

CHAPTER 1

INTRODUCTION

This Chapter is composed of ten sections in total, in section one, two, and three described background and statement of the problem, including objectives of the study. Section four and five presented the research questions to be answered and research hypothesis. Section six and seven presented theoretical framework and research framework. Section eight, nine, and ten informed the scope and significances of the study, including definitions of terms.

Background of Problem

The relationship between consumers' attitudes on leather items and human behaviors can be explained into the characteristics of society very clearly. Society affect the way in consumers behave against evaluating, purchasing, using leather products. American is characterized as a consumer society where individual identity is related to consumption, so that consumers' judgments of themselves and others are related to life style that is created by consumption activities (Goodwin, Ackerman, & Kiron, 1997). Hand bags is the most noticeable aspects of consumers culture and important to identity in their social class. One manifestation of society's influence on consumers is the things that they choose to wear or carry. The product is an important means by which people gain social appreciation and develop positive self-esteem. A need to fit in and be accepted is a constant for them; it drives much of consumers' behavior in many ways (Zollo, 1999).

There is a mount of information regarding to consumers' attitudes and behaviors concerned about using animal products for hand bag, clothing, wallet, and shoes in popular literature or on newspaper article. Anyway, there is a little literature from scholarly journals, specifically research that examines consumers' attitudes and perceptions towards leather product because of societal changes, previous studies may have found results that vary from those of recent years. To help illuminate the topic and add to current research in this area, this study will investigate the impact of social influences on consumers' attitudes and behaviors against leather products.

In the survey entitled "attitudes towards fur" (2006), which was conducted by Mori research, 1,946 adult ages 15 and up were interviewed face to face in Great Britain. The study revealed that 87% of adults would never wear fur. Some reasons included: didn't approve, too expensive, unfashionable, and thought others may disapprove.

However, leather remains a popular in consumer who needs to wear it, even though leather and skin both require the kill of animals, (stones, 2004). Yingjiao Xu

(2000) conducted a study that evaluated consumer reasoned behavior toward alligator leather products and factors affecting consumer's intention to purchase the items. There were six variables of purchase intention measured: attitude toward purchase base on product attributes, subjective norm with respect to purchase, traditional attitude toward fashion products, personality traits, price perception, and demographic. There are many kind of the skin that consumers want to buy such as alligator, goat, elephant, buffalo, cow hide and ostrich skins. The independent study will show you the consumers' attitudes and behaviors against the leather products had the significant influence on their purchase intentions. Consumers' perception of society pressures by others regarding the purchase of leather products was important influence on their purchase intention and the perceived social pressure of purchasing the products. Many consumers who had college education seemed to have a significant to buy than others.

Statement of the Problem

Why consumers make decisions to buy leather products and how the cultures of society influences these purchases are important for business to understand the role society plays in setting standards or product acceptance and to find the solution for prevent the wrong understanding of consumers. This study shows that consumers have positive or negative attitudes towards the leather products in Bangkok. However, when society's influence is considered, there is a difference between consumers who are more influenced by society and less influenced by society and their attitudes and behaviors against the leather products.

Most companies in the world tries to recognize that their brand have enormous value to emphasize their consumers' satisfaction and setting the campaign about the green world project to building a good image for society. They continue to invest heavily in the process of building and maintaining brands in the perception of society in which they confront with the animal rights group.

Leather products are bought and used by many kinds of consumers for many occasions (luxury, glamour, and status), because so many leather products are used by celebrities and musicians in music videos in today, women are often to buy it. Consumers think it's very cool to possess leather products. However, leather product fashion has always been rejected by animal rights groups, who actively fight for the rights of animals and protest the killing of animal skin as cruel and inhumane. Many people were questioned about the moral acceptability of buying and using products made of animal skin and then the animal rights issues don't currently break in the hearts and minds of most consumers on buying leather products. Anyway, most people may think that used leather products acceptable and an activity seen as being "moral" or "immoral" based on the perception of themselves.

This independent study seeks to expand the existing knowledge about consumers buying habits by exploring the impact that society has on consumers' attitudes and behaviors against leather products in Bangkok. Why many consumers decide to buy

leather products and how often they buy leather products per year and how much money that they use on buying leather products per year and how the culture of society has the power to influences purchasing, are important for the business to understand the role that society plays in setting standards or product acceptance for these items.

Research Questions

This study is conducted to answer on the consumers' attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam center. As following question:

1. What are the factors associated with consumers' attitude and behavior the towards leather products?
2. Why does the perception of social class influences on purchasing and using the leather products?
3. Do you agree about killing of animals to make the leather products as a cruel and inhumane?
4. What do you know anything about the animal rights group's activity has an effect on consumers' attitude and behavior towards the leather products in today?
5. What is the demographic information such as gender, age, occupation, martial status, and monthly income that related to consumers' attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam center?

Objective of the study

1. To study consumers' attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam center.
2. To study the perception of society pressure influence on purchasing and using leather products.
3. To study the demographic information such as gender, age, occupation, and monthly income that related to consumers' attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam center.

Theoretical Framework

This study included the identification and data collection in a survey, and data analysis. In order to categorize participants as more or less influenced by society, Independent variable: social conformity, it adopted a quantitative research method through survey with the following independent variable: fashion involvement factors and social conformity. Dependent variable, those are included what they buy, why they buy it, what are the factors influence to buy it, how often they buy it per year, where they buy it, and how much they buy it per year. The study is determined by the process of consumers' attitudes and behaviors against the leather products. During this project, the researcher studied factors influencing consumers' attitudes and behaviors on buying leather products that related to independent and dependent variables.

Research framework

For this study, the researcher proposes a conceptual framework based on information on the consumers' attitude and behavior model, to explain the factors influenced on consuming leather products.

