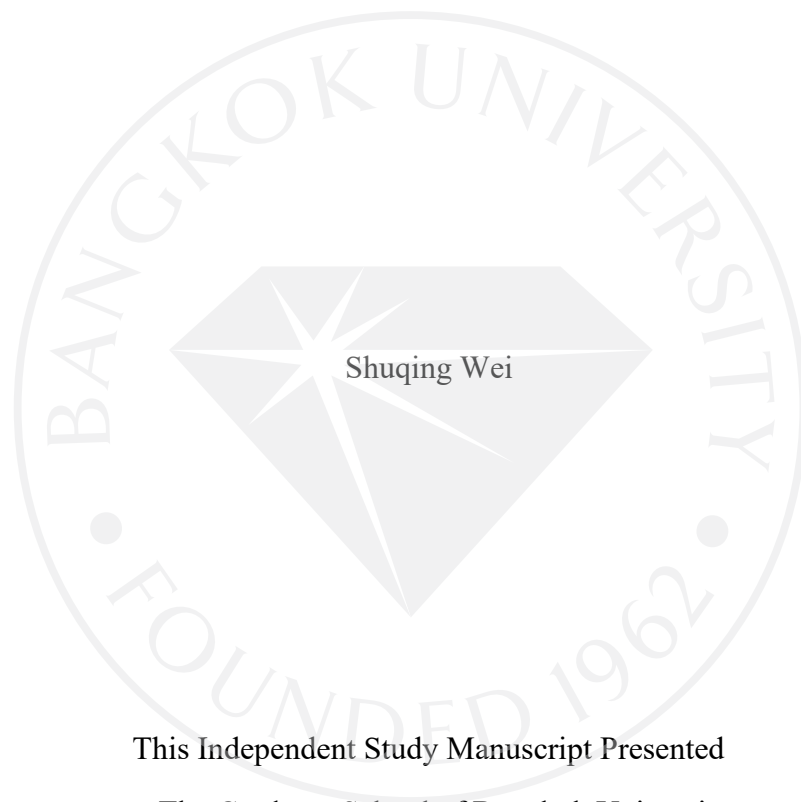A STUDY OF DRIVING FACTORS OF WINTER-CLOTHES SELLS IN BANGKOK

A STUDY OF DRIVING FACTORS OF WINTER-CLOTHES SELLS IN BANGKOK

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This Independent Study Manuscript Presented

to The Graduate School of Bangkok University

in Partial Fulfillment

Of the Requirement for the Degree

Master of Business Administration

2015

This Independent Study has been approved by
the Graduate School
Bangkok University

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<u>The Study of Diving Factors of Winter Clothes Sells in Bangkok</u> (83 pp.)

Advisor: Sumas Wongsunopparat, Ph.D.

ABSTRACT

In the study, the factors that impact among the customer's buying behavior winter cloth in Bangkok market will be determined. The factors include are product quality, price, promotion, brand image, brand preference, in-store environments, and product design, custom design, material. The targeted customers are the new people that never have purchased winter cloth and are willing to have winter cloth, and also the customer that already have experience to purchase winter cloth. The target customers are no and limitation on age and genders.

The questionnaires are distributed to customers who experienced winter cloths in Paragon department store in Bangkok, with 412 sample size. The data collected by researcher and after analyze by the SPSS, the conclusion can be applied and all the findings and recommendations can be created.

From this study, it shows that product quality, brand preference, in-store environment, product design, material and custom design has no relationship toward buying behavior. While price, promotion and brand image has a significant relationship toward customer's winter cloth buying behavior. This means, the three factors, price, promotion and brand image can be focus developed to increase the level of customers' buying behavior..

ACKNOWLEGDEMENT

This study is firstly dedicated to my beloved family and friends for standing by me during the process of this project and providing with their knowledge and support.

I would like to express my utmost unreserved gratitude to my supervisor for providing the valuable advice, continuous encouragement and support towards the successful completion of this research. This is a unique opportunity to know and work with him.

I would like to emphasize my thankful appreciation to my university for providing me with the useful and essential resources to finish this research. I also had a great chance to broaden my awareness and better develop my future career.
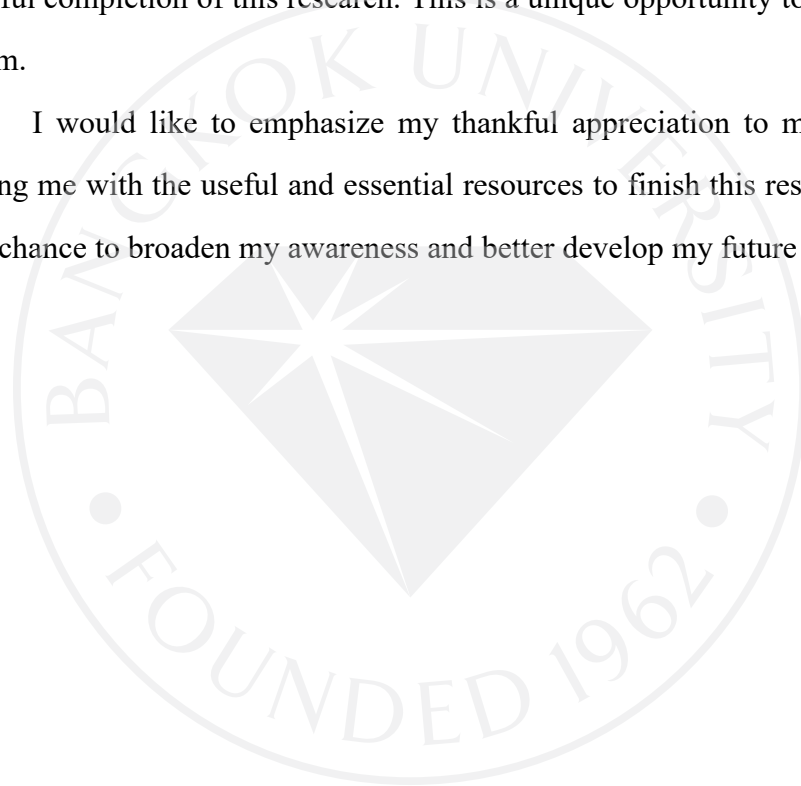
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CHAPTER 1

INTRODUCTION

In this chapter, the author briefly describes background related to the subject of this research which are product which are quality, price, promotion, brand image, brand preference, in-store environments, product design, custom design and material among winter cloths sells in Bangkok. The statement of problem is introduced followed by the purposes of this independent study. In this chapter the author also provides importance of study, scope of study, definition of terms, focus and limitation in order to outline the study and limit the scope.

1.1 Background

Nowadays, many winter-cloth business enterprises need to attract their customers in order to be successful in globally rising competitive markets. Kotler et al., (1997) described that every winter-cloth company must be customer centered. According to Hellier et al., (2003), customers' aim of buying behavior is shaped by customer satisfaction and brand preference. Customer's buying behavior can be considered as how much a certain company can perform to meet the expectation of customers. It can also be defined as the customer's decision of buying again at a certain product or service. Winter-clothing sector firms are competing to increase their profit share in the market and among these firms, so it's becoming important that clothing companies want to get know about customer's buying behavior which can help them to compete with other companies.

There are some brand that sells winter-cloth in Thailand, such as UNIQLO, H&M, ZARA, and GAP, the introduction of those brand winter cloth as follow:

1.1.1 Introduction of UNIQLO

UNIQLO Co., Ltd. is a Japan's leading casual wear designer, manufacturer and retailer company, and famous for its clothes that can be worn by anyone, anywhere, anytime. It offers fashionable, high-quality basic casual apparel as reasonable prices. UNIQLO Company operates in nearly 15 countries worldwide, and had begun outsourcing their clothing manufacturing to factories in Thailand where labor was cheap, a well-established corporate practice. UNIQLO Thailand was established in May 2011 as a joint venture with Mitsubishi Corporation, and three exciting new stores were opened in the latter half of 2011. The first store, the Central World Store, was opened in September 2011. The Central World Store is a large-format store with a sales floor of approximately 2,740 square meters located in one of Bangkok's largest and most prominent shopping centers. This was followed closely by the opening of the Central Plaza Lardprao Store in October, and the Central Plaza Rama9 Store in November, 2011.

■UNIQLO Stores by Region (Forecast as of 10 July, 2014)

	FY to Aug. 2012		FY to Aug. 2013		FY to Aug. 2014 (Forecast)	
	End Aug.	YoY	End Aug.	YoY	End Aug.	YoY
Japan	845	+2	853	+8	852	-1
China	145	+65	225	+80	305	+80
Hong Kong	16	+1	18	+2	22	+4
Taiwan	17	+16	37	+20	46	+9
South Korea	80	+18	105	+25	134	+29
Singapore	7	+2	12	+5	18	+6
Malaysia	5	+3	10	+5	21	+11
Thailand	4	+4	10	+6	20	+10
Philippines	1	+1	6	+5	16	+10
Indonesia	-	-	1	+1	4	+3
Australia	-	-	0	+0	1	+1
U.K.	10	-1	10	+0	10	+0
U.S.	3	+2	7	+4	26	+19
France	2	+1	3	+1	6	+3
Russia	2	-1	2	+0	4	+2
Germany	-	-	0	+0	1	+1
UNIQLO Total	1,137	+113	1,299	+162	1,486	+187

Figure 1.1 : Uniqlo Stores by Region

Source: Zeith, H. K, (2014). *Uniqlo Stores by Region (Forecast as of 10 July,2014).*

Retrieved from http://www.fastretailing.com/eng/group/strategy/tacties.html

From the figure1.1, it shows that the UNIQLO has expend it market all over the world, especially for Thai market. In the year 2012, there were 4 more stores opened in Thailand, and increased to be 10 stores in year 2013. Then, at the end of year 2014, total number of UNIQLO stores in Thailand is 20, which was the 50% growth compare to year 2013. From the figure, researcher can know that UNIQLO had its expansion strategy in Thailand market, and all over the world.

1.1.2 Introduction of H&M

H & M Hennes & Mauritz AB (H&M) is a Swedish multinational retail-clothing company, known for its fast-fashion clothing for men, women, teenagers and children (H&M Annual Report, 2013).

H&M exists in 57 countries with over 3,500 stores and as of 2015 employed around 132,000 people. It had 2,325 stores at the end of 2011, 2,629 stores at the end of August 2012 and opened its 3,000th store in September 2013 in Chengdu, China (H&M Annual Report, 2013). It is ranked the second largest global clothing retailer, just behind Spain-based Inditex (parent company of Zara), and leads over the third largest global clothing retailer, United States based Gap Inc (H&M Annual Report, 2013).

The design team in the company's Sweden office controls the steps of production, from merchandise planning to establishing specifications, and production is outsourced to approximately 800 factories in Europe and Asia (H&M Annual Report, 2013). These facilities are used for horizontal division of labor, rather than being integrated.

Brands people wear most often
% of times people wear a brand

1 Zara 24%
2 H&M 21%
3 Blanco 6%
4 Forever21 5%
5 Primark 5%
6 Stradivarius 4%
7 Topshop 4%
8 Bershka 4%

II Chicisimo Street Fashion Report
Source: Chicisimo.com
February 2011

Figure 1.2 : The percentage of popular cloth brand

From the figure1.2, it shows that Zara get 24% of popular from customers and H&M is the second popular brand with 21% in the market. Zara and H&M almost get half percent that customers want to wear most.

The first store in Thailand, a duplex flagship store with an area of 3,300 m2, was opened on 29 September 2012. It is located in Siam Paragon in Bangkok. Another 2 stores, located at The Mall Bangkapi and Terminal 21 also in Bangkok (H&M Annual Report, 2013). On 31 August 2013, The second largest H&M store in the world has opened at CentralWorld, Bangkok (H&M Annual Report, 2013).

1.1.3 Introduction of ZARA

Zara is a Spanish clothing and accessories retailer based in Arteixo, Galicia, and founded in 1975 by Amancio Ortega and Rosalía Mera. It is the flagship chain store of the Inditex group, the world's largest apparel retailer. It is claimed that Zara needs just one week to develop a new product and get it to stores, compared to the six-month industry average, and launches around 12,000 new designs each year. Zara

has resisted the industry-wide trend towards transferring fast fashion production to low-cost countries. Perhaps its most unusual strategy was its policy of zero advertising; the company preferred to invest a percentage of revenues in opening new stores instead. This has increased the idea of Zara as a "fashion imitator" company and low cost products. Lack of advertisement is also in contrast to direct competitors such as UNIQLO and United Colors of Benetton.

In Thailand, ZARA has launched 6 stores in Bangkok which are Siam Paragon, Central World, Central Embassy, Emquartier, Central Plaza Laprao, and The Mall Bangkapi. ZARA has planned to continue expanse in the future (Zara Annual Report, 2013).

1.1.4 Introduction of GAP

The Gap, Inc., commonly known as Gap Inc. or Gap, is an American multinational clothing and accessories retailer. It was founded in 1969 by Donald Fisher and Doris F. Fisher and is headquartered in San Francisco, California. The company operates six primary divisions: the namesake banner, Banana Republic, Old Navy, Piperlime, Intermix, and Athleta. Gap Inc. is behind Inditex Group and H&M in the total numbers of international locations, however it remains the largest specialty retailer in the United States. As of September 2008, the company has approximately 135,000 employees and operates 3,076 stores worldwide, of which 2,551 are located in the U.S (GAP Annual Report, 2013).

