FAST FASHION IN BANGKOK: A STUDY ON RELATIONSHIP BETWEEN CUSTOMER DEMOGRAPHY, MARKETING MIX, AND BRAND LOYALTY RELATING TO PRODUCT PURCHASE BY CUSTOMERS

PEEM CHAIHUADCHAROEN

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

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The Graduate School

Title: Fast Fashion in Bangkok, A Study on Relationship Between
Customer Demography, Marketing Mix and Brand Loyalty Relating
to Product Purchase by Customers

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thesis title:	Fast Fashion in Bangkok, A Study on Relationship Between
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	Relating to Product Purchase by Customers
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Abstract

The objectives of this study were (1) To investigate the relationship between demography customer and product purchase, between marketing mix elements and product purchase and between brand loyalty and product purchase. (2) To identify which group of customer contributes Fast Fashion Sales in Bangkok, which marketing mix element contributes Fast Fashion Sales in Bangkok, does Brand loyalty contribute Fast Fashion Sales in Bangkok.

Research Methodology**:** The sample consisted of 400 fashion consumers only in Bangkok, obtained by non-probability sampling design by using convenience sampling. The employed research instrument was One-way ANOVA, this statistical tool was utilized to test hypotheses and determine the significant of demographic data and perception on brand loyalty of respondents and another tool is Multiple Regression is a technique used to study the relationship between a variable outcome and a set of explanatory or predictor variables to test hypotheses and determine the significant of Relationship between Marketing Mix, and Brand Loyalty relating to Product Purchase. The entire research hypotheses were tested 0.05 level of significance. If the significant level is more than 0.05 the null hypothesis is to be rejected, if the significant level is more than 0.05 the null hypothesis then it is accepted.

Research findings were as follows: (1) From demographic aspect found that majority of respondents is female, age range is between 21 – 30 years old, single marital status, educational level is bachelor degree, private company officer and monthly income range at 10,001 THB - 20,000 THB, for purchase frequency data reveal majority of customers purchase once a month and they spend 1,001 - 2,000 THB per time. (2) The findings express relationship between marital status and purchase frequency (0.020), educational level and purchase frequency (0.007) place and purchase frequency (0.047), occupation and amount spent per time (0.002), and monthly income and amount spent per time (0.000)

Keywords: Fast Fashion, Customer Demography, Marketing Mix, Brand Loyalty

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CHAPTER 1

INTRODUCTION

This chapter is composed of the problem statement, objectives including research questions, significance of the study, scopes and limitations, conceptual frame and research hypothesis, basic assumption, and the definitions of terms.

1.1 Problem Statement

This research explores the Relationship between Customer Demography, Marketing Mix, and Brand Loyalty relating to Product Purchase (Purchase Frequency and Amount Spent per Time) of Fast Fashion in Bangkok. Due to the lack of knowledge in fast fashion consumer behavior in Bangkok to make the understanding in this industry, this is the existing problem which restricts the further development of fast fashion market in a way. Recently, the existing works and the research about the connection between fashion and consumer behavior is not plenteous, however a few researches have been contributed in this area, for example, the book Consumer behavior in fashion by Michael R. Solomon and Nancy J. Rabolt in 2004 (Solomon & Rabolt, 2009) provided a comprehensive analysis of today's fashion consumer. But for the fast fashion field, which should be separately treated from ordinary fashion field, seldom study in consumer behavior involves or pay attention to this newly growing market because firstly the fast fashion is always considered as a small part of fashion industry, so the features of fast fashion and its own consumer characteristics are ignored. This research also will explore the Marketing mix, a business tool used in marketing products. The marketing mix is often crucial when determining a product or brand's unique selling point (the unique quality that differentiates a product from its competitors), and is often synonymous with four Ps: price, product, promotion, and place from the perception of customer whether they are influenced to purchase by 4Ps or they are influenced by other factors. Another reason is that, there is no research conducted in Thailand focusing on Brand Loyalty in Fast fashion field. Brand loyalty is important because it is a key driver of the repeat purchase behavior and the repeat

purchase generates long term value. (Asseal, 1998) It is difficult and expensive to gain new customers, thus brand loyal customers hold consummate appeal to marketers. To deal with these overwhelming choices, consumer develops evoked sets of brands Factors that affect these sets include the value of a consumer' time, the enjoyment of the process or experience, the perceived risk of engaging in choice at all, where a habitual preference or current provider exists, or where alternative choices have unstable pricing (e.g. interest rates) or unknown quality and finally the perceived differential between products or services in sector.

Thus, this research explores the Relationship between Customer Demography, Marketing Mix, and Brand Loyalty relating to Product Purchase (Purchase Frequency and Amount Spent per Time) of Fast Fashion in Bangkok. The reason of unprecedented research on this topic before is that this research will be presented in Exploratory Statistic Survey from real customer behavior and perception.

1.2 Objectives

There have been few researches regarding to relationship between Customer Demography, Marketing Mix and Brand Loyalty especially in fashion area in Thailand. This research will be a discovery of Customer Demography, Marketing Mix and Brand Loyalty in the new angle and very specific area, in this context is Bangkok. The objectives of this study are these following;

1. To investigate the relationship
   - Between Demography Customer and Product Purchase.
   - Between Marketing Mix elements and Product Purchase.
   - Between Brand Loyalty Product Purchase.

2. To identify
   - Which group of customer contributes Fast Fashion Sales in Bangkok?
   - Which marketing mix element contributes Fast Fashion Sales in Bangkok?
   - Does Brand loyalty contribute Fast Fashion Sales in Bangkok?

Research questions

The research is conducted to respond on consumers' behavior and perception of Fast Fashion in Bangkok as following questions:

1. Which one of demographic aspect in this research consisting of gender, age, marital status, education, occupation, and monthly income relate to purchase frequency and amount spent per time?

2. Which one of marketing mix consisting of product, price, place and promotion relate to purchase frequency and amount spent per time?

3.Does brand loyalty relate to purchase frequency and amount spent per time?

1.3 Significance of the study

The purpose of this research is to provide an understanding of theoretical and managerial contributions towards formation of customer's demography, marketing mix, and brand loyalty. This study will exhibit a systematic view of literature by proposing a framework for marketing mix and brand loyalty. All the mentioned customer's demography elements of marketing mix, and brand loyalty will be investigated to significantly explain the formation of product purchases in the fast fashion retailing industry. Bangkok has been chosen as the platform to run this research from the beginning because it is capital in Thailand. Therefore, a study done in Bangkok will illustrate a preliminary picture of the situation before having the research done in other countries. Besides that, it is also more convenient for the research to be done in Bangkok due to the location. The findings of this study will enable fast fashion company to understand the elements or element combinations of marketing mix and brand loyalty that will actually contribute to sales. In the fast fashion industry, to have a customer to be loyal to a brand would be difficult as there are numerous influential elements. This is because the competitions tend to be more

competitive, if they will lose their loyal consumers to their competitors as switching becomes prevalent, building strong consumer loyalty will develop lifetime consumers for their products (Rosenberg, 1984). Fast fashion doesn't focus on retaining their consumers by building a strong brand loyalty so that the consumers might easily switch of brands, innovators or generics in particular. Therefore, they will have to compete with these new entrants using other elements of marketing mix. They could even develop one or more elements into their competitive advantage. There has been no research done on the relation between marketing mix and brand loyalty on product purchase in the scope of fast fashion in Bangkok. Therefore, this research will enable both local and international fast fashion to obtain useful information in retaining their consumers and therefore increasing their market share.

1.4 Scope and limited of the study

Scope:

- **The demography of study**

The population refers in the research means people who live in Bangkok and have consumed fashion. The samplings is 400 respondents of questionnaire

- **Location of study**

The location for this independent study shall be only in Bangkok.

- **Variables of Study**

    Independent variables:
    Customers Demography
    Gender / Age / Marital Status / Education Level /
    Occupation / Monthly Income

    Marketing Mix
    Product / Price / Place / Promotion
    Brand Loyalty

- **Dependent variables:**

     Purchase Frequency

     Amount Spent per Time

Limitation of Study

There are three main factors in this research.

First, lack of fashion consumer behavior in Bangkok survey, when this research has finished, it's hard to compare the results with former survey to discuss about fashion consumer in Bangkok or in Thailand.

Second, area of study is limited. The context of this research very specifically strict on fast fashion retailing industry, that made area of study is very limited, especially the study of fast fashion in Thailand is very few and hard to gather because the majority of researcher is hired to do for only fashion company and serious research cost great deal of money, thus data and information cannot be revealed.

Finally, cultural background and perception of Thai people may affect toward brand loyalty. From my observation, Thai people are always very ambitious with something new as they love to try and update the newest trend. For very clear example, the overture of Krispy Kreme or Garret Popcorn stores at Siam Paragon encouraged Thai people to line up till front of the department store in order to purchase. This phenomenon created a new job for small distributors. They buy the products and sale them with increased price to people who don't want to wait in a queue. Recently, there is no queue at Krispy Kreme anymore. This behavior might show that Thai people might not be cultivated to be loyal on Brand or Product and it's hard to build brand loyalty in Thai people as well.

1.5 Conceptual Framework
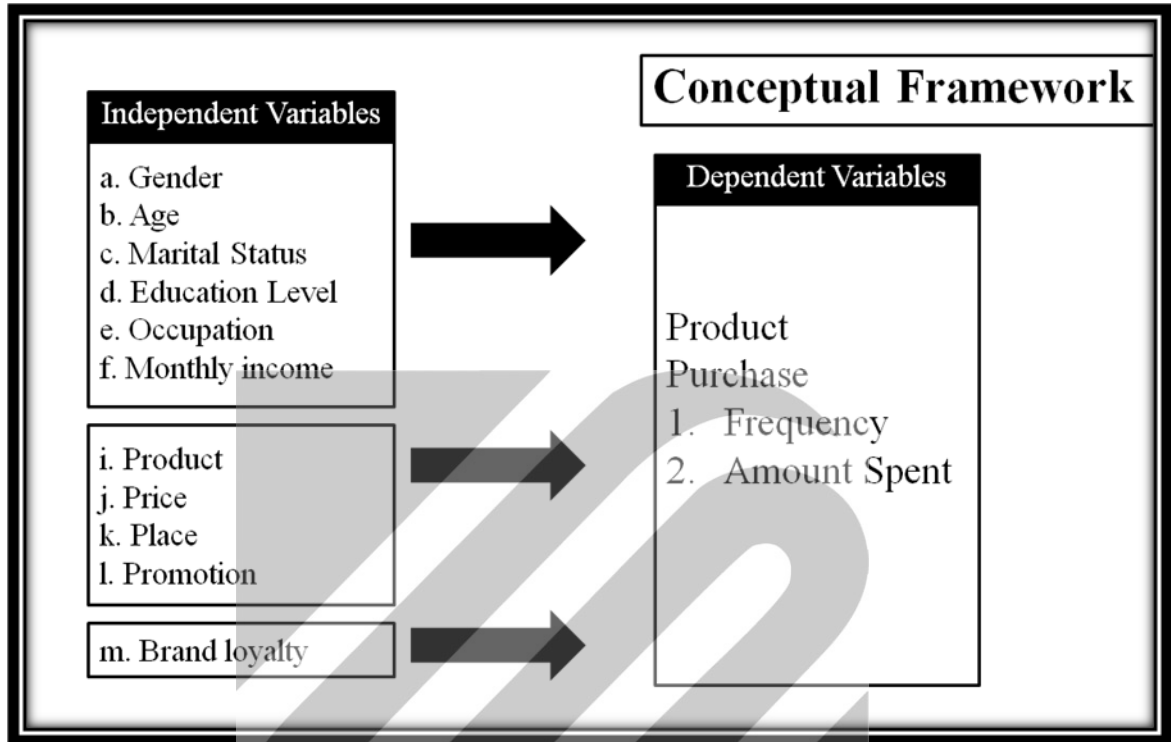
Figure 1.1 Conceptual Framework

Referring to factors that have impact on purchase decision in consumer behavior, then the researcher would like to find out the relationship between Customer Demography, Marketing Mix, and Brand Loyalty relating to Product Purchase (Purchase Frequency and Amount Spent per Time) of Fast Fashion in Bangkok.

1.6 Research Hypothesis

The Research Hypothesis regarding the relationship between Independent Variables and Dependent Variables was described as table following:

Table1.1: Research Hypothesis

	Hypothesis Statement	Test Result
	Dependent Variable: Purchase Frequency	
H1a	H1a: There is a significant relationship between Gender and Purchase Frequency.	Accept or Reject H1a
H1b	H1b: There is a significant relationship between Age and Purchase Frequency.	Accept or Reject H1b
H1c	H1c: There is a significant relationship between Marital Status and Purchase Frequency.	Accept or Reject H1c
H1d	H1d: There is a significant relationship between Education Level and Purchase Frequency.	Accept or Reject H1d
H1e	H1e: There is a significant relationship between Occupation and Purchase Frequency.	Accept or Reject H1e
H1f	H1f: There is a significant relationship between Monthly Income and Purchase Frequency.	Accept or Reject H1f
H1i	H1i: There is a significant relationship between Product and Purchase Frequency.	Accept or Reject H1i

Table1.1: Research Hypothesis (Cont.)