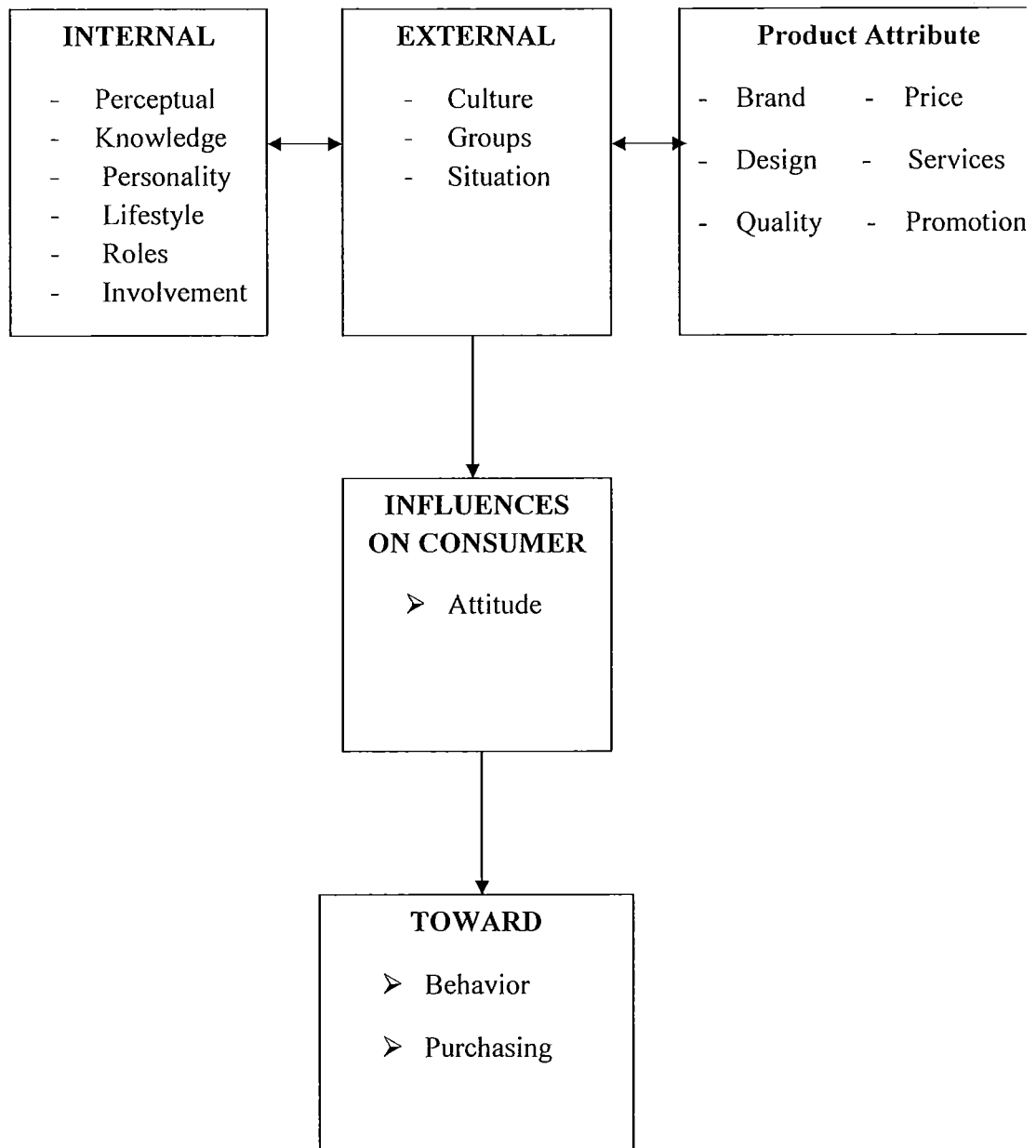


Figure 1.1: Research Paradigm

Scope of the study

Population

The research was conducted in Central plaza, Siam paragon, and Siam Center in Bangkok. It is a well known as a high consumer who prefer to purchase and use in luxury leather product. And because the consumption market is very active; residents have obtained a relatively strong purchase power. There are many luxury shops present their brand as watches, clothes and accessories. Most products in this market are luxury brands, there was more than 1,000 customers visited this market every working day.

Significances of the Study

This study provides the information of consumers' attitude and behavior towards the leather products and a theoretical basis to create the benefit for the leather manufacturers to understand the consumers' attitude and behavior and then the social influences the leather products. Anyway, this study can help you to develop and prepare the solutions for prevent the wrong understanding of consumers. Therefore, this study can also make clear with the people who protests to mistreating and killing animals as well.

Definitions of Terms

Leather: is a durable and flexible material created via the tanning of putrescible animal and skin, primarily cattle hide. It can be produced through different manufacturing processes.

Consumers: an individual person who purchasing touch screen phone or services for personal use.

Consumer attitude: a consumer belief is psychological association between a product or brand and an attribute or feature of that product or brand based on knowledge. The stronger the association of features or attribute with the product or brand, the stronger the consumer's belief.

Consumer behavior: is the study of when, why, how, and where people do or do not buy product. It blends elements from psychology, sociology, social anthropology, and economics. It attempts to understand the buyer decision making process, both individually and in groups.

Behaviors on consuming of leather product: an action or behaviors of consumer that can present on consumer data regarding leather product, such as influencer, reason to purchase, and purchase frequency.

Animal rights: also referred to as animal liberation, is the idea that the most basic interests of non-human animals should be afforded the same consideration as the similar interests of human being. Animal rights groups argue that the animals are abused in order to obtain all of these products and that lower demand for them would decrease the amount of animals mistreated and killed.

Social influence: occurs when an individual's thoughts, feeling or actions are affected by other people. Social influence takes many forms and can be seen in conformity, socialization.

CHAPTER 2

LITERATURE REVIEW

This chapter is the concepts, theories, and other related information before study on the topic consumers' attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam Center. And the relevant information has components that consist of the following topic:

1. Consumer Buying Behavior
2. Factors Influencing On Consumer Purchasing
3. The Concept of Leather Quality
4. Counterfeit Leather Product
5. The Leather Product's Information

2.1. Consumer Buying Behavior

In the topic of consumers' attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam Center. The researcher should consider in the consumer buying behavior towards the product and well understanding their personal life style and attitude also.

Possibly the most challenging concept in marketing deals with understanding, why buyers do, what they do (or don't do). But such knowledge is critical for marketers since having a strong understanding of buyer behavior will reveal on what is important to the customer and also suggest the important influences on customer decision-making to create marketing programs that they believe will be of interest customers.

The factors affecting how customers make decision are extremely complex. Buyer behavior is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. Since every person in the world is different, it is impossible to have simple rules that explain how buying decisions are made. But those who have spent many years analyzing customer activity have presented us with useful "guidelines" in how someone decides whether or not to make a purchase. Customer purchases in order to satisfy their needs. Some of these needs are basic and must be filled by everyone on the planet. While others are not required for basic survival and vary depending on the person. In fact, in many countries where the standard of living is very high, a large portion of the population's income is spent on wants and desires rather than on basic needs.

2.2. Factors Influencing on Consumer Purchasing

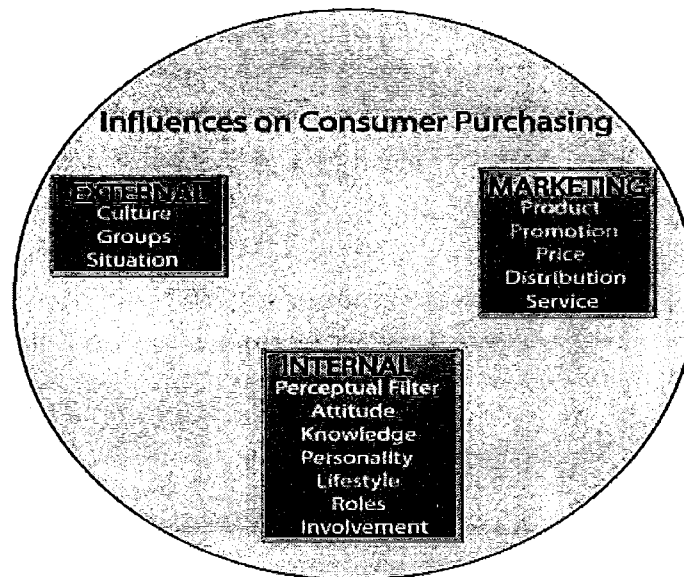


Figure 2.1.1: Influences on consumer purchasing

We will break these influences down into three main categories: Internal, External, and Marketing.

2.2.1 Internal: Perceptual Filter – Is how we see ourselves and the world we live in. However, what ends up being stored inside us doesn't always get there in a direct manner. Often our mental makeup results from information that has been consciously or subconsciously filtered as we experience it, a process we refer to as a perceptual filter.

Attitude – In simple terms attitude refers to what a person feels or believes about something. Additionally, attitude may be reflected in how an individual acts based on his or her beliefs.

Knowledge – Is the sum of all information known by a person. It is the facts of the world as he/she knows it and the depth of knowledge is a function of the breadth of worldly experiences

Personality – An individual's personality relates to perceived personal characteristics that are consistently exhibited, especially when one acts in the presence of others.

Lifestyle – This influencing factor relates to the way we live through the activities we engage in and interests we express. In simple terms it is what we value out of life. Lifestyle is often determined by how we spend our time and money.

Role – Represent the position we feel we hold or others feel we should hold when dealing in a group environment. These positions carry certain responsibilities yet it is important to understand that some of these responsibilities may, in fact, be perceived and not spelled out or even accepted by others.

Involvement – Involvement relates to our desire to achieve a certain outcome. Many internal factors we have already discussed can affect a customer's desire to achieve a certain outcome but there are others

2.2.2 External: Culture – Represents the behavior, beliefs and, in many cases, the way we act learned by interacting or observing other members of society.

Group – Consumers belong to many other groups with which they share certain characteristics and which may influence purchase decisions. Some of the basic groups we may belong to include: Social Class, Family, and Reference groups.

Situation – A situation is the circumstances a person faces when making a purchase decision, such as the nature of their physical environment, their emotional state, or time constraints.

