

**FACTORS INFLUENCING THE CUSTOMERS' DECISIONS
ON PURCHASING CLOTHING AT THE
INNER AREA OF BANGKOK**



**A THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE GRADUATE SCHOOL
STAMFORD INTERNATIONAL UNIVERSITY
MASTER OF BUSINESS ADMINISTRATION
ACADEMIC YEAR 2014**



© 2014

RapepornAonweang

All Rights Reserved

**The Research has been approved by
Stamford International University
The Graduate School**

Title: Factors Influencing the Customers' Decisions on
Purchasing Clothing at the Inner Area of Bangkok

Researcher: Rapeeporn Aonweang

The Thesis Committee:

Chairman

(Assoc.Prof.Dr.Panarat Panmanee)

Advisor

(Dr.Apitep Saekow)

Committee Member

(Dr.Donn Pjongluck)

Committee Member

(Dr.Chompunuch Jittithavorn)

(Dr.Apitep Saekow)

Dean of Graduate School

November,2014

Title: Factors Influencing the Customers' Decisions on Purchasing Clothing at the Inner Area of Bangkok

Researcher: Rapeeporn Aonweang **Student ID:**013130019

Degree: Master of Business Administration

Advisors: Dr.Apitep Saekow

Academic year: 2013

Abstract

At present, the fashion industry, especially the clothing business, is highly competitive over the world, including in Thailand. There have been a large number of domestic and international newcomers introduced into the market. These newcomers need to come up with various offerings that can satisfy their target customers in order to seize market values from incumbents. In the meantime, the incumbents are required to be ready for adapting their businesses to support the changing environment of the clothing market. This thesis studies the factors affecting how customers decide to buy clothes at the inner area of Bangkok.

The research is conducted among 400 shoppers at the various luxury department stores of Bangkok, Siam Paragon, Central World, Emporium and Gaysorn Plaza, using questionnaires. This study focuses on the shoppers' personal factors, along with their purchasing behaviors. It also concentrates on both marketing and external stimuli impacting on customers' purchasing decisions.

Based on the results of this research, all above factors are statistically significant for influencing customers' decisions on purchasing clothing at the inner area of Bangkok. In particular, the highest impacting factors on customers' purchasing decisions are the marketing mix, products and promotions, developed by clothing outlets; and also, the family and social incentives affecting how customers make decisions to buy products.

Keywords: Customer, Customer Purchasing Decision, Clothing Business, Marketing Mix and External Stimuli

ACKNOWLEDGEMENTS

This thesis is a great pride of my life since it has been one of the most valuable challenges that I have faced in my academic periods. Because of the kind supports and advices that I have received from the following marvelous individuals, the research is substantially completed. It is impossible to deliver my gratitude to every person who contributed to the achievement of this research. However, there are several people whom I would like to use this space of the paper to recognize.

I would like to start mentioning my advisor, Dr. Apitep Saekow, who obviously provided fully aids and guidance for the whole time of my academic period. In particular, I really appreciate how you performed as my mentor through your highly supports during last two semesters. Without your advices, I would have been in a wrong way of my thoughts about the research. Again, I am very thankful for your precious time spent on my thesis.

I wish to thank all of my committee members: Assoc. Prof. Dr. Panarat Panmanee, Dr. Donn Pjongluck and Dr. Chompunuch Jittithavorn for their insightful and useful comments and feedback. You undoubtedly became ones of the most significant parts of my success for the research. Please you could accept my sincere gratitude.

Eventually, I wish to dedicate this thesis to my mother who has been relentlessly supporting me throughout my life, including a period of time that I studied the MBA. Your spirit is the most priceless in my life.

Rapeeporn Aonweang

CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENT	ii
CONTENTS	iii
LIST OF TABLES	v
LIST OF FIGURES	vii
CHAPTER 1 INTRODUCTION	
1.1 Background to the Study.....	1
1.2 Objectives of the Study.....	2
1.3 Scope of Research.....	3
1.4 Definitions of the Terminology Used in the Research.....	4
1.5 Conceptual Framework.....	5
1.6 Research Hypotheses.....	5
1.7 Structure of the Research.....	6
1.8 Benefits of the Research.....	7
CHAPTER 2 LITERATURE REVIEW	
2.1 The Conceptual Framework of the Research.....	8
2.1.1 The Concepts and Theories of Consumer Behavior.....	8
2.1.2 The Concepts and Theories of Consumer Buying Behavior.....	20
2.1.3 The Concepts and Theories regarding Consumers’ Purchasing Decisions.....	22
2.1.4 The Concepts and Theories of Marketing Mix.....	24
2.1.5 The Concepts and Theories of Consumer Needs.....	26
2.2 Related Research.....	27
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Research Method of Triangulation.....	40

CONTENTS (Cont.)

	Page
3.2 Research Design (Qualitative).....	42
3.3 Research Design (Quantitative).....	43
3.4 Populations and Samples Selection.....	44
3.5 Data Collection.....	46
3.6 Methodology Used to Analyzing Data.....	46
CHAPTER 4 RESEARCH FINDING AND ANALYSIS	
4.1 Data Analysis.....	48
4.2 Research Findings.....	49
4.3 Summary of Hypothesis Testing.....	77
CHAPTER 5 CONCLUSIONS AND SUGGESTIONS	
5.1 Conclusions.....	78
5.2 Discussions.....	83
5.3 Recommendations from the Research.....	84
5.4 Research on the Future.....	85
REFERENCES	87
APPENDICES	
Appendix A Survey Questionnaire.....	90
Appendix B The Results of IOC.....	98
Appendix C The Results of Cornbach Alpha (40 Samples).....	101
Appendix D Staff Interviews “Mango”.....	105
Appendix E Staff Interviews “Zara”.....	109
Appendix F Staff Interviews “Jaspal”.....	113
Appendix G List of Experts.....	117
BIOGRAPHY	119

LIST OF TABLES

	Page
Table 2.1 7 Questions (6Ws and 1 H) to Find 7 Things about Consumer Behavior (7Os).....	18
Table 3.1 The Summary of the Criteria for Interpreting Scores.....	42
Table 4.1 The Frequency and Percentage of the Data, Calculated Based on Gender of Samples.....	49
Table 4.2 The Frequency and Percentage of the Data, Calculated Based on Age of Samples.....	50
Table 4.3 The Frequency and Percentage of the Data, Calculated Based on Career of Samples.....	50
Table 4.4 The Frequency and Percentage of the Data, Calculated Based on Education of Samples.....	51
Table 4.5 The Frequency and Percentage of the Data, Calculated Based on Monthly Income of Samples.....	51
Table 4.6 The Frequency and Percentage of the Data, Classified According to Types of Clothes	52
Table 4.7 The Frequency and Percentage of the Data, Classified According to Style of Dress.....	52
Table 4.8 The Frequency and Percentage of the Data, Classified According to the Considerations of Consumer Buying Decisions.....	53
Table 4.9 The Frequency and Percentage of the Data, Classified According to Prices of Clothes.....	53
Table 4.10 The Frequency and Percentage of the Data, Classified According to Popular Place of Purchasing Clothes.....	54
Table 4.11 The Frequency and Percentage of the Data, Classified According to Convenient and Appropriate Place of Purchasing Clothes.....	55
Table 4.12 The Frequency and Percentage of the Data, Classified According to Types of Promotion.....	55

LIST OF TABLES (Cont.)

	Page
Table 4.13 The Frequency and Percentage of the Data Classified According to Types of Service.....	56
Table 4.14 The Frequency and Percentage of the Data, Separated Based on the Incentive Coming from Individuals around Customers.....	56
Table 4.15 The Frequency and Percentage of the Data, Separated Based on Social Incentive.....	57
Table 4.16 The Frequency and Percentage of the Data, Separated Based on Business Incentive.....	57
Table 4.17 The Frequency and Percentage of the Data, Separated Based on Cultural Incentive.....	58
Table 4.18 The Frequency and Percentage of the Data, Separated Based on Economic Incentive.....	58
Table 4.19 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Gender.....	59
Table 4.20 The Results of the Hypotheses' Analyses.....	77

LIST OF FIGURES

	Page
Figure 1.1 Conceptual Framework of the Research.....	5
Figure 1.2 Structure of the Research.....	6
Figure 2.1 The External Stimuli Influencing Consumer Behavior.....	8
Figure 2.2 The Buyer Decision Process.....	9
Figure 2.3 The Factors Affecting Consumer Behavior.....	11
Figure 2.4 The Components of a Target Consumer.....	13
Figure 2.5 The S-R Theory Describing Consumer Buying Behavior.....	20
Figure 2.6 Factors Impacting on Consumer Buying Behavior.....	22
Figure 2.7 The Components of Marketing Mix or 4Ps.....	24
Figure 3.1 The Process of Creating the Questionnaire.....	43

CHAPTER 1

INTRODUCTION

1.1 Background to the Study

In the current time, human living significantly differentiates from several years ago. The worldwide technological development and the exchange of technology and culture between nations lead to the continuous improvement of manufacturing, which, in turn, satisfy consumer needs through various choices of products and services among their markets which are highly competitive. Additionally, manufacturers are highly competitive in order to survive in their businesses.

Clothing is one of the main factors in humans' daily lives in terms of protecting humans from pollution, warming and comforting them, and also reflecting their societies, religions and cultures. Moreover, wearing proper clothes enhances wearers' personalities and shows their tastes. Recently, both quality and styles of garments are developed to serve diversified customer needs and wants. These garments are made by several types of manufacturers such as ordinary tailors and notable designers. Fashion changes all the time, influencing individuals to adapt themselves in order to respond the coming changes.

Many fashion companies normally provide customer satisfactions in virtue of designing trendy clothes, decorating and making stores more interesting in order to attract customers to purchase their commodities due to their highly competitive market. Besides, most incumbents and new comers offer distinct goods in order to meet separate customers, especially the group of customers who are modern in fashion. In the fashion industry, these customers act as leaders impacting on the fashion trend because they tend to be the first group purchasing new clothes before known by other customers. Later, individuals have acknowledged how they dress up themselves in the suitable and fashionable ways (Sathaworn, 2011).

Both clothing and jewelry have been gradually evolved until they have become significant for wearers in terms of skin protection, comfort and beauty. Designers need to keep track of fashion life cycle and innovate new styles of outfits in order to always attract customers to their businesses. Because the global population rate become increasing and most people become interested in selecting their dresses, the fashion industry continuously grows (Sathaworn, 2011).

For several reasons mentioned earlier, it can be seen that there are a large number of clothing stores emerging and existing. These stores have distinct commodities with regard to their styles and prices because they are required to create their identities in order to strengthen their positions in the market. However, due to the different preferences between consumers, many outfit stores confront the difficulty to gain sufficient profits. Many stores do not even know what factors, in customer perspective, are important to purchase garments.

Consequently, the author is interested in researching the key factors impacting on the decisions on purchasing clothes at the inner area of Bangkok, the fashion center of Thailand, by sampling from the clients who were shopping both inside and outside department stores. The author wishes that this study would be useful for clothing stores to efficiently plan and develop themselves, resulting in generating the sustainability of their businesses. This research also enables entrepreneurs in the fashion business comprehend customer needs, including retaining the current customers and attracting the new ones.

1.2 Objectives of the Study

- 1) To study the individual factors of consumers buying fashion clothing at the inner area of Bangkok;
- 2) To investigate the factors affecting consumer-buying behaviors in selecting clothes at the inner area of Bangkok;
- 3) To investigate the customers' opinions regarding the stores' marketing tools that influences the customers' decisions on purchasing clothes at the inner area of Bangkok.

4) To investigate the factors of other incentives. There are family, social, business, cultural, economic stimuli that influence the customers' decisions on purchasing clothes at the inner area of Bangkok.

1.3 Scope of Research

This study samples 400 customers who were shopping both inside and outside department stores at the inner area of Bangkok in September 2014. It aims to research the factors relating to the customers' aspects in purchasing their clothes.

- 1) Research contains the personal information of buyers, their perceptions of stores' marketing tools and their requirements in buying clothing.
- 2) Data collection is conducted during September and October 2014.
- 3) The population of the study is customers buying fashion products at the inner area of Bangkok.
- 4) Samples are buyers both inside and outside malls at the inner area of Bangkok.

There are two steps of sampling.

Step 1: Probability Sampling

The author uses a simple random probability method by selecting four studying locations, according to their popularity, in Bangkok.

Step 2: Non-probability Sampling

The author equally defines the proportion of the number of people in each area. In other words, one hundred buyers of each location are studied. This sampling is called 'Quota Sampling'.

Variables used in the study

1) Independent Variable:

- Buyers' personal information
- Marketing tools used by stores

2) Dependent Variable

- The influences of marketing tools to the customers' decisions on purchasing clothing

1.4 Definitions of the Terms

The researcher defines the terminology involved in this study as follows.

- 1) **Customers** mean people who purchase clothes at the inner area of Bangkok.
- 2) **The inner area of Bangkok** means the fashion center of Bangkok such as Siam Paragon, Central World Shopping Mall and their surrounding areas.
- 3) **Customer behavior** refers to the decision making process and the characteristics of an individual to evaluate, acquire and consume goods. Studying consumer behavior benefits to understand how each consumer decides on the existing resources distributed over the market.
- 4) **Fashion clothing** refers to what humans use to wrap their bodies, and has been accepted by a large number of consumers. In every period of time, it has to be directed by a group or groups of people, leading to its popularity. Fashion clothing is inevitably connected to all people over the world from time to time.
- 5) **The factors of purchasing decisions** mean the study of the external stimuli, impacting on consumers' purchasing decisions, and also comprising of marketing incentives and each consumer behavior to respond to each commodity.
- 6) **Advertising appearance** refers to the characteristics of the media and marketing tools presented to the fashion buyers in Bangkok, such as ad size, sound characteristics, discounts, etc.

1.5 Conceptual Framework

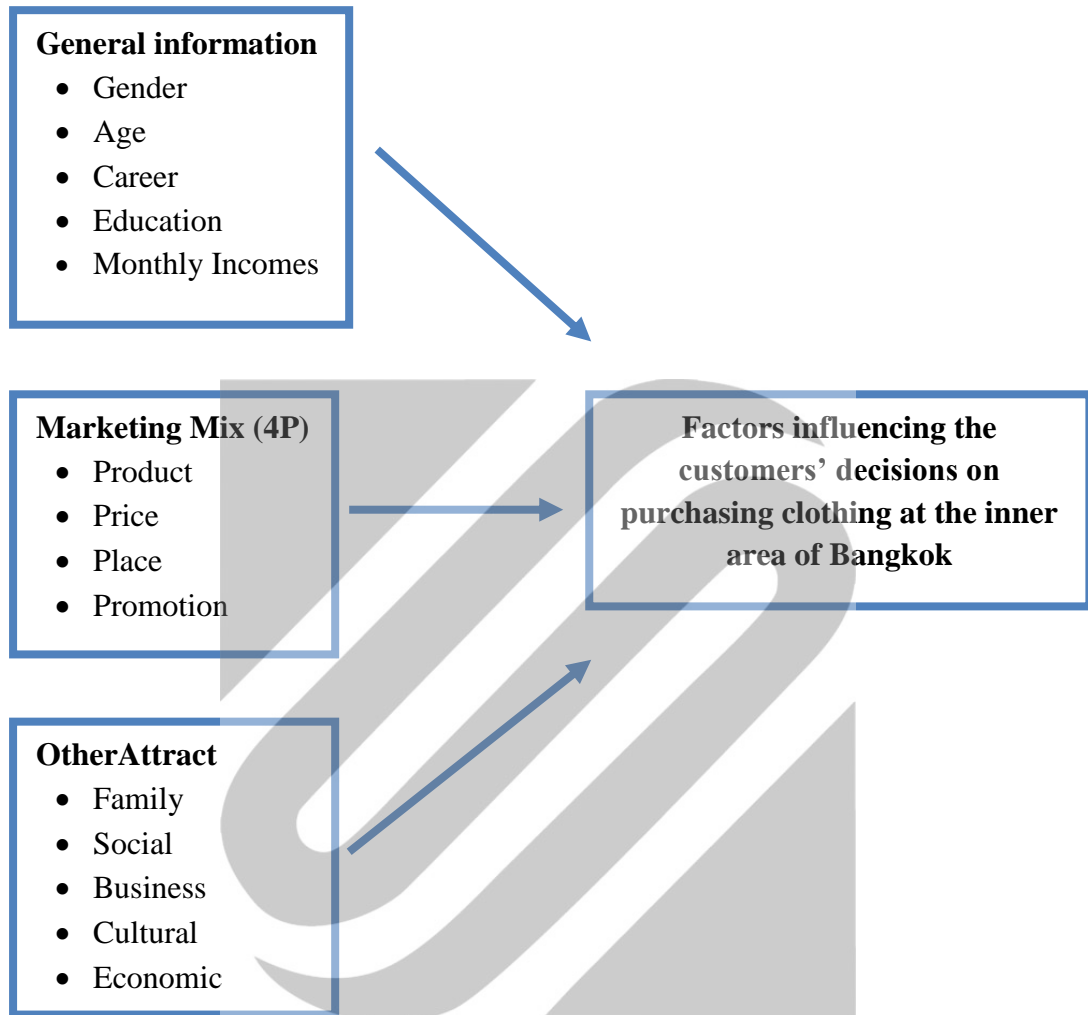


Figure 1.1 Conceptual Framework of the Research

1.6 Research Hypotheses

This paper studies the factors influencing the decisions on purchasing clothing at the inner area of Bangkok. The author defines the assumptions of this research as follows.

H1: The personal factors consisting of gender, age, careers, education levels and monthly incomes affect customers' decisions on buying clothing at the inner area of Bangkok.

H2: The marketing mix impacting on how customers decide to choose clothing products at the inner area of Bangkok.

H3: Other incentives influence customers' purchasing decisions when they would like to purchase clothes at the inner area of Bangkok.

1.7 Structure of the Research

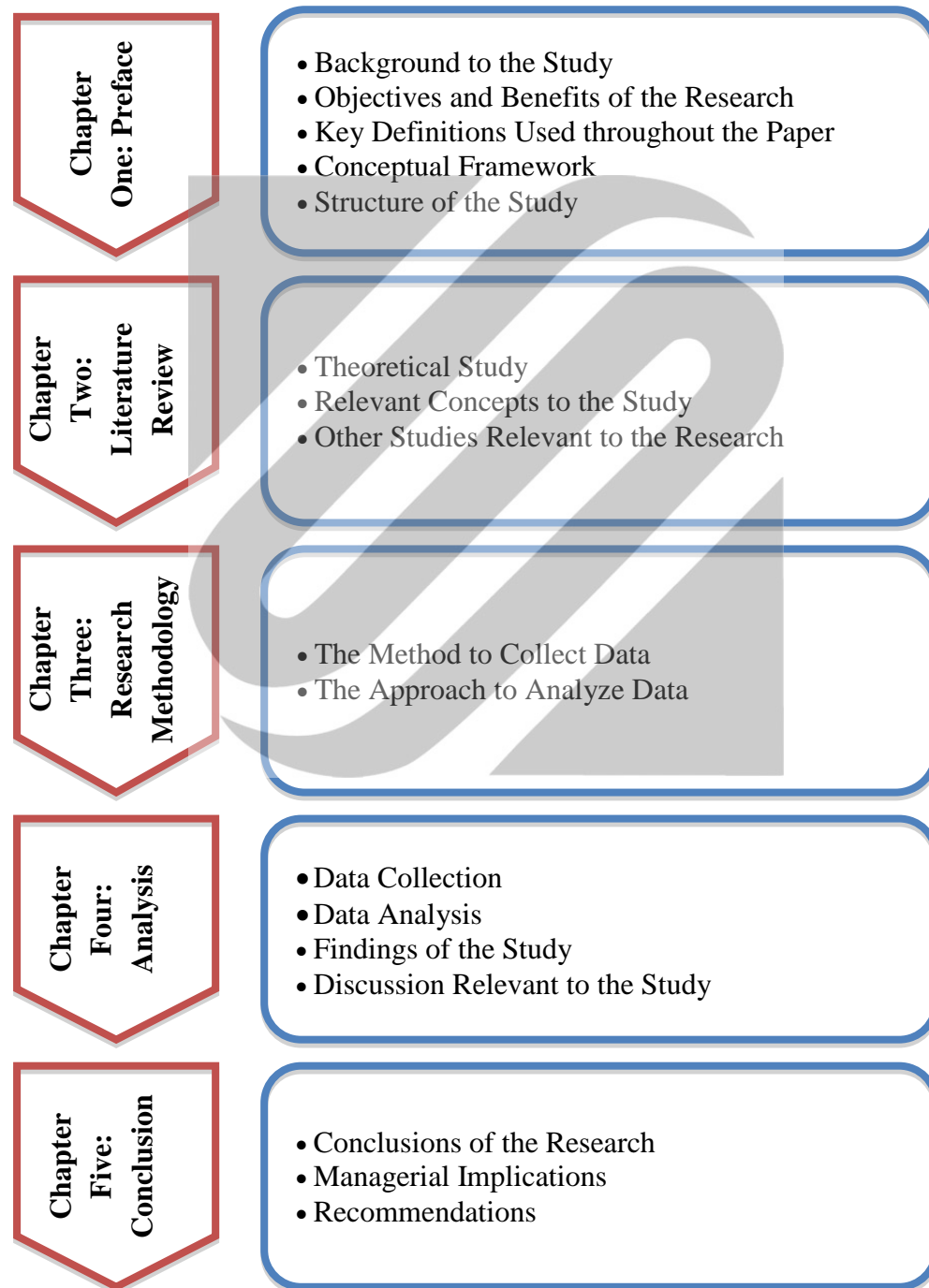


Figure 1.2 Structure of the Research

1.8 Benefits of the Research

1) This study aims to benefit the entrepreneurs, who are engaging in the fashion industry, to improve their strategic planning and marketing, leading to gaining high profits and sustaining in the market for the long-time.

