

CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND

Clothing and personal appearance are important because people can determine one's credibility, status, and even persuasiveness from how someone look. Accessories such as shoes, bags, eyeglasses, perfume, and cosmetic also are one of these factors. "In business or professional life, what you think of your clothes and appearance isn't nearly as important as what others think of them." (Cheryl Hamilton with Cordell Parker, 1996). Additionally, Cheryl also mentioned that people can influence others when they wearing high status clothing and these people usually get help faster than others when they request it.

In Thailand, people accept that foreign brand name fashion products can make them appear to have high status. Therefore this may be one factor that people base their decisions to purchase foreign brand names on. This belief continues from one generation to the next and becomes socially accepted. Although, there are many Thai brands which are very famous both in Thailand and international countries, Thais are still attracted to luxurious foreign fashion brand name products.

There are some famous Thai brand names. FlyNow is one of the most successful fashion products in Thailand and in other regions. It joined London Fashion Week in 1995. As a result, FlyNow became more famous and it is exported to the Southeast Asian, Japanese and European markets. Secondly, Dapper was established in 1979. There are three brands under Dapper; Dapper Men, Dapper Women and Dapper Footwear. Dapper is known by both national and international consumers. It had expanded its products throughout several Asian and European countries. Thirdly, Jaspal is a Thai brand which makes from sophisticated products for men and women. It makes men's and women's clothing and other products such as bags and fashion accessories. Jaspal has now become the leading fashion couture in Bangkok.

Moreover, according to Chamaiporn Visadmongkol, the reasons that Thai brands are not as popular as foreign brand name products might be that designs of Thai

products do not respond to the market needs and there has not been continued improvement of Thai products in creating their own brand identity (ชัยพร วิเศษมงคล, 2551).

Thai teenagers are attracted to foreign fashion brand name products easily. Thai adolescents, especially undergraduate students are a big potential market for foreign fashion brand name products because they want to be accepted from their friends according to Maslow's Hierarchy of need. As a result, they spend money to purchase brand name products such as clothes, shoes, bag, eye glasses, perfume, and cosmetics to feel that they are the same as others in their group.

However, some might think that buying foreign brand name fashion products is not necessary and could be viewed as materialism. Since people have to spend a lot of money to obtain products materialism can lead to financial problems (Van Boven, 2005). On the other hand, some people might think that buying these kinds of products is a kind of investment because these products can be resold or use by the next generation. This research seeks to address the reasons or factors that influence people, especially teenagers, to purchase foreign brand name fashion products.

1.2 STATEMENT OF PROBLEM

2.1 Main Problem

What are the factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products?

12.2 Sub Problem

-What are the first year Assumption University undergraduate students' behaviors of purchasing foreign brand name fashion products?

-What are the first year Assumption University undergraduate students' attitudes towards the factors influencing the purchasing of foreign brand name fashion products?

1.3 OBJECTIVES OF THE STUDY

3.1 MAIN OBJECTIVE

To find out the factors influencing first year Assumption University undergraduate student's purchasing decision on foreign brand name fashion products.

3.2 SUB OBJECTIVES

-To study first year Assumption University undergraduate students' behaviors of purchasing 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.

1.4 DEFINITION OF THE TERMS

Factors influencing purchasing decision: Factors influencing purchasing decisions refer to factors that influence consumers when they want to purchase something.

First year Assumption University undergraduate students: First year Assumption University undergraduate students refer to first year undergraduate students who were studying at Assumption University in the academic year 2008, from 11 faculties as follows:

- Faculty of Business Administration (School of Management)
- Faculty of Risk Management and Industrial Services
- Faculty of Arts
- Faculty of Music
- Faculty of Nursing Science
- Faculty of Science and Technology
- Faculty of Engineering
- Faculty of Communication Arts
- Faculty of Law
- Faculty of Biotechnology
- Faculty of Architecture

Monthly allowance: Monthly allowance refers to monthly personal income in this study it refers to first year Assumption University undergraduate students' monthly allowance which can be categorized as follows:

- Monthly income that they earn by themselves
- Monthly allowance from their parents

Foreign brand name fashion products: Foreign brand name fashion products refer to fashion products imported from other countries such as America, France or Japan. In this study, foreign brand name fashion products refers to clothes, shoes, bag, eye glasses, watch, perfume, and cosmetic.

Purchasing decision of foreign brand name fashion products: Purchasing decision of foreign brand name fashion products refer to when consumer decide to purchase foreign brand name fashion products.

Cultural factors: Cultural factors refer to the factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products; in this case they are Thai culture, the culture at Assumption University, and the status of being a college student.