The Gap originally targeted the younger generation when it opened, with its name referring to the generation gap of the time. It originally sold everything that Levi Strauss & Co made in every style, size, and, color, and organized the stock by size (GAP Annual Report, 2013). The Gap was the first of many shops that carried only Levi's, which led to a worldwide shortage of Indigo denim. The Gap eventually started making their own jeans and selling them at the expense of jeans from Levi's (GAP Annual Report, 2013). Gap's current marketing works to appeal to a broad

demographic of customers, whereas Banana Republic presents a sophisticated image and Old Navy focuses "fun, fashion, and value" for families and younger customers. While the company has been criticized for blandness and uniformity in its selling environments, it maintains that it tailors its stores "to appeal to unique markets" by developing multiple formats and designs (GAP Annual Report, 2013).

Thailand's first GAP store opened in Bangkok's largest mall, Central World Plaza which is also south east Asia's second largest mall and alredy has many American and European casual clothing stores. So when the GAP opened, it began its first day of operations with a lot of competition.

1.2 Statement of problems

UNIQLO, H&M, ZARA, and GAP are famous international brands. They have different season's products to customers but also put their winter clothes in the Thailand shopping mall. Strangely, winter clothes still sales good in the Thailand, this tropical country (Bloomberg Market, 2013). And the best season to sell the winter cloth in Thailand is between October to February every year (Bloomberg Market, 2013). This is contradicting because it is unnecessary to wear winter clothes in Thailand. So in what circumstance do people in Thailand need to buy winter clothes? UNIQLO, H&M, ZARA and GAP as the large fashion clothes companies in the world do must have the reasons to support this marketing method. In fact, good sales of winter clothes in Thailand precisely prove this marketing method is right. But to marketing, it is necessary to analyze the reasons and it has a significant meaning. As Thailand for example, figure out the reasons may help marketing sales in others regions.

1.3 Purposes of Study

1. Do the factors (product quality, price, promotion, brand image, brand preference, in-store environments, and product design, custom design, material) will

effect on customer's buying behavior of winter cloth in Bangkok.

2. Gain insight on consumers and analyze in winter cloth in Bangkok area, in order to find out the purchase reason.

3. Assess the current data of winter clothes selling, find out which month have the most and less sales in winter clothes.

1.4 Importance of Study

It's very important to understand customers buying behavior (Consumer behavior are those act of individuals, groups, and organizations directly or indirectly involve in searching, obtaining, buying, using, and disposing of goods, services, ideas, or experiences to satisfy their needs and desires. These acts are carried out in a sequential process starting from need recognition, information search, evaluation purchasing and post purchase.) In order to know that make customers make purchase decision (Kotler et al., 1997). Customers will make buying decisions when they have valuated all the choices. The buying intention will not be caused by the actual buying. So it's important that the marketing department of company should be tried to attract customers' buying intention. There will be so many strategies that help market manager to draw customers' buying intention (Kotler et al., 1997). So it's better to understand the factors that will impact on customer's buying behavior which can help to increase sales and profits.

1.5 Scope of research

In the study, the factors that impact on the customer's buying behavior winter cloth in Bangkok market will be determined. The factors include are product quality, price, promotion, brand image, brand preference, in-store environments, and product design, custom design, material. The targeted customers are the new people that never have purchased winter cloth and are willing to have winter cloth, and also the customer that already have experience to purchase winter cloth. The target

customers are no and limitation on age and genders.

This paper describes nine independent variables which are product quality, price, promotion, brand image, brand preference, in-store environments, product design, custom design, and material and only one dependent variable which is customer's buying behavior. There are 100 questionnaires were send to target population in the winter cloth store in central world Bangkok. In the questionnaires will be six sections to cover all the independent variables and dependent variables. And judgment with convenience of non-probability sampling was applied during that time.

1.6 Focus and Limitation

In order to study and research of the topic of driving factors of winter clothes sells in Bangkok, the author has to make a clear focus and limitation so as to keep the study and research within the specific research structure. The study is confined by focusing on only four brand shops which is Uniqol, ZARA, H&M and GAP in Paragon department store in Bangkok. The factors that impact on the customer's buying behavior winter cloth in Bangkok market will be studied by the author. There is a limitation for data collecting is only 412 questionnaires cannot cover all the target populations in Bangkok, and also the time period is only in the May and June 2015. The author cannot research other independent variables besides these nine independent variables which are product quality, price, promotion, brand image, brand preference, in-store environments, product design, custom design, material and one dependent variable customer's buying behavior which is another limitation for this study. Because of those two limitations this study cannot cover the entire winter cloth research.

1.7 Definition of Terms

Product Quality

Product quality means to incorporate features that have a capacity to meet consumer needs (wants) and gives customer satisfaction by improving products (goods) and making them free from any deficiencies or defects. A combination of quantitative and qualitative perspectives for which each person has his or her own definition; examples of which include, "Meeting the requirements and expectations in service or product that were committed to" and "Pursuit of optimal solutions contributing to confirmed successes, fulfilling accountabilities"

Price

In ordinary usage, price is the quantity of payment or compensation given by one party to another in return for goods or services. In modern economies, prices are generally expressed in units of some form of currency. The last price at which a security, options contract, or commodity trades during the trading session. Price is a component in a number of technical and fundamental analysis strategies. The value of a thing with real or perceived worth. Price represents the amount of value the market has assigned, fairly or unfairly, to a good or service. Normally, prices are expressed in terms of money. Prices tend to be regulated by the law of supply and demand; that is, a price of a good or service increases with smaller supply and/or greater demand. An amount of money exchanged for something of value.

Promotion

Promotion is a term used frequently in marketing and is one of the market mix elements. Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place (Rajagopal, 2007). Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing, and publicity (Rajagopal, 2007). A promotional mix specifies how

much attention to pay to each of the five factors, and how much money to budget for each.

Brand image

The impression in the consumers' mind of a brand's total personality (real and imaginary qualities and shortcomings). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. See also corporate image. The brand image refers to the way a market as a whole views a given company or product. Many companies attempt to create a strong brand that people identify with a given product.

Kotler and Keller (2009) described brand image as the perceptions and beliefs held by consumers about the brand. In today's dense marketplace, consumers often decide to purchase brands based on their image or identity. The identity of a brand is central to the brand's strategic vision since it embodies the basic characteristics that will sustain it over time; just as a person's identity provides direction, purpose and meaning (Aaker, 1996). Thus, a brand's identity is the sum of unique associations that consumers have when confronted with the brand (Keller, 2003). Corporate image in the service marketing literature was early identified as an important factor in the overall evaluation of the service and the company (Bitner, 1991; Grönroos, 1984; Gummesson and Grönroos, 1988). Corporate image is a filter which influences the perception of the operation of the company.

Brand Preference

Hellier et al. (2003) stated that brand preference the extent to which the customer favors the designated service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set.

Product design

Product design is the process of creating a new product to be sold by a business to its customers. A very broad concept, it is essentially the efficient and effective generation and development of ideas through a process that leads to new products.

Custom design,

Custom design is the process that design the special cloth or special style of cloth for individual customers.

Material

These materials range from grasses to furs to much more elaborate and exotic materials. Some cultures, such as the various people of the Arctic Circle, until recently, made their clothing entirely of prepared and decorated furs and skins. Other cultures have supplemented and replaced leather and skins with cloth. Cloth is either woven or knitted and can be made from a large variety of fibers, which in turn can be natural, cellulose, or synthetic. Clothing is generally made of cloth. There are many different types of cloth, with different names and uses. Main differences between types of cloth include how the cloth was made (woven, knitted, felted, and how those techniques were implemented), what fiber it was made from, and what weight the cloth is. Different types of cloth are used for different types of clothing.

Customer's buy behavior

Buying Behavior is the decision processes and acts of people involved in buying and using products. Consumer buyer behavior is considered to be an inseparable part of marketing and Kotler and Keller (2011) state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs

and wants. Buyer behavior has been defined as "a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants" (Enis, 1974). Consumer buying behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers. Alternatively, consumer buying behavior "refers to the buying behavior of final consumers, both individuals and households, who buy goods and services for personal consumption" (Kumar, 2010). The definition formed by Solomon et al (1995) describes consumer buying behavior as a process of choosing, purchasing, using and disposing of products or services by the individuals and groups in order to satisfy their needs and wants.

1.8 Disposition

In order to illustrate the overall of Independent Study's structure, the author will simplified in a form of chart from the first chapter to the last chapter which will be the conclusion from chapter 5. See the figure below.
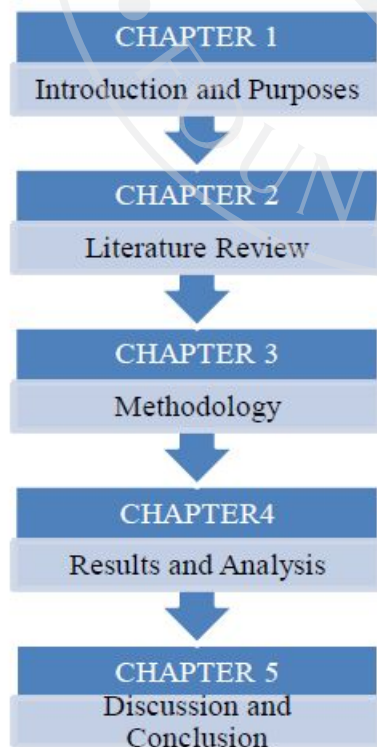
Figure 1.3: Independent Study's Outline

Chapter 1- In this chapter, the author briefly describes background related to the subject of this research which are quality, price, promotion, brand image, brand preference, in-store environments, product design, custom design and material among winter cloths sells in Bangkok, Thailand. The statement of problem is introduced followed by the purposes of this Independent Study. In this chapter the author also provides importance of study, scope of study, definition terms, focus and limitation in order to outline the study and limit the scope.

Chapter 2- In this chapter the author introduce five previous studies that other researchers' paper with factors that effect on customer's buying behavior of clothing industry. And followed will be introduced about the reasons to study, the factors, the samples of research, the method that researchers used, the result and conclusion after researchers data analyze.

Chapter 3-In this chapter, the author explained research strategy and approaches used in this research. Methodology is proposed and reasoned as well as strategies utilized in this research. The author also provides detail about data collection.

Chapter 4-In this chapter, the author present the empirical study of the research along with an analysis of the descriptive analysis of demographic characteristics which are the frequency and percentage distribution of respondent's brand choice, gender, age, education level respectively. And tables also show the average mean and standard deviation of 9 variables.

Chapter 5-In this chapter, conclusion of the thesis has been presented. The author also gives opinions and future related research.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The chapters 2 mainly introduce five previous studies that other researchers' paper with factors that effect on customer's buying behavior of clothing industry. And followed will be introduced about the reasons to study, the factors, the samples of research, the method that researchers used, the result and conclusion after researchers data analyze.

2.2 Discussion

2.2.1 Discussion of Azevedo et al, (2008)

Azevedo et al, (2008) studied that consumer buying behavior in fashion retailing: empirical evidences. Consumer behavior research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Firms can satisfy those needs only to the extent that they understand their customers. The main objective of this paper is to study the gender differences in consumer buying behavior of a Portuguese population when they go shopping to buy apparel products. To attain this objective a survey was developed and administered across Portugal. The findings confirm the differences between women and men especially in terms of What, Where, When, and How they buy.

Concerning this investigation's unfolding, researcher chose the non-random sampling technique, i. e., and the population elements' selection to form the sample depends, partly, on the researcher's judgment. There are no known conjectures that a random element in the population may have a share

in the sample (Mattar, 2001). Blended with this sampling technique, researcher also used the snowball sampling process. This is a kind of intentional sample among which the researcher chooses a starting group of individuals to whom he asks for names of other individuals belonging to the same population. In this way, the sample keeps growing like a snowball, while new individuals are suggested to the researcher (Rao, 2000). So, in this investigation researcher chose to send the questionnaire by e-mail to all the researcher's mailing list contacts living in the country, and, later, to diffuse it using the snowball technique to successive contacts of the first responders and researcher got 221 answers. The questions in the questionnaire are mainly closed. Researcher chose this kind of questions, because they have more inherent advantages, i. e., they assure comparable answers, for they vary little, offer to those who answer an acknowledgement task, they are easier to answer and also because they offer more easily examinable, reliable, and statistically treatable answers (Foddy, 2001).Concerning the answers obtained from the questionnaires, they are measured according three kinds scales: ratio scale, Likert scale and dichotomic scale. Yet, in order to get the answers more quickly, they were sent by e-mail. The questionnaires were sent and received by e-mail, and its answers exported to the SPSS 15.0 software, in order to get the statistical treatment. So that researcher could find answers for the question arisen, researcher used descriptive statistics and, to test the formulated hypothesis, researcher used the t-student test.

Concerning the investigation question arisen in this study: "What are the main differences on the clothing consumer buying behavior according to gender?" and, since it was not rejected the hypothesis of investigation that defended the existence of differences on the consumer buying behavior according to gender, researcher noticed, in what concerns "what one buys", that both men and women mostly prefer clothing that may highlight their physical attributes. Women appreciate first of all satisfaction and comfort, followed by function, while men prefer comfort, followed by satisfaction and, finally, quality.

