

CHAPTER FIVE

CONCLUSION, DISCUSSION, AND RECOMMENDATIONS

This chapter presents (1) a summary of the study, (2) a summary of the findings, (3) a discussion of the results, (4) conclusion, and (5) recommendations for further study.

5.1 SUMMARY OF THE STUDY

In this study, the researcher aimed to find out the factors influencing first year Assumption University undergraduate student's purchasing decisions on foreign brand name fashion products, to investigate 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' purchasing behaviors in term of foreign brand name fashion products. The subjects in the study consisted of 200 Assumption University undergraduate students in the academic year 2008 from 11 faculties. Self-administered questionnaires were used to collect the data for this research and the study was conducted from January 2009- February 2009.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1: General information

Most of respondents were female (132 of 200 respondents), while male respondents numbered only 68 out of 200 respondents. The majority of respondents were studying in the Faculty of Business Administration (School of Management). Most of them still received money from their parents (10,000 Bath or less.)

5.2.2 Behavior in the purchasing of foreign brand name fashion products of Assumption University undergraduate students.

Most of Assumption undergraduate students spent 1001-2000 baht for purchasing foreign brand mane fashion products per month. The products purchased by most of the respondents were clothes (which they brought 1 or 2 times a month.) The product that they rarely purchased was eyeglasses.

5.2.3 The attitudes toward factors influencing purchasing decisions on foreign brand name fashion products

For cultural factors, most of the respondents were neutral about cultural factors affecting their purchasing decisions on foreign brand name products with a mean on cultural factors of 3.09. The mean of the social factors was 3.03. Most of the students were neutral about social factors affecting their purchasing decisions on foreign brand name fashion products. For personal factors, most of the respondents agreed that personal factors affected their purchasing decisions with the mean equal to 3.36. Most of the students agreed that psychological factors also affected their purchasing decisions on foreign brand name fashion products. The mean of psychological factors was 3.53.

5.3 DISCUSSION

The discussions is divided into four parts: general information about the respondents, behavior in purchasing foreign brand name fashion products, the attitudes toward factors influencing purchasing decisions on foreign brand name fashion products, and recommendations from respondents.

5.3.1 General information

The majority of subjects were female Assumption University undergraduate students (65.8%). Their ages of first year students are between 17-18 years old. Most respondents (54%) were studying in the Faculty of Business Administration (School of Management). Most of them received an allowance from their parents (about 10,000 Baht or less.) It can be assumed that because most of the students in Assumption University are BBA students that, most of the respondents were BBA students also. Although, Assumption University is the first private international university in Thailand and the tuition fees are not cheap, the respondents were first year students and most of them got money from their parents (10,000 or less.) Therefore, most of them could spend only 1001-2000 baht per month for purchasing foreign brand name fashion products.

However, some respondents (16.0%) received more than 14,001 per month and increased their purchasing power. Thus, some respondents (14.6%) spent more than 5000 Baht per month to buy foreign brand name fashion products.

5.3.2 Behavior in purchasing foreign brand name fashion products of Assumption University undergraduate students.

The majority of the respondents (56%) liked to buy clothes, followed by watches (53.5%), and perfume (51.5%) respectively. It can be assumed that clothes, watches, and perfume could be bought by both male and female students. So these products were in top three. According to Cheryl Hamilton with Cordell Parker, 1996, clothes are very important both in business or professional life. Clothes can show the status and credibility. People wearing the well designed or high status clothing also can persuade and influence other people. Although, there were 49.5% of respondents liked to purchase cosmetics, most of them were female students. So it cannot be inferred that the almost 50% of respondents who liked to buy cosmetics were both male and female students. The products which were not popular for students were eyeglasses. Only 13.5% of respondents liked to purchase eyeglasses. It can be assumed that only one or pairs of eyeglasses were enough for one person. If eyeglasses have a classic design, they can last a long time because they can match with all clothes.

