

ABSTRACT

This research was conducted to identify the consumers' attitude and behavior towards the leather products in Siam Center, Siam Paragon, and Central Plaza. The total numbers of 100 leather product consumer were participated in English e-questionnaires collected data from shopping center area and website survey. The result of study indicated the demographic aspect associated with the consumers' attitude and behavior towards leather products in Siam Center, Siam Paragon, and Central Plaza by using SPSS/Windows version 18. Frequency, Percentage, Mean, Standard Deviation, Independent Sample t-test, and One-Way ANOVA were the methods used in analyzing and interpreting respectively.

The data reveal that the majority of respondents is female in ages range between 26-30 years old, mostly are single status with education level in bachelor's degree, occupation is corporate employee with an average monthly income ranging between 10,001 – 30,000 baht. Most of them spent money to buy leather products below 10,000 baht per year. Remarkable, Louis Vuitton is the majority brand that respondents had chosen and minority is Coach. Besides, the data also express that the respondents have perception on the product attribute consists of brand, design, quality, price, service, and promotion.

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