it is less expensive.
	Beaudoin, Moore, & Goldsmith (1998)	Fashion followers considered American-made apparel was superior to imported one in terms of price.
	North, Vos, & Kotze (2003)	Young consumers appear to be less price-sensitive than older consumers.
	Saroj (2000)	One of the important factors for Thai female consumers when buying the apparel was price.
Psychological Benefits:		
Look/ Appearance	Amin & Richards (2002)	Indonesian respondents indicated that imported brand name apparel is good in regards to appearance.
	Taylor & Cosenza (2002)	Later aged female teens felt look to be one of the most important attributes to consider in apparel choice.
Express lifestyle	Saroj (2000)	One of the important factors for Thai female consumers when buying the apparel was lifestyle.
	Rocha, Hammond, & Hawkins (2005)	Younger consumers were more aware of lifestyle variable than older consumers.
Express self-concept	Goldsmith, Moore, & Beaudoin (1999)	Fashion innovators described themselves uniquely as more comfortable, pleasant, contemporary, formal, colorful, and vain than the later adopters.
	Suntichaikul (2004)	Self-concept had a positive correlation with lifestyle and fashion innovativeness among teenagers.
	Wang & Heitmeyer (2006)	Consumers who preferred imported brand name apparel considered themselves more indulgent and vain than consumers who preferred domestic one.
Perceived social status	Casella (2005)	Thai consumers had a more positive attitude towards buying imported brand name casualwear apparel than the domestic one as it projected higher perceived social status.
Support social acceptance	Casella (2005)	Thai men gave a higher score for imported casualwear than women in terms of support for social acceptance.

2.3.3 Subjective Norms: Social Pressure

According to the TPB, the second major determinant of intentions is subjective norms (Ajzen, 2006). In this study, subjective norms was identified as social pressure, which refers one's perception of what he/she believes other people want him/her to do (Ajzen, 2006). For many behaviors, the important referents include a person's parents, spouse, close friends, coworkers, governments, and perhaps such experts as physicians or tax accounts (Ajzen, 1988).

In general, the individual tends to perform the behavior of interest when he/she believes that most referents with whom they are motivated to comply would like the person to engage in the certain behavior. In contrast, the individual tends to avoid performing the behavior when they believe their referents will disapprove of their performing the behavior.

Related Studies of Social Pressure

Consumers' purchase intention was significantly affected by subjective norms or social pressure; no matter how much the consumers have knowledge about the product (Chiou, 1998). The study of Grant and Stephen (2005) indicated that the approvals of parental and peer group were the key decision factors for teenagers on the purchasing of fashion apparel. Amin and Richards (2002) found that peers were the most often rated as a frequently consulted source of fashion information for the teenagers.

Marcoux and Shope (1997) found that peer pressure, friends' experiences with alcohol, and normative beliefs of parents had a positive relationship in predicting the intention to use alcohol among young adolescents. In addition to the attitude, subjective norms also had a significant positive correlation with the buying intention

of organic food (Tarkiainen & Sundqvist, 2005). Chung and Pysarchik (2000) indicated that social pressure, face saving and group conformity were found to be significantly predictors for domestic products of the consumers in a Confucian culture.

Based on the previous discussion on social pressure, in this context of this study, it is assumed that the more a consumer believes his/her referents approve the buying of domestic brand name apparel, the higher the consumer's intention to buy domestic brand name apparel.

2.3.4 Shopping Behavioral Control

In this study, perceived behavioral control was named as shopping behavioral control with the aim of adapting the concept to suit the context of this study. Shopping behavioral control refers to a person's perception of how ease and difficulty in performing a shopping behavior and how much the individual can control over performing it (adapted from Ajzen, 1988). There are many situations that the individual lacks information, abilities, compulsions, emotions, opportunities, or when a part of their performance depends on others' actions. These situations make the individual face the difficulties and have no full control or incomplete volitional control over performing the behavior. According to the difficulties of executing the behaviors, it is useful to consider perceived behavioral control in addition to the intention (Ajzen, 2006). Additionally, PBC is more important for influencing a person's behavioral intention, particularly when the behavior is not wholly under the volitional control (Chiou, 1998). Furthermore, PBC significantly improved the prediction of behavior beyond the level obtained on the basis of intentions alone (Ajzen & Driver, 1992).

Related Studies of Perceived behavioral control (PBC)

As most of the previous studies used Fishbein's models to investigate the intention to buy apparel of consumers (Amin & Richards, 2002; Casella, 2005; Chung & Pysarchik, 2000; Wang & Heitmeyer, 2006), PBC was not employed to predict the behavioral intention in buying apparel. However, PBC had been applied in many other studies and it did have significant effects on behavioral intentions.

Ajzen and Driver (1992) indicated that PBC had significant effects on both leisure choice intention and actual leisure behaviors of the individual. The perceived behavioral control had a significant positive effect on the usage intentions of mobile services when high information intensive services were involved (Sendecka, 2006). In addition to attitude, PBC was also a significant predictor of high school students' actual behaviors to apply for a graduate school (Ingram et al., 2000). Perceived behavioral control-time was significantly related to the intention to attend a hockey game (Cunningham & Kwon, 2003).

2.4 Dependent Variable: Behavioral Intention to Buy Domestic Brand Name Apparel

In this study, behavioral intention to buy domestic brand name apparel refers to an indication of a person's readiness to buy domestic brand name apparel, and it is considered to be the immediate antecedent of behavior (adapted from Ajzen, 2006).

According to the TPB, the intention to perform a certain behavior will be stronger when attitude and subjective norms are more favorable and perceived behavior control is greater (Ajzen, 2006).

2.5   Previous Empirical Research in Thailand

Casella (2005) examined a relationship of cognitive attitude, affective attitude, subjective norm, and demographic factors towards purchase intentions of imported and domestic brand name casualwear apparel in Bangkok. The theory of reasoned action (TRA) of Ajzen and Fishbein (1980) together with the Tri-Component Model was applied in that study. The target respondents were office workers. The result showed that the consumers have a more positive attitude towards buying imported brand name casualwear apparel than the domestic one. This might be explained by consumer's belief that imported apparel provides better quality, more stylish, and projects higher perceived social status than domestic apparel. This indicated that Thai consumers tend to have better perceptions towards wearing imported apparel than domestic one. It was also found that there was a moderate relationship between social influence and purchase intention of domestic brand name casualwear apparel. Meanwhile, imported brand name showed a low correlation between social influence and purchase intention because of the social norm to "buy Thai". However, the findings revealed that consumers who have purchasing power to buy both imported and domestic apparel tend to prefer buying imported brand name. This might indicate that this group of consumer uses their own judgment and personal belief to purchase the product rather than common social norm. In addition to attitude and social influence, demographic factor also plays a significant role in consumer's buying intention. Age, gender, income, and educational level showed a significant influence on purchase intention of imported brand name than the domestic one. Older consumers showed a higher purchase intention than younger consumers for imported brand name casualwear. This might be explained by the higher income of older consumers. Once the consumers have higher income, they have more opportunity and

higher purchasing power to buy premium or imported products. The finding also showed a crucial positive correlation between income and educational level. The consumers who have high income tend to have high educational level. Consequently, the consumers with higher degree of education have a higher purchase intention to buy imported brand name than the domestic brand. Surprisingly, the researcher found that men tend to have higher purchase intention for imported casualwear than women. Men gave a higher score for imported casualwear than women in terms of support for social status, support for social acceptance, choice of colors, and ease of care. However, this finding did not corroborate with those from prior research conducted by Goldsmith (2002) or Beaudoin et al. (2003).

Suntichaikul (2004) studied lifestyle, self concept, and fashion innovativeness of teenagers. The finding revealed that 11.4 percent of teenagers in Bangkok was fashion innovators and 88.6 percent was fashion followers. The lifestyle of fashion-oriented group was significantly correlated with fashion innovativeness. In addition, they tended to be buying brand name apparel and shopping in department store. Furthermore, fashion innovator described their actual and social self concept through some characteristics. Comparing with fashion followers, they tended to be more modern, discipline, reasonable, informal, freedom, easier lifestyle, buying what they want, possessing a higher capability than the followers.

Saroj (2000) investigated the consumer's perception, attitude, and purchasing behavior of Thai brand women's wear with foreign name. Target respondents in the study were female with the age of 20-39 years old. The findings indicated that brand perception and brand attitude had a positive influence on purchasing behavior of Thai brand women's wear with foreign name. The consumers had a positive attitude towards Thai brand women's wear with foreign name by indicating that it makes the

product to be expensive and improves the image of the product. The most important factors when buying the apparel of female consumers were lifestyle and price respectively. Imported apparel was the least important factor for the respondents. In addition, the study revealed that the purchasing intention of the consumers was also influenced by social norms; family, peer groups, and colleagues.

Vantamay (2004) indicated that there were positive correlations between consumer ethnocentrism and country image, perceived product quality, and purchase intention of domestic products. The country image of foreign apparels was found to be positive correlated with consumer ethnocentrism. The apparel from Thailand seemed to be highest quality, best design, and the consumers had the highest intention to buy Thai apparel instead of imported apparel. In addition, country image of the product had a positive relationship with behavioral intention of the consumers to buy or not buy the product from that country. Thai consumers who are females, older people, lower-income consumers, less-educated consumers, and government officials exhibited higher ethnocentric tendencies.

CHAPTER III

RESEARCH FRAMEWORK

This chapter provides an overview of the research framework applied in this study. The theoretical framework and conceptual model are discussed, respectively. Then, the statements of hypotheses which are constructed and based on the research questions formulated in Chapter 1 are presented in the third section. In the last section, conceptualization of the independent and dependent variables is described, including variable type, conceptual definition, operational component, and level of measurement.

3.1 Theoretical Framework

The researcher applied Theory of Planned Behavior (TPB) to construct a conceptual model in this study. TPB was an extension of the Theory of Reason Action (TRA), which includes perceived behavioral control into consideration of predicting behavioral intention. Ajzen (2006) stated that attitude towards behavior (attitude towards product), subjective norms (social pressure), and perceived behavioral control (shopping behavioral control) can influence the behavioral intention in which it leads to the formation of actual behavior (see Figure 3.1). It was found that the perceived behavioral control does lead to the better prediction of behavioral intention when the behavior is perceived to be low in control (Ajzen, 1988). Thus, the low shopping control behavior in buying imported/ domestic brand name apparel was investigated in this study.

