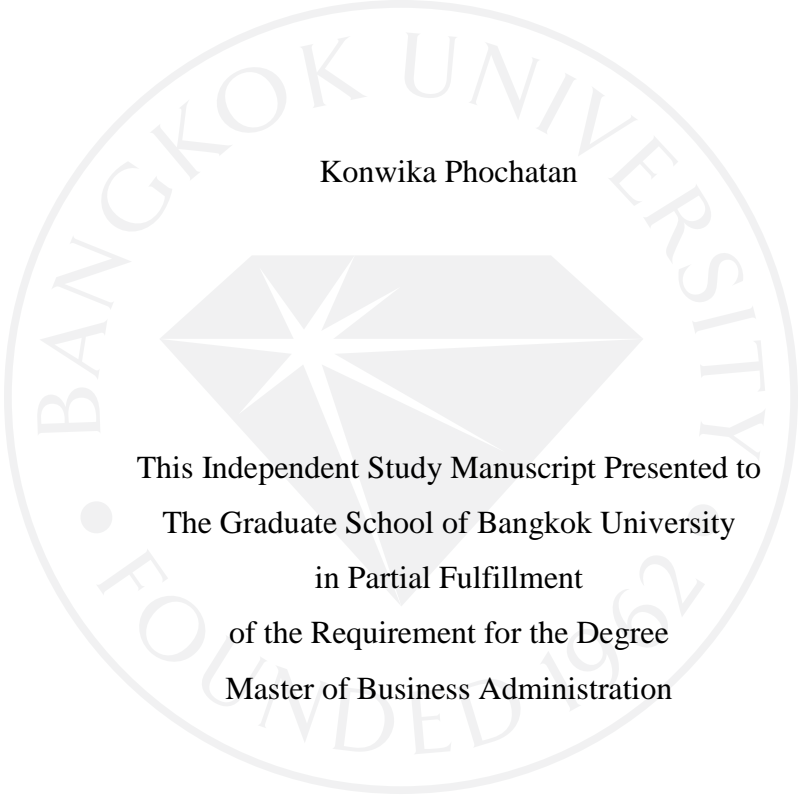A STUDY OF KEY INFLUENCING FACTORS ON CUSOMER'S BRAND

CHOICE DECISION OF FAST FASHION CATEGORY IN BANGKOK

FOCUSING ON TOP THREE BRANDS: ZARA, H&M AND UNIQLO

A STUDY OF KEY INFLUENCING FACTORS ON CUSOMER'S BRAND

CHOICE DECISION OF FAST FASHION CATEGORY IN BANGKOK

FOCUSING ON TOP THREE BRANDS: ZARA, H&M AND UNIQLO

Konwika Phochatan

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

2016

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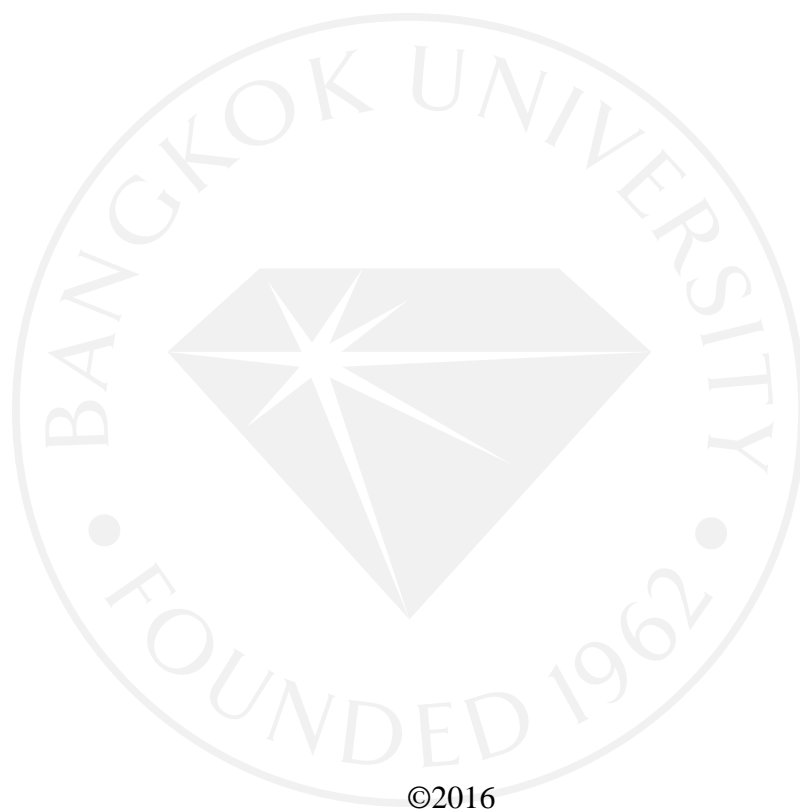**Bangkok University**

Title: A STUDY OF KEY INFLUENCING FACTORS ON CUSTOMER'S BRAND
         CHOICE DECISION OF FAST FASHION CATEGORY IN BANGKOK
         FOCUSING ON TOP THREE BRANDS: ZARA, H&M AND UNIQLO

Author: Miss Konwika Phochatan

Independent Study Committee:

Advisor

....
(Dr. Sumas Wongsunopparat)

Field Specialist

....
(Dr. Lokweepun Suprawan)

....
(Dr. Sansanee Thebpanya)
Dean of the Graduate School
August 20, 2016

Phochatan K. M.B.A., July 2016, Graduate School, Bangkok University.

A Study of Key Influencing Factors on Customer's Brand Choice Decision of Fast Fashion Category in Bangkok Focusing on Top Three Brands: Zara, H&M and Uniqlo (125 pp.)

Advisor : Sumas Wongsunopparat, Ph.D.

ABSTRACT

The research aims to study the influencing factors on consumer's brand choice decision of fast fashion in order to understand what the major factor that impact on customers decisions the most. Especially, the understanding of how Marketing Mixed impact on customer's satisfaction and purchasing decision. And secondly is to study how brand equity is influenced on sale, mainly focus on customer's brand choices and market's expansion. The survey questionnaires forms were distributed by online survey form since 15th April 2016 to 31st May 2016. According to data analysis most of fast fashion customers are aged between 21-30 years old and the significant factor that impact on their brand choice decision is only physical evidence that they experience directly with fast fashion brand in Bangkok.

Keywords: Fast Fashion, Marketing Mix, Brand Equity, Culture Factors, Social Factors, Personal Factors, Physiological Factors, Customer behaviour, CSR

ACKNOWLEDGEMENT
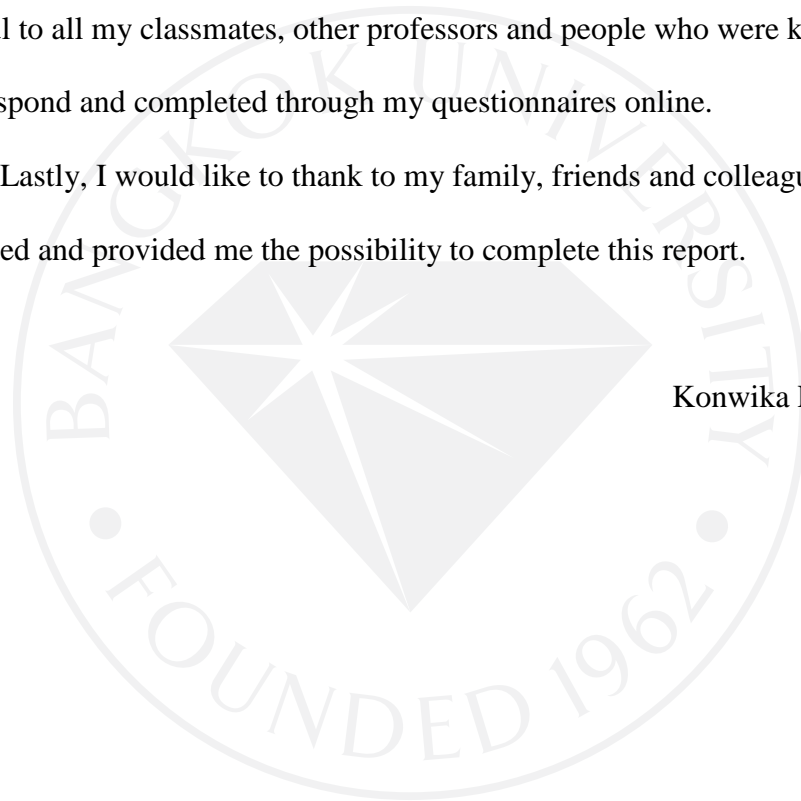
TABLE OF CONTENTS

Page

TABLE OF CONTENTS (Continued)

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1

INTRODUCTION

1.1 Background

Fast Fashion is an industry which produces and process are ordered by the new trend in Market as cheapest and fastest as possible. According to the fashion trend and based on seasoning, it is challenging for Fast Fashion retailers to stand firm and able to produce new products several time in a week (Arnold, 2008).

In history beautiful clothes were made by only by Royal Court members with extremely high prices. Some of the middle class might have been able to afford some fabrics and trims; however it has ended with producing their own clothes in the house. In addition, beautiful clothes were hardly left for the poor. According to Ashelford, in 1920's and 30's beauty of clothes has changed, by that time women were inspirited to be creative and designs the clothes for their families on budget. According to this, it helped to reduce the distance between low, middle and high classes since each of them have outstanding style, appearance taste and talent in designing. In addition, in the time women wanted to be equality in the workforce and financial freedom. It created power that women want to create fashion to meet consumer demand and provide more options for females as well not only for males. According to this reason, it has is a start point of Fashion industry.

Fashion industry has become a huge business recently; entrepreneurs or investors look for options to save the production cost while still earning revenue.

The best option that has significant evidence is to produce and sell merchandise as a huge amount to a mass market.

Fast Fashion goes global (2015) described that Fashion's market creates delivery the desire to consumptions with new design with a creation. In order to be successful, promoting fashion to consumptions in short time, cheap prices and disposable. The rapidly is releasing of new essentially produces and give garments a highly cost effective in marketing tools. In addition, these market tools can help to increase consumer visits, rand awareness and purchasing trend. Fast Fashion industry is aimed reduce time cycles of each production to consumption; it is more likely to have engagement with consumers in cycles of time period. For example; following seasoning as annual cycle of summer, autumn, winter and spring. In comparable fast fashion cycle is much short into periods of 4-6 weeks or less. Fast Fashion aims to be quick in producing product in a cost efficient to respond to fast changing in customer demands as fast as possible. The efficiency is based on the retailer's understanding on what target market wants and then search for cheap garment to lower merchandise producing cost and completed the clothes sector. Regarding supply chain, vendor relationships and internal relationships for Fast Fashion, supply chain can decide to add or reduce cost in process of transferring goods from design concept to retail stores and final end as consumptions.

Fast Fashion business has been growing for several years and keeps increasing demand for fashion, luxury lifestyle between urban population and global growth in GDP. Fast Fashion retail market in global is the most searched after sector, in between several brands which are available in market with high demand, quality and durability. They are Zara, H&M and Uniqlo. These three brands are the most

available in market and they also provide selling online which retailers to generate more revenues.

Zara

Zara is Spanish clothes and accessories brand, it is the flagship brand of the Inditex group. Recently Zara has over 2,000 stores strategically located in leading cities across 88 countries (Zara, 2016) and aims to keep up with the latest fashion with high quality and affordable prices. According to this, Zara has become one of go-to fashion brand for all. Zara cares for their customer as the heart of their unique business model which combines with design, production, distribution and sales through all networks.

H&M

H&M is a fashion brand that creates sustainable fashion at the best prices. H&M collections mean everything from dazzling party collections to quintessential basics and functional sport wears for all; men, women, teenagers and children to meet all seasons or occasion. Furthermore, H&M offers other accessories as shoes, bags, jewellery, make up and underwear. H&M has wide variety of each collection that customers can always find something to satisfy their stylist. For today, H&M has already launched stores in 61 markets global and online shopping in 23 countries (H&M, 2016).

Uniqlo

Uniqlo is a clothing apparel company which was founded in Japan 1949 as a textiles manufactures. Since then Uniqlo has been continuing business until today with 843 stores around the world. Fast fashion retailing mentions that Uniqlo offer clothes with good designed in Japanese way as simply and quality designed. Recently Unqlo has developed new fabric technology to give warmer but lighter weight for winter clothes.

Comparison of Zara, H&M and Uniqlo

Since 2000, Zara, H&M and Uniqlo have created new appearance of fashion to Fast Fashion refers to clothing line, merchandise, package and other distribute up to latest trend. Even though Fast Fashion stay on the same form as other fashion brands to delivery clothes regularly at each season, Zara, H& and Uniqlo whenever they can feel the new trend, they will release new collections.

Zara, H&M at first have started in Europe then later on have moved to enter new market in USA and across Asia as Fast Fashion business has been growing globally. According to this, Uniqlo has decided to bring more style that suit with Fast Fashion and able to follow the trend. Zara, H&M and Uniqlo are known as successful fashion brand, they didn't design new style by assuming of what will be a trend but they take understand what their customers want and what style is in the market. Then they plan ahead of what will be up next. Zara deliveries over 3,600 new design each year and send out around 2 – 6 times a week across 1,900 stores around the world. Each order from their store will take short time to arrive at its store in only 24 – 48 hours. The work flow is more like 10-15 days work, starting from design to sale floor.

Zara can produce merchandise as fast as they want because their work flow is flexibility. Zara invested in 14 factories in home country, Spain and use robots to work as 24/7 on cutting and dyeing fabrics and completed semi-finished merchandises and then will become suits, shirts and dresses for about 350 shops in Spain and Portugal. In comparison, H&M manages to combine longevity and still responsive for fashion trend. All the collections are created at Head Office in Sweden by 200 top designers. Then all designs will be sent to 500 suppliers about 25% of their merchandises are made in Europe and the rest are produced in Asia. By looking at Uniqlo as the same category of Fashion as Zara and H&M. Uniqlo apparel is likely to follow the latest trend and still care for customers on good quality and quick respond on new trend. However, Uniqlo prefers to have long development cycles which they can test new materials and designs to meet customer needs including to have long term partnership with vendors.

Fast Fashion in Thailand

According to the searched from CBRE (international real estate advisor), international brands in the luxury and fast fashion keep entering Thai market since 2013 and increase large number of retail stores in major shopping malls in Bangkok. Each brand enters marker in several ways such as owned the stores, franchises or distribution deals. For top three famous brands as Zara, H&M and Uniqlo and leading clothing category and selling in market for casual style.

In addition, Zara, H&M and Uniqlo are combined with the similar following factors; 1. Fast changed in collection 2. Affordable prices 3. Good managed in store and 4. Good Marketing. Since they have similar factors, it gives the result on share

market area and competes the consumer's level. The fast fashion market share is based on the consumer's brand choice decision. Each individual customer of Zara, H&M and Uniqlo has difference behaviour and preference toward their purchasing decision. The facts that can influence customers on purchasing decision are related to brand loyalty, product quality, self-image, prices and promotion.

1.2 Research Objectives

According to market of fast fashion in Thailand each fast fashion brand which has highly competitive towards each other. Moreover, the top three brands are often located in the same level of Shopping or even on the same floor. However, each brand is still able to attract their potential customers who visit the store for first time including repeating customers. Therefore, the interesting point of this study is customer's brand choice decision on each brand; Zara, H&M and Uniqlo. In addition, it is also interesting to study on how fast fashion can be attractive to their existing customers and make their potential customer become the repeat customers in the future. Therefore, the objective of this research is to find out what factors are influencing on consumer's brand choice decision.

1.3 Purpose of Study

The purpose of this study is to find out the influencing factors on consumer's brand choice decision of fast fashion in order to understand what the major factor that

impact on customers decisions the most. Especially, the understanding of how Marketing Mixed impact on customer's satisfaction and purchasing decision. And secondly is to study how brand equity is influenced on sale, mainly focus on customer's brand choices and market's expansion. The third purpose of study is to identify which elements of customers is most likely effecting on customer purchasing decision.

1.4 Scope of Study

This research is considered the factors that influence customer purchasing decision including to brand choice decision towards fast fashion brand in Bangkok. The researcher used questionnaires as a instrument of survey to collect data and defined scope of this study as following;

1.4.1 Scope of Content

The researcher clarified this study with research descriptions as focusing factors; product, price, place, people, progress, promotion physical evidence, brand, customer behaviour and life style of fast fashion's customer in Bangkok. The study aims to reach individual perception and acceptance of each customer including to their life style and personal behaviour. According to this study, researcher is able to analyzing customer brand choice decision towards the top three fast fashion brand in Bangkok; Zara, H&M and Uiqlo.

1.5.2 Scope of Demographic, Sample and Location

The researcher identified population and research's sample as customers from top three fast fashion brands in Bangkok; Zara, H&M and Uniqlo. Focusing customers of these three brands only in Bangkok area with age of 16 years old up to 50 year olds in both gender as male and female and there is no exception in nationalities.

1.5 Limitations of Research

The research has limitation as time as period of time for studying is short. Second, limitation is the research area as this research is only focusing on customers in Bangkok, Thailand. Therefore, the result of this study cannot be applied into other fast fashion business area and also cannot apply research result with other fashion brand beside Zara, H&M and Uniqlo. However, this study will provide useful information for fast fashion marketers in order to improve business; products or services and also can use the data to predict the customers brand choice behaviour.

1.6 Research Questions

Regarding to the research objectives, this study is aimed to focus on the answering of following questions, which are divided into two parts as main research questions and sub research questions.

Main research question

- What factors that influence on customer's brand choice decision towards fast fashion in Bangkok, focusing on top three brands: Zara, H&M and Uniqlo?

Sub research-question development

- Asking about demographic information such as Gender, Age and Occupation.

- Have you ever made a purchase at Zara, H&M and Uniqlo

- Regarding to top three fast fashion brands in Bangkok, which one do you prefer the most?

- How does Marketing Mixed influence your purchasing decision?

- How does brand equity influence brand choice's decision regarding top three fast fashions brand in Bangkok?

- How do culture factors influence on brand choice's decision of fast fashion?

- How do social factors influence on brand choice's decision of fast fashion?

- How do personal factors influence on brand choice's decision of fast fashion?

- How do psychological factors influence on brand choice's decision of fast fashion?

- How does customer's behaviour influence on brand choice's decision of fast fashion?

- What are the factors from fast fashion corporate social responsibility that customer

  aware of?

CHAPTER 2

LITERATURE REVIEW

This chapter of literature review examines how fast fashion customers choose their merchandises and it relates on their decision and perception towards merchandise's apparel and result as a brand choice decision making. Regarding to understand customers behaviours, perception and life style in term of marketing, it is necessary to study these factors by learning with Literature Review. In addition, study brand equity is another section that can help to understand customer decision making as well. The purpose of this study is to exam the customer's perception and preference towards fast fashion, mainly focusing on top three brand; Zara, H&M and Uniqlo. The study aims to focus on factors that influence customer choice of Fast Fashion in Bangkok, Thailand together with relationship of demographic variable. The research mentioned these following factors for this chapter with details;

- Marketing Mix (7Ps)

- Brand equity

- Customer behaviour

- Customer life's style

- Fast Fashion corporate social responsibility

- Choice theory

- Hypothesis

- Theoretical Framework

2.1 Marketing Mix (7Ps)

2.1.1 Price

Pricing in economic affective a level of demand and psychological variable impacting on customer's expectations either on products or services. An action or receipt of sales will lead to create value by demonstrating customer's total saving cost including to coupons or further purchasing or current advertising. In additional, an action or receipt is also able to shows customers regarding other types of payment which will be more appreciate to promote the stores or merchandises (Trivedi & Gardener, 1998). For example; promotion proving 15% on purchasing in store with credit card.

2.1.2 Product

Product is defined as tangible or intangible which is offered by the industry to meet needs of customers. Product refers to something that provides profit or even having potentially profitable. Moreover, goods or services aim to meet requirements of various governing offices or society. These two are most common ways that can define products as consumer goods various industrial goods and goods products versus services products. In addition, product in fashion are goods where is hold style as primary and price is secondary. Fashion products are combined with clothing, jewellery, handbags, shoes and some other accessories.

2.1.3 Place

Place refers to distribution which impact on customers by having products available and place in accessible locations whenever customers visit particular places. In addition, service can be a part of place as well since customers involve with service from each industry by participating at a physical evidence or customer processing directly to place at certain time. Furthermore, A sale receipt also can use to create value supporting by information in order to access to website as another channel to do shopping beside physical store's address for further needs.

2.1.4 Process

Process means a particular method of operation of actions or series of actions which involve several steps that need to be mentioned sequences. For fashion process are terms that used among other things mostly focus on strategies that retailers adopt in order to reflect recently trend quickly and effectively in recent merchandise assortments rises.