	Hypothesis Statement	Test Result
	Dependent Variable: Purchase Frequency	
H1k	H1k: There is a significant relationship between Place and Purchase Frequency.	Accept or Reject H1k
H1l	H1l: There is a significant relationship between Promotion and Purchase Frequency.	Accept or Reject H1l
H1m	H1m: There is a significant relationship between Brand Loyalty and Purchase Frequency.	Accept or Reject H1m
	Dependant Variable: Amount Spent Per Time	
H2a	H2a: There is a significant relationship between Gender and Amount Spent Per Time.	Accept or Reject H2a
H2b	H2b: There is a significant relationship between Age and Amount Spent Per Time.	Accept or Reject H2b
H2c	H2c: There is a significant relationship between Marital Status and Amount Spent Per Time.	Accept or Reject H2c
H2d	H2d: There is a significant relationship between Education Level and Amount Spent Per Time.	Accept or Reject H2d
H2e	H2e: There is a significant relationship between Occupation and Amount Spent Per Time.	Accept or Reject H2e

Table1.1: Research Hypothesis (Cont.)

	Dependant Variable: Amount Spent Per Time	
H2f	H2f: There is a significant relationship between Monthly Income and Amount Spent Per Time.	Accept or Reject H2f
H2i	H2i: There is a significant relationship between Product and Amount Spent Per Time.	Accept or Reject H2i
H2j	H2j: There is a significant relationship between Price and Amount Spent Per Time.	Accept or Reject H2j
H2k	H2k: There is a significant relationship between Place and Amount Spent Per Time.	Accept or Reject H2k
H2l	H2l: There is a significant relationship between Promotion and Amount Spent Per Time.	Accept or Reject H2l
H2m	H2m: There is a significant relationship between Brand loyalty and Amount Spent Per Time.	Accept or Reject H2m

1.7 Basic Assumption

Due to the lack of data on stats of purchasing decision in fast fashion retailing and so the researcher would like to find this out as an exploratory study on what lead to purchase decision by exploring the different set of relationships which are assumed to relate to each other and affect decision to buy. In this research, sets of relationships consists of three areas (3 independents variables) Customer Demography, Marketing Mix and Brand Loyalty relating to Product Purchase is consisted of 2 dependant variables: Purchase Frequency and Amount Spent per time.

1.8 Definition of terms

1.8.1 Customer Demography

Demographics are the quantifiable statistics of a given population. Demographics are also used to identify the study of quantifiable subsets within a given population which characterize that population at a specific point in time. Demography is used widely in public opinion polling and marketing. Commonly examined demographics include gender, age, ethnicity, knowledge of languages, disabilities, mobility, home ownership, employment status, and location. Demographic trends describe the historical changes in demographics of population over time (for example, the average age of a population may increase or decrease over time). Both distributions and trends of values within a demographic variable are interest. Demographics can be viewed as the essential information about the population of a region and the culture of the people there.

1.8.2 Marketing Mix

The Marketing mix is a business tool used in marketing products. The marketing mix is often crucial when determining a product or brand's unique selling point (the unique quality that differentiates a product from its competitors), and is often synonymous with four Ps: price, product, promotion, and place; in recent times, however, the four Ps have been expanded to seven Ps or replaced by four Cs. There are different sort of four Cs theories today. One is Lauterborn's four Cs (Consumer, Cost, Communication and Convenience); another is Shimuzu's four Cs (Commodity, Cost, Communication, and Channel). The Marketer, E.Jerome McCarthy, proposed a four Ps classification in 1960 which has been used by marketers worldwide.

1.8.3 Product

Having great product is the essential foundation of a great business. In the classical marketing framework, "product" is defined as an item or service that meets a

consumer's need or desire (Business of fashion; 2014: online). Fashion designers are often designing products that people don't yet know they want, and then using the various marketing strategies to pull customer desire. As there are many business and trend considerations involved in the development of a collection. When planning marketing plan, it's important to consider whether they will be aiming to promote the brand or specific products. It is advisable to feature actual product, as this can directly help to drive sales and awareness of key items. For question examples need to be asked before decision to promote brand or specific product, is there an iconic piece from your collection that conveys your message best? Is there unique design or functional features to call out or focus on? Is there a particular lifestyle or activity that you want to associate with your product or brand? Is there a specific person or archetype you want to associate with your brand? What colors are important to the brand DNA, year round or seasonally?

1.8.4 Price

Another marketing mix component that needs to be looked into is the price factor. A consumer making purchase will use price as an important extrinsic cue and indicator of product quality or benefits. This would imply that higher priced products will have characteristics that are more valuable than the lower priced products. According to Kamakura and Russell (1993), high priced brands are often perceived to be of higher quality and less vulnerable to competitive price cuts than low priced brands. It has been supported by previous research that price and perceived quality has a positive relationship (Rao & Monroe, 1989).

In fashion, price is not only a reference to the nominal amount of money being charged for a product. It can also refer to the "value equation" that the brand creates in a consumer's mind. For a price being paid, what qualitative benefits and functional utility is the consumer getting in terms of design, quality, and goodwill? The resulting value equation will have a sizeable impact on how your brand is perceived. This should be considered before any price tickets are printed (Business of fashion; 2014: online).

1.8.5 Place

Distribution is considered as a crucial role in the eventual acceptance and sales of a new product in the market. This is because it determines the availability of the new product to customers. The right distribution method has to planed and developed. in order to reach to right target market. The distribution method need to reflect the target market's buying pattern and allow for maximum availability or contact with if target consumers. Distribution is intensive when a particular product or brand is placed in as many outlets as possible and this strategy is commonly used for products which the consumer requires a great deal of location convenience.

Fashion brands have multiple sales channels through which to reach end consumers. "Place" refers to selling the right product at the right price (value) in the right place (Business of fashion; 2014: online). Brand placement influences customers reach and how product is perceived. Thus, picking the right accounts can have a major impact, not only on financial results, but also on brand image. Brand should always consider the brand equity that they can create or destroy by working with certain retail partners. If brand own direct-to-consumer sales channels (a physical store or a commerce-enabled website), brand has the power of controlling the environment and experience. This gives an opportunity to tell the story exactly as brand want it. It is important for every brand to have a website. This may only require a small investment of time and money, but will be a crucial way to capture the traffic that brand generate when creating interest in brand. The website is as the first window into brand.

1.8.6 Promotion

Promotion is about the communication to the customers through all the available devices for marketing, communication and promotion of company and products and services. The promotional mix is known as the mix of promotional activities such as advertising, sales promotion, public relations, personal selling or sponsorship, (Posner, 2011). Advertising has always been seen as a crucial extrinsic cue depicting product quality (Milgrom & Roberts, 1986). Kirmani and Wright (1989)

have described heavy spending in advertising shows the firm in investing in the brand, which indirectly implies superior quality. Advertising spending capacity are very good indicators for not only superior quality but also good buys (Archibald, Haulman & Moody, 1983). Apart from that Aaker and Jacobson (1994) also found positive relationship between advertising and perceived quality by consumers.

Sales promotion has also been seen to aid in improving consumers brand loyalty. Methods such as special sales, using media to distribute coupons, package coupons, rebates and refunds are some of the methods that fall into the sales promotion factor (Blattberg, Eppen & Lieberman, 1981). Sales promotion has been found to be easily copied and counteracted, thus making it as one of the less desirable methods in order to form brand equity (Aaker, 1991).

1.8.7 Brand Loyalty

According to Jan Møller Jensen, (2011) brand loyalty has been one of the major focus factors of strategic marketing planning as consumers buying habit challenges traditional ideas of brand loyalty, and it offers an important basis for developing a sustainable competitive advantage, an advantage that could be realized through marketing efforts. Loyalty is considered a critical measure of brand equity. This is because; it is a comprehensive indicator of a brand's ability to satisfy consumer needs effectively and also the key driver to profitability.

CHAPTER 2
LITERATURE REVIEW

This chapter comprises of the concepts, theories and other related information which the researcher had studied before the study on the topic of Fast Fashion in Bangkok: A Study on Relationship between Consumer Demography, Marketing Mix and Brand Loyal relating to Product Purchase and relevant information has components which consist of these following topics;

2.1 Fast Fashion

     2.1.1   Fast Fashion Characteristics

2.2 Marketing Mix in Fashion

     2.2.1   Product

     2.2.2   Price

     2.2.3   Place

     2.2.4   Promotion

2.3 Brand loyalty

     2.3.1   Definition of brand loyalty

     2.3.2   Categorizing loyalty types

     2.3.3   Factors of brand loyalty

     2.3.4   Building Brand Loyalty

Fast Fashion

Fast Fashion is a new term used to describe clothing collections that are based on the most recent fashion trends. Fast fashion cycle is moving faster than normal fashion cycle influenced by Internet, technological innovation and globalization, the up-dated rate of fashion becomes rapid, and then turns to form new market and fields, apparently has shorter cycle because it grows and consumes faster (Solomon & Rabolt 2009, p.14).

The phenomenon of Fast Fashion is under –researched academically, but has received attention in most of the fashion and business press. The Fast Fashion concept has generated a Harvard Business School case study, and the fast fashion sale accounts for 12 percent of the UK apparel market (Liz & Gaynor 2006, p.8), meanwhile, the sales of adults' fast fashion clothing have grown an astonishing 11% in an otherwise subdued retail market (TNS n.d.) thus it can be roughly estimated how big the fast fashion market of all over the world exist. In any case, Fast fashion will no longer be ignored.

Key Words in Fast Fashion

Cheap: Cheap can stimulate consumption and make products flow quicker this gives opportunity for the fast fashion brand to have the ability of space and capital to update their garments fast. This is because in the fashion industry everything from production to distribution can be de-localized with relative ease, which makes cheap more widely developed than other industries (Bosshart, 2006) Fast fashion's soul is to make fashion low price and speed, which means cheap plays an essential role in fast fashion. For instant, H&M describes its mission as "Fashion and quality at the best price".

Cater: To focus on the fast strategy, fast fashion brands do anything to shorten their product's shelf time. Not as strict as some luxury brands, fast fashion brands tend to make more response to consumer's preference instead of insisting

some belief.   For example, in Zara, Zara choose to cater the consumers by denying their own design without loss of time. No design stays in shop for more than four weeks, which encourages Zara fans to make repeat visits.

Dominance: A fast fashion system combines quick response production capabilities with enhanced product design capabilities, to both design hot products that capture the latest consumer trends and exploit minimal production lead-times to match supply with uncertain demand (Cachon & Swinney, 2010). All of these need a strong mature group to support and manage. That is why there are only some established fashion brands dominating the fast fashion market.

MARKETING MIX

Product

Product relates to product design, style, fit, sizing, quality, fashion level as well as performance and function, in fashion and textile industry, product is rarely a singular item (Posner, 2011). Collection of product is a complex range or integrated. Designers are generally required to construct well-balanced collections or wholesale or retail ranges that include a variety of different product categories offered at appropriate price points for specific product. The useful questions need to be considered are: Are the products suitable for the specified market? Do the products meet the tangible needs of consumers? How will the products satisfy the intangible desires or aspiration of customers? Does the total product offer or range address the variety of needs relating to the target customers? Is the balance of range or collection correct? Does it have enough choice and variety within it? Product attributes refer to the features, functions and uses of product.

Product benefits represent product's attributes or features might advantage consumer. Clothing has core attributes at the most basic level which offer protection, and safeguard against exposure and nudity. Moreover there are tangible attribute, integrated into the design, manufacture and function of the garment. Garment may be

shown in-store with accompanying marketing material informing consumers about the specific attributes and benefits of the design or material. An item of clothing can also have what are known as intangible attributes. These are more abstract in nature and connect to ideals, perceptions and desires of the consumers do not really buy a product but set of expectations and interpretations, each person perceives a product's combination of attributes and benefits according to their own particular needs and viewpoint.

The total product concept

Theodore Levitt shows the augmented product or total product concept, this model describes four different levels to a product:

- The Generic or core product
- The actual or expected product
- The total or augmented product
- The potential product

If we consider a waterproof coat such a classic trench, then at the most basic the product is a coat. It is a waterproof coat with specific design features and styling details offered at particular quality and price at the next level. It represents everything that the customer receives when they purchase the raincoat, including all elements that contribute to added value, intangible benefits, branding and emotional benefits. The total augmented product relates to everything that is currently being offered, but there is another highly significant layer to consider and that is the potential product. This is everything that could be offered or might be offered in the future. They must innovate and update, moving product design forward each season with new design ideas, fabrics and technologies. The concept of potential product is therefore of vital importance.

Levitt's model highlights another important point. "Consumers don't buy products or product attributes. They purchase benefits and emotional meaning." This

means that potential product must also be about identifying innovative ways to deliver extra value and benefits to the customer.

Price

Price refers to manufacturing costs, wholesale and retail prices, discounted prices and margin and profit. Pricing has two perspectives for marketing purposes; one is from the point of cost, what an item actually costs either to produce or to purchase, for buyer. It is considered complete figure so that it can calculate the total cost. The second standpoint is the selling price; to look at the situation from customer or end-customer's perspective. It is considered from what might be a expected selling price and factors in terms such perceived value and availability. Perceived value reflects the worth of product; it may not directly relate to the cost of product; or the actual cost of production or wholesale purchase price. An understanding of customers' perceptions of value is so very essential, as is awareness of competitor pricing within the marketplace (Posner, 2011).