2) This research is useful for new entrepreneurs who want to run the fashion business because it can be a proper guidance for them.

3) This study enables readers to determine the factors that influence the customers' decisions on buying fashion clothes, especially at the fashion center of Thailand.



CHAPTER 2

LITERATURE REVIEWS

2.1 The Conceptual Framework of the Research

This thesis studies ‘the factors influencing the customers’ decisions on buying fashionable clothes at the inner area of Bangkok’ by searching for information and relevant research to the thesis as follows:

- 1) The concepts and theories of consumer behavior
- 2) The concepts and theories of consumer buying behavior
- 3) The concepts and theories regarding consumers’ purchasing decisions
- 4) The concepts and theories of marketing mix
- 5) The concepts and theories of consumer needs

2.1.1 The Concepts and Theories of Consumer Behavior

Consumers are the individuals who have the ability to buy by trading their objects, which can be money, to their suppliers. Some consumers buy products for personal usage while others buy these products for the benefits to resell or use them in further production (Charturong, 1996: 7, cited by Sunwitayakun, 2006: 11).

Stimulican occur from both inside human body and external factors. They can also come from the rational and psychological incentives, leading to purchasing goods. The external incentives can be divided into two categories: marketing and other stimuli, as shown in figure 2.1

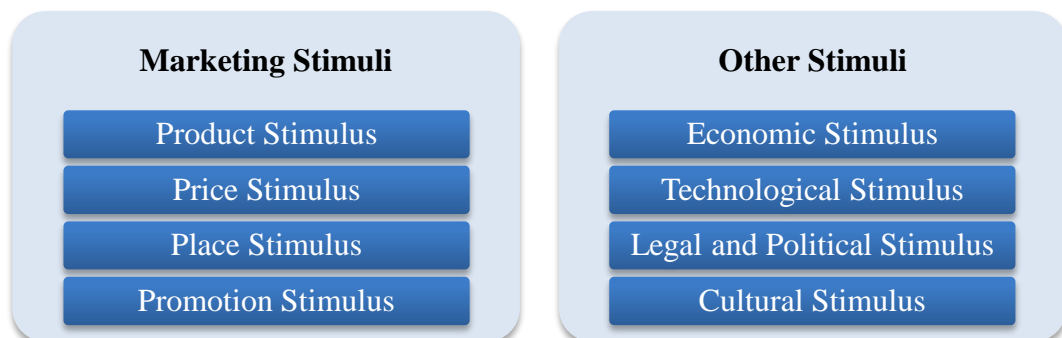


Figure 2.1 The External Stimuli Influencing Consumer Behavior

Source: Charturong, 1996: 7, cited by Sunwitayakun, 2006: 11

1) **Marketing Stimuli** are introduced and can be controlled by marketers. These stimuli are correlated to marketing mix as follows.

- **Product Stimulus** is conducted by creating the proper and fascinating designs of products in order to strengthen customer demands.

- **Price Stimulus** is generated by determining of the acceptable prices of goods, especially in customer perspective.

- **Place Stimulus** can be made by increasing customers' affordability to commodities by way of expanding distribution channels.

- **Promotion Stimulus** is developed through salespeople, frequent and interesting advertisings and other ways that can attract customers to purchase goods.

2) **Other Stimuli** are the incentives that a business cannot control by itself as follows.

- **Economic Stimulus:** Consumers' incomes directly affect the consumer needs to buy products or services.

- **Technological Stimulus:** New technology of the banking system causes humans to simply purchase products or services.

- **Legal and Political Stimulus:** The changes of tax regulations impact on the consumer demands to purchase commodities.

- **Cultural Stimulus:** Thai traditional festivals can motivate consumers to buy particular goods. (Charturong, 1996: 7, cited by Sunwitayakun, 2006: 11).

The internal incentives can be also classified into two groups: buyer characteristics and a buyer decision process. Buyer characteristics are the buyer's nature aroused by cultural, social, personal and psychological factors. Meanwhile, a buyer decision process combines four sub-processes as depicted figure 2.2.

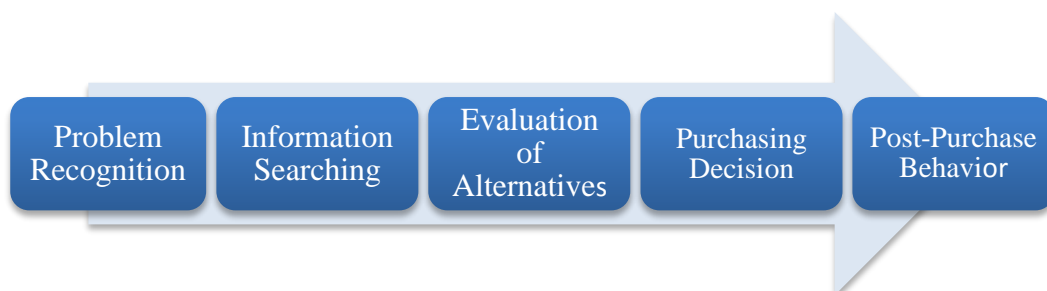


Figure 2.2 The Buyer Decision Process

1) Problem Recognition is the step of acknowledging problems by consumers, resulting in realizing that they demand goods. Marketers need to serve appropriate products, acceptable prices, affordable channels of distribution and attractive promotion in order to meet these customer needs.

2) Information Searching is done by consumers after they know their problems and what they want. These consumers can search information from various sources such as their families, their friends, other advertisements and so on. In this step, marketers had better provide sufficient and suitable information through both personal and organizational sources.

3) Evaluation of Alternatives is the consideration of various products spread over the market. There are four principal factors that customers use to evaluate their alternatives.

- Product features such as the shapes of products
- The weight of the importance of product features such as whether prices are acceptable and proper for the quality that customers will obtain
- The belief to a brand or the image of a manufacturer, affecting customers' decisions
- Comparing between each brand, product and other marketing tools

4) Purchasing Decision is the customer's decision on buying a product. Customers will certainly decide to buy the products considered as the best ones for them, and also refuse to purchase the ones they are not satisfied.

5) Post-Purchase Behavior is customer's satisfaction after a product was purchased. This customer's feeling depends on the product attribute and the customer's expectation on that product. If the product attribute meets the customer's expectation, the customer is likely to buy more products from the same company and vice versa.

Factors that Affect Consumer Behavior

According to Seri Wongmonta (Wongmonta, 1999: 32-46 cited by Sudsaroj, 2005: 39-40), the factors influencing consumer behavior are mainly separated into personal and external factors as figure 2.3.

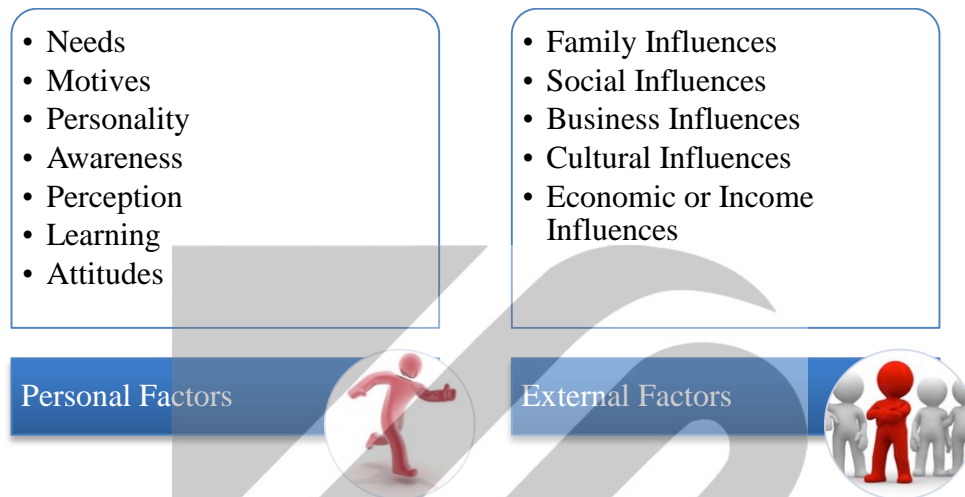


Figure 2.3 The Factors Affecting Consumer Behavior

Source: Wongmonta, 1999: 32 cited by Sudsaroj, 2005: 39

1. Personal Factors

1) Needs refer to the necessities for humans' physical and psychological conditions in terms of feelings. Needs are from the lacks of the objects whose benefits are demanded due to any reasons, and have to be treated.

2) Motives are the stimuli or feelings causing humans to act or behave in certain patterns. Motives lead humans to be aware of their own needs and to give reasons for the actions expressed because of such needs.

3) Personality is defined as a specific human trait or characteristic that has made the difference between each person. While motivation is the reason why a human acts or behaves based on his or her preference, personality develops human's uniqueness.

4) Awareness is being aware of surroundings through five physical senses. Awareness can be separated into three types: perception, attitudes and learning.

These three types are personal factors associating with consumers' external environments.

5) Perception is the individual interpretation toward an object or an idea noticed through five physical senses.

6) Learning is determined as the change of consumer thought, the customer response or behavior resulting from practice, experience or intuition. In other words, learning means gaining the knowledge that an individual had never known before.

7) Attitudes are the broad categories of humans' feelings or the individuals' practical behaviors. (Wongmonta, 1999: 32-46 cited bySudsaroj, 2005: 39-40)

2. External Factors

1) Family Influences are originated by the members within a household.

2) Social Influences result from the cohesion between each person, in addition to families and businesses. Social influences can occur at workplace, a school, a temple and so on.

3) Business Influences are the direct relationship developed from business needs such as the influences between suppliers and customers.

4) Cultural Influences come from personal faiths and social values, impacting on the way to punish a person who runs out of the values.

5) Economic or Income Influences impact on consumers in forms of money and other relevant patterns. Economic system is significantly related to humans' well-being. If a person does not have a job or even revenue, he or she cannot obtain factors responding his or her needs.(Wongmonta, 1999: 32-46 cited by Sudsaroj, 2005: 39-40)

Following the concepts and theories concerning of consumer behavior, the researcher found that this study enables to understand the fundamental of consumer buying behavior and the trend of consumer requirements to products or services.

(Sarirat, 2001:7-8) defines consumer behavior as a personal behavior regarding purchasing and using products or services through the pre and post decision process to trade those commodities. Customers are involved in the consumption process, comprising of three consecutive activities: determining the needs of individual customers or groups, seeking for the right commodities and purchasing

them and utilizing those commodities in order to gain benefits that the customers expect. Considering about these three activities, the consumption process can involve several distinct people at the same time.

Consumers refer to individuals presenting their rights to have needs or consume products or services traded in particular markets. It can be said that every person is a consumer, and nobody needs to have the same requirement. Besides, consumers might require the products or services that have not been sold in the markets yet. These consumers will be only satisfying when a business recognizes their needs and the commodities are released to the markets. In addition, consumers may purchase products responding their own, family or society needs. However, marketers cannot conclude that every person is a business's consumer so they need to define the consumers' components in order to target their market (Charturong 2000:5).

The Elements of Target Consumers

There are four principal components identifying the target consumers of a business as depicted in figure 2.4.

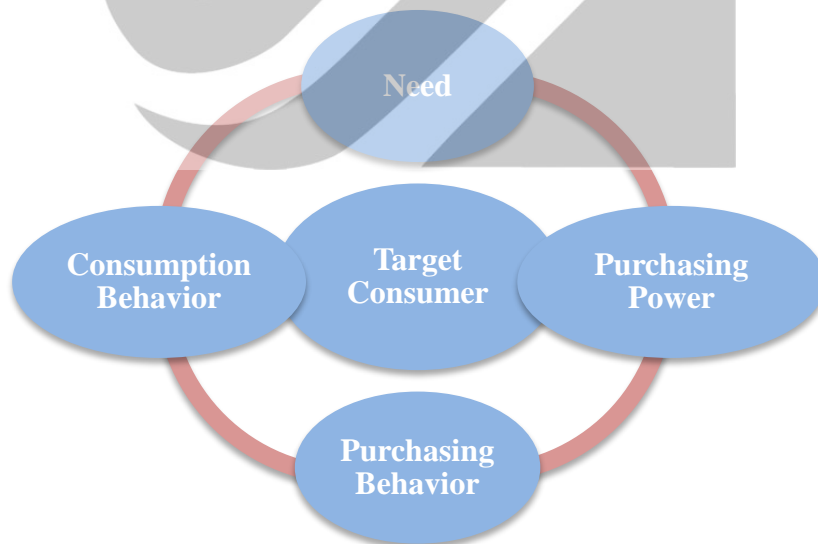


Figure 2.4 The Components of a Target Consumer

Source: Charturong 2000:5

1) Consumers must have their own **needs**. They would firstly have their primary needs, available on demand without the requirements to perceive relevant products or services (Pat Martin). Meanwhile, consumers' secondary needs happen when these consumers are seeking for the commodities that can respond their demands.

2) Consumers must have **purchasing powers**. Not only needs, but also the authorities to purchase objects contribute to purchases. In other words, consumers require money to buy goods in order to satisfy their needs. Therefore, businesses are demanded to produce the right products for their target markets, leading to greater market opportunities for the companies.

3) Consumers must have their own **purchasing behaviors**. A purchasing behavior is a consumer's major element. Marketers need to sustain the consumers' satisfactions to products or services. Otherwise, these consumers might switch to be competitors' consumers. Hence, a firm needs to comprehend its consumers' buying behaviors as follows.

- A business is required to know whom its buyers are in order to plan its marketing activities, impacting on its consumer targets.

- A business needs to know when its buyers buy its goods, in particular which chances these buyers would buy its products or services. This depends on the consumption rates, which might be based on timing, seasonality or festival. For examples, banks do not close at noon because they know that their consumers typically use their services at the moment.

- A business has to understand how many its consumers purchase its goods. This means that it has to consider about the quantity of its consumer demands.

- A business should know how often its consumers buy its commodities. This issue is about the frequency of purchasing products or services by the consumers of a company.

- A business had better comprehend what factors influencing its consumers to buy its products or services. For instance, the consumers in some industry might consider about the product costs rather than other industries'.

- A business should understand its consumers' purchasing powers such as its consumers' incomes.

4) Consumers must have their own **consumption behaviors**. Studying the consumption behaviors is the consideration of the nature of consumers' consumption as follows:

- Who the true users of a company's commodities are, such as babies using baby care products that their parents purchased;
- When the users really consume these commodities, such as what time of day or which season they use;
- How many/much these users use these goods, leading a company to estimate the quantity of product or service consumption;
- Where the users really use the commodities, affecting a firm's consideration about the appropriation of goods consumption;
- The consumers' incentives, which can be either emotional or rational, to buy the commodities because the nature of buyers combines the stimuli and incentives to purchase goods.

The Definition of Consumption Behavior

According to **Charturong (2000:7)** consumers are individuals who have their abilities to buy or money. In the marketers' points of views, consumers also have to have the willingness to buy products or services. Besides, some consumers might purchase goods for personal uses while somebody might buy the identical goods in order to resell or further manufacture.

The knowledge regarding consumers is the core of market comprehension and the development of marketing theories. The role of consumers is currently higher necessary for a business than it was in the past because of the variety of marketing mechanisms. Marketing starts at and ends up with consumers. The whole market system would achieve its goals if a business can comply the system with the prospect to create products or services and deliver them to customers by way of a proper marketing process (Charturong, 2000:1).

Suntiwong (1997:29) defines consumer behavior as a human's action directly concerning of providing and using products or services. This includes his or her pre-decision, affecting his or her action. The consumer behavior can be also determined as "interactions of individuals directly related to the products and services of

Economics as well as the process of deciding which comes first and determines the reactions of those”. This definition of the consumer behavior can be further explained into three sections.

1) Individuals’ interactions, including the relevant activities such as travelling to and from stores, purchasing goods in stores, transporting goods, utilizing and evaluating products or services sold in the markets.

2) Individuals directly associated with obtaining and using economic products and services mean the end users of these goods. In other words, this focuses on the buyers purchasing goods for their own consumptions and/or for other consumption units who have similar characteristics such as consumers’ families. This definition also considers about the families’ representatives who buy commodities for other member in their families and the ones who purchase products as gifts for others. However, this meaning does not include the individuals buying products or services for business organizations or other institutions.

3) The above definition considers about the pre-decision process determining the individuals’ reactions of trading commodities, together with the importance of buyers’ purchasing activities, directly causing marketing mechanisms such as the interactions between customers with salespeople and advertising medias, the informal communication between these customers and their relatives, and also the bias of consumers’ alternatives evaluation to their purchase decisions. In short, the study of consumption behavior lead marketers to know what, where, which situations and how often consumers use particular commodities.

In the past, most marketers only concern about consumer buying behavior because they measure their marketing achievements through their sales values. However, nowadays, marketers increase their interests in sustaining their sales value for a long time. To succeed this, they also need to think about consumers’ activities prior to the purchase and consumer buying habits, directly impacting on sales values. Consequently, the time of purchase is only one of several steps of consumer behavior. The correct definition of consumer behavior has to involve with consumers’ decision-making processes, together with their physical reactions to particular goods (Charturong 2000: 5-6).

The Importance of Consumer Behavior

The purpose of marketing is to encourage customers to purchase products or services of a firm rather than to buy competitors'. Marketing activities would be achieved through the analysis of consumer needs and the proper market segmentation in order to position a company into the right market segment. Each customer is different. Their differences are directly related to market needs. Hence, the study of consumer behavior would lead marketers to understand how and why the consumer behavior happens. Additionally, marketers can apply the suitable criteria of markets to segment their customers, resulting in developing their marketing strategies consistent with their customer needs and satisfactions.

Naturally, there are always the reasons why humans express each behavior. These reasons would stimulate human needs, finally causing the expression of their behaviors. This is called the 'process of behavior', which has three characteristics.

1) Behavior is caused. This means that every time when humans show their behaviors, there are always the causes of those behaviors and whatever into those causes in order to satisfy themselves.

2) Behavior is motivated. After humans have their needs, they would wish to reach those needs. This, later, becomes the humans' motivations to express their behaviors in order to respond their needs.

3) Behavior is goal-directed. In other words, when humans show their behaviors, there are always the certain objectives of those behaviors, leading to successfully acquiring their preferences.

The Analysis of Consumer Behavior

Consumer behavior analysis is about finding or researching consumer buying behavior and consumer's habits of using products or services in order to comprehend the characteristics of consumer needs and behaviors. The results of this analysis would enable marketers to develop the appropriate marketing strategies responding consumer satisfactions (Serirat and the Faculty 2003: 194).

Table 2.1 7 Questions (6Ws and 1 H) to find 7 things about consumer behavior (7Os)

Questions (6Ws and 1 H)	Questions want to know (7Os)	Marketing Strategy Involved
1. Who is the target market?	Characteristics of the target 1. Population 2. Geography 3. Psychology and psychoanalysis 4. Behavioral Sciences	Marketing strategy (4Ps) operators. With the price of product strategy Distribution And promoting Appropriate marketing and Meet the satisfaction of the group target
2. What does the consumer buy?	What consumers want Consumers want from a product Want a feature or element of difference over competitors.	Product strategy 1. Products 2. Looks like the product Packaging, branding services model quality characteristics 3. Merger products 4. Products expected potential differences competitive products contain the different products, employees and image
3. Why does the Consumers buy?	Purpose of purchase Consumer purchases to meet physical needs and psychology Which to study the factors Influence the purchasing behavior is 1. Internal factors or psychological factors 2. Social and cultural factors 3. Individual factors	Strategy is used 1. Product strategy 2. Marketing strategies include advertising strategy sales staff using Sales promotion the News and PR 3. Pricing strategies 4. Strategic Distribution Channel

Table 2.1 7 Questions (6Ws and 1 H) to find 7 things about consumer behavior (7Os)

(Cont.)

Questions (6Ws and 1 H)	Questions want to know (7Os)	Marketing Strategy Involved
4. Who participates in the consumer buy?	Influence on purchasing decisions 1. Pioneer 2. Influential 3. The decision 4. buyers 5. Users	The most used strategy is advertising strategy strategic Marketing
5. When does the consumer buy?	Opportunity to purchase any month of the year or during any season of the year the day of the month the time of day a special occasion or important dates.	Strategy is used Marketing strategy as the promotion consistent with opportunity to purchase.
6. Where does the consumer buy?	Channel distribution or the consumer to make a purchase, such as shopping malls, Super Market, Grocery, Siam Square	Strategy, distribution channel Companies bring products to the target market based approach through an intermediary.
7. How does the consumer buy?	Buy contain procedures 1. To recognize 2. The Search 3. Evaluation of alternative 4. The decision 5. Feeling after buy	Strategy is used Marketing promotion Include advertising, sale and use sales to the press and publicity direct marketing is defined as sales. the purpose of sale in accordance with the purpose of decision making

Following table 2.1, the results of this analysis would enable marketers to develop the appropriate marketing strategies responding consumer satisfactions (Serirat and the Faculty 2003: 194).