2.2.3 Marketing: Product – It is not a tangible object or an intangible service that is mass produced or manufactured on a large scale with a specific volume of units. Intangible products are service based like the tourism industry & the hotel industry or codes-based products like cell phone load and credits.

Place – The price is the amount a customer pays for the product. The business may increase or decrease the price of product if other stores have the same product.

Price – Place represents the location where a product can be purchased. It is often referred to as the distribution channel. It can include any physical store as well as virtual stores on the internet.

Promotion – Promotion is all about the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public relation, personal selling, and sale promotion.

2.3. The concept of leather quality

Leather is one of the most desirable and fashionable fabrics in the marketplace today. From furniture to clothing and accessories, leather goods make up a large percent of items purchase by consumers. Leather is available in various colors, styles, and of course prices. So how do you make sure you are getting the highest quality leather for your money. One of the first indicators of leather quality is the price. Remember, the old saying, you get what you pay for." Therefore, as a consumer or leather hobbyist, there are

ways to get past the price and evaluate what you are actually buying, just take your time and thoroughly inspect the leather to determine the differences in the leather quality, consider these three steps:

2.3.1 The animal, bird, fish, or reptile from which the leather is from makes the biggest difference in quality. Exotic leather's are the most desirable right now in the market. Exotic leather is known for its durability, and richness. However, keep in mind that even within this category of leather quality will vary. For example, not all ostrich is equal. The tanning process is another factor that determines leather quality. As soon as the hide is taken, it begins to deteriorate. This makes perfect sense because hide, like skin starts as living tissue. How the hide is cared for immediately after removal and what is used to preserve it is very important to how high the quality will be. Try to find out a little bit about the source if possible. Keep in mind the finest leather quality is clear, supple, and clean, which is called full-grain, lower leather quality will feel stiff, mostly from the excessive coating needed to hide imperfections.

2.3.2 You want to find leather that shows the variations in the grain, look and feel for fat wrinkles that naturally covered fatty areas of the animal. Don't forget to smell the leather. I know this may sound weird but it is an important step. If it has a rotten smell or chemical smell, then it is not good quality. Poor quality leather will omit an odor from the processing chemicals and in some rare cases, the leather will smell decayed or even retain the smell of manure. Simply look for something that look, smells and feels natural.

2.3.3 Next you want to consider where the leather came from, keep in mind that without a doubt, European leather is the finest you will find anywhere, but also the most expensive. So if price is a factor for you that Northern American leather may be a better choice. Their leather is very good quality and usually more affordable. Other locations will be the most affordable, but also of lesser quality. Trust your instincts, and use your senses, (sight, smell, and touch that is) and you will be able to purchase high quality leather products to accent your home, and your wardrobe.

2.4. Counterfeit products

Before providing a research overview, a clear category of counterfeits is required. A previous study (Key, 1990; Phau & Prendergast 1998a) divided counterfeits into six categories. First, counterfeiting is a 100 per cent copy to deceive consumers to believe that it is the genuine article (Bamossy & Scammon, 1985; Lai & Zaichkowsky, 1998; McDonald & Roberts, 1994). In this cases, both stores and consumers can be fooled by high-quality fakes, confusing them with parallel imports, which are goods legally imported through routes other than the maker's traditional distribution routes.

Second, normally the customer is aware of the faked object and it is usually sold at a fraction of the original price that we called "piracy". It is sometimes known as a `non-

deceptive fake' (Bamossey & Scammon, 1985; Lai & Zaichkowsky, 1998; McDonald & Roberts, 1994; Wee et al., 1995). Examples of pirated copies of many well-known brands include Calvin Klein, Ralph Lauren, Gucci, Boss and Guess.

Third, imitation brands or 'knock-offs' (imitators): they are not identical to the original; they are similar in substance, name, form, meaning or intent to an acknowledged and widely known product or service (Lai & Zaichkowsky, 1998). It is suggested that the French leisurewear designer Lacoste confronted lookalike problems with Hong Kong-based leisurewear retail company Crocodile. The other is Bossini in Hong Kong, which borrows ideas heavily from the Italian chain Benetton.

Fourth, a grey product that factories contracted by the brand manufacturers produce more quantity than required and sell them as overruns illegally (McDonald & Roberts, 1994; Wada, 1996).

Fifth, custom-made copies or super fake product brands; in last categories super fake product brands are replicas of trademark designs of branded products made by legitimate craftsmen. In addition, raw materials are usually of good quality. The only item missing from the original is the emblem, or brand name (Phau & Prendergast, 1998b).

Sixth, counterfeits are also defined as the production of goods that are identically packaged, with the trademarks and labeling included so as seeming to a consumer the genuine article (Key, 1990). Many terms are used to describe the fact that counterfeit products are brand piracy, near brands or logos, intellectual property, as well as other forms of product theft like bootlegging, reverse engineering, trade mark extortion, look-alikes, or unconvincing imitations (Jacobs, Coskun & Jedlik, 2001; McDonald & Roberts, 1994). However, the definitions of counterfeit products by western researchers are generally associated with the infringement of trademarks, copyright, brand, labeling, and features, all of these concerning the appearance of the product (Bosworth and Yang, 1996).

As suggested by Yang (2002), there are generally two kinds of counterfeits, the counterfeiting of commodities and the counterfeiting of symbols attached to products. Normally, the former types of counterfeit gives rise to problems in the physical product itself, such as poisonous rice, false medicine and harmful cigarettes; whereas, the latter involves problems concerning brands, trademarks, copyright and labeling of a products

(Samaun et al., 2005). According to the consumer's perspective, counterfeits can be either deceptive or non-deceptive. As defined by Grossman and Shapiro (1988), deceptive counterfeiting involves purchases where consumers are not aware that the product they are buying is a counterfeit, as is often the case in categories such as automotive parts, consumer electronics and pharmaceuticals. In other cases, however, consumers are typically aware that they are purchasing counterfeits, which is non-deceptive form of counterfeiting. It is particularly prevalent in luxury brands (Nia & Zaichkowsky, 2000) where consumers are often able to distinguish counterfeits from genuine brands based on differences in price, the distribution channels, and the inferior quality of the product itself.

2.5. The Leather Product's Information

The Thai leather small and medium enterprise (SME) development has reached its state of high standard and quality in low-to-medium global market. The Thai leather products cannot compete with the world-brand name because of the shortage of leather fashion designers and experts. The Thai government therefore establishes the strategy to supporting Thai industry competitiveness. The leather business is in a fashion group. Many agencies, e.g. the department of Industry Promotion, the Ministry of Industry, the Leather Industry Association, Thai Leather and Shoes Association collaborate together to promote and support small and medium enterprise (SME) and leather business development. Many impact such as skill-worker, leather designer and expert, marketing, leather technology, raw material, and funding need to be examined. By using information technology, it is easy support data information-knowledge for leather SME development to help Thai leather business gain competitive advantage and value added according to Prof. Michael E. Porter's principle. The use of information on-demand, enterprise content management, and supply chain management is to support Thai leather SME development and increase the global market.

The evolution of Thai leather business and industry within the past 20-25 years faced many problems until its products have been acknowledged by low-to-medium global market. The increasing of leather related products export can raise the income. Furthermore, the technology transfer makes Thailand become a hub of qualified leather goods, e.g. leather bag, furniture, decoration, shoes, belt, purse, and jacket. Some countries, such as India, China, Indonesia, and the Philippines realize this niche market so they promote their leather industry. The advantages of these countries are cheap labor, self-sufficient raw material, and low taxes, which make it hard for Thailand to expand the world leather market. In addition, the Thai leather products cannot compete with the world-brand name due to the limitation of skill leather fashion designer. After the world

economic crisis in 1997, the Thai government therefore sets up the strategy for supporting Thai industry competitiveness, which can be classified into five areas: food, fashion, vehicle and spare parts, tourism, and software. The leather business is a fashion aspect. The government also appoints the Department of Industry Promotion, Ministry of Industry to be the key agency to promote and support various small and medium enterprise (SME) development.