Research is an important element in understanding pricing both from a customer or end-customer perspective and in terms of the level of the competition. The frequency of price changes so research helps acknowledge insight as following issues;

- How customer perceive price
- What customers consider good value
- How much customers are willing to pay to specific products
- What customers will pay more for
- How much competitors are charging

A well-balanced selection of product will need to be built and associated with pricing strategy devised for the entire offering.

Price Architecture

A pricing structure is built from the lowest cost items up to the most expensive one. This is also known as the price architecture, within the price architecture there should be product offers at:

- Introductory or low price points
- Medium prices
- High price points

The dependence of price architecture is on the type of market, the market level and the product concerned. The proportion of styles and the stock volumes within each of the tiers is adapted so that the business can satisfy the greatest number of customers and generate the highest potential sales margin and profit (Posner, 2011).

Each retail price can be more subdivided with specific price points by all means; the top price might have only four price points and the lowest tier might have something in the region of eight to separate price points. Skillful setting of price points and consideration of the number of styles offered each price within a pricing band are essential elements to the planning of balanced range. It may not seem to reach the desired profit margin on every style but flexing of prices may to increase margin on enough product so that a workable margin is achieved overall.

Cost-plus calculation

The cost-plus pricing can be used as a guidance to determine the producing cost of an item and the calculation of the minimum price that must be charged to recover the original financial investment. The overall cost of a production is calculated from the fixed and variable costs. Fixed costs such as rental cost, salaries and insurance, remains the same whatever amount of product is produced or sold, variable costs are the expenses which are various in direct proportion to quantity of garments manufactured and include the cost of raw materials, packaging, labor and

shopping charges. The minimum prices charged for the product is calculated by diving the total cost by the number of units produced.

Place

Place is about getting the suitable product to the right place at the good time and the proper amount concerning logistics and the various methods of transporting, storing and distributing, merchandise and the means by which a company's products reach their target customer; termed as 'route to market'. This relates to how to distribute and ways to sale (Posner, 2011). The key of sales channels by which apparel product reaches the end-consumer are:

- Direct routes such as the internet or purchasing via telephone
- Service-oriented channels; in the other words a retail store or what is termed as bricks and mortar retail.
- Catalogues- some companies start by producing a catalogue. They may then expand to open stores or operate a concession within another store. Most printed catalogues now also operate a second channel online.
- Public events such as sports or fashion events, or craft or country fairs.
- Trunk shows for invited customers.

Market routes for fashion trade can be via these following channels:

- Trade fairs
- Agent's showroom
- Company-owned showrooms either at head office or located in key global locations.
- Internet
- Via sales team
- Direct from manufacturer
- Via an agent
- Trunk shows

Variations are between retail stores in different national or international locations. The requirement of customer or pattern of purchasing is various. For instance, a store in Germany might carry a different selection of styles and colors compared to the store in southern of Spain. The garment size dimension also may need to be adapted to answer diversity in physique prevalent within different cultures. The product offer will also be indicated by the layout and dimensions of the retail space, not every location offers the same amount of availability. Thus the selected store is required to modify in order to respond the practicalities.

Promotion

Promotion is about the communication to the customers through all the available devices for marketing, communication and promotion of company and products and services. The promotional mix is known as the mix of promotional activities such as advertising, sales promotion, public relations, personal selling or sponsorship, (Posner, 2011). The promotional devices are used to achieve a company objectives. There are many more innovations and creations to promote fashion. The advertising in high-profile fashion magazines is one example of the most recognized promotional drives for fashion such as Vogue or Harper's Bazaar, Grazia or Marie Claire; catwalk and public interest; and the PR and razzamatazz that surrounds celebrities and their endorsement of designer fashion. One way for retailer or fashion wholesaler to advertise their business and provide extra attraction to customers is bringing off an in-house magazine or seasonal brochure. Companies that choose to do producing a high-quality, multi-page publication usually publish on biannual basis, timing editions to promote Spring and Autumn collections since there's a costly and intensive process. The reflection of style and content of the publication can possibly affect to both underlying values of brand and attitudes and interests of targeted customers. Magazines and brochures are also a great tool in order to communicate essential information e.g. details for head office or customer services and locations and addresses of stores

The promotional mix

The promotional tools are used by a company to advertise products and services and transfer their message to consumers. Advertising, sale promotion, public relations or PR and personal selling are the four fundamental elements. The fashion industry select way to promote differently to market sectors. The fashion press, seasonal catwalk shows, window display, visual merchandising and signage are the indispensable additional promotional devices to fashion marketing.

The fashion press

The press has a great part in fashion advertising. In terms of adverting and editorial, fashion magazines are the crucial equipment of fashion promotion. They report on designer shows at London, Paris, New York, and Milan Fashion week; premier new season collections in their fashion editorial; give information of key fashion trend; profile hot looks for the season; and report on trends in art and culture. Critical to fashion promotion is the press obsession with celebrity. Acres of print are presented to celebrity intimacy. Weekly celebrity scandal magazines update readers the latest celebrity stories, fashion trends and must-have items available in-store. Nation's newspapers also cover celebrities, the designer catwalk shows and report on seasonal and day-to-day improvement in the business.

Fashion Show

Fashion shows contribute important PR and publicity for designers. The international designer catwalk shows are held twice a year during London, Paris, Milan and New York Fashion Week when design houses, designers and extravagance fashion brands parade their ready-to-wear collections for upcoming period. Only selected designers will be welcomed to participate the event to take a chance to garner press coverage, raise knowledge and enhance the fame of brand. The fashion press and buyers, and select number of superstars, to view the shows. The media broadcast the fashion concept and photo shoots and fashion stories; consumers will prepare their

purchase for the coming season. The fashion weeks are also held in India, Sri Lanka, Australia, Hong Kong and China and, but not well recognized. Fashion shows also organized at trade fairs such CPD women wear and accessories in Dusseldorf, Pure in London, Prêt à Porter Paris® and Bread & Butter in Barcelona and Berlin, these shows primarily retail buyers so they can view collections before ordering. Retailers organize fashion show to promote their PR campaign or media day, or an in-store event and fashion show for customers as their marketing and promotion event. Fashion shows are organized for charity fundraiser events, specifically if the high-profile retailers, designers and models provide their support, which helps the sale of publicity.

Window Display

Window presents an major marketing opportunity for retailers. Artistic and eye-catching windows act as an influential attraction, tie clients in and tempting them to visit the shop. Brand identity, attract press attention or provide information on products, prices and promotions can be used to create the window displays. For an example, Zara doesn't do advertising but they prefer to show their luxury window display and upscale presentations to popularize the brand. Windows can be decorated as a theme of seasonal events, the holiday season and Christmas usually being the highest importance, or they can be presented to tell a fashion story showing a current seasonal fashion movement or designer collection.

Visual merchandising and signage

Visual merchandising and signage are the priority for communication, promotion, and visual drama, when a target client is in the store, visual merchandising (VM) is employed to build in-house showcase, put key looks together and out-build. It aims to be used to focus certain attentions and product that store owner or buyers wish to be sold and it is necessary that visual merchandisers are mindful of products scheduled to be advertised in the media. Signage can be used in the shop to convoy customers and describe departments, zones or definitive collections. Signage is used

to point out which brands and labels are in some retailers internal wall or the front of the store to show products inside.

Sales Promotion

Sale promotion works to raise demand and expand sales of definitive brands or services. The ambition of a sales advertisement is to produce a brand and its product or services to higher temptation to customers by providing supplementary inducement to buy, such as a discount, giving a free product, offering an extra interest or service with a purchase, or providing a prize. Promotions generally run very specific period and there may be with conditions for example a minimum payment. Retailers conducted sales promotion to end-consumer are termed consumer sales promotions; The objective of sales promotions directed at the end-consumer is to increase or achieve a development in the number of sales in the short period, with a positive outcome on long-term business. Promotions commonly claim to several basic purchaser e.g. money saving, receiving giveaway, purchasing exotic item with discount, or be a chance to win prize. For retailers, sales promotions is to raise the volume of customer visiting the store or website and to raise the conversion rate which means the statistic of visitors turned into number of purchasers. The strong point of sales promotion drives is to reach results rapidly and often cost less than high-profile advertising. While wholesalers or manufacturers are conducted as trade sales promotions generally by apparel and textile wholesalers or suppliers and manufacturer to attract their business customers to consume or order.

Promotions administrated in relation to the eventual consumer engage what can be called as **pull strategies,** the idea is to offer designs demand and attracts or takes the customer in, encourage them to visit the store or website and finally buy. **Push strategies** are appointed towards business dispense and retailers and they are attempted to boost to promote or push a brand or special product and make a sell to the end-consumer.

Price Reductions

Price reductions are mostly conducted to distribute slow-selling stock. The intent is to lift sales volumes by offering discount price of selected items. When the sale volume is increased, it brings cash into business but it will also reduce the margin and affect business profit. Price reductions is employed during seasonal sales will regularly be planned as part of the buying and merchandising strategy. Reductions will be in 10-30 percent, however may be forced to offer discount of 50-70 percent in a hard climate retailers.

Special offers

The objective of special offers is mainly to increase volume of sales but they can also be conducted as an approach to build demand for a brand or product or as a way to improve or profit customer loyalty. Special offers can be designed in variety of formats e.g. the exact nature will dependent on the situation or the market level of retailer. For example 'two for the price of one' or 'buy one get one free' (BOGOF) are consistently employed by high-street or volume retailers as a channel to clear old-season stock or lower-prices outperforming product. This type of advertising could be conducted to distribute in old season so that the store will replace the fresh stock in the shelves. Another alternative is for retailers to provide customers a reduced price on a selected item when they purchase. A men's retailer probably, for example, offer specific slow selling tie designers at half price along with a shirt. The advantage of promotion such as this twofold would assist to develop sales of both the ties and full-prices shirts. Sales can be maximized if the offer is followed by clear signage and an eye-catching display. **Point-of-sale** can be used to alert customers to purchase a special offer before leaving. Promoted items can be emphasized on supermodels, appeared on selling table or promoted through usage of in-store posters, banners, display boards or marketing materials. Special offers can also be used to promote a Specific brand. A department store or boutique might launch a promotion to introduce a new brand or invent an offer to approve an underperforming brand. An option in this occurrence would be to carry out a co-operative campaign where the retailer and the

fashion brand progress an operation together and share the expense. Special offers might be conducted to encourage customers to enter to loyalty schemes or store cards or to reward loyal customers who spend over a specified amount a card.

Limited editions

Single move that designer, brand or retailer can gain higher of their kudos and invent devotion for their product is to give the chance to buy limited edition product. For a lot of consumers realize that only a few numbers of consumers will have the same item. There are several channels to deliver the idea of limited editions. A way is to improve a special one-off item available in limited amount for limited time-frame; another option is to build limited edition collections instead of one item. Billabong, the Australian surf and casual wear brand had introduced Designer's Closet for winter 2008/9, a limited-edition collection for the Billabong girl's European market. Yet another conduct is to produce an extraordinary edition in series that show up to the market at regular intervals. Radley, a British handbag and accessory brand, has employed this tactic. In each season, they design and produce unique bag featuring an illustrated scenery merge with the signature of Radley little black dog. These bags have become collectors' items; many customers return season after season after season to purchase the latest version of the series.

Gift with purchase

A gift with purchase tactic is widely conducted by the cosmetics and perfume industry. The tester of make-up or skincare items is given away when a customer purchases a specified number of products. By now women's fashion magazines also give free gifts with an issue, gift with purchase promotions can be effective engine for fashion retailers but cost is the one issue to be considered. For example selling men's tie; a retailer should consider to offer a free gift, tie, when a customer buy a high-priced item such as a suit or spends over certain amount. Giving a gift with purchase could be a useful promotion to use if running a recent brand such as new perfume. In this instance a small fragment of fragrance could be given away. Overall a gift must

be very tempting, in keeping with the brand or retailer's image, and the arrangement must likely to increase sales.

Coupons and vouchers

Coupon or vouchers are another offer a reducing price to customers are this have been alliance between a magazine or newspaper and a fashion retailer. Customers usually earn a discount when they pay off their coupon in a cooperate store. This category of promotion benefits the retailer and the magazine with potential of encouraging circulation for the magazine and rising up sales for retailer.

Nowadays, there is less amount of printed-out coupon or vouchers as **e-commerce (internet)** is rising and the growing influence of m-commerce (mobile phone) provide developing opportunity and potential for the development of promotion. Consumers can pick up the voucher codes from website or register text codes or using mobile barcodes that sent to their phone. The latest modernization in mobile phone technology allows consumers to do online purchases straight from the gadget. Consumers can use camera phones with preinstalled software and applications to photograph barcodes placed in the store windows or incorporated stores into print ads. Consumer can also receive barcodes that sent directly to make a purchase or claim a promotional discount. Barcodes and text code promotions are effective in younger users, for them the cell phone is one of the main modes of communication. They also offer a retailer or brand the possibility of direct communication and interaction with consumers and the prospect to gather useful data.

Competitions and prize draws

Another promotional tool that retailers or fashion brands can think about is to run a competition or prize draw. Prize draws can be operated via Internet, mobile phone or printed entry form any availability in store, in a magazine or newspaper or by direct mail. Basic competitions normally require entrants to answer a simple question about the brand or company. However, competitions can be developed that even more interesting about engaging - inviting customers to customize or redesign

garments. The key point about a competition is to ensure that the prize is temping; consumers must sense the worth of entering, also for consideration is the number of prizes in an offer to make the customer believe that they can win.