2.1.2 The Concepts and Theories of Consumer Buying Behavior

Consumer behavior model is the study of the motivations, influencing consumers' purchase decisions. This model is originated from the stimulus, causing consumer demands. The stimulus is gone through buyer's emotion, acting as a buyer's black box in which manufacturers or sellers cannot simply predict. The buyer's emotion would be influenced by buyer's characteristics, and interact with buyer's response and a buyer's purchase decision (Kotler, Philip 1997:172).

Following, the starting point of the consumer behavior model is the stimulus of consumer demands before causing consumers' responses. Therefore, this model is called 'S-R Theory', which can be further described as figure 2.5 (Chisnall 1985: 163) and follows (Serirat and the Faculty 1998:128-151).

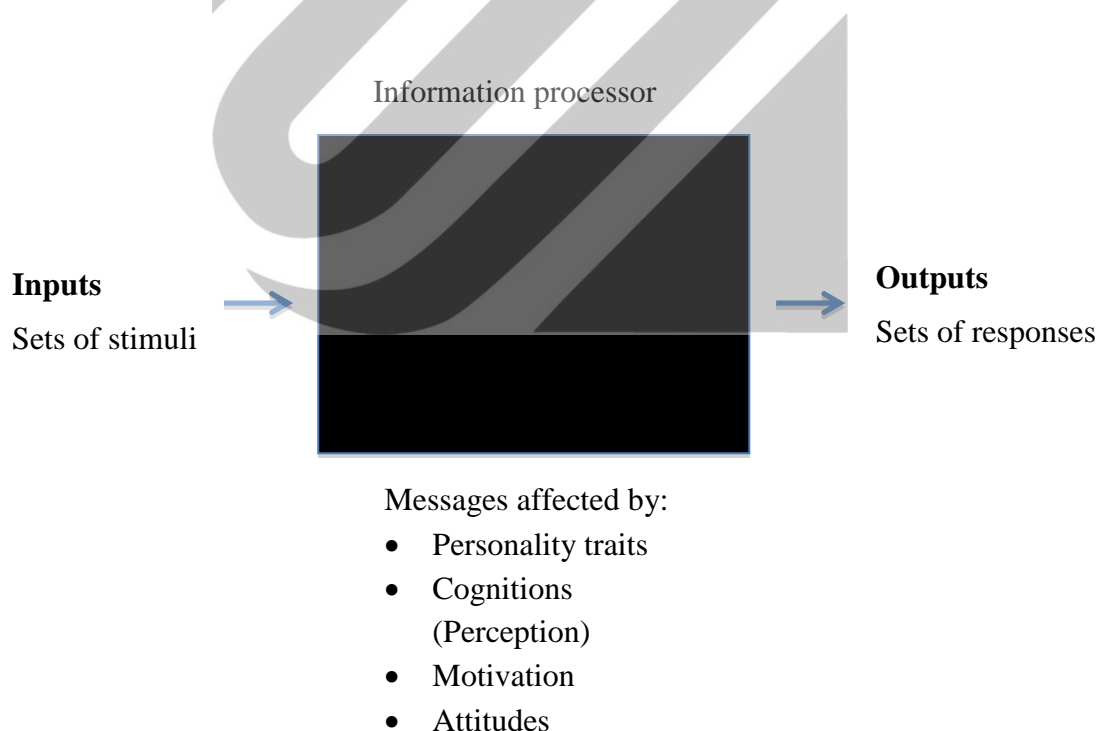


Figure 2.5 The S-R Theory Describing Consumer Buying Behavior

Source: Adopted from Chisnall 1985, marketing: A Behavioral Analysis, p.163

1) **Stimulus** can occur from within human body, which is called 'Inside Stimulus'. It can be also generated at outside, called 'Outside Stimulus'. Marketers had better consider about strengthening the outside stimulus in order to motivate consumer needs. The stimulus is buying motive, which can be either rational or emotional motive. As mentioned earlier, the outside stimulus can be broadly separated into marketing and other stimuli. The marketing stimuli comprise of product, price, place and promotion while others combine economic, technological, legal and political and cultural stimuli.

2) **Buyer's Black Box** is buyer's emotion that manufacturers or merchants cannot simply estimate. Hence, they have to endeavor to understand the elements around the buyer's emotion. These elements are buyer characteristics and buyer decision process.

- **Buyer Characteristics** are influenced by cultural, social, personal and psychological factors.

- **Buyer Decision Process** comprises of buyer's perception, needs or problems, information searching, alternatives evaluation, buying decision and post-purchase behavior.

3) **Buyer's Response or Buyer's Purchase Decision** combine five main following issues.

- The decision of **Product Choice**: The alternatives of breakfast that a buyer can select are a bottle of milk, a cup of instant noodle, a piece of bread and so on.

- The decision of **Brand Choice**: If a buyer chooses a bottle of milk as his or her breakfast, he or she can, then, select which brand he or she would like to drink.

- The decision of **Dealer Choice**: A buyer can select where he or she would purchase a product. It can be either a large department store or a small grocery.

- The decision of **Purchase Timing**: A buyer can choose what time he or she want to buy a product.

- The decision of **Purchase Amount**: A buyer might choose to purchase a product either a bottle of milk or a dozen of bottles of milk.

2.1.3 The Concepts and Theories regarding Consumers' Purchasing Decisions

Consumer behavior is based on the physical characteristics, determined by the psychology of a family and societies, including each culture. There are five principal factors affecting the consumer behavior, as shown in figure 2.6 (Wongmonta 1999 cited by Sunwitayakun, 2006: 23-24).

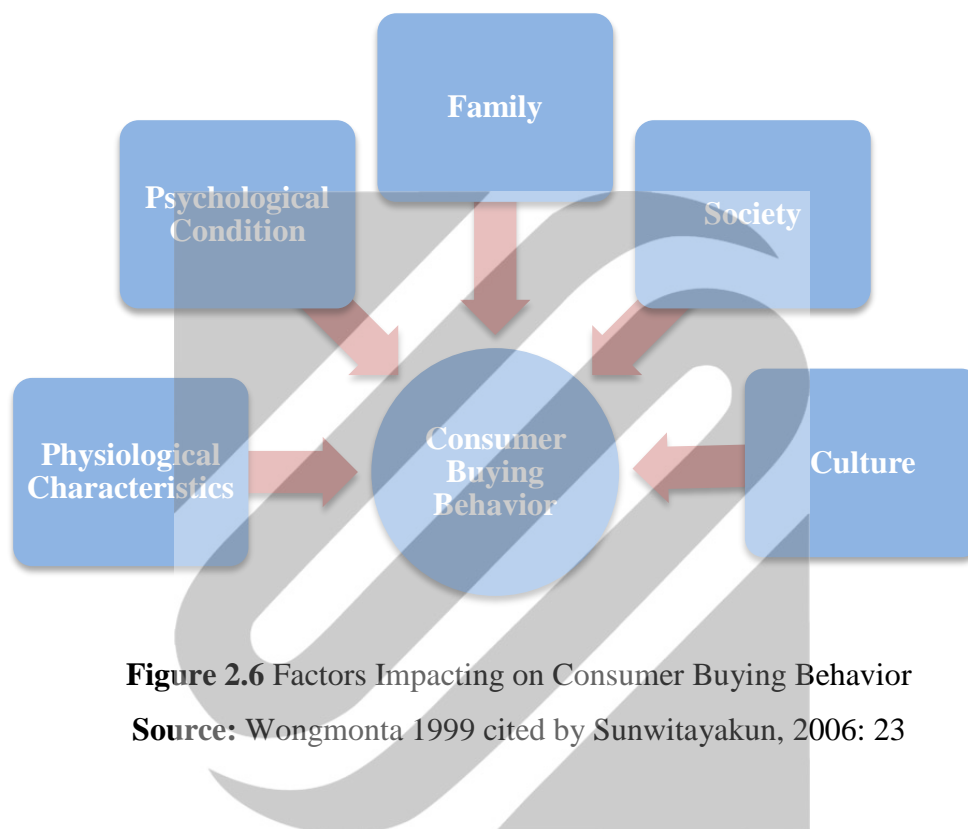


Figure 2.6 Factors Impacting on Consumer Buying Behavior

Source: Wongmonta 1999 cited by Sunwitayakun, 2006: 23

1) **Physiological Characteristics** are the fundamental factor, identifying consumer buying and using behavior. The analysis of physiological changes is primarily implemented because the physiology plays the most significant role of humans' decision-making.

2) **Psychological Condition** is the nature of consumer demands coming from psychology. It impacts on humans' behaviors.

3) **Family** is a human's primary social group. It provides knowledge and experiences of living, and also instructs human's habits. Hence, the family clearly influences consumer behavior.

4) Society is human's surroundings, leading an individual to comply with the social norm. Each society has distinct behaviors.

5) Culture is a way of living that the people in a society accept and follow the same behaviors.

Internal Factors Influencing Consumers' Purchasing Decisions

1) Needs, Wants and Desires can be used interchangeably in this context. Needs are normally used for the commodities, necessary for human lives while wants are used for responding higher human psychologies than needs. Desires are the highest psychological demands. This means that needs and wants would enable businesses to sell their products or services because these products or services would help customers to correct their problems, which are needs and wants.

2) Motives are the critical problems that result in people's anxiety so those people would seek for the ways satisfying them. Needs are the fundamentals of motives. In other words, if humans do not feel for needs, there will not be motivations. In contrast, if human needs were intensified in minds, the needs would become wants and desires in order. Marketers are responsible in stimulating their customer desires to purchase their goods.

External Factors Influencing Consumers' Purchasing Decisions

1) Economy has given consumers' buying powers when those consumers want to purchase particular products or services, especially if those commodities are too expensive for specific consumers. Therefore, economy would impact on consumers' purchasing decisions.

2) Family affects the responses of consumer needs in particular goods. Marketers ought to be behavioral sciences, which are expert in family issues. They are required to comprehend that a family institution is a principal part of a social system. Hence, a family is the fundamental of human lives.

3) Social Group characterizes humans' lifestyles, social values and beliefs. Marketers should be social sciences in order to understand the social factors, influencing living together, in particular the social norms, informing individuals which behaviors are acceptable and which ones are unacceptable.

4) **Culture** is a basic value, perception, want and behavior. It is originated by the members who are living in an identical society. Culture is a way of living that most people in a specific society accept and comply with. Consequently, marketers should be anthropologists in order to understand the different cultures of each society.

5) **Business Contacts** cause the opportunities that consumers would be exposed to products or services. The more the consumers find the commodities, the more these consumers are familiar with them, leading to more reliance and willingness, in the consumer perspective, to use the products or services. On the contrary, if consumers have a few chances to see goods, they are unlikely to use these goods. Therefore, to run a business, developing brand contact, the introduction of products or services to consumers, is crucial.

Following the concepts and theories about consumers' purchasing decisions, the fourth section of the questionnaire is developed. To explain more about this, the customers' decisions on purchasing the products of a bakery combine the types of products, the reasons and objectives to purchase, purchase timing, the money that a customer spend per time in a bakery and the frequency to go to a specific bakery. In short, the researcher can use this topic to create the questionnaire, benefiting the analysis of consumer behavior in buying the products of a bakery.

2.1.4 The Concepts and Theories of Marketing Mix

Marketing mix or 4Ps means the controllable marketing variables, used together in order to satisfy customer targets. The marketing mix offer tools employed to attract buyers and communicate between sellers and these potential buyers (Kotler 1994, cited by Serirat and et.al 1998). There are four components of the marketing mix as figure 2.7.

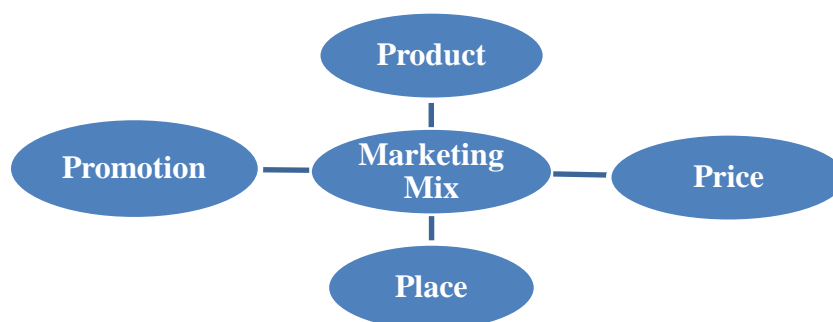


Figure 2.7 The Components of Marketing Mix or 4Ps

Source: Kotler 1994, cited by Serirat and et.al 1998

1) Product refers to the objects, provided by a business, to satisfy consumer needs. It can be either tangible or intangible product. This means that not only a concrete product, but also it can also be service, knowledge, a place, an organization or a person. A product needs to be valuable in the customer perspective in order to attract customers to purchase. Defining product strategies should consider about several factors: the difference between each product, the difference between the competitive advantage coming from a particular product and product's attributes such as its fundamental benefits, shape, quality, packaging, brand and so on. The determination of a product's position is the different design of a company's product in order to put itself in a different place, which is meaningful for consumers. This position also includes the manufacturing process of a product and its relevant materials.

2) Price is defined as the value of a product in terms of money. Price is customers' costs. This means that customers would compare the values of products and their prices before deciding to purchase them. Simply, if the values of products were higher than their prices, the customers would buy them. Hence, pricing strategists are required to concern about the values of products that their customers perceive, the costs of good sold, other relevant costs and the competition of a business.

3) Promotion is the marketing communication between sellers and buyers in order to exchange the information and attract buyers to have good attitudes to products. The communication can be executed through salespeople and the ways without humans involved. There are various communication tools that marketers can use. However, the marketers need to combine the proper tools to employ with the right customers.

- Selling products through salespeople means the activities of communicating the information, attracting customers and managing sales tasks through humans.

- Sales promotion refers to other approaches of communicating to buyers rather than using salespeople. There are three forms of sales promotion. Firstly, consumer motivation in the promotion focusing on selling products to end-users. Motivating intermediaries concentrates on intermediaries while motivating salespeople is implemented within a company.

- Addressing news is conducted by giving opinions to products or services, without expenditure. Meanwhile, public relations are the effort to create the good attitudes of an organization and deliver them to particular consumers. Giving news is the subset of public relations.

4) Place is the structure of distribution channels. It comprises of relevant parties and activities executed to transfer products or services from organizations to a market in order to sell those commodities to customer target (Kotler 1994, cited in Serirat and et.al 1998).

2.1.5 The Concepts and Theories of Consumer Needs

Consumer needs are the consumers' demands for products or services. Consumers would be satisfied after these demands were responded through the benefits and values of those commodities. Therefore, marketers need to have sufficient information to strengthen their decisions on selling products or services. The information regarding consumers would be analyzed in order to develop an appropriate marketing plan. To explain more about this, marketers are required to understand and take into account the information about consumer and consumer needs because most manufacturers normally produce similar products and deliver them to the same groups of customers. Defining product attributes and its brand by principally considering about consumer needs would enable consumers to simpler decide which products or services they want to purchase. All marketers know that each customer is different in their tastes of commodities so these marketers need to comprehend the structure of consumer needs. Furthermore, marketing management needs to clearly understand the details of two types of needs mentioned above in order to develop proper selling points and advertisings. Consumer needs can be mainly classified into two categories as follows:

1) Physical Needs are such as hunger, thirst, sleep, warmth, safety, etc. To illustrate these needs, marketers realize that consumers concern about their safety, which means that they want to be mentally free from their fear, pain and discomfort. Therefore, they offer the products responding these consumer needs, and also generate the advertisings of these products, based on the consumers' safety needs.

2) Mental or Emotional Needs are such as love, passion, acceptance, pleasure in personal appearance. These needs have become important in the current competitive markets, especially in creating attractive advertisements that are demanded to comprehend true consumer needs. Some examples of mental needs are explained as follows:

- The needs to be loved and accepted as a part of societies by others, including being satisfied with sexual relations;
- The needs to be popular, respected or others relevant to personal honor;
- The needs to know, succeed and reach personal wishes;
- The needs about aesthetics and beauty. Marketers use these needs to develop proper marketing plan for beauty institutions (MBA HOLIDAY, 2014).

2.2 Related Research

Bopeng Zhang, Jung-Hwan Kim (2013: 68 - 79) conducted a study subject “Luxury fashion consumption in China: Factors affecting attitude and purchase intent” whose findings are as follows:

Influencing factors that affect Chinese consumers’ attitude towards purchasing luxury fashion goods and purchase intent data was collected in three major cities in China (i.e., Beijing, Shanghai and Guangzhou). A total of 161 respondents were included. Using regression analyses, the results indicated that brand consciousness; social comparison and fashion innovativeness have significant impact on attitude towards purchasing luxury fashion goods among Chinese consumers. In addition, Chinese consumers’ purchasing intention for luxury fashion goods was affected by their attitude towards buying luxury fashion goods. Practical and managerial implications are further

The objective of this study was to identify the influencing factors that affect Chinese consumers’ attitude towards purchasing luxury fashion goods. As influencing factors, five key factors (i.e., brand consciousness, materialism, social comparison, fashion innovativeness, and fashion involvement) were identified based on a comprehensive review of extant luxury goods related research. The effect of consumer attitude on purchase intent of luxury fashion goods was further examined. The findings of this study provide valuable insights about Chinese consumers who

have a positive attitude towards purchasing luxury fashion goods. From the outcomes of this study, several major conclusions are discussed the results of this study showed that brand consciousness plays a significant role in predicting Chinese consumers' attitude towards purchasing luxury fashion goods. The finding is consistent with research, which indicated Chinese consumers' strong brand consciousnesses towards famous international brands consumers gain face and social recognition by purchasing name brands. Thus, the implication of the significant effect of brand consciousness on Chinese consumers' attitude towards purchasing luxury goods emphasizes the vital role of luxury fashion goods' sales staff to inform Chinese consumers about their brand's social recognition. In addition, luxury marketers need to discover how their brands are recognized in the Chinese community and pay more attention to efficient ways of improving the social meaning that the brands provide to attract more Chinese consumers.

Overall, this research will contribute to the understanding of the growing Chinese luxury fashion consumption market. In addition, this research will become a valuable resource for luxury fashion companies in setting up marketing strategies to enter the Chinese market well equipped for success and to enable them to make better-informed decisions.

Lerkpollakarn (2013:1 - 18) conducted a study subject "A Study of Thai Consumers behavior towards fashion Clothing" whose findings are as follows:

Consumer behavior refers to the activities in which people acquire, consume and dispose products and services (Blackwell et al., 2001). This paper of Consumer behavior towards fashion clothing research is the scientific study of the factors that consumers use to select, secure, use and dispose of products and services that satisfy their needs.

Fashion is a driving force that shapes the way we live it influences apparel, hairstyles, art, food, cosmetics, cars, music, toys, furniture, and many other aspects of our daily lives that we often take for granted. (Solomon Michael R., RABOLT Nancy J., 2002) Fashion is a major component of popular culture that is always.

The research aimed to reveal real behavior of consumers in fashion clothing according to the four main factors between men and women consumers to find out factors which one will impact them the most before make buying-decision. The four main factors are Physical, Identity, Lifestyle and Store environment. Accordingly, a wide variety of general stores, department stores and small retail outlets, in the area of Bangkok, Thailand were selected as the context for this field study. As a consequence, the results of this study indicate that female have a positive impact to physical factor, identity factor, lifestyle factor and store environment factor in buying behavior for fashion and impulse easier to buy clothing than men. However, there is a clear evidence to suggest that women and men will consider the price before buying the garment in the same proportion. The sample size was relatively too small (Female = 25 and Male = 25) when compare to the population number in Bangkok. Thus, future research should be a bigger sample and tested in other cultures is needed to enhance the generalizability of the findings. Hypotheses based on literature survey the following hypotheses have been derived:

- H.1) Woman will consider body shape before buying a garment than men.
- H.2) Women are easily affected by fashion trends and celebrities than men.
- H.3) Both men and women will consider the price before buying the garment in the same proportion.
- H.4) Women will usually go to the department store when it is on sales period than men.

Based on the survey results and theoretical comparative literature review, companies need to be aware of the implications of Physical, Identity and Lifestyle in fashion consumer choice. There is a clear evidence to suggest that women and men will consider the price before buying the garment in the same proportion. Moreover, women will tend to follow the fashion trend from celebrities and magazines, which is affect to the buying behavior towards fashion clothing. This provides opportunities and challenges for fashion business to focus on the TV. and while celebrities express to the public. Commonly called "testimonials," or "celebrity endorsements," this technique of persuasion says that consumers relate to the person(s) appearing in the ad: if the celebrity /athlete/star uses the product, then it must be good, so I will purchase/use it too. (McREL, 2010.) Moreover, the Internet shopping is gaining its

popularity among consumers nowadays. So, it will be a good chance for clothing company and organization to try and open shopping online for clothing. And this topic should be a good choice for further research.

