

Arunsri Tan-orachorn 2014: Effect of Fashion Display in Department Stores on Customer Buying Decision. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Police Lieutenant Colonel. Watcharapong Panittumrong, Ph.D. 128 pages.

This research aim to study (1) Department stores customer buying decision (2) Differences in personal factors of customers with fashion products buying decision (3) Differences in personal factors of customers with fashion display and (4) Effect of fashion display on buying decision Differences in personal factors of customers with fashion display. The study is a quantitative research by using descriptive and survey research. Questionnaires used to collect from samples are 385 sets. The data set is analyzed by applying descriptive statistics including frequency, percentage, mean, and standard deviation. And inference statistics used in this study are Pearson's Correlation Coefficient and Regression Analysis test at a significant level of 0.05.

The results show that the majority samples agreed with fashion display in department stores is very positive. Samples strongly agree in the customer enters the store with a sign in front of a showcase for the most important and the second is colors importance for fashion display. Samples opinion in fashion products buying decisions for strongly agree in the price toward fashion products buying decisions, buy more if the price is low. Hypothesis tests are found that the age and average income per month of the personal factors toward fashion products buying decisions, window display toward fashion products buying decisions on the classification of customers according to age and average income per month, interior display toward fashion products buying decisions on age, and the light and colors in display toward fashion products buying decisions on the classification of customers according to gender and age. Fashion display in department stores had the positive correlate fashion products buying decision.

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Thesis Advisor's signature