Figure 3.1 <u>Theoretical Framework</u>
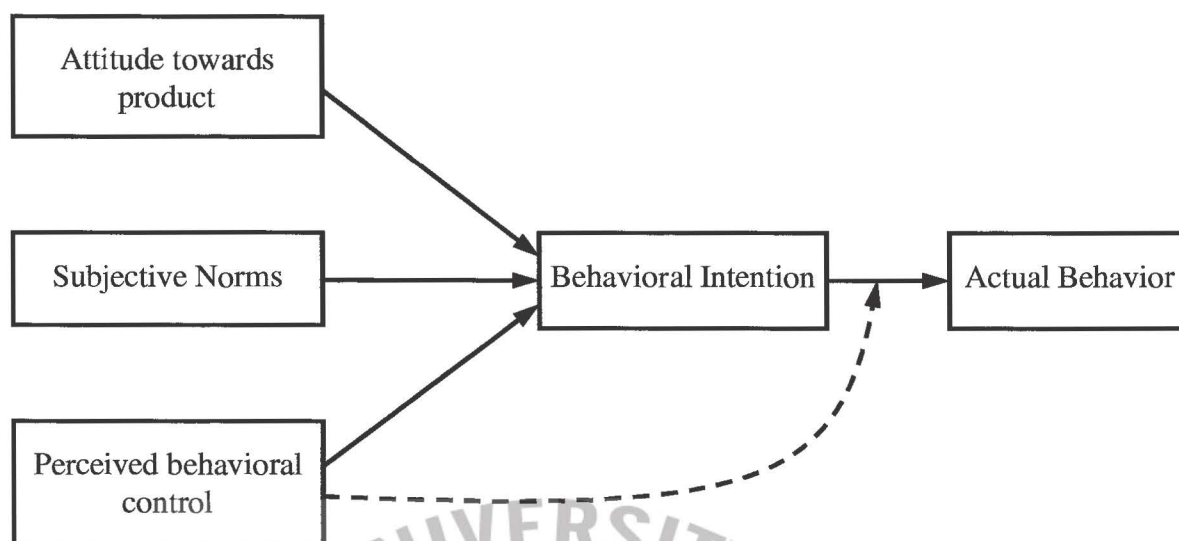
Source: Adapted from Ajzen, I. (2006). *Brief Description of the Theory of Planned Behavior*
Retrieved on July 19, 2006, from http://people.umass.edu/aizen/pdf/tpb.intervention.pdf

3.2   Conceptual Model

The conceptual model shows the variables that can influence young

adolescents' behavioral intention to buy domestic brand name apparel. The model was

adapted from the TPB model in order to suit the context of this study. There are three

variables in this study. First, the independent variables which are consisted of attitude

towards domestic brand name apparel, attitude towards imported brand name apparel,

social pressure, and shopping behavioral control. Behavioral intention to buy was the

only one dependent variable. Lastly, four control variables were included in the

model.

Figure 3.2 <u>Conceptual Model</u>

<u>**Independent Variables**</u>   <u>**Dependent Variable**</u>
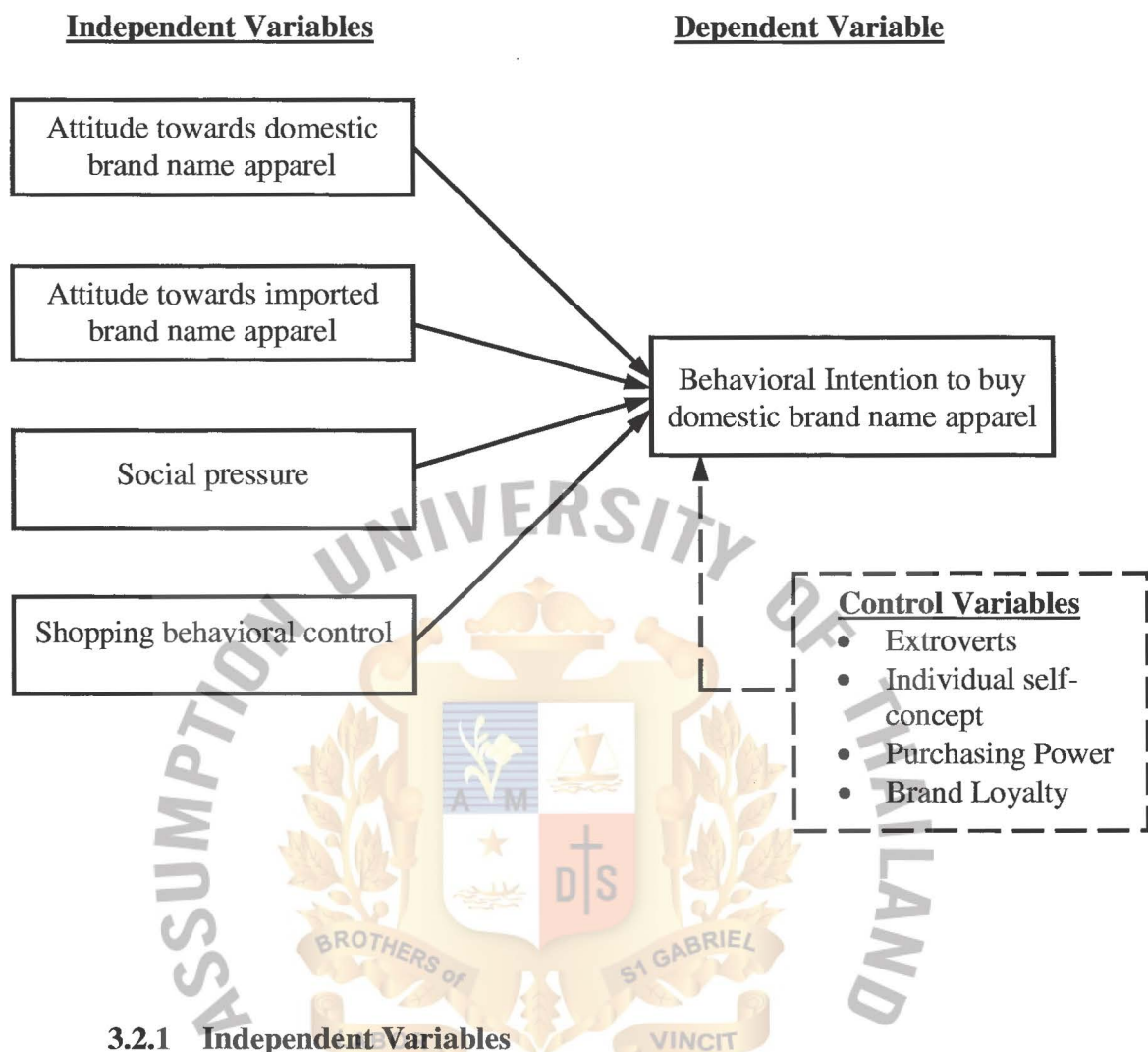
3.2.1   Independent Variables

1.   **Attitude towards domestic brand name apparel:** The degree to which performance of the domestic brand name apparel is positively or negatively valued (Adapted from Ajzen, 2006).

2.   **Attitude towards imported brand name apparel:** The degree to which performance of the imported brand name apparel is positively or negatively valued (Adapted from Ajzen, 2006).

3.   **Social pressure:** The other's perception of whether a person should engage or not to engage in a certain behavior (Ajzen, 2006).

4.   **Shopping behavioral control:** A person's perception of how ease and difficulty in performing a shopping behavior and how much he/she can control over performing it (Adapted from Ajzen, 1988).

3.2.2 Dependent Variable

Behavioral intention to buy domestic brand name apparel refers to an indication of a person's readiness to buy domestic brand name apparel, and it is considered to be the immediate antecedent of behavior (Adapted from Ajzen, 1988). According to TPB, the intention to perform a certain behavior will be stronger when the attitude and subjective norm are more favorable, and the greater of the perceived control (Ajzen, 2006).

3.2.3 Control Variables

1.   **Extroverts** are outgoing, sociable, and typically conventional (Hoyer & MacInnis, 2004, p.377).

2.   **Independent self-concept** refers to the individual who tended to be individualistic, egocentric, autonomous, self-reliant, and self-contained (Hawkins, Best, & Coney, 2001, p.428).

3.   **Purchasing Power** refers to the perception of the individual if his/ her purchasing power has an effect on his/ her purchasing behavior. The available purchasing power in an economy depends on current income, prices, savings, debt, and credit availability (Kotler, Ang, Leong, & Tan, 2003, p.155).

4.   **Brand Loyalty** occurs when consumers make a conscious evaluation that a brand or service satisfies their needs to a greater extent than others do and decide to buy the same brand repeatedly for that reason (Hoyer & MacInnis, 2004, p.257). The stronger the brand loyalty towards domestic brand name apparel, the stronger the intention to buy domestic brand name apparel and vice versa.

3.3   Research Hypotheses

Based on the conceptual model in this study, the following research hypotheses will be tested.

$H1_o$:   There is no relationship between attitude towards domestic brand name apparel and behavioral intention to buy domestic brand name apparel.

$H1_a$:   There is a positive relationship between attitude towards domestic brand name apparel and behavioral intention to buy domestic brand name apparel.

$H2_o$:   There is no relationship between attitude towards imported brand name apparel and behavioral intention to buy domestic brand name apparel.

$H2_a$:   There is a relationship between attitude towards imported brand name apparel and behavioral intention to buy domestic brand name apparel.

H3$_o$: There is no relationship between social pressure and behavioral intention to buy domestic brand name apparel.

H3$_a$: There is a positive relationship between social pressure and behavioral intention to buy domestic brand name apparel.

H4$_o$: There is no relationship between shopping behavioral control and behavioral intention to buy domestic brand name apparel.

H4$_a$: There is a positive relationship between shopping behavioral control and behavioral intention to buy domestic brand name apparel.

3.4   Operationalization of Independent, Dependent and Control Variables

Operational definition describes how the researcher intends to measure the construct (Burns & Bush, 2005). In other words, operational definition implies a specific question format that will be used to gather information about the construct at hand during the survey. Table 3.1 contained the information of variables, conceptual definitions, operational components, types of measurement, and question numbers listed in the questionnaire.