2.1.5 Promotion

Promotion refers to traditional methods such as advertising, personal selling, promotion and publicity including to direct market. A promotion influences on participants with physical evidence and process relevant to services. A promotion connects to target market by communicating in the way to let customer's product's information. The purpose of proving promotion is to inform customers regarding what products have been released to market and available to sale and repeating their brand

to customers. The promotion is mainly aim to communication process of understanding between buyers and sellers.

2.1.6 People

Every industry realize on the people who their business. These people can refer to every employee in company, beginning from lowest level to management level. People are important for company as it is an essential to drive business or services up to end customers.

2.1.7 Physical Evidence

Most of all services include physical elements including intangible goods that customer will pay for. In fashion often physical evidence will be seen as fashion industry provides merchandise to customer with a guarantee receipt to change the size within 7 days. According to this, physical evidence means something that can be seen just like it says physical evidence.

2.2 Brand Equity

Accordingly to Leuthesser, 1988, brand equity can be both finance and connection and it refers to a positive brand's value either mental or emotional associations. Brand equity is a key message to remain relevant customers and be competitive for anything relates to brand; product, service or company name. Brand equity fillers their customers by level of their perception and another researcher also explain that brand equity are based on two factors: consumer's perception and consumer's behaviour. According to Srivastava & Shocker, 1991, brand equity can be measured through price, loyalty, perceived quality, brand association and proprietary. Moreover, brand equity can also be studied from these sections; brand knowledge, brand awareness, brand image, brand loyalty, perceived quality.

Brand equity refers to the most significant business practice for researcher, as it results as brand can help business to be successful by gaining competitive advantage including to opportunity of expanding and promotion procuress. Moreover, branding has strong impact on services brand as it can increase customer perception directly by giving customer clearer picture of their services either it's it intangible or visualize, a high position of brand equity towards customer is related on increasing customer satisfaction, repurchasing and degree of loyally.

2.2.1 Brand Loyalty

Brand loyalty refers to attitudes and habit of customers toward the brand, it is a combination of distinct either attitudes or habits. Essentially brand loyally based on attitude is not the same as habit as it's a habitual process and had more impact on price's level. According to Chaudhuri (1999), low brand loyalty may impact on low

level of pricing and result on degree of commitment of particular brands. In addition,

brand loyalty is separated from brand attitude since attitude can express to more than

one brand and could commit to several brands. However, a high level of brand loyalty

is result on lack of commitment on several brands and indicate customer to intend to

buy product from a single brand. Furthermore, brand loyalty is a result after

customers have become committed to brand and repeat a purchasing overtime which

depends on customer's preferences and loyal customers will consistently repeat their

purchase regardless prices or convenience.

The concept of brand loyalty has been discussed in several ways. Most of the

studies have explained that loyalty is a complex concept which relates an approach

from other perspectives (Dahlgren, 2011). Keller (1993) has done specialized

literature review and it was delivered two brand loyalty approaches: the behavioural

brand approaches and the attitudinal brand loyalty approaches. The definition of brand

loyalty was given by Jacoby & Kyner (1973 apud Dahlgren, 2011) as " a biased

behavioural response express over time by a decision making unit with respect to one

or more alternative brands out of set of brands and being function of psychological

process". The behavioural brand loyalty approach seeks that customer loyalty is a

behavioural concept that refers to the action or intention to repeat their purchasing or

services (Nam et al., 2011). In this term of definition, Oliver (1997 apud Pappu et al,

2005) analysed brand loyalty as "a deeply held commitment to re-buy or re-patronise

a preferred product or service consistently in the further, despite situational influences

and making efforts having potential to cause switching behaviour ". However, there is

an agreement that behaviour regarding brand loyalty is influenced by customers

psychological towards brand without considering into an repeat purchasing over time

(Lau and Lee, 1999). Regarding another suggestion, loyalty should be seen as a repeat purchasing supported by strong internal tendency (Nam et al., 2011) even though another researchers argued that most of the time brand loyalty is categorized by a favourable attitude towards brands and it is a caused of repeat purchasing (Rossiter & Percy, 1987). Thus, attitude is influenced loyalty and it also refers to behaviour. Furthermore, attitude can explain how loyalty has been developed over customers and there are some issues of behaviour that are not able to explain (Fatih & Hayrettin, 2013). In order to gain better understanding of attitude concept of loyalty, Khan (2013) suggested that "positive attitude is a prior condition for building true brand loyalty". Therefore, brand loyalty can be considered on how actual loyalty from customers reflects on their purchase choices and how customers intend to be loyal towards brand. In addition, brand loyalty approach has developed over time and suggested that there are five major perspectives explaining its dimensions (Figure. 1), namely; Gheorghe Orzan, Otilia– Elena Platon, Cristian Dragos Stefănescu, Mihai Orzan

- Since 1970, loyalty is considered as the share of total purchases, buying frequency, buying patterns or even buying probability.

- In 1976, dimension loyalty was developed by Days options and suggested that loyalty should be evaluated from to perspectives, attitudinal including to behavioural in order to seeks customer's feeling toward the brands.

- It is considered that a two dimensional approach is not significant t understand customer loyalty and proposes an combination of cognitive,

emotional and behaviour responses, which reflect how customer think of brand towards their feelings and actions (Dick & Basu, 1994).

- Loyalty is mainly focused on cognitive, effective, conative and behaviour. And the last two phases are created distinction between commitment to buy and actions of repeat purchasing (Oliver, 1999).

- Loyalty is multidimensional concept that influenced by all above factors and also by trust and commitment from customers.
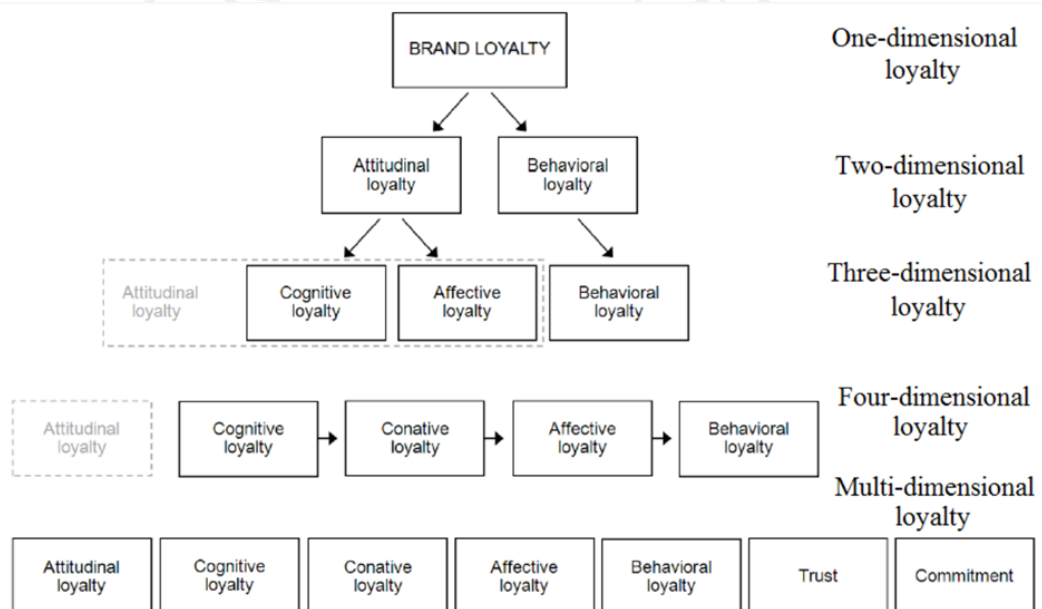
Figure 1: Conceptualizations of brand loyalty dimensions

In addition, exclusively understanding conceptual, loyalty is required to be addressed and measured in order to gain a real competitive advantage for companies. The brand loyalty significance is heterogeneous, the measurement of this concept can be categorized with the same feature as propose a classification of brand loyalty measurement; Behavioural versus Attitudinal measures and Individual-oriented versus Brand-oriented measures (Mellens et al., 1996).

2.2.2 Brand Awareness

Brand awareness is a prospect of customers on familiarity regarding life and availability of products. It is a perception that customers address to specific products. Brand awareness combines with brand recognition and brand recall. Brand recognition refers to customer's ability of recognizing brand or product based on their knowledge. Regarding brand recall which refers to potential that customers can think of brand from their memory whenever they heard any clues or hints to bring up the name of brand.

Brand awareness is related to communication (Rossiter & Percy, 1987). There is no possibility to communicate without relating to brand awareness. In addition, customers will not be able to refer to brand attitude in intention on buying without brand awareness (Rossister & Perry, 1987 ; Donovan, 1991). Furthermore, the high level of brand awareness results as increasing high level of brand considerations and brand choice by customers (Keller, 2003). Moreover, brand awareness can also describe which is the most chosen from the consideration sets and well-known brand has a better performance comparing to another un-known brand in same market area (Sasmita & Mohd, 2015)). Brand awareness is applied to customers as a heuristic, whenever customers aware of each brand, they are more likely to purchase or select products without thinking of deceptive marketing tactics from marketers and even have positive attitude towards products and advertisements (Macdonald and Sharp, 2000).

2.2.3 Brand Familiarity

Brand familiarity refers to establishment that relates directly to amount of time that company have spent on building brand's information by involving with content of the processing. According to Hoch and Deighton (1989), they mention that familiarity is a number of products which is related to experience collected by customers. In addition, it is a caused of customer's impaction on perception and experience of brand. Including to a degree of knowledge that customers have toward brand either direct and in indirect.

Brand familiarity can be measured by number of products that have been purchased by customers (Alba and Hutchinson, 1987). For example; when fashion brand tried to want to do survey on sustainable fashion, they survey should be tested on specific group that familiar with fashion brand as measurement brand identification requires more than one brand in its category. Whenever customer are familiar with products, they also gain knowledge of products and aware of product details either in the visual and verbal. Therefore, brand familiarity relates on both brand image and brand name and it helps to clarify the confusion in brand identifications (Herm and Moller, 2014).

2.2.4 Brand Reputation

Brand reputation relates to how brand or company are seen by others either customers or competitors. Whenever customers trust in your brand and have positive feeling to purchase goods or service, it means that brand has become a favourable brand reputation. In the other hand, once customers don't trust brand or company, this will lead to unfavourable brand reputation and give impact on purchasing decision.

Brand reputation refers to consumer's perception towards brand qualities by influencing from their feelings or emotions (Barone et al.,2000) and continue to expand either their feeling or emotions on brand. According to Fornell and Wernerfelt (1988) and Zeithaml et al. (1996) discussed that customers express brand reputation as an expanding and it relates as variable on study of how brand reputation influence brand expansion. The research has found that reputation is combined with products quality and brand acceptance in market places and also brand activities in market (Selvanayagam and Ragel, 2015).

2.2.5 Brand perceived Quality

Brand perceived quality refers to customer's perceptions towards quality or superiority of products or services. It's purely based on customer's opinion of product's ability to satisfy their expectation. According to this, brand perceived quality starts from recent brand image that customers have experiences on product or services and influence their option of its products or services. In addition, brand quality refers to both brand recognition and customer's attitude towards brand (Sundar, Bharadwaj, Kapil, Tuli and Andre, 2011). However, there is a difference in between brand recognition as it refers to leadership regarding reliability on others companies among same business level. Unlike brand quality based on customer who refers to other brand conceptions; awareness and purchasing decision. Thus, brand quality is mainly focused on differences and market's value (e.g., Keller and Lehmann 2006; Rust et al. 2004).

2.3 Customer's Brand choice decision

Brand choice decision is related to customer purchasing decision. In term of marketing research it refers to psychologists and there is a theory in choice modelling that shows how organizer or human thought impact on choice decision. In addition choice modelling are produced by human senses and there are combined with paramedic which represent the choice of designed in order to improve understanding and environment effect influencing of customers toward their choice decision.

2.3.1 Consumer's behaviour

Customer behaviour is a study on how customer either an individual, groups or organization chooses to buy, use and giving ideas, goods and services to satisfy their needs. It refers to an action of customer and understanding their motivation on each action. Consumer's behaviour combines with several factors as following;

- Marketing factor: Design, Price, Promotion and Positioning

- Personal factor: Age, Gender, Education and Income level

- Psychological factors such as buying motives, perception of the product and attitudes towards the product

- Situational factors such as physical surroundings at the time of purchase, social surroundings and time factor

- Social factors such as social status, reference groups and family

- Cultural factors, such as religion, social class—caste and sub-castes

2.3.2 Consumer's perception

Consumer's perception refers to a model of sensory perception towards marketing and advertising. It shows how customers perceive and process through fives sense with companies or products until last level of purchasing decision. In addition, customer's perception is based on three factors which are self perception, price perception and benefit perception.

2.3.3 Consumer's purchasing decision

Consumer's purchasing decision is a process that customer go through whenever they purchase products and services. It realise on the following factors;

- Problem/Need Recognition

- Information Search

- Evaluation of Alternatives

- Purchase Decision

- Post-Purchase Behaviour

2.4 Customer's lifestyle

A lifestyle of fashion is aim to express values and inspiration of a group or culture for marketing's purposes. Each individual has its own style or identity based on their choices, experiences and backgrounds such as social class, nationality and ethnicity. According to this lifestyle of fashion is set to sell products by delivering message to customers that their identity will be supported by publicly and brand.

2.5 CSR activity

CSR or Corporate social responsibility refers to a practice business that industry involves participants to give benefit to society. According to Liz Maw, CEO of nonprofits organization Nte Impact, CSR is recently become as forward-thinking within companies to emphasize sustainability into their core business operations with will link sharing value of business to society.

2.6 Choice Theory

Choice theory William Glasser, MD., with the explanation of motivations can delivery difference results unlike what we have been told earlier. A concept of Choice Theory is to we are motivated by internally not externally. Even though other theories discussed that the outside is the reasons for human to behave in particular ways, Choice Theory mentioned that the outside events were never a caused for human to achieve anything. For instance, behaviours are developed internally and answer what is the most satisfy factor. In addition, seeking would pictures are created internationally from how we want things to be like and it results on building basic needs which influence all motivations; need to be love and concerned for others, need to achieve a sense of competence and personal power, need to act with a degree of freedom and autonomy, need to experience joy and fun and lastly is need to survive.

According to Kippax and Crawford, 1993 they discussed that choice theory is realized on assumption that all behaviours represent the individual situation intendancy to satisfy their five basic needs. And none behaviour is caused event or person beside the individual. Regarding to this thought, it requires a paradigm shift on the part of those who view according to stimulus-respond theory. For example; at nigh

we turn on the light because it is dark or we get off from the train once it reached station that we expected to reach. At the point that stimulus-response perspective, behaviour is caused by something else or someone not the inside of individual; the following reaction of individual is to response to that stimulus. By considering Choice theory paradigm, other people or events is never a causes for individual to action on anything instead individual behaviour response on choice of what to do in regard of what is individual believe satisfies the most and repeat the choice that consistently satisfying.

The following five basic needs that each individual has for attempting to live their lives, there are equally important and effectively satisfied individual's need.

- The need to survive
- The need to belong
- The need to gain power
- The need to be free
- The need to have fun

Whenever any needs turn into unsatisfied, there is a continual urge to behave, it similar as instruction of survival such as hunger, thirst, sexual desire which are relatively distinct. Each individual learn that discomfort is bothered their needs and they must do something to satisfy the survival instructions. Once it comes to psychological needs, it is challenging to identify which factors are satisfied the psychological needs, since they are less tangible and there are more complexities to completed physical behaviour needs. Glasser (1984) suggested summarizing the psychological needs as following;

- We fulfil the need belong by loving, sharing, and cooperation with others.

- We fulfil the need for power by achieving, accomplishing, and being recognized and respected.

- We fulfil the need for freedom by making choice in our lives.

- We fulfil the need for fun by laughing and playing.

Actually, all human have the same needs it depends on how each individual choose to satisfy their needs this is how it makes the difference. Since the beginning of life each individual gain a unique experience and learn to satisfy a unique need as well.
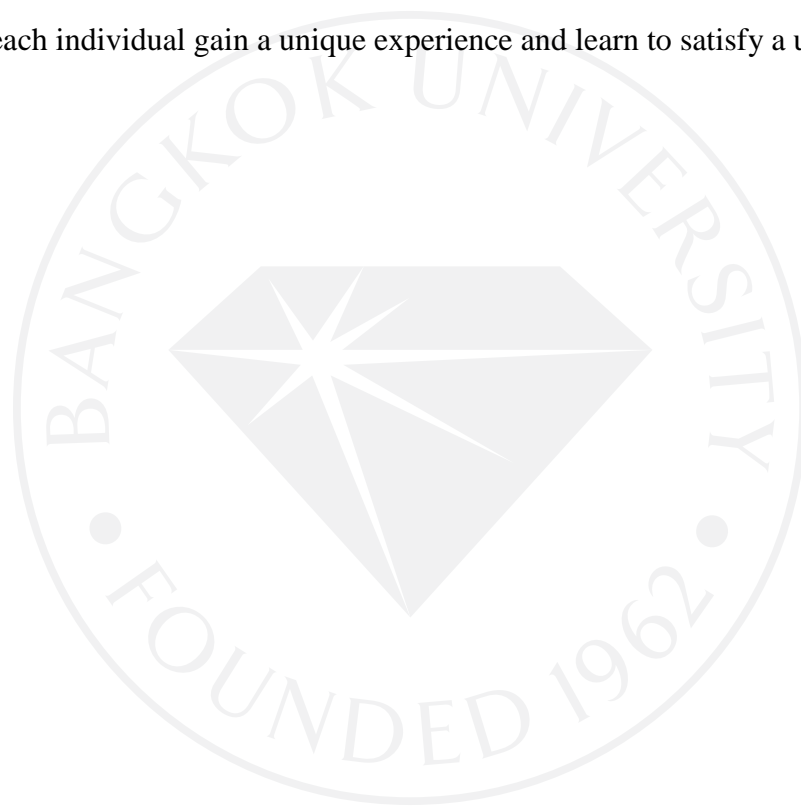
2.6 Hypotheses

- ❖ $H1_0$: Price does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H1_a$: Price significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H1.1_0$: Competitive price does not influence consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H1.1_a$: Competitive price significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H1.2_0$: Price that cheaper than other brands do not influence consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H1.2_a$: Price that cheaper than other brands significantly influence consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H1.3_0$: Good value price does not influence consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H1.3_a$: Good value price significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2_0$: Product does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2_a$: Product significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2.1_0$: Brand name does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2.1_a$: Brand name significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2.2_0$: Product quality does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2.2_a$: Product quality significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2.3_0$: Product variety does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2.3_a$: Product variety significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2.4_0$: Availability of sizes does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H2.4_a$: Availability of sizes significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H3_0$: Store location does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H3_a$: Store location significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H3.1_0$: Store accessibility does not influence consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H3.1_a$: Store accessibility significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H3.2$_0$: Store design does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H3.2$_a$: Store design significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H3.3$_0$: Store layout with well-organized does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H3.3$_a$: Store layout with well-organized significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H3.4$_0$: Merchandising display in store does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H3.4$_a$: Merchandising display in store significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H3.5$_0$: Inspired music in store does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H3.5$_a$: Inspired music in store significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H4$_0$: Process does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H4$_a$: Process significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ H4.1$_0$: Having new item in store and ready to sale quickly does not influence consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ H4.1$_a$: Having new item in store and ready to sale quickly significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ H4.2$_0$: Keep up with latest trend does not influence consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ H4.2$_a$: Keep up with latest trend significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H5$_0$: Promotion does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H5$_a$: Promotion significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ H5.1$_0$: Discount does not influence consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ H5.1$_a$: Discount significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ H5.2$_0$: Cash coupon or gift voucher does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H5.2_a$: Cash coupon or gift voucher significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H5.3_0$: Attractive advertisement does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H5.3_a$: Attractive advertisement significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H6_0$: Physical evidence does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H6_a$: Physical evidence significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H6.1_0$: Trendy design not influence consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H6.1_a$: Trendy design significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H6.2_0$: Merchandise's variety of sizes and colours do not influence consumer's brand choice towards top three fast fashions in Bangkok.

