

Abstract

The research of “Purchasing Behavior of Working Men in Bangkok Metropolis Areas for Fashion Product” is a survey research and whose objectives are as follows: 1) to study purchasing behavior of working men in Bangkok Metropolis Areas for fashion products 2) to study relationship between demographic characteristics and purchasing behavior of working men in Bangkok Metropolis Areas for fashion products 3) to study relationship among demographic characteristics, product characteristics and reason to buy and 4) to study relationship between product characteristics and reason to buy.

The number of population is 1,307,291 who are working men, aged between 20 – 49. The rationale to select this age range is their financial readiness and ability to make decision for product purchasing independently. Moreover, the trend shows that they consume fashionable clothes and accessories much more. Multi – stage sampling method is used to sample 400 working men and questionnaires are used for data collecting.

The results show that most of respondents are at the age between 25 – 29 years, single, gaining bachelor degree, carry an operational official in private sectors as an occupation and average monthly income is between 10,001 – 20,000 baht. Television is the most important media for them to follow fashion information and they buy clothes most frequently. The most important attribute of fashion products is quality. The most important reason to buy fashion products is utility to serve current need. Moreover, they have less loyalty for brand name and normally buy fashion products from occasional market and spend between 1,001 – 2,000 baht per month for buying fashion ones.

Hypotheses tests show that educational level and marital status significantly relate to purchasing behavior variables. Age, educational level, occupation, income, and marital status significantly relate to product characteristics. Age, educational level, occupation, marital status significantly relate to reason to buy. Also product characteristics significantly relate to purchasing behavior at the level of 0.05.