



Research Report

ทัศนคติและภาพลักษณ์ของชายไทยกลุ่มเมโทรเซ็กชวลที่มีต่อพฤติกรรม
การซื้อเครื่องแต่งกาย

Attitudes and Self-Image of Thai Metrosexuals toward Clothing Buying

By

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บทคัดย่อ

ความนุ่งหมายหลักของงานวิจัยเรื่องนี้ คือ ต้องการตรวจสอบปรากฏการณ์เชิงลึกของชายไทยกลุ่มเมโนโรเซ็กชวลในการซื้อเครื่องแต่งกาย ในปัจจุบันผู้บริโภคเพศชายกลุ่มเมโนโรเซ็กชวล เป็นกลุ่มที่กำลังได้รับความสำคัญในสาขาวิชาพฤติกรรมผู้บริโภค ในการศึกษารั้งนี้ สินค้าประเภทเสื้อผ้าเครื่องแต่งกายได้ถูกคัดเลือก เนื่องจากอุดหนุนรูปแบบการแต่งกายมี การเดินทางต่อไปย่างต่อเนื่อง และเสื้อผ้าจัดเป็นสัญลักษณ์ซึ่งบ่งบอกภาพลักษณ์ งานวิจัยครั้งนี้ได้ศึกษา ตัวแปรเชิงลับผลกระทบต่อการซื้อเสื้อผ้าเครื่องแต่งกายของชายไทยกลุ่มเมโนโรเซ็กชวล โดยนำ ทฤษฎีการกระทำอันเนื่องมาจากเหตุผลของพืชบินและเอเจน เป็นกรอบแนวคิดในการวิจัยเนื่องด้วย ทฤษฎีดังกล่าวเป็นที่ยอมรับอย่างดีสำหรับการทำนายพฤติกรรมผู้บริโภค วัตถุประสงค์หลักของ การศึกษารั้งนี้เพื่อตรวจสอบอิทธิพลของทัศนคติที่มีต่อการซื้อเครื่องแต่งกาย ภาพลักษณ์ และกลุ่มนุกคลที่มีอิทธิพลต่อความตั้งใจจะซื้อและการซื้อเครื่องแต่งกาย

กลุ่มตัวอย่าง ได้แก่ ชายไทยอายุระหว่าง 25-55 ปี อายุพนักงานองค์กรเอกชน เจ้าของธุรกิจ หรือ ข้าราชการ ระดับการศึกษาตั้งแต่ปริญญาตรีขึ้นไป ในการเก็บข้อมูลใช้การแจก แบบสอบถามที่ห้างสรรพสินค้าชั้นนำในกรุงเทพมหานครและปริมณฑล และได้รับแบบสอบถาม ฉบับสมบูรณ์กลับมาจำนวน 425 ชุด ในการวิเคราะห์และแปลความหมายข้อมูลใช้โปรแกรม คอมพิวเตอร์สำเร็จรูป SPSS เวอร์ชัน 15.0 สถิติที่ใช้ เช่น การวิเคราะห์การทดสอบ เป็นต้น

ผลการวิจัยโดยสรุป พบว่า ทัศนคติที่มีต่อการซื้อเครื่องแต่งกาย ภาพลักษณ์ กลุ่มนุกคล ที่มีอิทธิพล อาทิ เพื่อนร่วมงาน เพื่อนสนิทและสมาชิกในครอบครัว ส่งผลเชิงบวกต่อความตั้งใจจะซื้อและการซื้อเครื่องแต่งกายสำหรับชายไทยกลุ่มเมโนโรเซ็กชวล

Abstract

The chief purpose of the research is to examine in some depth the phenomena of Thai Metrosexuals in clothing buying as it suggests that a significant change may be taking place. Presently the male consumer, namely Metrosexuals is becoming an important segment in the field of consumer behaviour. Clothes are selected because the clothing industry is continually growing and clothes are found to be a symbol of self-image. This research is to study what variables are affected in the purchase of clothes for Thai Metrosexuals. Fishbein and Ajzen's theory of reasoned action model is employed as a theoretical framework since it is well-accepted theory for predicting consumer behaviour. Based on this theory, the main objective of the study is to examine the influence of attitudes toward clothing buying, self-image, and subjective norm upon purchase intention and the purchase of clothes.