Jantarat, Laisawat, et al (2011: 1 - 10) conducted a study subject “The effect of fashion involvement on shopping behaviors: An exploratory study in Thailand” whose findings are as follows:

The aim of the present study is to analyze how Thai consumer’s product involvement affects a broad spectrum of shopping behaviors in the context of fashion clothing; consumers who are highly involved with a fashion product make earlier purchases and encourage others to purchase it as well. Behavioral outcomes associated with fashion involvement include frequent purchase and use of a product, increased acquisition of product information, and frequent care of a product. The more important fashion clothing is in a consumer’s life, the greater the involvement with a product such as fashion clothing. This high involvement may be because fashion clothing’s continual and cyclical nature implies that consumers are often drawn into the style or fashion of the moment, or that they are people who attach a great deal of importance to their clothing pleasure shopping. They found that there are six in -store specific experiences that have been found to be potential sources of pleasure shopping.

- **Bargain hunting** refers to the enjoyment of shoppers from bargaining. The study in consumers’ motivations identified negotiation and choice optimization as the motives to seek an economic advantage through bargaining leading to satisfaction from personal achievement

- **Browsing** is an in -store examination of a retailer’s merchandize for informational and/or recreational purposes without an immediate intent to buy

- **Sensory stimulation** is one of the potential source s f or pleasure shopping in store.

- **Mingling with others** has been seen as social interactions which provide entertainment, excitement and joy

- **Being pampered** is considered as one of the pleasure activities in the store

- **Kinesthetic experience** refers to the pleasure of experience from physical activities such as an opportunity to move and walk for exercise.

This study has further illustrated the relationship between specific shopping behaviors using US measurements in a Thai context. Our results indicate that there were significant positive relationships between fashion involvement and each particular shopping behavior. Since the Boundaries between countries have become blurred, fashion-shopping behaviors in Western Countries have been expanded to the countries in Asian countries, such as Thailand. As a Result, the traditional concepts of Eastern and Western cultures may no longer apply in terms of shopping behaviors. The measurement used in Western contexts may be applicable to Eastern societies as cultural elements continue to evolve over time due to technological changes regarding the global expansion of media companies allowing media, such as Women's magazines, to provide the same fashion information worldwide.

Arungpunsnaw (2010: 1 – 10) conducted a study subject “Marketing-mixed factors that relate to buying behavior of clothes in Chonburiprovince” whose findings are as follows:

Businesses, produces a value to adjust the loop toward highly by customers into the development kit on the way. Market-oriented to meet the satisfaction of customer's investment into both a specific core E is building its production of products and services designed. Appropriate conventional behave consuming cases, including the water spring. Packaging and storage to the vents, which will lead to the genie. Satisfaction of customer's investment also specifies that the target group will clearly help marketers with Prof Steiner in the planning the precise market research and building its creators to develop the appropriate marketing mix and meet. Needs of the target group targeting a turnover Plush Matt with generally accepted accounting principles, management allocated budget and asset existing hard drive onto the market shares of the benefits of the net.

Businesses that need to adapt to the environment. Change constantly and there every important industry into the main industry in developing countries, the consuming behavior change result to a commercial type of costumes. Competitive trends in the current market and become a trade into a consuming that amount into a

high demand of fashion styles that spring the new cedar along the highly competitive environment of the whole import. Foreign and Site Shops in the country Competition Format designers must design the kit and so as. To inspire the consuming this precludes the movement is always forward.

The findings showed that different personal characteristic has different buying behavior of clothes, that is, buyers who have different genders, ages, education levels, occupations, income levels; lifestyles have a significantly different buying behavior of clothes in terms of fabric, color, and shop location, amount of purchase, volume, and frequency. In addition, the findings also showed that each dimension of marketing-mixed factor has a significant relationship with buying behavior of clothes in terms of clothe type, fabric, and shop location, amount of purchase, volume, and frequency.

Sathaworn (2010: 1 – 10) conducted a study subject “Purchasing Behavior and marketing factors that affect consumer purchases of garments in the market "Walking with Lucky Plaza" ” whose findings is as follows:

Research purchasing behavior and marketing factors that affect consumer purchases of garments in the market "Walking with Lucky Plaza" research is to study the personal characteristics economy and society of consumers who buy ready-made clothes in the bazaar. "Walking with Lucky Plaza" either buy a study on marketing factors affecting buying garments in the market. "Walking with Lucky Plaza" which also includes the study human opinion regarding marketing factors affecting buying garments in the market. "Walking with Lucky Plaza" which this research is to study consumer buying garments in the market. "Walking with Lucky Plaza" totaled 196 contributors who are mostly women. Average age of about 27 years, and most will graduate with a Bachelor's contributors are engaged in private companies. With a monthly income of 5,001 - 10,000 baht for garment buying behavior of the respondents. Most contributors' clothes 2-3 times per month, mostly without planning in advance to buy garment that. Most contributors to buy garments that have texture soft, comfortable wear. And the purpose of buying clothes to buy for them and decide to buy the garment yourself. And it is considered appropriate to the wearer. And to purchase readymade garments, each time under budget 201-500 baht.

Marketing factors that influence the selection of clothing most important contributors to the decision factor products price factor factors place and marketing factors at ores that sell clothing Garment should have a variety of sizes with various price levels to choose from. Show product should be labeled clearly with the shop should have a distinguished paean to the eyes, and a discount to buyers and merchants should guarantee customers ' satisfaction as well.

Production factors Price factor Factors place and marketing factors. It is very important to provide information. The major contributors to the products featured in the matter of buying ready-made garments, garments with a modern look. Garments with good quality both tailoring and fabrics. Total up to drape a prominent space within the store properly. Easy to browse this special issue is another important factor as well.

Thompson (2013: 1 – 76) conducted a study subject “Customer attitude towards shopping fast fashion online: based on the theories of perceived risk and hedonic value” whose findings are as follows:

Fast fashion not only changes the business model in fashion industry by “quick response” strategy but also has big influence on customer’s attitude and behavior. Nowadays, many fast fashion retailers have already joined Internet retailing group in order to extend their business and meet customer’s demand. However, there are limited studies about customer’s attitude towards fast fashion shopping behavior online. This research is aim to investigate customer’s attitude towards online fast fashion shopping behavior in terms of perceived risk and hedonic value the results of this study show that perceived performance risk is the main barrier for fast fashion online shopping rather than perceived security or financial risk. Value shopping and idea shopping brings customers the most enjoyment experience both online and offline. Moreover, female and male have many differences in their attitude towards fast fashion shopping both online and offline. However, this study is a tough investigation of customer’s attitude towards fast fashion online shopping. There are many topics need to be investigated further, such as personal trait impact, peer group impact, website design influence and so on.

In conclusion, the results of this study can be summarized into three points. First of all, perceived performance risk is the main barriers of online fast fashion shopping instead of financial and security risk. In fact, fast fashion products have the advantage of financial risk reduction due to low price. What's more, security risk has been weakened by the improvement of both online environment and customers. However, the performance risk is the natural problems of fast fashion because there is no effective replacement method to achieve touch and clothes fitting online at present. Secondly, the main enjoyments customers get from online fast fashion shopping are value shopping and idea shopping. In addition to this, customers can also get certain hedonic feeling in gratification shopping. On contrary, it is seldom for customers enjoy the experience of online fast fashion shopping based on adventure, socialization or role-playing. Thirdly, gender difference should be regarded as an important analysis factor about online fast fashion shopping. Female group has higher tendency in fast fashion online shopping and it is necessary to research this group further. Meanwhile, for male students, utilization value is more important and thus improving hedonic value in fast fashion online shopping may get limited value in this group.

From this study the manager of fast fashion brands can have more confidence in their business online. The main advantages of fast fashion retailers online are their low price products and the existence of physical stores. However, the natural of fashion products enhances the importance of physical stores with low perceived risk and high hedonic value. As a result, multichannel business model that combine both advantages offline and online is a potential choice for fast fashion retailers. According to the results of this study, male and female customers have different demand in online shopping. It is reasonable for fast fashion retailers apply website customization towards different genders. For female customers, the website can improve possible hedonic value by special color, sound and structure design. What's more, they can also involve trend information to attract female idea shoppers. As to male customers, the efficiency and functional factors are more important. A simple and clear website may be more popular among them.

Malikhaw (2013: 1 – 76) conducted a study subject “Factors Affecting to the Purchasing Behavior of Female Fashion Clothing through Facebook” whose findings are as follows:

Clothing is considered one of the factors that are necessary to sustain life. It will be Helpful in prevention heating, cooling and protection from the outside clothing also helps to enhance the personality. Demonstrate tastes which can indicate Luxembourg Prof Image and social status of the person wearing it. Current clothing has both quality and modern style available to meet the needs of users.

Fashion business is a business that provides satisfaction to customers who use the service. Has designed fashionable clothing we update form Product placement the better to persuade the customer to come to the store. The popularity of social networking, it's more as well. By Jean applies particularly Facebook has become the top source market. Buying fashion on jars mail as well.

The results showed that most of the respondents were female and aged between 25 – 34 years old. They graduated with a bachelor’s degree and were private company employees. They earned approximately 10,000 – 15,000 Baht per month. The respondents strongly agreed that marketing mix factors including, products, prices, distribution channels, and marketing promotions affected there purchasing decision on female fashion clothing through Facebook. Regarding the trust of purchasing products through Facebook, the respondents were strongly confidence in the intranet system.

According to the hypothesis testing trust, regarding sellers,, the intranet system, and customer protection positively related to purchasing behavior, regarding purchasing expenses, purchasing frequency, and amount of fashion clothing that were borough Facebook the marketing mix factors including, products, prices, distribution channel channel, and marketing promotions positively related to purchasing behavior, regarding expenses of fashion clothing that were brought through Facebook The marketing mix factors including, products, prices, and distribution channels positively related to purchasing behavior, regarding purchasing frequency and amount of fashion clothing that were brought through Facebook, were significantly different

Kyung Hoon Kim, EunjuKO, Bing Xu, Yoosun Han (2012: 1495 - 1499)

Conducted a study Subject “Increasing customer equity of luxury fashion brands through nurturing consumer attitude” whose findings are as follows:

Global luxury industry has seen steady growth. It is one of the most attractive profitable industries. Asia became the most potential region where the average income has risen significantly. Korea is one of the most attractive luxury markets in Asia. This study examines consumers' attitudes toward luxury brands and the relationship among attitude toward luxury brands, drivers of customer equity and customer lifetime value in Korea. Results of data analysis indicate that experiential need and fashion involvement are important antecedents of participants' attitude toward luxury brands. Attitude toward luxury brands positively influences luxury brand equity and value equity. This research finds that there is no significant relationship between attitude toward luxury brand and relationship equity. And as we expected, customer equity positively influences customer lifetime value.

Attitude toward luxury brand, experiential need and fashion involvement have a significant relationship with attitude toward luxury brand. Mean-while, we could not prove materialism has a significant relationship with attitude toward luxury brand. Attitude toward luxury brand has a significant relationship with value equity and brand equity, but not with relationship equity. Drivers of customer equity have significant relationships with customer lifetime value. Attitude toward luxury brand has no significant relationship with customer lifetime value. Research results, the significant relationships between experiential need, fashion involvement, and attitude toward luxury brands imply that the young female Korean consumers express their values through purchasing luxury brands. Young Korean female consumers are willing to try, to experience luxury brands. Under the influence of a globalized consumption ethic created by transnational companies' global marketing efforts, consumers around the world are increasingly sharing the ideal of material lifestyles and valuing well-known brands that symbolize prosperity

Attitude toward luxury brands positively influences customer equity, and the relationship between attitude toward luxury brands and brand equity is significant. Korean young female consumers have strong brand awareness and focus on product quality. As college students, respondents value price competitiveness and overall

fairness due to their relative purchasing power. The relationship between attitude toward luxury brand and value equity was not strong. Most Young consumers are an important consumer market for luxury fashion brands. They try various brands to discover the ones that reflect their image of themselves. Companies, which can make a connection with this potentially lucrative market segment, may develop lifelong customers. Luxury brand marketers should use effective marketing strategies to improve young consumers' customer equity and customer lifetime value.

Charoenwan (2011: 1 - 114) conducted a study Subject “Designing – Store experiences of UK high – Street Fashion Brands: A study of Future Retail Branding” whose findings are as follows:

What can draw you to a store? While all retailers focus on their product innovation, they seem to pay less attention to one emergent attribute that can increasingly induce customers to enter the store, namely, an in-store atmosphere. In today's competitive business environment, retailers need to reposition themselves in order to capture customers' attention by using strategic marketing. The strategy of creating an attractive store atmosphere could somehow complement the product value and enhance the company's brand image.

In order to increase customers' loyalty, it is important to understand their preference of the in-store atmosphere, and the factors that most affect their purchase behavior. As the number of competitive retailers increase, atmospherics become a more relevant marketing tool. Moreover, there have been changes in retail stores' objective, since they were primary designed to support functional lines. However, lately the store has become an object of decorative arts. In the simplest cases, they are pleasant and comfortable; in the extreme, they are consumption palaces. Remarkable growth in designing store interiors and exteriors to create a particular feeling for shoppers that can reinforce the effects of their purchase. This acceptance has grown into a new decorative aesthetic,

The research has been explored customers' responses to each trend of store atmosphere for high-street fashion retailers. The consumers' preference and their intention to purchase over various store atmospheres have been addressed and the links between the two elements were measured in this study. The main findings in this

research are that there are the links between stores' preferences and consumers' intention to purchase and those they are the positive relationship of all type of store atmospheres. This is to confirm that the store atmospheres influent the intention to purchase of shoppers from the store atmosphere proposed in this research. However, the stores atmosphere that people like might not be the ones, which encourage sales in the store. The result shows in this research that the store atmospheres that could encourage sales are those that engage consumers emotionally. This has included a co-creation activity in store found to have highest correlation between customer satisfaction and their intention to purchase as it provided customers' value and engage them with a brand. Therefore, it is the best practice to be applied in the store. However, as it was explained earlier that for fashion industry, the co-creation activity has to keep up with the fast changing market and environment otherwise, the co-creation might not be able to serve buyer's demand in the fashion industry. The multi-sensory however in this study has gained highest interest and also highest in influential to intention to purchase.

Yrouwasang (2013: 1 - 11) conducted a study Subject "Behavior and the Factors Affecting the Decision to Buy Clothes through Facebook in Terms of Types of Market Factors, Bang Bua Thong District, Nonthaburi Province" whose findings are as follows:

This study aims to investigate the behavior of the user the important factor in deciding to buy clothes through the online social network of Facebook in the marketing factor. Bang Bua Thong district In Nonthaburi 1) Products 2) Price 3) marketing 4) providing a second, and 5) privacy. The sample consisted of consumers who use Facebook in Bang Bua Thong district. Nonthaburi consumers to the importance of maintaining the privacy of the very highest level and moderate in price products specifically the provider marketing and Promotion

The comparison is important that consumers have sex, age, marital status, education, occupation and income of average monthly differences were featured in the following.

Consumers who have sex difference important factors that affect the different parts of the product, price, promotion and marketing. Specifically the provider and medical privacy is no different. Older consumers are different factors to promote and market and services specifically different. The product price and the privacy is no different status consumers with different factors in the product, price, promotion and marketing. Specific services and medical privacy is no different consumers with different levels of education factors promoting different markets the product, price and service specific and medical privacy is no different consumers who are different an important factor in marketing and services specifically different. The product price and the privacy is not different. And a consumer with an average income per month is different. Marketing factors and services specifically different the product price and the privacy no difference

The comparison is important that consumers have the habit of using Facebook at the time of use. Frequency and duration and the purpose is different featured in the following.

Consumers with different frequency a factor of products, pricing, and service specific. Side treatment is different. Their marketing is no different consumers with the time difference factors Privacy difference the product, price, promotion, and marketing. And the specific service is no different consumers with a period and different purpose factor of product, price, promotion and marketing. Specific services and privacy is no different.

The results of the study and an important factor in deciding to buy clothes through the online social network of Facebook in the marketing factor. Bang Bua Thong district Nonthaburi information obtained from this research can be used in the feedback to plan marketing strategies.

CHAPTER 3

RESEARCH METHODOLOGY

The study of factors influencing the consumers' purchase decisions on clothes at the inner area of Bangkok is conducted through the following considerations:

- Research method used
- Research design (Qualitative)
- Research design (Quantitative)
- Populations and sample selection
- Data collection
- Methodology Used to Analyzing Data

3.1 Research Method of Triangulation

This research will be conducted using the data collected. It is a method used to determine how more than one research question in order to enhance the confidence level of the data (Bryman, n.d) to obtain secondary data for this research was applied to the data. The reason is because of the limited time to conduct research, as researchers cannot conduct a similar survey for each area, it is secondary data was used for comparison.

While the information is for the secondary data, an equation that was used in the operation to obtain information through a questionnaire (quantitative) and interviews (qualitative) Bryman also commented that by the way. For more than a measure of confidence in the measure to more if we can confirm the distribution and relationships of those variables (n.d) benefits of the equation that will strengthen the argument of the research and will allow researchers to write papers more conservative because the source of the information was an increased understanding of the topic (write.com, n.d) defects are found in the source data. Is reduced to several sources confirmed the same information could have been more comprehensive and consistent set of data that has been easily accepted.

Questionnaire

The questionnaire employed to gather data for the research comprises of four sections as below.

Part 1: Personal Information of Respondents

The personal information of research's participants combines five following items, which are questioned through multiple choices.

- Gender: Nominal Scale
- Age: Ordinal Scale
- Career: Nominal Scale
- Education Level: Ordinal Scale
- Monthly Income: Ordinal Scale

Part 2: The Impact of Marketing Mix on Consumers' Purchase Decisions

Marketing mix, affecting the consumers' decisions on purchasing goods, comprises of four elements: product, price, place and promotion. The questions are developed by way of multiple choices.

Part 3: Other incentives on Consumers' Purchase Decisions

Other incentives, affecting the consumers' decisions on purchasing goods, comprises of five elements: family, social, business cultural, economic. The questions are developed by way of multiple choices

Part 4: The Factors Influencing the Consumers' Decisions to Buy Clothes

This part is related to four areas: product, price, place, promotion and other incentives comprises of five elements: family, social, business cultural, economic by using close-ended questions, measured the influences of each factor through interval scales as follows:

Level 5	means	the most influential
Level 4	means	very influential
Level 3	means	moderate influential
Level 2	means	little influential
Level 1	means	the least influential

The researcher uses the average scores of each question by reckoning the class intervals in order to interpret the results of the study, as follows (Portibenjakun 2007: 67).

$$\begin{aligned} \text{Range} &= \frac{\text{Highest Score of Interval} - \text{Lowest Score of Interval}}{\text{The Number of Classes in Interval}} \\ &= \frac{5-1}{5} \\ &= 0.8 \end{aligned}$$

Table 3.1 The Summary of the Criteria for Interpreting Scores

Average Score	Factors Influencing the Consumers' Decisions to Purchase Clothes at the Inner Area of Bangkok
4.21 - 5.00	The Most Influential
3.41 - 4.20	Very Influential
2.61 - 3.40	Moderate Influential
1.81 - 2.60	Little Influential
1.00 - 1.80	The Least Influential

3.2 Research Design (Qualitative)

The Qualitative researchers will interview the leading stores that are known and famous as the first the garments Brand name. The store will be located on the inner area of Bangkok. This is the place that is the fashion of the country. The researchers also interviewed the three stores stores is Zara, MANGO, Jaspal.

In the interview process

1. Case 1, the research is conducted using random initial inquiries into a number of stores in order to ask the employees at the store.

Case 2, the researchers found a way to walk into a store with employees directly.

2. Research to find a salesperson at the store and interviewed all information.

Information the researcher wants to know

For the researcher wants to know the researchers wanted to know what the factors that allow customers to buy the product are. Marketing mix is an important factor or not. As a result, the customer decides to buy their goods.

From the sales representative has to interview with researcher all this information can be used as a research examines the impact of quantitative.

3.3 Research Design (Quantitative)

The methodology utilized to collect data for the research is a questionnaire, asking about the factors impacting on the decisions to purchase the garments at the inner area of Bangkok. The questionnaire is created through seven steps depicted in figure 3.1.