Table 3.1 <u>Operational Definitions of Independent, Dependent, and Control Variables</u>

Variables	Conceptual Definitions	Operational Component	Measurement	Question No.
Independent:				
Attitude towards domestic brand name apparel	The degree to which performance of the domestic brand name apparel is positively or negatively valued (Adapted from Ajzen, 2006).	Thai brand name apparel is quality/ fashionable/ easy to care/ stylish/ fits well/ colorful/ attractive/ durable/ good in fibre content/ styles/ comfortable/ produced with high skilled workmanship/ makes me look good/ supports social acceptance/ expresses social status/ worth buying/ of acceptable price/ proud to wear/ makes me feel good to wear.	Interval	13a-31a
Attitude towards imported brand name apparel	The degree to which performance of the imported brand name apparel is positively or negatively valued (Adapted from Ajzen, 2006).	Imported brand name apparel is quality/ fashionable/ easy to care/ stylish/ fits well/ colorful/ attractive/ durable/ good in fibre content/ styles/ comfortable/ produced with high skilled workmanship/ makes me look good/ supports social acceptance/ expresses social status/ worth buying/ of acceptable price/ proud to wear/ makes me feel good to wear.	Interval	13b-31b
Social pressure	The other's perception of what the person should engage or not to engage in a certain behavior (Ajzen, 2006).	Most people who are important to me buy Thai brand name apparel. My family/ friends/ colleagues/ government/ people who are important to me suggest me I should buy Thai brand name apparel.	Interval	32-37
Shopping Behavioral control	A person's perception of how ease and difficulty in performing a shopping behavior and how much the individual can control over performing it (Adapted from Ajzen, 1988).	It is mostly up to me whether or not I buy Thai brand name apparel. For me to buy Thai brand name apparel is unaffordable/ affordable, difficult/ easy, and impossible/ possible.	Interval	38-39
Dependent:				
Behavioral Intention to buy domestic brand name apparel	An indication of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior (Ajzen, 2006).	I plan/ intend/ will try to buy more Thai brand name apparel than of imported brand name apparel.	Interval	40-42

Table 3.1 Operational Definitions of Independent, Dependent, and Control Variables (continued)

Variables	Conceptual Definitions	Operational Component	Measurement	Question No.
Control:				
Extroverts	Outgoing, sociable, and typically conventional person (Hoyer & MacInnis, 2004, p.377).	I am a sociable person. I am an active person.	Interval	7 & 9
Independent self-concept	The individual who tends to be individualistic, egocentric, autonomous, self-reliant, and self-contained (Hawkins, Best, & Coney, 2001, p.428).	I act independently. I am a confident person.	Interval	8 & 10
Purchasing Power	The perception of the individual if his/ her purchasing power has an effect on his/ her purchasing behavior; the available purchasing power in an economy, which depends on current income, prices, savings, debt, and credit availability (Kotler, Ang, Leong, & Tan, 2003, p.155).	Changes in the economy have an affect on my purchasing power.	Interval	11
Brand Loyalty	This occurs when consumers make a conscious evaluation that a brand or service satisfies their needs to a greater extent than others do and decide to buy the same brand repeatedly for that reason (Hoyer & MacInnis, 2004, p.257).	I usually buy Thai brand name apparel.	Interval	12

CHAPTER IV

RESEARCH METHODOLOGY

This chapter discusses the research model and related hypotheses described in prior chapters with the purpose of clarifying and evaluating the research hypotheses. Additionally, the process of item generation and results of testing are described. The chapter starts with the description of the research methodology used in testing the research hypotheses. Sample, research instrument, and statistical technique used to test the hypotheses are described later.

4.1 Research Method Used

Descriptive research method was conducted in this study. The purpose of the descriptive research is to describe answers to questions of who, what, where, when, and how (Burns & Bush, 2005). The sample survey method was applied to collecting the data as it is very prevalent in marketing research (Burns & Bush, 2005).

4.2 Target Population and Sampling Procedures

4.2.1 Target Population

The population is defined as the entire group under the study as specified by the objectives of the research project (Burns & Bush, 2005). Thus, the target population of this study will be young Thai female adolescents who live in Bangkok within the age range of 18-25 years and have prior experiences in shopping for both domestic and imported brand name apparel.

4.2.1.1 Sampling Unit

Sample is a subset of the population that should represent that entire group, and the sample unit pertains to the basic level of investigation (Burns & Bush, 2005). The sampling unit in this study is young Thai female adolescents who live in Bangkok with the age of 18-25 years old who used to experience both domestic and imported brand name apparel.

4.2.1.2 Sampling Frame

Sampling frame is defined as a master list of the entire population. Due to the lack of a master list of young female adolescents who live in Bangkok with the age of 18-25 years old who used to experience both domestic and imported brand name apparel, a sampling frame could not be used in this study. Therefore, a non-probability sampling will be employed.

4.2.2 Sample Size

The sample size of this study will be calculated, based on a specified desired level of confidence of 95 percent. This means that if 100 target respondents were asked to answer the questionnaire, 95 respondents would represent the target population. The estimated percentage of young female adolescents' intention to buy domestic brand name apparel was set at 50% of the target population (p = .50) in order to produce the largest possible sample size. The acceptable sampling error or "e" was determined to be equal to 5 percent. Consequently, the sample size of this study will be equal to 384 with a 95 percent confidence interval. The sample size is calculated as:

Standard sample size formula for a percentage $\quad n = \dfrac{z^2\,(pq)}{e^2}$

where;

  n = the sample size

  z = standard error associated with the chosen level of confidence (1.96)

  p = estimated percent in the population

  q = 100-p

  e = acceptable sample error

$$n = \frac{1.96^2\,(50\times50)}{5^2}$$

Sample size computed with p = 50%, $\quad = \dfrac{3.84\,(2,500)}{25}$
q = 50%, and e = 5%

$$= \frac{9,600}{25}$$

$$= 384$$

From the calculated sample size above, a minimum sample size of 384 respondents is required to conduct this research.

4.2.3 Sampling Procedure

The targeted 384 respondents will be selected from the Siam Square area in Bangkok. This location is where new fashions are introduced and initiated. Moreover, it is the center point where the target respondents come for shopping and meeting friends. In order to ensure the potential target respondents, the respondents will be asked a screening question of whether they have experiences in shopping for both domestic and imported brand name apparel. Only those respondents who meet this criterion are qualified to answer the research questions. The questionnaire will be distributed during 28th October – 5th November, 2006.

4.2.3.1 Non-Probability Sampling

This study will employ a non-probability sampling method. Probability sampling could not be applied because the list of target population, young female adolescents who live in Bangkok with the age of 18-25 years old who used to experience both domestic and imported brand name apparel, was not available. With the non-probability sampling method, the chance of selecting members from the population into the sample is unknown (Burns & Bush, 2005). More specifically, quota sampling will be used in this study.

Quota sampling relies on some key characteristics to identify the target population (Burns & Bush, 2005). Additionally, the method enhances the necessary control to ensure that the final sample will include people within the marketing researchers' definition of the population (Burns & Bush, 2005). Therefore, quota sampling method was employed in this study because the key characteristic of the qualified target respondents must be young female adolescents who used to have prior experiences with both domestic and imported brand name apparel.

4.3 Research Instrument

A self-administered questionnaire is used as the primary research instrument. With this instrument, the respondent completes the questionnaire on their own with little intervention from the researcher (Burns & Bush, 2005). Furthermore, self-administered questionnaires are low in cost, give respondents control, and avoid interviewer evaluation apprehension (Burns & Bush, 2005). The identical sets of questionnaires will be distributed to the target respondents.

In this study, the respondents will be asked about their attitudes towards domestic and imported brand name apparel. The stated examples of domestic brand

name apparel include Pena House, AIIZ, AIIZ Career, Jaspal, BSC, Espada, Kloset, Chaps, Fly Now, Soda, Headquarter, Playhound, Greyhound, Issue, etc. The stated examples of imported brand name apparel include Giordano, U2, Bossini, Blue Corner, Elle, G2000, Benetton, Billabong, Roxy, Guess, Lacoste, Esprit, etc.

The questionnaire will be comprised of 3 parts. The first part will contain questions regarding the respondents' characteristics about apparel buying behavior. The second part will contain questions regarding the four independent variables: attitude towards domestic brand name apparel, attitude towards imported brand name apparel, social pressure, and shopping behavioral control; one dependent variable, behavioral intention to buy domestic brand name apparel; and four control variables: extroverts, independent self-concept, purchasing power, and brand loyalty. The third part will contain questions regarding demographic information of the respondents.

4.3.1 Pretest

Pretesting the questionnaire is the most important step in survey development because the first drafted questionnaire usually does not result in a usable questionnaire (Churchill & Iacobucci, 2005). Before finalizing the questionnaire, a pretest should be conducted on the entire questionnaire to ensure that the questions will accomplish what is expected of them and to reveal questionnaire errors before the survey is launched (Burns & Bush, 2005). So, a pretest was conducted to ensure the clarity, reliability, validity, and adequacy of the questions.

A set of thirty identical drafted questionnaires were distributed to the target respondents. The respondents' characteristics and personal data are presented in Table 4.1. The wordings or sentences of the questionnaire were modified and based on the pretest.

Table 4.1 <u>Pretest Sample Profile Dummy Table</u>

Characteristics & Personal Data		Frequency (N=30)	Percentage
Age	< 18 years	0	0.0%
	18 - 21 years	6	20.0%
	22 - 25 years	24	80.0%
	> 25 years	0	0.0%
Income per month	< 15,000 baht	10	33.3%
	15,000 - 30,000 baht	8	26.7%
	30,001 - 50,000 baht	11	36.7%
	> 50,000 baht	1	3.3%
Educational Level	Below Bachelor's Degree	1	3.3%
	Bachelor's Degree	16	53.3%
	Master's Degree	13	43.3%
	Doctor's Degree	0	0.0%
Occupation	Student	9	30.0%
	Employee	19	63.3%
	Management	0	0.0%
	Self-employed	1	3.3%
	Government	0	0.0%
	Others	1	3.3%
Have you ever purchased both Thai and imported brand name apparel?	Yes	30	100.0%
	No	0	0.0%
*Where do you buy most of your apparel?**	Department Store	27	90.0%
	Factory Outlet	6	20.0%
	Office Building	3	10.0%
	Specialty Boutique	1	3.3%
	Open Market	17	56.7%
	Others	1	3.3%
*Whom do you usually shop with?**	I shop alone	17	56.7%
	Family	14	46.7%
	Boyfriend	2	6.7%
	Friends	13	43.3%
	Colleagues	3	10.0%
How many pieces of Thai brand name apparel do you buy per month?	< 1 piece	12	40.0%
	1 - 2 piece(s)	14	46.7%
	3 - 5 pieces	3	10.0%
	> 5 pieces	1	3.3%
Approximately how much money do you spend on Thai brand name apparel per month?	< 1,500 baht	19	63.3%
	1,500 - 3,000 baht	9	30.0%
	3,001 - 5,000 baht	2	6.7%
	> 5,000 baht	0	0.0%
What is the appropriate proportion of your closet accounted for Thai apparel?	0 - 30%	3	10.0%
	31 - 70%	16	53.3%
	71 - 100%	11	36.7%

* Percentage does not sum to 100 since the respondents were instructed to be able to "choose more than 1 choice".

The data collected from the pretest were entered into SPSS 14.0 and the reliability measurement was conducted on the multi-item scale constructs. The pretest reliability of the independent variables and dependent variable were tested by the result of Cronbach's Alpha. The items were interpreted as reliable when the value of Cronbach's Alpha is at least 0.60 (Malhotra, 2004). After the reliability testing was conducted, the alpha value of all items ranged from 0.726 to 0.864. Since the alpha values were higher than the recommended 0.60, the result indicated that all items were deemed reliable and sufficient for examining the research hypotheses.