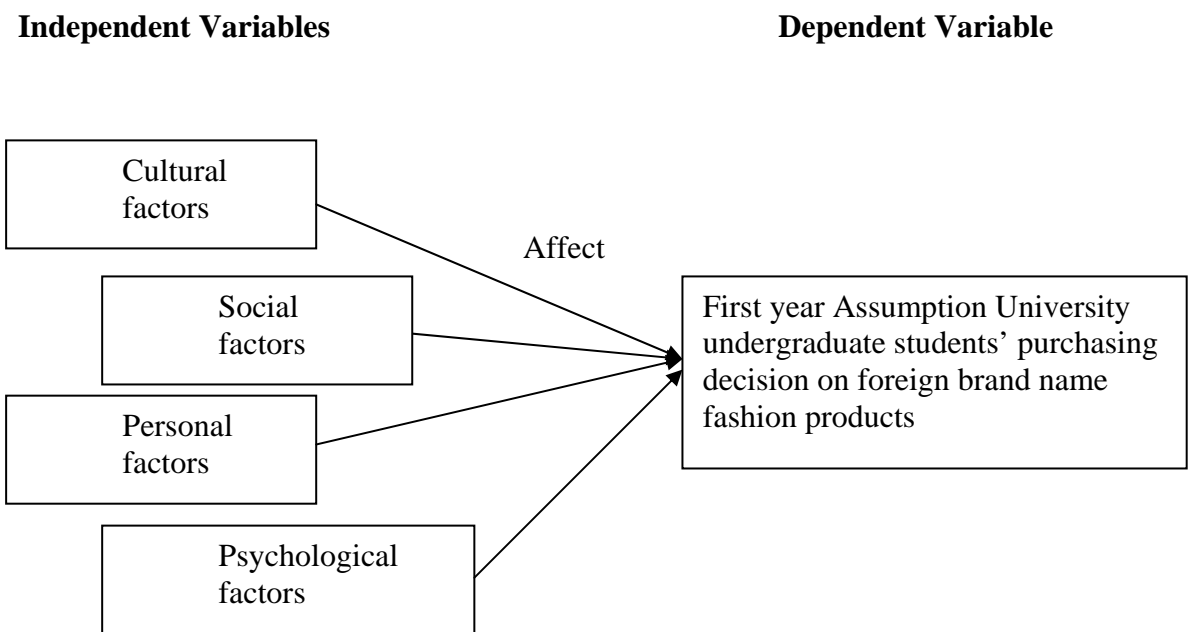
Social factors: Social factors refer to the factors influencing first year Assumption University undergraduate students' purchasing decision of foreign brand name fashion products; in this case they are family members, friends, and celebrities.

Personal factors: Personal factors refer to the factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products; in this case they are the economic circumstances in the family, life style, and personality.

Psychological factors: Psychological factors refer to the factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products, in this case they are advertisements and information of foreign brand name fashion products, past experiences with foreign brand name fashion products and beliefs about foreign brand name fashion products.

1.5 VARIABLES

The dependent variable in this research is first year Assumption University undergraduate students' purchasing decision of foreign brand name fashion products. The independent variables in this research are cultural, social, personal and psychological factors.



1.6 SCOPE OF THE STUDY

This research focuses on the factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products. The sample group was first year Assumption University undergraduate students from eleven faculties who were studying in academic year 2008 on both campuses; Hua Mark campus and Suvarnabhumi campus; students in other years were excluded from this study. The sample size of only 200 was obtained by quota sampling design due to time constraints and convenience. Therefore, this may not truly represent the entire population. Moreover, this study of foreign brand name fashion products only focused on clothes, shoes, bags, eye glasses, watches, perfume, and cosmetics; and other foreign brand name fashion products were excluded.

1.7 SIGNIFICANCE OF THE STUDY

This study will provide information about factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products. The findings will be useful for Thai companies in the business in term of consumer behavior. It will also allow them to compete with international brands.

1.8 ORGANIZATION OF THE STUDY

The study of factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products consists of five chapters.

Chapter One: Introduction to the study background, statement of problem, objectives of the study, definitions of terms, variables, scope of the study, and significance of the study.

Chapter Two: Review of literature; Consumer purchasing behavior, The four elements of buying decision, Consumer purchasing decision process, Concepts of attitudes, Factors influencing consumer purchasing decision process, and Related research.

Chapter Three: Subjects, materials, procedures of data collection, and analysis.

Chapter Four: Findings report and data analysis.

Chapter Five: Summary of the study, summary of findings, discussion, conclusion and recommendations for further research.