Sample of the study is Thai men aged of 25 to 55 years whose occupation lies into three groups including private sector officer, business owner, and government officer and the education level is at least bachelor degree. A questionnaire survey technique was adopted in this study. The data were collected at leading department stores located in Bangkok metropolitan. 425 complete questionnaires were returned and usable. Afterward, the data were analysed by employing regression analysis in SPSS version 15.0.

In conclusion, the result of the study show that attitudes toward clothing buying, self-image, and subjective norm (work colleagues, close friends, and family members) have positive effects on purchase intention and the purchase of clothes for Thai Metrosexuals.

Chapter 1

Introduction

1.1 Background to the research

Presently, the study of consumer behaviour relating to marketing is becoming more complex since consumers have become wiser and more sophisticated than in the past. Marketing academics have attempted to explore why consumers buy a product or brand and what the significant factors are. Generally, most of the studies have been conducted in a Western context. However, Asian and Western consumers are different in many aspects. Therefore, Western models may not be appropriate in an Asian context. Moreover, there are gender differences reasons in purchasing the same products or services. This is supported by Coley and Burgess's (2003) study regarding the differences between males and females on their impulse buying decisions. They found that men prefer buying functional, instrumental and leisure items but women prefer buying symbolic and self-expressive products concerned with appearance and emotion.

Today the male consumer is becoming an important segment in the field of consumer behaviour because it is now one of the fastest growing segments (Emerson 2004). Men have become progressively more involved in the purchasing process of various products such as food (Ralph, Seaman & Woods 1996), shoes, electronics, hardware, computer software, music CDs or DVDs, sport items, magazines (Coley & Burgess 2003) and clothing (Dodd, Linaker & Grigg 2005).

In recent years, men have become more conscious about their image than ever before. For example, men express themselves through fashion items (Mermelstein & Fielding 2007). This notion is consistent with the report of Euromonitor International. According to Euromonitor International (Mermelstein & Fielding 2007), sales on male

grooming products are expected to increase by 18 per cent globally between 2006 and 2011, when the market is forecast to be valued at \$25 billion. This change in male grooming is becoming a new trend and is expected to blossom in regions where consumers are increasingly adapting to Western lifestyles. In the Asia Pacific region, the sales of male grooming products are forecast to grow by 24 per cent between 2006 and 2011. Hence, it is important to examine male consumers in the Asian context. The social significance of the change in male consumer behaviour is more fully explained in the literature review.

Among several product categories, clothes are rather interesting. Due to the change of trade and economic policies to capitalism prevailing in the countries around the world, consumer incomes have risen, namely in Asia. Asian consumers have increasingly spent money on goods and services. Particularly in Thailand, the clothing industry is continuously increasing. According to 'Clothing and footwear specialist retailers - Thailand' 2009, the growth of the clothing industry in Thailand is expected to escalate along with the world economy until 2013 when the sales estimate for this market is expected to increase to 3 billion Baht annually.

1.2 Research objectives

Theory of reasoned action is an effective model that can improve our ability to predict consumer behavior (Ajzen & Fishbein, 1980). The models are composed of four main constructs: attitudes toward behaviour, a subjective norm, behavioural intention, and behaviour. Further, the model has been modified to add a self-image construct in order to predict Thai Metrosexuals' behaviour toward clothing buying. Based on this theory, the objectives of the study are:

1. To examine the influence of attitudes toward clothing buying, self-image, and subjective norm upon purchase intention and the purchase of clothes.

2. To investigate the most influential variables among attitudes toward clothing buying, self-image, and subjective norm upon purchase intention and the purchase of clothes.

1.3 Research hypotheses

According to the research objectives, hypotheses are developed as described below.

Hypothesis 1: Attitudes toward clothing buying have a positive effect on purchase intention of clothes.

Hypothesis 2: Self-image has a positive effect on purchase intention of buy clothes.

Hypothesis 3: Subjective norm has a positive effect on purchase intention of clothes.

Hypothesis 4: Attitudes toward clothing buying have a positive effect on the purchase of clothes.

Hypothesis 5: Self-image has a positive effect on the purchase of clothes.

Hypothesis 6: Subjective norm has a positive effect on the purchase of clothes.

Hypothesis 7: Purchase intention has a positive effect on the purchase of clothes.

