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KEY WORD: PURCHASING BEHAVIOR

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UPON FOREIGN BRAND NAME FASHION PRODUCTS. THESIS ADVISOR : ASSOC.
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This research had the purpose to study the factors that affect the purchasing behavior upon foreign brand name fashion products such as the socioeconomic status, media exposure behavior, and consumers' attitude towards properties of the foreign brand name fashion products by determining the relationship of those factors and consumers' purchasing behavior. Questionnaires were randomly used to collect the data from the samples of 400 people in Bangkok. The data was analyzed by using percentage, t-test, one way analysis of variance, Pearson product moment correlation coefficient, and multiple regression. The results were as followed:

1. Socioeconomic status factors such as sex, age and occupation had significantly different effects on the purchasing behavior upon foreign brand name fashion products. Other factors, e.g. marital status, education level, income level, house owning and car owning did not have significantly different effects on the purchasing behavior upon foreign brand name fashion products.

2. Media exposure behavior to mass media, specialized media and interpersonal media exposure were significantly correlated with the purchasing behavior upon foreign brand name fashion products. The interpersonal media exposure affected the consumers' purchasing behavior much more than other media.

3. Consumers' attitude towards the properties of the foreign brand name fashion products were significantly correlated with the purchasing behavior upon foreign brand name fashion products.

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ลายมือชื่ออาจารย์ที่ปรึกษา

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