

Hathairat Kingsawat 2012: Factors that Influence Consumer Behavior of Second Hand Clothes. Master of Economics (Business Economics), Major Field: Business Economics, Department of Economics. Thesis Advisor: Associate Professor Supriya Kuandachakupt, Ph.D. 109 pages

The objectives of this study were 1) to study factors determining customers' behaviors on buying second hand clothes in the Jatujak market, Bangkok, 2) to study the relationship between customers' personal factors and the priority of market factors and 3) to study the effect of the economic changing on the second hand clothes market. The data in this study were collected by 1,000 questionnaires from second hand clothes buyers in the Jatujak market and were analyzed by Percentage, Mean and Chi-Square test.

The result of the study revealed that most of the samples were females; aged between 21-30 years old and got a Bachelor's degree. Besides, most of them were students and earned less than 5,000 baht a month. The most popular goods that they bought were T-Shirts, and the best-seller style was a casual style. The frequency of buying was 1-2 times a month which they bought 1-2 pieces and cost around 100-499 baht in each time. Moreover, they wanted simple and good-looking clothes. However, the problem of second hand clothes was it might fade. As the economic effects were concerned, most of buyers would decrease number of buying during the slowdown of the economy, while maintain number of buying during the growth of the economy. Considering marketing factors, the important factors which affected buying decision were product and price in terms of quality of fabrics, appropriated price, convenient of getting to the shop and discount offers. At 95 percent of confidence interval, income was a significant factor in frequency and number of buying; age education and occupation were significant factors in amount of spending; age and occupation were

---

Student's signature

---

Thesis Advisor's signature