2.2.2 Discussion of Iqbal et al (2014)

Iqbal et al (2014) determinates of impulsive buying for clothing in Pakistan. This study aims to examine the impact of promotional approach, attractive display of product, in store environment, price reduction on impulse buying behavior. The paper uses primary data. The source of the data is questionnaire which is filled by the respondent. Target population of the research study is those people who are coming for shopping in malls, retail stores in Pakistan. There is positive relationship between dependent variable with independent variable. Null hypothesis is accepted and alternative is rejected. The study only focuses on the quantitative research. The research study focused only for impulsive buying for clothing but many other things can be considered.

In this study, 16 Questions were used with the help of supervisor. The questionnaires consist of five sections to measure respondents of impulsive buying behavior. First segment of the questionnaire, determined of the respondents' impulse buying behavior. Segment two determined impact of promotional approaches on impulse buying behavior. Segment three determined impact of attractive display of product. Segment four determined impact of in-store-environment. Section five determined the impact of price reduction. The last section consisted of questions to determine the respondents' demographic profile, such as gender, age. Questionnaire served as a research tool, questionnaire was distributed among 250 respondents. The collected questionnaires were 215 and only 200 were completed. There are 16 items measured along with 5 point Likert scale that range start from (1) Strongly Agree to (5) Strongly Disagree. Statistical Packages for Social Science's (SPSS) software and Structural Equation. Modeling (SEM) with Linear Structural Relationships (LISREL) was used to data analysis.

To estimation the impact of Promotional approach (PA), attractive display of product (ADP), in store environment (ISE) and price reduction (PR) on the impulse

buying behavior (IBB) in Pakistan, a regression is used among PA, ADP, ISE and PR and the IBB. First, descriptive statistics and chronbach's alpha test used to check reliability in the data, then, 'Multiple Linear Regression (with no-intercept) Model' is used in this study.

The study determined the extent of planned and impulse purchases among Pakistani shoppers. Majority of the buyers in Pakistan plan their purchases. To promote impulse buying retailers should create a store environment where the negative perceptions of impulse are reduced. Advertisements may be designed to emphasize the non-economic rewards of impulse buying. Since, majority of the purchases are planned, stores should have highly legible environment and implement steps to promote shopping efficiency. Researcher find the supportive literature from other contexts but, the study fills the gap in Pakistan. More importantly, this study highlights the factors affecting planned or impulsive purchases. Before the visit to a retail outlet, the product category, purchase frequency appears to be a significant factor. Products bought less frequently tend to become impulsive purchases. Since, most respondents bought toiletries for personal use, communication campaigns that encourage self-indulgence or pampering self would be effective. Products that enter the daily personal rituals of consumers could become successful in the market. Moreover, the knowledge of product categories associated or purchased together is also valuable in store layout designs and shelving strategies. Inside the store, consumers compare brands and obtain information from beauty consultants to facilitate their planned purchases. This implies that marketers and retailers need to design shopping environments that reduce the expected shopping difficulties of their target consumers. It is important to understand that shoppers have varying types and amounts of product and store knowledge, which may affect their navigational search strategies. Among the demographic variables only age was found to affect planned/ impulse purchases.

There was no relationship found between planned/impulse purchases and

epistemic/hedonic shopping value, an attitudinal measure used as a surrogate for retail search behavior. Future research may explore the design of a more robust scale which could help explain the relationship between planned/impulse purchases and retail search strategies. Other factors that may affect planned or impulse may need to be investigated in future studies such as price and store promotion. The presence of environmental stimulation variables such as scent and sound or attractive store displays may moderate the choice of search strategies and making impulse purchases. Researchers also suggest that consumers engage in multipurpose shopping trips and they shift back and forth between epistemic and hedonic search strategies throughout their shopping experience.

2.2.3 Discussion of Prasad (2012)

Prasad (2012) described that a study on attributes influencing the purchasing behavior of apparel consumers in organized outlets. The purpose of this study is to identify the purchasing drivers of apparel consumer in apparel product categories, in the context of the evolving organized retail industry in India. The paper attempts to correlate the distinct store features as perceived by respondents with the true motivations of various consumers in purchasing and patronizing of organized outlets. In the process it provides insight of various attributes influencing the purchasing behaviors of an average Indian consumer. The framework evolved for evaluating effectiveness and impact of different attributes influence the behavior and a major impact on the overall profitability of the retailing business. Increase in the rate of literacy, growing number of working women, highly disposable income, easy availability of credit at low interest rates and high rate of media penetration along with the assurance of similar quality products with large ambit of price differentiation, painted the India's dynamic organized retail landscape. Rising interest and growing expansion of organized retail market leading to success of a business, depends solely on consumers' urges that there is a need to study their buying behavior. The study is

based on primary data, a total of 178 apparel retail customer from leading outlets in Hyderabad and Secunderabad are surveyed by using structured questionnaire with mall intercept method. The results reveal that the shoppers do not rate the factors equally, without leaping in the dark, proper emphasis can be given to the factors. The results further prove that the apparel consumers' buying behavior is mostly influenced by the attributes like style > value > diversity > demand > credibility > concern > referral groups. This study contributes information to both academic and retail managers for their theoretical and practical purposes.

The study is based on primary data as well as secondary data. The population of this study is apparel retail customers from organized retail formats in the city of Hyderabad and Secunderabad in India. For data collection purposes, the mall intercept technique was used on shoppers who were leaving for the modern retail formats. Data was collected at 12 different retail formats comprised of apparel chains, using a structured non-disguised questionnaire with questions in a prearranged order. Following the data collection procedure, a total of 250 customers were surveyed and only 178 respondents completed and returned the questionnaire. Before drawing the final questionnaire, a pilot survey for the same was made to understand legibility. Researcher prepared a set of 19 statements reflecting various attributes of the problem. The respondents are requested to rank the statements on a 5-point Likert scale basis (5 = strongly agree, 3 = not known or neutral, 1 = strongly disagree). Factor analysis (a data reduction technique) was restored for identifying the factors the apparel buyers are influenced by in organized retail outlet. Assuming all the statements has some degree of association with each other. Researcher applied SPSS 14 to analyze the data collected for the study. For getting the factors identified, researcher indulged the quest whether consumers rate these factors in the same way at the time when they purchase apparel from organized retail outlets. With a view to gauge the importance, the consumers find in these factors a paired comparison scale was constructed to circulate among 200 respondents.

The study shows that consumers" education, income, occupation, marital status are the major determinants for type of apparel retail format. The psychographic segments are differed in terms of consumers" activities, interests and opinions and values for the purchase of apparel products (that is, style > value > diversity > demand > credibility > concern > referral groups). It is an uphill task to serve today's pragmatic and enigmatic consumers because consumers are looking for huge variety of quality products, offering special services, pleasant ambience and store services. The apparel retail outlets must be meticulous in creating a sense of high level of trust to maintain quality relationship and loyalty with customers. Hence it is imperative to bear in mind that apparel consumer's behavior and shopping habits with regard to shopping attributes that influence the choice of apparel retail format.

2.2.4 Discussion of Alooma (2013)

Alooma et al (2013) studied effects of consumer demographic variables on clothes buying behaviour in Borno State, Nigeria. This study assessed consumer demographic variables influencing clothes buying behaviour in Borno state, Nigeria. Data for the study were gathered through structured questionnaire administered on a sample of 192 clothes buyers, out of which, 174 were duly filled and returned. The data obtained were analyzed using descriptive statistics and chi square. Frequency results revealed that consumers clothes need recognition was mainly based on basic wardrobe requirement (34.5%) and society (friends, family, neighbors) served as the main information window to most clothes consumers (44.8%). Quality was the main clothes evaluation (choice) criteria (60.3%) and most consumers (66.1%) patronized native clothes. Chi-square association test indicated significant ($\chi2 =12.95$, $p<0.0047$) influence of age on consumer buying behaviour with respect to patronage. Occupation had bi-variate significant influence on clothes need recognition process ($\chi2 = 28.74$, $p<0.0174$) and patronage ($\chi2 = 12.93$, $p<0.0240$) as well. Education had overbearing influence on consumer post purchase behaviour ($\chi2 = 87.87$, $p<0.0000$) as well as

awareness ($\chi 2 = 28.49$, p<0.0187). The influence of income was also significant on need recognition ($\chi 2 = 44.30$, p<0.0000) and patronage ($\chi 2 = 12.93$, p<0.0240). In contrast influence of gender and marital status was invariably not significant on consumer buying behavior. The study recommended for marketing managers to adopt market segmentation strategy and segment their clothes markets on the bases of demographic variables since they were all found to have great degree of influences on clothes buying decisions

2.2.5 Discussion of Islam and Aktar (2013)

Islam and Aktar (2013) investigated Role of Brands on Consumer's Buying Behavior in Bangladesh: a Study on Fashion Cloth. Brand is a whole range of communication, learning, history, feeling about a product or company within a simple name and logo. Cloth is a necessary item in our daily shopping list. It's satisfy the all needs which exposed by Maslow's Hierarchy of needs theory level. This paper attempts to highlight the role of brands on consumer's buying behavior of fashion cloth in Bangladesh, particularly in sample areas. The paper explore the role of brand through 200 samples from two cities; capital city Dhaka and commercial capital city Chittagong using direct interview method. It is found that significant correlation between brand with related variables and consumer involvement in fashion cloth in Bangladesh. The study found six factors have the influence 53% (total variance explain) on total behaviors of consumers. Also explore that 'R squared' is 54% and 'R' is 64%, which exhibit the model exposed significant relationship between the dependent variable and independent variables. Finally this paper suggests a few guidelines to marketer(s) and decision maker(s) for building a strong and favorable brand with loyalty to influence the consumer buying behavior of fashion cloth in Bangladesh.

The study was mainly based on primary data. Primary data were relevant to the brand elements (Attitude, Status), self concepts, reference group, willingness to

pay and consumer involvement to fashion cloth. Data were collected by the designed questionnaire in the light of research objectives. Questionnaires were intended to identify the significant of the factors that affect the adoption of branded cloth in Bangladesh. Five point Likert Scale was used to measure all the variables. The scale varies from 1 (strongly disagree) to 5 (strongly agree) for all the questions in the questionnaire. Total 200 samples were surveyed, were 100 samples from capital city Dhaka and another 100 samples from commercial city Chittagong city since 1st November, 2012 to 31st December, 2012. The focus group consist students, housewives, bankers and university teachers. For analysis of the collected data, the study used a sophisticated method of statistics Regression model, person's correlation and factors analysis (Principle Component Method) under the support of SPSS-19 (Statistical Package for Social Sciences).Collected data were tabulated by the statistically sound methods to drives salient finding. The study also utilized some secondary data on brand, consumer behavior by using literature, search worked and relevant articles. These were then interpreted and incorporated in this study.

2.3 Conclusion

Table 2.3: Conclusion for previous study

No.	Title	Author	Year	Major Finds
1	Consumer buying behavior in fashion retailing: empirical evidences.	Azevedo et al	2008	The findings confirm the differences between women and men especially in terms of What, Where, When, and How they buy. Women appreciate first of all satisfaction

(Continued)

Table 2.3 (Continued): Conclusion for previous study

				and comfort, followed by function, while men prefer comfort, followed by satisfaction and, finally, quality.
2	Determinates of impulsive buying for clothing in Pakistan.	Iqbal et al	2004	There was no relationship found between planned/impulse purchases and epistemic/hedonic shopping value, an attitudinal measure used as a surrogate for retail search behavior. Future research may explore the design of a more robust scale which could help explain the relationship between planned/impulse purchases and retail search strategies. Other factors that may affect planned or impulse may need to be

(Continued)

Table 2.3 (Continued): Conclusion for previous study

				investigated in future studies such as price and store promotion.
3	A study on attributes influencing the purchasing behavior of apparel consumers in organized outlets.	Prasad	2012	The study shows that consumers" education, income, occupation, marital status are the major determinants for type of apparel retail format. The psychographic segments are differed in terms of consumers" activities, interests and opinions and values for the purchase of apparel products (that is, style > value > diversity > demand > credibility > concern > referral groups).
4	Effects of consumer demographic variables on	Alooma et al	2013	Demographic factors made up of age, gender, marital status, occupation, education

Table 2.3 (Continued): Conclusion for previous study

	clothes buying behaviour in Borno State, Nigeria.			and income are key factors affecting consumer buying behaviour, it is therefore, concluded that these factors, either acting independently or in conjunction with each other have significant degree of influences at each stage (need recognition, information search, evaluation, patronage, and post purchase behaviour) of the consumer clothes buying decision making process.
5	Role of Brands on Consumer's Buying Behavior in Bangladesh: a Study on Fashion Cloth.	Islam and Aktar	2013	Brand has significant role on consumer buying behavior in fashion cloth. By the cram it is crystal clear that brand attitude, brand status, willingness to pay

Table 2.3 (Continued): Conclusion for previous study

				premium, self-concept and reference group have substantial relation with consumer involvement in fashion cloth, study also justified the brand can influence in buying behavior on fashion clothing has 52%.
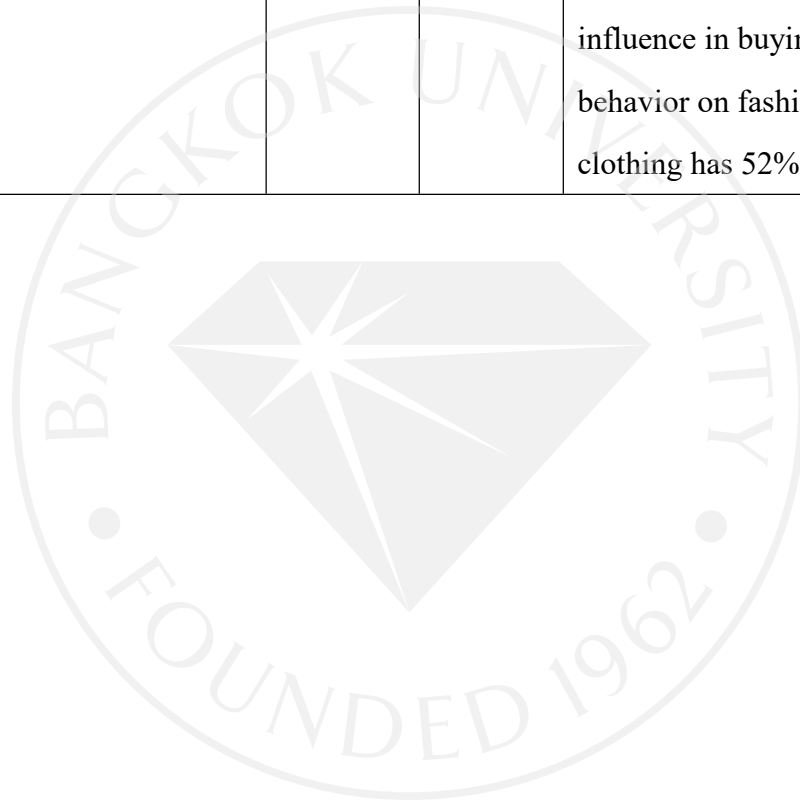
CHAPTER 3
RESEARCH METHODOLOGY

In this chapter, the author explained research strategy and approaches used in this research. Methodology is proposed and reasoned as well as strategies utilized in this research. The author also provides detail about data collection.