The Thai leather business and industry is composed of 2,750 enterprise employing more than 300,000 workers. Ninety percents of this sector is a small business. In 2001, the export income from leather business was around 450 million US\$. The main markets are Hong Kong (26%), USA (17%), and Europe (18%). In 2005 (Jan-Aug), the export income of Thai leather products increase to 1,090 million US\$. The main markets are USA (29.9%), Switzerland (13.47%), and Japan (11.8%). Furthermore, Thailand is rank number six of the world exporter of leather products.

The main Thai leather product is a bag Forty percent of this product is made from the real leather. The research shows that Thai leather bag is on-demand. There are many representatives in various countries, e.g. USA, Europe, Japan, and Middle/east for finding new market.

2.5.1 Top Brand of Luxury Leather Product

Top Brands for Leather Fashion Hand Bags as we known and the respond from consumers' attitudes toward luxury leather product. What's in a name? To the handbag junkie, absolutely everything! Chic and original designs can be found everywhere, but let's face it, there's nothing like chic & original combined with the status and luxury of a big brand name. When you get a bag with a brand name, you know that you are purchasing status and reliability as well as design.

Louis Vuitton: The biggest name in leather handbags also happens to be the oldest name in fashion branding. Who better to hold the title of top leather hand bag brand than a company that started out as a high end luggage producer? Vuitton's trademarked monogram was the first designer label in contemporary fashion history. Watch out for fakes though; only about 1% of branded "Louis" are authentic! If you are fortunate enough to possess one, you are in great company, as Louis is a favorite with more than a handful of mega stars.

Gucci: Sales of leather accessories, including fashionable hand bags, continue to bolster Gucci sales year to year. The hallowed GG logo is recognized all over the world as one of the pinnacle brands in fashion and quality. The latest lineup from Gucci includes the Peggy and Romy medium shoulder bags, with snappy compartments.

Zara: Price may no longer be an issue when it comes to some of the world's top brands in hand bags, thanks to innovative fashion company Zara. The company exploded out of Spain in 2000 with a marketing plan that provided high fashion at reasonable costs. Even the large fashion houses that compete are taking notice; Louis Vuitton designer Daniel Piette called the company both innovative and devastating. Zara's big strength comes in identifying what its customers want rather than trying to tell them what they need, a strategy that is literally paying dividends Read more at

Hermes: One artist at one time on one piece of fashion has propelled Hermes to prominence as far as handbag brand recognition. If you're carrying a Hermes bag, you can be absolutely confident in its originality. These bags are made from unique materials including exotic leathers made from the hides of alligators, crocodiles, ostriches, and smaller lizards, and may contain precious gems and stones to add value and status. The most famous Hermes model, the Birkin, continues to be popular. At one time, a hand bag enthusiast who could afford a Birkin had to wait for 6 years for delivery, but the expansion of the company (still without assembly lines!) has enabled the bags to be shipped - even when custom ordered - within a year.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter describes the research method that used for “The consumers’ attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam Center. ” It consists of:

1. Population and Sample Size
2. Research Instrument
3. Data Collection
4. Data Analysis

3.1 Population and sample size

The research was conducted in Central plaza, Paragon, and Siam Center. It is a well known as a high consumer who prefer to purchase and use in luxury leather product. And because the consumption market is very active; residents have obtained a relatively strong purchase power. There are many luxury shops present their brand as watches, clothes and accessories. Most products in this market are luxury brands, there was more than 1,000 customers visited this market every working day.

Population calculated from average of consumer who comes to shopping mall.

Sample size = 100 people (Consumers purchase average on leather products)

Independent Variable

1.1 Gender:

- Male
- Female

1.2 Age:

- Under 20 years old
- 20 – 25 years old
- 26 – 30 years old
- 31 – 35 years old
- 36 – 40 years old
- Over 40 years old

1.3 Marital Status:

- Single
- Married
- Divorced/separated
- Widowed

1.4 Education:

- Secondary School
- High School
- Diploma/Higher Vocational Certificate
- Bachelor's Degree
- Master's Degree
- Over Master's Degree

1.5 Occupation:

- Government employee
- State enterprise employee
- University student/Student
- Corporate employee
- Private business
- Others (.....)

1.6 Income per month:

- 10,000 baht or below
- 10,001 – 30,000 baht
- 30,001 – 50,000 baht
- more than 50,000 baht

1.7 The perception of consumer:

- Attitude towards leather products
- Behavior towards leather products

Dependent Variable

- How their gender, age, education, occupation, martial status, and monthly income influences on consumers’ attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam Center.

3.2 Research Instrument

To explain the factors influencing attitude and behavior of users and non-users of leather products in Central plaza, Siam paragon, and Siam Center, the research instruments were questionnaires, website survey, and personal interviews to investigate about the attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam Center. The questionnaire was divided into 4 parts:

Part I: The first part deals with the respondent’s personal information or demographics data, which is composed of gender, age, martial status, education, occupation, and monthly income. Subjects were requested to respond by choosing the most appropriate answer.

Part II: The second part of the questionnaire was designed to explored the perception of respondents toward leather products in Bangkok area. The questionnaire was developed by close-end question design.

Part III: The third part of the questionnaire is the questions to evaluate the attitude and behavior on consuming leather products and the society pressure influenced on purchasing leather products. The questionnaire used a five-point Likert scale to measure of the information.

Part IV: The fourth part of the questionnaire deals with the important of the product attribute and the factors that made products more attractive to purchase. The question used a five-point Likert scale to measure the degree of consumer consideration on purchasing the leather product. The five-point Likert scale is as follow:

Score	Meaning
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

The mean given from each interrelated indicator ranging from 1 to 5 point, the interval for dividing the range to measure each variable is calculated by:

$$\begin{aligned} \text{Range/No. of step} &= (\text{Max-Min})/\text{No. of step} \\ &= (5-1)/5 \\ &= 0.8 \end{aligned}$$

This means that items with scores below fall between the ranges of:

Interval of means	Description
1.00-1.80	is analyzed as Strongly Disagree
1.81-2.60	is analyzed as Disagree
2.61-3.40	is analyzed as Neutral
3.41-4.20	is analyzed as Agree
4.21-5.0	is analyzed as Strongly Agree

3.3 Data Collection

The questionnaires were distributed to the respondents both male and female 100 copies in Central plaza, Siam paragon, and Siam Center to assess the level of consumers' attitude and behavior towards the leather products. The respondents took 10-15 minutes to complete the questionnaire. The first day that the questionnaires handed out to the respondents was May 7, 2011 and the last day was May 21, 2011.

3.4 Data Analysis

This study was calculated by using SPSS (Statistical Package for Social Sciences) version 18 for windows software program to statistically analyze the collected data, the researcher proceed to discuss and interpret the result of the collected data in which shown the Percentage, Frequency distribution, Mean, Standard deviation, Independent Sample t-test, and compare means between independent variable and dependent variable.

As for analysis of the section one and two (demographic and perception of consumers) was shown in frequency distribution and percentage analysis method. The section three was shown in mean and standard deviation by using compare means method and One-Way ANOVA to shown the relationship between the demographic data and the consumers' attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam Center and the section four used T-test and One-Way Analysis of Variable (ANOVA) were calculated to compare the difference mean of subjects' gender, age, marital status, education, occupation and monthly income, with subjects' product quality for finding the significant of the result.

CHAPTER 4

RESULTS AND DISCUSSION

This chapter represents the data gathered and analyze of the respondents to the questionnaire. This chapter will also show the results of consumers' attitude and behavior towards the leather products in Central plaza, Siam paragon, and Siam Center, by discussion of the research questionnaire. It has 25 questions to identify the level of consumers' attitude and behavior towards the leather products. The data was separately analyzed in four sectors: General information, consumer perceptions toward the leather products in Central plaza, Siam paragon, and Siam Center, consumers' attitude and behavior on consuming leather products and the society pressure influenced on purchasing leather products, and the hypothesis testing of product attribute and the factors that made the product more attractive to purchase and hypothesis summary.

Part 1: Questions of general information of respondents.

