

CHAPTER FOUR

RESULTS

This chapter reports the results of the study which is divided into three parts.

4.1 General information

4.2 Behavior of purchasing foreign brand name fashion products

4.3 Attitudes toward factors influencing purchasing of foreign brand name fashion products

4.1 General Information about Respondents

4.1.1 Gender

34.2% of 200 respondents were male and 65.8% were female. One respondent did not answer this question.

Table 1. Gender

Gender	No. of Respondents	Percentage
Male	68	34.2%
Female	131	65.8%
Total	199	100

Note. Skipped question 1.

Answered question 199.

4.1.2 Faculty

There are 11 faculties in Assumption University. The highest percentages 54% of 200 respondents were students from the Faculty of Business Administration (School of Management). The second largest group was the students from the Faculty of Arts (20%).

Table 2. Faculty

Faculty	No. of Respondents	Percentage
Faculty of Business Administration (School of Management)	108	54.0%
Faculty of Risk Management and Industrial Services	2	1.0%
Faculty of Arts	40	20.0%
Faculty of Music	5	2.5%
Faculty of Nursing Science	11	5.5%
Faculty of Science and Technology	8	4.0%
Faculty of Engineering	2	1.0%
Faculty of Communication Arts	12	6.0%
Faculty of Law	5	2.5%
Faculty of Biotechnology	2	1.0%
Faculty of Architecture	5	2.5%
Total	200	100%

4.1.3 Source of Monthly Allowance

There were only two respondents who earned their monthly income by themselves (1%) and 84.4% of 200 respondents received money for their parents. 14.4 % of respondents obtained money both by themselves and from their parents.

Table 3. Source of Monthly Allowance

Source of monthly allowance	No. of Respondents	Percentage
You earn your monthly income by yourself	2	1.0%
You receive a monthly allowance from your parents	168	84.4%
Both	29	14.6%
Total	200	100%

4.1.4 Monthly Allowance

The majority of respondents (45%) received 10,000 Baht per month or less. 24% of the respondents received 10,001-12,000 Baht. 16% of them earned more than 14,001.

Table 4. Monthly Allowance

Monthly allowance	No. of Respondents	Percentage
10,000 or less	90	45.0%
10,001- 12,000 Baht	48	24.0%
12,001- 13,000 Baht	18	9.0%
13,001- 14,000 Baht	12	6.0%
14,001 or higher	32	16.0%
Total	200	100%

4.1.5 The amount of money for purchasing foreign brand name fashion products per month.

Most of respondents spent 1001-2000 baht per month for purchasing foreign brand name fashion products (30.7%). 24.6% of respondents spent 1000 bath or less on purchasing brand name products. However there was 1 respondent who did not answer this question.

Table 5. The Amount of Money for Purchasing Foreign Brand Name Fashion Products per Month.

The amount of money for purchasing foreign brand name fashion products per month.	No. of Respondents	Percentage
1000 or below	49	24.6%
1001-2000	61	30.7%
2001-3000	34	17.1%
3001-4000	18	9.0%
4001-5000	8	4.0%
More than 5000	29	14.6%
Total	199	100%

Remark: Answered question 199
: Skipped question 1

4.2 Behavior of purchasing foreign brand name fashion products

4.2.1 Foreign brand name fashion products respondents liked to purchase

The most popular brand name fashion products for Assumption undergraduate students was clothing which 56.5% of respondents liked to buy clothing. 53.5% of respondents liked to buy watches and 51.5% of respondents liked to buy perfume.

Table 6. Foreign brand name fashion products respondents like to purchase

Foreign brand name fashion products respondents like to purchase	No. of Respondents	Percentage
Clothes	113	56.5%
Shoes	101	50.5%

(Table continues)

Table 6. (Continued)

Bags	102	51.0%
Eyeglasses	27	13.5%
Watches	107	53.5%
Perfume	103	51.5%
Cosmetics	99	49.5%

4.2.2 Frequency of purchasing foreign brand name fashion products.

For clothes, 30.6% of respondents purchased clothes one or two time per month. 31% of respondents liked to purchase shoes one time in two months. 39.1% of respondents bought bags one or two times in a month. 32.1% of 200 respondent bought eyeglasses one or two times per month, also. 32.4% of 200 respondents purchased watches or one time in two months. 33.7% of 200 respondents liked to buy perfume one time in two months. 29.4% of 200 respondents liked to purchase cosmetics one or two times per month.

Table7. Frequency of purchasing foreign brand name fashion products.

foreign brand name fashion products	Very Often	Often	Not Often	Sometimes	Rarely
Clothes	5.3% (6)	24.6% (28)	36.0% (41)	25.4% (29)	8.8% (10)
Shoes	3.0% (3)	19.0% (19)	26.0% (26)	31.0% (31)	21.0% (21)
Bags	4.0% (4)	10.0% (10)	39.1% (39)	34.0% (34)	13.0% (13)
Eyeglasses	10.7% (3)	3.6% (1)	32.1% (9)	28.6% (8)	25.0% (7)
Watches	6.5% (7)	13.0% (14)	26.9% (29)	32.4% (35)	21.3% (23)
Perfume	10.2% (10)	22.4% (22)	20.4% (20)	33.7% (33)	13.3% (13)
Cosmetics	15.8% (16)	29.7% (30)	28.7% (29)	19.8% (20)	5.9% (6)

Remark: Very Often = More than 4 times/month

: Often = 3-4 times/month

: Not Often = 1-2 times/month

: Sometimes = one time/2 months

: Rarely = one time/3months or longer

4.3 Attitudes toward factors influencing purchasing of foreign brand name fashion products

4.3.1 Cultural factors

Most respondents had a neutral opinion about Thai culture affecting the purchasing decisions on foreign brand name fashion products with the mean of 2.77. The majority of respondents (with a mean of 3.38 also) were neutral about the culture in Assumption University affecting purchasing decisions on foreign brand name fashion products. Most students were also neutral about the status of being a university student affecting purchasing decisions on foreign brand name fashion products (mean of 3.14.) The mean for the cultural factors equaled 3.09.