Fashion PR and publicity

The overall aim of PR is to get press coverage and build up and provoke a encouraging an organizational figure, brand or fashion logo. Decisive commercial and well-organized PR has a great benefit for fashion companies-not only because it has potential to enrich the image, kudos or reputation of the company or brand but also because it can lower cost compared to advertising. Advertising and PR do frequent accomplish related final outcome; however, companies have to spend consequential sums to apply an advert in a primary magazine or in the cinema or even on TV. The costs acquired with PR on the other hand are generally less and relate either to the operational costs of conducting an internal PR department or spending a PR agency. They usually charge a retainer once a month and / or a fee for their effort. PR assure that news worthy stories accredit to a brand, fashion shows, product launches, and information about seasonal collections are covered by the international, national and local media and the garments and accessories are defined in magazine editorial fashion pages. According to the need and the size of a company, it possibly be able to handle publicity and PR in-house. Smaller companies with lower budgets may find they can arrange most of the day-to-day routine of advertising themselves, nominating an agency as needed to mange particular projects or events. Larger companies perhaps fascinate a specialist PR agency or they probably be able to afford to progress their own dedicated PR or press department. Other companies likely use outside PR agencies and recruit a communications manager to command projects and connect with the agency.

Product placement

A company is able to lift alertness of its brand and products by using the feature in films, television shows, music videos or digital games. It is considered as

product placement, this form of commercial can develop major desire for a special product. One of the most marked cases of fashion product placement was in "sex and the city" television show and films. The first movie came out in may 2008, featured clothing by Vivienne Westwood, Christian Lacroix and Chanel, shoe designers Manolo Blanhnik and Jimmy Choo became household names after their product first featured in the show.

Press days

PR agencies and in-house media offices organize press days to expose collection of the next season to the fashion press. Magazines work on long lead-times so press days take place ahead the season so that editors can request samples from designers and begin to advance concepts for fashion shoots and editorial. Press days can be held to advertise business exhibits or group of designers; the British Fashion Council.

Special event

Special events are aimed either at the press, industry professionals and business customers or at the end-consumer; they will either be run by a PR agency or an in-house event office or press office. Special events are planned to accord with a diversity of events which might include:

- Fashion seminars and style clinics
- Fashion shows
- Private shopping evenings
- Designer guest appearances
- Product launches
- Charity events
- Sponsorship events

Social Media

With so various recent electronic channels and technologies applicable to brands, it can be difficult to see where to focus. To sell designer dresses online such Facebook perhaps not considered as the best channel to advertise your product. It is normally in a fashion brand's favor to highlight on highly visual social media platforms, such as Instagram and Pinterest where they can define the beauty and design of their products. Instagram has really caught on in the fashion industry; it is an excellent network for small brands. It is highly visual and enables to determine the value of brand, even though it's a hard spot to lift up the sales as Instagram does not currently allow live links in image captions. Choose wisely and ensure that the resources keep private accounts active and engage followers. Somebody in the team must be in charge to post routinely, monitoring reactions and responding in a timely fashion. A point to be kept in mind, these online channels are conversational — not public address — so assure to operate social media presence as a method to listen to the followers and gather essential reactions (Business of fashion; 2014: online).

BRAND LOYALTY

Brand loyalty is the consumer's conscious or unconscious decision, expressed through intention or behavior, to repurchase a brand continually. Moreover in terms of Marketing, it is a crucial goal and result of successful marketing programs, sales initiatives and product development efforts. It occurs because the consumer perceives that the brand offers the right product features, image or level of quality at the right price. The image surrounding a company's brand is the principal source of its competitive advantage, and is therefore a valuable strategic asset (Asseal, 1998).

Behavior Approach to Brand loyalty

Nowadays, data collection is the key of measuring Brand loyalty, the electronically records purchase in the store is possible to quickly provide to store manager on customer's detail information and marketer can rely on this survey for the

consumer behavior issue. Marketer will learn what they do, but this survey cannot reveal why they do so. Behavioral measures of loyalty are defined by the sequence of purchases and / or the proportion of purchase (Asseal, 1996). There is some limitation of behavior measures of loyalty: First, the measurement base on past consumption may be misleading. Consider the consumer who buys one coffee brand for personal, another brand for wife and third brand for their guest occasionally. If these behavior is measured to be loyalty, the result may mistranslate. Second, some consumer purchase may not reflect the loyalty. They might switch to regular brand. The research found 4 patterns of purchasing: 1.Reversion (switching back to the original brand). 2. Conversion (remaining loyal to the new brand). 3. Vacillation (random switching between brands). 4. Experimentation (further systematic trial of other brands). The reversion and conversion can rely on previous purchase are clearly increasing the probability of buying the same brand again, on the hand for vacillation and experimentation is difficult to predict behavior from the past. Third, the loyalty is not only past of behavior, but also incorporate with the consumer's commitment to the brand. The word "loyalty" represents the commitment rather than repetitive consumption. Then there is a need for cognitive as well as behavior view.

Categorizing loyalty types (Kabiraj 2010) as following;

No loyalty: Consumers in this category have a low attitude towards a particular Product and willingly or unwillingly they try to avoid the product purchase.

Spurious loyalty: Repeat purchase may be based on the availability of deals, special offers, convenience or the influence of other people. As a result, consumer may be only temporarily loyal, and very open to competing offers. Another product comes along that is for some reason easier to buy for instance it is cheaper or the original product is out of stock, the consumer will not hesitate to choose alternative brand.

Circumstantial Loyalty: repeat buying comes from lack of reasonable alternatives. Loyalty reflects an *efficiency* motive: the brand is good, and thus we

automatically select it to minimize effort. An important efficiency case of loyalty occurs when a customer relies on an 'expert' such as a dealer or shopkeeper to make a choice for him or her. This situation often happen when the product is infrequently bought and is inexpensive, and the customer does not want to spend time searching for information and comparing about the various alternatives. Another good example is specific brand in prescription by the doctor. This can create loyalty.

Latent loyalty: occurs when a consumer has a high relative attitude towards the company or brand, but this is not obvious in terms of purchase behavior. This is influenced by situation as following inconvenient store locations, out-of-stock situations, and / or the influence of other people.

Sustainable loyalty: customer expresses high repeat purchase, that's because they have a strong preference (high relative attitude) exhibits in repeat buying, word-of-mouth it endorse among customers. Sustainable loyalty is achievement when the company has developed and communicated a proposition that clearly has long-term benefit for the customer, and where the customer changes his or her behavior to maintain loyal over time. Thus, sustainable loyalty occurs where repeat patronage is accompanied by a favorable attitude that is, where purchase is a result of a conscious decision by the consumer. This level of loyalty isolates a brand from competitive pressures such as advertising and price promotions, and leads to high margins and profits.

Factors of brand Loyalty

Lau *et al.* (2006) in his article mention that there are seven factors that influenced consumers' brand loyalty towards brands. The factors are: brand name, product quality, price, style, store environment, promotion and service quality.

Brand Name

Famous brand names can disseminate product benefits and lead to higher recall of advertised benefits than non-famous brand names (Keller, 2003). There are many brand names and alternatives in the market. Consumers may prefer to trust major famous brand names. These prestigious brand names and their images attract consumers to purchase the brand and repeat purchasing behavior and reduce price related switching behaviors (Cadogan and Foster, 2000). Furthermore, brand personality provides linkage to the brand's emotional and self-expressive benefits for differentiation. This is important for brands which have only minor physical differences and are consumed in a social setting where the brand can create a visible image about the consumer itself.

On other hand, fashion magazines and fashion press elaborate on the designer's collections to the full extent and thus reinforce better images to facilitate consumer recognition (Colborne, 1996). Consumers are usually able to evaluate each of International Journal of Economics and Management the products and brand name attributes (Keller, 2003). It is noteworthy that this information is essential for marketing managers to make informed decisions concerning product positioning, repositioning and differential advantages.

According to Kohli and Thakor (1997), brand name is the creation of an image or the development of a brand identity and is an

expensive and time-consuming process. The development of a brand name is an essential part of the process since the name is the basis of a brand's image. Brand name is important for the firm to attract customers to purchase the product and influence repeat purchasing behavior. Consumers tend to perceive the products from an overall perspective, associating with the brand name all the attributes and satisfaction experienced by the purchase and use of the product.

Product Quality

Product Quality implies the features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs. In other words, product quality is defined as "fitness for use" or 'conformance to requirement" (Russell and Taylor, 2006). Consumers may repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold. According to Frings (2005), the components of product quality of fashion merchandise include size measurement, cutting or fitting, material, color, function and the performance of the merchandise. Fitting is vital part in garment selection because some fitted garments such as swimsuits and aerobic wear can ideally enhance the consumers' general appearance.

Material is important in product quality because it affects the hand feel, texture and other performance aspects of the product.

Further, consumers relate personally to color, and could select or reject a fashion because of color. If the color does not appeal to them or flatter their own color, they will reject the fashion (Frings, 2005).

Perfectionist or quality consciousness is defined as an awareness of and desire for high quality products, and the need to make the best or perfect choice versus buying the first product or brand available (Sproles and Kendall, 1986). This indicates that quality characteristics are also related to performance.

Price

According to Cadogan and Foster (2000), price is probably the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their favored brand, so, their purchase intention is not easily affected by price. Customers have a strong belief in the price and value of their favorite brands so much that they would compare and evaluate prices with alternative brands (Evans *et al.*, 1996; Keller, 2003). Consumers' satisfaction can also be created by comparing price with perceived costs and values. If the perceived values of the product are greater than cost, it is assured that consumers will purchase that product.

Loyal customers are willing to pay a premium even if the price has increased because the perceived risk is very high and they prefer to pay a higher price to avoid the risk of any change (Yoon and Kim, 2000). Basically, long-term relationships of service loyalty make loyal customers more price tolerant, since loyalty discourages customers from making price comparison with other products by

shopping around. Price has increasingly become a focal point in consumers' judgments of offer value as well as their overall assessment of the retailer (De Ruyter *et al.*, 1999).

According to Bucklin *et al.* (1998), price significantly influences consumer choice and incidence of purchase. He emphasized that discount pricing makes households switch brands and buy products earlier than needed. Price is defined as the quantity of payment or compensation for thing. Price also communicates to the market the company's intended value positioning of its product or brand. Price consciousness is defined as finding the best value, buying at sale prices or the lowest price choice (Sproles and Kendall, 1986). Additionally, consumers evaluated market price against an experienced price, before they decide on the attractiveness of the retail price.

Style

Style is visual appearance including line, silhouette and details affecting consumer perception towards a brand (Frings, 2005). According to Abraham and
Littrell (1995), a composite list of apparel attributes has been generated and one of the conceptual categories is style.

Consumer's decision depends on the consumers' level of fashion consciousness, so decision will be considered by their opinion of what is currently fashionable. Brands provide stylish clothes attract loyal consumers who are fashion conscious. Fashion leaders or followers often purchase or continue to repeatedly

purchase their fashion garments in stores that always offer highly fashionable. They are satisfied from wearing the latest fashion and style which also satisfy their ego.

According to Sproles and Kendall (1986), fashion consciousness is generally defined as an awareness of new styles, changing fashions, and attractive styling, as well as the desire to buy something exciting and trendy.

Store Environment

Omar (1999) emphasized that the store environment is the single most important factor in retail marketing success and store longevity. Good Attributions of the store including store location, store layout, and in-store stimuli, affect brand loyalty to some positive outcomes. Store location and number of outlets are crucial in modifying consumer shopping and purchasing patterns. If consumers find the store to be highly accessible during their shopping trip and are satisfied with the store's assortment and services, these consumers may become loyal afterwards (Evans *et al.*, 1996). Thus, a store's atmosphere is one of the factors that could influence consumer's decision making. The stimuli in the store, such as the characteristic of other shoppers and salespeople, store layout, noises, smells, temperature, shelf space and displays, sign, colors, and merchandise, affect consumers and serve as elements of apparel attributes (Abraham and Littrell, 1995), which may in turn, affect consumer decision making and satisfaction with the brand (Evans *et al.*, 1996). On the contrary, background music played in the stores affects attitudes and behavior (Milliman, 1982). The slow-beat musical

selection leads to higher sales volume as consumers spend more time and money in a conductive environment.

Lin and Chang (2003) states that the channel convenience of the brands had significant influence on buying behavior. This means that the accessibility to this product/brand in the store is important when purchasing low involvement products. Consumers will not go to another store just to find the brand. Instead, they will stay put and choose another brand. There are many advantages to retailers having loyal customers. As stated by Huddleston *et al.* (2004), customer loyalty could yield a favorable operating cost advantage for retailers. Furthermore, they stressed that obtaining new customers cost five to six times as much as retaining current customers. Loyal customers can increase their purchase spending, they are low cost for retailers as compared to obtaining new customers; they accept price premiums and they have customer longevity.

Promotion

Promotion is a marketing mix component which is one kind of communication towards consumers. Promotion includes the use of advertising, sales promotions, personal selling and publicity. Advertising is a non-personal presentation of information in mass media about a product, brand, company or store. It greatly affects consumers' images, beliefs and attitudes towards products and brands, and in turn, influences their purchase behaviors (Evans *et al.*, 1996). This exhibits that promotion, especially advertising establish ideas or perceptions in the consumers' minds and differentiate products against other brands.