The subjects were 100 persons. Demographic data of the respondents includes gender, age, marital status, education, occupation, and monthly income. The results are presented by using frequency and percentages as shown in Table:

Table 4.1: Shown the frequency and percentage of respondents classified by gender.

Gender	Frequency	Valid Percent
Valid Male	24	24.0
Female	76	76.0
Total	100	100.0

The subjects were male 24 % and female 76%. Thus the majority of respondents are female.

Table 4.2: Shown frequency and percentage of respondents classified by age.

Age		Frequency	Valid Percent
Valid	Under 20 years old	4	4.0
	20-25 years old	28	28.0
	26-30 years old	34	34.0
	31-35 years old	16	16.0
	36-40 years old	9	9.0
	Over 40 years old	9	9.0
	Total	100	100.0

The result of this table state shown that the majority of subjects are 26-30 years old, 34 respondents (34.0%) follow by the range of 20-25 years old at 28%, a minority are under 20 years old 4 respondents (4.0%).

Table 4.3: Shown frequency and percentage of respondents classified by marital status.

Marital Status		Frequency	Valid Percent
Valid	Single	66	66.0
	Married	32	32.0
	Divorced	2	2.0
	Widowed	-	-
	Total	100	100.0

This table state show that 66% of the respondents are single, follows by married for 32% while divorced is only 2% and windowed is nothing.

Table 4.4: Shown the frequency and percentage of respondents classified by education

Education		Frequency	Valid Percent
Valid	Secondary School	-	-
	High School	4	4.0
	Diploma/Higher Vocational Certificate	-	-
	Bachelor's Degree	77	77.0
	Master's Degree	14	14.0
	Over Master's Degree	5	5.0
	Total	100	100.0

As shown in this table, the most respondents are bachelor's degree for 77%. The second are master's degree for 14%, follows by over master's degree for 5%, and they are studying in high school for 4%, secondary school and Diploma/higher vocational certificate are not chosen.

Table 4.5: Shown frequency and percentage of respondents classified by occupation

Occupation		Frequency	Valid Percent
Valid	Government employee	6	6.0
	Corporate employee	42	42.0
	State enterprise employee	7	7.0
	Private business	17	17.0
	University student/Student	28	28.0
	Total	100	100.0

As shown in this table, the respondents are mostly work as a corporate employee for 42%, follows by university student/Student for 28%, private business is 17% and state enterprise employee is 7%. The last one has only 6% for government employee.

Table 4.6: Shown frequency and percentage of respondents classified by monthly income.

	Monthly Income	Frequency	Valid Percent
Valid	10,000 baht or below	23	23.0
	10,001 – 30,000 baht	39	39.0
	30,001 – 50,000 baht	25	25.0
	More than 50,000 baht	13	13.0
	Total	100	100.0

Results of this table show that most respondents have a total monthly income of 10,001 – 30,000 baht or 39%, and respondents who have more than 50,000 baht, represent only 13%.

Part 2: Question of Consumer perceptions toward the leather products in Central plaza, Siam paragon, and Siam Center.

Analysis the perceptions of respondent toward the leather products by using percentage, frequency, mean, and standard deviation analysis method.

Table 4.7: Have you ever used any leather products (if “NO” answer only this question)

		Frequency	Valid Percent
Valid	Yes	95	95.0
	No	5	5.0
	Total	100	100.0

This table shown the result of respondents 95% used to use leather products. And 5% say “No” it means that they have to stop answer other questions right here.

Table 4.8: Have you ever thought to buy a leather product?

	Frequency	Valid Percent
Valid Missing Value	5	5.0
Yes	95	95.0
No	0	0.0
Total	100	100.0

This table shown that there was 95% of respondent had thought to buy a leather product. And another 5% of respondent stop answer this study.

Table 4.9: how often you spend money on buying leather product per year.

	Frequency	Valid Percent
Valid Missing Value	5	5.0
1-3 times	68	68.0
4-6 times	23	23.0
6-9 times	4	4.0
Total	100	100.0

This table shown that 68% of respondents bought leather products 1-3 times per year, follows by the range of 4-6 times per year is 23%, and the last one is 6-9 times per year in 4%.

Table 4.10 How much you spend money on buying a leather product per year?

		Frequency	Valid Percent
Valid	Missing Value	5	5.0
	Below 10,000 baht	65	65.0
	10,001-30,000 baht	22	22.0
	30,001-50,000 baht	5	5.0
	50,001-70,000 baht	3	3.0
	More than 70,000 baht	0	0.0
Total		100	100.0

This table shown that most respondents spent money below 10,000 baht per year or (65%) on buying leather products, follows by 22% of respondents spent money about 10,001-30,000 baht per year, and 5% of respondents spent money 30,001-50,000 baht per year for leather products, just only 3% of respondents spent money about 50,001-70,000 baht per year. And no one spent money more than 70,000 per year.

Table 4.11: What is the brand in your mind when you think about leather product?

Brand	N	Mean	Std, Deviation
Hermes	100	.4100	.49431
Takuya	100	.0300	.17145
Prada	100	.3800	.48783
Louis Vuitton	100	.6400	.48242
Coach	100	.4900	.50242

This table shown that Louis Vuitton is aware for 0.6400, the second is Coach for 0.4900, and the third is Hermes for 0.4100, followed by Prada for 0.3800 and the last one has only 0.0300 is Takuya.

Part 3: Questions of consumers' the attitude and behavior on consuming leather products and the society pressure influenced on purchasing leather products.

The analysis of respondent who has different about the attitude and behavior on consuming leather products and the society pressure: by using percentage, frequency, and mean method.

Table 4.12: attitude and behavior towards leather products: frequency, percentage, and mean method analysis.

Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean
1. I think the society pressure influences on purchasing leather products.	2	7	38	40	8	3.3000
- Percentage %	2.0	7.0	38.0	40.0	8.0	
2. I agree about the killing of animal to make the leather products as cruel and inhumane.	0	0	1	18	76	4.5500
- Percentage %	0.0	0.0	1.0	18.0	76.0	
3. Animal rights group's activity has an effect on attitude and behavior against leather product.	1	16	29	39	10	3.2600
- Percentage %	1.0	16.0	29.0	39.0	10.0	

Question	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean
4. I actively avoid using a leather product in which are not in style.	-	-	16	57	22	3.8600
- Percentage %	-	-	16.0	57.0	22.0	
5. I keep up with a leather product style changes by watching what others used.	7	41	31	11	5	2.5100
- Percentage %	7.0	41.0	31.0	11.0	5.0	
6. When I shopping for various fashion items, I consider leather products apparel as a possible option.	-	6	47	29	13	3.3400
- Percentage %	0.0	6.0	47.0	29.0	13.0	
7. I will buy leather product for myself if I found an item I liked.	19	31	34	10	1	2.2800
- Percentage %	19.0	31.0	34.0	10.0	1.0	

The result of Question number one, 40% agree that the attitude and behavior are influenced by society pressure, follows by Neutral is 38% and there were only 2% of strongly disagree. In question number two, 76% strongly agree that killing animal to make leather product was as cruel and inhumane. In question number three, 39% agree that the animal rights group activity has an effect on consuming leather products, and 16% disagree about that. In question number four, there are 57% agree to avoid using leather product in which are not in style, and 22% strongly agree and then nobodies chosen strongly disagree or disagree. In question number fifth, 41% of respondent disagree to changes their style by watching what others used but there were 5% of respondent feel strongly agree. In question number sixth, 47% neutral about considering leather product apparel as possible option, follows by agree is 29%. And the last question, 34% neutral to buy leather products for themselves if they found an item they liked, and 31% of respondent feel disagree with that. There was only 1% for strongly agree.

3.1 Effects of independent variable on attitude and behavior of consumers.

This test was designed for the hypothesis testing of demographic data related to consumers' attitude and behavior towards leather products in Bangkok area. This study aimed to determine mean, standard deviation, and significant which is consisted of gender, age, marital status, education, occupation and monthly income.

Table 4.13 This result shown that the significant value of consumer attitude and gender.