Table 4.2 Pretest Reliability Coefficients (Cronbach's Alpha) Results

Variable	Number of Items	Cronbach's Alpha
Attitude towards domestic brand name apparel	19	0.726
Attitude towards imported brand name apparel	19	0.810
Social pressure	6	0.764
Shopping behavioral control	4	0.777
Behavioral intention to buy domestic brand name apparel	3	0.864

4.4   Data Collection Procedures

The researcher gathered the information from two sources which were primary and secondary data. Secondary data are information that has been collected for some other purpose (Burns & Bush, 2005). Most of the secondary data in this study were gathered from textbooks, journals, articles, newspaper, and Internet websites. Primary data are information gathered specifically for the research objectives at hand (Burns & Bush, 2005). A self-administered questionnaire was employed to collect the primary data from the target respondents, young female adolescents who live in Bangkok with the age of 18-25 years old who used to experience both domestic and imported brand name apparel.

4.4.1   Data Collection Time Frame

The data was collected during October 28- November 5, 2006 from 11.00 –
20.00 hours at the Siam Square area. In order to cover as many as possible the target
respondents from different areas of Bangkok, the survey was conducted mainly during
weekends. Due to the basic characteristics of the respondents whose age is between
18-25 years old, they may be students or employed. Consequently, they should be free
for shopping or meeting friends for a relaxing purpose during weekends rather than
weekday.

4.5   Statistical Treatment of Data

In this study, descriptive statistics such as frequencies and cross-tabulation
were employed to summarize the respondents' characteristics and personal data in
Part One and Part Three of the questionnaire. As the items in Part Two were measured
by interval scale, multiple regression will applied to analyze and evaluate the
prediction of the dependent variable.

4.5.1   Multiple Regression

Multiple regression is a statistical technique that simultaneously develops a
mathematical relationship between two or more independent variables and an interval-
scaled dependent variable (Malhotra, 2004). According to Burns and Bush (2005), the
addition of independent variables makes the regression model more realistic because
predictions normally depend on multiple factors, not just one. In this study, multiple
regression was applied to test the relationship between each of the independent
variables: attitude towards domestic brand name apparel, attitude towards imported
brand name apparel, social pressure, and shopping behavioral control and the

dependent variable, behavioral intention to buy domestic brand name apparel. The general form of multiple regression equation in this study can be expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

where

Y = behavioral intention to buy domestic brand name apparel

X_1 = attitude towards domestic brand name apparel

X_2 = attitude towards imported brand name apparel

X_3 = social pressure

X_4 = shopping behavioral control

β_0 = intercept of the line

β_i = slope of the line

e_i = the error term associated with the ith observation

Multiple Regression Assumption Checks

With multiple regression, the data is required to meet the following standard to ensure the result from the model.

Residual Error Normal Distribution

A residual error is the difference between the observed value and the value predicted by the regression equation (Malhotra, 2004). The residual can be checked visually by constructing a histogram to reveal whether the distribution is normally distributed as expected to be. With normal distribution, the residual plots should lie close to the straight diagonal line depicted in the histogram.

Multicollinearity

The independent variables should have a low correlation with one another when applying multiple regression (Burns & Bush, 2005). Multicollinearity arises when intercorrelations among the predictors or independent variables are very high (Malhotra, 2004). The most commonly used statistics to identify the problem is the variance inflation factor (VIF). The independent variables in this study will be removed from the consideration when VIF is equal to 10 or more as suggested by Burns and Bush (2005).

Multiple Regression Analysis

Malhotra (2004) stated that the strength of association between variables is measured by the square of the multiple correlation coefficient (R^2), which is computed based on the relationship between attitude towards domestic brand name apparel, attitude towards imported brand name apparel, social pressure, and shopping behavioral control and behavioral intention to buy domestic brand name apparel. To test the null hypothesis that linear relationship does not exist between 2 variables: one independent variable and one dependent variable, the t statistic with n-2 degree of freedom is applied. Standardized betas indicate the relative importance of alternative independent variables (Burns & Bush, 2005). The larger the absolute value of the standardized beta coefficient, the more the importance of the independent variables it assumes to predict the dependent variable. The statistical treatments for hypotheses testing are shown in Table 4.3.

Table 4.3 <u>Statistical Treatment</u>

Hypothesis	Statistical Method	Test Statistics
$H1_o$	Multiple regression analysis	t-value
$H2_o$	Multiple regression analysis	t-value
$H3_o$	Multiple regression analysis	t-value
$H4_o$	Multiple regression analysis	t-value

CHAPTER V

DATA ANALYSIS AND FINDINGS

This chapter presents the analysis of data and the results. The analysis of data is presented in four parts: Description of the Sample, Reliability Analysis, Data Assumption Checks, and Hypotheses Testing.

5.1 Description of the Sample

Descriptive statistics was used to describe something – usually market characteristics or functions (Malhotra, 1999). Certain measures such as the mean, mode, standard deviation, and range are forms of descriptive analysis used to describe the sample data matrix in such a way as to portray the typical respondent and to reveal the general pattern of responses (Burns & Bush, 2005). As such, descriptive statistics served two purposes: first was to explore the data; and second was to summarize and describe the observations (Coakes & Steed, 2003).

5.1.1 Sample Profile

This section presented and discussed the information related to the demographic profiles of the respondents. Frequency distribution was applied to organize the set of data by summarizing the number of times a particular value of a variable occurs. The descriptive statistics are presented in Table 5.1.

Table 5.1 <u>Sample Characteristics</u>

Characteristics & Personal Data		Frequency (N=384)	Percentage
Age	18 - 21 years	90	23.4%
	22 - 25 years	294	76.6%
	> 25 years	0	0.0%
Income per month	< 15,000 baht	143	37.2%
	15,000 - 30,000 baht	147	38.3%
	30,001 - 50,000 baht	68	17.7%
	> 50,000 baht	26	6.8%
Educational Level	Below Bachelor's Degree	98	25.5%
	Bachelor's Degree	224	58.3%
	Master's Degree	61	15.9%
	Doctor's Degree	1	0.3%
Occupation	Student	149	38.8%
	Employee	201	52.3%
	Management	5	1.3%
	Self-employed	11	2.9%
	Government	8	2.1%
	Others	10	2.6%
Have you ever purchased both Thai and Imported brand name apparel?	Yes	384	100.0%
	No	0	0.0%
*Where do you buy most of your apparel?**	Department Store	338	88.0%
	Factory Outlet	81	21.1%
	Office Building	27	7.0%
	Specialty Boutique	28	7.3%
	Open Market	220	57.3%
	Others	13	3.4%
*Whom do you usually shop with?**	I shop alone	191	49.7%
	Family	137	35.7%
	Boyfriend	68	17.7%
	Friends	234	60.9%
	Colleagues	55	14.3%
How many pieces of Thai brand name apparel do you buy per month?	< 1 piece	100	26%
	1 - 2 piece(s)	185	48.2%
	3 - 5 pieces	70	18.2%
	> 5 pieces	29	7.6%
Approximately how much money do you spend on Thai brand name apparel per month?	< 1,500 baht	222	57.8%
	1,500 - 3,000 baht	120	31.3%
	3,001 - 5,000 baht	28	7.3%
	> 5,000 baht	14	3.6%
What is the appropriate proportion of your closet accounted for Thai apparel?	0 - 30%	75	19.5%
	31 - 70%	223	58.1%
	71 - 100%	86	22.4%

* Percentage does not sum to 100 since the respondents were instructed to be able to "choose more than 1 choice".

According to Table 5.1, most of the respondents in this study, 76.6 percent (n=294) falls into the age range of 22-25 years of age, followed by the group of respondents between 18-21 years, accounting for 23.4 percent (n=90).

The highest number of the respondents falls into the category of having monthly income between 15,000 to 30,000 baht, accounting for 38.3 percent (n=147). The second largest group had monthly income of less than 15,000 baht with 37.2 percent (n=143). The third group received monthly income between 30,001 to 50,000 baht, accounting for 17.7 percent (n=68), followed by the group of respondents with more than 50,000 baht monthly income, accounting for 6.8 percent (n=26).

With regard to the educational level completed by the respondents, 58.3 percent (n=224) hold a bachelor degree. The respondents with the educational level below a bachelor degree account for the second largest group with 25.5 percent (n=98). The third group of the respondents hold a master degree with the percentage of 15.9 (n=61). There was only one respondent with a doctorate degree, in which it accounted for 0.3 percent.

Regarding to the occupation, the majority of the respondents were company employees, accounted for 52.3 percent (n=201). The second largest group of respondents were students with the percentage of 38.8 (n=149), followed by self-employed, which are accounted for 2.9 percent (n=11), other occupations with 2.6 percent (n=10), government with 2.1 percent (n=8), and management with 1.3 percent (n=5).

From the total respondents, 100.0 percent (n=384) used to purchase both domestic and imported brand name apparel. Department store was the most popular place where 88.0 percent of the respondents (n=338) buys the apparel. Open market was the second most popular place with 57.3 percent (n=220), followed by specialty

boutique with 21.1 percent (n=81), factory outlet with 7.3 percent (n=28), office building with the percentage of 7.0 (n=27), and other shopping places with 3.4 percent (n=13).

Most of the respondents, 60.9 percent (n=234), usually shop with friends; 49.7 percent (n=191) usually shop alone; 35.7 percent (n=137) shop with family; 17.7 percent (n=68) shop with boyfriend; and 14.3 percent (n=55) shop with colleagues.

Most of the respondents, 48.2 percent (n=185), purchase 1-2 pieces of Thai brand name apparel per month; 26.0 percent (n=100) purchases less than 1 piece of Thai brand name apparel per month; 18.2 percent (n=70) purchases 3-5 pieces of Thai brand name apparel per month; and 7.6 percent (n=29) purchases more than 5 pieces of Thai brand name apparel per month.

The largest group of respondents, 57.8 percent (n=222), spends less than 1,500 baht on Thai brand name apparel per month. The second largest group, 31.3 percent (n=120), spends 1,500 to 3,000 baht per month on Thai brand name apparel per month, followed by 7.3 percent (n=28) for 3,001 to 5,000 baht per month, and 3.6 percent (n=14) for more than 5,000 baht on Thai brand name apparel per month.

Regarding to the proportion of the respondents' closet accounted for Thai apparel, 58.1 percent (n=223) of the respondents possesses the closet in which 31-70 percent of the closet accounted for Thai apparel. The second largest group of the respondents, 22.4 percent (n=86), possesses the closet in which 71-100 percent of the closet accounted for Thai apparel. The last group, 19.5 percent (n=75), of the respondents possesses the closet in which 0-30 percent of the closet accounted for Thai apparel.

5.2   Reliability Test

The Cronbach's alpha is the average of all possible split-half coefficients resulting from different ways of splitting the scale items (Malhotra, 1999). The items were interpreted as reliable when the value of Cronbach's Alpha is at least 0.60 (Malhotra, 2004). Table 5.2 shows the value of Cronbach's alpha, the alpha value of all items ranged from 0.729 to 0.870. Since alpha values were higher than the recommended 0.60, the result indicated that all items were deemed reliable and sufficient for examining the research hypotheses.