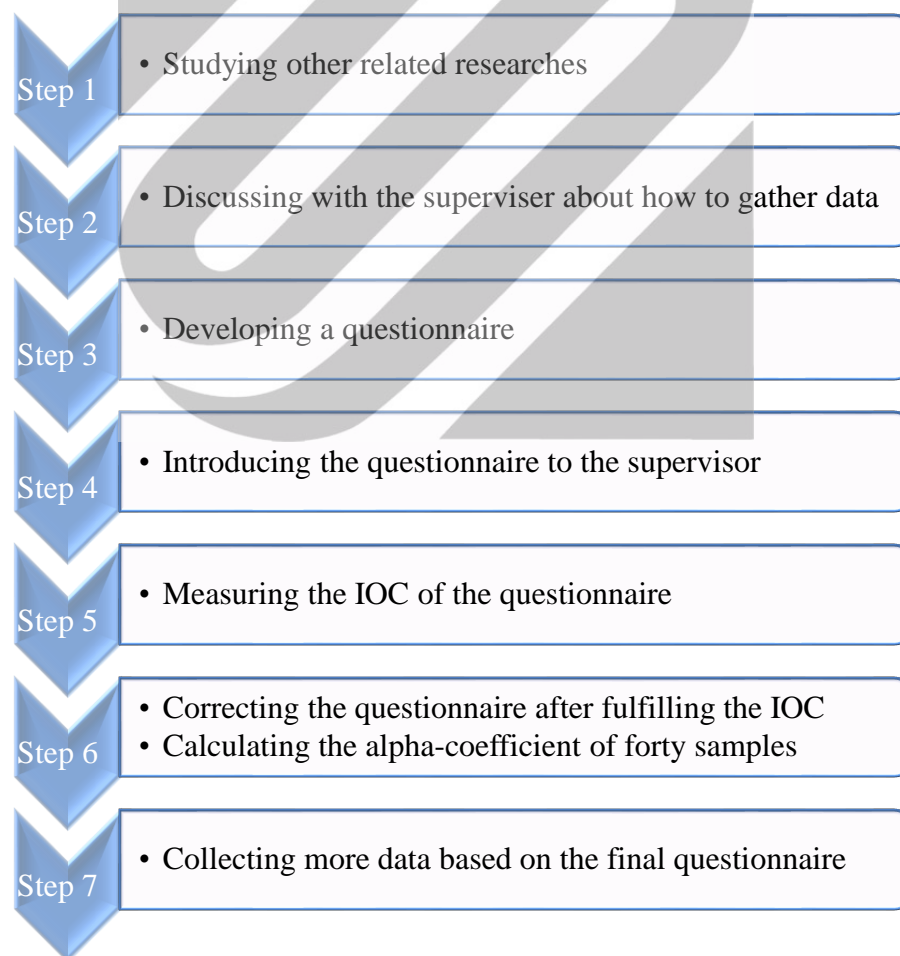


Figure 3.1The Process of Creating the Questionnaire

1) The researcher studied the concepts and theories of other relevant researches regarding the consumer perception of marketing tools, the influences on deciding to purchase clothes and the consumer buying behaviors to these products.

2) The researcher discussed the way to access the information with the supervisor, leading to the accurate information to the study.

3) The researcher created the questionnaire that is consistent with the ideas and objectives of the research.

4) The researcher introduced the questionnaire to the supervisor in order to strengthen its accuracy.

5) The researcher measured the index of item objective congruency (IOC) of the questionnaire by distributing it to five clothing business owners. This process was conducted in order to test the accuracy of the questionnaire in terms of its contents, acquire suggestions and improve the language in the fashion business owners' points of views.

6) The researcher inspected and corrected the faults of the questionnaire. Afterwards, it was used to try out with forty samples in order to find its confidence by calculating ' α -Coefficient' in virtue of Cronbach method (Vanidbuncha 2003: 34-35). This alpha implies the level of the consistency of the questionnaire. Its value falls between zero and one. The alpha coefficient that is close to one refers to the high confidence of the questionnaire.

7) The researcher will bring the completed questionnaire to collect more data from the defined samples.

3.4 Populations and Samples Selection

1) **Populations** of the research are the individuals who purchase clothes at the inner area of Bangkok.

2) **Sample** group of the study is the group of the people who buy clothes at the inner area of Bangkok and are chosen to collect data because there is not the certain number of populations. The number of samples when researchers do not know the quantity of populations is calculated through the following formulation (Serirat and the Faculty, 2006: 177).

Formula $n = \frac{P(1 - P) (Z)^2}{e^2}$

Where

n = sample size

P = the desired percentage sampled from the total population

e = the percentage of the error coming from sampling

Z = 1.96 when the confidence level of the study is equal to 95%

Therefore $n = \frac{(0.50)(1 - 0.50)(1.96)^2}{0.50^2}$

$n = 3.8416$ or 385

To conclude, the sample size of the study is at least 385. In order to spare the potential loss of data collection, 4% out of 385 or 15 samples more of questionnaires are added. This means that, there are totally 400 samples collected data for the research.

Sampling Methodology

Step 1: Probability Sampling

A simple random sampling is used by selecting the most famous places in fashion at the inner area of Bangkok, as follows:

- Siam Paragon
- Central World
- Emporium
- Gaysorn Plaza

Step 2: Non-probability Sampling

A quota sampling is employed by equally dividing the number of participants in the above four areas. This means that there are one hundred samples of each place.

3.5 Data Collection

The thesis is studied in virtue of a survey research in order to understand the importance of marketing mix to the garment business and the factors affecting the consumers' decisions to purchase clothes at the inner area of Bangkok. There are two main sources that the research uses to collect data.

1) **Primary Data** is the data acquired from distributing the questionnaires to 400 respondents.

2) **Secondary Data** is the data searched from the relevant researches, journals and literatures whose studies can be reliably referred to, including the information on the Internet that employed to develop the questionnaire.

3.6 Methodology Used to Analyzing Data

The data gathered by the researcher is analyzed and interpreted through statistical analysis.

1) Data Analysis through Descriptive Statistic

Descriptive statistic is used to fundamentally analyze the samples of the research as follows.

- **Part 1:** Personal information, containing gender, age, occupation, education level and monthly income, is analyzed by dividing the frequency of the data in form of percentage.

- **Part 2:** The marketing mix, influencing the consumers' decisions to purchase clothes and comprising of product, price, place and promotion, is analyzed by separating the frequency of the data in form of percentage.

- **Part 3:** Other incentives on consumers' purchase decisions affecting the consumers' decisions on purchasing goods, comprises of five elements: family, social, business cultural, economic are analyzed by separating the frequency of the data in form of percentage.

- **Part 4:** The factors impacting on the consumers' decisions on buy garments in terms of product, price, place, promotion and other incentives comprises of five elements: family, social, business cultural, economic are analyzed by calculating the means, standard deviations, maximum values and minimum values of data.

2) Data Analysis through Inferential Statistic

Inferential statistic is utilized to test the hypotheses of the study as following explanations.

Hypothesis 1: The personal factors consisting of gender, age, careers, education levels and monthly incomes affect customers' decisions on buying clothing at the inner area of Bangkok.

- The statistical test case with a sample or two. 'T – Test', The T- Test, as follows.

- 1) The sample was drawn by random.
- 2) The distribution of the normal population.
- 3) The information in section interval (Interval Scale) above.
- 4) Do not know the population variance, by identifying the level of statistical significance at 0.1, 0.5.

- The statistical test of the first hypothesis is 'One-Way ANOVA', which is used to test the different value of the average score of two or more sample groups. If there were the differences between each group, the research would test the differences through Scheffe's method, multiple comparisons, by identifying the level of statistical significance at 0.5.

Hypothesis 2: The marketing mix impacting on how customers decide to choose clothing products at the inner area of Bangkok.

- The statistical test of the second hypothesis is 'Pearson Product Moment Correlation Coefficient', which is used to find the correlation between two independent variables. The measurement used to analyze the data is the correlation coefficient (R) between these two variables (Rattana, 2001: 316).

Hypothesis 3: Other incentives influence customers' purchasing decisions when they would like to purchase clothes at the inner area of Bangkok.

- The statistical test of the second hypothesis is 'Pearson Product Moment Correlation Coefficient', which is used to find the correlation between two independent variables. The measurement used to analyze the data is the correlation coefficient (R) between these two variables (Rattana, 2001: 316).

CHAPTER 4

RESEARCH FINDINGS AND ANALYSIS

The independent study of the factors influencing customers' decisions on purchasing clothes at the inner area of Bangkok introduces the research findings and analysis, explained in this chapter.

The researcher collected data regarding the factors impacting on how the individuals at the inner area of Bangkok decide to buy their clothing, using totally 400 samples. These samples were approached by way of questionnaire, as a research tool. Afterwards, the gathered data are analyzed through statistical software packages. In order to achieve the common understanding of the interpretation of the analysis, the research defines abbreviations as follows:

S.D.	=	standard deviation;
n	=	sample size;
t	=	the statistical value in t-distribution;
df	=	the degree of freedom;
H1	=	the first hypothesis;
H2	=	the second hypothesis;
H3	=	the third hypothesis;
*	=	the statistical significance at 0.05;
**	=	the statistical significance at 0.01.

4.1 Data Analysis

The researcher used the statistical software packages to analyze the data. For presenting the research findings, this study is principally separated into four sections as follows:

Section 1: the analysis of personal information of the research attendants;

Section 2: the analysis of the marketing mix affecting the customers' decisions on buying clothes at the inner area of Bangkok;

Section 3: the analysis of other incentives resulting in customer's buying decisions on clothing at the inner area of Bangkok;

Section 4: the deductive analysis to test hypotheses with regard to the factors impacting on how customers decide to purchase their garments at the inner area of Bangkok.

4.2 Research Findings

Section 1: The research findings regarding demographic information, consisting of gender, age, careers, education levels and monthly incomes are from the results of the questionnaire about the factors of selecting clothes for purchase at the inner area of Bangkok.

The researcher gathered the data of 400 samples by dividing into four areas, 100 samples per each area. These four areas combine Siam Paragon, Central World, Emporium and Gaysorn Plaza, which are all the greatest luxury department stores in Thailand. After that, the researcher analyzed these data with descriptive statistics by digesting the frequencies of the data and defining their percentages. The results of the analysis are shown as below.

Table 4.1 The Frequency and Percentage of the Data, Calculated Based on Gender of Samples

Valid	Frequency	Percent
Male	141	35.3
Female	259	64.8
Total	400	100.0

From table 4.1, 64.8% of total attendants are female while 35.3% are male.

Table 4.2 The Frequency and Percentage of the Data, Calculated Based on Age of Samples

Valid	Frequency	Percent
15-24 yrs.	81	20.3
25-34 yrs.	169	42.3
35-44 yrs.	130	32.5
45-54 yrs.	20	5.0
Total	400	100.0

From table 4.2, almost half of all samples are between 25 and 35 years old, at 42.3% of total samples. While the customers during 35 and 44 years old are the second highest sampled by 32.5%, the customers during 45 and 54 years old are fewest sampled by 5.0% of the total number.

Table 4.3 The Frequency and Percentage of the Data, Calculated Based on Careers of Samples

Valid	Frequency	Percent
Students	61	15.3
Private companies	269	67.3
Owner/Freelance	70	17.5
Total	400	100.0

From table 4.3, a large number of attendants were working at private companies, at 67.3 of the sum of samples. Additionally, 17.5% and 15.3% of the whole samples were the owners of business or freelances and students, consecutively. Meanwhile, the careers that are not demonstrated in table 4.3 are not found in the samples of this research.

Table 4.4 The Frequency and Percentage of the Data, Calculated Based on Education Levels of Samples

Valid	Frequency	Percent
High School/year of college	21	5.3
Bachelor's Degree	309	77.3
Above Bachelor's Degree	70	17.5
Total	400	100.0

From table 4.4, almost attendants graduated from Bachelor's degrees, at 77.3% of the total number. In addition, 17.5% and 5.3% of the number of samples finished above Bachelor's degrees and high schools, respectively. Meantime, other education levels are not found in this study.

Table 4.5 The Frequency and Percentage of the Data, Calculated Based on Monthly Incomes of Samples

Valid	Frequency	Percent
Less than or equal THB 5,000	10	2.5
THB 5,001-10,000	51	12.8
THB 10,001-15,000	30	7.5
THB 15,001-20,000	50	12.5
THB 20,001-25,000	50	12.5
Above THB 25,000	209	52.3
Total	400	100.0

From table 4.5, there is just over half of the whole number of attendants, who were gaining monthly incomes above 25,000 THB. While the number of attendants earning between 5,001 and 10,000 THB, between 15,001 and 20,000 THB and between 20,001 and 25,000 THB are similar. Meanwhile, only 2.5% of the sum of samples were gaining less than or equal 5,000 THB.

Section 2: The research findings regarding customers' opinions to the marketing mix influencing their decisions on purchasing fashion clothes at the inner area of

Bangkok. The marketing mix consists of products, prices, places or the channels of distribution and promotions. Descriptive statistical analysis was implemented, separating the frequencies and calculating the percentages of the data. The results of this analysis are demonstrated as following tables.

Table 4.6 The Frequency and Percentage of the Data, Classified According to Types of Clothes

Valid	Frequency	Percent
Modern/New Fashion	200	50.0
Classic	99	24.8
Luxury	21	5.3
Sports	50	12.5
Other	30	7.5
Total	400	100.0

From table 4.6, half of the sum of attendants were interested in modern or new fashion rather than other designs of clothes. Classical fashion is a runner-up that customers liked, with 24.8% of the total number. At the same time, there is only 5.3% of the number of attendants, preferring luxury design.

Table 4.7 The Frequency and Percentage of the Data, Classified According to Style of Dress

Valid	Frequency	Percent
Cute/Sweet	10	2.5
Sexy	69	17.3
Comfortable	211	52.8
Vintage	100	25.0
Other	10	2.5
Total	400	100.0

From table 4.7, there is just over half of the whole number of samples, interested in comfortable dressing while there is one fourth of these total samples, preferring wearing vintage clothes. Meanwhile, only 2.5% of the overall number liked to dress either cute or sweet style of clothing.

Table 4.8 The Frequency and Percentage of the Data, Classified According to the Considerations of Consumer Buying Decisions

Valid	Frequency	Percent
Patterns and Designs	181	45.3
Quality/Materials	189	47.3
Popularity	10	2.5
Brand Name	20	5.0
Total	400	100.0

From table 4.8, 47.3% of the whole number of samples principally considered about the quality or materials of garments while 45.3% of this number are more serious about the patterns and designs of these garments than other factors. Meantime, brand name and the popularity of clothing did not much impact on customer buying decisions.

Table 4.9 The Frequency and Percentage of the Data, Classified According to Prices of Clothes

Valid	Frequency	Percent
Less than or equal THB 500	50	12.5
THB 501-1,000	131	32.8
THB 1,001-2,000	40	10.0
THB 2,001-3,000	49	12.3
Above THB 3,000	130	32.5
Total	400	100.0

From table 4.9, there are a large number of clothes purchased from 501 to 1,000 THB and above 3,000 THB, at 32.8% and 32.5% of the whole number of samples. At the same time, the number of the garments bought with the other prices are similar, between 10.0% and 12.5% of the overall number.

Table 4.10 The Frequency and Percentage of the Data, Classified According to Popular Place to Purchase Clothes

Valid	Frequency	Percent
Department stores like Central, The Mall, etc.	141	35.3
Luxury malls such as Siam Paragon, Central World, Emporium, Gaysorn Plaza, etc.	149	37.3
Markets like Chatuchak, Wang Lang, SuanLum Night Bazaar, etc.	70	17.5
Community malls/Lifestyle malls such as The Circle, The Walk, etc.	30	7.5
Other	10	2.5
Total	400	100.0

The highest popular shopping type of place was a luxury mall such as Siam Paragon, Central World, Emporium and Gaysorn Plaza, with 37.3% of the overall number of attendants, who mostly purchased their clothes in Bangkok. Following, 35.3% of this number principally went shopping at department stores such as Central and The Mall, as shown in table 4.10.

Table 4.11 The Frequency and Percentage of the Data, Classified According to Convenient and Appropriate Place to Purchase Clothes

Valid	Frequency	Percent
Siam Paragon	131	32.8
Central World	129	32.3
Siam Center	10	2.5
Siam Square	50	12.5
Other	80	20.0
Total	400	100.0

Based on the research, Siam Paragon and Central World were the first and the second greatest convenient places for buying clothing, at 32.8% and 32.3% of the whole number of samples choosing these malls. Meanwhile, only 2.5% of the sum of samples thought that Siam Center was the most suitable place to purchase clothes.

Table 4.12 The Frequency and Percentage of the Data, Classified According to Types of Promotion

Valid	Frequency	Percent
Buy 1 Get 1	150	37.5
1-50% Discount	200	50.0
Collect points	10	2.5
Get rewarded	20	5.0
Other	20	5.0
Total	400	100.0

From table 4.12, half of all attendants preferred the sales promotion in terms of 1-50% discount to other sorts. 37.5% of these attendants were interested in buying one piece and freely obtaining another piece. Meanwhile, collecting points was seldom interesting for customers.

Table 4.13 The Frequency and Percentage of the Data, Classified According to Types of Service

Valid	Frequency	Percent
Service while you buy	181	45.3
After-Sales service	50	12.5
Giving gifts to you (as a bonus)	79	19.8
Warranty	90	22.5
Total	400	100.0

Customers were likely to purchase clothes if they obtain good services at stores, as shown in table 4.13 that 45.3% of the total number of samples preferred receiving services while purchasing products to other types of service. While obtaining warranty could attract customers to purchase clothing with its 22.5% of the whole attendants, after-sales service was not effective in alluring customers to trading with stores, based on table 4.13.

Section 3: Other incentives influencing customers' decisions on buying fashion clothes at the inner area of Bangkok were analyzed using descriptive statistics. The frequencies and percentages of each incentive are calculated.

Table 4.14 The Frequency and Percentage of the Data, Separated Based on the Incentive from Groups of People around Customers

Valid	Frequency	Percent
Family	160	40.0
Relative	100	25.0
Friends	140	35.0
Total	400	100.0

From table 4.14, family was a group of individuals impacting on customers' decisions on buying clothes, at 40.0% of the overall number of attendants. There is about 35.0% of this number of attendants whose purchasing decisions were affected

by their friends while there is around 25.0% of the total samples that their relatives' opinions or behaviors were principally significant.

Table 4.15 The Frequency and Percentage of the Data, Separated Based on Social Incentive

Valid	Frequency	Percent
Society	111	27.8
Friends	10	2.5
Trend	140	35.0
Layout and design	139	34.8
Total	400	100.0

From table 4.15, trend and layout and design mostly influenced customers when they decided to purchase fashionable clothes, at 35.0% and 34.8% of the sum number of samples. In contrast, there is only 2.5% of this number of samples, whose buying decisions were influenced by their friends.

Table 4.16 The Frequency and Percentage of the Data, Separated Based on Business Incentive

Valid	Frequency	Percent
Promotion	81	20.3
Services	30	7.5
Layout and design	129	32.3
Brand / Brand (Brand Name).	150	37.5
Other	10	2.5
Total	400	100.0

From table 4.16, in terms of business incentive, brand name and layout and design of stores were most likely to affect customers' decisions on buying garments, at 37.5% and 32.3% of the whole number of samples. On the contrary, providing

services might have not much supported fashion business with regard to customers' interests in fashionable clothing.

Table 4.17 The Frequency and Percentage of the Data, Separated Based on Cultural Incentive

Valid	Frequency	Percent
Culture	81	20.3
Trend	89	22.3
Needs	110	27.5
Social	110	27.5
Other	10	2.5
Total	400	100.0

Most attendants principally considered about their own needs as much as social influences when they made decisions to buy clothes, with 27.5% of the total number of attendants per each incentive. Additionally, around 22.3% of this number of attendants took into account trends of fashion before they purchase products. Meantime, just over one-fifth of the whole number thought about cultural impact on dressing clothes.

Table 4.18 The Frequency and Percentage of the Data, Separated Based on Economic Incentive

Valid	Frequency	Percent
Price	130	32.5
After-sales service	20	5.0
Promotion of the store	190	47.5
Gift to you (as a bonus)	60	15.0
Total	400	100.0

From table 4.18, a large number of samples thought that economics impacted on the promotions created by stores, at almost half of the overall number of samples. At the same time, approximately 32.5% of this number of samples believed that economics influenced the prices of products. In contrast, a few attendants were faithful that after-sales service was mostly affected by the changes of economics.

Section 4: Deductive analysis for testing the hypotheses about the factors influencing customers' decisions on purchasing clothes at the inner area of Bangkok is conducted in this section. Three assumptions are identified as below.

H1: The personal factors consisting of gender, age, careers, education levels and monthly incomes affect customers' decisions on buying clothing at the inner area of Bangkok.

H2: The marketing mix impacting on how customers decide to choose clothing products at the inner area of Bangkok.

H3: Other incentives influence customers' purchasing decisions when they would like to purchase clothes at the inner area of Bangkok.

Hypothesis 1: The personal factors affecting how customers decide to procure clothes at the inner area of Bangkok

Hypothesis 1.1

Table 4.19 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Brands of fashion clothing	Male	141	4.65	.812	.068
Supplied in inner Bangkok	Female	259	3.73	1.059	.066

Table 4.19 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Gender (Cont.)

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Fashion clothing sales in a	Male	141	4.50	.628	.053
Bangkok has exquisite tailoring	Female	259	3.96	.899	.056
Fashion clothing has a variety	Male	141	4.65	.480	.040
to choose	Female	259	4.31	.607	.038
Quality clothing needs	Male	141	4.50	.502	.042
	Female	259	4.42	.568	.035
Sells clothing with modern	Male	141	4.28	.452	.038
designs	Female	259	4.27	.525	.033
Clothing sells a variety of	Male	141	4.29	.592	.050
famous brands	Female	259	4.04	.901	.056
	Male	141	4.29	.592	.050
Clothing in a variety of sizes	Female	259	4.23	.578	.036
Clothing, a variety of items	Male	141	4.28	.465	.039
available	Female	259	4.34	.551	.034
Fashion supplied in inner	Male	141	4.36	1.044	.088
Bangkok appropriate compared					
to the prices	Female	259	3.92	.614	.038

Table 4.19 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Gender (Cont.)