  - ❖ $H6.2_a$: Merchandise's variety of sizes and colours significantly influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ $H7_0$: People do not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H7_a$: People significantly influence consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ $H7.1_0$: Brand endorsements by celebrities do not influence consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ $H7.1_a$: Brand endorsements by celebrities significantly influence consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ $H7.2_0$: Family, friends and fashion blogs do not influence consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ $H7.2_a$: Family, friends and fashion blogs significantly influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H8_0$: Brand equity does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H8_a$: Brand equity significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ $H8.1_0$: Brand loyalty does not influence consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ $H8.1_a$: Brand loyalty significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

    ❖ $H8.2_0$: Brand awareness does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H8.2$_a$: Brand awareness significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H8.3$_0$: Brand familiarity does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H8.3$_a$: Brand familiarity significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H8.4$_0$: Brand reputation does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H8.4$_a$: Brand reputation significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H8.5$_0$: Brand perceived quality does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H8.5$_a$: Brand perceived quality significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H9$_0$: Culture factors do not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H9$_a$: Culture factors significantly influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H9.1$_0$: Culture and social environment does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H9.1$_a$: Culture and social environment significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H9.2$_0$: Social class does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H9.2$_a$: Social class significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H9.3$_0$: Culture trend does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H9.3$_a$: Culture trend significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H10$_0$: Social factors do not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H10$_a$: Social factors significantly influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H10.1$_0$: Family does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H10.1$_a$: Family significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ H10.2$_0$: Social role and status does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ H10.2$_a$: Social role and status significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ H10.3$_0$: Peer effect does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ H10.3$_a$: Peer effect significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H11$_0$: Personal factors do not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H11$_a$: Personal factors significantly influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ H11.1$_0$: Age does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ H11.1$_a$: Age significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ H11.2$_0$: Purchasing power does not influence consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ H11.2$_a$: Purchasing power significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

- ❖ H11.3$_0$: Life style does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H11.3_a$: Life style significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H11.4_0$: Personality and self-concept does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H11.4_a$: Personality and self-concept significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H12_0$: Psychological factors do not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H12_a$: Psychological factors significantly influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H12.1_0$: Motivation does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H12.1_a$: Motivation significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H12.2_0$: Perception does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H12.2_a$: Perception significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H12.3_0$: Beliefs and attitude does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ $H12.3_a$: Beliefs and attitude significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

❖ H13$_0$: Customer behaviour does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H13$_a$: Customer behaviour significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

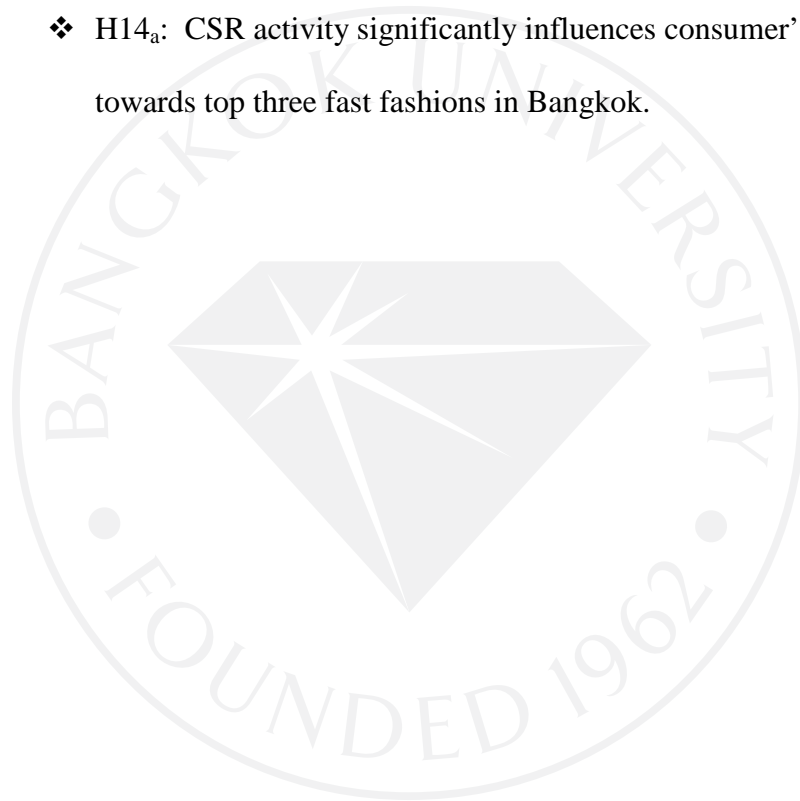❖ H14$_0$: CSR activity does not influence consumer's brand choice towards top three fast fashions in Bangkok.

❖ H14$_a$: CSR activity significantly influences consumer's brand choice towards top three fast fashions in Bangkok.

2.7 Theoretical Framework

Marketing Mix (7Ps)

- ➤ Price
- ➤ Product
- ➤ Place
- ➤ Process
- ➤ Promotion
- ➤ Physical Evidence
- ➤ People

Corporate social responsibility activities (CSR)

Brand Equity

- ➤ Brand loyalty
- ➤ Brand awareness
- ➤ Brand familiarity
- ➤ Brand reputation
- ➤ Brand perceived quality

Customer Brand choice decision of fast fashion category in Bangkok focusing on top three brands: Zara, H&M and Uniqlo

Customer's decision

- ➤ Customer's behaviour
- ➤ Customer's perception
- ➤ Customer's purchasing

Customer's life style

- ➤ Cultural factors
- ➤ Social factors
- ➤ Personal factors
- ➤ Psychological factors

Demographic

- ➤ Gender
- ➤ Age
- ➤ Occupation
- ➤ Income

Figure 2: Theoretical Framework

CHAPTER 3

RESEARCH METHODOLOGY

There is a short brief of research methodology in this chapter, explaining how it applied to assignment and also discuss literature review in term of research methodology related, mainly focus in areas of; research questions, inquiry methods, sampling design, survey design including to development, coding structure and reporting result.

3.1 Research Strategy

Research methodology is a tool to solve research problem and it can be understood as a science of studying on how research is done scientifically. In order to study, there are several steps that are generally adopted by researchers in studying on specific research problem together with realizing on the logic behind each problem. It is important for research to well-understood research methods techniques including to research methodology. Besides knowing how to develop certain indices, tests, how to calculate the mean, the mode, the median or the standard deviation or even chi-square and how to apply particular research techniques. Researcher needs to the criteria by which one can be decided for certain problem and which one is not. In short, researcher is required to design appropriate methodology for his/her problem and since each problem is necessary to apply with difference method.

Research refers to the systemic search to specific topics and investigates carefully by inquiring especially scientific to search for new facts of any area of knowledge. Research is an academic activity and use in term of study in a technical

sense. Accordingly Clifford Woody, research combines defining and redefining problems, next step is to formulating hypothesis or suggest solutions. In order to test hypothesis and provide significantly suggestions, the research methodology requires the step of; collecting data, organizing and evaluating data, making decision and lastly is reaching conclusion. Conclusion step has relationship with carefully testing and determined whether the conclusion or result is matched with the hypothesis or not. Thus, research is the search for knowledge through objective and systematic method of finding solutions to supports or answer research problem by formulating hypothesis, collect the fact of data, analyzing the facts and presenting a certain conclusions in the solution form towards the concerned problem.

Research purpose is to answer the questions through applications of scientific procedures, mainly aim to find out the truth which id hidden and has not yet been discovered. Since each research has its own specific purpose, the general objective of each research can define as following;

i. To gain the familiarity with a phenomenon or to achieve new insights into it or it actually means that study aims to explore or formulate research studies.

ii. To identify accurately the characteristics of a particular individual, situation or a group which mean this study object in view are known as descriptive research studies.

iii. To determine the frequency with some occurs which is associated with something else, in the other words is known as diagnostic research studies.

iv. To test hypothesis of a causal relationship between variables or calls as hypothesis-testing research studies.

In order to discover the unknown facts of research, there five basic types of research;

i. Descriptive vs. Analytical: Descriptive research includes surveys and fact in finding inquiries of different kinds. The main purpose of this type of research is to description of the state of affairs as it exists as present. The method of this research is utilized in descriptive research are all kinds of survey methods including to comparative and co-relational methods. In contrast, analytical research is set for researcher to use the facts or information which are already available and analyze them in order to make a critical evaluation or material.

ii. Applied vs. Fundamental: Applied research is aimed to find a solution for an immediate problem by facing with a society or an industries or business or organization, for instance fundamental research's major concern is generalizations and the formulation of a theory.

iii. Quantitative vs. Qualitative: Quantitative research is based on measurement of some characteristics and able to express in term of quantities, where qualitative research is is concerned with qualitative phenomenon which relates to involving quality or kinds. For example; when we are interested in study in reason of human behavior (i.e., why people think or do certain thing), we often bring up "Motivation Research" as an important type of qualitative research. Qualitative research uses interviews as main techniques.

iv. Conceptual vs. Empirical: Conceptual research is related to some abstract ideas or theories and often used by philosophers and thinkers to develop new research concept or reinterpret the existing ones. On the other hand, empirical research is based on experience or observation without system and theory.

v. Some other types of research: All other types of research are variations of one or more from above mentioned approaches will be difference depending on purpose of research, time that required accomplishing research or even environment in which research is made or the basis of some other similar factors.

According to this study, research decided to use quantitative method to analyze data in order to answer the research survey questions since researcher has assumed that respondents data is related on factors influencing consumer's brand choice decision of fast fashion category in Bangkok by focusing on top three brands; Zara, H&M and Unilo. Regarding the purpose of conduct the conclusion quantitative survey is the most appropriate methods for accomplishing significantly result.

The questionnaires of this study are sated that each respondent is required to provide the demographic data such as age, gender, income and occupation. Furthermore, survey participants are willing to submit their responds via questionnaire online format and there is no cost of any extra requirement for participants to answer.

In order to study of consumer's brand choice decision of fast fashion category in Bangkok by focusing on top three brands; Zara, H&M and Unilo, the methods of this research combines with these following areas;

- Population and Sample Selection

- Research Instrument

- Questionnaire design

- The statistic for analyzing the data

- The variable

3.2 Population and Sample Selection

3.2.1 Population

Regarding to this study, the author aims to focus on consumer's brand choice decision of fast fashion category in Bangkok by focusing on top three brands; Zara, H&M and Unilo. According to Furnas et al. (1999), population refers to an amount of total of all objects, subjects or members that coordinate with a set of specifications. Thus, population of this study is all people who live in Bangkok and have experience towards fast fashion one or more from these three brands; Zara, H&m and Uniqlo.

3.2.2 Sample Size

The most concerning is what is the size of sample that would be the most appropriate for the study, it is often answer that sample size is influenced by population size, the risk of selecting a "bad" sample and chance of having sampling error. In addition, population size realizes on three criteria that usually need to be specified to determine the appropriate sample size which are the level of precision, the level of confidence or risk and the degree of variability in the aspects of being measured.

The level of precision, which can also call as sampling error. It ranges with the true value of the population and often express in percentage points (e.g., +5 percent or – 5 percent). It is similar as the way for political campaign polls are reported to media. For example; if researcher finds that 60% of labor in fashion factory in the sample has adopted a recommended practice with a precision rate of +5% or -5%, then researcher can make conclusion that between 55% and 65% labor in the fashion factory have adopted the practice. In order to finalize correction for proportions in case of population is small then it impact to reduce the size of sampling as well. This is because of a given sample size providers proportionately more information for a small population than for a large population. In comparison to this study, the target population of the research were customers who live in Bangkok and have experience purchasing top three fast fashion brands; Zara, H&M and Uniqlo. The author has target sample at 400 participants and they are all consumers of fast fashion in Bangkok which has number of population over 6.355 million. These consumers were asked to participate by answering the online questionnaires survey. The design of the formula for proportion was suggested by Yamane, 1967 in order to provides a simplified to calculate sample size at a 95% of confidence level and P = 0.5 which assume that level or precision is 0.05.

See table 1.

Table 1: Population

Size of Population	Sample Size (n) for Precision (e) of:			
	±3%	±5%	±7%	±10%
500	a	222	145	83
600	a	240	152	86
700	a	255	158	88
800	a	267	163	89
900	a	277	166	90
1,000	a	286	169	91
2,000	714	333	185	95
3,000	811	353	191	97
4,000	870	364	194	98
5,000	909	370	196	98
6,000	938	375	197	98
7,000	959	378	198	99
8,000	976	381	199	99
9,000	989	383	200	99
10,000	1,000	385	200	99
15,000	1,034	390	201	99
20,000	1,053	392	204	100
25,000	1,064	394	204	100
50,000	1,087	397	204	100
100,000	1,099	398	204	100
>100,000	1,111	400	204	100

a = Assumption of normal population is poor (Yamane, 1967). The entire population should be sampled.

The formula for propotions as below;

$$n = \frac{N}{1 + N(e)^2}$$

Where n is the sample size, N is the population size and e is the level of precision or acceptable sampling error.

According to above formula at 95% confidence level and e = 1 - 0.95 = 0.5

Regarding to sample of size of top three fast fashion consumers in Bangkok, the most appropriate way to define the good sample size is using above formula.

$$n \quad = \quad \frac{10001}{1 + 10001 \, (0.05)^2}$$

$$n = 400$$

Therefore, the total of sample size of this study is required the minimum at 400 respondents.

3.3 Research Instrument

Research instrument can be used a tool for collecting data, it can be many ways; questionnaire, interview, observation and reading. The researcher needs to be confidence in choosing valid and reliable instrument. However, the validity and reliability of each research is difference depends on project. In short, any procedure that uses to collect data, it needs to be critically examined to check the extent to which is likely to give the expected results.

Questionnaires as an instrument for collecting data. Questionnaire is mostly used in normative survey which is a systematically prepared form with a set of questions mainly designed for specific group of respondents either in format of soft file or hard file. Actually it is like a form of inquiry document which contains a systematically complied and well organized series of questions and intended to explore the information which will provide data to answer the problem of the study.

In addition, the questionnaire form is mostly a set of questions with specific topic and will be answered by selected respondents which are called as population sample of the study.

The types of questionnaires can design as structured or closed form and unstructured or opened-form. In this study, author uses questionnaire as in instrument to collect data from respondents and aim to analyze what customer expectation towards fast fashion; price, quality, or design. The questionnaires are made under online survey form by offering both languages English and Thai. The questionnaires contains with nine sections. First is Marketing Mix which focuses on questions relating to Price, Product, Place, Process, Promotion, Physical evidence and People. Second, Brand equity which includes Bran loyalty, Brand awareness, Brand familiarity, Brand reputation and Brand perceived quality. Third, Cultural factors that impact on consumer decision either directly and indirect. Forth, Personal factors as it is most appropriate to describe individual respondent. Then fifth, psychological which is difference from each consumer on how it impact on brand choice. The sixth is Customer behaviour which answer will be specific for each individual respondent only. Seventh, many fashion has aware of an impact of their production to the environment, people or even animal. Thus it is interesting to study how consumers think of Fast Fashion that corporate and has responsibility for social, environment or animals. And lastly is Demographic which asks personal information of respondent such as age, income and occupation.

Regarding each part of questionnaire consumers would be able to range their opinion as a form of degree of each factor on questionnaires and submit via online form.

3.4 Questionnaire design

Regarding the details of Demographic, the author polished only general information of respondent such as gender, age, Education level, occupation and monthly income.The questionnaires are designed as closed – ended questions by providing the certain check-list for respondent to check their answer.

Table 2: Information Measurement and Criteria

Variable	Level Of Measurement	Criteria Classification
1. Gender	Nominal	1. Male 2. Female
2. Age	Ordinal	1. Less than 15 years old 2. 16-20 years old 3. 21-30 years old 4. 31-40 years old 5. 41-50 years old 6. Older than 50 years old
3. Highest level of Education	Nominal	1. Primary/Middle School 2. High School or equal 3. Bachelor's degree 4. Master's degree 5. Doctoral degree 6. Others

(Continued)

Table 2 (Continued): Information Measurement and Criteria

4. Occupation	Nominal	1. Business owner 2. Housewife 3. Student 4. Full time worker 5. Government Worker 6. Others
5. Monthly Income level	Ordinal	1. Below 15,000 THB 2. 15,001-30,000 THB 3. 30,001-50,000 THB 4. 50,001-80,000 THB 5. 80,001-100,000 THB 6. More than 100,000 THB

3.4.1 The variables

The author use seven-likert scales to ranged the answer of questionnaires for this study on each part of questionnaires; Marketing Mix, Brand equity, Cultural factors, Personal factors, Physical factors, Customer behaviour and CSR. Further explanation, seven-likert scales combines with number of degree that shows respondent's opinion towards each question. The number starts from zero to seven as explained; Number "0" indicates as "Not effect" up to Number "7" indicates as "Strong effect", the degree of each number applies to all questions in the first part of likert-scale.

The score in each level is fixed as following;

Table 3: Seven-likert scale

Level	Score
No effect	0
Not at all important	1
Less important	2
Slightly important	3
Neutral	4
Moderately important	5
Very important	6
Strong effect	7

In order to analyzing the data, the author used the formula of mean and interval class to calculate range of the result of each level as following;

$$\text{Interval class} = \frac{\text{Range (max value – min value)}}{\text{Number of Interval}}$$

$$= \frac{(8-1)}{8}$$

$$= 0.87$$

After all, the analysis of the above scale ranging can be defined as;

Average score of 7.13 – 8.00 refers

Average score of 6.25 – 7.12 refers to Strong effect

Average score of 5.37 – 6.24 refers to Very important

Average score of 4.49 – 5.36 refers to Moderately important

Average score of 3.61 – 4.48 refers to Neutral

Average score of 2.73 – 3.60 refers to Slightly important

Average score of 1.85 – 2.72 refers to Less important

Average score of 0.97 – 1.84 refers to Not at all important

There is another scale that author used to developed answer of top three fast fashion brands in Bangkok, it calls five-point scale. This scale records the answer from each respondent based on the degree of answer's level of consumer's brand choice decision of fast fashion category in Bangkok, focusing top three brands as Zara, H&M and Uniqlo. The score of each level is fixed as following;

Table 4: Five-Point scale

Level	Score
Strongly Disagree	1
Some what Disagree	2
Neutral	3
Somewhat Agree	4
Strongly Agree	5

Regarding data analysis, author applied mean and interval class to calculate the ragne of each result in level as following;

$$\text{Interval class} = \frac{\text{Range (max value – min value)}}{\text{Number of Interval}}$$

$$= \frac{(5-1)}{\qquad}$$

$$\frac{}{5}$$

$$= \quad 0.8$$

Amd after all, the analysis of the above scale ranging can be defined as;

Average score of 4.21 – 5.00 refers to Strongly Agree

Average score of 3.41 – 4.20 refers to Somewhat Agree

Average score of 2.61 – 3.40 refers to Neutral

Average score of 1.81 – 2.60 refers to Somewhat Disagree

Average score of 1.00 – 1.80 refers to Strongly Disagree

The following question is further meaning of each single question that has been mentioned in questionnaire survey.

Q4.1 Prices

    4.1.1 Fast fashion brand that offers competitive prices

    4.1.2 Fast fashion brand that offers cheaper price than other brands.

    4.1.3 Fast fashion that worth buying or good value

Q4.2 Products or merchandises

    4.2.1 Customer choose for name of fast fashion in market

    4.2.2 Customer choose for quality of fabric and design

    4.2.3 Customer choose for more product varieties

    4.2.4 Customer choose for availability of sizes

Q4.3 Place or store location

    4.3.1 Customer likes easy access store

    4.3.2 Customer like design of store

    4.3.3 Customer like the store with well-organized

    4.3.4 Customer like how merchandises are displayed

4.3.5 Customer inspired to buy more by music

Q4. 4 Processes

4.4.1 Impression of customer can be increased by having new item in

store and ready   to sale quickly

4.4.2 Customers like to shop where the latest trend is available

Q4.5 Promotion

4.5.1 Customers like to shop more with discount

4.5.2 Customers like to shop more with cash coupons or gift vouchers

4.5.3 Customers want to hop more when they see attractive

advertisement

4.5.4 Customers want to shop more when brand is endorsed by

celebrities

Q4.6 Physical evidence

4.6.1 Trendy design impacts on customer brand choice decision

4.6.2 Variety of sizes and colour impacts on customer brand choice

decision

Q4.7 People

4.7.1 Customers is influencing by family, friends and fashion blogs.

Q5.1 Brand Loyalty

Customer will keep buying fast fashion from the same brand

Q5.2 Brand awareness

Customer has ability to remember the brand, they always remember

Q5.3 Brand familiarity

Customers get familiar with brand by having direct experience

Q5.4 Brand reputation

Customer trust in brand based on their personal opinion

Q5.5 Brand perceived quality

Customers know that the brand they choose have quality and can

satisfy their expectation

Q6.1 Cultural Factors

Customer of Fast fashion choose to purchase based on culture and

social environment

Customer of Fast fashion choose to purchase based on social class

Customer of Fast fashion choose to purchase based on trends

Q6.2 Social Factors

Customer of Fast fashion choose to purchase because of family advice

Customer of Fast fashion choose to purchase because of social roles

and status

Customer of Fast fashion choose to purchase because of peer effect

Q6.3 Personal Factors

At the certain of age customer choose to purchase fast fashion

The purchasing power and revenue can help customers of fast fashion

choose to purchase

Life style of each customer is a reason to choose fast fashion

Personality and self-concept of each customer is a reason to choose

fast fashion

Q6.4 Psychological Factors

Each customers of fast fashion has motivation to purchase the brand

Customers have perception toward fast fashion brand

Customers have beliefs and attitudes toward fast fashion brand

Q7.1 Customer behaviour

Customers usually take inspiration for purchasing clothes and

accessories from friends, family, magazines and fashion blogs

Customers often buy new fast fashion item

The period that customers usually spend money on fast fashion

Customers usually spend money on fast fashion

The percentage that customers purchase fast fashion online

The main criteria of fast fashion that customer prefer

When customers purchase new item they often by the matching item as

well

Customers like to buy on sale

Customers like to go shopping fast fashion with family, friends, partner

and alone

Customers have a habit of buying as always return to the same shop,

try new shop or go to shop where special offer is

Q8.1 Fast Fashion corporate social responsibility (CSR)

The main ethical issue that customers are concerned about are global

warming, human rights, rising pollution, toxic dyes and animal welfare

3.5 Data Collection Procedure

This survey questionnaires forms were distributed by online survey form and available for Thai customers of fast fashion in Bangkok since 15th April 2016 to 31st May 2016. Random method has been used to collect data, at first the author tested validity test by asking five people who have knowledge in fast fashion to check or correct the questions to meet the most appropriate and easiest for applicants in order to answer survey form. Second step is testing by survey questionnaires with 30 participants by given them to answer the survey online. Next is taking all data of these 30 participants to compute into SPSS program and seeks for an analysis of Reliable test and check for significant result. Lastly, collecting all 400 questionnaires from survey online and computed data into SPSS statistic program in order to analysis the significant results.