Gender	Male		Female		Total		Sig.
	Mean	S.D.	Mean	S.D.	Mean	S.D.	
1. I think the society pressure influences on purchasing leather products.	2.7917	1.61458	3.4605	.85543	3.3000	1.11464	.010
2. I agree about the killing of animal to make the leather products as cruel and inhumane.	3.8333	2.03591	4.7763	.45015	4.5500	1.13150	.000

Gender	Male		Female		Total		Sig.
	Mean	S.D.	Mean	S.D.	Mean	S.D.	
3. Animal rights group's activity has an effect on attitude and behavior against leather product.	2.6667	1.63299	3.4474	.92944	3.2600	1.17740	0.04
4. I actively avoid using a leather product in which are not in style.	3.1250	1.72734	4.0921	.63619	3.8600	1.08265	.000
5. I keep up with a leather product style changes by watching what others used.	2.3333	1.65940	2.5658	.86926	2.5100	1.10550	.372
6. When I shopping for various fashion items, I consider leather products apparel as a possible option.	2.7083	1.57367	3.5395	.82366	3.3400	1.10298	.001
7. I will buy leather product for myself if I found an item I liked.	1.9167	1.21285	2.3947	1.00769	2.2800	1.07384	.057

This table state shown the relationship between gender and consumer attitude and behavior of leather product by the significant value of question number Q1 (.010), Q2 (.000), Q3 (.004), Q4 (.000), and Q6 (.001) both males and females expressed a negative

opinion about leather product because the significant value is lower than 0.05, which means that this factors are related to the attitude and behavior towards leather product. And question number Q5 (.372) and Q7 (.057) the significant value is higher than 0.05, means that they expressed a positive opinion with both questions. Thus, it is accepted that there is no difference of Q5 and Q7.

Table 4.14 This result shown that the significant value of consumer attitude and age.

Age	Under 20 years old	20 - 25 years old	26 - 30 years old	31 - 35 years old	36 - 40 years old	Over 40 years old	Sig.
1. I think the society pressure influences on purchasing leather products.							.451
Mean	3.7500	3.1786	3.4118	2.8750	3.6667	3.4444	
S.D.	.50000	.81650	.89163	1.54380	1.00000	1.11464	
2. I agree about the killing of animal to make the leather products as cruel and inhumane.							.120
Mean	4.0000	4.5357	4.8824	3.9375	4.6667	4.5556	
S.D.	.81650	1.31887	.32703	1.98221	.50000	.52705	

3. Animal rights group's activity has an effect on attitude and behavior against leather product.							.935
Mean	3.5000	3.2500	3.3824	3.0000	3.2222	3.2222	
S.D.	1.29099	1.37773	.85333	1.71270	.83333	.83333	
4. I actively avoid using a leather product in which are not in style.							.326
Mean	4.0000	3.6786	4.1471	3.4375	3.8889	4.0000	
S.D.	.81650	1.18801	.65747	1.75000	.92796	.50000	
5. I keep up with a leather product style changes by watching what others used.							.664
Mean	3.2500	2.3571	2.6176	2.3750	2.3333	2.6667	
S.D.	.95743	1.12922	.98518	1.54380	.86603	.86603	

6. When I shopping for various fashion items, I consider leather products apparel as a possible option.							.146
Mean	3.5000	3.0714	3.5588	2.8750	3.7778	3.6667	
S.D.	.57735	1.11981	.82356	1.62788	.83333	1.00000	
7. I will buy leather product for myself if I found an item I liked.							.408
Mean	2.2500	2.2857	2.5294	1.8125	2.1111	2.3333	
S.D.	1.50000	1.18187	.92884	1.10868	.78174	1.22474	

The result in this table shown that all questions have the significant value is higher than 0.05, therefore there were not significant difference between ages and consumer attitude and behavior towards leather product. Thus, there is no relationship between ages and consumer attitude and behavior.

Table: 4.15: This result shown that the significant value of consumer attitude and marital status.

Marital status	Single	Married	Devoiced	Widowed	Sig.
1. I think the society pressure influences on purchasing leather products.					.906
Mean	3.2879	3.3438	3.0000	-	
S.D.	1.01928	1.33463	0.00000	-	
2. I agree about the killing of animal to make the leather products as cruel and inhumane.					.187
Mean	4.6970	4.2500	4.5000	-	
S.D.	0.92769	1.45912	0.70711	-	
3. Animal rights group's activity has an effect on attitude and behavior against leather product.					.512
Mean	3.3485	3.0625	3.5000	-	
S.D.	1.14344	1.12649	2.12132	-	

4. I actively avoid using a leather product in which are not in style.					.671
Mean	3.9242	3.7188	4.0000	-	
S.D.	0.94967	1.34966	0.00000	-	
5. I keep up with a leather product style changes by watching what others used.					.762
Mean	2.5303	2.4375	3.0000	-	
S.D.	1.02612	1.26841	1.41421	-	
6. When I shopping for various fashion items, I consider leather products apparel as a possible option.					.319
Mean	3.3333	3.2813	4.5000	-	
S.D.	0.93370	1.39664	0.70711	-	
7. I will buy leather product for myself if I found an item I liked.					.273
Mean	2.3636	2.0625	3.0000	-	
S.D.	1.06173	1.07576	1.41421	-	

The result in this table shown that all questions have the significant value is higher than 0.05, therefore there were not significant difference between marital status and consumer attitude and behavior towards leather product. Thus, there is no relationship between marital status and consumer attitude and behavior.

Table: 4.16: This result shown that the relationship between consumer attitude and education.

Education	High School	Bachelor 's Degree	Master 's Degree	Over Master's Degree	Sig.
1. I think the society pressure influences on purchasing leather products.					.752
Mean	3.7500	3.2468	3.3571	3.6000	
S.D.	0.50000	1.13735	1.27745	0.54772	
2. I agree about the killing of animal to make the leather products as cruel and inhumane.					.793
Mean	4.0000	4.5844	4.5000	4.6000	
S.D.	0.81650	1.13961	1.34450	0.54772	
3. Animal rights group's activity has an effect on attitude and behavior against leather product.					.600
Mean	3.5000	3.2597	3.0000	3.8000	
S.D.	1.29099	1.20746	1.10940	0.83666	

4. I actively avoid using a leather product in which are not in style.					.985
Mean	4.0000	3.8701	3.7857	3.8000	
S.D.	0.81650	1.08033	1.36880	0.44721	
5. I keep up with a leather product style changes by watching what others used.					.406
Mean	3.2500	2.5195	2.4286	2.0000	
S.D.	0.95743	1.14260	1.01635	0.70711	
6. When I shopping for various fashion items, I consider leather products apparel as a possible option.					.912
Mean	3.5000	3.3377	3.2143	3.6000	
S.D.	0.57735	1.13103	1.05090	1.34164	
7. I will buy leather product for myself if I found an item I liked.					.550
Mean	2.2500	2.3247	2.2857	1.6000	

S.D.	1.50000	1.08144	1.06904	0.54772	
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The result in this table shown that all questions have the significant value is higher than 0.05, therefore there were not significant difference between education and consumer attitude and behavior towards leather product. Thus, there is no relationship between education and consumer attitude and behavior.

Table: 4.17: This result shown that the relationship between consumer attitude and occupation.