Table 5.2 Construct Reliability

Construct	Number of Items	Cronbach's Alpha
Attitude towards domestic brand name apparel	19	0.826
Attitude towards imported brand name apparel	19	0.833
Social pressure	6	0.835
Shopping behavioral control	4	0.729
Behavioral intention to buy domestic brand name apparel	3	0.870

As the results shown in Table 5.2, all the alpha value is above the acceptable level of 0.60, in which it indicated the reliability of all the items.

Attitude Towards Domestic Brand Name Apparel refers to the degree to which performance of the domestic brand name apparel is positively or negatively valued. From the item total correlation column, it states that all the items have a high correlation with attitude towards domestic brand name apparel. The appearance or look has the highest correlation with attitude domestic brand name apparel which is 0.595. The following elements are comfort, stylishness, good feeling to wear, choices

of styles, attractiveness, pride to wear, skilled workmanship, worth buying, good fitness, durability, social acceptance support, good in fibre content, fashionability, expression of social status, high quality, colorfulness, ease of care, and price which are ranged from 0.508 to 0.098 respectively.

Attitude Towards Imported Brand Name Apparel refers to the degree to which performance of the imported brand name apparel is positively or negatively valued. From the item total correlation column, it states that all the items have a high correlation with attitude towards imported brand name apparel. The appearance or look has the highest correlation with attitude towards imported brand name apparel which is 0.600. The following elements are pride to wear, good feeling to wear, attractiveness, comfort, fashionability, good in fibre content, colorfulness, skilled workmanship, stylishness, choices of styles, social acceptance support, worth buying, high quality, durability, good fitness, expression of social status, ease of care, and price which are ranged from 0.569 to 0.194 respectively.

Social Pressure refers to the perception of family, friends, colleagues, and government of what the person should engage or not to engage in a certain behavior. From the item total correlation column, it states that all the items have a high correlation with social pressure. The social pressure from family has the highest correlation with social pressure which is 0.730, followed by social pressure from colleagues, friends, people who are important to me, most people who are important for me to buy Thai brand name apparel, and government which are ranged from 0.722 to 0.411 respectively.

Shopping Behavioral Control refers to an apparel shopper's perception of how ease and difficulty in performing a shopping behavior and how much he/ she has ability to perform it. From the item total correlation column, it states that all the items have a high correlation with shopping behavioral control. The difficulty/ ease to buy Thai brand name apparel has the highest correlation with shopping behavioral control which is 0.720, followed by impossible/ possible to buy, unaffordability/ affordability, and buying or not buying Thai brand name apparel is mostly up to me which are ranged from 0.677 to 0.169 respectively.

Behavioral Intention to Buy Domestic Brand Name Apparel refers to an apparel shoppers' readiness to buy domestic brand name apparel, and it is considered to be the immediate antecedent of the actual behavior. From the item total correlation column, it states that all the items have a high correlation with behavioral intention to buy domestic brand name apparel. The intention to buy Thai brand name apparel has the highest correlation with behavioral intention, which is 0.789, followed by try to buy Thai brand name apparel, and plan to buy Thai brand name apparel which are ranged from 0.741 to 0.725 respectively.

5.3 Multiple Regression Assumption Checks

Residual Errors Normal Distribution: The distribution of residual errors of the independent variables and dependent variable should be normally distributed. The residual can be checked visually by constructing a histogram to reveal whether the distribution is normally distributed as expected to be. With a normal distribution, the residual plots should lie close to the straight diagonal line depicted in the histogram.

Multicollinearity: The variance inflation factor (VIF) was applied to detect the presence of high correlation among the independent variables. Table 5.3 shows the VIF values, ranging from 1.065 to 1.287. Thus, the VIF value is not large enough to suspect multicollinearity.

Table 5.3 Table of Multicollinearity Values

Variables	VIF
Attitude towards Domestic Brand Name Apparel	1.287
Attitude towards Imported Brand Name Apparel	1.287
Social Pressure	1.105
Shopping Behavioral Control	1.065

Dependent Variable: Behavioral Intention

Multiple Regression Model Analysis

Analysis of Control Variables: Multiple regression analysis was run to examine the effects of the 4 control variables on behavioral intention. Extroverts variable (t=2.341; p<.05), purchasing power variable (t=-1.996; p<.05), and brand loyalty variable (t=5.097; p<.05) were significant. Extroverts, purchasing power, and brand loyalty have significance levels of 0.020, 0.047, and 0.000 respectively, which are below the standard significance level cutoff of .05. The independent variable self-concept was found to be of no significance.

5.4   Results of Hypotheses Testing

Multiple regression was implemented to test the stated hypotheses regarding the relationships of four independent variables: attitude towards domestic brand name apparel, attitude towards imported brand name apparel, social pressure, and shopping

behavioral control and the dependent variable, behavioral intention to buy domestic brand name apparel.

To evaluate the full model, the coefficient of multiple determination, or R^2, of 17.8 percent is significant (F=20.464, p = .000), indicating the intention to buy domestic brand name apparel was explained by the four independent variables included in the model. Considering the adjusted R^2, the result indicates that the four independent variables explain 16.9% of consumer's intention to buy domestic brand name apparel.

A significant positive relationship should exist between the three independent variables including attitude towards domestic brand name apparel, social pressure, and shopping behavioral control and an apparel shopper's intention to buy Thai brand name apparel. A significant negative relationship should exist between the independent variables, attitude towards imported brand name apparel, and intention to buy Thai brand name apparel. The results of the multiple regression to test the hypotheses are shown in Table 5.4.

Table 5.4 Effect of Independent Variables on Intention to Buy Domestic Brand Name Apparel

Independent Variable	Multiple Regression Beta Coefficient	T-Value	Sig. Value
Attitude towards domestic brand name apparel	0.349*	6.607	0.001
Attitude towards imported brand name apparel	-0.262*	-4.956	0.000
Shopping behavioral control	0.181*	3.758	0.000
Social pressure	0.136*	2.787	0.006

R^2 = 17.8%, Adjusted R^2 = 16.9%, (F = 20.464, p = .000)
*Significance at $p < .05$

The findings from the study show that attitude towards domestic brand name apparel (b = .349, t = 6.607, p < .05), social pressure (b = .136, t = 2.787, p < .05), and shopping behavioral control (b = .181, t = 3.758, p < .05) are significant and positively related with intention to buy Thai brand name apparel. In contrast, attitude towards imported brand name apparel (b = -.262, t = -4.956, p < .05) is significant but negatively correlated with intention to buy Thai brand name apparel. Thus, the results support hypotheses $H1_o$, $H2_o$, $H3_o$, and $H4_o$.

Comparing Effect Size: From the findings, it can be concluded that when the set of selected independent variables is included in the regression model, attitude towards domestic brand name apparel variable (b = 0.349) ranks first with the strongest relationship with intention to buy domestic brand name apparel, followed by the attitude towards imported brand name apparel variable (b = -0.262), shopping behavioral control (b = 0.181), and social pressure (b = 0.136).

The results of hypotheses testing for all the four independent variables are summarized in Table 5.5.

Table 5.5 Summary Table of Hypotheses Tested

Hypothesis	Test Result
$H1_o$: There is no relationship between attitude towards domestic brand name apparel and behavioral intention to buy domestic brand name apparel.	Reject $H1_o$
$H2_o$: There is no relationship between attitude towards imported brand name apparel and behavioral intention to buy domestic brand name apparel.	Reject $H2_o$
$H3_o$: There is no relationship between social pressure and behavioral intention to buy domestic brand name apparel.	Reject $H3_o$
$H4_o$: There is no relationship between shopping behavioral control and behavioral intention to buy domestic brand name apparel.	Reject $H4_o$

Supplementary Analysis

To investigate for differences between the means of the first two independent variables, attitude towards domestic brand name apparel and attitude towards imported brand name apparel, paired sample t-test was implemented in this study. The finding shows a significant difference between the two attitudes with $p = .000$ and the mean of attitude towards domestic brand name apparel is 3.447, while the mean of attitude towards imported brand name apparel is 3.613.

CHAPTER VI

DISCUSSION, IMPLICATIONS AND RECOMMENDATIONS

This chapter presents the discussion, implications and recommendations of the findings, and suggestions for further research.

6.1 Discussion

This study was conducted to investigate the relationship between the four independent variables: attitude towards domestic brand name apparel, attitude towards imported brand name apparel, social pressure, and shopping behavioral control and behavioral intention to buy domestic brand name apparel by using multiple regression analysis. All four hypotheses are rejected, indicating that each independent variable significantly influences the Bangkok young female adolescents' intention to buy domestic brand name apparel. More specifically, attitude towards domestic brand name apparel has the strongest influence (positive) on the intention to buy domestic brand name apparel, followed by attitude towards imported brand name apparel (negative influence), shopping behavioral control (positive influence), and social pressure (positive influence).

The relationship between attitude towards domestic brand name apparel and intention to buy domestic brand name apparel.

Consumer attitude towards domestic brand name apparel is the combination of attitude towards things related to domestic brand name apparel, e.g. quality,

fashionability, ease of care, stylishness, good fitness, colorfulness, attractiveness, durability, fibre content, choices of styles, comfort, skilled workmanship, good looking, social acceptance support, expression of social status, worth buying, price, pride to wear, and good feeling to wear. Based on the multiple regression analysis there is a strong positive relationship between attitude towards domestic brand name apparel and intention to buy domestic brand name apparel. Hence, the more favorable the consumer's attitude towards Thai brand name apparel, the greater his/her intention to buy Thai apparel.

The relationship between attitude towards imported brand name apparel and intention to buy domestic brand name apparel.

Consumer attitude towards imported brand name apparel is the combination of an attitude towards things related to imported brand name apparel e.g. quality, fashionability, ease of care, stylishness, good fitness, colorfulness, attractiveness, durability, fibre content, choices of styles, comfort, skilled workmanship, good looking, social acceptance support, expression of social status, worth buying, price, pride to wear, and good feeling to wear. The multiple regression analysis shows that there is a moderately high negative relationship between attitude towards imported brand name apparel and intention to buy domestic brand name apparel. Therefore, the more favorable the consumer's attitude towards imported brand name apparel, the lower his/her intention to buy Thai apparel.

This finding is consistent with the previous study of Amin & Richards (2002) who found that although the teenagers have a positive attitude with imported brand name apparel, teenagers prefer to purchase apparel manufactured domestically.

The relationship between shopping behavioral control and intention to buy domestic brand name apparel.

Consumer perception of his/her shopping behavioral control is the combination of perceived personal capability in making a decision, the perception of affordability, easiness, and possibility. The multiple regression analysis results show that there is a moderately low positive relationship between behavioral control and intention to buy domestic brand name apparel. Nevertheless, the greater shopping behavioral control the consumers perceive themselves, the greater his/her intention to buy Thai apparel.

The relationship between social pressure and intention to buy domestic brand name apparel.

Consumer perception of social pressure is the combination of social pressure from family, friends, colleagues, government, and people who are important to the respondents. The multiple regression analysis results show that there is a positive relationship between social pressure and intention to buy domestic brand name apparel. Thus, the greater the perceived social pressure perceived by consumers, the the greater his/her intention to buy Thai apparel.