3.5.1 Content Validity

Content validity is clarified in type of qualitative relate to ensuring the indicators tap and meaning of the concept. There are two basic ways of accessing content validity either asking about the number of questions instrument or ask the opinion of expert in particular field. Regarding to advisor's opinion of this study, the best way to test content validity is asking five experts of fast fashion in order to check whether the list of questionnaires are appropriate and easy to understand for participants for giving answers or not.

As per formula; $IOC = \dfrac{\sum R}{N}$

Where ICO states for consistency between the objective and content or questions and objective, $\sum R$ is total assessment points that given from all qualified exported and laslt is N which sates for number of qualified experts.

Thus, result of content validity of this study is as per formula;

$$IOC = \frac{97.8}{76}$$
$$= 1.28$$

According to the rule of content validity, the index value of testing for accepting must be 0.5 or above. After assessment the test result, questionnaires are allowed to make changes or adjusted in order to ensure that each question has certain index value more than 0.5.

The assessment result of each question from questionnaires of this study has value index of item objective congruence (IOC) equal at 1.28. After asking these five fashion expert to check the questionnaire's contents.

1. Chutima Nitisoontornpong - Fraternity Tie-Dye Clothes' owner

2. Kulwarang Wongtrirat - Fashionista

3. Duenpen Wongwannadilok – King Power Duty Free clothing department's staff

4. Sami Derbali – Ghent university in Belgium (specialist in analysis program)

5. Sukanya – Google Translator (Thai and English)

3.6 Reliability Test

Reliability test is a necessary condition to obtain high-quality research results. According to this it's necessary to test the validity and reliability to find out whether research instrument used in each study is valid and reliable. Reliability test method

alpha method by using SPSS is one of the methods that researchers often use to measure high quality research result. Reliability indicates a result by collecting data from survey which is a good considered and test by using Cronbach's Alpha which expect a high degree of reliability as the value of Cronbach's Alpha below;

From 0.90 to 1.00 = Very high reliability level (Excellent)

From 0.70 to 0.89 = High reliability level (Good)

From 0.50 to 0.69 = Medium reliability level (Fair)

From 0.30 to 0.49 = Low reliability level (Poor)

Less than 0.30 = Very Low Unacceptable

Table 5: Reliability Test

Cronbach's Alpha	N of Items
0.886	76

Table 6: Reliability Statistics

Variable	Cronbach's Alpha Coefficient	Reliability Level	Desirability Level
All variables	0.886	High	Good
Marketing Mix (7Ps)	0.864	High	Good
Brand Equity (5 variables)	0.839	High	Good
Customer's decision	0.840	High	Good
Customer Behavior and life's style	0.850	High	Good
CSR activity	0.834	High	Good

According to above table 3: Reliability Cronbach's Alpha is shown result of the test as 0.886 over all 76 variables which means all tested questions on survey are reliable and pass the test. Further details that shows on table 4: Reliability Statistics

customize test result of reach important variable that Marketing Mix has result as

0.864 which means it is passed the test and reliable, Brand Equity result is 0.839

means that it's passed the test and reliable, Customer's decision result is 0.840 means

that it's passed the test and reliable, Customer Behavior and life's style result is 0.850

means that it's passed the test and reliable and lastly is CSR activity result is 0.834

which is passed the test and reliable.

3.7 Multinomial Logistic Regression

Multinomial Logistic Regression helps researcher to classify subjects based on

value of a set of predictor variables which is similar with logistic regression but it's

more simple as the dependent variable is not restricted to two categories. For

example; researcher want to seek films market more effectively, so researcher

supposes to predict what types of file that moviegoer is likely to see. By using a

Multinomial Logistic Regression, the researcher can determine that strength of

influence a person's age, gender and dating status had impact on type of preferred

movies. Therefore, researcher can promote advertising campaign of particular toward

that specific group of people who are likely to see it. Further explanation, the statistics

contains parameter coefficients, asymptotic covariance and correlation matrices,

likelihood-ratio tests for model and partial effects, -2 log-likelihood. Pearson and

deviance chi-square that fit with analysing. According to Cox and Snell, Nagelkerke,

and McFadden R^2. Classification; observed versus predicted frequencies by response

category. Crosstabulation; observed and predicted frequencies as proportions by

covariate pattern and response category. A multinomial logit model fit with full

factorial model or a user-specified model including to parameter estimation which is performed through an iterative maximum-likelihood algorithm (IBM® SPSS® Statistics, 2016).

For more explanation of Multinomial Logistic regression, it is the linear regression to analyze and control the dependent variable when nominal is more than two levels which is related to extension of logistic regression in order to analyze dichotomous dependents. As the SPSS output of analysis is somehow different to the logistic regression's output, multinomial regression will be used instead in some cases. The linear regression, the multinomial regression is a kind of analysis that can predict. Multinomial regression can explain data's meaning including to relationship between one dependent nominal variable and one other continuous-level (interval or ratio scale) independent variables. For standard linear regression, it is required dependent variable to be as a continuous-level (interval or ratio) scale. The logistic regression is a reason to create the gap by assuming that dependent variable is a stochastic event and the dependent variable is leaded to explain that the outcome of this stochastic event is included a density function (a function of cumulated probabilities regaining form O to I). Then statisticians can argue that one even will happen if the probability is less than 0.5 and the opposite event will happen when probability is greater than 0.5.

The multinomial regression is a multi-equation model which has similarity with multiple linear regressions. For a nominal dependent variable with k categories the multinomial regression model will estimate K-I logit equations. Even though SPSS program has done compilation of all combinations of K and it will show on of the comparison. According to this, it can be either a first or the last category. The

multinomial regression producer in SPSS and allow program to select one group to compare to the others.

The logit is idea to use a logarithmic function to restrict the probability value to (O,I). In term of technical, the log odds 9 the logarithmic of the odds of y = I). Sometimes a probit model can use instead of a logit model for multinomial regression. Further explanation can be seen as following graph (figure 3) which shows different for logit and a probit model for different values (-4,4). However, these two models are often used as the link function on ordinal regression and for the most multinomial regression models still based on logit function. Actually these two functions have different as in small sample, the probit assumes normal distribution of the probability of the event once the logit assumes the log distribution.
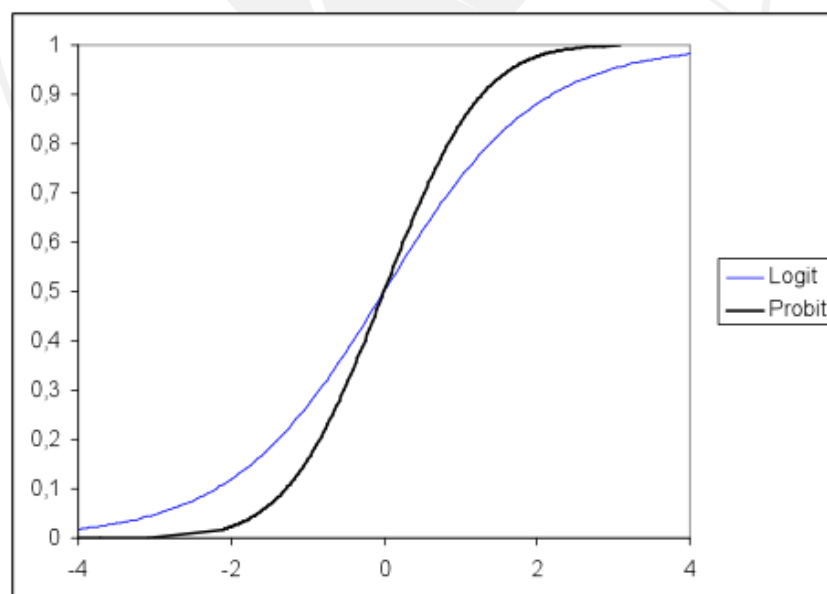
Figure 3: Multinomial Logistic Regression Model

At the center of the multinomial regression analysis is the task estimating the k-1 log odds of each category. In our k=3 computer game

example with the last category as reference multinomial regression estimates
k-1 multiple linear regression function defined as

$$\text{logit(y=1)} = \log\left(\frac{p(y=1)}{1-(p=1)}\right) = \beta_0 + \beta_1 \cdot x_{i2} + \beta_2 \cdot x_{i2} + \ldots + \beta_p \cdot x_{in} \text{ for } i = 1\ldots n \,.$$

$$\text{logit(y=2)} = \log\left(\frac{p(y=2)}{1-(p=2)}\right) = \beta_0 + \beta_1 \cdot x_{i2} + \beta_2 \cdot x_{i2} + \ldots + \beta_p \cdot x_{in} \text{ for } i = 1\ldots n \,.$$

Actually, multinomial regression has similarity with Multivariate
Discriminant Analysis. The analysis of Discriminant requires the regression
line to split a sample in two groups along the levels of the dependent
variable. Sometimes all of three or more categories of the dependent variable
multiple discriminant equations are matched through the scatter cloud. In the
other hand, multinomial regression analysis will be using the concept of
probabilities and k-1 log odds equations that assume a cut-off probability 0.5
for a category to happen. In term of practical, there is differently in the
assumptions of both tests. Once data is multivariate normal, homoscedasticity
is present in variance and covariance and the independent variables are
linearly related, then researchers are known to use discriminant analysis
because it is more statistically powerful and efficient. Discriminant analysis
is also more accurate in predictive classification of the dependent variable
than multinomial regression.

CHAPTER 4

RESEARCH FINDINGS AND DATA ANALYSIS

The main purpose of this chapter is to analyze and present completed data analyzing from SPSS program and answer to all research questions which mentioned in previous chapter. The author will be presenting data of 400 participants in total, as this is the completed and accurate data which have answered 400 surveys for those who have direct experience buying top three fast fashion brand in Bangkok; Zara, H&M and Uniqlo. In addition, the result presented in this chapter is related to methodology result that has been discussed in Chapter 3 as well.

The analyzing results of this research will be presenting as following;

- Analysis of demographics information of each participant's result

- Finding of hypothesis testing

- Factors analysis

- Cross tabulation of Consumer's decision across all brands

- Cross tabulation of Corporate Social Responsibility Activities across all brands

- Summarizing result of Hypothesis Finding

4.1 Analysis of demographics information of each participant's result

Table 7: Gender

| | | | Gender | | |
			Male	Female	Total
Brandchoice	Zara	Count	6	122	128
		% within Brandchoice	4.7%	95.3%	100.0%
		% within Gender	17.1%	33.2%	31.8%
	H&M	Count	16	190	206
		% within Brandchoice	7.8%	92.2%	100.0%
		% within Gender	45.7%	51.8%	51.2%
	Uniqlo	Count	13	55	68
		% within Brandchoice	19.1%	80.9%	100.0%
		% within Gender	37.1%	15.0%	16.9%
Total		Count	35	367	402
		% within Brandchoice	8.7%	91.3%	100.0%
		% within Gender	100.0%	100.0%	100.0%

According to table 7 (above), author can analyze that number of 6 male and 122 female respondents chose Zara brand, number of 16 male and 190 female respondents chose H&M brand and number of 13 male and 55 female respondents chose Uniqlo.

Table 8: Age

| | | | Age | | | |
			16-20	21-30	31-40	Total
Brandchoice	Zara	Count	0	115	13	128
		% within Brandchoice	0.0%	89.8%	10.2%	100.0%
		% within Age	0.0%	33.0%	25.5%	31.8%
	H&M	Count	3	178	25	206
		% within Brandchoice	1.5%	86.4%	12.1%	100.0%
		% within Age	100.0%	51.1%	49.0%	51.2%
	Uniqlo	Count	0	55	13	68
		% within Brandchoice	0.0%	80.9%	19.1%	100.0%
		% within Age	0.0%	15.8%	25.5%	16.9%

(Continued)

Table 8 (Continued): Age

Total	Count	3	348	51	402
	% within Brandchoice	0.7%	86.6%	12.7%	100.0%
	% within Age	100.0%	100.0%	100.0%	100.0%

According to table 8 (above), as the result is shown majority of fast fashion consumers are aged between 21 – 31 years old where is n = 348 combining with highest number of fast fashion consumers in Bangkok, Thailand; H&M (n=1780, and second is Zara (n=1150 and the least is Uniqlo (n=55)

4.2 Finding of hypothesis testing

The result of Mulitnomial Logistic Regression of overall brand choice model reveals in Table 9 as followings:

Table 9: Likelihood Ratio Tests

	Model Fitting Criteria	Likelihood Ratio Tests		
Effect	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Purchased	409.947	4.990	2	.082
Price	405.428	.472	6	.998
Product	406.316	1.360	4	.851
Storeslocation	406.865[a]	1.909	6	.928
Process	407.701	2.745	6	.840
Promotion	409.195[a]	4.238	6	.644
PhysicalEvidence	416.455	11.499	2	.003
People	414.077	9.121	8	.332
Brandequity	412.635	7.679	8	.465
CulturalFactors	406.779	1.823	8	.986
SocialFactors	418.786	13.830	6	.032
PersonalFactors	407.775[a]	2.818	4	.589

(Continued)

Table 9 (Continued): Likelihood Ratio Tests

PsychologicalFactors	406.373	1.417	8	.994
CustomerBehavior	405.814	.858	6	.990
CSRactivity	412.614	7.658	10	.662

According to above table 9: p-value of physical evidence is less than .005, therefore we can reject Ho: physical evidence insignificantly influences brand choice decision of fast fashion category in Bangkok focusing on top three brands: Zara, H&M and Uniqlo, and accept Ha: physical evidence significantly influences brand choice decision of fast fashion accordingly. Since p-value of social factors is less than .005, therefore we can reject Ho: social factors insignificantly influences brand choice decision of fast fashion category in Bangkok focusing on top three brands: Zara, H&M and Uniqlo, and accept Ha: social factors significantly influences brand choice decision of fast fashion accordingly.

The rest is all insignificant due to their p-value > .05.

4.3 Factors analysis

Table 10: Hypothesis testing in Marketing Mix and Brand Equity Factors for Zara

Brand choice		B	Std. Error	Wald	df	Sig.
Zara	[Competitiveprices=5]	1.893	.308	37.764	1	**.000**
	[Cheap=4]	-2.427	.801	9.171	1	**.002**
	[Quality=4]	-	1.038	.978	1	.323

(Continued)

Table 10 (Continued): Hypothesis testing in Marketing Mix and Brand
Equity Factors for Zara

[ProductVariety=4]	1.540	1.344	1.313	1	.252
[Availabilityofsizes=4]	-.942	.994	.898	1	.343
[Accessibility=4]	1.206	1.314	.841	1	.359
[Storelayout=4]	-1.215	.897	1.832	1	.176
[MerchandisingDisplay=4]	.778	1.199	.421	1	.517
[Music=4]	-1.494	1.222	1.494	1	.222
[Newitems=4]	.283	1.082	.068	1	.794
[Latesttrend=4]	.219	1.075	.041	1	.839
[Discount=4]	.222	.937	.056	1	.813
[Cashcoupons=4]	-.210	.951	.049	1	.825
[Advertisements=4]	.239	1.055	.051	1	.821
[Celebrities=4]	.010	1.002	.000	1	.992
[PhysicalEvidence_A=4]	-1.294	.782	2.742	1	.098
[Sizesandcolors=4]	-.085	.929	.008	1	.928
[Influencingbyfamilyfriends andfashionblog=4]	-.728	.911	.640	1	.424
[Brandloyalty=4]	-.245	.858	.081	1	.775
[Brandawareness=4]	-2.841	1.372	4.287	1	.038
[Brandfamiliarity=4]	2.035	1.083	3.528	1	.060
[Brandreputation=4]	-1.176	.963	1.493	1	.222
[Brandperceivedquality=4]	.456	1.033	.195	1	.659
[Cultureandsocialenvironment=4]	1.368	1.146	1.425	1	.233
[Socialclasses=4]	.543	1.228	.195	1	.659
[Culturaltrends=4]	-1.724	.886	3.783	1	.052
[Family=4]	1.506	1.136	1.759	1	.185
[Socialrolesandstatus=4]	-1.489	.910	2.680	1	.102
[PeerEffects=4]	1.392	1.007	1.912	1	.167
[Ageandwayoflife=4]	-.116	.839	.019	1	.890

(Continue)

Table 10 (Continued): Hypothesis testing in Marketing Mix and Brand Equity
Factors for Zara

	[Purchasingpower=4]	2.319	1.007	5.298	1	**.021**
	[Lifestyle=4]	-.415	.877	.224	1	.636
	[Personality=4]	-1.684	.969	3.021	1	.082
	[Motivation=4]	.198	.766	.067	1	.796
	[Perception=4]	.272	.859	.101	1	.751
	[Beliefsandattitudes=4]	-.063	.862	.005	1	.942

As per above Table 10 is shown; hypothesis testing result in Marketing

Mix and Brand Equity Factors for Zara;

H1.1$_a$: Competitive price significantly influences customer's brand choice for fast

fashion brand in Bangkok, Thailand (0.001 < 0.05).

H1.2 $_a$: Cheap price significantly influences customer's brand choice for fast fashion

brand in Bangkok, Thailand (0.002 < 0.05).

H1.3$_o$: Good value does not significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand.

H2.1$_o$: Band name does not significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand.

H2.2$_o$: Quality does not significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand.

H2.3$_o$: Product's variety does not significantly influence customer's brand choice

for fast fashion brand in Bangkok, Thailand.

H3.1$_o$: Availability of sizes does not significantly influence customer's brand

choice for fast fashion brand in Bangkok, Thailand.

H3.2$_o$: Store accessibility does not significantly influence customer's brand

choice for fast fashion brand in Bangkok, Thailand

H3.3$_0$: Store layout does not significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand.

H4.1$_0$: Merchandising display does not significantly influence customer's

brand choice for fast fashion brand in Bangkok, Thailand.

H4.2$_0$: Music does not significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand.

H4.3$_0$: New item does not significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand.

H5.1$_0$: Latest trend does not significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand.

H5.2$_0$: Discount does not significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand.

H5.3$_0$: Cash Coupon does not significantly influence customer's brand choice

for fast fashion brand in Bangkok, Thailand.

H6.1$_0$: Advertisement does not significantly influence customer's brand choice

for fast fashion brand in Bangkok, Thailand.

H6.2$_0$: Celebrity does not significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand.

H6.3$_0$: Physical evidence does not significantly influence customer's brand

choice for fast fashion brand in Bangkok, Thailand.

H7.1$_0$: Trendy design does not significantly influence customer's brand choice

for fast fashion brand in Bangkok, Thailand.

H7.2$_0$: Sizes and Colour do not significantly influence customer's brand choice

for fast fashion brand in Bangkok, Thailand.

H7.3 $_o$: Fashion influencer does not significantly influence customer's brand

choice for fast fashion brand in Bangkok, Thailand.