3.1. Research Strategy

Quantitative research: Systematic empirical investigation of quantitative properties and phenomena and their relationships (Creswell, 2008). Asking a narrow question and collecting numerical data to analyze utilizing statistical methods. The quantitative research designs are experimental, correlational, and survey (or descriptive). Statistics derived from quantitative research can be used to establish the existence of associative or causal relationships between variables (Creswell, 2008). Quantitative research is linked with the philosophical and theoretical stance of positivism.

The Quantitative data collection methods rely on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories. These methods produce results that are easy to summarize, compare, and generalize. Quantitative research is concerned with testing hypotheses derived from theory and/or being able to estimate the size of a phenomenon of interest (Creswell, 2008). Depending on the research question, participants may be randomly assigned to different treatments (this is the only way that a quantitative study can be considered a true experiment). If this is not feasible, the researcher may collect data on participant and situational characteristics in order to statistically control for

their influence on the dependent, or outcome, variable (Creswell, 2008). If the intent is to generalize from the research participants to a larger population, the researcher will employ probability sampling to select participants.

In quantitative research, the researcher may collect primary data. Primary data is data collected specifically for the research, such as through interviews or questionnaires (Creswell, 2008).

Table 3.1: Summary of factors and method of previous study

	Title	Factor	Method
Azevedo et al, (2008)	Consumer buying behavior in fashion retailing: empirical evidences.	Satisfaction, Comfort, Function, Need, Quality, Style, Mode, Cut, Colour, Used materials, Durability, Treatment, Image, Brand, Price, Composition, Store atmosphere	Descriptive statistics and, to test the formulated hypothesis (H1), and t-student test1.
Iqbal et al (2014)	Determinates of impulsive buying for clothing in Pakistan.	Independent Variable: Promotional approaches, Attractive Display of Product, In store environment, Price reduction Dependent Variable: Impulsive buying Behavior	descriptive statistics and chronbach's alpha test, Multiple Linear Regression (with no-intercept) Model
Prasad (2012)	A study on attributes influencing the purchasing behavior of apparel consumers in organized	Value for merchandize, Low price, Social class, Wider assortments, Format size, Easy return policy, Latest designs, Store image ((stylish and fashionable), Retail format credibility, Trust on the format,	exploratory interviews

(Continued)

Table 3.1(Continued): Summary of factors and method of previous study

		Merchandize life, Credit facility, Sales force bearing, Most of them are preferring, Advertising, Family shopping format, Convenient (location / display), Social recognition, Promotional offers	
	outlets.		
Alooma et al (2013)	Effects of consumer demographic variables on clothes buying behaviour in Borno State, Nigeria.	Age, Gender, Marital Status, Occupation, Education, Income	descriptive statistics and chi square association analysis
Islam and Aktar (2013)	Role of Brands on Consumer's Buying Behavior in Bangladesh: a Study on Fashion Cloth.	Brand status, brand preference, willingness to pay premium, self-concept and reference groups impact on consumer involvement in fashion/branded cloth.	sophisticated method of statistics Regression model, person's correlation and factors analysis

3.2. Population and Samples

3.2.1. Population

   The researcher wanted to study of driving factors of winter-clothes sells in Bangkok. The author selected the customers in Bangkok both male and female age at least above 18 years old and who has experienced with winter cloths of Bangkok as the target population. And the population from this study identified as the customers from UNIQLO, H&M, ZARA and GAP, which is located in Paragon department store in Bangkok.

3.2.2 Sample unit

The number of population of winter cloths customers in Bangkok is unknown so that the researcher decided to determine the sample size by applying the population proportion. AJ Veal (2003) stated that the whole category of subjects in studying on the research project is indicated as the population and a sample is selected from the population. The questionnaires are distributed to customers who experienced winter cloths in Thailand.

3.2.3 Sample Size

In this research, the researchers select formula technique by using the estimated proportion to find the sample size as the following

$$n = \frac{Z^2 \, pq}{E^2}$$

Where:

n = Number of sample size

Z^2 = square of the confidence level in standard error units (1.96 for 95% confidence level)

p = estimated proportion of success. (0.5, the true proportion in the population) When there is no prior knowledge or estimate of the true proportion p this research should use p = 0.5 (Berenson, 1999).

q= (1-p) or estimated proportion of failures

E^2 = square of the maximum allowance of error between the true proportion and the same sample proportion. (0.05 or 5%, the acceptable sampling error in estimating the population proportion.)

Therefore, the total of sample size is

$$n = \frac{Z^2 p(1-p)}{E^2}$$

$$n = \frac{1.96^2 * 0.5(1-0.5)}{(0.05)^2}$$

n = 384.16 samples

≈385 samples

The result of calculation is 385 samples, the researchers design to use samples size of 412 samples. The value should be rounded up in order to make the sample size be sufficient enough to achieve the reliability (McClave and Sincich, 2006).

3.3 Hypothesis
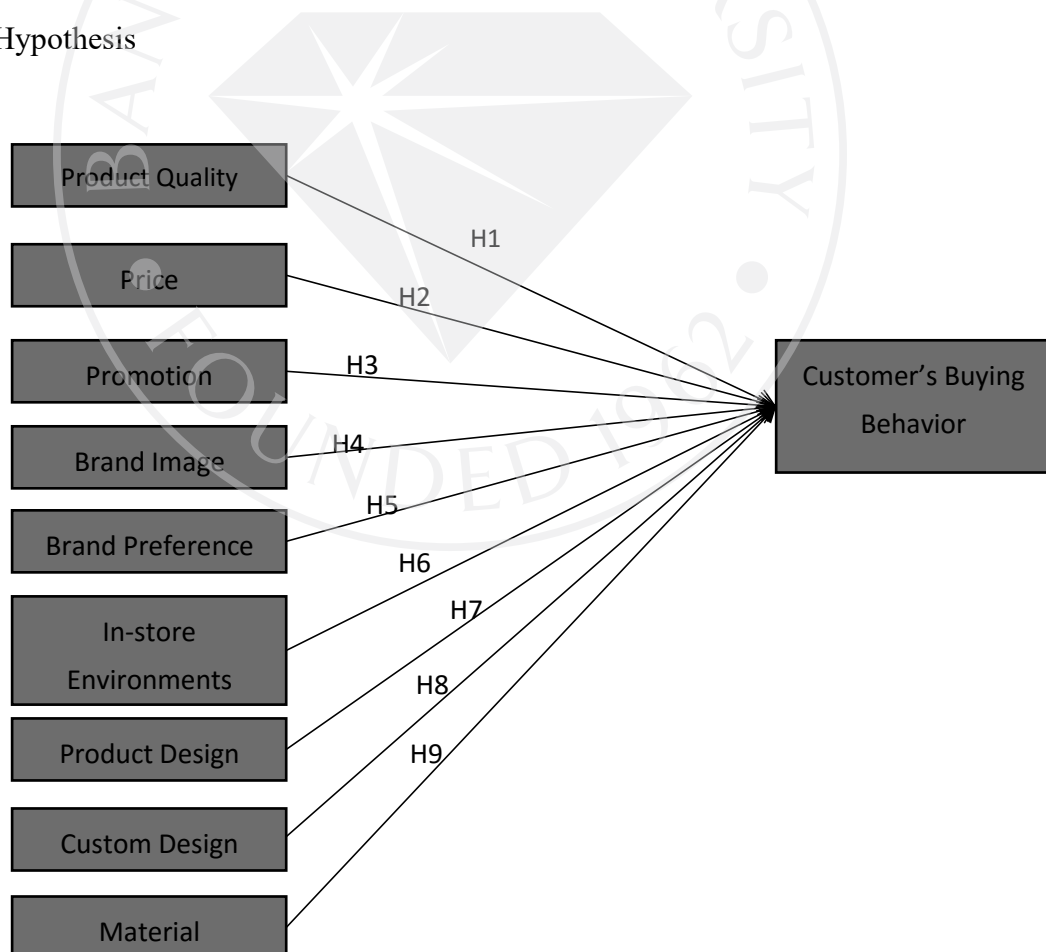
Figure 3.3 : Conceptual Framework of customer's buying behavior of Winter Cloths in Bangkok

Hypotheses:

$H1_o$: There is no relationship between Product Quality and Buying Behavior

$H1_a$: There is a relationship between Product Quality and Buying Behavior

$H2_o$: There is no relationship between Price and Buying Behavior

$H2_a$: There is a relationship between Price and Buying Behavior

$H3_o$: There is no relationship between Promotion and Buying Behavior

$H3_a$: There is a relationship between Promotion and Buying Behavior

$H4_o$: There is no relationship between Brand Image and Buying Behavior

$H4_a$: There is a relationship between Brand Image and Buying Behavior

$H5_o$: There is no relationship between Brand Preference and Buying Behavior

$H5_a$: There is a relationship between Brand Preference and Buying Behavior

$H6_o$: There is no relationship between In-store environment and Buying Behavior

$H6_a$: There is a relationship between In-store environment and Buying Behavior

$H7_o$: There is no relationship between Product Design and Buying Behavior

$H7_a$: There is a relationship between Product Design and Buying Behavior

$H8_o$: There is no relationship between Custom Design and Buying Behavior

$H8_a$: There is a relationship between Custom Design and Buying Behavior

H9$_o$: There is no relationship between Material and Buying Behavior

H9$_a$: There is a relationship between Material and Buying Behavior

3.4 Survey Instrument

This study, the researchers developed the questionnaire to be nine parts. Part one is Product Quality. Part two is Price, part three is Promotion, part four Brand Image, and part five is Brand Preference and part six is In-store environments part seven is custom design and part eight is material, and part nine is Demographic. From part 1 to part 8, the researcher applied 5 Likert scale for the question which is 1=strongly disagree, 2=disagree, 3=moderate, 4=agree, and 5=strongly agree.

For Demographic information, the researchers designed to use Category scale as a tool to measure the demographic information of the respondents. The Category scale is an attitude measurement consisting of several categories to provide the respondents with a number of alternative ratings (Zikmund, 2003).

3.5 Reliability Analysis of Research Instrument

Sekaran (2000) stated that all questions of each variable need to test the reliability which may use Cronbach's coefficient Alpha scale. If the result from calculation of Alpha test is above 0.6 or equal 0.6 it means that all questions are consistent and reliable to apply as the research instrument for this study.

3.6 Data Collection

The non-probability is applied by researcher to find the sampling unit in this study. Zikmund (2003) stated that probability sample is the process of probability sampling which is randomly chosen and non-probability sampling is the probability of specific member of the population which is unknown information for the researchers. The sampling unit is an individual component or group of components point to the selection of the sample stated by Zikmund (2003).

The researchers in this study applied convenience sampling which is the sampling procedure of obtaining the people or units that are most conveniently available (Zikmund, 2003). Convenience sampling, this kind of sampling focuses on people who are available to answers questions from researchers. The researchers distributed questionnaires to 400 respondents.

In conducting this research, the data employed was obtained chiefly from primary data, that is, data was collected from respondents to the questionnaires distributed to the customers drawn from the sampling procedure. Questionnaires were hand distributed to customers experienced with winter cloth in Central World.

3.7 Statistical for Data Analysis

After collecting all of the necessary data, they were analyzed and summarized in a readable and easily interpretable from using the Statistical Package of Social Science (SPSS). The statistical tools used in this research are explained in the following section.

Descriptive Analysis

Descriptive Analysis refers to the transformation of the raw data into a form that makes them easily comprehensible and interpreted. This method typically describes the responses of observations. The calculation of the average, frequency distribution, and the percentage distribution is the most common form of summarizing data (Zikmund, 2003).

