

APPENDIX A
Questionnaire (English Version)

**Factors influencing first year Assumption University undergraduate students’
purchasing decisions on foreign brand name fashion products**

This questionnaire is part of an independent study required for Master’s degree in English for Careers, Language Institute, Thammasat University. This questionnaire is aimed at studying factors influencing first year Assumption University undergraduate students’ purchasing decisions on foreign brand name fashion products. The information in this research will be used only for studying purpose. Your answers will be treated confidentially. Your cooperation is greatly appreciated.

Directions: Please put only one X into () to answer the following questions

Part 1: General Information

Directions: Please put only one X into () to answer the following questions

1. Gender

() Male () Female

2. You are studying in the Faculty of.....

3. How do you earn your monthly allowance?

() You earn your monthly allowance by yourself

() You receive a monthly allowance from your parents

() Both

4. How much all money that you receive per month?

() 10,000 or less

() 10,001- 12,000 Baht

() 12,001- 13,000 Baht

() 13,001- 14,000 Baht

() 14,001 or more

5. How much money do you spend on purchasing foreign brand name fashion products per month?

- () 1000 or below () 1001-2000
 () 2001-3000 () 3001-4000
 () 4001-5000 () More than 5000
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Part 2: Behavior of purchasing of foreign brand name fashion products.

Directions: Please put an X into () to answer the following questions

6. What foreign brand name fashion products do you like to purchase? (You can select more than one product)

- () Clothes
 () Shoes
 () Bag
 () Eyeglasses
 () Watches
 () Perfume
 () Cosmetics

7. How often do you buy foreign brand name fashion products according to answer(s) from question No. 6?

5 = Very Often (More than 4 times a month)

4 = Often (3-4 times a month)

3 = Not Often (once a month)

2 = Sometimes (one time in two months)

1 = Rarely (one time in a quarter or longer)

Foreign brand name fashion products	5	4	3	2	1
7.1 Clothes					
7.2 Shoes					
7.3 Bags					
7.4 Eyeglasses					

7.5 Watches					
7.6 Perfume					
7.7 Cosmetics					

Part 3: First Year Assumption University Graduate Students' attitudes toward factors influencing purchasing foreign brand name fashion products

Directions: Please read each of the questions below and indicate your level of agreement or disagreement affecting your attitudes toward factors influencing purchasing decisions on foreign brand name fashion products as follows:

5 = Strongly agree

4 = Agree

3 = Neutral

2 = Disagree

1 = Strongly Disagree

Factors influencing purchasing decisions on foreign brand name fashion products

8. Culture Factors	5	4	3	2	1
8.1 Thai culture affects your purchasing decisions on foreign brand name fashion products.					
8.2 The culture at Assumption university affects your purchasing decisions on foreign brand name fashion products.					
8.3 Your status of being a university student affects your purchasing decision of foreign brand name fashion products.					

9. Social Factors	5	4	3	2	1
9.1 Family members affect your purchasing decisions on foreign brand name fashion products.					
9.2 Friends affect your purchasing decisions on foreign brand name fashion products.					
9.3 Celebrities (singers, superstars, members of high-society, etc.) affect your purchasing decisions on foreign brand name fashion products.					

10. Personal Factors	5	4	3	2	1
10.1 The economic circumstances in your family affect your purchasing decisions on foreign brand name fashion products.					
10.2 Lifestyle affects your purchasing decisions on foreign brand name fashion products.					
10.3 Your personality affects your purchasing decisions on foreign brand name fashion products.					

11. Psychological Factors	5	4	3	2	1
11.1 Advertisements on foreign brand name fashion products affect your purchasing decisions on foreign brand name fashion products.					
11.2 Perception of foreign brand name fashion product information affects your purchasing decisions on foreign brand name fashion products.					

11.3 Learning from your experience with foreign brand name fashion products affects your purchasing decisions on foreign brand name fashion products.					
11.4 The image of foreign brand name fashion products affects your purchasing decisions on foreign brand name fashion products.					
11.5 Your attitudes toward foreign brand name fashion products affect your purchasing decisions on foreign brand name fashion products.					

Part 4: Comments and Suggestions

12. Please make any comments about the importing of foreign brand name fashion products

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