For Marketing Mix, Competitive price and Cheap significantly influence

consumer's brand choice decision for Fast Fashion. The rest of H1.3$_o$, H2.1$_o$, H2.2$_o$,

H2.3$_o$, H3.1$_o$, H3.2$_o$, H3.3$_o$, H4.1$_o$, H4.2$_o$, H4.3$_o$, H5.1$_o$, H5.2$_o$, H5.3$_o$, H6.1$_o$, H6.2$_o$,

H6.3$_o$, H7.1$_o$, H7.2$_o$ and H7.3$_o$ do not significantly influence brand choice decision

for Fast Fashion in Bangkok.

For Brand equity: Brand loyalty (H8.1$_o$), Brand awareness (H8.2$_o$), Brand

Familiarity (H8.3$_o$), Brand reputation (H9.1$_o$) and Brand perceived quality (H9.2$_o$)

do not significant influence customer's brand choice decision for fast fashion in

Bangkok, Thailand.

For customer life style: Culture and social environment (H9.3$_o$), Social

classes (H10.1 $_o$), Culture trend (H10.2$_o$), Family (H10.3$_o$), Social role and status

(H11.1$_o$), Peer effect (H11.2$_o$), Age and way of life (H12.1$_o$) and Life style (H12.2$_o$)

do not significantly influence customer's brand choice decision for Fast Fashion in

Bangkok, Thailand. And there is only Purchasing power (H11.3$_a$) significantly

consumer's brand choice decision for Fast Fashion in Bangkok, Thailand and it is

only matter in choosing Zara over H&M (0.021 < 0.05).

For Consumer's decision, all varieties do not matter for choosing Zara over

other brand since Personality (H12.3$_o$), Motivation (H13.1 $_o$), Perception (H13.2$_o$)

and belief and attitude (H13.3$_o$) do not significantly influence consumer's brand

choice decision for Fast Fashion in Bangkok, Thailand.

According to the analysis if this study shows that competitive price, cheap

price and purchasing power of customer are matter in choosing Zara over H&M.

Table 11: Hypothesis testing in Marketing Mix and Brand Equity Factors for H&M

	Brand choice	B	Std. Error	Wald	df	Sig.
H&M	[Cheap=4]	-.887	.621	2.039	1	.153
	[GoodValue=4]	-.935	.803	1.356	1	.244
	[Brandname=4]	-.524	.756	.480	1	.488
	[Quality=4]	-.752	.916	.674	1	.412
	[ProductVariety=4]	1.031	1.182	.760	1	.383
	[Availabilityofsizes=4]	-1.027	.829	1.536	1	.215
	[Accessibility=4]	2.593	1.187	4.773	1	**.029**
	[Storedesign=4]	1.191	.997	1.429	1	.232
	[Storelayout=4]	-2.418	.898	7.248	1	**.007**
	[MerchandisingDisplay=4]	-1.260	1.097	1.320	1	.251
	[Music=4]	.072	.995	.005	1	.943
	[Newitems=4]	1.407	.940	2.242	1	.134
	[Latesttrend=4]	-.345	.923	.140	1	.708
	[Discount=4]	-.198	.838	.056	1	.814
	[Cashcoupons=4]	.240	.838	.082	1	.775
	[Advertisements=4]	-.091	.884	.011	1	.918
	[Celebrities=4]	-.433	.850	.260	1	.610
	[PhysicalEvidence_A=4]	-.528	.666	.629	1	.428
	[Trendydesign=4]	-.036	.819	.002	1	.965
	[Sizesandcolors=4]	-.961	.796	1.458	1	.227
	[Influencingbyfamilyfriendsand fashionblog=4]	-.294	.812	.131	1	.718
	[Brandloyalty=4]	-.259	.760	.116	1	.733
	[Brandawareness=4]	-3.156	1.222	6.670	1	**.010**
	[Brandfamiliarity=4]	.537	1.006	.284	1	.594
	[Brandreputation=4]	-.440	.757	.338	1	.561
	[Brandperceivedquality=4]	-.345	.886	.152	1	.697
	[Cultureandsocialenvironment= 4]	1.762	.951	3.436	1	.064
	[Socialclasses=3]	6.762	10449.45 1	.000	1	.999
	[Socialclasses=4]	1.963	1.073	3.347	1	.067
	[Culturaltrends=4]	-2.096	.892	5.524	1	**.019**
	[Family=4]	2.548	1.102	5.345	1	**.021**

(Continued)

Table 11 (Continued): Hypothesis testing in Marketing Mix and BranEquity
Factors for H&M

	[Socialrolesandstatus=4]	-1.072	.870	1.518	1	.218
	[PeerEffects=4]	-.002	.942	.000	1	.998
	[Ageandwayoflife=4]	.094	.763	.015	1	.902
	[Purchasingpower=4]	1.486	.914	2.644	1	.104
	[Lifestyle=4]	.600	.807	.553	1	.457
	[Personality=4]	-.078	.926	.007	1	.932
	[Motivation=4]	-.757	.708	1.144	1	.285
	[Perception=4]	-.449	.774	.336	1	.562
	[Beliefsandattitudes=4]	-.885	.831	1.134	1	.287

According to above, Table 11 shows Hypothesis testing results are shown;

H1.1$_a$: Competitive does not significantly influence customer's brand choice for
fast fashion brand in Bangkok, Thailand (0.001 < 0.05).

H1.2$_o$: Cheap price does not significantly influence customer's brand choice
for fast fashion brand in Bangkok, Thailand (0.002 < 0.05).

H1.3$_o$: Good value does not significantly influence customer's brand choice for
fast fashion brand in Bangkok, Thailand.

H2.1$_o$: Band name does not significantly influence customer's brand choice for
fast fashion brand in Bangkok, Thailand.

H2.2$_o$: Quality does not significantly influence customer's brand choice for
fast fashion brand in Bangkok, Thailand.

H2.3$_o$: Product's variety does not significantly influence customer's brand
choice for fast fashion brand in Bangkok, Thailand.

H3.1$_o$: Availability of sizes do not significantly influence customer's brand
choice for fast fashion brand in Bangkok, Thailand.

H3.2$_o$: Store accessibility significantly influence customer's brand choice for

fast fashion brand in Bangkok, Thailand

H3.3$_o$: Store layout significantly influences customer's brand choice for fast fashion brand in Bangkok, Thailand.

H4.1$_o$: Merchandising display does not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

H4.2$_o$: Music does not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

H4.3$_o$: New items do not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

H5.1$_o$: Latest trend does not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

H5.2$_o$: Discount does not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

H5.3$_o$: Cash Coupons do not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

H6.1$_o$: Advertisement does not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

H6.2$_o$: Celebrities do not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

H6.3$_o$: Physical evidence does not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

H7.1$_o$: Trendy design does not significantly influence customer's brand choice for fast fashion brand in Bangkok, Thailand.

$H7.2_o$: Sizes and Colour does not significantly influence customer's brand

choice   for fast fashion brand in Bangkok, Thailand.

$H7.3_o$: Fashion influencer does not significantly influence customer's brand

choice for fast fashion brand in Bangkok, Thailand.

For Marketing Mix, Store layout and Store accessibility significantly influence consumer's brand choice decision for Fast Fashion. The rest of $H1.3_o$, $H2.1_o$, $H2.2_o$, $H2.3_o$, $H3.1_o$, $H3.2_o$, $H3.3_o$, $H4.1_o$, $H4.2_o$, $H4.3_o$, $H5.1_o$, $H5.2_o$, $H5.3_o$, $H6.1_o$, $H6.2_o$, $H6.3_o$, $H7.1_o$, $H7.2_o$ and $H7.3_o$ do not significantly influence brand choice decision for Fast Fashion in Bangkok.

For Brand equity: only Brand awareness ($H8.1_a$)significantly influence consumer's brand choice decision for Fast Fashion in Bangkok, Thailand and it is only matter for choosing H&M over Zara $(0.010 < 0.05)$. The rest Brand Familiarity ($H8.2_o$), Brand reputation ($H8.3_o$) and Brand perceived quality ($H9.1_o$) do not significant influence customer's brand choice decision for fast fashion in Bangkok, Thailand.

For customer life style: Culture and social environment ($H9.2_o$), Social classes ($H10.1$), Social role and status ($H11.1_o$), Peer effect ($H11.2_o$), Age and way of life ($H11.3_o$), Purchasing power ($H12.1_o$) and Life style ($H12.2_o$) do not significantly influence customer's brand choice decision for Fast Fashion

in Bangkok, Thailand.   There are only Culture trend ($H10.2_a$),   significantly consumer's brand choice decision for Fast Fashion in Bangkok, Thailand and it is only matter in choosing Zara over H&M $(0.019 < 0.05)$. and Family ($H10.3_a$), significantly consumer's brand choice decision for Fast Fashion in Bangkok, Thailand and it is only matter in choosing Zara over H&M $(0.021 < 0.05)$.

For Consumer's decision, all varieties do not matter for choosing Zara over other brand since Personality ($H12.3_o$), Motivation ($H13.1_o$), Perception ($H13.2_o$) and belief and attitude ($H13.3_o$) do not significantly influence consumer's brand choice decision for Fast Fashion in Bangkok, Thailand.

According to the analysis if this study shows that competitive price, cheap price and purchasing power of customer are matter in choosing Zara over H&M.

4.4 Cross tabulation of Consumer's decision across all brands

Table 12: Inspiration of Brand choice Cross tabulation

| | | Inspiration | | | | |
		Friends	Family	Magazines	Fashion Blog	Total
Zara	Count	41	5	75	7	128
	% within Brandchoice	32.0%	3.9%	58.6%	5.5%	100.0%
	% within Inspiration	31.5%	21.7%	31.9%	50.0%	31.8%
H&M	Count	70	9	122	5	206
	% within Brandchoice	34.0%	4.4%	59.2%	2.4%	100.0%
	% within Inspiration	53.8%	39.1%	51.9%	35.7%	51.2%
Uniqlo	Count	19	9	38	2	68
	% within Brandchoice	27.9%	13.2%	55.9%	2.9%	100.0%
	% within Inspiration	14.6%	39.1%	16.2%	14.3%	16.9%
Total	Count	130	23	235	14	402
	% within Brandchoice	32.3%	5.7%	58.5%	3.5%	100.0%
	% within Inspiration	100.0%	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 12, researcher can analyze as a majority of customers have inspiration for purchasing fast fashion from magazines (n = 235), including Zara consumers (n = 75), H&M consumers (n = 122) and Uniqlo consumers (n = 38) individually.

Table 13: Purchasing sequence Cross tabulation

			Sequence				
			4-7 times a month	2-3 times a month	Once a month	A few times in year	Total
Brandchoice	Zara	Count	1	63	62	2	128
		% within Brandchoice	0.8%	49.2%	48.4%	1.6%	100.0%
		% within Squence	20.0%	32.6%	34.8%	7.7%	31.8%
	H&M	Count	4	109	77	16	206
		% within Brandchoice	1.9%	52.9%	37.4%	7.8%	100.0%
		% within Squence	80.0%	56.5%	43.3%	61.5%	51.2%
	Uniqlo	Count	0	21	39	8	68
		% within Brandchoice	0.0%	30.9%	57.4%	11.8%	100.0%
		% within Squence	0.0%	10.9%	21.9%	30.8%	16.9%
Total		Count	5	193	178	26	402
		% within Brandchoice	1.2%	48.0%	44.3%	6.5%	100.0%
		% within Squence	100.0%	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 13, researcher can analyze as a majority of customers have a purchasing sequence ass 2-3 time a month (n = 193), including Zara consumers (n = 63), H&M consumers (n = 109) and Uniqlo consumers (n = 21) individually.

Table 14: Purchasing period Cross tabulation

			Buying Period				
			Summer	Raining	Winter	No difference	Total
Brandchoice	Zara	Count	24	0	9	95	128
		% within Brandchoice	18.8%	0.0%	7.0%	74.2%	100.0%
		% within Buying Period	36.4%	0.0%	33.3%	30.9%	31.8%

(Continued)

Table 14 (Continued): Purchasing period Cross tabulation

	H&M	Count	30	1	8	167	206
		% within Brandchoice	14.6%	0.5%	3.9%	81.1%	100.0%
		% within Buying Period	45.5%	50.0%	29.6%	54.4%	51.2%
	Uniqlo	Count	12	1	10	45	68
		% within Brandchoice	17.6%	1.5%	14.7%	66.2%	100.0%
		% within Buying Period	18.2%	50.0%	37.0%	14.7%	16.9%
Total		Count	66	2	27	307	402
		% within Brandchoice	16.4%	0.5%	6.7%	76.4%	100.0%
		% within Buying Period	100.0%	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 14, researcher can analyze as a majority of customers has no difference in purchasing period that want consumers purchase fast fashion in any month (n = 307), including Zara consumers (n = 95), H&M consumers (n = 167) and Uniqlo consumers (n = 45) individually.

Table 15: Purchasing budget Cross tabulation

			Budget				
			Less than 1,000	1,000-3,000	3,000-5,000	More than 5,000	Total
Brandchoice	Zara	Count	12	102	11	3	128
		% within Brandchoice	9.4%	79.7%	8.6%	2.3%	100.0%
		% within Budget	17.1%	35.4%	27.5%	75.0%	31.8%
	H&M	Count	44	145	16	1	206
		% within Brandchoice	21.4%	70.4%	7.8%	0.5%	100.0%
		% within Budget	62.9%	50.3%	40.0%	25.0%	51.2%

(Continued)

Table 15 (Continued): Purchasing budget Cross tabulation

	Uniqlo	Count	14	41	13	0	68
		% within Brandchoice	20.6%	60.3%	19.1%	0.0%	100.0%
		% within Budget	20.0%	14.2%	32.5%	0.0%	16.9%
Total		Count	70	288	40	4	402
		% within Brandchoice	17.4%	71.6%	10.0%	1.0%	100.0%
		% within Budget	100.0%	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 15, researcher can analyze as a majority of

customers have budget to purchase fast fashion each time at THB 1,000 – THB 3,000

(n = 288), including Zara consumers (n = 102), H&M consumers (n = 145) and

Uniqlo consumers (n = 41) individually.

Table 16: Online Purchasing Cross tabulation

			Online purchasing				
			0%	Less than 20%	20&-50%	More than 50%	Total
Brandchoice	Zara	Count	57	70	0	1	128
		% within Brandchoice	44.5%	54.7%	0.0%	0.8%	100.0%
		% within Online purchasing	39.6%	31.5%	0.0%	50.0%	31.8%
	H&M	Count	71	115	20	0	206
		% within Brandchoice	34.5%	55.8%	9.7%	0.0%	100.0%
		% within Online purchasing	49.3%	51.8%	58.8%	0.0%	51.2%
	Uniqlo	Count	16	37	14	1	68
		% within Brandchoice	23.5%	54.4%	20.6%	1.5%	100.0%
		% within Online purchasing	11.1%	16.7%	41.2%	50.0%	16.9%
Total		Count	144	222	34	2	402
		% within Brandchoice	35.8%	55.2%	8.5%	0.5%	100.0%
		% within Online purchasing	100.0%	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 16, researcher can analyze as a majority of customers purchase fast fashion online less than 20% of all clothes that they own (n = 222), including Zara consumers (n = 70), H&M consumers (n = 115) and Uniqlo consumers (n = 37) individually.

Table 17: Matching outfits Cross tabulation

| | | | Buying matching outfits | | | | |
			All the time	Quite often	Sometimes	Never	Total
Brandchoice	Zara	Count	19	13	91	5	128
		% within Brandchoice	14.8%	10.2%	71.1%	3.9%	100.0%
		% within Buying matching outfits	36.5%	18.3%	35.3%	23.8%	31.8%
	H&M	Count	24	36	135	11	206
		% within Brandchoice	11.7%	17.5%	65.5%	5.3%	100.0%
		% within Buying matching outfits	46.2%	50.7%	52.3%	52.4%	51.2%
	Uniqlo	Count	9	22	32	5	68
		% within Brandchoice	13.2%	32.4%	47.1%	7.4%	100.0%
		% within Buying matching outfits	17.3%	31.0%	12.4%	23.8%	16.9%
Total		Count	52	71	258	21	402
		% within Brandchoice	12.9%	17.7%	64.2%	5.2%	100.0%
		% within Buying matching outfits	100.0%	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 17, researcher can analyze as a majority of customers sometimes purchase matching outfit with fast fashion clothes (n = 258), including Zara consumers (n = 91), H&M consumers (n = 135) and Uniqlo consumers (n = 32) individually.

Table 18: Buy on sales Cross tabulation

			Buy on sales				
			All the time	Quite often	Sometimes	Never	Total
Brandchoice	Zara	Count	55	8	64	1	128
		% within Brandchoice	43.0%	6.3%	50.0%	0.8%	100.0%
		% within Buy on sales	32.9%	15.1%	36.0%	25.0%	31.8%
	H&M	Count	71	35	97	3	206
		% within Brandchoice	34.5%	17.0%	47.1%	1.5%	100.0%
		% within Buy on sales	42.5%	66.0%	54.5%	75.0%	51.2%
	Uniqlo	Count	41	10	17	0	68
		% within Brandchoice	60.3%	14.7%	25.0%	0.0%	100.0%
		% within Buy on sales	24.6%	18.9%	9.6%	0.0%	16.9%
Total		Count	167	53	178	4	402
		% within Brandchoice	41.5%	13.2%	44.3%	1.0%	100.0%
		% within Buy on sales	100.0%	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 18, researcher can analyze as a majority of customers sometimes purchase fast fashion once it is on sale (n = 178), including Zara consumers (n = 64), H&M consumers (n = 97) and Uniqlo consumers (n = 17) individually.

Table 19: Shopping partner Cross tabulation

			Shopping with				
			Alone	Friends	Family	Partner	Total
Brandchoice	Zara	Count	28	6	48	46	128
		% within Brandchoice	21.9%	4.7%	37.5%	35.9%	100.0%
		% within Shopping with	27.2%	10.5%	33.3%	46.9%	31.8%
	H&M	Count	59	35	75	37	206
		% within Brandchoice	28.6%	17.0%	36.4%	18.0%	100.0%

(Continued)

Table 19 (Continued): Shopping partner Cross tabulation

		% within Shopping with	57.3%	61.4%	52.1%	37.8%	51.2%
	Uniqlo	Count	16	16	21	15	68
		% within Brandchoice	23.5%	23.5%	30.9%	22.1%	100.0%
		% within Shopping with	15.5%	28.1%	14.6%	15.3%	16.9%
Total		Count	103	57	144	98	402
		% within Brandchoice	25.6%	14.2%	35.8%	24.4%	100.0%
		% within Shopping with	100.0%	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 19, researcher can analyze as a majority of customers go shop fast fashion with family (n = 144), including Zara consumers (n = 48), H&M consumers (n = 75) and Uniqlo consumers (n = 21) individually.

Table 20: Shopping habits Cross tabulation

			Shopping habit				
			Always return to same shop	Try new shop	Go where are special offers	Others	Total
Brandchoice	Zara	Count	37	1	89	1	128
		% within Brandchoice	28.9%	0.8%	69.5%	0.8%	100.0%
	H&M	Count	102	13	83	8	206
		% within Brandchoice	49.5%	6.3%	40.3%	3.9%	100.0%
	Uniqlo	Count	14	10	40	4	68
		% within Brandchoice	20.6%	14.7%	58.8%	5.9%	100.0%
Total		**Count**	**153**	**24**	**212**	**13**	**402**
		% within Brandchoice	38.1%	6.0%	52.7%	3.2%	100.0%

As per this analysis Table 20, researcher can analyze as a majority of customers habit for shopping fast fashion as they like to go shop where special offers

(n = 212), including Zara consumers (n = 89), H&M consumers (n = 83) and Uniqlo

consumers (n = 40) individually.

4.5 Cross tabulation of Corporate Social Responsibility Activities across all brands

Table 21: Ethical issues Cross Tabulation

			Ethical issues					
			Global warming	Human rights	Rising pollution	Toxic dyes and chemicals	Animal welfare	Total
Brandchoice	Zara	Count	49	44	6	23	6	128
		% within Brandchoice	38.3%	34.4%	4.7%	18.0%	4.7%	100.0%
		% within Ethical issues	40.5%	31.7%	13.6%	29.9%	28.6%	31.8%
	H&M	Count	52	68	23	48	15	206
		% within Brandchoice	25.2%	33.0%	11.2%	23.3%	7.3%	100.0%
		% within Ethical issues	43.0%	48.9%	52.3%	62.3%	71.4%	51.2%
	Uniqlo	Count	20	27	15	6	0	68
		% within Brandchoice	29.4%	39.7%	22.1%	8.8%	0.0%	100.0%
		% within Ethical issues	16.5%	19.4%	34.1%	7.8%	0.0%	16.9%
Total		Count	121	139	44	77	21	402
		% within Brandchoice	30.1%	34.6%	10.9%	19.2%	5.2%	100.0%
		% within Ethical issues	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 21, researcher can analyze as a majority of

customers aware that fast fashion ethical issue is Human Rights (n = 139), including

Zara consumers (n = 44), H&M consumers (n = 66) and Uniqlo consumers (n = 27) individually.

