

# ABSTRACT

The main purpose of this study is to explore structural intra-relationship. By examining the relevance eyeglasses' consumer lifestyle in term of personal trait, self-concept, and social value, through the linkage of needs and attitudes, which can contribute to the prediction of purchase decision and behavior influencing target group.

Information was gathered through the use of questionnaires distributed at department stores and around the area in Bangkok. The sample consists of 384 subjects who have worn eyeglasses for optical and non-optical purpose, the age between 16-55 years old. For statistical application, descriptive analysis and the structural equation modeling (SEM) method was applied. A model was developed and providing a good fit through software of AMOS 3.61 (Analysis of Moments).

The structural relationships revealed the intra-relationship of the model that there are the connections of 6 main variables, included personal trait, self-concept, needs, attitudes, price decision, and time decision. There were no effective independent variables that were deleted from modification of model, this might be caused by the type of eyeglasses itself that turn to be more fashionable, which not the same as others types of durable products. Moreover, a sampling bias occurred since the researcher distributed most of the questionnaire to teenager groups.

Benefits of this research will be dedicated to optical business. The verification of structural equation modeling (SEM) also provided the sequence of eyeglasses purchase decision process.