15.8% of respondents brought cosmetics very often or more than four times per month. 29.7% of respondents often brought cosmetics or bought them three or four times per month. It can be assumed that because cosmetics were not as expensive as other brand name fashion products if comparing piece by piece. Therefore, the students could afford to buy cosmetics more often than other products like watches or shoes. The foreign brand name fashion products which respondents did not often purchase or purchase only one or two times a month, were clothing (36.0%), bags (39.0%), and eyeglasses (32.1%). The foreign brand name fashion products which students bought sometimes or only one time in two months were shoes (31.0%), watches (32.4%), and perfume (33.7%). It can be assumed that shoes, watches, and perfume were products that could be used for a long period of time. Moreover, most people would define how they look through clothing rather than the accessories like watches or eyeglasses. In addition, there is more foreign brand name clothing available for buyers compared to shoes, watches, and perfume. That is why people tend to buy the new clothes more often.

5.3.3 The attitudes toward factors influencing purchasing decisions on foreign brand name fashion products

According to Kotler and in *Marketing Management* and Noel Capon and James M. Hulbert in *Marketing Management in The 21st Century*, there four major factors that influence people's purchasing decisions cultural factors and social factors, personal factors and psychological factor. Cultural factors refer to the factors influencing respondents purchasing decisions on foreign brand name fashion products; in this case this was Thai culture, the culture at Assumption University, and the status of being a college student. Social factors refer to the factors which influence purchasing decisions on foreign brand name fashion products; in this case these were family members, friends, and celebrities. Personal factors refer to the factors influencing the purchasing decisions on foreign brand name fashion products of respondents; in this case these were the economic circumstances in the family, lifestyle, and personality. Psychological factors refer to the factors influencing first year Assumption University undergraduate students' purchasing decisions on foreign brand name fashion products, in this case these were advertisement and information of foreign brand name fashion products; past experiences with foreign brand name fashion products and beliefs toward foreign brand name fashion products. Most respondents agreed that these factors influenced their purchasing decisions on foreign brand name fashion products

From the above paragraph, firstly, the mean of the statement that Thai culture affects the purchasing decision of foreign brand name fashion products was 2.77. This means that most respondents were neutral about Thai culture affecting the purchasing decisions on foreign brand name fashion products. The mean of the statement that the culture at Assumption University affected the purchasing decisions on foreign brand name fashion products equaled 3.38. This means that most respondents were neutral about the culture at Assumption University affecting the purchasing decisions on foreign brand name fashion products. Most students also were neutral about the status of being student affecting the purchasing decisions on foreign brand name fashion products with a mean of 3.14. The mean of cultural factors was 3.09. Therefore, it can be seen that most respondents were neutral about cultural factors affecting the purchasing decisions on foreign brand name products. According to Noel Capon and

James M. Hulbert in *Marketing Management in The 21st Century*, culture is hard to change and is learnt and passed from one to the next generation. Culture can be studied from many sources such as school, family, or religious institutions. It is difficult to deny that consumer purchasing decisions are linked with the culture because culture is in everything and everywhere. Therefore, cultural factors may have affected the purchasing decisions of Assumption first year students.

Secondly, the majority of respondents were neutral about family members affecting the purchasing decisions on foreign brand name fashion products with the mean of this statement at 2.84. The mean of the statement that friends affected the purchasing decisions on foreign brand name fashion products was 3.33 it can be assumed that most students were neutral that friends affected the purchasing decisions on foreign brand name fashion products. The mean of the statement that celebrities such as singers and superstars, etc. affected the purchasing decisions on foreign brand name fashion products was 2.93. Thus, it the majority of students were neutral that celebrities such as singers or superstars, etc. affected the purchasing decisions on foreign brand name fashion products. The mean of social factors was 3.03. It can be seen that most first year Assumption University students were neutral that social factors affected their purchasing decisions. According to Sukanya (2007), she also concluded that family played an important role in the purchasing behaviors of their children. According the Maslow's hierarchy of needs, people always seek self belonging. People want to be accepted by their friends, group and society. Moreover, according to Noel Capon and James M. Hulbert in *Marketing Management in The 21st Century*, social class impacts people's interests. As a result, social factors could be one of the factors which influenced Assumption University students for purchasing decisions on foreign brand name fashion products.