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Price of the garments is showing clear	Male	141	4.29	.592	.050
	Female	259	4.19	.681	.042
Support payments by credit card	Male	141	4.86	.515	.043
	Female	259	4.11	.802	.050
The payment system is secure	Male	141	4.50	.502	.042
	Female	259	4.19	.738	.046
Able to compare prices easily	Male	141	3.94	.466	.039
	Female	259	4.00	.557	.035
Negotiating the simple	Male	141	3.77	1.091	.092
	Female	259	3.96	.589	.037
Convenience in travel (Such as travel by MRT BTS)	Male	141	4.36	.613	.052
	Female	259	4.54	.636	.040
Variety of distribution channels (As there are many stores to choose)	Male	141	4.21	.411	.035
	Female	259	4.38	.561	.035

Table 4.19 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Gender (Cont.)

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Where to buy a modern (Such as Siam Paragon, Central World, Emporium, Gaysorn Plaza, etc.)	Male	141	4.38	.486	.041
	Female	259	4.36	.620	.039
Advertising	Male	141	4.36	.822	.069
	Female	259	4.08	.678	.042
Reduced price and various promotion	Male	141	4.45	.626	.053
	Female	259	4.13	.809	.050
The giving of gifts (such as coupons, product samples)	Male	141	4.11	.983	.083
	Female	259	3.94	.753	.047
The after-sales service (such as Store News)	Male	141	3.94	.987	.083
	Female	259	3.70	.961	.060
Warranty and Service shops	Male	141	4.07	1.040	.088
	Female	259	3.86	.999	.062
Family is a part of the decision.	Male	141	4.23	.771	.065
	Female	259	4.09	.725	.045

Table 4.19 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Gender (Cont.)

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Contemporary society can be tempting to buy fashion brand	Male	141	4.67	.485	.041
	Female	259	4.54	.515	.032
The growth of the garment	Male	141	4.29	.471	.040
	Female	259	4.51	.625	.039
Culture change	Male	141	4.47	.501	.042
	Female	259	4.19	.778	.048
The economic change	Male	141	4.09	.712	.060
	Female	259	4.06	.863	.054

* Statistical significance at 0.05

** Statistical significance at 0.01

The total statistical significance is equal to 2.582.

From table 4.19, attendants had different opinions regarding the factors affecting customers' decisions on purchasing clothes at the inner area of Bangkok. There were several factors whose significance values are equal to 0.00, less than 0.05. This means that their H1 are rejected. These factors are as follows:

- 1) Product: brand name, quality of conducting clothes and the diversity of choosing products;
- 2) Price: prices and quality of products, the payment system supporting credit card method, the safety of a payment system and price negotiation;
- 3) Place: the diversity and modernity of distribution channels;

4) Stimuli: social incentive, the growth of the fashion business and cultural changes.

In contrast, the greatest influencing factor is a place factor, which is the convenience of how customers go to purchase products such as travelling through MRT and BTS. The significance value of this factor is 0.565, more than 0.05, which means that this factor is not rejected. Following, a promotion factor, which is providing gifts such as coupon for collecting points, has a significance value at 0.355.

The overall significance value of the personal factors impacting on customers' decisions on buying clothes equals 2.582, more than 0.05. In other words, based on gender, H1 cannot be rejected, or can be acceptable.

Hypothesis 1.2 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Age

From the research analysis, there were various opinions of choosing clothes between individuals who have different ages. A number of factors whose significance values are 0.00, less than 0.05, which means that their H1 are rejected, are shown as follows:

1) Product: brand name, the quality of making clothes, the diversity of clothing preferences, the modern design of clothes, the variety of brand name, the clothes serving customers' needs and the variety of clothes;

2) Price: the consistency between the prices and quality of products, the clarity of prices, the payment system supporting credit card method, the safety of a payment system, price comparison;

3) Place: the convenience of travelling, the variety of distribution channels and the modernity of places;

4) Promotion: advertising, discounting, providing gifts for customers, after-sales service and warranty;

5) Stimuli: the growth of the fashion business, cultural changes and economics changes.

Meanwhile, the factor affecting customers' decisions on purchasing clothes the most is a product factor, which is the quality of products. The significance value of this factor is 0.383, more than 0.05. This means that H1 of this factor is not

rejected. Likewise, the significance value of a social incentive is equal to 0.265, which means that this factor cannot be rejected.

The total significance value of the personal factors impacting on how customers decide to buy clothes is 0.687, more than 0.05. In other words, based on age, H1 can be accepted.

Hypothesis 1.3 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Careers

From the research analysis, there were various points of views regarding the personal factors resulting in customers' purchasing decisions, based on their careers. Some factors have their significance values at 0.000, less than 0.05. This implies that the H1 of these factors can be rejected. These factors are as follows:

- 1) Product: brand name, the quality of conducting clothes, the diversity of selecting products and the variety of sizes of clothes;
- 2) Price: the consistency of the prices and quality of products, the clarity of prices, the payment system supporting credit card method, the safety of a payment system and price negotiation;
- 3) Place: the variety of distribution channels and the modernity of places;
- 4) Promotion: advertising, discounting, after-sales service and warranty;
- 5) Stimuli: cultural and economic changes.

On the contrary, the most affecting factor of this subject is a family incentive or the incentive coming from people around customers, with its significance value at 0.460, over 0.05. This factor is followed by a product factor, the variety of brand name, introducing the significance value at 0.132. Both factors can be statistically acceptable.

For the personal factor according to customers' careers and influencing their decisions on buying garments, its significance value is 0.798, more than 0.05. This means its H1 cannot be rejected.

Hypothesis 1.4 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Education Levels

The personal factors, based on customers' education levels, that affect how they make decisions on procuring clothes is analyzed by the researcher. There are a number of factors giving their significance values at 0.000, less than 0.05. The H1 of these factors can be rejected. These factors are as follows:

- 1) Product: all elements since there were different thoughts about all of them from attendants;
- 2) Price: the consistency between the prices and quality of products, the clarity of prices, the payment system supporting credit card method and the safety of a payment system;
- 3) Place: the diversity and modernity of channels of distribution;
- 4) Promotion: advertising, discounting and after-sales service;
- 5) Stimuli: cultural and economical changes.

However, for the factor impacting on customer purchasing decisions the most, the researcher found that the significance value of a family incentive or the incentive from individuals around customers is about 0.357, over 0.05. This means that its H1 can be accepted. Similar to the family incentive, the growth of the fashion business addresses 0.074 of its significance value. Hence, its H1 cannot be rejected.

Based on customers' education levels, the whole significance value of the personal factors influencing customers' purchasing decisions is around 0.476, more than 0.05. In other words, its H1 can be acceptable since attendants agree with this hypothesis.

Hypothesis 1.5 The Analysis of the Personal Factors Affecting Customer Purchasing Decisions, Studying Based on Monthly Incomes

From the research analysis, the researcher found that there were the separation between each attendant's perspective about the factors influencing customers' decision on buying garments, according to their different monthly incomes. Since all factors, including product, price, place, promotion and stimuli factors, provide their significance value at 0.000, less than 0.05, their H1 can be rejected.

Consequently, the total significance value of these factors is 0.000. This means that attendants did not agree with H1.

Hypothesis 2: The marketing mix impacting on customer purchasing decision in the fashionable clothes business

Hypothesis 2.1 The Analysis of the Marketing Mix Affecting Customer Purchasing Decisions, Studying Based on Product Perspective (1)

From the research analysis, there are several factors differently affecting customers' decisions on procuring clothing, based on the product perspective. The significance values of these factors equal 0.000, less than 0.05, which means that their H2 can be rejected. These factors are as follows:

- 1) Product: brand name, the quality of making clothes, the variety of designs, the quality of clothes serving customers' needs, the modern design of clothes, a large number of brand names and the diversity of sizes of clothes;
- 2) Price: the consistency between the prices and quality of clothes, the clarity of prices, the payment system supporting credit card method, price comparison and price negotiation;
- 3) Place: the diversity and modernity of distribution channels;
- 4) Promotion: all elements since there were different opinions between each attendant in this subject;
- 5) Stimuli: family and social influences on customers' purchasing decisions and economical changes.

In contrast, the highest influencing factor is a price factor, which is the safety of a payment system whose significance value is equal to 0.079, over 0.05. This means that its H2 cannot be rejected because attendants agree with this hypothesis. This is similar to a product factor, the various types of clothes, introducing its significance value at 0.060.

Overall, the significance value of the marketing mix, based on the product perspective, resulting in customer buying decisions is 0.091, more than 0.05. Therefore, attendants' opinions or behaviors were consistent with H2. In other words, H2 of this subject cannot be rejected.

Hypothesis 2.2 The Analysis of the Marketing Mix Affecting Customer Purchasing Decisions, Studying Based on Product Perspective (2)

The analysis of another dimension of the product perspective, used to analyze the factors affecting how customers make decisions on purchasing their clothing, analyzed by the researcher. A large number of factors introduce their significance values at 0.000, less than 0.05 so the H2 of these factors can be rejected. These factors are mentioned as follows:

1) Product: brand name, the quality of sewing clothing, the variety of garments, the quality of clothing serving customers' needs, the variety of brand names and the diversity of sizes of clothing;

2) Price: the appropriation of the prices, compared to the quality of products, the clarity of prices, the payment system supporting credit card method, the safety of a payment system and price negotiation;

3) Place: the convenience of customers' travelling to purchase products and the diversity and modernity of places;

4) Promotion: all elements since attendants provided distinct information about the impact on their purchasing decisions, based on this subject;

5) Stimuli: a family incentive or the incentive coming from people around customers, the growth of the fashion business and cultural changes.

On the contrary, a price factor, the simplicity of price comparison, impacts on customer's buying decisions the greatest since its significance value is the highest among all factors, at 0.957. Meanwhile, the second highest significance value is from a product factor, the variety of brand names, providing this value at 0.212. These numbers are over 0.05 so the H2 of these factors are accepted.

The whole significance value of the factors influencing customer's purchasing decisions, based on the dimension shown in table 4.25, equals 1.213. This means that the H2 of this subject can be accepted since attendants agree with this hypothesis.

Hypothesis 2.3 The Analysis of the Marketing Mix Affecting Customer Purchasing Decisions, Studying Based on Product Perspective (3)

From the research analysis, the factors causing customers' decisions on buying garments, based on the third dimension of the product perspective, are analyzed.

According to the research, many factors do not statistically affect customers' buying decisions since their significance value are 0.000, less than 0.05. These factors are as follows:

- 1) Product: brand name, the quality of sewing garments, the variety of brand names, the diversity of sizes of clothes and the various types of designs of clothes;
- 2) Price: the consistency between the prices and quality of products, the payment system supporting credit card method and the safety of a payment system;
- 3) Place: the convenience of customers' travelling for procurement and the range of distribution channels;
- 4) Promotion: advertising and discounting;
- 5) Stimuli: a family incentive or the incentive from individuals around customers, the growth of the fashion business, a social incentive and economical changes.

However, the factor addressing the highest significance value is a product factor, the quality of products serving customers' needs, at 0.064. This means that attendants agree with the H2 of this factor.

The overall significance value of the factors causing customers' purchasing decisions, based on the third dimension of the product perspective, is 0.239, over 0.05. Hence, the H2 of this subject cannot be rejected.

Hypothesis 2.4 The Analysis of the Marketing Mix Affecting Customer Purchasing Decisions, Studying Based on Price Perspective

From the research analysis, there are a number of factors that do not significantly impact on how customers decide to purchase clothes, based on the price perspective. These factors have their significance values at 0.000 so their H2 are rejected. The mentioned factors are as follows:

- 1) Product: all elements since attendants had different opinions or behaviors from the second hypothesis of the research;
- 2) Price: the appropriation of prices, compared to the quality of clothes, the clarity of prices, the payment system supporting credit card method and the safety of a payment system;
- 3) Place: the convenience of customers' travelling to purchase products and

the diversity and modernity of distribution channels;

4) Promotion: advertising, discounting, after-sales service, warranty and stores' services;

5) Stimuli: a social incentive, the growth of the fashion business and the changes of culture and economics.

Meanwhile, a family incentive or the incentive from people around customers is most likely to affect these customers' buying decisions since its significance value equals 0.957.

Overall, the significance value of the factors causing customers' decisions on procuring clothes, based on the price perspective, is equal to 0.051, over 0.05. This means that the H2 of this subject cannot be rejected.

Hypothesis 2.5 The Analysis of the Marketing Mix Affecting Customer Purchasing Decisions, Studying Based on Place Perspective (1)

Based on the first dimension of the place perspective, the analysis of the factors resulting in how customers make decisions on purchasing clothing analyzed by the researcher, There are a large number of factors giving the significance values at 0.000, less than 0.05 so the H2 of these factors are rejected. These factors are as follows:

1) Product: all elements since attendants' thoughts about clothing are different from each other;

2) Price: all elements since attendants' points of views are diverse;

3) Place: all elements since attendants' considerations are various;

4) Promotion: all elements since attendants' opinions are distinct;

5) Stimuli: a family incentive, the growth of the fashion business and cultural changes.

However, the change of economics is the only influencing factor impacting on customers' purchasing decisions since its significance value is 0.588, over 0.05. Hence, the H2 of this factor cannot be rejected.

For the overall factors influencing customers' decisions on procuring clothes, based on the first dimension of the place perspective, its significance value is 0.588 so the H2 of this subject can be accepted.

Hypothesis 2.6 The Analysis of the Marketing Mix Affecting Customer Purchasing Decisions, Studying Based on Place Perspective (2)

From the research analysis, many factors do not statistically affect how customers decide to purchase clothes, based on the second dimension of the place perspective. Most factors address the significance values at 0.000, which means that their H2 can be rejected. These factors are as follows:

- 1) Product: brand name, the quality of making clothes, the quality of clothes satisfying customers' needs, the modern designs of clothes, the variety of brand names and the diversity of sizes of clothes;
- 2) Price: all elements since there are different points of views among all attendants;
- 3) Place: all elements since each attendant had distinct opinions or behaviors;
- 4) Promotion: all elements since since attendants had various preferences;
- 5) Stimuli: a social incentive, the growth of the fashion business and cultural and economics changes.

Meanwhile, the highest causing factor statistically causing customer's purchasing decisions is a product factor, the variety of designs of clothes, whose significance value is 0.024. This value is also less than 0.05 so the H2 of this factor is rejected.

Additionally, the total significance value of all factors of this subject is equal to 0.047, which is less than 0.05. This means that the H2 of this overall subject can be rejected since attendants did not agree with this hypothesis.

Hypothesis 2.7 The Analysis of the Marketing Mix Affecting Customer Purchasing Decisions, Studying Based on Promotion Perspective (1)

From the research analysis, there are a number of factors that do not statistically result in customers' decisions or buying products since their significance

values are 0.000. In other words, their H2 are rejected. These factors are mentioned as follows:

1) Product: brand name, the quality of conducting clothes, the variety of designs of clothes, the quality of clothes satisfying customers' needs and the diversity of sizes of clothes;

2) Price: the consistency between the prices and quality of clothes, the clarity of prices, the payment system supporting credit card method, the safety of a payment system and price negotiation;

3) Place: the convenience of customers' travelling to purchase products and the modernity of places

4) Promotion: advertising and discounting;

5) Stimuli: a family incentive, the growth of the fashion business and cultural changes.

In contrast, the factor that affects customers' purchasing decisions the most is the changes of economics, followed by a social incentive. Their significance values are 0.158 and 0.114, respectively. These values are over 0.05 so the H2 of both factors cannot be rejected.

The whole significance value of all factors impacting on how customers decide to purchase products, based on the first dimension of the promotion perspective is 0.465 so its H2 can be acceptable.

Hypothesis 2.8 The Analysis of the Marketing Mix Affecting Customer Purchasing Decisions, Studying Based on Promotion Perspective (2)

From the research analysis, the significance values of several factors are 0.000, less than 0.05 so these factors do not statistically impact on customers' decisions on buying clothing, based on the second dimension of the promotion perspective. These factors are as follows:

1) Product: brand name, the variety and modernity of designs of clothes, the variety of brand names and the diversity of sizes of garments;

2) Price: the appropriation of prices, compared to the quality of clothes, the clarity of prices and the simplicity of price comparison and price negotiation;

3) Place: the convenience of customers' travelling to buy products and the

diversity of distribution channels;

4) Promotion: all elements since attendants had different opinions or behaviors regarding promotion factors;

5) Stimuli: a family incentive and cultural and business changes.

However, there are some factors affecting customers' buying decisions. A price factor, the payment system supporting credit card method, addresses the greatest significance value, followed by a place factor, the modernity of places, at 0.383 and 0.134, consecutively. Therefore, the H2 of these two factors cannot be rejected.

At the same time, the overall significance value of all factors in this subject equals 0.644, over 0.05. This means that attendants' thoughts and behaviors were consistent with H2.

Hypothesis 3: Other stimuli impacting on how customers decide to purchase clothes at the inner area of Bangkok

Hypothesis 3.1 The Analysis of the Stimuli Causing Customer Purchasing Decisions, Studying Based on Family Stimuli

From the research analysis, based on family stimuli or the stimuli from individuals around customers, there are a number of factors that do not statistically result in customers' decisions on buying clothes since the significance values of these factors are 0.000. In other words, the H3 of these factors can be rejected. These factors are listed as follows:

1) Product: brand name, the quality of sewing clothes, the modernity of designs and the diversity of sizes of clothes;

2) Price: the clarity of prices, the safety of a payment system and price negotiation;

3) Promotion: after-sales service, warranty and stores' services.

For place and stimuli factors, most attendants had similar opinions and behaviors about these factors impacting on customer's buying decisions. At the same time, the highest significance value is from a product factor, the variety of brand names, at 0.920, followed by the variety of designs of clothes, at 0.879. The H3 of these factors can be accepted.

The sum significance value of all factors influencing customers' decisions on procuring clothes, based on family stimuli, is 3.380, much more than 0.05. This means that attendants agreed with the H3 of this subject because this hypothesis can be acceptable.

Hypothesis 3.2 The Analysis of the Stimuli Causing Customer Purchasing Decisions, Studying Based on Social Stimuli

From the research analysis, the factors influencing customers' decisions of procuring garments are analyzed according to social stimuli. There are several factors whose significance values equal 0.000 so their H3 can be rejected. These factors are as follows:

- 1) Product: brand name, the variety of designs of clothes and the diversity of brand names;
- 2) Price: the consistency between the prices and quality of products, the payment system supporting credit card method and the safety of a payment system;
- 3) Place: all elements since attendants had various preferences about this subject;
- 4) Promotion: discounting, giving gifts, warranty and stores' services;
- 5) Stimuli: the growth of the fashion business.

On the contrary, the factor impacting on customer's purchasing decisions the most is a promotion factor, after-sales service, whose significance value is 0.779. This is followed by another promotion factor, advertising, whose significance value is 0.160. The H3 of both factors cannot be rejected.

For all factors, their overall significance value is 1.269, over 0.05. In other words, based on social stimuli, the H3 of the overall factors can be accepted.

Hypothesis 3.3 The Analysis of the Stimuli Causing Customer Purchasing Decisions, Studying Based on Business Stimuli

From the research analysis, the factors affecting how customers make decisions to buy clothes are reckoned, based on business stimuli. The researcher found that there are a number of factors whose significance values are 0.000 so the H3 of these factors can be rejected. These factors are as follows:

- 1) Product: brand name, the quality of making clothes, the variety of designs and brand names of clothes and the quality of clothes serving customers' needs;
- 2) Price: the clarity of prices, the payment system supporting credit card method, the safety of a payment system, the simplicity of price comparison and price negotiation;
- 3) Place: all elements since attendants had diverse preferences regarding this subject;
- 4) Promotion: advertising, giving gifts, warranty and stores' services;
- 5) Stimuli: a family incentive, the growth of the fashion business and cultural changes.

Meantime, the research suggests that the fluctuation of economics causes customers' purchasing decisions the greatest since its significance value equals 0.328. This is followed by a product factor, the diversity of sizes of clothes, whose significance value is 0.064. Both numbers are more than 0.05 so the H3 of these factors cannot be rejected.

For all factors, their total significance value is 0.489, which means that the H3 of this subject can be acceptable.

Hypothesis 3.4 The Analysis of the Stimuli Causing Customer Purchasing Decisions, Studying Based on Cultural Stimuli

From the research analysis, of the factors influencing how customers decide to purchase clothing, based on cultural stimuli. There are a large number of factors that do not statistically cause customers' decisions, according to their significance values at 0.000, leading to the rejection of their H3. These factors are listed as follows:

- 1) Product: brand name, the quality of sewing clothes, the variety of designs and brand names, the modern designs of clothes and the diversity of products;
- 2) Price: the consistency between the prices and quality of products, the clarity of prices, the payment system supporting credit card method, the safety of a payment system and price negotiation;
- 3) Place: the convenience of customers' travelling to buy products and the diversity and modernity of channels of distribution;
- 4) Promotion: discounting, warranty and stores' services;

5) Stimuli: a family incentive or the incentive from people around customers and economics changes.