Multiple Regressions

According to Keller (2005), regression analysis is the statistical method to test the value of one variable on account of other variables, and there are two main types which are simple linear regression and multiple regressions. As researcher test

the factors impact on buying behavior in this study, multiple regressions will be acceptable. Multiple regressions allow one single test conclude more than one independent variables and one dependent variable. The multiple regressions model is as following:

$Y = \beta 0 + \beta 1 X1t + \beta 2 X2t + \beta 3 X3t \dots + \beta k Xkt + \mu it$

Where,

Y: dependent variable

X1t, X2t, X3t …, Xkt: independent variables

b0, b1, b2, b3..... bk: regression coefficients

μit: error term

The model indicates that based on the change in independent variable, the amount of change in value of dependent variable. In this case, the dependent variable is buying behavior, and the independent variables which include product quality, price, promotion, brand image, brand preference, in-store environments, product design, custom design, and material.

CHAPTER 4

DATA ANALYSIS

In this chapter, the author present the empirical study of the research along with an analysis of the descriptive analysis of demographic characteristics which are the frequency and percentage distribution of respondent's brand choice, gender, age, education level respectively. And tables also show the average mean and standard deviation of 9 variables.

4.1 The Analysis of Demographic Information of Samples

The following tables are the descriptive analysis of demographic characteristics which are the frequency and percentage distribution of respondent's brand choice, gender, age, education level respectively. And tables also show the average mean and standard deviation of 9 variables which are 2 questions of product quality, 2 questions of price, 3 questions of promotion, 4 questions of brand image, 2 questions of brand preference, 2 questions of in-store environment, 2 questions of product design, 2 questions of custom design, and 2 questions of material. Last 2 questions of customer's buying behavior is the summary.

Table 4.1.1: The Analysis of brand choice using Frequency and Percentage

Brand choice		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UNIQLO	80	19.4	19.4	19.4
	H&M	71	17.2	17.2	36.6
	ZARA	218	52.9	52.9	89.5
	GAP	43	10.5	10.5	100.0
	Total	412	100.0	100.0	

From Table 4.1.1 shows the brand choice of respondents in this research. It is viewed that among the 412 respondents, 80 respondents of the sample size are more prefer UNIQLO, 71 respondents are prefer H&M, 218 respondents are prefer ZARA and 43 respondents are prefer GAP. Therefore, there is a proportion 19.4% of UNIQLO, 17.2% of H&M, 52.9 of ZARA, 10.5% of GAP respectively.

Table 4.1.2: The Analysis of gender levels using Frequency and Percentage

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	66	16.0	16.0	16.0
	Female	346	84.0	84.0	100.0
	Total	412	100.0	100.0	

From Table 4.1.2 shows the gender of respondents in this research. It is viewed that among the 100 respondents, 66 respondents of the sample size are male and another 346 respondents are female. Therefore, there is a proportion 16% of male and 84% female respectively.

Table 4.1.3: The Analysis of Age levels using Frequency and Percentage

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than23	268	65.0	65.0	65.0
23-30	68	16.5	16.5	81.6
More than 30	76	18.4	18.4	100.0
Total	412	100.0	100.0	

Table 4.1.3 described the range of the respondents' age.   The majority of respondents are aged between 23-30 years counted for 16.5%. And others were 65% of the less than 23 years old, and 18.4% of more than 30, respectively.

Table 4.1.4: The Analysis of Education levels using Frequency and Percentage

Education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than bachelor degree	74	18.0	18.0	18.0
	Bachelor degree	218	52.9	52.9	70.9
	Master degree and more	98	23.8	23.8	94.7
	Othes	22	5.3	5.3	100.0
	Total	412	100.0	100.0	

Table 4.1.4 shows the majority of respondents' hold bachelor degree counted for 52.9%. The respondents hold master degree represented by 23.8%.

Table 4.1.5: The Analysis of Demographic factors by using Frequency and
Percentage

Variables	Frequency (*f*)	Percentage (%)
Brand Choice		
-UNIQLO	80	19.4
-H&M	71	17.2
-ZARE	218	52.9
-GAP	43	10.5
Gender -Male -Female	66 346	16.0 84.0
Age level		
-Less than 23	268	65.0
-23-30	68	16.5
-More than 30	76	18.4
Education level		18.0
-Less than Bachelor degree	74	52.9
-Bachelor degree	218	23.8
-Master degree and more	98	5.3
-Others	22	
Total	412	100

4.2 The Analysis of Multinomial Logistic Regression

Table 4.2.1: The analysis of the relations between Brand Choice to Gender,

Age and Education Level by using Model Fitting Information.

Model Fitting Information				
	Model Fitting Criteria	Likelihood Ratio Tests		
Model	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	224.453			
Final	182.401	42.051	18	.001

Table 4.2.2: The analysis of the relations between Brand Choice to Gender,

Age and Education Level by using Pseudo R-Square.

Pseudo R-Square	
Cox and Snell	.097
Nagelkerke	.107
McFadden	.043

Table 4.2.3: The analysis of the relations between Brand Choice to Gender,

Age and Education Level by using Parameter Estimates.

Parameter Estimates									
								95% Confidence Interval for Exp(B)	
Which brand you like most when buying winter cloth in Thailand?		B	Std. Error	Wald	df	Sig.	Exp(B)	Lower Bound	Upper Bound
GAP	Intercept	-1.973	.724	7.429	1	.006			
	[gender=Male]	.299	.441	.460	1	.498	1.348	.569	3.196
	[gender=Female]	0[b]	.	.	0	.	.	.	.
	[age=23-30]	.781	.589	1.757	1	.185	2.184	.688	6.935
	[age=more than 30]	1.406	.646	4.741	1	.029	4.079	1.151	14.463
	[age=less than 23]	0[b]	.	.	0	.	.	.	.
	[education=bachelor]	.649	.520	1.558	1	.212	1.914	.691	5.305
	[education=under bachelor]	.513	.646	.630	1	.427	1.670	.471	5.931
	[education=others]	.450	.840	.287	1	.592	1.569	.302	8.142
	[education=Master and more]	0[b]	.	.	0	.	.	.	.
HM	Intercept	-.356	.530	.451	1	.502			
	[gender=Male]	.040	.383	.011	1	.916	1.041	.492	2.204
	[gender=Female]	0[b]	.	.	0	.	.	.	.
	[age=23-30]	.090	.424	.046	1	.831	1.095	.477	2.512

Table 4.2.3 (Continued): The analysis of the relations between Brand Choice to Gender, Age and Education Level by using Parameter Estimates.

	[age=more than 30]	-.175	.545	.103	1	.749	.840	.288	2.444
	[age=less than 23]	0[b]	.	.	0	.	.	.	.
	[education=bachelor]	.286	.419	.468	1	.494	1.331	.586	3.025
	[education=under bachelor]	.270	.524	.266	1	.606	1.310	.469	3.658
	[education=others]	.014	.772	.000	1	.985	1.015	.223	4.609
	[education=Master and more]	0[b]	.	.	0	.	.	.	.
ZARA	Intercept	.951	.434	4.802	1	.028			
	[gender=Male]	-1.385	.372	13.893	1	.000	.250	.121	.518
	[gender=Female]	0[b]	.	.	0	.	.	.	.
	[age=23-30]	.377	.361	1.094	1	.296	1.458	.719	2.957
	[age=more than 30]	.066	.450	.021	1	.884	1.068	.442	2.582
	[age=less than 23]	0[b]	.	.	0	.	.	.	.
	[education=bachelor]	.084	.332	.063	1	.801	1.087	.567	2.086
	[education=under bachelor]	-.060	.431	.019	1	.890	.942	.404	2.194
	[education=others]	-.590	.643	.841	1	.359	.555	.157	1.956
	[education=Master and more]	0[b]	.	.	0	.	.	.	.

a. The reference category is: UNIQLO.

b. This parameter is set to zero because it is redundant.

After the analysis of the relations between Brand Choice to Gender, Age and Education Level by using Model Fitting Information, the results show as below: Observe Table 4.2.2 "Pseudo R-Square", the coefficient of determination is not very high, that means R-squared is not very good. But in the Table 4.2.1, show that P value=0.01 is less than 0.05, means that the relations between Brand Choice to Gender, Age and Education Level is significant.

4.3 The analysis of Factor analysis
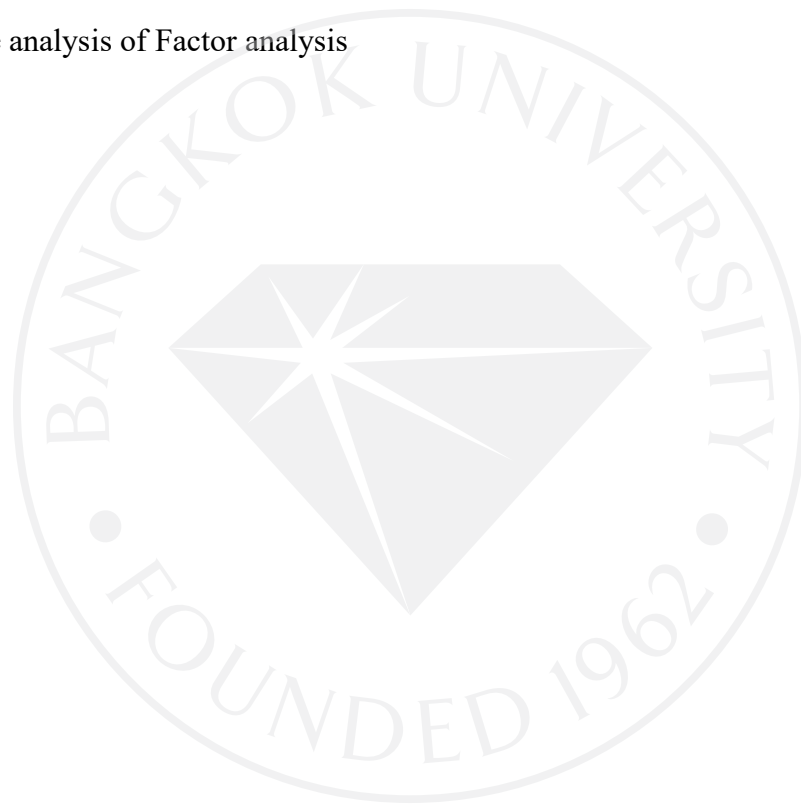
Table 4.3.1: The table analysis the variables by using Factor analysis

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	15.812	68.746	68.746	15.812	68.746	68.746	9.214	40.059	40.059
2	1.328	5.775	74.522	1.328	5.775	74.522	7.926	34.463	74.522
3	.904	3.929	78.451						
4	.630	2.738	81.189						
5	.540	2.347	83.536						
6	.499	2.169	85.705						
7	.435	1.891	87.596						
8	.381	1.657	89.253						
9	.323	1.403	90.656						
10	.283	1.231	91.887						
11	.265	1.151	93.038						
12	.224	.974	94.012						
13	.209	.910	94.923						
14	.173	.751	95.674						
15	.160	.697	96.371						
16	.144	.628	96.999						
17	.134	.582	97.581						
18	.121	.524	98.105						
19	.113	.489	98.595						
20	.093	.405	98.999						
21	.086	.374	99.373						
22	.077	.336	99.710						
23	.067	.290	100.000						

Extraction Method: Principal
Component Analysis.

Figure 4.3: The analysis of the variables by using Factor analysis

Table 4.3.2: The table analysis the variables by using Factor analysis

Rotated Component Matrix[a]

	Component	
	1	2
The quality of winter cloth is good	.394	.764
The winter cloth can keep me warm as I want	.432	.725
The price of winter cloth is acceptable	.388	.788
The price of winter cloth is affordable	.459	.704
I like to shop winter cloth at promotion season	.313	.843
Price discount is very attract me when I purchase winter cloth	.358	.836
I will purchase more winter cloth when there is promotion	.305	.815
I have a clear understand on this brand	.602	.609
Symbol of the brand can build recognition to me	.550	.581

(Continued)

Table 4.3.2(Continued): The table analysis the variables by using

Factor analysis

UNIQLO/H&M/ZARA/GAP comes to my mind at first when I want purchase winter cloth	.620	.547
The values of this brand give me confidence to its products.	.582	.625
I only choose UNIQLO/H&M/ZARA/GAP when purchasing winter cloth in Thailand	.754	.399
UNIQLO/H&M/ZARA/GAP meet my requirements better than others' brand	.759	.403
I am very satisfied with the environment of store	.704	.475
I like the design of the store environment	.730	.491
I like the winter cloths design of UNIQLO/H&M/ZARA/GAP	.744	.496
The design of UNIQLO/H&M/ZARA/GAP can fit my fashion attitude	.764	.474
The custom design of winter cloths in UNIQLO/H&M/ZARA/GAP can satisfy my requirement	.743	.258
I always like to purchase the winter cloth of custom design in Thailand	.815	.205
The material is key to make me purchase winter cloth	.794	.422
The fabric of winter cloth in Thailand is softer	.802	.402
I would like to purchase winter cloth in UNIQLO/H&M/ZARA/GAP	.712	.522
I would like to ask my friends to purchase winter cloth in UNIQLO/H&M/ZARA/GAP	.706	.501

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Observe the Table 4.3.2, only line 1 and line 2 show the total indicator is more than 1. And the variance contribute rate of the first component in the initial eigenvalues is 68.764%, and the variance contribute rate of the second component in

the initial eigenvalues is 5.775%. Totally, the variance contribute rate of these two component is 74.522. All in all, this two components can replace the original variables.