According to Rowley (1998), promotion is an important element of a firm's marketing strategy. Promotion is used to communicate with customers with respect to product offerings, and it is also a way to encourage purchase or sales of a product or service. Sales promotion tools are used in support of advertising and public relations activities, and they are targeted consumers as end users. She also states that promotion has a key role in determining profitability and market success and is one of the key elements of the marketing mix which includes advertising; direct marketing; sales promotion; public relations and publicity; personal selling and sponsorship.

Service Quality

A common definition of service quality is that the service should correspond to the customers' expectations and satisfy their needs and requirements (Gronroos, 1990). Service quality is a personal selling, and involved direct interactions between salespeople and potential buyers. Consumers prefer shopping at specific stores because they like the services provided and are assured of certain service privileges.

The impact of salespeople-consumer relationships will generally result in long-term tendency of consumers towards the store or brand. Trust in salespeople appears to relate to overall perceptions of the store's service quality, and results in the consumer being totally satisfied with the stores in the end. Moreover personalization such as reliability, responsiveness, personalization and tangibles

significantly influences consumers' experience and evaluation of service, and in turn, affects the brand loyalty of consumers (To and Leung, 2001). Gronroos (1990) states that the quality of a service as perceived by customers had three dimensions: functional (or process) dimension, technical (or outcome) dimension, and image. Furthermore, Richard and Allaway (1993) argues that utilizing only functional quality attributes to explain and/or predict consumers' behavior might be a misspecification of service quality and had low predictive validity.

Building Brand Loyalty
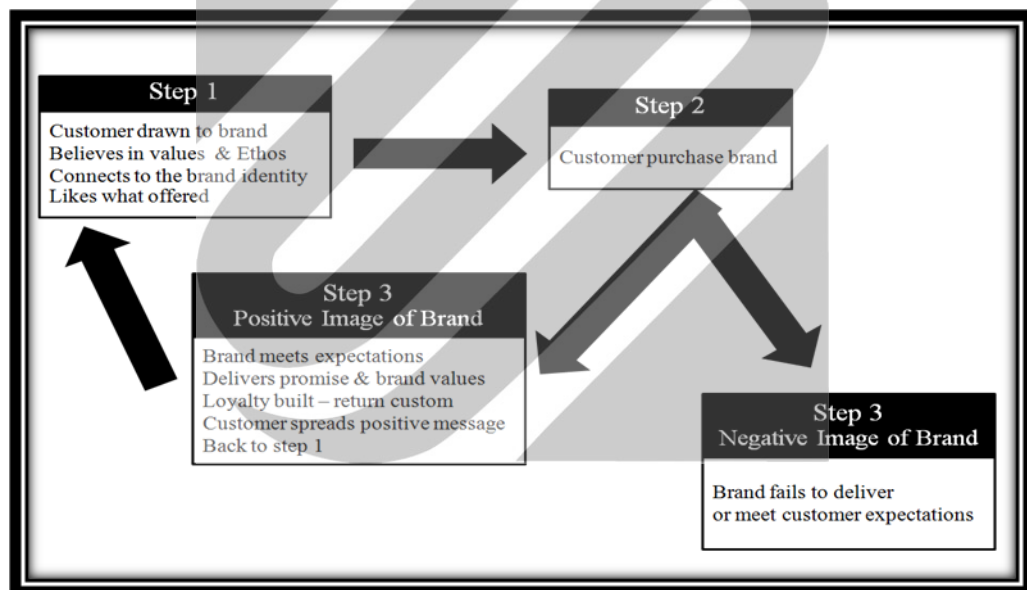
Figure 2.3: Building Brand Loyalty

Source: Posner, 2011

Brand identity and brand values are considered important tools for establishing **brand loyalty.** Authentic brand values and an engaging brand identity are powerful communication tools, but if consumers engage with a brand because they respect what brand represents, they will want to feel confident that the values will be stay over time. A company creating a brand must ensure that consumers' loyalty and trust are perceived and that the brand identity and values remain consistent. The diagram above

shows the impact on consumer loyalty of both a positive and negative brand image. If a consumer forms a positive image, they are likely to remain loyal and become advocates of the brand. If the brand fails to deliver, they will be disappointed and form a negative image (Posner, 2011).

Creating consumer loyalty through the use of brand awareness, according to Ross and Harridine (2007) a brand can be described as: An identifiable product, service, person or place augmented in such a way that the buyer or user perceives relevant, unique added values, which match their needs most closely. Brand awareness is the ability to identify the brand under different conditions, and added that it consists of brand recognition and brand recall. Brand awareness is important as it can increase the likelihood of the brand being part of, and selected from, a consideration set and ultimately strengthens brand associations and the resultant brand image (as cited in Kwang-Ho, Minsung & Won-Moo, 2011). According to Gustafsson (2005), a wide variety of programs have been developed and implemented to increase customer loyalty. The majority of these programs target customers' functional and economic benefits for example price-discounts, coupons, mileage programs, etc.). However, these types of loyalty programs are necessary but not a sufficient condition to simultaneously increase multifaceted customer loyalty. Increasing customer loyalty entirely requires a customized marketing strategy that varies by each different type of loyalty (Kwang-Ho et al., 2011).

CHAPTER 3
RESEARCH METHODOLOGY

This chapter explains the research methods used for Fast Fashion in Bangkok: A Study on Relationship between Customer Demography, Marketing Mix, and Brand Loyalty relating to Product Purchases by customers and there are the agenda as follow;

1.1 Sample and Population

1.2 Research Methodology

1.3 Data Collection

1.4 Data Analysis

Sample and Population

The researcher had chosen non-probability sampling design by using convenience sampling of fashion consumers only in Bangkok, since Bangkok is the metropolis and crowded city covering by all every gender, age, marital status, education, occupation, and monthly salary rate which is suitable for doing research.

Due to the use of unknown population for conducting this survey, the sample size would be determined based on the method as follow;

$$n = P (1-P) (Z) 2/ e2$$

n = Sample Size

p = Proportion (normally will be 50%)

z = Confidence level in standard error units (95% = 1.96)

e = Error

From the equation, can be calculated population size as follow;

n = 0.50 (1-0.05) (1.96)² / (0.05)²

n = 384

Accordingly, the result was 384, therefore, the researcher decided to distribute 400 sets of questionnaires in order to prevent an error. Thus the target population was 400 cases totally.

Research Methodology

The research instrument of Fast Fashion in Bangkok: A Study on Relationship between Customers' Demography, Marketing Mix, and Brand Loyalty relating to Product Purchases by customer was conducted by primary data obtained from questionnaires via online survey by asking for information about purchasing behavior and consumer perception on marketing mix and brand loyalty towards Fast Fashion which were categorized into as follow;

Part I: Questions of demographic data, the questionnaires was developed by using closed-end question design and chosen multiple choices, single answer.

Part II: Questions of general information of shopping behavior which indicate purchasing frequency and amount spent per time of a customer, the questionnaires were developed by using close-end question design and chosen multiple choices, single answer.

Part III: Questions of perception of marketing mix towards Fast Fashion in Bangkok, the questionnaires were developed by using rating scale question which of measured by applying 5 scales level as follow.

Part IV: Questions of perception of brand loyalty towards Fast Fashion in Bangkok, the questionnaires were developed by using rating scale question which is measured by applying 5 scales level as follow.

Table 3.1 Selected Category Scale 5 Level

SCORE	LEVEL OF AFFECTION
1 scale points	Strongly agree
2 scale points	Agree
3 scale points	Neutral
4 scale points	Disagree
5 scale points	Strongly Disagree

The rating scale followed by Likert Scale technique. The interpretations of average mean score of item are as follow:

Highest score - Lowest score	=	5 – 1
Level of Scale	=	5
Interval	=	(5 – 1) / 5
	=	0.80

Table 3.2 Score Interval of each item

SCORE INTERVAL	DESCRIPTION
1.00 – 1.80	Highest important level
1.81 – 2.60	High important level
2.61 – 3.40	Moderate important level
3.41 – 4.20	Low important level
4.21 – 5.00	Lowest important level

Instrument validity and reliability

This result of all 400 samples were calculated and analyzed by using Data Analysis Program as the frequency, percentage, mean, standard deviation, multiple regressions and also using reliability analysis to calculate reliability of the result.

The statistical tools that were utilized in analyzing and interpreting the data collected are as following:

Descriptive Statistic

1) Frequency

Frequency is the arrangement of data that shows the occurrence frequency of different values of variable. Similarly, it was utilized in describing the demographic data of respondents such as gender, age, marital status, education level, occupation, and monthly income.

2) Percentage

Percentage is the ratio of a part to the whole multiplied by 100. The demographic data of respondents as well as their answers were analyzed and interpreted by using percentage.

3) Mean

The mean is the calculation of the average that takes the importance of each value to the overall total into account. This tool was used to analyze and interpret the general information in terms of influencer and brand or kind of fashion consumer in Bangkok.

4) Standard Deviation

Standard Deviation is the square root of the average of the squared distances of the observations from the mean.

Inferential Analysis

1. One-way ANOVA

This statistical tool was utilized to test hypotheses and determine the significant of demographic data and perception on brand loyalty of respondents. The statistical treatment was based on the statement of problems and the entire research hypotheses were tested with 0.05 levels of significances. If the significant (2- tailed) level is less than 0.05, the null hypothesis is to be rejected, if the significant (2-tailed) level is more than 0.05, the null hypothesis is accepted.

2. Multiple Regression

The statistic tool was utilized to test hypotheses and determine the significant of Relationship between Customers' Demography, Marketing Mix, and Brand Loyalty relating to Product Purchase. Multiple regressions are a technique used to study the relationship between a variable outcome and a set of explanatory or predictor variables. The entire research hypotheses were tested 0.05 level of significance. If the significant level is more than 0.05 the null hypothesis is to be rejected, if the significant level is more than 0.05 the null hypothesis then it is accepted.

3. Significant Level

The significant level is the citation used for rejecting the null hypotheses. In this research the research her uses the significant level at 0.05 or can call 5% level. The lower of significance level, the more that data must give diverge from the null hypotheses to be significant

Data Collection

Data collection procedures were as follow:

1. Design the questionnaires and summit to advisor for inspection and recommendation

2.Improve questionnaires design and summit to advisor again to ensure that all the questions were correct before launching pretest questionnaires

3. Launching pretest questionnaires via website survey to population both male and female in Bangkok, totally 40 respondents for Reliability. Analysis questionnaires are reliable. The alpha test is 0.799 which is greater than 0.6. It means that this questionnaire is reliable.

Table 3.3 Reliability Pretest

		N	%
Cases	Valid	40	100.0
	Excluded[a]	0	.0
	Total	40	100.0

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

Table 3.4 Reliability Statistics

Cronbach's Alpha	N of Items
.799	36

Accordingly, the most common method of assessing internal consistency reliability estimates is through the use of coefficient alpha. Although there are three different measures of coefficient alpha, the most widely used measure is called Cronbach's coefficient alpha. Cronbach's alpha is actually an average of all the possible split-half reliability estimates of an instrument (Crocker & Algina, 1986; DeVellis, 1991; Gregory, 1992; Henson, 2001). Cronbach's alpha is a reliability coefficient that measures inter-item reliability or the degree of internal consistency/homogeneity between variables measuring one construct/concept i.e. the degree to which different items measuring the same variable attain consistent results. This coefficient varies from 0 to 1 and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability (Malhotra, 2004). In the social sciences, acceptable reliability estimates range from .70 to .80 (Nunnally & Bernstein, 1994).

4. Launching the survey via website to the population both male and female in Bangkok area. 400 respondents in total were participated. The data collection process was conducted every day during 16 July – 22 July 2014.

Data Analysis

Compiling data is the process to gather all data and categorize them in order to be analyzed and interpreted in the next process by following steps.

- Primary data from questionnaires
- Recheck and compile data
- Calculate and analyze by using SPSS version 19 and categories as follow;

Part I: Analysis of demographic aspect of fashion consumers, purchase frequency and amount spent per time in Bangkok by using frequency and percentage analysis method.

Part II: Hypotheses testing of Relationship between Customers' Demography, Marketing Mix, and Brand Loyalty relating to Purchase Frequency by using multiple regression analysis method

Part III: Hypotheses testing of Relationship between Customers' Demography, Marketing Mix, and Brand Loyalty relating to Amount Spent per Time by using multiple regression analysis method.

CHAPTER 4

RESEARCH RESULT AND FINDINGS

This chapter represents the result of analyzing and the interpretation of revealed data from this research which was participated by 400 of respondents.

The presentation of Result Analysis

The researcher presents the revealed data in the form of table by arranging data into 3 parts as shows;

Part I: Analysis of demographic data categorized by gender, age, marital status, education, occupation, monthly income, purchase frequency and amount spent per time of Fast Fashion.

Part II: Hypotheses testing of Relationship between Customer Demography, Marketing Mix, and Brand Loyalty relating to Purchase Frequency of Fast Fashion by using ANOVA and multiple regression analysis method

Part III: Hypotheses testing of Relationship between Customer Demography, Marketing Mix, and Brand Loyalty relating to Amount Spent per Time of Fast Fashion by using ANOVA and multiple regression analysis method

Part I: Analysis of demographic data of Fast Fashion consumers, categorized by gender, age, marital status, education, occupation, monthly income, purchase frequency and amount spent per time of Fast Fashion.