This analysis is consistent with the previous study of Casella (2005) who stated that there is a moderate relationship between social influence and intention to buy domestic brand name casualwear apparel.

6.2   Implications and Recommendations

The previous studies on apparel have indicated various factors that influence intention to buy domestic apparel such as product attributes, attitude, social pressure,

and psychological benefits but these studies overlooked how the shopping behavioral control affects behavioral intention to buy domestic brand name apparel.

This study provides recommendations on how attitude, social pressure, and shopping behavioral control, can be managed to best satisfy customers' requirements, in which this might be useful for the development of government policies that may help to foster demand for Thai brand name apparel both domestically and internationally. Additionally, this research can be used as an evaluation tool on apparel shoppers' intention to buy domestic brand name apparel and their perception.

The following are recommendations of factors influencing intention to buy domestic brand name apparel according to the research findings.

Attitude Towards Domestic Brand Name Apparel: Most of the young female adolescents in Bangkok perceived attitude towards domestic brand name apparel as the strongest factor influencing behavioral intention to buy domestic brand name apparel. Attitude towards domestic brand name apparel was comprised of attitude towards things related to domestic brand name apparel e.g. quality, fashionability, ease of care, stylishness, good fitness, colorfulness, attractiveness, durability, fibre content, choices of styles, comfort, skilled workmanship, good looking, social acceptance support, expression of social status, worth buying, price, pride to wear, and good feeling to wear. From the finding, attitude towards domestic brand name apparel has a positive correlation with behavioral intention. From the overall elements, young female adolescents consider the appearance or look factor to be a very critical factor.

When comparing the intention to buy domestic brand name apparel with the appearance or look, for females with the age range of 18-21 years, 46.7% stated that

the appearance or look factor can influence apparel shoppers to buy domestic brand name apparel while 50% stated neutral and 3.3% percent stated that the look factor cannot influence them to buy domestic brand name apparel. For female with the age range of 22-25 years, 49.7% stated that appearance or look factor can influence apparel shoppers to buy domestic brand name apparel while 44.2% stated neutral and 6.1% percent stated that the look factor cannot influence them to buy domestic brand name apparel. The finding is consistent with the previous study of Taylor & Cozenza (2002) who indicated that look or appearance is one of the most important attributes for teenagers to consider in apparel choice.

In order to increase the intention to buy domestic brand name apparel among young female adolescents in Bangkok, the local brand name apparel suppliers should emphasize more on enhancing the good appearance of the wearer through the dress designed by the domestic brand name apparel manufacturer. From the finding, we can conclude that appearance is an influential factor for intention to buy domestic brand name apparel among females with the age range of 22-25 years (49.7%) more than those age range of 18-21 years (46.7%).

Attitude Towards Imported Brand Name Apparel: Attitude towards imported brand name apparel comprised of attitude towards things related to imported brand name apparel which are the same as domestic brand name apparel. From the finding, attitude towards imported brand name apparel has a negative correlation with intention to buy domestic brand name apparel. From the overall elements, young female adolescents also consider the appearance or look factor to be the very critical factor, the same as attitude towards domestic brand name apparel.

When comparing the intention to buy domestic brand name apparel with the appearance or look, for females with the age range of 18-21 years, 57.8% stated that good the appearance or look factor of imported apparel can influence apparel shoppers not to buy Thai brand name apparel while 41.1% stated neutral and 1.1% percent stated that the good appearance factor of imported apparel cannot influence them not to buy domestic brand name apparel. For female with the age range of 22-25 years, 64.6% stated that the good appearance or look factor of imported apparel can influence apparel shoppers not to buy Thai brand name apparel while 32.7% stated neutral and 2.7% stated that good appearance factor of imported apparel cannot influence them not to buy domestic brand name apparel. The finding is consistent with the previous studies of Taylor & Cozenza (2002) who indicated that look or appearance is one of the most important attributes for teenagers to consider on apparel choice.

From the finding, we can conclude that appearance is an influential factor for intention to buy domestic brand name apparel among female with the age range of 22-25 years (64.6%) more than those age range of 18-21 years (57.8%).

Shopping Behavioral Control Young female adolescents in Bangkok perceived shopping behavioral control as the factor influencing behavioral intention to buy domestic brand name apparel. Shopping behavioral control is the combination of perceived personal capability in making a decision, the perception of affordability, easiness, and possibility. From the findings, shopping behavioral control has a positive correlation with behavioral intention. From the overall elements, young female adolescents consider the difficult/ easy factor to be the very critical factor.

When comparing the intention to buy domestic brand name apparel with the difficulty/ easiness, for females with the age range of 18-21 years, 41.6% stated that the difficult/ easy factor can influence apparel shoppers to buy domestic brand name apparel while 50% stated neutral and 8.9% percent stated that the difficult/ easy factor cannot influence them to buy domestic brand name apparel. For females with the age range of 22-25 years, 54.4% stated that the difficult/ easy factor can influence apparel shoppers to buy domestic brand name apparel while 39.8% stated neutral and 5.8% stated that difficult/ easy factor cannot influence them to buy domestic brand name apparel.

In order to increase the intention to buy domestic brand name apparel among young female adolescents in Bangkok, the domestic brand name apparel suppliers should emphasize on making the shopping for apparel easier for the shoppers by distributing most of their products through a department store as it is the best channel where 88% of the female shoppers buy most of their apparels. Additionally, when the suppliers promote new arrivals of apparel through any media, the identification of the place where the shoppers can find the new arrivals should be presented clearly so that it will be easier for the apparel shoppers to find and shop for their favorites. From the finding, we can conclude that easiness is an influential factor for intention to buy domestic brand name apparel among females with the age range of 22-25 years (54.4%) more than those age range of 18-21 years (41.6%).

Social Pressure Young female adolescents in Bangkok perceived social pressure as a factor influencing behavioral intention to buy domestic brand name apparel. Social pressure comprised of perceived social pressure from family, friends, colleagues, government, and people who are important to the respondents. From the

finding, social pressure has a positive correlation with behavioral intention. From the overall elements, young female adolescents consider pressure from family to be the very critical factor.

When comparing the intention to buy domestic brand name apparel with the pressure from family, for females with the age range of 18-21 years, 18.9% stated that family factor can influence them to buy domestic brand name apparel while 66.7% stated neutral and 14.4% percent stated that family factor cannot influence them to buy domestic brand name apparel. For female with the age range of 22-25 years, 23.8% stated that family factor can influence apparel shoppers to buy domestic brand name apparel while 57.1% stated neutral and 19.1% stated that family factor cannot influence them to buy domestic brand name apparel.

In order to increase the intention to buy domestic brand name apparel among young female adolescents in Bangkok, domestic brand name apparel should persuade the apparel shoppers that Thai brand name apparel is superior to imported brand name apparel in terms of ease of care, colorfulness, good fitness, worth buying, and more reasonable price by linking using the reference group so that these reference groups will further some influences on young female adolescents in Bangkok. From the finding, we can conclude that family is an influential pressure for intention to buy domestic brand name apparel among females with the age range of 22-25 years (23.8%) more than those age range of 18-21 years (18.9%).

Additional Insights

In order to get greater insight on young female adolescents' perceptions of the four independent variables: attitude towards domestic brand name apparel, attitude towards imported brand name apparel, social pressure, and shopping behavioral control, the additional descriptive analysis was conducted on each items. Table 6.1 shows various descriptive statistics: minimum value, maximum value, mean, and standard deviation.

By comparing the four independent variables with one another, the sample indicated that shopping behavioral control is the most influential factor on young female adolescents' intention to buy domestic brand name apparel (Mean ranged from 4.55 to 3.51). The second most influential factor is attitude towards imported brand name apparel (Mean ranged from 3.93 to 3.12), followed by attitude towards domestic brand name apparel (Mean ranged from 3.68 to 3.15), and social pressure (Mean ranged from 3.38 to 2.81).

Shopping Behavioral Control: Four items were used to measure the perception of individual on his/ her ability to buy domestic brand name apparel. From the four items, the sample gave the highest score for perceived personal capability in making a purchase decision (mean = 4.55) and the least for affordability (mean = 3.51).

Attitude towards Imported Brand Name Apparel: Nineteen items were used to measure individual's attitude towards imported brand name apparel. From the nineteen items, the sample gave the most favorable for good in fibre content (mean = 3.93) and the least favorable for worth to buy (mean = 3.12).

Attitude Towards Domestic Brand Name Apparel: Nineteen items were used to measure individual's attitude towards imported brand name apparel. From the nineteen items, the sample gave the most favorite for colorfulness (mean = 3.68) and the least favorite for supporting social acceptance (mean = 3.15).

Social Pressure: Five items were used to measure individual's perception about sources of social pressure to buy domestic brand name apparel. From the five items, the sample got the highest pressure from the government (mean = 3.38) and the least pressure from colleague (mean = 2.81).

Additional Analysis

In order to provide domestic brand name apparel suppliers a clearer picture of what area the suppliers should improve based on the customers' points of view, the analysis of how customers perceive domestic brand name apparel was compared with the imported brand name apparel using the mean value from Table 6.1.

The sample perceived domestic brand name apparel as being better than imported brand name apparel in terms of ease of care, good fitness, colorfulness, worth buying, and price. Meanwhile, the imported brand name apparel was perceived as being better than domestic brand name apparel in terms of quality, fashionability, stylishness, attractiveness, durability, fibre content, choices of styles, comfort, skilled workmanship, appearance/ look, social acceptance support, expression of social status, pride to wear, and good feeling to wear.