According to the Table 4.3.2, Except Promotion, other variables coefficients are high, those variables can be indicator to affect factor 1. About factor two, the Promotion coefficient is very high, so it can be the most important indicator to affect factor 2.

4.4 The analysis of Crosstabs

Table 4.4.1: The analysis of relation between Gender and Brand choice by
using Crosstabs.

income * Brand Choice Crosstabulation						
		Brand Choice				
		UNIQLO	GAP	HM	ZARA	Total
inc om e	1	13	4	9	18	44
	2	16	3	7	15	41
	3	12	14	18	48	92
	4	15	7	24	64	110
	5	12	10	5	40	67
	6	5	3	6	10	24
	7	7	2	2	23	34
Total		80	43	71	218	412

From the table 4.4.1，in total 66 male customer, 20 of it choose UNIQLO,12 of it choose   GAP, 18 of it choose H&M and 16 of it choose ZARA. In total 346 female customer, 60 of it choose UNIQLO, 31 of it choose GAP, 71 of it choose H&M, and 218 of it choose ZARA. We can easily find UNIQLO is male customer's favorite brand when they purchase winter cloths in Thailand; and ZARA is female customer's favorite brand when they purchase winter cloths in Thailand.

Table 4.4.2: The analysis of relation between income and Brand choice by

using Crosst

gender * Brand Choice Crosstabulation						
		Brand Choice				
		UNIQLO	GAP	H&M	ZARA	Total
gender	Male	20	12	18	16	66
	Female	60	31	53	202	346
Total		80	43	71	218	412

Income: 1=Less than 10000 Baht; 2=10001-15000 Baht; 3=15001-25000 Baht; 4=25001-40000 Baht; 5=40001-60000 Baht; 6=60001-100000 Baht; 7=More than 100000 Baht

From the Table 4.4.2, the result is that income less than 10000baht prefer to choose ZARA when they purchase winter cloths in Thailand, while income is 10001-15000baht prefer to choose UNIQLO when they need winter cloth. There are 92 people income between 15001baht to 25000baht, 48 of them choose ZARA when they purchase winter cloth in Thailand. When income between 25001baht to 40000baht, they always purchase ZARA. And most of the customer purchase ZARA as their favorite winter cloth brand in Thailand.

4.5. The Analytical Results for Hypothesis Testing

In the study, researchers tested the relationship between independent and dependent variables. After collecting data process, researchers managed data and analyzed by using SPSS program.

Hypothesis 1

$H1_o$: There is no relationship between Product Quality and Buying Behavior

$H1_a$: There is a relationship between Product Quality and Buying Behavior

Sub Hypothesis of Hypothesis 1:

H1.1$_o$: There is no relationship between The Quality of winter cloth is good and Buying Behavior

H1.1$_a$: There is a relationship between The Quality of winter cloth is g There is no relationship between The Quality of winter cloth is good and Buying Behavior ood and Buying Behavior

H1.2$_o$: There is no relationship between the winter cloth can keep me warm as I want and Buying Behavior

H1.2$_a$: There is a relationship between the winter cloth can keep me warm as I want and Buying Behavior

Hypothesis 2

H2$_o$: There is no relationship between Price and Buying Behavior

H2$_a$: There is a relationship between Price and Buying Behavior

Sub Hypothesis of Hypothesis 2:

H2.1$_o$: There is no relationship between the price of winter cloth is acceptable and Buying Behavior

H2.1$_a$: There is a relationship between the price of winter cloth is acceptable and Buying Behavior

H2.2$_o$: There is no relationship between the price of winter cloth is affordable and Buying Behavior

H2.2$_a$: There is a relationship between the price of winter cloth is affordable and Buying Behavior

Hypothesis 3

H3$_o$: There is no relationship between Promotion and Buying Behavior

H3$_a$: There is a relationship between Promotion and Buying Behavior

Sub Hypothesis of Hypothesis 3:

H3.1$_o$: There is no relationship between I like to shop winter cloth at

promotion season and Buying Behavior

$H3.1_a$: There is a relationship between I like to shop winter cloth at promotion season and Buying Behavior

$H3.2_o$: There is no relationship between Price discount is very attract me when I purchase winter cloth and Buying Behavior

$H3.2_a$: There is a relationship between Price discount is very attract me when I purchase winter cloth and Buying Behavior

$H3.3_o$: There is no relationship between Price discount is very attract me when I purchase winter cloth and Buying Behavior

$H3.3_a$: There is a relationship between Price discount is very attract me when I purchase winter cloth and Buying Behavior

Hypothesis 4

$H4_o$: There is no relationship between Brand Image and Buying Behavior

$H4_a$: There is a relationship between Brand Image and Buying Behavior

Sub Hypothesis of Hypothesis 4:

$H4.1_o$: There is no relationship between I have a clear understand on this brand and Buying Behavior

$H4.1_a$: There is a relationship between I have a clear understand on this brand and Buying Behavior

$H4.2_o$: There is no relationship between Symbol of the brand can build recognition to me and Buying Behavior

$H4.2_a$: There is a relationship between Symbol of the brand can build recognition to me and Buying Behavior

$H4.3_o$: There is no relationship between UNIQLO/H&M/ZARA/GAP comes to my mind at first when I want purchase winter cloth and Buying Behavior

$H4.3_a$: There is a relationship between UNIQLO/H&M/ZARA/GAP comes to my mind at first when I want purchase winter cloth and Buying Behavior

H4.4$_o$: There is no relationship between the values of this brand give me confidence to its products and Buying Behavior

H4.4$_a$: There is a relationship between the values of this brand give me confidence to its products and Buying Behavior

Hypothesis 5

H5$_o$: There is no relationship between Brand Preference and Buying Behavior

H5$_a$: There is a relationship between Brand Preference and Buying Behavior

Sub Hypothesis of Hypothesis 5:

H5.1$_o$: There is no relationship between I only choose UNIQLO/H&M/ZARA/GAP when purchasing winter cloth in Thailand and Buying Behavior

H5.1$_a$: There is a relationship between I only choose UNIQLO/H&M/ZARA/GAP when purchasing winter cloth in Thailand and Buying Behavior

H5.2$_o$: There is no relationship between UNIQLO/H&M/ZARA/GAP meet my requirements better than others' brand and Buying Behavior

H5.2$_a$: There is a relationship between UNIQLO/H&M/ZARA/GAP meet my requirements better than others' brand and Buying Behavior

Hypothesis 6

H6$_o$: There is no relationship between In-store environment and Buying Behavior

H6$_a$: There is a relationship between In-store environment and Buying Behavior

Sub Hypothesis of Hypothesis 6:

H6.1$_o$: There is no relationship between I am very satisfied with the

environment of store and Buying Behavior

H6.1$_a$: There is a relationship between I am very satisfied with the environment of store and Buying Behavior

H6.2$_o$: There is no relationship between I like the design of the store environment t and Buying Behavior

H6.2$_a$: There is a relationship between I like the design of the store environment and Buying Behavior

Hypothesis 7

H7$_o$: There is no relationship between Product Design and Buying Behavior

H7$_a$: There is a relationship between Product Design and Buying Behavior

Sub Hypothesis of Hypothesis 7:

H7.1$_o$: There is no relationship between I like the winter cloths design of UNIQLO/H&M/ZARA/GAP and Buying Behavior

H7.1$_a$: There is a relationship between I like the winter cloths design of UNIQLO/H&M/ZARA/GAP and Buying Behavior

H7.2$_o$: There is no relationship between the designs of UNIQLO/H&M/ZARA/GAP can fit my fashion attitude and Buying Behavior

H7.2$_a$: There is a relationship between the design of UNIQLO/H&M/ZARA/GAP can fit my fashion attitude and Buying Behavior

Hypothesis 8:

H8$_o$: There is no relationship between Custom Design and Buying Behavior

H8$_a$: There is a relationship between Custom Design and Buying Behavior

Sub Hypothesis of Hypothesis 8:

H8.1$_o$: There is no relationship between the custom design of winter cloths in UNIQLO/H&M/ZARA/GAP can satisfy my requirement and Buying Behavior

H8.1$_a$: There is a relationship between the custom design of winter cloths in

UNIQLO/H&M/ZARA/GAP can satisfy my requirement and Buying Behavior

H8.2$_o$: There is no relationship between I always like to purchase the winter cloth of custom design in Thailand and Buying Behavior

H8.2$_a$: There is a relationship between I always like to purchase the winter cloth of custom design in Thailand and Buying Behavior

Hypothesis 9:

H9$_o$: There is no relationship between Material and Buying Behavior

H9$_a$: There is a relationship between Material and Buying Behavior

Sub Hypothesis of Hypotheses 9:

H9.1$_o$: There is no relationship between the material is key to make me purchase winter cloth and Buying Behavior

H9.1$_a$: There is a relationship between the material is key to make me purchase winter cloth and Buying Behavior

H9.2$_o$: There is no relationship between the fabric of winter cloth in Thailand is softer and Buying Behavior

H9.2$_a$: There is a relationship between the fabric of winter cloth in Thailand is softer and Buying Behavior

Table 4.5.1: Table Hypothesis Testing

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.101	.138		-.735	.463
	Q6_1	-.031	.058	-.026	-.537	.592
	Q6_2	.045	.052	.041	.862	.389
	Q7_1	.175	.058	.154	3.000	.003
	Q7_2	.073	.052	.068	1.418	.157
	Q8_1	-.081	.060	-.072	-1.360	.175
	Q8_2	-.027	.067	-.024	-.396	.692
	Q8_3	.159	.050	.153	3.193	.002
	Q9_1	.088	.061	.075	1.443	.150
	Q9_2	-.137	.051	-.120	-2.664	.008
	Q9_3	.148	.050	.142	2.929	.004
	Q9_4	-.083	.055	-.077	-1.508	.132
	Q10_1	-.008	.060	-.008	-.132	.895
	Q10_2	.106	.060	.110	1.780	.076
	Q11_1	.053	.057	.049	.931	.352
	Q11_2	.043	.062	.039	.688	.492
	Q12_1	.061	.068	.059	.889	.375
	Q12_2	.079	.068	.077	1.175	.241
	Q13_1	-.002	.042	-.002	-.046	.963
	Q13_2	.014	.041	.018	.345	.730
	Q14_1	.171	.068	.172	2.509	.013
	Q14_2	.181	.065	.186	2.782	.006

a. Dependent Variable: buying1

Use Buying behavior as Dependent Variable.

From the Table 4.5.1, it shows:

H1o: Beta Quality=0

H1a: At least one of Bate Quality ≠0

There is no relationship between Quality and Buying Behavior

H2o: Beta Price =0

 H2a: At least one of Bate Price ≠0

Sig=0.003, P value<0.05, It is a significant relationship between Price and Buying Behavior

H3o: Beta Promotion=0

H3a: At least one of Bate Promotion ≠0

Sig=0.002, P value<0.05. There is a significant relationship between Promotion and Buying Behavior

H4o: Beta Brand image =0

H4a: At least one of Bate Promotion ≠0

Sig=0.002, P value<0.05. There is a significant relationship between Promotion and Buying Behavior

H5o: Beta Brand preference=0

H5a: At least one of Bate Brand preference ≠0

There is no relationship between Brand preference and Buying Behavior

H6o: Beta In-store environment =0

H6a: At least one of Bate Product design In-store environment ≠0

There is no relationship between In-store environment and Buying Behavior

H7o: Beta Product design=0

H7a: At least one of Bate Product design $\neq$0

There is no relationship between the Product design and Buying Behavior

H8o: Beta Custom design =0

H8a: At least one of Bate Custom design $\neq$0

There is no relationship between the Custom design and Buying Behavior

H9o: Beta Material=0

H9a: At least one of Bate Material $\neq$0

There is no relationship between the material and Buying Behavior
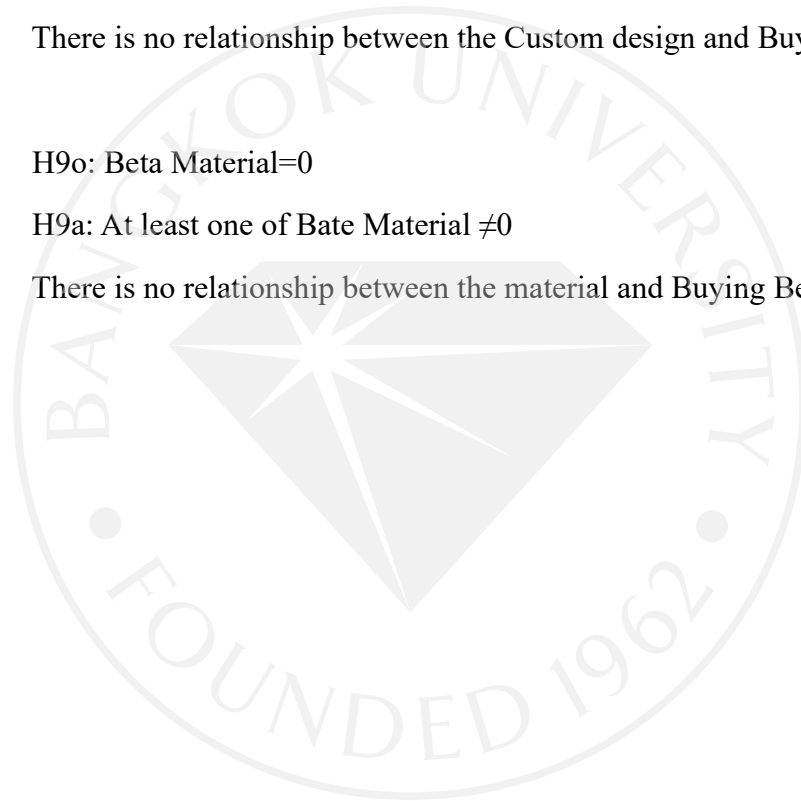
Table 4.5.2: Hypothesis Testing Results