Thirdly, most respondents agreed that the economic circumstances in the family affected the purchasing decisions on foreign brand name fashion products with the mean of this statement at 3.76. For the statement that lifestyle affected the purchasing decisions on foreign brand name fashion products, the mean was 3.65. This means that the majority of students agreed that lifestyle could affect purchasing decisions on foreign brand name fashion products. The mean of the statement that personality affected the purchasing decisions on foreign brand name fashion products was 3.48.

Therefore, most respondents agreed that personality affected the purchasing decisions on foreign brand name fashion products. The mean of personal factors was 3.63. From the results, it can be seen that the majority of respondents had positive agreement that personal factors affected their purchasing decisions. Most respondents (84.4% or 168 of 200 respondents) still received a monthly allowance from their parents so the economic situation in their families was important to their purchasing decisions. Additionally, according to Mayuree (2002), she concluded that income was one of the factors which influenced purchasing decisions on foreign brand name products. Noel Capon and James M. Hulbert also said that economic resources are a major factor in people's ability to purchase. Moreover, Kotler, *Market Management* (2002), lifestyle and personality are characteristics which impact a buyer's decision process and the response.

Lastly, the majority of students were neutral that advertisements of foreign brand name fashion products affected the purchasing decisions on these products with the mean at 3.36. The mean of the statement that perception of foreign brand name fashion product information affected the purchasing decisions on these products was 3.52. This means that most students agreed that the perception of foreign brand name fashion product information affected the purchasing decisions on these products. The mean of the statement that learning from past experiences with foreign brand name products affected the purchasing decisions on these products was 3.53. This means that most respondents agreed that learning from past experience with the foreign brand name products affected the purchasing decisions on these products. Most respondents agreed that the image of foreign brand name fashion products affected the purchasing decisions on these products with the mean of this statement at 3.71. The mean of the statement that attitudes toward foreign brand name fashion products affected the purchasing decisions on these products was 3.56. Thus, this means that most students agreed that attitudes toward foreign brand name fashion products affected purchasing decisions on these products. According to Mayuree (2002), her research showed that media exposure was one of the most important factors influencing purchasing behavior in term of foreign brand name fashion products. Sukanya's (2007) study showed that media also affected the purchasing behavior of teenagers. The mean of the psychological factors was 3.53, so it can be assumed that

most respondents agreed that psychological factors affecting the purchasing decisions on foreign brand name fashion products.

5.3.4 The recommendations from the respondents

Some respondents approved of the foreign brand name fashion product business but others did not like this kind of business. One of the respondents commented that some foreign brand name products are not necessary and were luxury products. Another one commented that if there were too many foreign brand name fashion products in Thai society, there would be a trend in the society of using brand name products which could create materialism. According to Van Boven, when people spend a lot of money buying things, this can be viewed as materialism. This can lead to financial problems. One of the respondents said that she did not care much about the price but wanted products to have high quality. One also said that a high price should go along with high quality. According to Kanokthip's research, consumers gave importance to product quality and reasonable price. However, most respondents agreed that the prices of brand name fashion products were very high. The research of Somarat (2005) showed that young consumers preferred a low cost set of products; as did Sukanya's (2007), research in which she found that low prices also affect the purchasing behavior of teenagers.

5.4 CONCLUSION

The following conclusions can be drawn from the discussion above.

Most respondents were female students. The majority of them were studying in the Faculty of Business Administration (School of Management). The respondents usually received their monthly allowance from their parents at 10,000 baht or less than. They usually spent 1001 – 200 baht per month for purchasing foreign brand name products and most respondents liked to purchase clothes. They agreed that cultural factors, social factors, personal factors, and psychological factors could affect their purchasing decisions on foreign brand name fashion products.

5.5 RECOMMENDATION FOR FURTHER RESERACH

Based on the findings and conclusion of this study, the following recommendations are made for future research.

5.5.1. Future research should allow the respondents to take additional time in responding to the questionnaires so that they can give more accurate answer.

5.5.2. This research was conducted over a limited period of time. In further study, the researcher should strengthen the research by extending the period of collecting data.

Due to the limitations in this study, the respondents were only first year Assumption University undergraduate students. It is recommended that the scope of the study be expanded to include not only first but second, third, and fourth year students, as well. So if there were differences or similarities between the ages, the results would reveal them.