Abstract

Nowadays, people are more generally better educated and possess greater spending power and have better lifestyles than before. The tendencies of customers are to exercise their right to choose, resulting in consumer loyalty becoming more fragile and shifting from ordinary companies to powerful brands. Customers use brand names and product features to predict the performance of the products. So Thai companies are beginning to realize what brand name really means. Moreover, based on a thorough understanding of consumer behavior, it is fundamental to understand what the needs and wants of users, payers, and buyers are. The needs and wants of customers belong to the responsibility of marketers that have to satisfy. So the survey of consumers' behavior will lead the marketers to meet success.

This research chooses to especially study 1) Cosmetics Industry 2) Ladies Clothes Industry and 3) Ladies Shoes Industry and find out the results to explain these hypotheses:

$H1_0$: There are no differences among Brand Awareness, Quality Perception, Price Perception, Consumer Attitude, Intention to Purchase, and Purchase Behavior between Foreign Brand Name and Domestic Brand Name.

$H2_0$: There are no relationships among Brand Awareness, Quality Perception, Price Perception, Consumer Attitude, Intention to Purchase, and Purchase Behavior in Domestic Brand Name.

$H3_0$: There are no relationships among and Brand Awareness, Quality Perception, Price Perception, Consumer Attitude, Intention to Purchase, and Purchase Behavior in Foreign Brand Name.

This research uses non–parametric statistics. The survey method will be used to collect the primary data from the respondents, which are the ladies whose ages are between 18 – 45 years old and do their shopping at the Department Stores in Bangkok. The sample size is 384 people. All data will be processed by the program "Statistical Package for Social Science" (SPSS). For statistics theories, the researcher uses Mann-Whitney Test and Spearman rank-order correlation method to test the

above hypotheses. The level of significant is 95% or $\alpha = 0.05$. Forty copies of the questionnaires will be pre-tested.

Finally, the research concluded the result from the output of SPSS Program. The research also analyzed and gave some recommendations by use the researcher's opinion.

1) Cosmetics Industry

The respondents have more Brand Awareness, Quality Perception, and Purchase Behavior of Foreign Brand Name than Domestic Brand Name while the respondents have more Price Perception, Consumer Attitude (Preference), and Intention to Purchase of Domestic Brand Name than Foreign Brand Name. There are relationships among Brand Awareness, Quality Perception, Price Perception, Consumer Attitude, Intention to Purchase, and Purchase Behavior in Domestic Brand Name and in Foreign Brand Name of Cosmetics Industry.

2) Ladies Clothes Industry

The respondents have more Brand Awareness, Quality Perception, Price Perception, Consumer Attitude (Preference), Intention to Purchase, and Purchase Behavior of Domestic Brand Name than Foreign Brand Name. There are relationships among Brand Awareness, Quality Perception, Price Perception, Consumer Attitude, Intention to Purchase, and Purchase Behavior in Domestic Brand Name in Foreign Brand Name of Ladies Clothes Industry.

3) Ladies Shoes Industry

The respondents have more Quality Perception, Price Perception, Consumer Attitude (Preference), Intention to Purchase, and Purchase Behavior of Domestic Brand Name than Foreign Brand Name while the respondents have more Brand Awareness of Foreign Brand Name than Domestic Brand Name. There are no relationships among Brand Awareness, Quality Perception, Price Perception, Consumer Attitude, Intention to Purchase, and Purchase Behavior in Domestic Brand Name of cosmetics industry. There are relationships among Brand Awareness, Quality Perception, Price Perception, Consumer Attitude, Intention to Purchase, and Purchase Behavior in Foreign Brand Name of ladies shoes industry.

The researcher hopes this thesis will be useful to the marketers or the concerned people in these industries. Additionally, further research can be conducted if the future researchers would like to study in more depth than this research.