1.4 The scope of the research

The scope of the research focuses on Thai Metrosexuals and uses a quantitative approach which employs survey as research method. A questionnaire is developed from the literature by establishing questionnaire items to correspond with the objectives of this study. The target population in this study is Thai men in Bangkok

metropolitan aged of 25 to 55 years whose occupation is categorized into three groups including private sector officer, business owner, and government officer and the education level belongs to at least bachelor degree. A sample size of 400 is ample for the absolute size.

Shopping mall-intercept is used as a technique to capture the target group required for this survey. Department stores in Bangkok metropolitan are chosen according to the highest amount of registered capital (Business Registration Statistic 2006). In addition, those department stores should regularly run a number of campaigns promoting men's products.

A third party is employed to collect data and distribute questionnaires. Post-graduate students from a university in Bangkok were recruited as third party to conduct this survey. The Statistical Package for the Social Sciences program (SPSS) version 15.0 is employed to analyze data from this survey. In addition, a 0.05 level of significance is maintained for all of the statistical assessments.

1.5 Limitations of the research

With reference to the proposed research design, limitations are twofold. Firstly, there is a national limitation. The findings of the study are likely to be confined to Bangkok metropolitan in Thailand. As a result, generalizing the results in this research to other countries should be done carefully. Lastly, time and financial constraints may also limit the boundaries of the research study.

1.6 Contribution of the study

The findings of the study provide contributions in two areas: theory and practice.

In the aspect of theoretical contributions, the empirical evidence test the feasibility of the reasoned action model in the Thai context for further research in the field of consumer behaviour.

In the aspect of practical application, the results are useful for male grooming industry as follows. Firstly, the marketers will be able to develop proper strategies for male consumers' expectations, especially in the Metrosexuals segment. Secondly, the managerial practitioners are able to prepare short-term, medium-term and long-term planning regarding new products for Metrosexuals. For example, clothing industries may try to appeal to Metrosexuals in Thailand by using specific attributes found positively significant in this study for their strategic planning.

Chapter 2

Literature Review

This chapter comprises six sections. The overview of clothing industry in Thailand is in Section 2.1. Section 2.2 addresses the importance of male consumers' market to clothing industry. This is followed by Section 2.3, which reviews consumer behaviour including some models. Section 2.4 explains the theory of reasoned action, which is the theoretical framework of this research. Next, the review of influential variables such as attitudes, self-image, and subjective norm is presented in Section 2.5. Lastly, the conceptual background and hypotheses development are explained in Section 2.6.

2.1 The overview of clothing industry in Thailand

According to 'Clothing and footwear specialist retailers-Thailand' (2009), sales volume of clothing industry in Thailand from 2005 to 2008 accounted for 35.9 billion Baht, 39.2 billion Baht, 41.6 billion Baht, and 45.5 billion Baht respectively. The improving macro economic factors such as GDP, employment rates, and inflation indicators have contributed to an increase in consumer expenditure in Thailand. In conclusion, this industry showed an average growth of 10 percent from the five-year period however sales volumes in 2007 increased only 6 percent.

Leading players focus to compete in terms of product variety, pricing, promotional campaigns and loyalty schemes. Reno (Thailand) Co Ltd continues to lead in clothing specialist retailers, with a retail value share of 25% in 2008. There are a huge number of small local players in clothing industry in Thailand. Competition among leading local chained stores and international chained stores has been intense in terms of pricing, promotional campaigns, loyalty schemes and product varieties. These

factors have stimulated sales and have maintained the customer bases. The market shares of clothing industry are elaborated as described in Table 2.1.

Leading local clothing retailers, such as Jaspal Co Ltd, Pena House Co Ltd, and Reno (Thailand), upgraded their store designs in 2008. They have also improved their range and design of clothing products in order to compete with popular international brand, Zara.