Table 22: Purchased sustainable fashion Cross tabulation

| | | | Purchased sustainble fashion | | |
			Yes	No	Total
Brandchoice	Zara	Count	125	3	128
		% within Brandchoice	97.7%	2.3%	100.0%
		% within Purchased sustainble fashion	32.4%	18.8%	31.8%
	H&M	Count	198	8	206
		% within Brandchoice	96.1%	3.9%	100.0%
		% within Purchased sustainble fashion	51.3%	50.0%	51.2%
	Uniqlo	Count	63	5	68
		% within Brandchoice	92.6%	7.4%	100.0%
		% within Purchased sustainble fashion	16.3%	31.3%	16.9%
Total		Count	386	16	402
		% within Brandchoice	96.0%	4.0%	100.0%
		% within Purchased sustainble fashion	100.0%	100.0%	100.0%

As per this analysis Table 22, researcher can analyze as a majority of customers would like to purchase sustainable fashion (n = 386), including Zara consumers (n = 125), H&M consumers (n = 198) and Uniqlo consumers (n = 63) individually.

Table 23: Choose sustainable Cross tabulation

			Choose sustainable			Total
			Yes	No	Not sure	
Brandchoice	Zara	Count	122	0	6	128
		% within Brandchoice	95.3%	0.0%	4.7%	100.0%
		% within Choose sustainable	31.9%	0.0%	54.5%	31.8%
	H&M	Count	201	4	1	206
		% within Brandchoice	97.6%	1.9%	0.5%	100.0%
		% within Choose sustainable	52.5%	50.0%	9.1%	51.2%
	Uniqlo	Count	60	4	4	68
		% within Brandchoice	88.2%	5.9%	5.9%	100.0%
		% within Choose sustainable	15.7%	50.0%	36.4%	16.9%
Total		Count	383	8	11	402
		% within Brandchoice	95.3%	2.0%	2.7%	100.0%
		% within Choose sustainable	100.0%	100.0%	100.0%	100.0%

As per this analysis Table 23, researcher can analyze as a majority of customers choose to purchase sustainable fashion (n = 383), including Zara consumers (n = 122), H&M consumers (n = 201) and Uniqlo consumers (n = 60) individually.

4.6 Summarizing result of Hypothesis Finding

Table 24: Summarized Results

Hypothesis	Factor	Result
H1	Price	Insignificant (Rejected Ho, Accept Ha:)
H2	Product	Insignificant (Rejected Ho, Accept Ha:)
H3	Store location	Insignificant (Rejected Ho, Accept Ha:)
H4	Process	Insignificant (Rejected Ho, Accept Ha:)
H5	Promotion	Insignificant (Rejected Ho, Accept Ha:)
H6	Physical Evidence	Insignificant (Rejected Ho, Accept Ha:)
H7	People	Insignificant (Rejected Ho, Accept Ha:)
H8	Brand equity	Insignificant (Rejected Ho, Accept Ha:)
H9	Cultural Factors	Insignificant (Rejected Ho, Accept Ha:)
H10	Social Factors	Insignificant (Rejected Ho, Accept Ha:)
H11	Personal Factors	Insignificant (Rejected Ho, Accept Ha:)
H12	Psychological Factors	Significant (Reject Ho:)
H13	Customer behaviour	Insignificant (Rejected Ho, Accept Ha:)
H14	CSR	Insignificant (Rejected Ho, Accept Ha:)
H1.1	Competitive prices	Significant (Rejected Ho:)
H1.2	Cheaper than other brand	Significant (Rejected Ho:)
H1.3	Good value	Insignificant (Rejected Ho, Accept Ha:)

(Continued)

Table 24 (Continued): Summarized Results

H.2.1	Brand name	Insignificant (Rejected Ho, Accept Ha:)
H2.2	Product quality	Insignificant (Rejected Ho, Accept Ha:)
H3.3	Product variety	Insignificant (Rejected Ho, Accept Ha:)
H3.4	Availability of sizes	Significant (Rejected Ho:)
H4.1	Store accessibility	Insignificant (Rejected Ho, Accept Ha:)
H4.2	Store design	Insignificant (Rejected Ho, Accept Ha:)
H4.3	Store layout	Significant (Rejected Ho:)
H4.4	Merchandising display	Insignificant (Rejected Ho, Accept Ha:)
H4.5	Inspired music	Insignificant (Rejected Ho, Accept Ha:)
H5.1	New item in store	Insignificant (Rejected Ho, Accept Ha:)
H5.2	Latest trend	Insignificant (Rejected Ho, Accept Ha:)
H6.1	Discount	Insignificant (Rejected Ho, Accept Ha:)
H6.2	Cash coupons or gift vouchers	Insignificant (Rejected Ho, Accept Ha:)
H6.3	Attractive advertisement	Insignificant (Rejected Ho, Accept Ha:)
H6.4	Brand endorsement by celebrities	Insignificant (Rejected Ho, Accept Ha:)
H6.5	Physical evidence	Significant (Reject Ho:)
H6.6	Trendy design	Insignificant (Rejected Ho, Accept Ha:)
H6.7	Variety of sizes and colour	Insignificant (Rejected Ho, Accept Ha:)

Table 24 (Continued): Summarized Results

H6.8	Influencing by others	Insignificant (Rejected Ho, Accept Ha:)
H7.1	Brand loyalty	Insignificant (Rejected Ho, Accept Ha:)
H7.2	Brand awareness	Significant (Rejected Ho:)
H7.3	Brand familiarity	Insignificant (Rejected Ho, Accept Ha:)
H7.4	Brand reputation	Insignificant (Rejected Ho, Accept Ha:)
H7.5	Brand perceived quality	Insignificant (Rejected Ho, Accept Ha:)
H8.1	Culture and social	Insignificant (Rejected Ho, Accept Ha:)
H8.2	Social class	Insignificant (Rejected Ho, Accept Ha:)
H8.3	Culture trend	Significant (Rejected Ho:)
H9.1	Family	Significant (Rejected Ho:)
H9.2	Social roles and status	Insignificant (Rejected Ho, Accept Ha:)
H9.3	Peer effect	Insignificant (Rejected Ho, Accept Ha:)
H10.1	Purchasing power and revenue	Significant (Rejected Ho:)
H10.2	Life style	Insignificant (Rejected Ho, Accept Ha:)
H10.3	Personality and self-concept	Insignificant (Rejected Ho, Accept Ha:)
H11.1	Motivation	Insignificant (Rejected Ho, Accept Ha:)
H11.2	Perception	Insignificant (Rejected Ho, Accept Ha:)
H11.3	Beliefs and attitudes	Insignificant (Rejected Ho, Accept Ha:)

CHAPTER 5

DISCUSSION AND CONCLUSION

In this chapter, the author presented the entire analyses of results which are found in from this research by summarizing and discussing about all important features of research and also sharing opinions for further research information related.

The study of key influencing factors on customer's brand choice decision of fast fashion category in Bangkok focusing on top three brands: Zara, H&M and Uniqlo is benefited for fast fashion brands or retailers in term of understanding customer perception of brand equity on fashion brand including to behaviour of customers personal life style and cultural factors that influence customers decision towards fast fashion brand. The analysis of this study can be applied to improve the basic factors of fast fashion brands such as quality, price, store, design and promotion in order to increase sale and create more awareness of fast fashion brand.

In this research, the theoretical foundation of the framework can be measured according to the nature of fast fashion customers in Bangkok and culture of Thai country as following hypothesis.

➢ $\beta\_H1_o = 0$, $H2_o = 0$, $H3_o = 0$, $H4_o = 0$, $H5_o = 0$, $H6_o = 0$, $H7_o = 0$, $H8_o = 0$, $H9_o = 0$, $H10_o = 0$, $H11_o = 0$, $H12_o = 0$, $H13_o = 0$, $H14_o = 0$

➢ $\beta\_H1_a \neq 0$, $\beta\_H2_a \neq 0$, $\beta\_H3_a \neq 0$, $\beta\_H4_a \neq 0$, $\beta\_H5_a \neq 0$, $\beta\_H6_a \neq 0$, $\beta\_H7_a \neq 0$, $\beta\_H8_a \neq 0$, $\beta\_H9_a \neq 0$, $\beta\_H10_a \neq 0$, $\beta\_H11_a \neq 0$, $\beta\_H12_a \neq 0$, $\beta\_H13_a \neq 0$, $\beta\_H14_a \neq 0$

(Note > H1 = Price, H2 = Product, H3 = Store location, H4 = Process, H5 = Promotion, H6 = Physical Evidence, H7 = People, H8 = Brand equity, H9 =

Culture factors, H10 = Social factors, H11 = Personal factors, H12 =

Psychological factors, H13 = Customer behaviour, H 14 = CSR activity)

➢ $\beta\_\ H1.1_o, H1.2_o, H1.3_o = 0$

➢ At least one of these $\neq 0$, $\beta\_\ H1.1_a, H1.2_a, H1.3_a \neq 0$

(Note > H1.1 = Competitive prices, H1.2 = Cheaper than other brand, H1.3 =

Good value)

➢ $\beta\_H2.1_o, H2.2_o, = 0$

➢ at least one of these $\neq 0$, $\beta\_H2.1_a, H2.2_a, \neq 0$

(Note > H2.1 = Brand name, H2.2 = Product quality)

➢ $\beta\_H3.1_o, H3.2_o, = 0$

at least one of these $\neq 0$, $\beta\_\ H3.1_a, H3.2_a, \neq 0$

(Note > H3.1 = Product variety, H3.2 = Availability of sizes)

➢ $\beta\_H4.1_o, H4.2_o, H4.3_o, H4.4_o, H4.5_o = 0$

at least one of these $\neq 0$, $\beta\_\ H4.1_a, H4.2_a, H4.3_a, H4.4_a, H4.5_a, \neq 0$

(Note > H4.1 = Store accessibility, H4.2 = Store design, H4.3 = Store layout,

H4.4 = Merchandising display, H4.5 = Inspired music)

➢ $\beta\_H5.1_o, H5.2_o = 0$

at least one of these $\neq 0$, $\beta\_\ H5.1_a, H5.2_a \neq 0$

(Note > H5.1 = New item in store, H5.2 = Latest trend)

➢ $\beta\_H6.1_o, H6.2_o, H6.3_o, H6.4_o, H6.5_o, H6.6_o, H6.7_o, H6.8_o = 0$

at least one of these $\neq 0$, $\beta\_\ H6.1_a, H6.2_a, H6.3_a, H6.4_a, H6.5_a, H6.6_a, H6.7_a,$

$H6.8_a \neq 0$

(Note > H6.1 = Discount, H6.2 = Cash coupons or gift vouchers, H6.3 =

Attractive advertisement, H6.4 = Brand endorsement by celebrities, H6.5 =

Physical evidence, H6.6 = Trendy design, H6.7 = Variety of sizes and color,

H6.8 = Influencing by others)

➢ $\beta\_H7.1_o, H7.2_o, H7.3_o, H7.4_o, H7.5_o = 0$

at least one of these $\neq 0$, $\beta\_H7.1_a, H7.2_a, H7.3_a, H7.4_a, H7.5_a \neq 0$

(Note > H7.1 = Brand loyalty, H7.2 = Brand awareness, H7.3 = Brand

familiarity, H7.4 = Brand reputation, H7.5 = Brand perceived quality)

➢ $\beta\_H8.1_o, H8.2_o, H8.3_o = 0$

at least one of these $\neq 0$, $\beta\_H8.1_a, H8.2_a, H8.3_a \neq 0$

(Note > H8.1 = Culture and social, H8.2 = Social class, H8.3 = Culture trend)

➢ $\beta\_H9.1_o, H9.2_o, H9.3_o = 0$

at least one of these $\neq 0$, $\beta\_H9.1_a, H9.2_a, H9.3_a \neq 0$

(Note > H9.1 = Family, H9.2 = Social roles and status, H9.3 = Peer effect)

➢ $\beta\_H10.1_o, H10.2_o, H10.3_o = 0$

at least one of these $\neq 0$, $\beta\_H10.1_a, H10.2_a, H10.3_a \neq 0$

(Note > H10.1 = Purchasing power and revenue, H10.2 = Life style, H10.3 =

Personality and self-concept)

➢ $\beta\_H11.1_o, H11.2_o, H11.3_o = 0$

at least one of these $\neq 0$, $\beta\_H11.1_a, H11.2_a, H11.3_a \neq 0$

(Note > H11.1 = Motivation, H11.2 = Perception, H11.3 = Beliefs and

attitudes)

5.1 Conclusion

According to the demographic data analysis in CH. 4, the required sample size for the research as need at least 400 respondents, and eventually the author able to collect the data from 402 respondents according to number of applicants and the summarize of respondent is shown as following;

A majority of fast fashion customers are 16 male and 190 female respondents chose H&M brand, and 6 male and 122 female respondents chose Zara brand and number of 13 male and 55 female respondents chose Uniqlo individually.

A majority of fast fashion consumers are aged between 21 – 31 years old where is n = 348 combining with highest number of fast fashion consumers in Bangkok, Thailand; H&M (n=1780, and second is Zara (n=1150 and the least is Uniqlo (n=55).

A majority of customers have inspiration for purchasing fast fashion from magazines (n = 235), including Zara consumers (n = 75), H&M consumers (n = 122) and Uniqlo consumers (n = 38) individually.

A majority of customers have a purchasing sequence as 2-3 time a month (n = 193), including Zara consumers (n = 63), H&M consumers (n = 109) and Uniqlo consumers (n = 21) individually.

A majority of customers has no difference in purchasing period that want consumers purchase fast fashion in any month (n = 307), including Zara consumers (n = 95), H&M consumers (n = 167) and Uniqlo consumers (n = 45) individually.

A majority of customers have budget to purchase fast fashion each time at THB 1,000 – THB 3,000 (n = 288), including Zara consumers (n = 102), H&M consumers (n = 145) and Uniqlo consumers (n = 41) individually.

A majority of customers purchase fast fashion online less than 20% of all clothes that they own (n = 222), including Zara consumers (n = 70), H&M consumers (n = 115) and Uniqlo consumers (n = 37) individually.

A majority of customers sometimes purchase matching outfit with fast fashion clothes (n = 258), including Zara consumers (n = 91), H&M consumers (n = 135) and Uniqlo consumers (n = 32) individually.

A majority of customers sometimes purchase fast fashion once it is on sale (n = 178), including Zara consumers (n = 64), H&M consumers (n = 97) and Uniqlo consumers (n = 17) individually.

A majority of customers go shop fast fashion with family (n = 144), including Zara consumers (n = 48), H&M consumers (n = 75) and Uniqlo consumers (n = 21) individually.

A majority of customers habit for shopping fast fashion as they like to go shop where special offers (n = 212), including Zara consumers (n = 89), H&M consumers (n = 83) and Uniqlo consumers (n = 40) individually.

A majority of customers aware that fast fashion ethical issue is Human Rights (n = 139), including Zara consumers (n = 44), H&M consumers (n = 66) and Uniqlo consumers (n = 27) individually.

A majority of customers would like to purchase sustainable fashion (n = 386), including Zara consumers (n = 125), H&M consumers (n = 198) and Uniqlo consumers (n = 63) individually.

A majority of customers choose to purchase sustainable fashion (n = 383), including Zara consumers (n = 122), H&M consumers (n = 201) and Uniqlo consumers (n = 60) individually.

5.1.1 Price

According to analysis, customers of fast fashion are most preferred to buy the merchandises which have competitive price in the market including to cheaper price than other brands. Therefore, it is important criteria for fast fashion industry to aware of and try to balance their merchandise's price in order to meet customer's expectation the most.

5.1.2 Product

Most of fast fashion customers understand that most of fast fashion brand sale similar merchandises including to designs. According to this reason, fast fashion industry should consider this point at the weak point of its business and try to build up the outstanding point in order to gain more sales from fast fashion market.

5.1.3 Store location and store layout

According to analysis, the accessibility is one of significant factors which impact on customer brand choice decision. The easy accessibility is given customers more flexibility to get into fast fashion store. It's the easier of getting to the store is the better as customers will feel more likely to shop. Therefore, fast fashion industry or brand should consider the location of its store and make sure their store is located on the right area and easy to get trough.

The store layout is not effective on gaining sale for fast fashion as most of customers do not consider as the major reason to make decision on buying fast fashion merchandises. Or the layout of all top three brands are somewhat similarly competitive, therefore customers don't view store layout as significantly influential to their brand choice decision as compared to other heterogeneous variables.

5.1.4 Process

Even though fast fashion industry tries to have new item in store and ready to sale quickly, it is not effect on customers' decision on choosing one brand over another brand. The reason can be that most of fast fashion store change the clothing season at the same time. Therefore, it's not much difference for customers to visit each store or wait for changing times. According to this, fast fashion brand should seek more difficulty between their brands with another and express the clear reason why their clothes are better. It might not work well by having only new design but it should be an interesting design that can sale to market as well.

5.1.5 Promotion

Most of fast fashion customers do not pay attention to promotion from each fast fashion brand, even there is a big discount they still do not care much. The reason behind can be that they understand that clothing on sale are not the latest trend or if they buy clothes on discount but from the previous season, they will not be accepted as the fast fashion fan who always update themselves with newest style.

5.1.6 Physical Evidence

According to analysis, fast fashion brands that delivery trendy design, having more variety of sizes and colour are more likely to become more successful in term of gaining more customers to buy their merchandise. Therefore, fast fashion industry should aware of this factors and always stand with the standardization as this is one factor that accepted by most customers.

5.1.7 People

According to analysis, people factor is not significant influence fast fashion's customers. Most of customers make decision on purchasing by themselves based on their personal interest not because of other people around them. This is important point for fast fashion industry to get more understand how to meet individually expectation in order to gain more market.

5.1.8 Brand equity

Most of fast fashion customers' decision to purchase one fast fashion based on brand awareness. As we know most of fast fashion brands communicate with their customers through many channels but not most of them that get attention from customers and make customer aware of their brand. According to this, fast fashion brand should improve the way to build awareness with their target or potential customers. After this program is successful, it can help brand to be on top of mind for customers and every time once they think of buying fast fashion, they are most likely to return to the same shop.

5.1.9 Cultural Factors

As shown in analysis, culture and social environment is influenced customer brand choice decision to choose one brand over the others. Most of fast fashion customers decide to buy as they are forced by culture and social class or even social trend. As they want to be accepted in pubic so they are willing to follow the trend and adjust themselves.

5.1.10 Social Factors

Social class is not impact on customer's decision towards fast fashion brand since customers do not care much. Therefore, the fast fashion industry should not worry to improve marketing strategy to meet customer expectation from this area.

5.1.11 Personal Factors

Personal factors are influenced customer brand choice decision to choose one brand over the others. Most of fast fashion customers decide to buy based on purchasing power/revenue, life style, personality and self-concept.

5.1.12 Psychological Factors

According to analysis, psychological factor is not significant influence fast fashion's customers. Most of customers make decision on purchasing by based on their personal interest not because of motivation, perception or belief. This is important point for fast fashion industry to get more understand and improve on how to meet individually expectation of this factor in order to gain more market.

5.1.13 Customer behaviour

According to analysis, most of fast fashion customers are inspired to purchase from magazines and they often buy 2-3 times a month without differencing of on season. The majority of customers have budget on buying around 1,000 THB – 3,000 THB. Even though customers often buy fast fashion clothes and most of clothes are bought from actual store and having less than 20% from online. And once customers buy clothes they sometimes buy matching outfit as well. Another area that is interesting to know about customer is that most of customers like to buy clothes once they are on sale and most of the time that they go shopping, they would go with family.

5.1.14 CSR

According to analysis, most of fast fashion customers concern about humans rights in fashion industry, second concern is global warming and toxic dyes, rising pollution and animal welfare. At this point, fast fashion industry can see an area of concern of their customers so they can improve on area of how they produce their merchandise in order to reduce any effect on all mentioned areas. By doing so, customers will appreciate and willing to support including to pay more for product that do not harm any concern areas.

5.2 Recommendation for Further Research

These research analysis results of study include fast fashion marketing mix, attitude of fast fashion toward brand equity, culture factors and personal factors that impact on customer decision toward fast fashion brand. Even though this research

delivery useful information for fast fashion marketing strategy, still there are many others area to be found for further researchers such as customer's expectation towards merchandises, the social factors impact toward the customer's behaviour and further opportunities for fast fashion in order to expand and develop businesses.

The sample framework should also be extended to cover broader range of potential buyers' profile especially those GEN X, Y, Z that tend to be early adopters of these new fast fashion category to begin with. This will allow researchers to get more deeply customer insight information about why and how they make their brand choice selection.

