

Abstract

The research “Lifestyle of Working Men in Bangkok Metropolitan Areas” is a survey research that is classified as one shot descriptive study. Questionnaires are used to collect data. The objective is to study lifestyles of working men in Bangkok Metropolitan Areas. The number of population is 928,334 (NSO, 2006) at the age 20-49 in these areas. These working men is interesting to study because they are independent so they can decide to make purchase with their own money. Furthermore, they highly intend to purchase clothe and accessories.

When the researchers analyzed data based on AIO and factor analysis, the research found that the working men are grouped into 15 categories;

- 1) Environmental alert
- 2) Fashionable
- 3) So hygienic
- 4) Always Dharma
- 5) Adventure lover
- 6) Trial and error
- 7) Family oriented
- 8) My life my home
- 9) Never say no to friends
- 10) Democratic men
- 11) Very executive
- 12) OTOP men
- 13) Very conservative
- 14) Workaholic
- 15) Always betting