Hypothesis	Results
H1o: There is no relationship between Product Quality and Buying Behavior	
H1.1$_o$: There is no relationship between The Quality of winter cloth is good and Buying Behavior	Failed to reject
H1.2$_o$: There is no relationship between the winter cloth can keep me warm as I want and Buying Behavior	Failed to reject
H2$_o$: There is no relationship between Price and Buying Behavior	
H2.1$_o$: There is no relationship between the price of winter cloth is acceptable and Buying Behavior	Rejected
H2.2$_o$: There is no relationship between the price of winter cloth is affordable and Buying Behavior	Failed to reject
H3$_o$: There is no relationship between Promotion and Buying Behavior	
H3.1$_o$: There is no relationship between I like to shop winter cloth at promotion season and Buying Behavior	Failed to reject
H3.2$_o$: There is no relationship between Price discount is very attract me when I purchase winter cloth and Buying Behavior	Failed to reject

(Continued)

Table 4.5.2 (Continued) : Hypothesis Testing Results

H3.3$_o$: There is no relationship between Price discount is very attract me when I purchase winter cloth and Buying Behavior	Rejected
H4$_o$: There is no relationship between Brand Image and Buying Behavior	
H4.1$_o$: There is no relationship between I have a clear understand on this brand and Buying Behavior	Failed to reject
H4.2$_o$: There is no relationship between Symbol of the brand can build recognition to me and Buying Behavior	Rejected
H4.3$_o$: There is no relationship between UNIQLO/H&M/ZARA/GAP comes to my mind at first when I want purchase winter cloth and Buying Behavior	Rejected
H4.4$_o$: There is no relationship between the values of this brand give me confidence to its products and Buying Behavior	Failed to reject
H5$_o$: There is no relationship between Brand Preference and Buying Behavior	
H5.1$_o$: There is no relationship between I only choose UNIQLO/H&M/ZARA/GAP when purchasing winter cloth in Thailand and Buying Behavior	Failed to reject

(Continued)

Table 4.5.2 (Continued) : Hypothesis Testing Results

H5.2$_o$: There is no relationship between UNIQLO/H&M/ZARA/GAP meet my requirements better than others' brand and Buying Behavior	Failed to reject
H6$_o$: There is no relationship between In-store environment and Buying Behavior	
H6.1$_o$: There is no relationship between I am very satisfied with the environment of store and Buying Behavior	Failed to reject
H6.2$_o$: There is no relationship between I like the design of the store environment t and Buying Behavior	Failed to reject
H7$_o$: There is no relationship between Product Design and Buying Behavior	
H7.1$_o$: There is no relationship between I like the winter cloths design of UNIQLO/H&M/ZARA/GAP and Buying Behavior	Failed to reject
H7.2$_o$: There is no relationship between the design of UNIQLO/H&M/ZARA/GAP can fit my fashion attitude and Buying Behavior	Failed to reject
H8$_o$: There is no relationship between Custom Design and Buying Behavior	
H8.1$_o$: There is no relationship between the custom design of winter	Failed to reject

Table 4.5.2 (Continued) : Hypothesis Testing Results

cloths in UNIQLO/H&M/ZARA/GAP can satisfy my requirement and Buying Behavior	
H8.2$_o$: There is no relationship between I always like to purchase the winter cloth of custom design in Thailand and Buying Behavior	Failed to reject
H9$_o$: There is no relationship between Material and Buying Behavior	
H9.1$_o$: There is no relationship between the material is key to make me purchase winter cloth and Buying Behavior	Failed to reject
H9.2$_o$: There is no relationship between the fabric of winter cloth in Thailand is softer and Buying Behavior	Failed to reject

CHAPTER 5

DISCUSSION AND CONCLUSION

The main objective of this study is to test the relationship between product quality, price, promotion, brand image, brand preference, in-store environments, product design, custom design, material and customer's buying behavior of Winter Cloths in Bangkok. The researchers conducted the survey techniques through distributing questionnaires from the respondents who are the existing customers of winter cloth in Bangkok.

5.1 Conclusion

Table 5.1.1: Summary the highest percentage of each variable of demographic factor

Demographic factor	Characteristic	Frequency (f)	Percentage (%)
Gender	Female	346	84%
Age	Less than 23 years old	268	65%
Education level	Bachelor Degree	218	52.9%

The distribution of demographic variables of the sample indicated that the majority respondents are equal which number of respondents is 84% of female, age level in range 23-30 years old, education level is Bachelor Degree.

Based on the research objectives, Pearson's Correlation analysis was employed to this study. After analyzing the hypotheses, all the null hypotheses were rejected. The results are summarized as follows:

Relationship between Product Quality and Buying Behavior.

1.1 There is no relationship between I have a clear understand on

this brand and Buying Behavior

     1.2 There is no relationship between the winter cloth can keep me warm as I want and Buying Behavior

Relationship between Price and Buying Behavior.

     2.1 There is a significant relationship between the price of winter cloth is acceptable and Buying Behavior

     2.2 There is no relationship between the price of winter cloth is affordable and Buying Behavior

Relationship between Promotion and Buying Behavior.

     3.1 There is no relationship between Product Quality and Buying Behavior.There is no relationship between I like to shop winter cloth at promotion season and Buying Behavior

     3.2 There is no relationship between Price discount is very attract me when I purchase winter cloth and Buying Behavior

     3.3 There is a significant relationship between Price discount is very attract me when I purchase winter cloth and Buying Behavior

Relationship between Brand Image and Buying Behavior.

     4.1 There is no relationship between I have a clear understand on this brand and Buying Behavior

     4.2 There is no relationship between Symbol of the brand and Buying Behavior

     4.3 There is a significant relationship between UNIQLO/H&M/ZARA/GAP comes to my mind at first when I want purchase winter cloth and Buying Behavior

     4.4 There is no relationship between the values of this brand give me confidence to its products and Buying Behavior

Relationship between Brand Preference and Buying Behavior.

     5.1 There is no relationship between I only choose UNIQLO/H&M/ZARA/GAP when purchasing winter cloth in Thailand and Buying

Behavior

5.2 There is no relationship between UNIQLO/H&M/ZARA/GAP meet my requirements better than others' brand and Buying Behavior

Relationship between In-store environment and Buying Behavior.

6.1 There is no relationship between I am very satisfied with the environment of store and Buying Behavior

6.2 There is no relationship between I like the design of the store environment t and Buying Behavior

Relationship between Product Design and Buying Behavior.

7.1 There is no relationship between I like the winter cloths design of UNIQLO/H&M/ZARA/GAP and Buying Behavior

7.2 There is no relationship between the designs of UNIQLO/H&M/ZARA/GAP can fit my fashion attitude and Buying Behavior

Relationship between Custom Design and Buying Behavior.

8.1 There is no relationship between the custom design of winter cloths in UNIQLO/H&M/ZARA/GAP can satisfy my requirement and Buying Behavior

8.2 There is no relationship between I always like to purchase the winter cloth of custom design in Thailand and Buying Behavior

Relationship between Material and Buying Behavior.

9.1 There is no relationship between the material is key to make me purchase winter cloth and Buying Behavior

9.2 There is no relationship between the fabric of winter cloth in Thailand is softer and Buying Behavior

5.2 Discussion

From this study, it shows that product quality, brand preference, in-store environment, product design, material and custom design has no relationship toward buying behavior. While price, promotion and brand image has a significant

relationship toward customer's winter cloth buying behavior. This means, the three factors, price, promotion and brand image can be focus developed to increase the level of customers' buying behavior.

5.3 Managerial Implication

For demographic factors:

The descriptive analysis of 412 winter cloth customers revealed that the majority of customers who purchase winter cloth were female aged between 23-30. The highest percentage was bachelor students. Based on these results and from observations during data collection, it can be concluded that a large number of winter cloth customers were young female and bachelor students.

From these results, it can be inferred that majority of winter cloth customers, being young female, may drive the sale of winter cloth products to a higher level. This indicates that there is potential market winter cloth product.

For Hypotheses:

Hypothesis One (H1):   Based on the result of hypotheses one, it shows that there is no relationship between product quality and buying behavior. It indicates that winter cloth companies should improve their product quality which would meet customers buying behavior.

Hypothesis Two (H2): The research findings indicated that there is a strong positive relationship between Price and Buying Behavior. This would imply that, customers with medium price get a high customers buying behavior. Thus, a better affordable price might influence the customers to have a higher buying behavior.

Hypothesis Three (H3): Based on the results of the study, there is strong positive relationship between Promotion and Buying Behavior. It can be concluded that promotions highly committed in identifying the customers 'buying behavior.

Hypothesis Four (H4): As for the hypotheses four, the results of the study showed that there is no relationship between Brand Image and Buying Behavior. It can be inferred that the customers of winter cloth held a strong commitment to the brand image and buying behavior.

Hypothesis Five (H5): The results of the hypotheses determined that there is no relationship between Brand Preference and Buying Behavior. The findings of this study with regard to the influence of brand preference of customers on the buying behavior are strongly consistent.

Hypothesis six (H6): According to results obtained from the study, there is no relationship between In-store environment and Buying Behavior. The results showing a strong positive relationship may indicate that customers may take in-store environment into consideration in buying behavior.

Hypothesis seven (H7): Based on the results of the study, there is no relationship between Product Design and Buying Behavior. It implies that winter cloth customers having high satisfaction with the product design offered by winter cloth companies have the intention to make buying behavior.

Hypothesis eight (H8): Based on the results of the study, there is no relationship between Custom Design and Buying Behavior. It implies that winter cloth customer's care about the custom design which related with their buying behavior.

Hypothesis nine (H9): Based on the results of the study, there is no relationship between Material and Buying Behavior. It implies that winter cloth customers more consider the material of winter cloth when their want to shop the

winter cloth.

5.4 Recommendation for Future Research

Based on the demographic factors of gender, age, education levels and income obtained, it is suggested that they improvise towards increasing their product design. Additionally, it should consider offering price discount together with other low price packages and incentives to potential customers pursuing bachelor degree students. Also, its marketing effort should be targeted more at younger female buyers between the ages of 21-30 years old.

Material, and product design could be the most influential factors towards buying behavior, therefore the management team should maintain the better material and also develop the product design of winter cloth. This strategy could lead winter cloth companies to sustainability and to attract both existing customers and new customers to be impressed in the winter cloth.

In this study, the researchers sought to identify product quality, price, promotion, brand image, brand preference, in-store environments, customer design, material and product design will effect on customer's buying behavior of Winter Cloths in Bangkok. It is suggested the further studies of the expectations together with perceptions of service quality in order to identify the factors that influence buying behavior.

Finally, this research studied the buying behavior of winter cloth. Further study may investigate specific behavior intention such as switching behavior and engaging in positive word of mouth or complaints.

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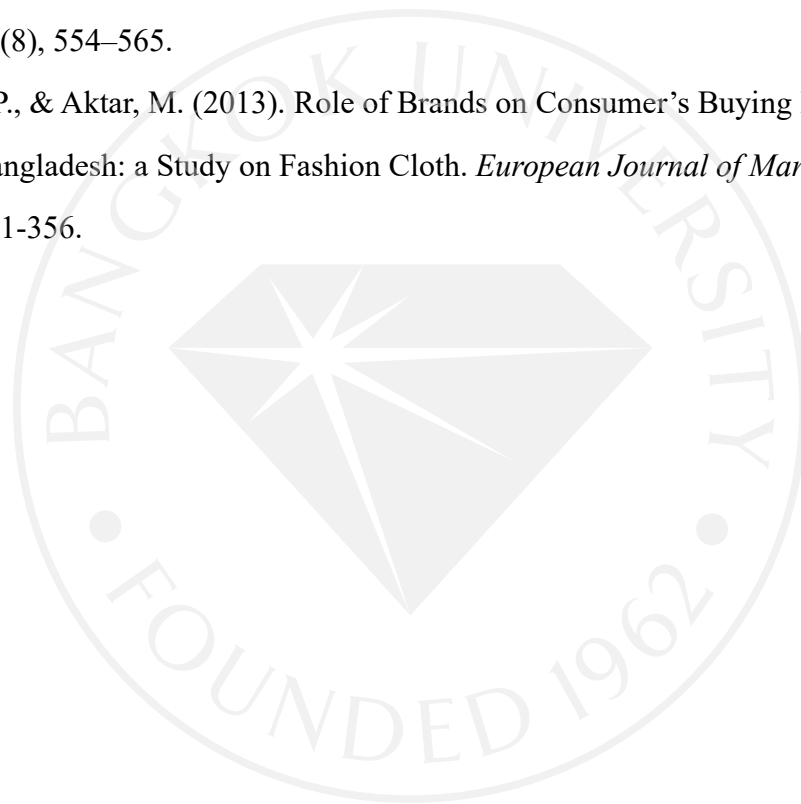
APPENDIX

Appendix A:

$$n = \frac{Z^2\ pq}{E^2}$$

Where:

n = Number of sample size

Z^2 = square of the confidence level in standard error units (1.96 for 95% confidence level)

p = estimated proportion of success. (0.5, the true proportion in the population) When there is no prior knowledge or estimate of the true proportion p this research should use p = 0.5 (Berenson, 1999).

q= (1-p) or estimated proportion of failures

E^2 = square of the maximum allowance of error between the true proportion and the same sample proportion. (0.05 or 5%, the acceptable sampling error in estimating the population proportion.)

