

Natthanicha Manator 2014: Factors Affecting Attitudes and Purchase Intention of Male Body Lotion Products among Male Consumers in Bangkok. Master of Business Administration (Industrial Administration and Development), Major Field: Industrial Administration and Development, Faculty of Management Sciences. Thesis Advisor: Assistant Professor Thanawut Limpanitgul, Ph.D. 137 pages.

The primary purpose of this study is to examine factors affecting attitudes and purchase intention of male body lotion among male consumers in Bangkok. Factors investigated are in the study were brand consciousness, reference groups, fashion innovativeness, consumer product involvement and perceived risk. Questionare was developed and distributed to Thai male consumers aged 20-45 years in Bangkok, resulting in 400 samples. Data are analyzed using descriptive statistics and structural equation model.

The results indicate that the good fit between the conceptual model and empirical data. Influencial factors on attitude of consumers (whom use other body lotion or whom did not use body lotion 207 samples) toward male body lotion include consumer product involvement, reference groups and perceived risk (0.30, 0.22 and -0.19, respectively). Determinants on attitude of consumers (whom use male body lotion 193 samples) toward male body lotion include reference groups, perceived risk, brand consciousness and consumer product involvement (0.53, -0.37, 0.32 and 0.32, respectively). Attitude of consumers (both groups) toward male body lotion affected purchase intention at the significance of 0.001 level.

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