Analysis of demographic aspect of respondent separates out gender, age, marital status, education, occupation, and monthly income purchase frequency and amount spent per time of Fast Fashion by using percentage, frequency, mean, and standard derivation analysis method.

Table 4.1 Represent frequency and percentage of respondents classified by gender

Gender	Frequency	Percent
Male	121	30.25
Female	279	69.75
Total	**400**	**100.00**

Results of this table state that 69.75 percent of the respondents are female and 30.25 percent are male. Thus the majority of respondents are female.

Table 4.2 Represent frequency and percentage of respondents classified by age.

Age	Frequency	Percent
20 years old or below	83	20.75
21 – 30 years old	280	70.00
31 – 40 years old	34	8.50
41 – 50 years old	0	0.00
51 years old or higher	3	0.75
Total	**400**	**100.00**

Results of this table state that 70 percent of respondents are in the age of 21-30 years old. The second is age under 20 years old at 20.75 percent. The third is 31-40 years old at 8.5 percent. The fourth is 50 years old or higher at 0.75 percent. The least group in this analysis is 41 - 50 years old or higher at 0 percent.

Table 4.3 Represent frequency and percentage of respondents classified by marital status.

Marital Status	Frequency	Percent
Single	377	94.25
Married	23	5.75
Divorced / Separated / Window	0	0
Total	**400**	**100.00**

Results of this analysis state that 94.25 percent of the respondents are single followed by married respondents at 5.75 percent while divorced / separated / widow share 0 percent.

Table 4.4 Represent frequency and percentage of respondents classified by education

Education	Frequency	Percent
High school or below	27	6.75
Diploma degree	32	8.00
Bachelor degree	256	64.00
Master degree or higher	85	21.25
Total	**400**	**100.00**

Results of this analysis state that mostly respondents are bachelor degree at 64 percent. The second is master degree or higher at 21.25 percent. The third is diploma degree at 8 percent. The last group of education level is high school or below at 6.75 percent.

Table 4.5 Represent frequency and percentage of respondents classified by
occupation

Occupation	Frequency	Percent
Students	117	29.25
Government officers	29	7.25
Housewife	8	2.00
Private company officers	179	44.75
Others	67	16.75
Total	**400**	**100.0**

Results of this analysis state that are mainly work as private company officer at 44.75 percent and followed by students for 29.25 percent, others at 16.75 percent, government officers at 7.25 percent and housewife at 2 percent.

Table 4.6 Represent frequency and percentage of respondents classified by monthly
income

Average income per month	Frequency	Percent
10,000 THB or below	86	21.50
10,001 THB - 20,000 THB	96	24.00
20,001 THB - 30,000 THB	90	22.50
30,001 THB - 40,000 THB	69	17.25
40,001 THB - 50,000 THB	31	7.75
50,001 THB or higher	28	7.00
Total	**400**	**100.00**

Results from this table show that 3 main average monthly incomes from 400 respondents are 10,000 - 20,000 THB, 20,001-30,000 THB, 10,000 THB or less, at 24, 22.50 and 21.50 percent respectively. For 40,001 -50,000 THB group and 50,000 THB or higher group share percentage at 7.75 and 7 percent respectively.

Table 4.7 Represent frequency and percentage of respondents classified by purchase
frequency

Purchase Frequency	Frequency	Percent
Once a week	16	4.0
Twice a month	35	8.8
Once a month	181	45.3
Once per 6 months	77	19.3
Once a year	91	22.8
Total	**400**	**100.0**

Results of this analysis state that most of the respondents purchase once a
month at 45.3 percent. The second is once a year at 22.8 percent. The third is once per
6 months at 19.3 percent. The fourth is twice a month at 8.8 percent. The last is once a
week at 4.0 percent.

Table 4.8 Represent frequency and percentage of respondents classified by amount
spent per time

Amount Spent per Time (Baht)	Frequency	Percent
less than 1,000	112	28.0
1,001 - 2,000	172	43.0
2,001 - 3,000	75	18.8
3,001 - 4,000	23	5.8
4,001 - 5,000	8	2.0
5,001 and above	10	2.5
Total	**400**	**100.0**

Results of this analysis state that most of the respondents spend 1,001 – 2,000
baht per time at 43.0 percent. The second is less than 1,000 baht at 28.0 percent. The

third is 2,001 - 3,000 baht at 18.8 percent. The fourth is 3,001 - 4,000 at 5.8 percent. The fifth is 5,001 and above at 2.5 percent. The last is 4,001 - 5,000 at 2.0 percent.

Part II: Hypotheses testing of Relationship between Customer Demography, Marketing Mix, and Brand Loyalty relating to Purchase Frequency of Fast Fashion by using ANOVA and multiple regression analysis method

This test is designed for hypotheses testing of Relationship between Customer Demography consisted of gender, age, marital status, education, occupation, monthly income, Marketing Mix consisted of product, price, place and promotion and Brand Loyalty which relate to Purchase Frequency of Fast Fashion. The researcher chooses to express the data in terms of ANOVA and multiple regression analysis method.

Table 4.9 Represent frequency of respondents classified by gender and purchase
frequency

Time to Purchase	Gender		Total
	Male	**Female**	
Once a week	4	12	16
Twice a month	6	29	35
Once a month	35	56	91
Once per two months	30	60	90
Once per six months	14	63	77
Once a year	32	59	91
Total	**121**	**279**	**400**

Results of this analysis state that most of the Male purchases once a month, while Female purchases once per two months.

Table 4.10 Represent the relationship between gender and purchase frequency
hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.014	1	.014	.006	**.937**
Within Groups	901.986	398	2.266		
Total	902.000	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between gender and purchase frequency by using ANOVA analysis method which the significance level is 0.05. The sig. equals 0.937 which is more than 0.05, thus there is no significant relationship between gender and purchase frequency of Fast Fashion

Table 4.11 Represent frequency of respondents classified by age and purchase
frequency

Time to Purchase	Age					Total
	≤ 20	21-30	31-40	41-50	≥ 50	
Once a week	11	2	3	0	0	16
Twice a month	9	24	2	0	0	35
Once a month	16	66	8	0	1	91
Once per two months	15	66	8	0	1	90
Once per six months	10	62	4	0	1	77
Once a year	22	60	9	0	0	91
Total	**83**	**280**	**34**	**0**	**3**	**400**

Results of this analysis state that most of the less than 20 years purchases old once a year, 21 - 30 purchases once a month and once per two months, 31 - 40 years old purchases once a month, 50 years old purchases once a month, once per two months and once per six months equally.

Table 4.12 Represent the relationship between age and purchase frequency hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.277	3	2.426	1.074	**.360**
Within Groups	894.723	396	2.259		
Total	902.000	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between age and purchase frequency by using ANOVA analysis method, which the significance level is 0.05. The sig. equals 0.360 which is more than 0.05, thus there is no significant relationship between age and purchase frequency of Fast Fashion.

Table 4.13 Represent frequency of respondents classified by marital status and purchase frequency

Time to Purchase	Marital Status			Total
	Single	Married	Divorced	
Once a week	16	0	0	16
Twice a month	34	1	0	35
Once a month	88	3	0	91
Once per two months	85	5	0	90
Once per six months	73	4	0	77
Once a year	81	10	0	91
Total	**377**	**23**	**0**	**400**

Results of this analysis state that most of the single status purchases once a month, while married status purchases once per two months.

Table 4.14 Represent the relationship between marital status and purchase frequency the hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.256	1	12.256	5.483	**.020**
Within Groups	889.744	398	2.236		
Total	902.000	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between marital status and purchase frequency by using ANOVA analysis method, which the significance level is 0.05. The sig. equals 0.020 which is less than 0.05, thus there is significant relationship between marital status and purchase frequency of Fast Fashion.

Table 4.15 Represent frequency of respondents classified by educational level and purchase frequency

Time to Purchase	Educational Level				Total
	≤high school	diploma	Bachelor	≥Master	
Once a week	1	6	8	1	16
Twice a month	3	6	14	12	35
Once a month	6	8	60	17	91
Once per two months	5	4	61	20	90
Once per six months	3	5	53	16	77
Once a year	9	3	60	19	91
Total	**27**	**32**	**256**	**85**	**400**

Result of this table states most of who graduated high school and lower level purchases once per two months, diploma level purchases once a month, bachelor level purchases once per two months and master and higher level purchases once per two months.

Table 4.16 Represent the relationship between educational level and purchase
frequency hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.246	4	7.812	3.544	**.007**
Within Groups	870.754	395	2.204		
Total	902.000	399			

*Significant at or below level 0.05

Result of this table states that hypothesis tests is conducted to find the
relationship between educational level and purchase frequency by using ANOVA
analysis method which the significance level is 0.05. The sig. equals 0.007 which is
less than 0.05, thus there is the significant relationship between educational and
purchase frequency of Fast Fashion.

Table 4.17 Represent frequency of respondents classified by occupation and purchase
frequency

Time to Purchase	Occupation					Total
	Student	Government officer	Housewife	Private Company Officer	Others	
Once a week	11	1	0	1	3	16
Twice a month	13	0	0	18	4	35
Once a month	23	7	0	41	20	91
Once per two months	21	9	1	41	18	90
Once per six months	18	8	1	39	11	77
Once a year	31	4	6	39	11	91
Total	**117**	**29**	**8**	**179**	**67**	**400**

Result of this table states that most of student purchases once a year,
government officer purchases once per two months, housewife purchases once a year,
private company purchases once a month and once per two months equally, others
purchase once a month.

Table 4.18 Represent the relationship between occupation and purchase frequency hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.024	3	3.341	1.483	**.219**
Within Groups	891.976	396	2.252		
Total	902.000	399			

*Significant at or below level 0.05

Result of this table states that hypothesis tests is conducted to find the relationship between occupation and purchase frequency by using ANOVA analysis method which the significance level is 0.05. The sig. equals 0.219 which is more than 0.05, thus there is no significant relationship between occupation and purchase frequency of Fast Fashion.

Table 4.19 Represent frequency of respondents classified by monthly income and purchase frequency

Time to Purchase	Monthly Income						Total
	≤ 10,000	10,001 - 20,000	20,001 - 30,000	30,001 - 40,000	40,001 - 50,000	≥ 50,001	
Once a week	10	2	1	1	2	0	16
Twice a month	9	6	4	11	2	3	35
Once a month	16	27	23	13	7	5	91
Once per two months	14	20	21	18	8	9	90
Once per six months	13	16	24	14	5	5	77
Once a year	24	25	17	12	7	6	91
Total	**86**	**96**	**90**	**69**	**31**	**28**	**400**

Result of this table states that most of who has monthly income 10,000 and less purchases once a year, 10,001 - 20,000 purchases once a month, 20,001 - 30,000 purchases once per six months, 30,001 - 40,000 purchases once per two months, 40,001 - 50,000 purchases once per two months, and 50,000 and higher 000 purchases once per two months.

Table 4.20 Represent the relationship between monthly income and purchase

  frequency hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.649	5	1.130	.497	**.779**
Within Groups	896.351	394	2.275		
Total	902.000	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between monthly income and purchase frequency by using ANOVA analysis method which the significance level is 0.05. The sig. equals 0.779 which is more than 0.05, thus there is no significant relationship between monthly and purchase frequency of Fast Fashion.

Table 4.21 Represent percentage of respondents classified by Product

PRODUCT	Level of consumer's behavior					Mean	S.D.	Level of Consumer's behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Variety of product	11.00	29.50	38.0	15.0	6.5	2.76	1.045	Neutral
Good quality	13.50	27.00	33.0	19.3	7.25	2.8	1.120	Neutral
Fashion Design	5.75	20.30	45.8	22.3	6.00	3.03	0.947	Neutral
Textile	9.75	26.50	39.3	20.5	4.00	2.82	1.006	Neutral
Innovation	6.50	29.80	40.00	19.30	4.50	2.86	0.955	Neutral
Collaboration with celebrities	9.75	26.30	39.80	18.30	6.00	2.84	1.036	Neutral

Results from the table above show that the factor which influences most product purchase of Fast Fashion is fashion design at the means of 3.03. The second is the product innovation at 2.86.The third is collaboration with celebrities at 2.84. The fourth is Textile at 2.82. The fifth is Good quality at 2.8 and the last is variety of product at 2.76.

Table 4.22 Represent the relationship between product and purchase frequency hypothesis test

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.375	.292		11.572	.000
	Product	.184	.099	.093	1.863	**.063**

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between product and purchase frequency by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.63 which is more than 0.05, thus there is no significant relationship between product and purchase frequency of Fast Fashion.

Table 4.23 Represent percentage of respondents classified by Price

PRICE	Level of consumer's behavior					Mean	S.D.	Level of Consumer behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Reasonable Price	19.3	25.5	29	17.5	8.75	2.71	1.212	Neutral
Price Adjustment: If brand adjusted the price a bit upper, you still buy this brand.	5	22.8	40.5	25.5	6.25	3.05	0.965	Neutral
Price Comparison: I compare which is cheaper than others in same quality.	11.3	26	37	19.3	6.5	2.83	1.077	Neutral
Price Conscious: If other brands offer cheaper price than brand you bought, you will buy them.	14.3	23.8	34.8	19	8.25	2.83	1.141	Neutral

Results from the table above show that the factor influences most on product purchase of Fast Fashion is price adjustment at the means of 3.05. The second and third are the price comparison and price conscious at 2.83 equally. The last is reasonable price at 2.71.