Table 2.1: Clothing retailers brand in Thailand shares by value

Brand	Company	2005	2006	2007	2008
AIIZ	Reno (Thailand) Co Ltd	18.2	18.7	21.2	25.1
Louis Vuitton	Louis Vuitton (Thailand) Co Ltd	2.9	3.0	2.8	2.6
Jaspal	Jaspal Co Ltd	2.3	2.3	2.2	2.2
Chaps	Jaspal Co Ltd	2.1	2.0	1.9	1.9
Pena House	Pena House Co Ltd	1.3	1.3	1.3	1.3
Giordano	Giordano (Thai) Co Ltd	0.6	0.6	0.8	0.7
Esprit	Minor Corp, The	0.8	0.8	0.7	0.7
Ten & Co	Pena House Co Ltd	0.6	0.6	0.6	0.6
Guess	Peppo Fashion Group	0.6	0.6	0.6	0.5
MNG	Peppo Fashion Group	0.4	0.5	0.5	0.4
Bebe	RSH Thailand Co Ltd	0.1	0.3	0.4	0.4
Giorgio Armani	Wanmanee Co Ltd	0.4	0.4	0.4	0.3
Bossini	Minor Corp, The	0.3	0.4	0.3	0.3
Lyn	Jaspal Co Ltd	0.3	0.3	0.3	0.3
Longchamp	Colay Buchel (Thailand) Co Ltd	0.3	0.3	0.3	0.3
Zara	RSH Thailand Co Ltd	-	0.3	0.2	0.2
Massimo Dutti	RSH Thailand Co Ltd	0.1	0.3	0.2	0.2

Brand	Company	2005	2006	2007	2008
Sisley	Jaspal Co Ltd	0.2	0.2	0.2	0.2
Bally	Colay Buchel (Thailand) Co Ltd	0.2	0.2	0.2	0.2
Others		68	67.1	65	61.4
Total		100.0	100.0	100.0	100.0

Source: Official statistics, Euromonitor International Estimates

The Minor Corp, the importer and distributor for Esprit, has performed a pricing strategy since 2007. It adjusted Esprit pricing downwards, as it used to sell at 20-30% more than in Hong Kong or Singapore. In addition, the company added a variety of new collections to its clothing range and extended its product line under EDC Men by Esprit.

Loyalty schemes are used by leading chained stores to promote brand loyalty. International chained stores are very active in using this strategy to promote sales and maintain a customer base. Meanwhile, local chained stores also apply this strategy. Many Thais, especially teenagers and working adults, prefer to purchase clothes from small shops at bazaars or open selling areas such as Siam Square or Chatuchak as they can bargain for the cheapest price. In addition, product designs are more individual than those in chained stores.

Table 2.2: Sales Forecast in the clothing industry in Thailand

	2009 Mil. Baht	2010 Mil. Baht	2011 Mil. Baht	2012 Mil. Baht	2013 Mil. Baht
Sales volume	48,732.4	51,900.0	55,014.0	58,204.8	61,406.1
Outlets	3,573.0	3,673.0	3,798.0	3,948.0	4,108.0

Source: Official statistics, Euromonitor International Estimates

Over the forecast period from 2009 to 2013, clothing industry is expected to continue a strong growth of 6 percent in terms of constant value sales and to maintain an average growth of 4 percent in terms of outlets, as shown in Table 2.2.

2.2 The importance of male consumers' market to clothing industry

As a result of global competition, companies are forced to continuously seek new target consumers for selling their products and services. Nowadays, the segmentation of male consumers, one of the fastest growing groups, is a newly growing sector to be approached (Emerson 2004). Men generally have higher disposable incomes than women and with trends towards getting married and having children later in life; therefore, they have spare money to spend more ('Men's grooming product-Thailand' 2007). As a result, men make their own purchasing decisions in various ranges of products, especially clothes.

In recent years, consumer studies have increasingly focused on the male consumer since men appear to spend considerable time consuming a number of products and services (Swiencicki 1998). This may relate to the changing era of consumerism from modernism to postmodernism. As supported by Bocock (cited in Sturrock & Pioch 1998), the interest in male consumers is at least partly due to the adoption of a postmodern perspective to consumption studies, which consider women and men as equally involved in practices of consumption.

According to Firat, Dholakia and Venkatesh (1995), modernism mainly focuses on production while postmodernism devotes itself to consumption. Hence, the allocation of men's position in society would shift from the production-bound definitions in modernism to consumption-based factors in postmodernism. In a marketing context, the production is drawn to occupational value and social status whereas the consumption is not only concerned with the act of consuming itself, but is

also used to reflect the identities of individuals, who wish to portray and experience situational images felt to be appropriate at a particular time (Kellner cited in Sturrock & Pioch 1998). Therefore, in a postmodern perspective, men move from observing occupational value and social status to perceiving the importance of their self-portrayal or how they present themselves.