Occupation	Government employee	Corporate employee	State enterprise employee	Private business	University student or Student	Sig.
1. I think the society pressure influences on purchasing leather products.						.722
Mean	2.8333	3.3095	1.7143	3.3529	3.2500	
S.D.	1.60208	0.99971	0.95119	1.05719	1.26564	
2. I agree about the killing of animal to make the leather products as cruel and inhumane.						.236
- Mean	3.6667	4.5952	4.8571	4.8235	4.4286	
- S.D.	1.86190	1.10563	0.37796	0.39295	1.34519	

3. Animal rights group's activity has an effect on attitude and behavior against leather product.						.569
- Mean	2.5000	3.2381	3.2857	3.3529	3.3929	
- S.D.	1.51658	1.14358	0.75593	1.05719	1.31485	
4. I actively avoid using a leather product in which are not in style.						.585
- Mean	3.5000	3.9048	4.2857	4.0000	3.6786	
- S.D.	1.87083	1.05483	0.75593	0.61237	1.21879	
5. I keep up with a leather product style changes by watching what others used.						.796
- Mean	2.3333	2.5238	3.0000	2.4706	2.4286	
- S.D.	1.36626	1.10956	1.00000	1.00733	1.16837	
6. When I shopping for various fashion items, I consider leather products						.111

apparel as a possible option.						
- Mean	2.8333	3.3571	3.8571	3.7647	3.0357	
- S.D.	1.47196	1.12231	0.89974	0.90342	1.07090	
7. I will buy leather product for myself if I found an item I liked.						.398
- Mean	2.0000	2.2619	3.0000	2.3529	2.1429	
- S.D.	1.41421	1.08334	0.81650	1.05719	1.04401	

The result in this table shown that all questions have the significant value is higher than 0.05, therefore there were not significant difference between occupation and consumer attitude and behavior towards leather product. Thus, there is no relationship between occupation and consumer attitude and behavior.

Table: 4.18: This result shown that the relationship between consumer attitude and monthly income.

Monthly income	10,000 baht or below	10,001 – 30,000 baht	30,001 – 50,000 baht	more than 50,000 baht	Sig.
1. I think the society pressure influences on purchasing leather products.					.104
- Mean	3.1739	3.4103	2.9600	3.8462	
- S.D.	1.33662	0.93803	1.17189	0.89872	
2. I agree about the killing of animal to make the leather products as cruel and inhumane.					.523
- Mean	4.3478	4.6923	4.4000	4.7692	
- S.D.	1.46501	0.86310	1.38444	0.43853	
3. Animal rights group's activity has an effect on attitude and behavior against leather product.					.864
- Mean	3.3913	3.1538	3.2400	3.3846	
- S.D.	1.40580	1.06471	1.30000	0.86972	

4. I actively avoid using a leather product in which are not in style.					.593
- Mean	3.6522	4.0000	3.7600	4.0000	
- S.D.	1.33514	0.88852	1.23423	0.81650	
5. I keep up with a leather product style changes by watching what others used.					.673
- Mean	2.4783	2.6667	2.3200	2.4615	
- S.D.	1.23838	1.13168	0.94516	1.12660	
6. When I shopping for various fashion items, I consider leather products apparel as a possible option.					.132
- Mean	2.9565	3.3590	3.4000	3.8462	
- S.D.	1.14726	0.98641	1.22474	0.98710	
7. I will buy leather product for myself if I found an item I liked.					.248
- Mean	2.0435	2.4872	2.3600	1.9231	
- S.D.	1.06508	1.07292	1.11355	0.95407	

The result in this table shown that all questions have the significant value is higher than 0.05, therefore there were not significant difference between monthly income and consumer attitude and behavior towards leather product. Thus, there is no relationship between monthly income and consumer attitude and behavior.

Part 4: Hypothesis testing of the product attributes and the factors that made products more attractive to purchase by using One Way ANOVA.

This part was designed for the hypothesis testing of the demographic data related to product quality that cloud help more attractive to purchase for leather items, by demographic data which is consist of gender, age, marital status, education, occupation, and monthly income. The product quality consists of brand, design, quality, price, service, and promotion. The researcher has chosen to express the data by independent t-test and One-Way ANOVA analysis method as follow:

Table 4.19: the analysis of mean and standard deviation that is significant to the product attribute.

Product attribute.	Mean	S.D.	Significant Level
Brand	4.3400	1.17396	High
Design	4.4500	1.21751	High
Quality	4.4700	1.20985	High
Price	4.2900	1.24150	High
Service	4.4800	1.18475	High
Promotion	3.5400	1.16706	High
Total	4.2617	1.06185	High

The result shown that respondents express their view on the product attribute. factors as in high significant and the data revealed that all factors are considered equally significant, these factors were related to leather product itself.

Table 4.20: This table represents mean and standard deviation between gender and the product attribute.

Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	24	3.5347	1.88817	0.38542
Female	76	4.4912	0.41535	0.04764
Total	100	4.2617	1.06185	0.10619

This table shown that respondent's express their view on product attribute is 4.4912 for female and follow by 3.5347 for male.

H1: Gender and product attribute.

H₁₀: There is relationship between Gender and the product attribute.

H_{1a}: There is significant relationship between Gender and the product attribute.

Table 4.21: This table represents the hypothesis test between gender and the product attribute.

	Levene's Test for Equality of Variance		t-test for Equality of Means				
	F	Sig.	T	df	Sig. (2-tailed)	Mean difference	S.D. Error Difference
Equal variances assumed	68.798	.000	-4.150	98	.000	-0.9565	0.23046
Equal variances not assumed			-2.463	23.707	.021	-0.9565	0.38835

Significant level equals 0.05

The hypothesis test between gender and the product attribute by using an Independent Sample t-test which the significant level is 0.05, appears that Sig. equals 0.000 which is lower than 0.05, Thus (H_{1o}) has rejected predicting that there is the relationship between gender and product quality.

H2: Age and product attribute.

H_{2o} : There is relationship between age and the product attribute.

H_{2a} : There is significant relationship between age and the product attribute.

Table 4.22: This table represents the hypothesis test between age and the product attribute.

Age	N	Mean	S.D.	F	Sig.
Under 20 years old	4	4.0833	0.21517	2.225	0.058
20-25 years old	28	4.1190	1.21111		
26-30 years old	34	4.6520	0.29974		
31-35 years old	16	3.6667	1.86389		
36-40 years old	9	4.2037	0.73493		
Over 40 years old	9	4.4259	0.29001		
Total	100	4.2617	1.06185		

Significance Level equals 0.05

The result shown the hypothesis test between age and the product attribute by using One-Way ANOVA which the significance level is 0.05, appears the Sig. equals 0.058 which is higher than 0.05. Thus, Thus (H_{2o}) has accepted predicting that there is no relationship between age and the product attribute.

H3: Marital status and product attribute.

H₃₀: There is no relationship between marital status and the product attribute.

H_{3a}: There is significant relationship between marital status and the product attribute.

Table 4.23: This table represents the hypothesis test between marital status and the product attribute.

Marital Status	N	Mean	S.D.	F	Sig.
Single	66	4.3359	0.88022	0.607	0.547
Married	32	4.0938	1.38924		
Divorced	2	4.5000	0.23570		
Widowed	-	-	-		
Total	100	4.2617	1.06185		

Significance Level equals 0.05

The result shown the hypothesis test between marital status and the product attribute by using One-Way ANOVA which the significance level is 0.05, appears the Sig. equals 0.0547 which is higher than 0.05. Thus, (H₃₀) has accepted predicting that there is no relationship between marital status and the product attribute.

H4: Education and product attribute.

H_{4o}: There is no relationship between education and the product attribute.

H_{4a}: There is significant relationship between education and the product attribute.

Table 4.24: This table represents the hypothesis test between education and the product attribute.

Education	N	Mean	S.D.	F	Sig.
Secondary School	-	-	-	0.951	0.419
High School	4	4.0833	0.21517		
Diploma/ Higher Vocational Certificate	-	-	-		
Bachelor's Degree	77	4.3182	1.07101		
Master's Degree	14	3.8690	1.26115		
Over Master's Degree	5	4.6333	0.32059		
Total	100	4.2617	1.06185		

Significance Level equals 0.05

The result shown the hypothesis test between education and the product attribute by using One-Way ANOVA which the significance level is 0.05, appears the Sig. equals 0.419 which is higher than 0.05. Thus, (H_{4o}) has accepted predicting that there is no relationship between education and the product attribute.

H5: Occupation and product attribute.

H₅₀: There is no relationship between occupation and the product attribute.

H_{5a}: There is significant relationship between occupation and the product attribute.

Table 4.25: This table represents the hypothesis test between occupation and the product attribute.

