

Chutaporn Paryuckkachart 2014: The Influential Factor of Generation Y Lifestyle  
Pattern towards Buy Luxury Brand Name Clothing. Master of Business Administration,  
Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor:  
Mr. Paitoon Chetthamrongchai, Ph.D. 133 pages.

The purposes of this paper are to study about the followings. Explaining the life style of Generation Y, studying their attitude toward brand name clothes, buying behavior on brand name clothes, explaining the relationships between life style and attitude toward the image of brand name clothes, studying life style of Generation Y that affect the behavior when buying brand name clothes, explaining the attitude toward brand image that affects the buying behavior of brand name clothes by collecting 400 surveys and using AMOS method.

The paper found that the group samples are mostly women and 26 to 30 years old. Most of the sample are graduated at least bachelor degree and earn less than 20,000 baht per month. The minorities are sample from the age of 19 to 25 years old and also education level above master degree.

This paper presents same recommendation as the relationship between Gen Y life style and perspective toward brand name products, buying behaviors of Gen Y on brand name products, and the attitude toward brand image that affect buying behaviors on brand name products. This the interview survey of this paper is using AMOS to help analyzing data.

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