Table 4.24: Represent the relationship between price and purchase frequency hypothesis test

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.369	.293		11.499	.000
	Price	.186	.099	.094	1.876	**.061**

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between price and purchase frequency by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.61 which is more than 0.05, thus there is no significant relationship between price and purchase frequency of Fast Fashion.

Table 4.25: Represent percentage of respondents classified by Place

PLACE	Level of consumer's behavior					Mean	S.D.	Level of Consumer's behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Located in Department Store or Shopping Complex	14	28.5	30.8	17.5	9.25	2.79	1.171	Neutral
Connecting BTS or MRT.	18.5	22	26	21.3	12.3	2.87	1.284	Neutral
Nearby the house.	11.3	22	32.3	23.5	11	3.01	1.161	Neutral
There is online shopping, I will buy it more frequently.	10.5	16.5	34.8	23.5	14.8	3.15	1.189	Neutral
I can exchange bought product in 30 days in any stores.	16	24.5	33.8	16.8	9	2.78	1.17	Neutral

Results from the table above show that the factors which influences most on purchase decision of Fast Fashion is online channel at the means of 3.15. The second is nearby my house at 3.01. The third is connecting to BTS or MRT at 2.87. The fourth is located in Department Store or Shopping Complex at 2.79 and the last is exchange bought product channel at 2.78.

Table 4.26 Represent the relationship between place and amount purchase frequency hypothesis test

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.328	.296		11.233	.000
	Place	.196	.098	.099	1.994	**.047**

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between place and purchase frequency by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.047 which is less than 0.05. Thus there is a significant relationship between place and purchase frequency of Fast Fashion.

Table 4.27: Represent percentage of respondents classified by Promotion

PROMOTION	Level of consumer's behavior					Mean	S.D.	Level of Consumer's behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Sale Promotion	13.8	24,5	33.8	17.3	10.8	2.87	1.176	Neutral
Advertisement	10	20	36.8	23.8	9.5	3.03	1.176	Neutral
Brand Ambassador.	7.5	16.3	37	28.3	11	3.19	1.073	Neutral
information.	9	24	44	17.5	5.5	2.87	0.99	Neutral
Display in Store	9	20.8	40.8	20.5	9	3.00	1.066	Neutral
Online marketing	13.5	13.5	24.8	20.5	27.8	3.35	1.367	Neutral

Results from the table above show that the factors which influence most on purchase decision of Fast Fashion is online marketing at the means of 3.15. The

second is Brand ambassador at 3.19. The third is Advertisement at 3.03. The fourth is display in store at 3.00 and the last are sale promotion and information at 2.87 equally.

Table 4.28 Represent the relationship between promotion and amount purchase frequency hypothesis test

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.825	.353		10.835	.000
	Promotion	.025	.113	.011	.217	**.828**

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between promotion and purchase frequency by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.828 which is more than 0.05, thus there is no significant relationship between promotion and purchase frequency of Fast Fashion.

Table 4.29 Represent percentage of respondents classified by Brand Loyalty

BRAND LOYALTY	Level of consumer's behavior					Mean	S.D.	Level of Consumer's behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Price	7.75	26	43.3	16.5	6.5	2.88	0.99	Neutral
Product	18	29.5	32.3	14.8	5.5	2.60	1.11	Neutral
Promotion	9.25	29.8	36.5	17	7.5	2.84	1.05	Neutral
Place	10.3	24.8	39.8	18.3	7	2.87	1.05	Neutral
Brand image	7	18	44	24	7	3.06	0.99	Neutral

Results from the table above show that the factor which influences most on product purchase of Fast Fashion is brand image at the means of 3.06. The second is

price at 2.88. The third is place at 2.87. The fourth is promotion at 2.84 and the last is product at 2.60.

Table 4.30 Represent the relationship between brand loyalty and amount purchase frequency hypothesis test

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.150	.283		14.671	.000
	Brand	-.088	.096	-.046	-.917	**.360**

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between brand loyalty and purchase frequency by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.360 which is more than 0.05, thus there is no significant relationship between brand loyalty and purchase frequency of Fast Fashion

Part III: Hypotheses testing of the Relationship between Customer Demography, Marketing Mix, and Brand Loyalty relating to Amount Spent per Time of Fast Fashion by using ANOVA and multiple regression analysis method

This test is designed for Hypotheses testing of the Relationship between Customer Demography consisted of gender, age, marital status, education, occupation, monthly income, Marketing Mix consisted of product, price, place and promotion , and Brand Loyalty relating to Amount Spent per time of Fast Fashion. The researcher has chosen to express the data in terms of ANOVA and multiple regression analysis method

Table 4.31 Represent frequency of respondents classified by gender and amount spent
per time

Amount Spent Per Time	Gender		Total
	Male	**Female**	
1,000 or lower	36	76	112
1,001 - 2,000	47	125	172
2,001 - 3,000	21	54	75
3,001 - 4,000	8	15	23
4,001 - 5,000	4	4	8
5,001 or higher	5	5	10
Total	**121**	**279**	**400**

Result of this table states that most of male spends 1,000 - 2,000 baht per
purchase, while female spends 1,000 - 2,000 baht per purchase as well.

Table 4.32: Represent the hypothesis test relationship between gender and amount
spent per time

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.412	1	1.412	1.133	**.288**
Within Groups	496.265	398	1.247		
Total	497.678	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the
relationship between gender and amount spent per time by using multiple regression
analysis method which the significance level is 0.05. The sig. equals 0.288 which is
more than 0.05, thus there is no significant relationship between gender and amount
spent per time of Fast Fashion.

Table 4.33 Represent frequency of respondents classified by age and amount spent per time

Amount Spent Per Time	Age					Total
	≤ 20	21-30	31-40	41-50	≥ 50	
1,000 or lower	34	70	8	0	0	112
1,001 - 2,000	28	126	16	0	2	172
2,001 - 3,000	17	53	4	0	1	75
3,001 - 4,000	2	17	4	0	0	23
4,001 - 5,000	0	6	2	0	0	8
5,001 or higher	2	8	0	0	0	10
Total	**83**	**280**	**34**	**0**	**0**	**400**

Result of this table states that most of 20 years old and less spends 1,000 or lower per purchase, 21 - 30 years old spends 1,000 - 2,000 baht per purchase, 31 - 40 years old spends 1,000 - 2,000 baht per purchase, 50 years old and higher spends 1,000 - 2,000 baht per purchase. Thus all of age spends 1,000 - 2,000 baht per purchase.

Table 4.34 Represent the relationship between age and amount spent per time hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.285	3	2.095	1.688	**.169**
Within Groups	491.392	396	1.241		
Total	497.677	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between age and amount spent per time by using ANOVA analysis method which the significance level is 0.05. The sig. equals 0.169 which is more than 0.05, thus there is no significant relationship between age and amount spent per time of Fast Fashion.

Table 4.35 Represent frequency of respondents classified by marital status and amount spent per time

Amount Spent Per Time	Marital Status			Total
	Single	**Married**	**Divorced**	
1,000 or lower	107	5	0	112
1,001 - 2,000	163	9	0	172
2,001 - 3,000	71	4	0	75
3,001 - 4,000	20	3	0	23
4,001 - 5,000	6	2	0	8
5,001 or higher	10	0	0	10
Total	**377**	**23**	**0**	**400**

Result of this table states that most of single status and married status spends 1,000 - 2,000 baht per purchase.

Table 4.36 Represent the relationship between marital status and amount spent per time hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.135	1	2.135	1.714	**.191**
Within Groups	495.543	398	1.245		
Total	497.677	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between marital status and amount spent per time by using ANOVA analysis method which the significance level is 0.05. The sig. equals 0.191 which is more than 0.05, thus there is no significant relationship between marital status and amount spent per time of Fast Fashion.

Table 4.37 Represent percentage of respondents classified by educational level and
amount spent per time

Amount Spent Per Time	Educational Level				Total
	≤High school	Diploma	Bachelor	Master	
1,000 or lower	9	10	69	24	112
1,001 - 2,000	10	15	112	35	172
2,001 - 3,000	7	4	48	16	75
3,001 - 4,000	1	2	17	3	23
4,001 - 5,000	0	0	5	3	8
5,001 or higher	0	1	5	4	10
Total	**27**	**32**	**256**	**85**	**400**

Result of this table states that who graduated High school and lower level
spends , Diploma, Bachelor, Master spends 1,000 - 2,000 baht per purchase.

Table 4.38 Represent the relationship between educational and amount spent per time
hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.064	4	.766	.612	**.654**
Within Groups	494.613	395	1.252		
Total	497.678	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the
relationship between educational level and amount spent per time by using ANOVA
analysis method which the significance level is 0.05. The sig. equals 0.654 which is
more than 0.05, thus there is no significant relationship between educational level and
amount spent per time of Fast Fashion.

Table 4.39 Represent frequency of respondents classified by occupation and amount
spent per time

Amount Spent Per Time	Occupation					Total
	Student	Government officer	Housewife	Private Company Officer	Others	
1,000 or lower	51	5	3	36	17	112
1,001 - 2,000	41	17	4	85	25	172
2,001 - 3,000	20	3	1	36	15	75
3,001 - 4,000	3	1	0	13	6	23
4,001 - 5,000	0	3	0	4	1	8
5,001 or higher	2	0	0	5	3	10
Total	**117**	**29**	**8**	**179**	**67**	**400**

Result of this table states that most of student spends 1,000 baht and lower per
purchase, government officer, housewife, private company officer and others spend
1,000 - 2,000 baht per purchase.

Table 4.40 Represent the relationship between occupation and amount spent per time
hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.594	3	6.198	5.123	**.002**
Within Groups	479.084	396	1.210		
Total	497.678	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the
relationship occupation and amount spent per time by using ANOVA analysis method
which the significance level is 0.05. The sig. equals 0.02 which is less than 0.05, thus
there is a significant relationship between occupation and amount spent per time of
Fast Fashion.

Table 4.41 Represent frequency of respondents classified by monthly income and
amount spent per time

Amount Spent Per Time	Monthly Income						Total
	≤ 10,000	10,001 - 20,000	20,001 - 30,000	30,001 - 40,000	40,001 - 50,000	≥ 50,001	
1,000 or lower	42	30	24	9	4	3	112
1,001 - 2,000	31	42	45	31	13	10	172
2,001 - 3,000	10	18	15	17	7	8	75
3,001 - 4,000	2	2	3	6	6	4	23
4,001 - 5,000	0	1	1	4	1	1	8
5,001 or higher	1	2	2	2	0	3	10
Total	**86**	**95**	**90**	**69**	**31**	**29**	**400**

Result of this table states that most of who has monthly income 10,000 baht
and lower spends 1,000 or lower per purchase, 10,001 - 20,000 baht, 20,001 - 20,000
baht, 30,001 - 40,000 baht, 40,001 - 50,000 baht, and 50,001 and above spend 1,001 -
2,000 baht per purchase.

Table 4.42 Represent the relationship between monthly income and amount spent per
time hypothesis test

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	50.423	5	10.085	8.884	**.000**
Within Groups	447.255	394	1.135		
Total	497.678	399			

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the
relationship between occupation and amount spent per time by using ANOVA
analysis method which the significance level is 0.05. The sig. equals 0.00 which is
less than 0.05, thus there is   a significant relationship between occupation and
amount spent per time of Fast Fashion.

Table 4.21 Represent percentage of respondents classified by Product

PRODUCT	Level of consumer's behavior					Mean	S.D.	Level of Consumer's behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Variety of product	11.00	29.50	38.0	15.0	6.5	2.76	1.045	Neutral
Good quality	13.50	27.00	33.0	19.3	7.25	2.8	1.120	Neutral
Fashion Design	5.75	20.30	45.8	22.3	6.00	3.03	0.947	Neutral
Textile	9.75	26.50	39.3	20.5	4.00	2.82	1.006	Neutral
Innovation	6.50	29.80	40.00	19.30	4.50	2.86	0.955	Neutral
Collaboration with celebrities	9.75	26.30	39.80	18.30	6.00	2.84	1.036	Neutral

Results from the table above show that the factor influences most on product purchase of Fast Fashion is fashion design at the means of 3.03. The second is the product innovation at 2.86. The third is collaboration with celebrities at 2.84. The fourth is Textile at 2.82. The fifth is good quality at 2.8 and the last is variety of product at 2.76.

Table 4.43 Represent the relationship between product and amount spent per time hypothesis test

		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta		t	Sig.
1	(Constant)	2.290	.218			10.530	.000
	Product	-.038	.074	-.026		-.513	**.608**

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between product and amount spent per time by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.608 which is more than 0.05, thus there is no significant relationship between product and amount spent per time of Fast Fashion.

Table 4.22 Represent percentage of respondents classified by Price

PRICE	Level of consumer's behavior					Mean	S.D.	Level of Consumer behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Reasonable Price	19.3	25.5	29	17.5	8.75	2.71	1.212	Neutral
Price Adjustment: If brand adjusted the price a bit upper, you still buy this brand	5	22.8	40.5	25.5	6.25	3.05	0.965	Neutral
Price Comparison: I compare which is cheaper than other brands in the same quality.	11.3	26	37	19.3	6.5	2.83	1.077	Neutral
Price Conscious: If other brands offer cheaper price than brand you bought, you will buy them.	14.3	23.8	34.8	19	8.25	2.83	1.141	Neutral

Results from the table above show that the factor influences most on product purchase of Fast Fashion is price adjustment at the means of 3.05. The second and third are the price comparison and price conscious at 2.83 equally. The last is reasonable price at 2.71.