Occupation	N	Mean	S.D. Deviation	F	Sig.
Government employee	6	3.8889	1.95410	0.680	0.607
Corporate employee	42	4.3373	1.04861		
State enterprise employee	7	4.5476	0.28406		
Private business	17	4.4118	0.59546		
University student/student	28	4.0655	1.18923		
Total	100	4.2617	1.06185		

Significance Level equals 0.05

The result shown the hypothesis test between occupation and product attribute by using One-Way ANOVA which the significance level is 0.05, appears the Sig. equals 0.607 which is higher than 0.05. Thus, (H₅₀) has accepted predicting that there is no relationship between occupation and the product attribute.

H6: Monthly income and product attribute.

H₆₀: There is no relationship between monthly income and the product attribute.

H_{6a}: There is significant relationship between monthly income and the product attribute.

Table 4.26: This table represents the hypothesis test between monthly income and the product attribute.

Monthly Income	N	Mean	S.D.	F	Sig.
10,000 Baht or below	23	4.0000	1.30365	0.826	0.483
10,000 - 30,000 Baht	39	4.4359	0.82151		
30,001 - 50,000 Baht	25	4.2200	1.29701		
More than 50,000 Baht	13	4.2821	0.67146		
Total	100	4.2617	1.06185		

Significance Level equals 0.05

The result shown the hypothesis test between monthly income and the product attribute by using One-Way ANOVA which the significance level is 0.05, appears the Sig. equals 0.483 which is higher than 0.05. Thus, (H₆₀) has accepted predicting that there is no relationship between monthly income and the product attribute.

Table 4.27: The last question of the study.

	N	Minimum	Maximum	Mean	Std. Deviation
Are you comfortable for using a leather product	100	.00	1.00	0.9500	0.21904
Valid N	100				

This table shown that all respondents are comfortable for using a leather product.

Hypothesis Summary

	Hypotheses Statement	Test Result
H1	<p>H₁₀: There is relationship between Gender and the product attribute.</p> <p>H_{1a}: There is significant relationship between Gender and the product attribute.</p>	Rejected H ₁₀
H2	<p>H₂₀: There is relationship between age and the product attribute.</p> <p>H_{2a}: There is significant relationship between age and the product attribute.</p>	Accepted H ₂₀
H3	<p>H₃₀: There is no relationship between marital status and the product attribute.</p> <p>H_{3a}: There is significant relationship between marital status and the product attribute.</p>	Accepted H ₃₀
H4	<p>H₄₀: There is no relationship between education and the product attribute.</p> <p>H_{4a}: There is significant relationship between education and the product attribute.</p>	Accepted H ₄₀
H5	<p>H₅₀: There is no relationship between occupation and the product attribute.</p> <p>H_{5a}: There is significant relationship between occupation and the product attribute.</p>	Accepted H ₅₀
H6	<p>H₆₀: There is no relationship between monthly income and the product attribute.</p> <p>H_{6a}: There is significant relationship between monthly income and the product attribute.</p>	Accepted H ₆₀

CHAPTER 5

CONCLUSION

In this chapter, the researcher summarizes the major findings of the study as specified in the objective, followed by recommendations for consumers' attitudes and behaviors towards leather products.

5.2 Major Findings

The researcher has conducted a detailed analysis of four parts and found the result as described by the following:

Part 1: From the demographic aspect, categorized by gender, age, marital status, education, occupation, and monthly income from 100 of respondents and the researcher found that the majority of respondents is female for 76.0 percent, ages range is between 26-30 years old for 34.0 percent and 20-25 years old is 28.0 percent, single status for 66.0 percent with education level is bachelor's degree for 77.0 percent, occupation is Corporate employee for 42.0 percent with an average monthly income ranging between 10,001 – 30,000 baht is 39.0 percent.

Part 2: From the data revealed of general information, categorized by reason to purchase, influence, and from 100 of respondents, the researcher found that 95.0 percent of respondents used to use leather products before, most of them spent money to buy leather products below 10,000 baht per year for 65.0 percent, follows by 22% of respondents spent money about 10,001-30,000 baht per year and no one spent money more than 70,000 per year in this case. The most brand that the respondents chosen is Louis Vuitton which is known as the most popular brand in the market, secondary is Coach, third is Hermes. Remarkable for this area, there is a few of respondents chosen Takuya.

Part 3: The researcher conducted the hypothesis testing of demographic data related to consumers' attitudes and behaviors against leather products in Bangkok area. This study aimed to determine mean, standard deviation, and significant which is consisted of gender, age, marital status, education, occupation and monthly income at the significant level at 0.05. The detail of the hypothesis testing is described as the following:

The gender, the researcher found that the relationship between gender and consumers' attitudes and behaviors of leather product by the significant value of question number Q1 (.010), Q2 (.000), Q3 (.004), Q4 (.000), and Q6 (.001) both males and females

expressed a negative opinion about leather product because the significant value is lower than 0.05, which means that this factors are related to the attitude and behavior towards leather product. And question number Q5 (.372) and Q7 (.057) the significant value is higher than 0.05, means that they expressed a positive opinion with both questions. Thus, it is accepted that there is no difference of Q5 and Q7.

The age, the researcher found that age has the significant value is higher than 0.05, therefore there were not significant difference between ages and consumers' attitude and behavior towards leather product. Thus, there is no relationship between ages and consumer attitude and behavior.

The marital status, the researcher found that marital status has the significant value is higher than 0.05, therefore there were not significant difference between marital status and consumers' attitude and behavior towards leather product. Thus, there is no relationship between marital status and consumer attitude and behavior.

The education, the researcher found that education has the significant value is higher than 0.05, therefore there were not significant difference between education and consumers' attitude and behavior towards leather product. Thus, there is no relationship between education and consumer attitude and behavior.

The occupation, the researcher found that occupation has the significant value is higher than 0.05, therefore there were not significant difference between occupation and consumers' attitude and behavior towards leather product. Thus, there is no relationship between occupation and consumer attitude and behavior.

The monthly income, the researcher found that monthly income has the significant value is higher than 0.05, therefore there were not significant difference between monthly income and consumers' attitude and behavior towards leather product. Thus, there is no relationship between monthly income and consumer attitude and behavior.

Part 4: The researcher conducted Hypothesis testing of the demographic data related to product quality that cloud help more attractive to purchase for leather items, by demographic data which is consist of gender, age, marital status, education, occupation, and monthly income. The product attribute consists of brand, design, quality, price, service, and promotion at the significant level at 0.05. The detail of the hypothesis testing is described as the following:

The gender, the researcher found that gender has the relationship between gender and product attribute.

The age, the researcher found that age of respondents has the significant level equals 0.058 which is higher than 0.05. Thus, there is no relationship between age and product attribute.

The marital status, the researcher found that marital status of respondents has the significant level equals 0.0547 which is higher than 0.05. Thus, there is no relationship between marital status and product attribute.

The education, the researcher found that education level of respondents has the significant level equals 0.419 which is higher than 0.05. Thus, there is no relationship between education and product attribute.

The occupation, the researcher found that occupation of respondents has the significant level equals 0.607 which is higher than 0.05. Thus, there is no relationship between occupation and product attribute.

The monthly income, the researcher found that monthly income level of respondents has the significant level equals 0.483 which is higher than 0.05. Thus, there is no relationship between monthly income and product attribute.

5.3 Suggestions for Future Research

This research only studied the relationship between the factors of demographic that associated with the consumers' attitude and behavior towards the leather product in Central plaza, Siam paragon, and Siam center. Therefore,

The researcher suggests some recommendations that will be useful for conducting further studies.

1. The result of the study might help the product owner understand the consumers' attitude and behavior towards leather product.
2. Product owner need to be concerned about the animal rights and to create appropriate advertising to descript the product value and the source of the product.
3. Due to this study was conducted only in Central plaza, Siam paragon, and Siam center it would be worthwhile for future research to be conducted in other big cities of Thailand.
4. Society continues to impact the way in which young consumers behave towards evaluating, purchasing, and using products, retailers should continue to seek understanding of the role that society plays in setting standards for leather