Table 6.1 <u>Independent and Dependent Variable Items for Descriptive Statistics*</u>

Variable	Item	Min.	Max.	Mean	Std. Dev.
Attitude towards domestic brand name apparel	Thai brand name apparels are:				
	- high quality	1.00	5.00	3.49	.634
	- fashionable	2.00	5.00	3.60	.638
	- easy to care	1.00	5.00	3.35	.743
	- stylish	2.00	5.00	3.64	.730
	- fit well	1.00	5.00	3.52	.861
	- colorful	1.00	5.00	3.68	.710
	- attractive	2.00	5.00	3.64	.663
	- durable	1.00	5.00	3.34	.737
	- good in fibre content	2.00	5.00	3.39	.687
	- provide choices of style	1.00	5.00	3.57	.798
	- comfortable	1.00	5.00	**3.65**	.704
	- produced with skilled workmanship	2.00	5.00	3.43	.827
	- make me look good	1.00	5.00	3.49	.712
	- support social acceptance	1.00	5.00	3.15	.805
	- express social status	1.00	5.00	3.34	.794
	- worth to buy	1.00	5.00	3.23	.813
	- price	1.00	5.00	3.24	1.118
	- proud to wear	1.00	5.00	3.34	.749
	- feel good to wear	1.00	5.00	3.38	.679
Attitude towards imported brand name apparel	Imported brand name apparels are:				
	- high quality	1.00	5.00	3.84	.588
	- fashionable	2.00	5.00	3.78	.677
	- easy to care	1.00	5.00	3.25	.772
	- stylish	1.00	5.00	3.72	.745
	- fit well	1.00	5.00	3.34	.871
	- colorful	1.00	5.00	3.64	.763
	- attractive	1.00	5.00	3.90	.692
	- durable	2.00	5.00	3.90	.686
	- good in fibre content	2.00	5.00	**3.93**	.655
	- provide choices of style	1.00	5.00	3.69	.725
	- comfortable	2.00	5.00	3.77	.709
	- produced with skilled workmanship	2.00	5.00	3.92	.698
	- make me look good	2.00	5.00	3.77	.744
	- support social acceptance	1.00	5.00	3.49	.934
	- express social status	1.00	5.00	3.59	.898
	- worth to buy	1.00	5.00	3.12	.922
	- price	1.00	5.00	3.16	1.105
	- proud to wear	1.00	5.00	3.39	.750
	- feel good to wear	1.00	5.00	3.43	.755
Social pressure	- Most people who are important to me buy Thai brand name apparel.	1.00	5.00	3.08	.727
	The social pressure from:				
	- family	1.00	5.00	2.93	.773
	- friends	1.00	5.00	2.87	.669
	- colleagues	1.00	5.00	2.81	.647
	- government	1.00	5.00	**3.38**	.954
	- people who are important to me	1.00	5.00	2.94	.713
Shopping behavioral control	- up to me whether I buy or not buy Thai brand name apparel	1.00	5.00	**4.55**	.698
	Buying Thai brand name apparel is:				
	- unaffordable/ affordable	1.00	5.00	3.51	.861
	- difficult/ easy	1.00	5.00	3.60	.885
	- impossible/ possible	1.00	5.00	3.79	.924
Behavioral intention to buy domestic brand name apparel	- plan to buy Thai brand name apparel	1.00	5.00	3.30	.834
	- intend to buy Thai brand name apparel	1.00	5.00	3.30	.810
	- will try to buy more Thai brand name apparel	1.00	5.00	**3.32**	.860

*Items were measured on 1 to 5 Likert scales, with 1 being strongly disagree and 5 being strongly agree.

6.3   Future Research

This study contributed to our understanding of the relationship between attitude towards domestic brand name apparel, attitude towards imported brand name apparel, social pressure, and shopping behavioral control and intention to buy domestic brand name apparel among young female adolescents in Bangkok based on the Theory of Planned Behavior. Due to the specific scope of this study, the following are some additional areas that researchers should investigate in the future.

1. As this study investigated only four independent factors that might affect intention to buy domestic brand name apparel, the future research should study other factors that might also affect the consumers' behavioral intention.

2. As this study targeted at young female adolescents in Bangkok area only, so the finding from this study might not be generalized to other customer segments, such as older females, male shoppers, or shoppers outside Bangkok. Therefore, the future research should extend the target respondents to other age range and also extend the geographic areas to other areas outside of Bangkok.

3. It would be beneficial for future research to replicate this study with other kinds of fashion products besides apparel, such as jewelry and watches and also to other product categories in which Thailand has a domestic industry, such as furniture and art. The current study focuses on apparel product only; therefore, the findings may not be generalized to other kinds of product categories.

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APPENDICES

This questionnaire is intended to collect opinions and attitudes about brands. We kindly ask for about 10 to 15 minutes of your time to complete this questionnaire. Your answers will be used for the research purposes only and your responses will be kept confidential.

Thai brand name apparel is well-known Thai brand name apparel which is originated in Thailand. Examples are Pena House, AIIZ, AIIZ Career, Jaspal, BSC, Espada, Kloset, Chaps, Fly Now, Soda, Headquarter, Playhound, Greyhound, Issue, etc.

Imported brand name apparel is well-known foreign brand name apparel which is originated in other countries. Examples are Giordano, U2, Bossini, Blue Corner, Elle, G2000, Benetton, Billabong, Roxy, Guess, Lacoste, Esprit, etc.

Part I: Respondents' Characteristics
Please mark "√" in front of the answer that is most applicable to your case.

1. Have you ever purchased **both** Thai and Imported brand name apparel?
   (   ) Yes   (   ) No (*If "No", please discontinue*)

2. Where do you buy most of your apparel? *(can choose more than 1 choice)*
   (   ) Department Store   (   ) Specialty Boutique
   (   ) Office Building   (   ) Factory Outlet
   (   ) Open Market (e.g. Thai Airway market, La-lai-sab market, Chatujak market,
          Tawanna,etc.)
   (   ) Others (please specify _____)

3. Whom do you usually shop with? *(can choose more than 1 choice)*
   (   ) I shop alone   (   ) Family
   (   ) Friends   (   ) Colleagues
   (   ) Boyfriend

4. How many pieces of Thai **brand name** apparel do you buy **per month**?
   (   ) Less than 1 piece   (   ) 1-2 pieces
   (   ) 3-5 pieces   (   ) More than 5 pieces

5. Approximately how much money do you spend on Thai **brand name** apparel **per month**?
   (   ) Less than 1,500 baht   (   ) 1,500 – 3,000 baht
   (   ) 3,001 – 5,000 baht   (   ) More than 5,000 baht

6. What is the appropriate proportion of your closet accounted for Thai brand apparel?
   (   ) 0-30%   (   ) 31-70%
   (   ) 71-100%

Please indicate the extent to which you agree or disagree with the following statements.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
7. I am a sociable person.	1	2	3	4	5
8. I act independently.	1	2	3	4	5
9. I am an active person.	1	2	3	4	5
10. I am a confident person.	1	2	3	4	5
11. Changes in the economy have an effect on my purchasing power.	1	2	3	4	5
12. I usually buy Thai brand name apparel.	1	2	3	4	5

Part II: Respondents' Attitudes and Opinions

Please answer the following questions by marking "√" in the box that is most describe your opinion about Thai/ Imported Brand Name Apparel:

Attitude	Thai					Imported				
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
13. Thai/ Imported brand name apparel is of high quality.	1	2	3	4	5	1	2	3	4	5
14. Thai/ Imported brand name apparel is fashionable.	1	2	3	4	5	1	2	3	4	5
15. Thai/ Imported brand name apparel is easy to care.	1	2	3	4	5	1	2	3	4	5
16. Thai/ Imported brand name apparel is stylish.	1	2	3	4	5	1	2	3	4	5
17. Thai/ Imported brand name apparel fits me well.	1	2	3	4	5	1	2	3	4	5
18. Thai/ Imported brand name apparel provides many choices of colors.	1	2	3	4	5	1	2	3	4	5
19. Thai/ Imported brand name apparel is attractive.	1	2	3	4	5	1	2	3	4	5
20. Thai/ Imported brand name apparel is durable.	1	2	3	4	5	1	2	3	4	5
21. Thai/ Imported brand name apparel is good in fibre content.	1	2	3	4	5	1	2	3	4	5
22. Thai/ Imported brand name apparel provides choices of styles.	1	2	3	4	5	1	2	3	4	5
23. Thai/ Imported brand name apparel is comfortable.	1	2	3	4	5	1	2	3	4	5
24. Thai/ Imported brand name apparel is produced with high skill workmanship.	1	2	3	4	5	1	2	3	4	5
25. Wearing Thai/ Imported brand name apparel makes me look good.	1	2	3	4	5	1	2	3	4	5
26. Thai/ Imported brand name apparel supports my social acceptance.	1	2	3	4	5	1	2	3	4	5
27. Thai/ Imported brand name apparel can express my social status.	1	2	3	4	5	1	2	3	4	5
28. Thai/ Imported brand name apparel is worth to buy.	1	2	3	4	5	1	2	3	4	5
29. Price is not important for me when buying Thai/ Imported brand name apparel.	1	2	3	4	5	1	2	3	4	5
30. I feel proud of wearing Thai / Imported brand name apparel.	1	2	3	4	5	1	2	3	4	5
31. I feel good when wearing Thai/ Imported brand name apparel.	1	2	3	4	5	1	2	3	4	5

Please indicate the extent to which you agree or disagree with the following statements.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
32. Most people who are important to me buy Thai brand name apparel.	1	2	3	4	5
33. My family suggests me to buy Thai brand name apparel.	1	2	3	4	5
34. My friends suggest me I should buy Thai brand name apparel.	1	2	3	4	5
35. My colleagues suggest me I should buy Thai brand name apparel.	1	2	3	4	5
36. The government promotes that I should buy Thai brand name apparel.	1	2	3	4	5
37. People who are important to me suggest me to buy Thai brand name apparel.	1	2	3	4	5

38. It is mostly up to me whether or not I buy Thai brand name apparel.

      strongly disagree :_____:_____:_____:_____:_____: strongly agree

39. For me to buy Thai brand name apparel is

      unaffordable :_____:_____:_____:_____:_____: affordable

      difficult :_____:_____:_____:_____:_____: easy

      impossible :_____:_____:_____:_____:_____: possible

40. I plan to buy more Thai brand name apparel than imported brand.

      strongly disagree :_____:_____:_____:_____:_____: strongly agree

41. I intend to buy more Thai brand name apparel than imported brand.

      unlikely :_____:_____:_____:_____:_____: likely

42. I will try to buy more Thai brand name apparel than imported brand.

      definitely false :_____:_____:_____:_____:_____: definitely true

Part III: Respondents' Personal Data

43. What is your age?

    (   ) Less than 18 years   (   ) 18-21 years

    (   ) 22 – 25 years   (   ) More than 25 years

44. Which range best describes your income per month? (in Baht)

    (   ) Less than 15,000 baht   (   ) 15,000 – 30,000 baht

    (   ) 30,001 – 50,000 baht   (   ) More than 50,000 baht

45. What is your highest level of education?

    (   ) Below Bachelor's Degree   (   ) Bachelor's Degree

    (   ) Master's Degree   (   ) Doctor's Degree

46. What occupational category do you fall in?

    (   ) Student   (   ) Employee

    (   ) Management   (   ) Self-employed

    (   ) Government   (   ) Other (please specify_____)

Thank you very much for your valuable time and co-operation

แบบสอบถามนี้ถูกจัดทำขึ้นเพื่อเก็บข้อมูลเกี่ยวกับความคิดเห็น และทัศนคติของผู้บริโภคที่มีต่อเสื้อผ้ามียี่ห้อทั้งของไทยและ
ต่างประเทศ ซึ่งข้อมูลที่ได้จะนำไปใช้เพื่อการศึกษาเท่านั้น ผู้จัดทำขอขอบพระคุณผู้ตอบแบบสอบถามทุกท่านที่ให้ความร่วมมือ

เสื้อผ้ามียี่ห้อของไทย หมายถึง เสื้อผ้าสำเร็จรูปที่มีชื่อเสียงและเป็นตราสินค้าของคนไทย ตัวอย่างของเสื้อผ้าสำเร็จรูปยี่ห้อดังของไทย
ได้แก่ Pena House, AIIZ, AIIZ Career, Jaspal, BSC, Espada, Kloset, Chaps, Fly Now, Soda,
Headquarter, Playhound, Greyhound, Issue, etc.