At the same time, the factor causing customers' purchasing decisions the most is a promotion factor, giving gifts such as a coupon for collecting points and product samples. Its significance value is 0.026, less than 0.05 so its H3 is rejected. Additionally, the overall significance value of all factors is 0.046. Therefore, the H3 of this subject can be rejected because attendants' opinions and behaviors were different from this hypothesis.

Hypothesis 3.5 The Analysis of the Stimuli Causing Customer Purchasing Decisions, Studying Based on Economics Stimuli

From the research analysis, based on economics stimuli, there are many factors that do not statistically impact on customers' purchasing decisions because their significance values are 0.000. Hence, the H3 of these factors can be rejected. These factors are mentioned as follows:

- 1) Product: the variety of designs, the quality of clothes satisfying customers' needs, the modernity of clothes and the diversity of sizes of clothes;
- 2) Price: the clarity of prices, the payment system supporting credit card method, the safety of a payment system, the simplicity of price comparison and price negotiation;
- 3) Place: the convenience of customers' travelling to procure products;
- 4) Promotion: discounting, giving gifts such as a coupon for collecting points and product samples, after-sales service such as providing information for customers, warranty and stores' services;
- 5) Stimuli: family and social incentives and cultural changes.

On the contrary, the researcher found that the fluctuation of economics causes customers' buying decisions the highest since its significance value is equal to 0.800. This is followed by a promotion factor, advertising, whose significance value is 0.121. The H3 of both factors cannot be rejected.

For all factors, their whole significance value is 1.108, much more than 0.05, so the H3 cannot be rejected. This means that based on economics stimuli, the overall factors statistically affect how customers make decisions on buying clothes.

4.3 Summary of Hypotheses Testing

Table 4.20 The Results of the Hypotheses' Analyses

Hypotheses	Total
Hypotheses1 The personal factors consisting of gender, age, careers, education levels and monthly incomes affect customers' decisions on buying clothing at the inner area of Bangkok.	0.9
Hypotheses2 The marketing mix impacting on how customers decide to choose clothing products at the inner area of Bangkok.	0.41
Hypotheses3 Other incentives influence customers' purchasing decisions when they would like to purchase clothes at the inner area of Bangkok	1.25
Total	2.56

The numbers in table 4.20 are calculated by summing all above significance values before multiplying by the number of tests.

According to table 4.20, there are three hypotheses as below:

Hypothesis 1 the personal factors consisting of gender, age, careers, education levels and monthly incomes, which influence customers' decisions on buying clothes at the inner area of Bangkok;

Hypothesis 2 the marketing mix, including product, price, place and promotion, impacting on how customers make decisions before buying clothing at the inner area of Bangkok;

Hypothesis 3 other stimuli affecting customer's decisions on purchasing garments at the inner area of Bangkok.

Considering about each hypothesis, they all have their total significance values over 0.05. This means that attendants agreed with these three hypotheses. Similarly, the sum of all significance values in this research is equal to 2.560, more than 0.05. In other words, attendants' opinions and behaviors were consistent with the whole assumption of the project.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The research on the factors influencing the customers' decisions on purchasing clothing at the inner area of Bangkok following objectives.

- 1) To study the individual factors of consumers buying fashion clothing at the inner area of Bangkok;
- 2) To investigate the factors affecting consumer-buying behaviors in selecting clothes at the inner area of Bangkok;
- 3) To investigate the customers' opinions regarding the stores' marketing tools that influences the customers' decisions on purchasing clothes at the inner area of Bangkok.
- 4) To investigate the factors of other stimuli. There are family, social, business, cultural, economic incentives that influence the customers' decisions on purchasing clothes at the inner area of Bangkok.

Based on the research purposes mentioned earlier, the researcher studied the marketing influences on the consumers' decisions on buying clothes at the inner area of Bangkok from 400 samples. The results of the study can be summarized as below.

5.1 Conclusions

Independent study factors influencing the customers' decisions on purchasing clothing at the inner area of Bangkok the results of the study are as follows.

Part 1: Analysis of the personal information of customers or consumers most consumers are females aged 25 - 34 years old, employees of private companies. The level of education and their income is at 25, 001 baht.

Part 2: Data analysis reviews of the marketing mix that the decision to buy clothes at the inner area of Bangkok summarized as follows:

The product was concluded that a review of the marketing mix, the decision to buy clothes at the inner area of Bangkok. The overall product most consumers would like to dress casually, like designing clothes Modern / New Fashion and popular buy quality clothing;

The price experts concluded that a review of the marketing mix, the decision to buy clothes at the inner area of Bangkok in the overall price, most consumers will purchase the times of 501-1, 000 baht and 3,000 baht up;

Place was concluded that a review of the marketing mix that the decision to buy clothes at the inner area of Bangkok in place by most consumers will go shopping Mall luxury such as Siam Paragon, Cantral World. , Emporium, Gaysorn Plaza, etc. and opinions that Siam Paragon, Cantral World is the place to live comfortably with a trip to the shop;

Marketing promotion concluded that a review of the marketing mix, the decision to buy clothes at the inner area of Bangkok. The promotion of the overall market, most consumers have a preference in reducing 1-50% goods and services while shopping.

Part 3: Data analysis incentives there are family, social, business, cultural, economic and financial decisions to buy clothes at the inner area of Bangkok summarized as follows:

The family concluded that other incentives. The decision to buy clothes at the inner area of Bangkok in the family as a whole, most consumers decides to buy clothes at a time considering the family will prevail;

Social conclude that other incentives. The decision to buy clothes at the inner area of Bangkok in the society as a whole, most consumers decides to buy clothes at a time. The Trend considering the current trends prevails;

Businesses conclude that other incentives the decision to buy clothes at the inner area of Bangkok. The overall business most consumers will buy clothing at a time. By considering the Famous product is essentially;

Cultural conclude that other incentives. The decision to buy clothes at the inner area of Bangkok in the culture as a whole, most consumers decides to buy clothes at a time. By considering the Society and their needs is key;

Economy concluded that other incentives. The decision to buy clothes at the inner area of Bangkok in Economy Overall, most consumers decides to buy clothes at a time by considering the promotion.

Part 4: Inferential data analysis to test the hypothesis

Hypothesis 1: Personal factors such as gender, age, education, occupation, income, influence the decision to buy clothes at the inner area of Bangkok Summarized as follows

Hypothesis 1.1 Consumers were divided into gender. Influence the decision to buy clothes at the inner area of Bangkok to conclude that consumers have comments concerning the location was convenient access to shopping, traveling via MRT, BTS is a minor factor marketing Promotion which provides the seminars you (such as coupon rate, sample products) significant at 0.005.

Hypothesis 1.2 Consumers are divided into age. Influence the decision to buy clothes at the inner area of Bangkok concluded that consumers have comments' concerning the product is a quality product, which review the factors is a minor factor. What other attractions what attracts the social that influence the decision to buy clothes significant at 0.005.

Hypothesis 1.3 Consumers are divided into levels of education. Influence the decision to buy clothes at the inner area of Bangkok concluded that consumers have an opinion on what factors pull in the family, which is a main attraction. That influence the decision to buy clothing is a minor factor in the distribution of products is available in multi-brand clothing significant at 0.005.

Hypothesis 1.4 Consumers that are divided into a career influence the decision to buy clothes at the inner area of Bangkok concluded that consumers have an opinion on what factors pull in the family, which are main attractions that influence the decision to buy clothes. The comments come, as a minor factor in the attraction factor, is the growth of garment that influences the decision to buy clothes significant at 0.005.

Hypothesis 1.5 Consumer which is divided into revenue influence the decision to buy clothes at the inner area of Bangkok concluded that consumers have no comment on any factor significant at 0.005.

Hypothesis 2: Marketing mix factors influencing the decision to buy clothes at the inner area of Bangkok

Hypothesis 2.1 Marketing mix factors influencing the decision to buy clothes at the inner area of Bangkok The product concluded that consumers have commented on price factor is the payment system is safe, Factor products are clothes are selected for different types, price factor is to compare prices easily factor products Factor is the clothing product quality meets the requirements significant at 0.005.

Hypothesis 2.2 Marketing mix factors influencing the decision to buy clothes at the inner area of Bangkok concluded that consumer prices in the opinion of this factor is what attracts many families take part in the decision to buy clothes. Factors and the promotion is to give gifts (such as coupon rate, samples) is available in a variety of brands significant at 0.005.

Hypothesis 2.3 Marketing mix factors influencing the decision to buy clothes. In Metro Bangkok the place concluded that consumers actually interact with other factors to attract is a change in the economy and factors in a variety of fashionable products are available for purchase significant at 0.005.

Hypothesis 2.4 Marketing mix factors influencing the decision to buy clothes at the inner area of Bangkok the marketing campaign concluded that consumers have comments concerning the attraction of the changes in the economic, factors of attraction in the social part of the decision making, fashion, price factor a. support Payment by credit card and other factors on the modernization of the distribution significant at 0.005.

Hypothesis 3: Other incentives factors. There is family, social, businesses, cultural, and economic influence in decision-making fashion at the inner area of Bangkok.

Hypothesis 3.1 Other incentives factors influence the decision to buy clothes at the inner area of Bangkok classified into the family concluded consumers have comments concerning the product is sold clothes to choose from a variety of brands and products are factors in a variety of clothes to choose from significant at 0.005.

Hypothesis 3.2 Other incentives factors influence the decision to buy clothes at the inner area of Bangkok classified into the social concluded that consumers have comments concerning the promotion of the service after the sale. The opinions and the factors in marketing, advertising, which is valuable significant at 0.005.

Hypothesis 3.3 Other incentives factors influence the decision to buy clothes at the inner area of Bangkok classified into the business concluded that consumers actually interact with other factors, the main attraction is the change in the economy and clothing products are available in different sizes significant at 0.005.

Hypothesis 3.4 Other incentives factors influence the decision to buy clothes at the inner area of Bangkok classified into cultural concluded that consumers have comments concerning the promotion is to give gifts (such as coupon rate, sample products which is significantly less than 0.005.

Hypothesis 3.5 Other incentives factors influence the decision to buy clothes at the inner area of Bangkok classified in the Economy concluded that consumers have an opinion on what factors attract other is to change the economic factors in the promotion and marketing is advertising significant at 0.005.

There are three principal factors: personal, marketing and other incentive factors, affecting the customers' decisions on purchasing clothing. Each factor results in different aspects of the study.

1) Personal factors demonstrate the variety of customers buying clothes in terms of their genders, ages, careers, education levels and monthly salaries.

2) **Marketing factors** show the impact of marketing mix, products, prices, places and promotions, on **consumer purchasing behaviors**. It is obvious that these marketing mix significantly influence how consumers decide to purchase their clothes.

3) **External incentives** containing family, social, business, cultural and economic stimuli moderately affect the customers' decisions on buying garments.

5.2 Discussions

Factors that influence the decision to buy clothes at the inner area of Bangkok are discussed in this topic. According to the hypotheses and analysis of the research, the level of overall statistical significance is high, which means that the data gathered from 400 samples can be further utilized for this study as below.

Part 1: Analysis of the personal information of customers or consumers

Most consumers are females aged 25 - 34 years old, employees of private companies. The level of education and their income is at 25,001 baht or more, which is the work of most of the groups like buying clothes and a place to buy clothes in central Bangkok in a group the most respondents this is consistent with Jaipang (2008: Abstract) studied the selection of women's fashion apparel consumers in B & B in Chiang Mai.

Part 2: Data analysis reviews of the marketing mix that the decision to buy clothes at the inner area of Bangkok

Consumer opinions about the marketing mix that the decision to buy clothes at the inner area of Bangkok has very consistent with Punkpingmang. (2009: Abstract) studied the behavior of buying clothes of female students. Undergraduate University The marketing mix factors that influence the buying decisions of female undergraduate students. University Overall, the average was high.

Part 3: Data analysis the other incentives there are family, social, business, cultural, economic and financial decisions to buy clothes at the inner area of Bangkok

Consumer opinions about the marketing mix that the decision to buy clothes in inner Bangkok area. Consumers mostly agree. Whether it is what attracts the family, society, business, culture, and economic justice overall, the average was high.

Part 4: Inferential data analysis to test the hypothesis

Hypothesis1: personal factors such as gender, age, education, occupation, income, influence the decision to buy clothes at the inner area of Bangkok

Personal factors such as gender, age, education, occupation, income, influence the decision making fashion at the inner area of Bangkok correlated with factors in the marketing mix and other factors that pull the patch overall, the average was high.

Hypothesis2: Marketing mix factors influencing the decision to buy clothes at the inner area of Bangkok

Marketing mix factors influencing the decision to buy clothes at the inner area of Bangkok correlated the factors in the marketing mix and other factors that pull the patch. Overall, the average was high.

Hypothesis3: Other incentives factors. There are family, social, business, cultural, and economic stimuli that influence in decision-making fashion at the inner area of Bangkok

The other factor to attract there are family, social, business, cultural, and economic influence in decision making fashion at the inner area of Bangkok correlated the factors in the marketing mix and other factors that pull the patch overall, the average was high.

5.3 Recommendations from the Research

There are three aspects significantly influencing the customers' decisions on purchasing products, based on the levels of statistical significance of these aspects studied from 400 attendants at the inner area of Bangkok.

1) Product Aspect: Most customers prefer the clothing outlets providing the various sizes of clothes. These customers state that many outlets at the inner area of

Bangkok lack in introducing their proper sizes of clothing. This means that these outlets, including their manufacturers, should offer higher ranges of clothing sizes so they can increase their sales values.

2) Price Aspect: The customers at the inner area of Bangkok prefer buying commodities using their credit cards. A number of customers addressed that the payment method using a credit card is not available in some clothing outlets. Therefore, it would be better for their businesses if these outlets support their customers by providing this payment method.

3) Promotion Aspect: Many customers are likely to purchase clothes from the outlets offering promotions, such as collecting points, discounting and giving gifts, rather than the ones without these promotions. In these customers' opinions, many outlets do not trade their products with promotions. Hence, they can increase the number of customers by providing appropriate promotions.

Based on the research, the highest influencing factor on how consumers decide to purchase products at the inner area of Bangkok is the marketing one. This study is correlated with Arungpunsnaw's research (2010: 1-10) indicating that marketing mix is a factor associating with the customer purchasing behavior the most in Chonburi, a province of central Thailand.

5.4 Research on the Future

1) Individuals who are interested in this research can review the family incentive that affects the decision to buy clothes. They are able to apply these data in order to further understand the impact of family on the clothing business.

2) Individuals who are interested in this research can study customers' behaviors and opinions, which are different between each culture because these data influence customers' decision-making.

3) Individuals who are interested in this research can study the customers' decisions to purchase clothing at other areas, not only at the inner area of Bangkok. These data would enhance the results of the research, leading to the clothing business's higher accuracy in conducting marketing strategies.



REFERENCES

- Adul Charturong. (1996). *Consumer behavior*. Thesis Study, Thammasat University.
- Adul Charturong. (2000). *Consumer behavior*. Thesis Study, Thammasat University.
- Alan Bryman, (n.d.), "Triangulation", Loughborouh, Leicestershire LE11 3TU, United Kingdom.
- Apawan Lerkpollakarn (2013). *A Study of Thai Consumers behavior towards fashion Clothing*. Independent Study, Silpakorn University International College
- Arunya Jaipang. (2008). *Buying costume fashion women consumers in Chiang Mai*. Thesis Study, Chiang Mai University
- Bopeng Zhang, Jung-Hwan Kim. (2013). Luxury fashion consumption in China: Factors affecting attitude and purchase intent, *Journal of Retailing and Consumer Services*, 20, 68 – 79
- Chisnall, P.M., 1985. *Marketing: A Behavioural Analysis*. 2nd ed. Berkshire, UK: McGraw-Hill.
- Chusri Rattana, (2001) *Research to learn*, Bangkok: Republicans.
- Edmund Thompson (2013). *Customer attitude towards shopping fast fashion online: based on the theories of perceived risk and hedonic value"*. Thesis Study, University of Bath
- Jaratchwahn Jantararat, SarinyaLaisawat, Randall Shannon, (2011). *The effect of fashion involvement on shopping behaviors: An exploratory study in Thailand*. Independent Study, Mahidol University
- Jutiporn Arungpunsnaw,(2010). *Marketing-mixed factors that relate to buying behavior of clothes in Chonburi province*. Independent Study, Sripatum University
- KanyaVanidbuncha (2003). *Statistics for Research*, Bangkok: ChulalongkornUniversity
- Kotler, Philip. 1997. *Marketing Management: Analysis Planning and Control*. 9th ed. Prentice-Hall, Inc.
- Kyung Hoon Kim, EunjuKo, Bing Xu, YoosunHan (2012), Increasing customer equity of luxury fashion brands through nurturing consumer attitude, *Journal of Business Research*, 65, 1495- 1499.

REFERENCES (Cont.)

- McREL (2010). *Research for Education and Learning*. Book International
- Papichaya Charoenwan (2011). *Designing – Store experiences of UK high – Street Fashion Brands: A study of Future Retail Branding*. Thesis Study, University of Bath
- Patchakrun Portibenjakun (2007) *Factors affecting the decision to purchase lingerie brand Wacoal. Of female consumers in Bangkok*. Master of Marketing, Thesis Study Srinakharinwirot University
- Pichamon Malikhaw (2013), *Factors Affecting to the Purchasing Behavior of Female Fashion Clothing through Facebook*. Thesis Study, Rajamangala University
- Ratchagwikron Sathaworn (2011) "Purchasing behavior, and marketing factors that affect consumer purchases of garments in the market. "Walking with Lucky Plaza", No 1 Page 2
- Sathaworn (2010). *Purchasing Behavior and marketing factors that affect consumer purchases of garments in the market. "Walking with Lucky Plaza"* Independent Study, Chiang Mai University
- Seri Wongmonta. (1999). *Marketing Strategies: Marketing plan*, Bangkok: Dongkaman
- Seri Wongmonta. (1999). *Marketing Strategies: Marketing plan*, Bangkok: Theeraprem and Chaithax
- Siriwan Serirat and the Faculty (1998). *Consumer behavior*, Bangkok: Theeraprem and Chaithax
- Siriwan Serirat and the Faculty. (2003). *Marketing management: a new era*, Bangkok: Thammasan
- Siriwan Serirat and the Faculty. (2006) *Market Research*, Bangkok: Thammasan
- Solomon Michael R., Rabolt Nancy j., (2002) *Consumer Behavior in Fashion*. Book International
- Sudsaroj. (2005). *Marketing Strategies*, Bangkok
- Suporn Sarirat. (2001). *Consumer behavior*, Bangkok: AR Businesspress

REFERENCES (Cont.)

- Thanyawan Yrouwasang (2013). *Behavior and the Factors Affecting the Decision to Buy Clothes through Facebook in Terms of Types of Market Factors, Bang Bua Thong District, Nonthaburi Province*. Independent Study, North Bangkok University
- Thongchai Suntiwong. (1 9 9 7). *Personnel management*, 9th Edition Bangkok: Thai WatanaPanich
- Unknow (2014) “*Modal MBA HOLIDAY*” available at 24 October, 2013 on <http://marketingthai.blogspot.com/2011/09/consumer-needs.html>
- Wikranda Punkpingmang. (2009). *Fashion shopping behavior of female undergraduate*. Thesis Study, Chiang Mai University
- Write.com (n.d.), “Data Triangulation: How the Triangulation of Data Strengthens Your Research”, Writing Research Article, available at <http://www.write.com/writing-resources-articles/research-writing/research-process/data-triangulation-how-the-triangulation-of-data-strengthens-your-research/>



Stamford International University

To: Respondents

We are studying the "Factors influencing the decision to purchase clothing in inner Bangkok" your answers will be valuable for research let me, in which case, the answer is right or wrong. We are only interested in your opinions and want a straight answer truthfully to you all answers will be kept confidential I thank you very much for your efforts in this questionnaire. The questionnaire is divided into three parts.