Table 4.44 Represent the hypothesis test relationship between price and amount spent per time

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.261	.219		10.345	.000
	Price	-.027	.074	-.019	-.370	**.711**

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between price and amount spent per time by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.711 which is

more than 0.05, thus there is no significant relationship between price and amount spent per time of Fast Fashion.

Table 4.23 Represent percentage of respondents classified by Place

PLACE	Level of consumer's behavior					Mean	S.D.	Level of Consumer's behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Located in Department Store or Shopping Complex	14	28.5	30.8	17.5	9.25	2.79	1.171	Neutral
Connecting BTS or MRT.	18.5	22	26	21.3	12.3	2.87	1.284	Neutral
Nearby the house.	11.3	22	32.3	23.5	11	3.01	1.161	Neutral
There will be online shopping, I will buy it more frequently.	10.5	16.5	34.8	23.5	14.8	3.15	1.189	Neutral
I can exchange bought product in 30 days in any stores.	16	24.5	33.8	16.8	9	2.78	1.17	Neutral

Results from the table above show that the factor which influences most on product purchase of Fast Fashion is online channel at the means of 3.15. The second is nearby my house at 3.01.The third is connecting to BTS or MRT at 2.87. The fourth is located in Department Store or Shopping Complex at 2.79 and the last is exchange bought product channel at 2.78.

Table 4.45 Represent the hypothesis test between place and amount spent per time

		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta		t	Sig.
1	(Constant)	2.161	.221			9.770	.000
	Place	.007	.073	.005		.100	**.920**

*Significant at or below level 0.05

Result of this table states that hypothesis test is conducted to find the relationship between place and amount spent per time by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.920 which is more than 0.05, thus there is no significant relationship between place and amount spent per time of Fast Fashion.

Table 4.24 Represent percentage of respondents classified by Promotion

PROMOTION	Level of consumer's behavior					Mean	S.D.	Level of Consumer's behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Sale Promotion	13.8	24,5	33.8	17.3	10.8	2.87	1.176	Neutral
Advertisement	10	20	36.8	23.8	9.5	3.03	1.176	Neutral
Brand Ambassador.	7.5	16.3	37	28.3	11	3.19	1.073	Neutral
information.	9	24	44	17.5	5.5	2.87	0.99	Neutral
Display in Store	9	20.8	40.8	20.5	9	3.00	1.066	Neutral
Online marketing	13.5	13.5	24.8	20.5	27.8	3.35	1.367	Neutral

Results from the table above show that the factor which influences most on purchase decision of Fast Fashion is online marketing at the means of 3.35. The second is Brand ambassador at 3.19. Third is Advertisement at 3.03. The fourth is display in store at 3.00 and the last are sale promotion and information at 2.87 equally.

Table 4.46 Represent the relationship between promotion and amount spent per time hypothesis test

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.034	.262		7.758	.000
	Promotion	.049	.084	.029	.581	**.561**

*Significant at or below level 0.05

Result of these table states that hypothesis test is conducted to find the relationship between promotion and amount spent per time by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.561which is more than 0.05, thus there is no significant relationship between promotion and amount spent per time of Fast Fashion.

Table 4.25 Represent percentage of respondents classified by Brand Loyalty

BRAND LOYALTY	Level of consumer's behavior					Mean	S.D.	Level of Consumer's behavior
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
Price	7.75	26	43.3	16.5	6.5	2.88	0.99	Neutral
Product	18	29.5	32.3	14.8	5.5	2.60	1.11	Neutral
Promotion	9.25	29.8	36.5	17	7.5	2.84	1.05	Neutral
Place	10.3	24.8	39.8	18.3	7	2.87	1.05	Neutral
Brand image	7	18	44	24	7	3.06	0.99	Neutral

Results from the table above show that the factors which influence most on product purchase of Fast Fashion is brand image at the means of 3.06. The second is price at 2.88. The third is place at 2.87. The fourth is promotion at 2.84 and the last is product at 2.60.

Table 4.47 Represent the relationship between brand loyalty and amount spent per time hypothesis test

		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.009	.210		9.559	.000
	Brand loyalty	.061	.071	.043	.858	**.391**

*Significant at or below level 0.05

Result of these table states that hypothesis test is conducted to find the relationship between brand loyalty and amount spent per time by using multiple regression analysis method which the significance level is 0.05. The sig. equals 0.391 which is more than 0.05. Thus there is no significant relationship between brand loyalty and amount spent per time of Fast Fashion.

CHAPTER 5

SUMMARY, CONCLUSION & RECOMMENDATION

In this chapter, the research discussed the results of the findings in Fast Fashion in Bangkok: A Study on Relationship between Customers' Demography, Marketing Mix, and Brand loyalty relating to Product Purchases by customer.

Table 5.1 Hypothesis Test Result

	Hypothesis Statement	Test Result
	Dependent Variable: Purchase Frequency	
H1a	H1a: There is a significant relationship between Gender and Purchase Frequency.	Reject H1a
H1b	H1b: There is a significant relationship between Age and Purchase Frequency.	Reject H1b
H1c	H1c: There is a significant relationship between Marital Status and Purchase Frequency.	Accept H1c
H1d	H1d: There is a significant relationship between Education Level and Purchase Frequency.	Accept H1d
H1e	H1e: There is a significant relationship between Occupation and Purchase Frequency.	Reject H1e
H1f	H1f: There is a significant relationship between Monthly Income and Purchase Frequency.	Reject H1f

Table 5.1 Hypothesis Test Result (Cont.)

	Hypothesis Statement	Test Result
	Dependent Variable: Purchase Frequency	
H1j	H8a: There is a significant relationship between Price and Purchase Frequency.	Reject H1j
H1k	H1k: There is a significant relationship between Place and Purchase Frequency.	Accept H1k
H1l	H1l: There is a significant relationship between Promotion and Purchase Frequency.	Reject H1l
H1m	H11a: There is a significant relationship between Brand Loyalty and Purchase Frequency.	Reject H1m
	Dependant Variable: Amount Spent Per Time	
H2a	H2a: There is a significant relationship between Gender and Amount Spent Per Time.	Reject H2a
H2b	H2b: There is a significant relationship between Age and Amount Spent Per Time.	Reject H2b
H2c	H2c: There is a significant relationship between Marital Status and Amount Spent Per Time.	Reject H2c
H2d	H2d: There is a significant relationship between Education Level and Amount Spent Per Time.	Reject H2d
H2e	H2e: There is a significant relationship between Occupation and Amount Spent Per Time.	Accept H2e
H2f	H2f: There is a significant relationship between Monthly Income and Amount Spent Per Time.	Accept H2f

Table 5.1 Hypothesis Test Result (Cont.)

	Dependant Variable: Amount Spent Per Time	
H2i	H2i: There is a significant relationship between Product and Amount Spent Per Time.	Reject H2i
H2j	H2j: There is a significant relationship between Price and Amount Spent Per Time.	Reject H2j
H2k	H2k: There is a significant relationship between Place and Amount Spent Per Time.	Reject H2b
H2l	H2l: There is a significant relationship between Promotion and Amount Spent Per Time.	Reject H2l
H2m	H2m: There is a significant relationship between Brand loyalty and Amount Spent Per Time.	Reject H2m

Conclusion

The researcher has conducted a detailed analysis of three parts and found the results as described by the following:

Part I: From demographic aspect, categorized by gender, age, marital status, education, occupation, and monthly income from 400 respondents and the researcher found that majority of respondents is female for 69.75 percent, age range is between 21 – 30 years old for 70 percent, single marital status for 94.25 percent, educational level is bachelor degree for 64 percent, private company officer 44.75 percent and monthly income range at 10,001 THB - 20,000 THB for 24 percent. For purchase frequency data reveal majority of customers purchase once a month at 45.3 percent and they spend 1,001 - 2,000 THB per time.

Part II: The result of hypothesis testing relationship of Customers' Demography, Marketing Mix, and Brand Loyalty relating to Product Purchase which

is categorized by Purchase Frequency. The results express three significant relationships: the first is relationship between marital status and purchase frequency, the second is relationship between educational level and purchase frequency, and the third is relationship between place and purchase frequency.

Part III: The result of hypothesis testing relationship of Customers' Demography, Marketing Mix, and Brand Loyalty relating to Product Purchase which is categorized by Amount spent per time. The results express significant relationship between occupation and amount spent per time, and monthly income and amount spent per time

Future Recommendations

This research was studied the relationship between demography, marketing mix, brand loyalty relating to product purchase through consumer perception in Bangkok. Even though all findings from this survey are not much interesting and useful as the researcher expected them to be because of several limitation as mentioned in the previous section. It is important to start exploring and to make the improvement in further research to provide more fruitful finding. Therefore, the researcher suggested some recommendations that would be useful for further study on this topic or any application for business owner.

Since the factor of marketing mix is only one in many factors influencing the product purchase of consumers. The further researcher could be more profoundly study about external factors that effected consumers, for example, study in dept demographic factor; education factors regarding not only level of education, but also major or minor of study. The researcher also recommends expanding more surveys for more respondents and more exact information according that this survey took place in Bangkok.

Further research could be changed methodology from quantitative to qualitative with open questions to gain different perspective findings from samples of

interview such as focus group. This could provide more exclusive results; however it might take more time and money. Next, these findings could be discussed with Exploratory Statistic from this survey. The results might reconfirm or reject the former findings.

Further research could be compared to other countries which are found the significant impact relating to Demography, Marketing Mix and Brand loyalty on Product Purchase in order to be investigated and discussed why there are same or different findings.

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APPENDIX A
SURVEY QUESTIONAIRE

This questionnaire has been developed by Stamford International University. (MBA.) All information will betreated with high confidentiality. Please complete all questions for truthfully by "……." In ____or fill in the space given below. The questions are categorized in to 3 parts as follows;

Part 1: Questions of demographic data

Part 2: Questions of information of Shopping Behavior

Part 3: Questions about perception of marketing and brand loyalty on Fast Fashion

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Please put "/" in the ____ or fill in the space given below

Part 1: Demographic questions

1. Gender

___Male   ___Female

2.Age (years old)

___20 or below   ___21 - 30   ___31 - 40

___41 - 50   ___51 or higher

3.Marital Status

   ___Single   ___Married   ___Divorced / Separate / Widow

4.Educational Level

   ___High school or below   ___Diploma degree   ___Bachelor degree

   ___Master degree or higher

5.Occupation

   ___Student   ___Government officer   ___Housewife

   ___Private company officer   ___Other

6. Average income per month (THB)

   ___10,000 or below   ___10,001 - 20,000   ___20,001 - 30,000

   ___30,001 - 40,000   ___40,001 - 50,000   ___50,001 or higher

Part 2: Shopping behavior

7. How often do you go to shop Fast Fashion?

   ___Once a week   ___Twice a month   ___Once a month

   ___Once per 2 months   ___Once per 6 months   ___Once a year

8.How much do you spend on fast fashion averagely per time?

   ___Less than 1,000   ___1,001 - 2,000   ___2,001 - 3,000

   ___3,001 - 4,000   ___4,001 - 5,000   ___5,001 and above

Part 3 : The Customer Perception towards Marketing Mix and Brand Loyal

   1 = Strong Agree

   2 = Agree

   3 = Neutral

   4 = Disagree

   5 = Strong Disagree

PRODUCT		1	2	3	4	5
9	The main reason of buying Fast Fashion product is variety of product.					

		1	2	3	4	5
10	I buy Clothes because of good quality.					
11	I think Fast Fashion brands have strong point at Fashion Design.					
12	I think Fast Fashion brands offer textile which is suitable for Thailand.					
13	I think Fast Fashion brands develop innovative product gradually.					
14	I like when Fast Fashion brands collaborate with artists					
PRICE						
15	The main reason that I buy Fast Fashion Brand is reasonable price.					
16	If brand adjusted the price a bit upper, you still buy this brand.					
17	I think your purchased brand is cheaper than other brands in the same quality.					
18	If other brands offer cheaper price than purchased brand , you will buy them.					
PLACE		1	2	3	4	5
19	I always go to shopping in many huge department stores around Bangkok.					
20	The fast fashion stores are always located connecting BTS or MRT.					
21	I shop because Fast Fashion store is near my house.					
22	If Fast fashion provide online shopping, I will buy it more frequent.					
23	I can exchange bought product in 30 days in any stores.					
PROMOTION						
24	I only buy it when it's on sale.					
25	The Advertisements make me go to store.					
26	I saw Brand Ambassador wear it, then I like it too.					
27	I can search information easily before going to store.					
28	I always look up what mannequin wear in the store.					
29	I play game online in facebook to get voucher for the next shopping					
BRAND LOYALTY						
	How likely would it be for you to switch brands,…………………					

30	if an alternative brand was cheaper?					
31	if an alternative brand's product was of better quality or effectiveness?					
32	if an alternative brand offered more promotions or added value?					
33	if an alternative brand was sold in a more convenient location?					
34	if an alternative brand had a more popular image and a larger public following?					

BIOGRAPHY

NAME   **Peem Chaihuadcharoen**

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    BACHELOR DEGREE   **Bachelor of Arts, French Major**

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