Also, more undeterministic independent variables should be incorporated into the model to capture fast-changing behaviour of this product category to capture the fast-pace nature of the industry dynamic; such as changing consumer taste & preference, design trends, cultural change, digital trend & digital competitive landscape (on-line/social network competitors/suppliers/providers), etc.

BIBLIOGRAPHY

Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of consumer research*, *13*(4), 411-454.

Arnold, J. (1985). *Patterns of Fashion: the cut and construction of clothes for men and women 1560–1620*. Italy:Macmillan.

Ashelford, J. (1996). The Art of Dress: Clothing and Society 1500–1914. *Strategic Direction, 31*(11), 17-20.

Barone, M. J., Miyazaki, A. D., & Taylor, K. A. (2000). The influence of cause-related marketing on consumer choice: does one good turn deserve another? *Journal of the academy of marketing Science*, *28*(2), 248-262.

Bharadwaj, S. G., Tuli, K. R., & Bonfrer, A. (2011). The impact of brand quality on shareholder wealth. *Journal of Marketing*, *75*(5), 88-104.

Chaudhuri, A. (1999). Does Brand Loyalty Mediate Brand Equity Outcomes. *Journal Of Marketing Theory & Practice*, *7*(2), 136.

Crawford, D. K. (1993). *The School for Quality Learning: Managing the School and Classroom the Deming Way*. Research Press, Dept. 184, PO Box 9177, Champaign, IL 61821.

Dahlgren, Caroline (2012) "Countering Counterfeits: An Investigation of Message-Frame and Message-Focus Effects on Persuasion," *Fordham Business Student Research Journal, 1*(6), 16.

Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, *22*(2), 99-113.

Fatih , G Hayrettin, Z., (2013). The Relationship between Brand Trust, Brand

    Affect, Attitudinal Loyalty and Behavioral Loyalty: *A Field Study towards*

    Sports Shoe Consumers in Turkey. International Journal of Marketing Studies,

    9,(4), 158-160.

Fast Fashion Retailing. (2016). *Japan Uniqlo*. Retrieved from

    https://www.fastretailing.com/eng/group/strategy/japan.html

Fornell, C., & Wernerfelt, B. (1988). A model for customer complaint

    management. *Marketing Science*, *7*(3), 287-298.

Furnas, G. W., Landauer, T. K., Gomez, L. M., & Dumais, S. T. (1983). Human

    factors and behavioral science: Statistical semantics: Analysis of the potential

    performance of key-word information systems. *The Bell System Technical*

    Journal, *62*(6), 1753-1806.

Glasser, W., & Breggin, P. R. (2001). Counseling with choice theory. *New York:*

    Quill.

Herm, S., Möller, J., & Heine, K. (2014, July). Endorser's Body Posture as an

    Antecedent of (Luxury) Brand Perception. In *2014 Global Marketing*

    Conference at Singapore (pp. 1257-1269).

Hoch, S. J., & Deighton, J. (1989). Managing what consumers learn from

    experience. *The Journal of Marketing*, *53* (2), 1-20.

IBM® SPSS® Statistics (2016). *IBM SPSS Regresstion 23*. Retrieved from http://

    www.IBM_SPSS_Regression.pdf

Jacob J & David B, K. (2013). The Effect of Need for Uniqueness on Word of Mouth.

    Journal of Marketing Research,10 (1), 1-9.

William, J. (2008). Antecedents of Brand Equity and Purchase Intention in Fashion

Industry: A

Cross-Cultural Comparison in Asia and Europe. *Society For Marketing*

Advances Proceedings, 9-10.

Joongi, E., & Cho, Y. C. (2015). Exploring Brand Awareness and Purchase Intention

on Complete and Ingredient Brands of Smartphone. *Journal Of Marketing*

Thought, *2*(2), 73-84.

Keller, K. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand

Equity. *Journal of Marketing, 57*(1), 1-22.

Keller, K. L. (2003). Understanding brands, branding and brand equity. *Interactive*

Marketing, *5*(1), 7-20.

Keller, K. L., & Lehmann, D. R. (2006). Brands and branding: Research findings and

future priorities. *Marketing science*, *25*(6), 740-759.

Khan, M.T. (2013), Customers Loyalty: Concept & Definition (A

Review). *International Journal of Information, Business and Management,*

*5(*3), 168-191.

Kiecolt-Glaser, J. K., & Glaser, R. (1988). Methodological issues in behavioral

immunology research with humans. *Brain, Behavior, and Immunity*, *2*(1), 67-

78.

Kippax, S., & Crawford, J. (1993). Flaws in the theory of reasoned action. *The theory*

of reasoned action: Its application to AIDS-preventive behavior, 253-269.

Kyung,H, K., Dong H, L., Graham, H., Nick, L., Hong S., J., & Byung J. (2008).

Antecedents of Brand Equity and Purchase Intention in Fashion Industry: A Cross-Culture Comparison in Asia and Europe. *Society For Marketing Advances Proceedings, 9-10.*

Leuthesser, L., & Kohli, A. K. (1995). Relational behavior in business markets: Iplications for relationship management. *Journal of Business Research*, *34*(3), 221-233.

Macdonald, E. K., & Sharp, B. M. (2000). Brand awareness effects on consumer decision making for a common, repeat purchase product:: A replication. *Journal of business research*, *48*(1), 5-15.

Nam, J., Y. Ekinci and G. Whyatt, 2011. Brand equity, brand loyalty and customer satisfaction. Ann. *Tourism Res, 38*(3), 1009-1030.

Oliver, R. L. (1997). Satisfaction: A behavioral perspective on the consumer. New York: McGraw-Hill. Pappu, R. (2005). Consumer-based brand equity: Improving the measurement. *Journal of Product and Brand management*, *14*(3), 143-154.

Oliver, R. L. (1999). Whence customer Loyalty. *Journal of Marketing*, *63*(Special Issue), 33-44

Rossiter, Jr., Percy, L. (1987), *Advertising and promotion management*. New York:Mcgraw-Hill.

Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *International Journal of Retail & Distribution Management*, *43*(3), 276-292.

Srivastava, R.K. and Shocker, A.D. (1991), ``Brand equity: a perspective on its

meaning and measurement", working paper, *Marketing Science Institute, Boston*, MA, pp. 91-124.

Selvanayagam, J. E., & Ragel, V. R. (2015). Consumer Acceptability of Brand Extensions: The Role of Brand Reputation and Perceived Similarity. *IUP Journal Of Brand Management*, *12*(3), 18-29.

Trivedi, E., & Gardener, M. (1998). A Communications Framework to Evaluate Sales Promotion Strategies. *Journal of Advertising Research*, *38*, 67-72.

Zara. (2016). *INDITEX*. Retrieved from https://www.inditex.com/brands/zara

H&M. (2016). *The H&M Group*. Retrieved from

http://about.hm.com/en/About/facts-about-hm/about-hm/hm-group.html
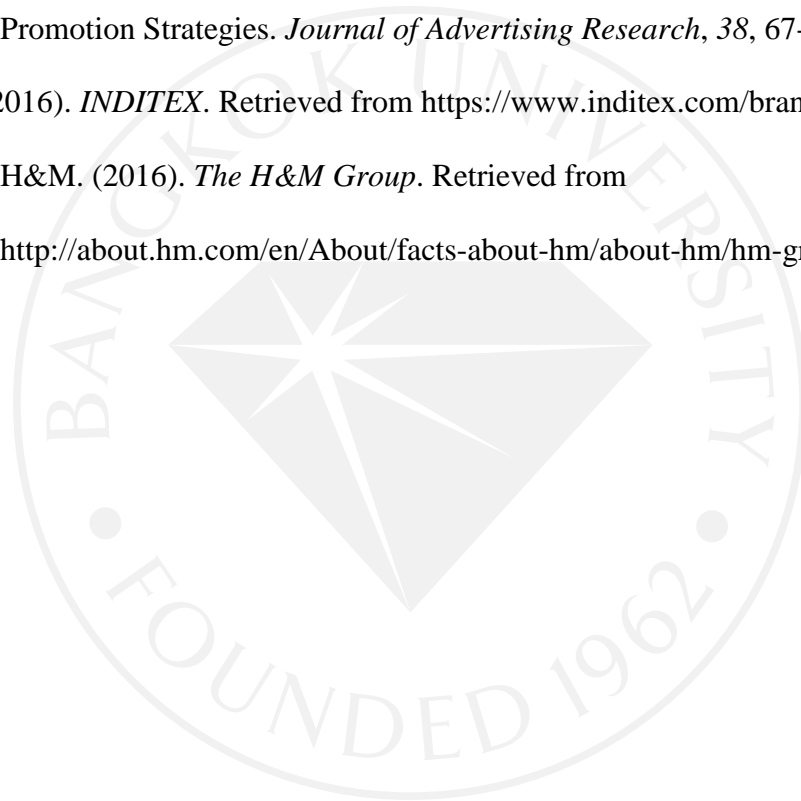
APPENDIX

APPENDIX

IOC Result

No	Expert 1 Chutima			Expert 2 Kulwarang			Expert3 Duanpen			Expert4 Sami			Expert5 Sukanya			Total Score ∑R	IOC ∑R/N	Data Analysis
	1	0	-1	1	0	-1	1	0	-1	1	0	-1	1	0	-1			
1	√			√			√			√			√			5	1	Acceptable
2	√			√			√			√			√			5	1	Acceptable
3	√			√			√			√			√			5	1	Acceptable
4	√				√				√	√			√			3	0.6	Acceptable
5	√			√			√			√			√			5	1	Acceptable
6	√			√			√			√			√			5	1	Acceptable
7	√			√					√	√			√			4	0.8	Acceptable
8	√			√					√	√			√			4	0.8	Acceptable
9	√			√			√			√			√			5	1	Acceptable
10	√				√				√	√			√			3	0.6	Acceptable
11		√		√			√			√			√			4	0.8	Acceptable
12	√			√			√			√			√			5	1	Acceptable
13	√				√		√			√			√			4	0.8	Acceptable
14	√			√			√			√			√			5	1	Acceptable
15	√				√		√			√				√		3	0.6	Acceptable
16	√			√			√			√			√			5	1	Acceptable
17	√				√		√			√			√			4	0.8	Acceptable
18	√			√			√			√			√			5	1	Acceptable
19	√			√			√			√			√			5	1	Acceptable
20	√			√			√				√		√			4	0.8	Acceptable
21	√				√		√			√			√			4	0.8	Acceptable

22	√			√			√			√			√			5	1	Acceptable
23	√			√			√			√			√			5	1	Acceptable
24	√			√			√			√			√			5	1	Acceptable
25	√			√			√			√				√		4	0.8	Acceptable
26	√			√			√			√			√			5	1	Acceptable
27	√				√		√			√			√			4	0.8	Acceptable
28	√			√			√			√			√			5	1	Acceptable
29	√			√			√			√			√			5	1	Acceptable
30	√			√			√			√			√			5	1	Acceptable
31	√			√			√			√			√			5	1	Acceptable
32	√			√			√			√			√			5	1	Acceptable
33	√				√		√			√			√			4	0.8	Acceptable
34	√			√			√				√			√		3	0.6	Acceptable
35	√			√			√			√			√			5	1	Acceptable
36	√			√			√			√			√			5	1	Acceptable
37	√				√			√		√			√			3	0.6	Acceptable
38	√			√				√		√			√			4	0.8	Acceptable
39	√			√				√		√			√			4	0.8	Acceptable
40	√			√			√			√			√			5	1	Acceptable
41	√			√				√		√			√			4	0.8	Acceptable
42	√			√			√			√			√			5	1	Acceptable
43	√			√				√		√			√			4	0.8	Acceptable
44	√			√			√			√				√		4	0.8	Acceptable
45	√			√				√		√			√			4	0.8	Acceptable
46	√				√		√			√			√			4	0.8	Acceptable
47	√			√			√			√				√		4	0.8	Acceptable
48	√			√			√			√			√			5	1	Acceptable
49	√			√				√		√			√			4	0.8	Acceptable

No																Score	IOC	Result
50	√			√			√			√			√			5	1	Acceptable
51	√			√			√			√			√			5	1	Acceptable
52	√			√			√			√			√			5	1	Acceptable
53	√			√			√			√			√			5	1	Acceptable
54	√			√			√			√				√		4	0.8	Acceptable
55	√			√			√			√			√			5	1	Acceptable
56	√			√			√			√			√			5	1	Acceptable
57	√			√			√			√				√		4	0.8	Acceptable
58	√			√			√			√			√			5	1	Acceptable
59	√			√			√			√			√			5	1	Acceptable
60	√			√			√			√			√			5	1	Acceptable
61	√			√			√			√			√			5	1	Acceptable
62	√			√			√			√			√			5	1	Acceptable
63	√			√			√			√			√			5	1	Acceptable
64	√			√			√			√			√			5	1	Acceptable
65	√			√			√			√			√			5	1	Acceptable
66	√			√			√			√			√			5	1	Acceptable
67	√			√			√			√			√			5	1	Acceptable
68	√			√			√			√			√			5	1	Acceptable
69	√			√			√			√			√			5	1	Acceptable
70	√			√			√			√			√			5	1	Acceptable
71	√			√			√			√			√			5	1	Acceptable
72	√			√			√			√			√			5	1	Acceptable
73	√			√			√			√			√			5	1	Acceptable
74	√			√			√			√			√			5	1	Acceptable
75	√			√			√			√			√			5	1	Acceptable
76	√			√			√			√			√			5	1	Acceptable

Where: IOC = Consistency between the objective and content or questions

and objectives.

IOC = $\frac{\sum R}{N}$

Σ = Total assessment points given from all qualified experts.

N = Number of qualified experts.

Therefore, IOC = $\frac{97.8}{76}$

= 1.28

The assessment result of questions on this questionnaire has value index of item

objective congruence (IOC) equal to 1.28 without any question that has IOC index

less than 0.5

Online questionnaires

The study of key influencing factors on consumer's brand choice decision of fast fashion category in Bangkok focusing on top three brands: Zara, H&M and Uniqlo.

การศึกษาพฤติกรรมผู้บริโภคเกี่ยวกับการตัดสินใจเลือกซื้อสินค้าแฟชั่นจากสามแบรนด์แฟชั่นชั้นนำในเขตกรุงเทพมหานคร ได้แก่ **Zara, H&M, Uniqlo**

Direction: This questionnaire will be used for an Independent study by a graduate student of Master of Business Administration, International Program at Bangkok University. It is a part of BA715 "Independent Study" in order to examine the study of consumer brand choice decision in of fast fashion category in Bangkok focusing on top three brands: Zara, H&M and Uniqlo.

คำแนะนำ : แบบสอบถามฉบับนี้จะใช้ในการศึกษา วิชาการศึกษาค้นคว้าอิสระ โดยนักศึกษาระดับปริญญาโท ภาคนานาชาติ คณะบริหารธุรกิจ มหาวิทยาลัยกรุงเทพ ซึ่งอยู่ในส่วนของ วิชา BA715 การศึกษาค้นคว้าอิสระ เพื่อที่จะตรวจสอบพฤติกรรมผู้บริโภคเกี่ยวกับการตัดสินใจเลือกซื้อสินค้าแฟชั่นจากสามแบรนด์แฟชั่นชั้นนำในเขตกรุงเทพมหานคร ได้แก่ Zara, H&M และ Uniqlo

Required*

Part 1.Have you ever made a purchase at Zara, H&M or Uniqlo? / คุณเคยซื้อสินค้าจาก **Zara, H&M** และ **Uniqlo** หรือไม่*

○ Yes and continue to answer the following questions / เคย และตอบคำถามต่อไป

○ No, ignore the following questions / ไม่เคย มองข้ามที่จะตอบคำถามต่อไป

If yes, which of the following brand have you purchased?

○ Zara

○ H&M

○ Uniqlo

Part 2.Regarding to top three fast fashion brands in Bangkok, which of the following brands do you most prefer? จากทั้งหมดสามแบรนด์แฟชั่นชั้นนำในกรุงเทพมหานคร คุณชอบแบรนด์ใดมากที่สุด*

○ Zara

○ H&M

○ Uniqlo

Part 3.How do following factors influence your purchasing decision of fast fashion (fashion refers to the clothinh style that changes quickly based on the

latest trend)? Please indicate your response of what factors influence your choice decisions towards fast fashion

ปัจจัยต่างๆด้านล่างมีผลกระทบต่อการตัดสินใจเลือกซื้อสินค้าแฟชั่นที่เปลี่ยนตามกระแสอย่างรวดเร็วอย่างไร กรุณา แสดงความเห็นว่าปัจจัยใดมีอิทธิพลในการตัดสินใจเลือกซื้อสินค้าแฟชั่น (0= No effect ไม่มีผล, 1 = Not at all important ไม่สำคัญ, 2 = Less important สำคัญน้อยมาก, 3 = Slightly important สำคัญเล็กน้อย, 4 = Neutral ปานกลาง, 5 = Moderately important ค่อนข้างสำคัญ, 6 = Very important สำคัญมาก ,7 = Strong Effect สำคัญอย่างยิ่ง)

0 (no effect/ไม่มี ผล)	1 (Not at all/ important ไม่ สำคัญ)	2	3	4	5	6 (Very important/ สำคัญมาก)	7 (strongly effect/มีผลอย่าง มาก

1. Price / ราคา

2. Product/Quality fabrics and merchandises (good quality)/ สินค้าหรือคุณภาพสินค้า

3. Stores location access possibility (easy to access either visual stores or online stores)/ ที่ตั้งของร้านค้า

4. Variety of merchandises for various occasions (update new style for each season) / ความหลากหลายของสินค้า

6. Promotion (discount, reward for membership) / การส่งเสริมการซื้อ

7. People (friends or family recommend) / คนรอบข้าง

8. Brand equity / ตราสินค้าของแฟชั่นแบรนด์

9. Cultural Factors / ปัจจัยทางด้านวัฒนธรรม

10. Social Factors / ปัจจัยทางสังคม

11. Personal Factors / ปัจจัยส่วนบุคคล

12. Psychological Factors ปัจจัยด้านจิตวิทยา

13. Customer Behavior / พฤติกรรมผู้บริโภค

14. Fast Fashion corporate social responsibility (CSR activity) / กิจกรรมที่แบรนด์แฟชั่นมีต่อ สังคม

Part 4.According to Marketing Mix (7Ps) please rank the following factors that influence brand's choice regarding top three fast fashion brands; Zara, H&M and Uniqlo / ตามหลักส่วนแบ่งการตลาด (7PS) กรุณาจัดอันดับว่าปัจจัยใดต่อไปนี้มีอิทธิพลต่อการเลือกซื้อ สามแบรนด์แฟชั่นนี้ **Zara, H&M, Uniqlo**

The following factors affect my decision choice.ปัจจัยเหล่านี้มีผลต่อการตัดสินใจเลือกซื้อ

โดยให้คะแนนดังนี้ (1= strongly Disagree ไม่เห็นด้วยอย่างยิ่ง, 2= Somewhat Disagree ค่อนข้างไม่เห็น

ด้วย, 3 =Neutral เฉยๆ, 4= Somewhat Agree ค่อนข้างเห็นด้วย, 5 =strongly Agree เห็นด้วยอย่างยิ่ง)

1 (Strongly disagree ไม่เห็นด้วย อย่างยิ่ง)	2	3	4	Strongly agree เห็นด้วยอย่างยิ่ง

4.1 Fast fashion prices / ราคาสินค้าแฟชั่น

- Competitive prices / ราคาสมเหตุสมผล

- Cheaper than other brands/ ถูกกว่ายี่ห้ออื่น

- Good Value / คุณภาพเหมาะสมกับราคา

4.2 Fast Fashion products or merchandise สินค้า

- Brand name / ยี่ห้อ

- Product quality (fabric & design) / คุณภาพของสินค้า เนื้อผ้า วัตถุดิบของสินค้า การออกแบบ

- Product Variety / ความหลากหลายของสินค้า

- Availability of convenient size / ความหลากหลายของขนาด

4.3 Fast fashion stores location ที่ตั้งของร้านค้าแฟชั่น

- Accessibility / สถานที่จัดจำหน่ายสะดวกต่อการเข้าไปใช้บริการ

- Store design / การออกแบบร้านค้า

- Store layout is well organized / จัดร้านค้าอย่างเป็นระเบียบ

- Merchandising Display / การตกแต่งภายในร้านและ การวางสินค้าสร้างแรงจูงใจในการเลือกซื้อสินค้า

- Inspiriting music / ดนตรีภายในร้านสร้างแรงแจงจูงใจในการเลือกซื้อสินค้า

- Convenient hours / สะดวกสบายและประหยัดเวลาในการเลือกซื้อสินค้า

4.4 Variety of fast fashion products/merchandises ความหลากหลายของสินค้าแฟชั่น

- Trendy design / การออกแบบที่ทันสมัย

- Variety of sizes and colors of merchandises / ขนาดของเสื้อ รองเท้า รวมถึงสินค้าอื่นๆ มีขนาด
และสีให้เลือกมากมาย