Therefore, the total of sample size is

$$n = \frac{Z^2 p(1-p)}{E^2}$$

$$n = \frac{1.96^2 *\ 0.5(1-0.5)}{(0.05)^2}$$

n = 384.16 samples

≈385 samples

The result of calculation is 385 samples, the researchers design to use samples size of 412 samples. The value should be rounded up in order to make the sample size be sufficient enough to achieve the reliability (McClave and Sincich, 2006).

Appendix B:

Brand choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UNIQLO	80	19.4	19.4	19.4
	H&M	71	17.2	17.2	36.6
	ZARA	218	52.9	52.9	89.5
	GAP	43	10.5	10.5	100.0
	Total	412	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	66	16.0	16.0	16.0
	Female	346	84.0	84.0	100.0
	Total	412	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than23	268	65.0	65.0	65.0
	23-30	68	16.5	16.5	81.6
	More than 30	76	18.4	18.4	100.0
	Total	412	100.0	100.0	

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than bachelor degree	74	18.0	18.0	18.0
	Bachelor degree	218	52.9	52.9	70.9
	Master degree and more	98	23.8	23.8	94.7
	Othes	22	5.3	5.3	100.0
	Total	412	100.0	100.0	

Variables	Frequency (*f*)	Percentage (%)
Brand Choice		
-UNIQLO	80	19.4
-H&M	71	17.2
-ZARE	218	52.9
-GAP	43	10.5
Gender -Male		
-Female	66	16.0
	346	84.0
Age level		
-Less than 23	268	65.0
-23-30	68	16.5
-More than 30	76	18.4

Education level		
-Less than Bachelor degree	74	18.0
-Bachelor degree	218	52.9
-Master degree and more	98	23.8
-Others	22	5.3
Total	412	100

Model Fitting Information

Model	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood	Chi-Square	df	Sig.
Intercept Only	224.453			
Final	182.401	42.051	18	.001

Pseudo R-Square

Cox and Snell	.097
Nagelkerke	.107
McFadden	.043

Parameter Estimates

Which brand you like most when buying winter cloth in Thailand?	B	Std. Error	Wald	df	Sig.	Exp(B)	95% Confidence Interval for Exp(B)	
							Lower Bound	Upper Bound
GAP Intercept	-1.973	.724	7.429	1	.006			

		B	Std. Error	Wald	df	Sig.	Exp(B)	Lower	Upper
	[gender=Male]	.299	.441	.460	1	.498	1.348	.569	3.196
	[gender=Female]	0[b]	.	.	0	.	.	.	.
	[age=23-30]	.781	.589	1.757	1	.185	2.184	.688	6.935
	[age=more than 30]	1.406	.646	4.741	1	.029	4.079	1.151	14.463
	[age=less than 23]	0[b]	.	.	0	.	.	.	.
	[education=bachelor]	.649	.520	1.558	1	.212	1.914	.691	5.305
	[education=under bachelor]	.513	.646	.630	1	.427	1.670	.471	5.931
	[education=others]	.450	.840	.287	1	.592	1.569	.302	8.142
	[education=Master and more]	0[b]	.	.	0	.	.	.	.
HM	Intercept	-.356	.530	.451	1	.502			
	[gender=Male]	.040	.383	.011	1	.916	1.041	.492	2.204
	[gender=Female]	0[b]	.	.	0	.	.	.	.
	[age=23-30]	.090	.424	.046	1	.831	1.095	.477	2.512
	[age=more than 30]	-.175	.545	.103	1	.749	.840	.288	2.444
	[age=less than 23]	0[b]	.	.	0	.	.	.	.
	[education=bachelor]	.286	.419	.468	1	.494	1.331	.586	3.025
	[education=under bachelor]	.270	.524	.266	1	.606	1.310	.469	3.658

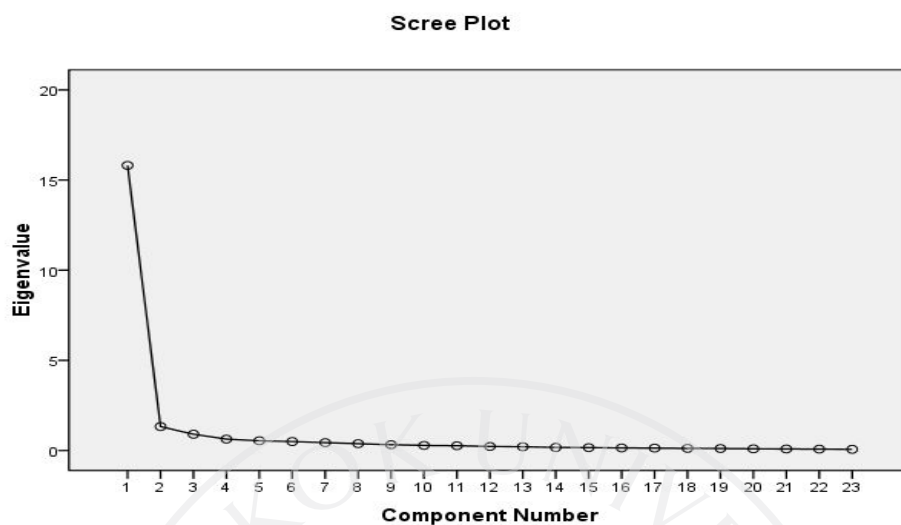|								
	[education=others]	.014	.772	.000	1	.985	1.015	.223	4.609
	[education= Master and more]	0[b]	.	.	0	.	.	.	.
ZARA	Intercept	.951	.434	4.802	1	.028			
	[gender=Male]	-1.385	.372	13.893	1	.000	.250	.121	.518
	[gender=Female]	0[b]	.	.	0	.	.	.	.
	[age=23-30]	.377	.361	1.094	1	.296	1.458	.719	2.957
	[age=more than 30]	.066	.450	.021	1	.884	1.068	.442	2.582
	[age=less than 23]	0[b]	.	.	0	.	.	.	.
	[education=bachelor]	.084	.332	.063	1	.801	1.087	.567	2.086
	[education=under bachelor]	-.060	.431	.019	1	.890	.942	.404	2.194
	[education=others]	-.590	.643	.841	1	.359	.555	.157	1.956
	[education= Master and more]	0[b]	.	.	0	.	.	.	.

a. The reference category
is: UNIQLO.

b. This parameter is set to zero because it
is redundant.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	15.812	68.746	68.746	15.812	68.746	68.746	9.214	40.059	40.059
2	1.328	5.775	74.522	1.328	5.775	74.522	7.926	34.463	74.522
3	.904	3.929	78.451						
4	.630	2.738	81.189						
5	.540	2.347	83.536						
6	.499	2.169	85.705						
7	.435	1.891	87.596						
8	.381	1.657	89.253						
9	.323	1.403	90.656						
10	.283	1.231	91.887						
11	.265	1.151	93.038						
12	.224	.974	94.012						
13	.209	.910	94.923						
14	.173	.751	95.674						
15	.160	.697	96.371						
16	.144	.628	96.999						
17	.134	.582	97.581						
18	.121	.524	98.105						
19	.113	.489	98.595						
20	.093	.405	98.999						
21	.086	.374	99.373						
22	.077	.336	99.710						
23	.067	.290	100.000						

Extraction Method: Principal Component Analysis.

Scree Plot

Rotated Component Matrix[a]

	Component	
	1	2
The quality of winter cloth is good	.394	.764
The winter cloth can keep me warm as I want	.432	.725
The price of winter cloth is acceptable	.388	.788
The price of winter cloth is affordable	.459	.704
I like to shop winter cloth at promotion season	.313	.843
Price discount is very attract me when I purchase winter cloth	.358	.836
I will purchase more winter cloth when there is promotion	.305	.815
I have a clear understand on this brand	.602	.609
Symbol of the brand can build recognition to me	.550	.581

UNIQLO/H&M/ZARA/GAP comes to my mind at first when I want purchase winter cloth	.620	.547
The values of this brand give me confidence to its products.	.582	.625
I only choose UNIQLO/H&M/ZARA/GAP when purchasing winter cloth in Thailand	.754	.399
UNIQLO/H&M/ZARA/GAP meet my requirements better than others' brand	.759	.403
I am very satisfied with the environment of store	.704	.475
I like the design of the store environment	.730	.491
I like the winter cloths design of UNIQLO/H&M/ZARA/GAP	.744	.496
The design of UNIQLO/H&M/ZARA/GAP can fit my fashion attitude	.764	.474
The custom design of winter cloths in UNIQLO/H&M/ZARA/GAP can satisfy my requirement	.743	.258
I always like to purchase the winter cloth of custom design in Thailand	.815	.205
The material is key to make me purchase winter cloth	.794	.422
The fabric of winter cloth in Thailand is softer	.802	.402

I would like to purchase winter cloth in UNIQLO/H&M/ZARA/GAP	.712	.522
I would like to ask my friends to purchase winter cloth in UNIQLO/H&M/ZARA/GAP	.706	.501

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

income * Brand Choice Crosstabulation				
	Brand Choice			
	UNIQLO	GAP	HM	ZARA
income 1	13	4	9	18
2	16	3	7	15
3	12	14	18	48
4	15	7	24	64
5	12	10	5	40
6	5	3	6	10
7	7	2	2	23
Total	80	43	71	218

a. Rotation converged in 3 iterations.

gender * Brand Choice Crosstabulation					
	Brand Choice				
	UNIQLO	GAP	H&M	ZARA	Total
gender Male	20	12	18	16	66
Female	60	31	53	202	346
Total	80	43	71	218	412

Level of number	Level of Correlation
0.81-0.99	Very strong relationship
0.61-0.80	Strong relationship
0.41-0.60	Moderate relationship
0.21-0.4.	Weak relationship
0.01-0.02	Very weak relationship

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.101	.138		-.735	.463
	Q6_1	-.031	.058	-.026	-.537	.592
	Q6_2	.045	.052	.041	.862	.389
	Q7_1	.175	.058	.154	3.000	.003
	Q7_2	.073	.052	.068	1.418	.157
	Q8_1	-.081	.060	-.072	-1.360	.175
	Q8_2	-.027	.067	-.024	-.396	.692
	Q8_3	.159	.050	.153	3.193	.002
	Q9_1	.088	.061	.075	1.443	.150
	Q9_2	-.137	.051	-.120	-2.664	.008
	Q9_3	.148	.050	.142	2.929	.004
	Q9_4	-.083	.055	-.077	-1.508	.132
	Q10_1	-.008	.060	-.008	-.132	.895
	Q10_2	.106	.060	.110	1.780	.076
	Q11_1	.053	.057	.049	.931	.352

Q11_2	.043	.062	.039	.688	.492
Q12_1	.061	.068	.059	.889	.375
Q12_2	.079	.068	.077	1.175	.241
Q13_1	-.002	.042	-.002	-.046	.963
Q13_2	.014	.041	.018	.345	.730
Q14_1	.171	.068	.172	2.509	.013
Q14_2	.181	.065	.186	2.782	.006

a. Dependent Variable:
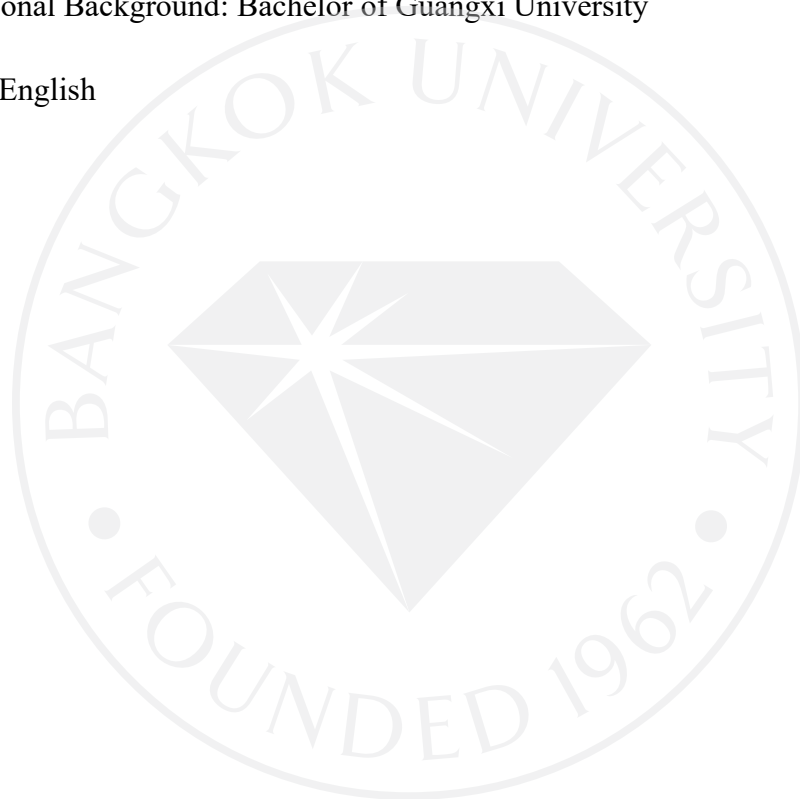buying1

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