

ABSTRACT

This research paper on the factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products was carried out to find the factors influencing first year Assumption University undergraduate student's purchasing decisions on foreign brand name fashion products, to investigate the first year Assumption University undergraduate students' attitudes towards the factors influencing the purchasing of foreign brand name fashion products and to study first year Assumption University undergraduate students' behaviors in purchasing foreign brand name fashion products.

The researcher used the quota sampling method to detain the sample which comprised of 200 respondents, which were first year Assumption University undergraduate students. The study was conducted from 1 January 2009 to 1 February 2009 by using a questionnaire collecting data from 200 respondents. The data was analyzed and calculated in using SPSS.

The results of the study showed that most of Assumption undergraduate students spent 1001-2000 baht for purchasing foreign brand name fashion products per month. The products the respondents most liked to purchase were clothes which they bought them one or two times a month. Moreover, most of the respondents agreed that culture in Assumption University affected their purchasing decisions on foreign brand name products. For social factors, most of the students agreed that friends affected their purchasing decisions on foreign brand name fashion products. Most of respondents also agreed that lifestyle affects their purchasing decisions. Finally, most of the students agreed that belief toward foreign brand name fashion products affected their purchasing decision of these products.