Part 1: Personal data of the respondents

Part 2: Reviews of marketing mix influencing how customers decide to buy fashionable clothes at the inner area Bangkok

Part 3: Reviews of external incentives, family, social, business, cultural and economic stimuli influencing how customers decide to buy fashionable clothes at the inner area Bangkok

Part 4: Factors that influence the decision to purchase clothing at the inner area of Bangkok

I, therefore, ask cooperation in completing this questionnaire truthfully as possible. And thank you all for please respondents in this

Part 1: Personal data of the respondents

Please mark on the blank you want to select

1. Gender:

Male

Female

2. Age:

1. 15 - 24 year

2. 25 - 34 year

3. 35 - 44 year

4. 45 - 54 year

5. Above 55 years

3. Career:

- | | | | |
|--------------------------|-----------------------------------|--------------------------|----------------------------|
| <input type="checkbox"/> | 1. Students / students / students | <input type="checkbox"/> | 2. Government / enterprise |
| <input type="checkbox"/> | 3. Private companies | <input type="checkbox"/> | 4. Owner / Freelance |
| <input type="checkbox"/> | 5. Others..... | | |

4. Education:

- | | | | |
|--------------------------|----------------------------|--------------------------|-----------------------------------|
| <input type="checkbox"/> | 1. Less than High School | <input type="checkbox"/> | 2. High School / year of college. |
| <input type="checkbox"/> | 3. Diploma / Higher | <input type="checkbox"/> | 4. Bachelor's Degree |
| <input type="checkbox"/> | 5. Above Bachelor's Degree | | |

5. Monthly Income:

- | | | | |
|--------------------------|----------------------------------|--------------------------|-------------------------|
| <input type="checkbox"/> | 1. Less than or equal 5,000 Baht | <input type="checkbox"/> | 2. 5,001 - 10,000 Baht |
| <input type="checkbox"/> | 3. 10,001 - 15,000 Baht | <input type="checkbox"/> | 4. 15,001 - 20,000 Baht |
| <input type="checkbox"/> | 5. 20,001 - 25,000 Baht | <input type="checkbox"/> | 6. Above 25,001 Baht |

Part 2:Reviews of marketing mix influencing how customers decide to buy fashionable clothes at the inner area Bangkok

Please mark on the blank you want to select

- | | |
|--|-------------------------------------|
| <input type="checkbox"/> 1. Modern / New Fashion | <input type="checkbox"/> 2. Classic |
| <input type="checkbox"/> 3. Luxury | <input type="checkbox"/> 4. Sports |
| <input type="checkbox"/> 5. Other (please specify) | |

2. Style of dress that you like?

- | | |
|--|--|
| <input type="checkbox"/> 1. The cute / sweet | <input type="checkbox"/> 2. Avant / Sexy |
| <input type="checkbox"/> 3. Casual | <input type="checkbox"/> 4. Vintage / retro. |
| <input type="checkbox"/> 5. Other (please specify) | |

3. Buying decisions what to consider?

- | | |
|--|--|
| <input type="checkbox"/> 1. Patterns and designs | <input type="checkbox"/> 2. Quality / Material |
| <input type="checkbox"/> 3. Popularity | <input type="checkbox"/> 4. Brand / Brand (Brand Name) |
| <input type="checkbox"/> 5. Other (please specify) | |

4. Average amount you buy clothes each time?

- | | |
|---|--|
| <input type="checkbox"/> 1. Less than or equal 500 Baht | <input type="checkbox"/> 2. 501 - 1,000 Baht |
| <input type="checkbox"/> 3. 1,001 - 2,000 Baht | <input type="checkbox"/> 4. 2,001 - 3,000 Baht |
| <input type="checkbox"/> 5. Above 3,000 Baht | |

5. Popular place to buy clothes as often as possible?

- 1. Department stores like Central, the mall, etc..
- 2. Mall luxury such as Siam Paragon, Central World, Emporium, Gaysorn Plaza
- 3. Markets like Chatuchak, Wang Lang, SuanLum Night Bazaar, etc.
- 4. Community Mall / Lifestyle Mall as The Circle, The Walk, etc.
- 5. Other (please specify)

6. Place. Which do you think is convenient and appropriate to buy fashion clothing as possible.

- 1. Siam Paragon
- 2. Central World
- 3. Siam Center
- 4. Siam Square
- 5. Other (please specify)

7. You like fashion at a discount in any form.

- | | |
|--|---|
| <input type="checkbox"/> 1. Buy 1 Get 1 | <input type="checkbox"/> 2. Discount 1-50%. |
| <input type="checkbox"/> 3. Collect Points | <input type="checkbox"/> 4. Premium. |
| <input type="checkbox"/> 5. Other (please specify) | |

8. What is your favorite stores "Service"

- | | |
|---|--|
| <input type="checkbox"/> 1. Service while you buy | <input type="checkbox"/> 2. After-sales service. |
| <input type="checkbox"/> 3. Giving gifts to you (as a bonus). | <input type="checkbox"/> 4. Warranty |
| <input type="checkbox"/> 5. Other (please specify) | |

Part 3:Reviews of external incentives, family, social, business, cultural and economic stimuli influencing how customers decide to buy fashionable clothes at the inner area Bangkok

Please mark on the blank you want to select

1. A decision to buy your clothes. You are aware of any major group.

- | | |
|--|--|
| <input type="checkbox"/> 1. Family | <input type="checkbox"/> 2. Kin |
| <input type="checkbox"/> 3. Friends | <input type="checkbox"/> 4. Guest recommend that you buy |
| <input type="checkbox"/> 5. Other (please specify) | |

2. What made you decide to buy fashionable clothes.

- | | |
|--|---|
| <input type="checkbox"/> 1. Society | <input type="checkbox"/> 2. Friends |
| <input type="checkbox"/> 3. Trend | <input type="checkbox"/> 4. Layout and design |
| <input type="checkbox"/> 5. Other (please specify) | |

3. In the clothing business Affect the decision to buy your clothes in any form.

- | | |
|--|---|
| <input type="checkbox"/> 1. Promotion | <input type="checkbox"/> 2. Services |
| <input type="checkbox"/> 3. Layout and design | <input type="checkbox"/> 4. Brand / Brand (Brand Name). |
| <input type="checkbox"/> 5. Other (please specify) | |

4. To dress your What do you take into account

- | | |
|--|------------------------------------|
| <input type="checkbox"/> 1. Culture | <input type="checkbox"/> 2. Trend |
| <input type="checkbox"/> 3. Needs | <input type="checkbox"/> 4. Social |
| <input type="checkbox"/> 5. Other (please specify) | |

5. Do you think the economy factors may be involved.

- | | |
|--|--|
| <input type="checkbox"/> 1. Price | <input type="checkbox"/> 3. Promotion of the store. |
| <input type="checkbox"/> 2. After-sales service. | <input type="checkbox"/> 4. Gift to you (as a bonus) |
| <input type="checkbox"/> 5. Other (please specify).... | |

Part 4: Factors that influence the decision to purchase clothing at the inner area of Bangkok

Please mark on the blank that meets critical to your purchase just one box

Explanation: 5 = Strongly Agree, 4 = Agree, 3 = Neither Disagree nor Agree, 2 =Disagree, 1 = Strongly Disagree

Factors affecting the decision to purchase fashionable clothes. In inner Bangkok	Level Comment				
	5	4	3	2	1
Product					
1. Brands of fashion clothing Supplied in inner Bangkok.					
2. Fashion clothing sales in a Bangkok has exquisite tailoring					
3. Fashion clothing has a variety to choose					
4. Quality clothing needs.					
5. Sells clothing with modern designs.					
6. Clothing sells a variety of famous brands.					
7. Clothing in a variety of sizes.					
8. Clothing, a variety of items available.					

Price					
1. Fashion supplied in inner Bangkok appropriate compared to the prices					
2. Price of the garments is showing clear.					
3. Support payments by credit card.					
4. The payment system is secure.					
5. Able to compare prices easily					
6. Negotiating the simple					

Place					
1. Convenience in travel (Such as travel by MRT BTS)					
2. Variety of distribution channels (As there are many stores to choose)					
3. Where to buy a modern (Such as Siam Paragon, Central World, Emporium, Gaysorn Plaza, etc.)					

Promotion					
1. Advertising					
2. Reduced price and various promotion					
3. The giving of gifts (such as coupons, product samples)					
4. The after-sales service (such as Store News)					
5. Warranty and Service shops					

Other Attract					
1. Family is a part of the decision.					
2. Contemporary society can be tempting to buy fashion brand					
3. The growth of the garment.					
4. Culture change.					
5. The economic change.					



The Results of IOC

Questionnaire	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	IOC Average	
Part 1:	Q1	1	1	1	1	0	
	Q2	1	1	1	1	1	
	Q3	1	1	1	1	1	
	Q4	1	1	1	1	1	1
	Q5	1	1	1	1	1	1
Part 2:	Q1	1	1	1	1	1	
	Q2	1	1	1	1	1	1
	Q3	1	1	1	1	1	1
	Q4	1	1	1	1	1	1
	Q5	1	1	1	1	1	1
	Q6	1	1	1	1	1	1
	Q7	1	1	1	1	1	1
	Q8	1	1	1	1	1	0.9
Part 3:	Q1	1	1	1	1	0	
	Q2	1	1	1	1	1	
	Q4	1	1	1	1	1	1
	Q4	1	1	1	1	1	1
	Q5	1	1	1	1	1	1
Part 4: Product	Q1	1	1	1	1	1	1
	Q2	1	1	1	1	1	1
	Q3	1	1	1	1	1	1
	Q4	1	1	1	1	1	0.9
	Q5	1	1	1	1	1	1
	Q6	1	1	1	1	0	1
	Q7	1	1	1	1	1	0.9
	Q8	1	1	1	0	1	1
Part 4: Price	Q1	1	1	1	1	1	1
	Q2	1	1	1	1	1	0.9
	Q3	1	1	1	1	0	1
	Q4	1	1	1	1	1	1
	Q5	1	1	1	1	1	1
	Q6	1	1	1	1	1	1
Part 4: Place	Q1	1	1	1	1	1	1
	Q2	1	1	1	1	1	1
	Q3	1	1	1	1	1	1
Part 4: Promotion	Q1	1	1	1	1	1	1
	Q2	1	1	1	1	1	1
	Q3	1	1	1	1	1	1
	Q4	1	1	1	1	1	1
	Q5	1	1	1	1	1	1

The Results of IOC (Cont.)

Questionnaire	Expert 1	Expert 2	Expert 3	Expert 4	Expert 5	IOC Average
Part 4: Other						
Incentives						
Q1	1	1	1	1	1	1
Q2	1	1	1	1	1	
Q3	1	1	1	1	1	
Q4	1	1	1	1	0	0.9
Q5	1	1	1	1	1	
Overall	1	1	1	0.9	0.8	0.97





APPENDIX C
THE RESULTS OF CORNBACH ALPHA (40 SAMPLES)

Case Processing Summary

Cases	N	%
Valid	40	100.0
Excluded ^a	0	.0
Total	40	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.812	.792	27

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.203	3.775	4.550	.775	1.205	.037	27
Item Variances	.537	.254	1.177	.923	4.636	.061	27

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brands of fashion clothing Supplied in inner Bangkok.	109.42	55.687	.596	.	.791
Fashion clothing sales in a Bangkok has exquisite tailoring.	109.32	58.020	.589	.	.793
Fashion clothing has a variety to choose	109.05	64.613	.162	.	.812

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Sells clothing with modern designs.	109.20	65.292	.118	.	.813
Clothing sells a variety of famous brands.	109.35	61.721	.318	.	.807
Clothing in a variety of sizes.	109.22	62.692	.373	.	.805
Clothing, a variety of items available.	109.15	65.156	.127	.	.813
Fashion supplied in inner Bangkok appropriate compared to the prices	109.40	58.759	.556	.	.795
Price of the garments is showing clear	109.25	61.372	.455	.	.802
Support payments by credit card.	109.10	58.759	.574	.	.795
The payment system is secure.	109.17	59.276	.640	.	.794
Able to compare prices easily	109.50	62.974	.387	.	.805
Negotiating the simple	109.57	60.558	.420	.	.802
Convenience in travel (Such as travel by MRT BTS)	109.00	62.667	.339	.	.806
Variety of distribution channels (As there are many stores to choose)	109.15	64.900	.158	.	.812

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Advertising	109.30	60.164	.499	.	.799
Reduced price and various promotion	109.25	60.551	.450	.	.801
The giving of gifts (such as coupons, product samples).	109.50	59.487	.494	.	.798
The after-sales service (such as Store News)	109.70	57.651	.535	.	.795
Warranty and Service shops.	109.55	57.536	.511	.	.797
Family is a part of the decision.	109.35	66.131	-.016	.	.821
Contemporary society can be tempting to buy fashion brand	108.92	66.840	-.071	.	.818
The growth of the garment.	109.10	68.297	-.220	.	.824
Culture change.	109.22	63.358	.236	.	.810
The economic change.	109.42	67.276	-.107	.	.826

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
113.47	66.512	8.155	27



Staff interviews “MANGO”

MANGO clothing brand is famous as a priority in many countries; Salesperson has an interview with researchers follows

What do you think attracts customers to buy your clothes?

Answers:

- Design
- Brand Reputation
- Location

Staff stated that the MANGO what attracts customers to buy products with the absolute best MANGO Design is the design of the clothes which are designed with remarkable MANGO clothes every age range from teenagers to working professionals. There are clothes that are designed in style that's elegant and stylish can be worn on many occasions, including the design of MANGO is designed in the style clothes that simply look good, so the clothes can attract customers to buy at the store.

Staff has further informed that the clothes brand MANGO has known in many countries in this part of MANGO brand can attract customers with the brand. Brand Reputation with its own brand MANGO has named the voice in the clothing in many countries, sometimes it does not need to call the customer comes into the store because the customer is known to travel on my own brand MANGO. However, it has been able to sell its own brand MANGO.

Staff also notifies Location is important as well to complete the sale because the current Location is very good shop, whether it is a place to set up shop. This is a very well known client because the place was established in Bangkok in class. Of course, this place is the location at the center of the fashion of it. So the stores can sell more products.

Most customers buy your clothes at any moment?

Answers:

- Since opening shop

Moments of coming shop in stores staff stated that the customer will buy the product since opening the shop

Most customers who buy your clothes in the age range?

Answers:

- Adolescent till working

Staff stated that our clients range from teens to shop. The working age because the clothes MANGO Variety of different ways, whether it is a party dress, dress for work or dress wear casual clothing brand MANGO, so there must be customers of all ages

Most customers will buy your clothes at price?

Answers:

- 10,000 Up

Staff stated that most customers who bought the clothes brand MANGO some group will buy back a lot. Representing 50% of the customer's purchase price up to 10,000 baht, accounting for 50% of the customers to buy the product for less than 10,000 baht, which is the salesman says. Customers will buy a few options like buying a 1-2 unit only.

Do you think that your clothing design to attract customers to buy your product or not?

Answers:

- Of course

Staff stated that the MANGO fashion brands, which is another way to attract customers to come if you are interested in our products, designed to meet the needs of our customers. It takes to attract customers into the store to buy more, and at present there are many competitors out a variety of clothing styles. So the clothing is very important. To attract customers to the store and are interested in our products.

Do you think that the location can attract customers to buy your product or not?

Answers:

- Of course

Staff stated that the location was important in attracting customers to purchase with the merchant. If the store is located in places where there are crowds I went shopping it will most certainly be able to attract customers into the store to buy more.

Do you think that the location stores convenience of the customer journey or not?

Answers:

- Of course

Location of stores that currently is getting comfortable for sure. Because both sides have BTS, MRT can travel to the stores quickly.

Do you think that the place where your shop is known and famous or not?

Answers:

- Of course

Where is the place to shop the most known among customers. The facility is located at the inner area of Bangkok, which is considered a source of international and local fashion. This is the place Known in the country. So it maybe the main reason customers choose to travel to shop at this place.





Staff interviews “ZARA”

Zara clothing brand is famous as a priority in many countries; Salesperson has an interview with researchers follows.

What do you think attracts customers to buy your clothes?

Answers:

- Design
- Brand Reputation
- Location

Zara has Design prominent to attract customers to your wardrobe with Zara by the salesman that the Design of the brands Zara has designed several styles such as styles, elegant look, sour Sexy as well lovely casual style to the sales staff also informed that the clothes attract customers to buy other style is style steamed sweet which is ruff. And printed on the fabric Therefore, the design can attract customers to buy your clothing brand Zara.

The salesman added that another reason. The client is interested in clothes It is sold with the brand that I want, which is known for its Zara clothing leading reputation in different countries, then it is not difficult for customers to purchase a product because of its reputation to attract customers on its own.

Also notice that the salesperson whether the Design, Brand Reputation is one that can attract customers in the place of sale. The salesperson informed that the distribution is a crucial part of attracting customers to purchase items from the shop if that place is the place. Customers who have bought a lot of products it is an opportunity to remember the same distribution so, where to buy, it is important as well.

Most customers buy your clothes at any moment?

Answers:

- Since opening shop

Zara's that time of coming shop at most stores. Most customers will come to shop at the store any time from the opening until the closing.

Most customers who buy your clothes in the age range?

Answers:

- Adolescent till working

Staff stated that our clients range from teens to shop the working age Due to the Zara clothing range Different patterns away whether it is set to the time at leisure. Set to the party as to which Zara has set to work with children as well. Of course, the Zara clothing brand will have customers of all ages.

Most customers will buy your clothes at price?

Answers:

- 10,000 Up

Staff stated that most customers who bought the clothes brand Zara in each buy back as many think. 60% of the customer's purchase price up to 10,000 baht, accounting for 40% of the customers to buy the product for less than 10,000 baht, which is the salesman says. Customers will buy a few options like buying a 1-2 unit only.

Do you think that your clothing design to attract customers to buy your product or not?

Answers:

- Of course

Staff stated that Designing clothes is another way to attract customers to the products they are interested if the design meets the needs of the customer. It takes to attract customers into the store to buy more.

Do you think that the location can attract customers to buy your product or not?

Answers:

- Of course

Staff stated that as has been stated above that place, it is important to attract customers to buy the product stores because the stores located on site a group of people I went shopping It will most certainly be able to attract customers into the

store to shop. The salesman says The shop is located on site a source of fashion by then. Sure to attract customers into the store to buy more for sure.

Do you think that the location stores convenience of the customer journey or not?

Answers:

- Of course

Location of stores that currently is getting comfortable for sure because both sides have BTS, MRT can travel to the stores quickly

Do you think that the place where your shop is known and famous or not?

Answers:

- Of course

Whereistheplacetoshop the most known among customers the facility is located at the inner area of Bangkok, which is considered a sourceof international and local fashion this is the place Known in the country. So it maybe the main reason customers choose to travel to shop at this place.





APPENDIX F

STAFF INTERVIEWS “JASPAL”

Staff interviews “JASPAL”

Jaspal clothing brand is famous as a priority in many countries, Salesperson has an interview with researchers follows

What do you think attracts customers to buy your clothes?

Answers:

- Design
- Brand Reputation
- Location
- Designer
- Presenters

Jaspal with design outstanding to attract more customers to your clothing with Jaspal by the salesman that the design of the brand, Jaspal has designed several styles such as styles, elegant look, sour Sexy as well the style is pretty casual, so Design can attract customers fairly.

The salesman added that another reason. The client is interested in clothes It is sold with the brand of which I want Jaspal It is known for its reputation in clothes for different countries. So it can attract customers on its own.

Another is to attract customers in the place of sale. The salesperson informed that the distribution is a crucial part of attracting customers to purchase items from the shop if that place is the place customers who have bought a lot of products. It is an opportunity to remember the same distribution so, where to buy, it is important as well.

Designer it is an important part of attracting customers as well if the store is famous Designer shop will be able to attract more customers.

Presenters It is the other part of the attraction steamed up because if the Presenters famous one to get presentation of the shop the store, it will become more and more important. Can attract new customers Added a new customer as well.

Most customers buy your clothes at any moment?

Answers:

- Since opening shop

Sales of Jaspal that most customers will come to shop at the store any time from the opening until the closing and if you look at the number of customers who buy products. It was after office hours.

Most customers who buy your clothes in the age range?

Answers:

- Adolescent till working

Staff stated that our clients range from teens to shop the working age because the clothes Jaspal variety of different companies whether it is set to the time at leisure set to party includes a dress to work, but if you see the number of customers who buy products of most stores. It is the customers who are teenagers

Most customers will buy your clothes at price?

Answers:

- 10,000 Up

Staff stated that Most customers who bought the clothing brand Jaspal each time to buy back as many think 30% of the customer's purchase price up to 10,000 baht, accounting for 70% of the customers to buy the product for less than 10,000 baht, which is the salesman says. Customers will buy a few options like buying a 1-2 unit only.

Do you think that your clothing design to attract customers to buy your product or not?

Answers:

- Of course

Staff stated that Designing clothes is another way to attract customers to the products they are interested in if the design meets the needs of the customer. It takes to attract customers into the store to buy more.

Do you think that the location can attract customers to buy your product or not?

Answers:

- Of course

Staff stated that the count is important in attracting customers to purchase with the Merchant if the store is located in places where there are crowds I went shopping It will most certainly be able to attract customers into the store to buy more.

Do you think that the location stores convenience of the customer journey or not?

Answers:

- Of course

Location of stores that currently is getting comfortable for sure. Because both sides have BTS, MRT can travel to the stores quickly.

Do you think that the place where your shop is known and famous or not?

Answers:

- Of course

Where is the place to shop the most known among customers the facility is located at the inner area of Bangkok, which is considered a source of international and local fashion this is the place known in the country. So it maybe the main reason customers choose to travel to shop at this place.





APPENDIX G
LIST OF EXPERTS

LIST OF EXPERTS

NAME	POSITION
1. Associate Professor Kanathip Thongrawee	Faculty of Law Assistant Dean for Academic Affairs Saint John's University
2. Ms. Bhakhakanok Rattanawaraporn	Faculty Liberal arts Saint John's University
3. Undisclosed Information	Store Manager of Mango
4. Undisclosed Information	Store Manager of Zara
5. Undisclosed Information	Sales Staff of Jaspal



BIOGRAPHY

NAME Rapeeporn Aonweang

DATE OF BIRTH 30 December 1987

EDUCATION

2014 Master of Business Administrations
Stamford International University

2010 Bachelor of Arts Tourism English for International
Communication
Saint John's University

NATIONALITY Thai

EMAIL ADDRESS rapeeporn.a@gmail.com