

ABSTRACT

The objectives of this study is to study factors which affect Thai women's decision in buying clothes at Platinum Fashion Mall, the largest Fashion Mall in Thailand. The final result of this research will tell which of the factors mostly affect the buying decision of women's clothes at Platinum Shopping Mall and future researcher can also use this research to consider setting up their business. Our focus will be used to measure the research will be Price, Style of Clothes, Location, Quality, Convenience and Varieties in Selection. The result of the research found that the factors influence overall buying behavior was high at the mean of 3.62 as explained by the following details. Most of the respondents gave precedence to the social factor as being the most important with the mean of 4.01, followed by product image with the mean of 3.95 buying behavior with the mean of 3.41 and self-satisfaction with the mean of 3.39 and tangible consumption with the mean of 2.95.

In examining factors influencing buying behavior toward woman's clothes, it was found out that the factors influence overall buying behavior was level of agreement at the mean of 3.62 as explained by the following details. Most of the respondents gave precedence to the social factor as being the most important with the mean of 4.01, followed by product image with the mean Of 3.95 buying behavior mean of 3.41 and self-satisfaction with the mean of 3.39 and tangible consumption with the mean of 2.95.

This research is an empirical study that is limited to the analysis of the various woman's clothes sellers in relation to consumer behaviour at Platinum Fashion Mall. The research can be extended to examine the direct competitors of Platinum Fashion Mall which are other Malls selling varieties of clothes in Bangkok and around Thailand. The future study might want to examine different factors of buying decision by examining competitors for customer to buy clothes. More specific clothes features or brands can be measured, for example, type of clothes woman prefers and more in depth details of competitors can be collected to make the validation more accurate.