4.5 Fast Fashion's promotion การส่งเสริมการขายของสินค้าแฟชั่น

- Discount / ส่วนลด

- Cash coupons or gift vouchers /คูปองเงินสด หรือ บัตรกำนัล

- Attractive advertisements / โฆษณาน่าดึงดูดใจ
- Brand endorsements by celebrities / ยี่ห้อได้รับการสนับสนุนจากคนดัง

4.6 Fast fashion consumers influence by others แฟชั่นที่ได้รับอิทธิพลจากบุคคลอื่น

- Inspiration from family / แรงบันดาลใจจากครอบครัว
- Inspiration from friends / แรงบันดาลใจจากเพื่อน
- Inspiration from celebrity / แรงบันดาลใจจากคนดัง
- Inspiration from fashion blogs / แรงบันดาลใจจากบทความบนอินเตอร์เน็ต
- Inspiration from fashion magazine / แรงบันดาลใจจากนิตยสาร

Part 5.Please rank Brand equity for Fast Fashion with following specific factors that influence brand's choice regarding top three fast fashion brands; Zara, H&M and Uniqlo / กรุณาจัดอันดับตามตามแบรนด์แฟชั่นว่าปัจจัยใดต่อไปนี้มีอิทธิพลต่อการเลือกของสามแบรนด์แฟชั่น **Zara, H&M, Uniqlo**

1 (Strongly disagree ไม่เห็นด้วยอย่างยิ่ง)	2	3	4	Strongly agree เห็นด้วยอย่างยิ่ง

The following factors affect my decision choice. ปัจจัยเหล่านี้มีผลต่อการตัดสินใจเลือกซื้อ โดยให้คะแนนดังนี้ (1= strongly Disagree ไม่เห็นด้วยอย่างยิ่ง, 2= Somewhat Disagree ค่อนข้างไม่เห็นด้วย, 3 =Neutral เฉยๆ, 4= Somewhat Agree ค่อนข้างเห็นด้วย, 5 =strongly Agree เห็นด้วยอย่างยิ่ง)

5.1 Brand loyalty (repeat purchasing over time) / ความภักดีต่อสินค้าหรือตราสินค้า

5.2 Brand awareness (ability to remember brand) / ความตระหนักถึงสินค้าหรือตราสินค้า

5.3 Brand familiarity (having experience with brand) /ความคุ้นเคยกับสินค้าหรือตราสินค้าโดยผ่านระสบการณ์

5.4 Brand reputation (trust in brand) / ความมั่นใจในตราสินค้า

5.5 Brand perceived quality (quality that can satisfy expectation) / ความมั่นใจและพึงพอใจในคุณภาพของคุณสินค้า

Part 6.Factors effecting in making brand choice's decision on fast fashion ปัจจัยที่เลือกแบรนด์แฟชั่น

1 (Strongly disagree ไม่เห็นด้วย	2	3	4	Strongly agree เห็นด้วยอย่างยิ่ง

อย่างยิ่ง)				

The following factors affect my decision choice. ปัจจัยเหล่านี้มีผลต่อการตัดสินใจเลือกซื้อ

โดยให้คะแนนดังนี้ (1= strongly Disagree ไม่เห็นด้วยอย่างยิ่ง, 2= Somewhat Disagree ค่อนข้างไม่เห็น

ด้วย, 3 =Neutral เฉยๆ, 4= Somewhat Agree ค่อนข้างเห็นด้วย, 5 =strongly Agree เห็นด้วยอย่างยิ่ง)

6.1 Cultural Factors / ปัจจัยทางด้านวัฒนธรรม

-        Culture and social environment / วัฒนธรรม และ สังคมสิ่งแวดล้อม

-        Social classes ระดับทางสังคม

-        Cultural trends / แนวโน้มความนิยมทางวัฒนธรรม

6.2 Social Factors ปัจจัยทางสังคม

-        Family / ครอบครัว

-        Social roles and status / สภาพสังคม และ สถานะ

-        Peer Effects / ผลกระทบความเท่าเทียม

6.3 Personal Factors / ปัจจัยส่วนบุคคล

-        Age and way of life / อายุ และ การใช้ชีวิต

-        Purchasing power and revenue / กำลังการซื้อและรายได้

-        Lifestyle / วิถีการใช้ชีวิต

-        Personality and self-concept / บุคลิกภาพและแนวทางส่วนตัว

6.4 Psychological Factors ปัจจัยด้านจิตวิทยา

-        Motivation / แรงจูงใจ

-        Perception / ความมั่นใจ

-        Beliefs and attitudes / ความเชื่อและทัศนคติ

-        Customer purchasing decision (need, information, prices, quality)

Part 7.Customer Behavior / พฤติกรรมผู้บริโภค

7.1 Where do you usually take inspiration form for purchasing clothes and accessories? คุณได้รับแรงบรรดาลใจสำหรับการซื้อเสื้อผ้าและเครื่องประดับมาจากที่ใด

☐

Friends เพื่อน

☐

Family ครอบครัว

☐

Magazine นิตยสาร

☐

Fashion Blog ข่าวสารทางอินเตอร์เน็ต

7.2 How often do you purchase a new fashion item (clothing, accessory, bag etc.)? คุณ
ซื้อสินค้าแฟชั่นประเภทเสื้อผ้า กะเป๋า เครื่องประดับบ่อยแค่ไหน

☐

4-7 times a month ประมาน 4-7 ครั้งต่อเดือน

☐

2-3 times a month ประมาน 2-3 ครั้งต่อเดือน

☐

Once a month เดือนละครั้ง

☐

A few times in a year ปีละไม่กี่ครั้ง

7.3 What would be the period of the year that you spend money the most on clothing
and accessories? ช่วงไหนของปีที่คุณจะใช้เงินไปกับการซื้อเสื้อผ้าและเครื่องประดับมากที่สุด

☐

Summer ฤดูร้อน

☐

Raining ฤดูฝน

☐

Winter ฤดูหนาว

☐

No difference between these periods ไม่มีความแตกต่างกันในแต่ละช่วง

7.4 How much would you usually spend per month on clothing and accessories? คุณใช้
จ่ายกับเสื้อผ้าเท่าไหร่ต่อเดือน

☐

Less than 1,000 THB น้อยกว่า 1,000 บาท

☐

1,000 THB - 3,000 THB

☐

3,000 THB – 5,000 THB

☐

More than 5,000 THB มากว่า 5,000 บาท

7.5 What is the percentage of clothing and accessories purchases that you buy online? กี่เปอร์เซ็นของเสื้อผ้าที่คุณซื้อผ่านออนไลน์

☐

0%, I never buy these items online ไม่เคยซื้อของเหล่านี้ผ่านออนไลน์เลย

☐

Less than 20% น้อยกว่า 20%

☐

From 20% - 50% ตั้งแต่ 20% - 50%

☐

More than 50% มากกว่า 50%

7.6 What are two main criteria when purchasing clothing? อะไรคือปัจจัยหลักสองอย่างเมื่อคุณเลือกซื้อ

☐

Quality คุณภาพ

☐

Prices ราคา

☐

Comfort ความสะบาย

☐

Style ลักษณะหรือรูปแบบ

☐

Brand แบรนด์

☐

Material วัสดุ

7.7 When you purchase a new item, do you buy a matching outfit item such as shoes, hat, bag and coat? เมื่อคุณซื้อสินค้าใหม่ คุณซื้อเครื่องประดับอย่างอื่นเพื่อใช้ร่วมกันด้วยหรือไม่

☐

All the time เป็นประจำ

☐

Quite often ค่อนข่างบ่อย

☐

Sometimes บางครั้ง

☐

Never ไม่เคย

7.8 How often do you buy clothes when they are on sales? คุณซื้อเสื้อผ้าบ่อยแค่ไหนเมื่อมีการลดราคา

☐

All the time เป็นประจำ

☐

Quite often ค่อนข้างบ่อย

☐

Sometimes บางครั้ง

☐

Never ไม่เคย

7.9 Who do you usually shop with? คุณไปซื้อของกับใครเป็นประจำ

☐

Alone คนเดียว

☐

Friends เพื่อน

☐

Family ครอบครัว

☐

Partner คู่หู

7.10 When shop for clothes, do you: เมื่อซื้อเสื้อผ้าคุณจะ

☐

Always return to the same shop กลับไปร้านเดิมเสมอ

☐

Try new shop ลองร้านใหม่

☐

Go shop where are special offers ไปซื้อที่มีข้อเสนอพิเศษ

☐

Others อื่นๆ

Part 8.Fast Fashion corporate social responsibility (CSR activity) / แบรนด์แฟชั่นที่แสดง

ความรับผิดชอบต่อสังคม ส่วนรวมสิ่งแวดล้อมและที่มีของการผลิตสินค้า

8.1 Which ethical issues are you most concerned about (in regards to fashion
production)? ปัญหาใดที่น่าเป็นห่วงที่สุดตามหลักจริยะธรรมที่เกี่ยวข้องกับสินค้าแฟชั่น

1 (Strongly disagree ไม่เห็นด้วย อย่างยิ่ง)	2	3	4	Strongly agree เห็นด้วยอย่างยิ่ง

- Global warming ภาวะโลกร้อน

- Human rights/cheap labor, child labor สิทธิมนุษยชน ค่าแรงที่ต่ำ แรงงานเด็ก

- Rising pollution and landfill sites (from disposable fashion) การเพิ่มขึ้นของมลพิษจาก
การผลิต

- Toxic dyes and chemicals used in clothing manufacturing สารเคมีที่ใช้ในกระบวนการ
ผลิต

- Animal welfare การขูกคามสัตว์

8.2 Have you ever purchased an item of clothing that was described as 'sustainable',
'organic', 'eco-friendly' or 'ethical'? คุณเคยซื้อสินค้าที่แจ้งว่าเป็นมิตรต่อสิ่งแวดล้อมหรือส่งเสริมหรือไม่

☐

Yes ใช่

☐

No ไม่ใช่

8.3. Do you feel satisfied or dissatisfied by the number of 'sustainable' or ethical product ranges available by fashion retailers? คุณรู้สึกพอใจหรือไม่พอใจที่มีสินค้าที่เป็นมิตรต่อส่งแวดล้อม

หรือส่งเสริมจริยธรรมมีจำหน่ายตามร้านแฟชั่น

☐

Satisfied พอใจ

☐

Neutral ไม่แสดงความเห็น

☐

Dissatisfied ไม่พอใจ

☐

Not sure ไม่แน่ใจ

☐

Other comments อื่นๆ

8.4. Select the fashion retailers that you are aware of carrying 'sustainable' or ethical fashion ranges แบรนด์แฟชั่นใดที่ทำให้คุณตระหนักถึงความรับผิดชอบต่อส่วนรวม

☐

H&M

☐

Marks and Spencers

☐

Levi's

☐

Esprit

☐

Burberry

☐

Adidas

☐

Louis Vuitton

☐

Uniqlo

☐

Topshop

☐

Tommy Hilfiger

☐

Nike

☐

Zara

8.5. Do you think the higher are price seen as sustainably designed and manufactured clothing discourages consumers from purchasing? คุณคิดว่าราคาของสินค้าที่แสดงความรับผิดชอบต่อ สังคมที่สูงขึ้นจะกระทบต่อการซื้อของผู้บริโภค

☐

Yes ใช่

☐

No ไม่ใช่

☐

Not sure ไม่แน่ใจ

8.6. If a 'sustainable' fashion item had the same appearance and price as a fast-fashion or conventionally produced item of clothing, would you choose the ethical option? ถ้า หากสินค้าที่แสดงความรับผิดชอบต่อส่วนรวมมีราคาเท่ากับสินค้าทั่วไป คุณจะเลือกสินค้าที่ส่งเสริมจริยธรรมหรือไม่

☐

Yes ใช่

☐

No ไม่ใช่

☐

Not sure ไม่แน่ใจ

Part 9. Demographics / ประชากร

9.1 Gender / เพศ

☐

  Male / ชาย

☐

Female / หญิง

9.2 Marital Status / สถานะ

☐

Single / โสด

☐

  Married / แต่งงาน

☐

Divorced / หย่าร้าง

☐

  Widowed / หม้าย

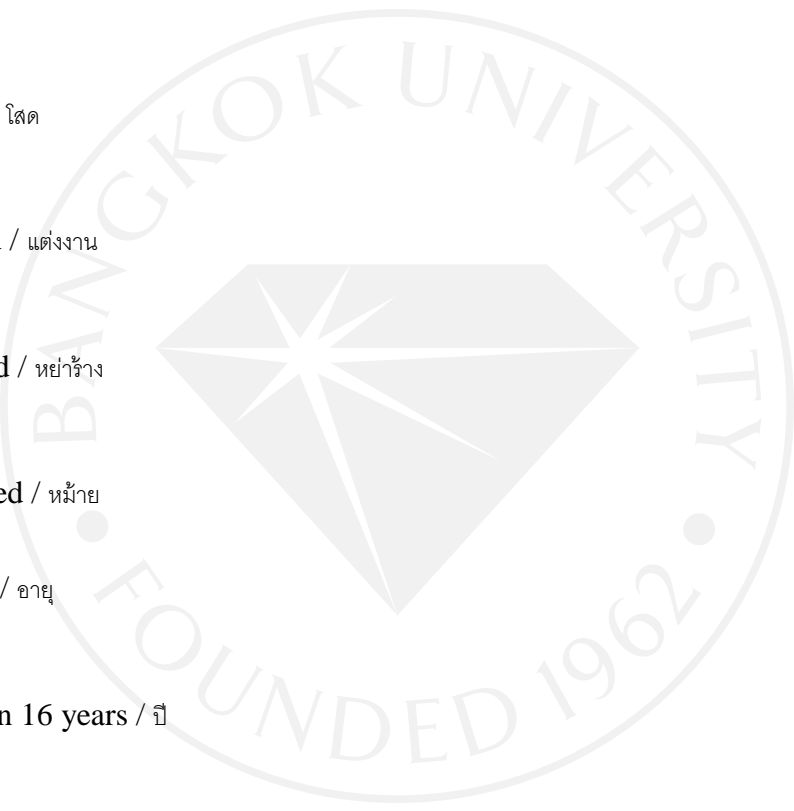9.3 Age / อายุ

☐

Less than 16 years / ปี

☐

16-20 years / ปี

☐

  21-25 years / ปี

☐

26-30 years / ปี

☐

  31-35 years / ปี

☐

More than 35 / ปี

9.4 Highest level of Education / การศึกษาสูงสุด

☐

Primary/ Middle School ประถมศึกษา/มัธยมต้น

☐

High school or equal มัธยมปลาย/ เทียบเท่า

☐

Diploma/ College ปวส./ปวช.

☐

Bachelor's degree ปริญญาตรี

☐

Master's degree ปริญญาโท

☐

Doctoral degree ปริญญาเอก

☐

Others อื่นๆ

9.5 Occupation / อาชีพ

☐

Business owner ธุรกิจส่วนตัว

☐

Housewife แม่บ้าน

☐

Student นักเรียน

☐

Full time worker พนักงานทั่วไป

☐

Government Worker ข้าราชการ

☐

Unemployeed ว่างงาน

☐

Others อื่นๆ

9.6 Monthly Income level / ระดับเงินเดือน
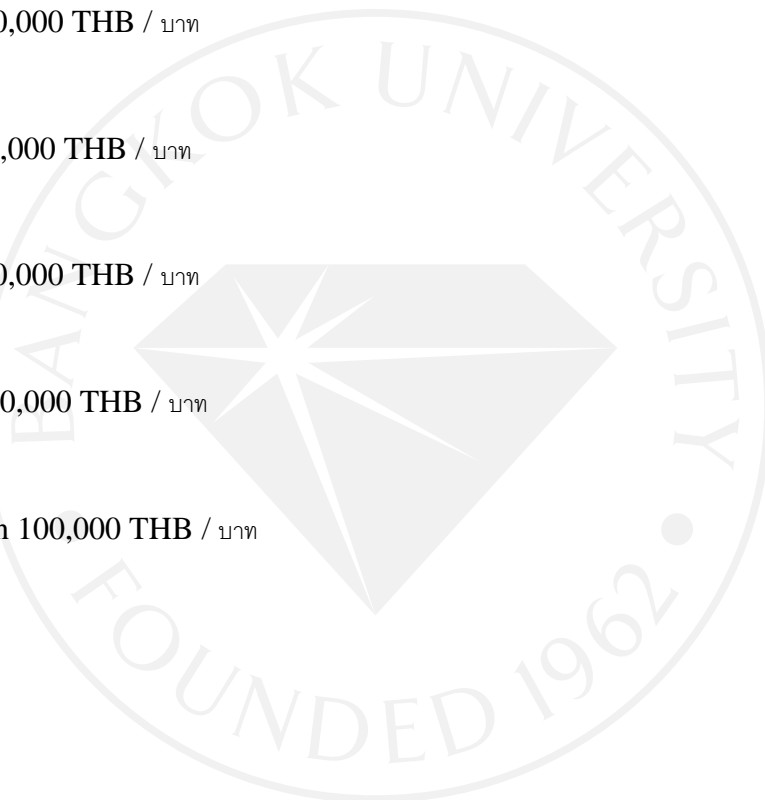
☐

Below 15,000 ต่ำกว่า 15,000 บาท

☐

15,001-30,000 THB / บาท

☐

31,001-50,000 THB / บาท

☐

50,001-80,000 THB / บาท

☐

80,001-100,000 THB / บาท

☐

More than 100,000 THB / บาท

BIODATA

Name – Surname:	Konwika Phochatan
Address:	1415/159 Life Condo Phahonyothin – Ari, Phayathai Road. Samsennai Phayathai Bangkok, Thailand 10500.
Email:	konwikaphochatan@gmail.com
Education Background:	Bachelor's degree of Arts Program in English, *minor in Public relation,* 2008 – 2012. Bangkok University

Work Experiences:

Guest service agent
March 2012 - May 2012
Centara Grand & Bangkok Convention Centre
Central World 999/99 Rama 1 Road, Bangkok 10330

Guest Service Agent
May 2012 - December 2012
Royal Orchid Sheraton
2 Charoen Krung Road Soi 30, 10500 Bangrak

Customer Service and PR representative
July 2013 – November 2014
Go Adventure Asia (Chip Timing Co. Ltd.),
C.C.T. Building, 109 Surawong Rd.Bangkok 10500

Sales and Marketing Manager
November 2014 - Present
Go Adventure Asia (Chip Timing Co. Ltd.),
C.C.T. Building, 109 Surawong Rd. Bangkok 10500

Bangkok University
License Agreement of Dissertation/Thesis/ Report of Senior Project

Day __12__ Month __December__ Year __2016__

Mr./ Mrs./(Ms) __Konwika Phochatan__ now living at __99/560__
Soi __Moo. 2__ Street __—__
Sub-district __Tha-It__ District __Prakkred__
Province __Nonthaburi__ Postal Code __11120__ being a Bangkok
University student, student ID __7570202924__

Degree level ☐ Bachelor ☑ Master ☐ Doctorate
Program __MBA__ Department __-__ School __Graduate School__
hereafter referred to as "the licensor"

Bangkok University 119 Rama 4 Road, Klong-Toey, Bangkok 10110 hereafter referred to as "the licensee"

Both parties have agreed on the following terms and conditions:

1. The licensor certifies that he/she is the author and possesses the exclusive rights of dissertation/thesis/report of senior project entitled
__A Study of Key Influencing Factors on Customer's Brand Choice Decision of Fast Fashion Category in Bangkok Focusing on Top Three Brands: Zara, H&M and Uniqlo__
submitted in partial fulfillment of the requirement for __the Degree Master of Business Administration__ of Bangkok University (hereafter referred to as "dissertation/thesis/ report of senior project").

2. The licensor grants to the licensee an indefinite and royalty free license of his/her dissertation/thesis/report of senior project to reproduce, adapt, distribute, rent out the original or copy of the manuscript.

3. In case of any dispute in the copyright of the dissertation/thesis/report of senior project between the licensor and others, or between the licensee and others, or any other inconveniences in regard to the copyright that prevent the licensee from reproducing, adapting or distributing the manuscript, the licensor agrees to indemnify the licensee against any damage incurred.

This agreement is prepared in duplicate identical wording for two copies. Both parties have read and fully understand its contents and agree to comply with the above terms and conditions. Each party shall retain one signed copy of the agreement.

_____ Licensor

(_____)

_____ Licensee
(Director, Library and Learning Center)

_____ Witness
(Dean, Graduate School)

_____ Witness
(Program Director)