Table8. Culture factors

Culture factors	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
Thai culture affects the purchasing decisions on foreign brand name fashion products.	1.5% (3)	22.1% (44)	41.7% (83)	21.1% (42)	13.6% (27)	2.77

(Table continues)

Table 8. (Continued)

Culture in	12.1%	39.7%	28.6%	13.6%	6.0% (12)	3.38
Assumption	(24)	(79)	(57)	(27)		
university						
affects the						
purchasing						
decisions on						
foreign brand						
name fashion						
products.						
The status of	7.0% (14)	29.6%	41.2%	14.1%	8.0% (16)	3.14
being a		(59)	(82)	(28)		
university						
student						
affects the						
purchasing						
decisions on						
foreign brand						
name fashion						
products.						

4.3.2 Social factors

The majority of respondents (with a mean of 2.84) were neutral about family members affecting purchasing decisions on foreign brand name fashion products. Most first year students were neutral about friends affecting purchasing decisions on foreign brand name fashion products (mean equal of 3.33.) Most respondents also were neutral about celebrities (singers, superstars, people in high-society, etc.) affecting purchasing decisions on foreign brand name fashion products and (mean of 2.93.) The mean of social factors was 3.03.

Table 9. Social factors

Social factors	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
Family members affect purchasing decisions on foreign brand name fashion products.	6.5% (13)	25.5% (51)	29.0% (58)	23.0% (46)	16.0% (32)	2.84
Friends affect purchasing decisions on foreign brand name fashion products.	13.5% (27)	36.5% (73)	28.0% (56)	13.5% (27)	8.5% (17)	3.33
Celebrities (singers, superstars, high-societies, etc.) affect purchasing decisions on foreign brand name fashion products.	6.5% (13)	22.5% (45)	39.5% (79)	20.5% (41)	11.0% (22)	2.93

4.3.3 Personal factors

The majority of respondents (mean of 3.76) agreed that economic circumstances in the family affect purchasing decisions on foreign brand name fashion products. Most respondents agreed that lifestyle affected purchasing decisions on foreign brand name fashion products (mean equal to 3.65.) The majority of students (mean of 3.48) agreed that personality affected purchasing decisions on foreign brand name fashion products. The mean of personal factors was to 3.63.

Table10. Personal factors

Personal factors	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
Economic circumstances in the family affect your purchasing decision of foreign brand name fashion products.	25.0% (50)	40.0% (80)	23.5% (47)	8.5% (17)	3.0% (6)	3.76
Lifestyle affects purchasing decisions on foreign brand name fashion products.	19.0% (38)	42.5% (85)	26.5% (53)	8.0% (16)	4.0% (8)	3.65

(Table continues)

Table 10. (Continued)

Personality	13.1%	37.7%	36.7%	9.0% (18)	3.5% (7)	3.48
affects	(26)	(75)	(73)			
purchasing						
decisions on						
foreign brand						
name fashion						
products.						

4.3.4 Psychological factors

Most respondents were neutral about advertisements on foreign brand name fashion products affecting purchasing decisions on foreign brand name fashion products (mean of 3.36.) The majority of respondents (mean of 3.52) agreed that the perceptions about foreign brand name fashion product information affected purchasing decisions on foreign brand name fashion products. Most students (mean of 3.53) agreed that experience with foreign brand name fashion products affected purchasing decisions on foreign brand name fashion products. The majority of students agreed that the image of foreign brand name fashion products affected purchasing decisions on foreign brand name fashion products (mean of 3.71.) Most respondents agreed that attitudes toward foreign brand name fashion products affected purchasing decisions on foreign brand name fashion products (mean of 3.55.) The mean of psychological factors was 3.53.

Table 11. Psychological factors

Psychological factors	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Mean
Advertisements of foreign brand name fashion products affects purchasing decisions on foreign brand name fashion products.	7.0% (14)	42.5% (85)	35.0% (70)	10.0% (20)	5.5% (11)	3.36
The perception of foreign brand name fashion products information affects purchasing decisions on foreign brand name fashion products.	12.0% (24)	44.0% (88)	32.0% (64)	8.0% (16)	4.0% (8)	3.52
Experience with foreign brand name fashion products affects purchasing decisions on foreign brand name fashion products.	14.5% (29)	41.0% (82)	34.0% (68)	8.0% (16)	2.5% (5)	3.53
The image of foreign brand name fashion products affects purchasing decisions on foreign brand name fashion products.	16.5% (33)	51.0% (102)	22.5% (45)	7.0% (14)	3.0% (6)	3.71
Attitudes toward foreign brand name fashion products affect purchasing decisions on foreign brand name fashion products.	12.6% (25)	43.2% (86)	34.2% (68)	7.0% (14)	3.0% (6)	3.55