

A Study of Factors Influencing Thais' Intention to Purchase Clothing at “Camp” Multi-Brand Store

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Abstract

This study aimed to determine factors influencing the intention of purchasing clothing at “CAMP” multi-brand store in Thailand. This study focused on Thai citizens who have never purchased fashion items at CAMP multi-brand store. The research included studies from previous research with five factors: Attitude, Product, Price, Place and Promotion on Thais' intention to purchase clothing at “CAMP” multi-brand store. This study was a quantitative research with applying Cronbach's Alpha, Descriptive and Inferential Statistics to determine the reliability of questionnaire analyze demographics information and test hypotheses. Convenience sampling and snowball sampling were employed in this study. A total of 424 questionnaires were returned and 400 questionnaires used in this analysis. The finding presented that there were all five variable that has a significant effect on Thais' purchase intention which consisted of attitude, product, price, place and promotion.

Keywords: product, price, place, promotion, purchase intention

Introduction

No matter how technology has become necessary factor that facilitate everyone's daily life, but human still want “Human touch” (Barr & Davis, 2018). It means that people still like social activities. If consumers go shopping at physical store, they can touch and try before choosing things on their own, which is something that technology cannot. Hence, “Brick and Mortar” can still exist in the market. It is obvious that displaying store for consumers to see real product and having experience of shopping is an essential. Everyone believes that the physical stores never died. The traditional shopping activity is shopping at physical store. On the other words, it is an offline channel that customers visit the physical shops in person to do their shopping activities.