Men use consumption under postmodernism as the means through which individuals define their self-image for themselves and for others (Firat, Dholakia & Venkatesh 1995). Featherstone (1991) indicated that the tendency towards self-image was most notable in the professional-managerial class, who had both the time and the money to engage in lifestyle activities. He further suggested that this tendency was exploited to promote the products and services throughout consumer culture, emphasising images of the body beautiful, openly sexual and associated with hedonism, leisure and display, stressing the importance of appearance and the "look". Additionally, Meunier (2004) suggested that now more than ever men are taking more sophisticated measures to enhance and maintain their good looks.

Products and services that affect personal appearance are far from being the only consumption decisions because these products convey information about a person. As suggested by Malhotra (1981), clothes are found to be a symbol of self-concept (self-image) because these products portray personal appearance. According to 'Men's grooming products-Thailand' (2007), men generally are comfortable to get the information about clothes from many media sources. Many magazines aim more at the male segment in the subject of self-care practices, grooming habits, health, diet, and clothes. Further, men's magazines, such as Maxim, GQ, Men's Health and FHM, educate consumers and give them confidence to make purchasing decisions, while globalisation and the spread of Western ideals ensure that the popularity of men's grooming and the increase of "Metrosexual" men are truly a worldwide phenomenon.

According to Euromonitor International (Matthew 2005), the term – “metrosexual” refers to the well-off urban straight guy, who typically lives on his own and has a lot of money to spend on his appearance.

2.3 The review of consumer behaviour and models

In order to understand male consumers in buying decisions namely clothes, consumer behaviour is perceived as an important discipline. This is because consumer behaviour deals with the activities people perform when obtaining, consuming, and disposing of products and services (Blackwell, Miniard & Engel 2001; Peter & Olson 2008). In addition, the area of consumer behaviour studies how individuals, groups, organisations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires (Kotler 2000).

In this study, males are a specific group of consumers under investigation so as to understand their buying decisions toward a specific product. As seen by Schiffman and Kanuk (2004), a male consumer should be defined as a male person who is willing to purchase a product and has the power to purchase. Sometimes, consumers intend to buy a product and have their purchasing power but act otherwise. They may change their mind at the last minute because of situational factors or other influences. It is interesting for marketers or professionals in related fields to explore those factors affecting target consumers. The study of models and theories in consumer behaviour helps clarify and understand consumers’ buying processes.

The evolution of consumer behaviour has been developed since the late 1950’s. At the beginning, cognitive models (Andreasen 1965), which claimed individual’s attitudes toward the product or brand closely related to the buyer’s intention, were introduced, soon to be followed by computer simulation approaches (Nicosia 1966), which addressed the interaction between the firm advertisement and the

consumer's predispositions shaping the possible formation of an attitude into a motivation regarding an act of purchase. Next, flow chart models (Engel, Kollat & Blackwell 1968), where purchasing was mainly understood as a problem-solving task analysed in terms of a sequence of successive stages: need recognition, search, pre-purchase alternative evaluation, purchase, and post-purchase phenomena, were introduced.

Later, the theory of buyer behaviour (Howard & Sheth 1969) was presented. This theory focused on repeat buying, and relies on four major components: stimulus inputs, hypothetical constructs, exogenous variables, and response outputs. The stimulus inputs come from the marketing and social environments. The hypothetical constructs represent the buyer's internal condition and include perceptual and learning variables. The exogenous variables, including social class and culture, influence the hypothetical constructs. Finally, the response outputs represent a hierarchical set of possible responses from attention to purchase products or brands. Then, the stochastic learning models (Massy, Montgomery & Morrison 1970) rests on the hypothesis that individual consumers learn from their past experiences in buying and these have some influence on their buying behaviour.

Further, the multi-attribute model, which states that a consumer's overall attitudes toward an object was the combination of the strength of a consumer's salient beliefs about the product attributes and his or her evaluation of each attribute and proposed that consumers liked objects that had good attributes and disliked objects that had bad attributes, was introduced and soon followed by the theory of reasoned action (Ajzen & Fishbein 1980; Fishbein & Ajzen 1975), claiming that behavioural intentions to perform an actual purchase is based on two factors: consumers' attitudes toward behaviour and the subjective norm.

Currently, the situational framework (Dubois 2000), addressing situations established a natural connection between people and purchase or consumption activities, was adapted into the field of consumer behaviour. Lastly, the decision wave theory (Lye et al. 2005), in which a purchase process incorporated multiple screening decisions prior to a choice decision of a product or brand, and the model of buyer behaviour (Perreault & McCarthy 2005), which states individual's purchasing behaviour process was influenced by an environment comprising psychological variables, social influences and purchase situation, was deployed into this field.