เสื้อผ้ามียี่ห้อนำเข้า หมายถึง เสื้อผ้าสำเร็จรูปที่นำเข้าจากต่างประเทศที่มีชื่อเสียงและเป็นตราสินค้าของต่างประเทศ ตัวอย่างของ
เสื้อผ้าสำเร็จรูปนำเข้ายี่ห้อดัง ได้แก่ Giordano, U2, Bossini, Blue Corner, Elle, G2000, Benetton, Billabong,
Roxy, Guess, Lacoste, Esprit, etc.

<u>ส่วนที่1 ลักษณะของผู้ตอบแบบสอบถาม</u>
กรุณาใส่เครื่องหมาย "√" ลงในช่องว่าง ที่ตรงกับท่านมากที่สุด

1. คุณเคยซื้อเสื้อผ้ามียี่ห้อทั้งของไทยและของนำเข้าจากต่างประเทศใช่หรือไม่

    (   ) ใช่   (   ) ไม่ใช่ (ถ้าตอบว่า "ไม่ใช่" กรุณาจบแบบสอบถาม)

2. โดยส่วนมาก คุณมักจะซื้อเสื้อผ้าที่ไหน (เลือกได้มากกว่า 1 ข้อ)

    (   ) ห้างสรรพสินค้า   (   ) ห้องเสื้อ

    (   ) Factory Outlet   (   ) ร้านค้าในอาคารสำนักงาน

    (   ) ตลาดเปิด (ตลาดหลังการบินไทย ตลาดละลายทรัพย์ จตุจักร ตะวันนา อื่นๆ)

    (   ) อื่นๆ (โปรดระบุ)_____

3. โดยส่วนมาก คุณมักจะซื้อเสื้อผ้ากับใคร (เลือกได้มากกว่า 1 ข้อ)

    (   ) คนเดียว   (   ) ครอบครัว   (   ) แฟน

    (   ) เพื่อน   (   ) เพื่อนร่วมงาน

4. คุณซื้อเสื้อผ้ามียี่ห้อของไทยเฉลี่ยกี่ชิ้นต่อเดือน

    (   ) น้อยกว่า 1 ชิ้น   (   ) 1 – 2 ชิ้น

    (   ) 3 – 5 ชิ้น   (   ) มากกว่า 5 ชิ้น

5. คุณซื้อเสื้อผ้ามียี่ห้อของไทยเฉลี่ยกี่บาทต่อเดือน

    (   ) น้อยกว่า 1,500 บาท   (   ) 1,500 – 3,000 บาท

    (   ) 3,001 – 5,000 บาท   (   ) มากกว่า 5,000 บาท

6. คุณมีเสื้อผ้าของไทยทั้งที่มียี่ห้อและไม่มียี่ห้อรวมกันคิดเป็นอัตราส่วนประมาณเท่าไหร่จากเสื้อผ้าทั้งหมดที่คุณมี

    (   ) 0-30 % เป็นเสื้อผ้าของไทย   (   ) 31-70 % เป็นเสื้อผ้าของไทย

    (   ) 71-100 % เป็นเสื้อผ้าของไทย

กรุณาใส่เครื่องหมาย "√" ในช่องว่างที่ตรงกับความคิดของท่านมากที่สุด	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างมาก
7. ฉันชอบการพบปะผู้คน	1	2	3	4	5
8. ฉันชอบทำอะไรด้วยตัวของฉันเอง	1	2	3	4	5
9. ฉันเป็นคนกระตือรือร้น	1	2	3	4	5
10. ฉันเป็นคนมั่นใจในตัวเอง	1	2	3	4	5
11. สภาพการขึ้นลงทางเศรษฐกิจมีผลต่อกำลังการซื้อของฉัน	1	2	3	4	5
12. ฉันมักจะซื้อเสื้อผ้ามียี่ห้อของไทย	1	2	3	4	5

ส่วนที่ 2 ทัศนคติและความคิดเห็นของผู้ตอบแบบสอบถาม

กรุณาใส่เครื่องหมาย "√" ในช่องว่างที่ตรงกับความคิดของท่านมากที่สุดเกี่ยวกับเสื้อผ้ามียี่ห้อของไทยและเสื้อผ้ามียี่ห้อนำเข้า

ทัศนคติ	เสื้อผ้ามียี่ห้อของไทย					เสื้อผ้ามียี่ห้อนำเข้า				
	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างมาก	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างมาก
13. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่มีคุณภาพดี	1	2	3	4	5	1	2	3	4	5
14. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่ทันสมัย	1	2	3	4	5	1	2	3	4	5
15. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่ง่ายต่อการดูแลรักษา	1	2	3	4	5	1	2	3	4	5
16. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่มีรูปแบบถูกใจ	1	2	3	4	5	1	2	3	4	5
17. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่ออกแบบพอดีกับรูปร่าง	1	2	3	4	5	1	2	3	4	5
18. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่มีหลายสีให้เลือก	1	2	3	4	5	1	2	3	4	5
19. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่น่าสนใจ	1	2	3	4	5	1	2	3	4	5
20. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่มีความคงทน	1	2	3	4	5	1	2	3	4	5
21. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่ผลิตจากเส้นใยคุณภาพดี	1	2	3	4	5	1	2	3	4	5
22. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่มีหลายรูปแบบให้เลือก	1	2	3	4	5	1	2	3	4	5
23. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่สวมใส่สบาย	1	2	3	4	5	1	2	3	4	5
24. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่ผลิตด้วยช่างที่ฝีมือการตัดเย็บดี	1	2	3	4	5	1	2	3	4	5
25. การสวมใส่เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้าทำให้ฉันดูดี	1	2	3	4	5	1	2	3	4	5
26. การสวมใส่เสื้อผ้าเสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้าช่วยส่งเสริมให้ฉันเป็นที่ยอมรับในสังคม	1	2	3	4	5	1	2	3	4	5
27. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่บ่งบอกถึงสถานภาพทางสังคมของฉันได้	1	2	3	4	5	1	2	3	4	5
28. เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า เป็นเสื้อผ้าที่มีคุณภาพเหมาะสมกับราคา	1	2	3	4	5	1	2	3	4	5
29. ราคาไม่ใช่ปัจจัยสำคัญสำหรับฉันถ้าฉันชอบเสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า	1	2	3	4	5	1	2	3	4	5
30. ฉันรู้สึกภูมิใจที่ได้ใส่เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า	1	2	3	4	5	1	2	3	4	5
31. ฉันรู้สึกดีที่ได้ใส่เสื้อผ้ามียี่ห้อของไทย/ เสื้อผ้ามียี่ห้อนำเข้า	1	2	3	4	5	1	2	3	4	5

กรุณาใส่เครื่องหมาย "√" ในช่องว่างที่ตรงกับความคิดของท่านมากที่สุด	ไม่เห็นด้วยอย่างมาก	ไม่เห็นด้วย	เฉยๆ	เห็นด้วย	เห็นด้วยอย่างมาก
32. บุคคลส่วนมากที่มีความสำคัญกับฉันซื้อเสื้อผ้ามียี่ห้อของไทย	1	2	3	4	5
33. ครอบครัวของฉันแนะนำให้ฉันซื้อเสื้อผ้ามียี่ห้อของไทย	1	2	3	4	5
34. เพื่อนๆของฉันแนะนำให้ฉันซื้อเสื้อผ้ามียี่ห้อของไทย	1	2	3	4	5
35. เพื่อนร่วมงานของฉันแนะนำให้ฉันซื้อเสื้อผ้ามียี่ห้อของไทย	1	2	3	4	5
36. รัฐบาลเชิญชวนให้ฉันซื้อเสื้อผ้ามียี่ห้อของไทย	1	2	3	4	5
37. บุคคลที่มีความสำคัญกับฉันแนะนำให้ฉันซื้อเสื้อผ้ามียี่ห้อของไทย	1	2	3	4	5

38. การเลือกซื้อหรือไม่ซื้อเสื้อผ้ามียี่ห้อของไทย ขึ้นอยู่กับการตัดสินใจของฉันเอง

        ไม่เห็นด้วยอย่างมาก :   1   :   2   :   3   :   4   :   5   : เห็นด้วยอย่างมาก

39. การซื้อเสื้อผ้ามียี่ห้อของไทยสำหรับฉันเป็นสิ่งที่

    แพงเกินไปเมื่อเทียบกับรายได้ :   1   :   2   :   3   :   4   :   5   : ฉันสามารถจ่ายได้สบายๆ

                          ยาก :   1   :   2   :   3   :   4   :   5   : ง่าย

              เป็นไปไม่ได้ :   1   :   2   :   3   :   4   :   5   : เป็นไปได้

40. ฉันวางแผนที่จะซื้อเสื้อผ้ามียี่ห้อของไทยมากขึ้นเมื่อเทียบกับเสื้อผ้ามียี่ห้อต่างประเทศ

        ไม่เห็นด้วยอย่างมาก :   1   :   2   :   3   :   4   :   5   : เห็นด้วยอย่างมาก

41. ฉันตั้งใจที่จะซื้อเสื้อผ้ามียี่ห้อของไทยมากขึ้นเมื่อเทียบกับเสื้อผ้ามียี่ห้อต่างประเทศ

        ไม่มีแนวโน้มเลย :   1   :   2   :   3   :   4   :   5   : มีแนวโน้มอย่างมาก

42. ฉันจะพยายามซื้อเสื้อผ้ามียี่ห้อของไทยมากขึ้นเมื่อเทียบกับเสื้อผ้ามียี่ห้อต่างประเทศ

        ไม่เป็นความจริงเลย :   1   :   2   :   3   :   4   :   5   : เป็นความจริงอย่างมาก

ส่วนที่ 3 ข้อมูลส่วนตัวของผู้ตอบแบบสอบถาม

43. อายุ   (   ) น้อยกว่า 18 ปี   (   ) 18 – 21 ปี

              (   ) 22 – 25 ปี   (   ) 26 – 28 ปี

              (   ) มากกว่า 28 ปี

44. รายได้ต่อเดือน (บาท)

              (   ) น้อยกว่า 15,000 บาท   (   ) 15,000 – 30,000 บาท

              (   ) 30,001 – 50,000 บาท   (   ) มากกว่า 50,000 บาท

45. ระดับการศึกษา

              (   ) ต่ำกว่าปริญญาตรี   (   ) ปริญญาตรี

              (   ) ปริญญาโท   (   ) ปริญญาเอก

46. อาชีพ   (   ) นักศึกษา   (   ) พนักงานบริษัท

              (   ) ผู้บริหาร   (   ) เจ้าของกิจการ

              (   ) ข้าราชการ   (   ) อื่นๆ (โปรดระบุ)_____

ขอขอบพระคุณที่ให้ความร่วมมือ