2.4 Theory of reasoned action

The theory of reasoned action (TRA), one of the most predominant attitudinal models, has been broadly employed as a theoretical framework because of its performance in predicting consumer behaviour and providing an explanation of that behaviour (Manstead 2004). The theory has been applied in various investigations such as online grocery buying intention (Hansen, Jensen & Solgaard 2004), online travel shopping behaviour (Lee, Qu & Kim 2007), adopting banking channel (Wan, Luk & Chow 2005), adopting internet banking (Shih & Fang 2004), intention to use mobile chat services (Nysveen, Pederson & Thorbjornsen 2005), the purchase of food products (Choo, Chung & Pysarchik 2004), intention to choose hotels of international business travellers (Buttle & Bok 1996), brand loyalty (Ha 1998), consumer concerns for renewable energy (Bang et al. 2000), and individual polychronicity (Slocombe 1999). It has been also examined in a large number of cultural settings, for example, the United States (Lee & Littrel 2005; Ulaga & Eggert 2006; Yoh et al. 2003), the United Kingdom (Thompson, Haziris & Alekos 1994; Thompson & Thompson 1996), Norway (Nysveen, Pederson & Thorbjornsen 2005), Australia (Patterson 2004), Israel (Izraeli & Jaffe 2000), Hong Kong (Wan, Luk & Chow 2005), India (Choo, Chung & Pysarchik 2004),

Korea (Bock & Kim 2002), and Taiwan (Shih & Fang 2004). In addition, almost all of the findings confirmed that the reasoned action theory has been an appropriate model for predicting consumer behaviour in these countries.

The theory of reasoned action (TRA), developed by Martin Fishbein and Icek Ajzen in 1975 and 1980, is derived from the social psychology setting that has started out as the theory of attitude, which leads to the study of attitude and behaviour. According to TRA, a person performs behaviour as determined by his or her behavioural intention, where the intention is a function of attitudes toward behaviour and subjective norm. Thus, the main components of TRA are composed of three constructs: behavioural intention, attitudes toward behaviour, and subjective norm. Behavioural intention measures a person's relative strength of intention to behave in an expected way. Attitudes toward behaviour consist of beliefs about the consequences of performing the behaviour multiplied by his or her valuation of these consequences. Subjective norm is seen as a combination of perceived expectations from relevant individuals or groups along with intentions to comply with these expectations. In other words, "the person's perception that most people who are important to him or her think he should or should not perform the behaviour in question" (Ajzen & Fishbein 1980; Fishbein & Ajzen 1975).

In addition, the core structure of TRA can be presented as the causal relationships among beliefs (B_i), normative structures (NB_jMC_j), attitudes toward behaviour (A_{act}), subjective norms (SN), behavioural intentions (BI), and actual behaviour (B) as described in the formula below.

$$B \sim BI = (A_{act}) w_1 + (SN) w_2$$

$$A_{act} = \sum_{i=1}^n B_i E_i \quad \text{and} \quad SN = \sum_{j=1}^n NB_j MC_j$$

where,

- B = Behaviour
- BI = Behavioural intention
- Aact = Attitudes toward behaviour
- SN = Subjective norm about behaviour
- $w_{1,2}$ = Relative weighting for importance
- Bi = Beliefs that behaviour leads to salient consequences
- Ei = Evaluation of salient consequences
- n = The number of salient beliefs
- NBj = Beliefs that relevant others think one should perform behaviour
- MCj = Motivation to comply with relevant others

Based on this formula, behavioural intention (BI) leads to behaviour (B), and that behavioural intention (BI) is determined by the consumer's attitudes towards behaviour (Aact) and by subjective norm (SN). Attitudes toward the behaviour (Aact) refer to whether the person is in favour or against the specific behaviour, whereas subjective norm (SN) refers to the other people or groups who would approve or disapprove of the respondents performing specific behaviour (Ajzen & Fishbein 1980; Fishbein & Ajzen 1975). Attitudes towards behaviour (Aact) are a function of a cognitive structure ($BiEi$), which is a belief-evaluation composite, where Bi is the belief that performance of the behaviour will lead to a specific outcome i , Ei is the evaluation of each consequence, and n is the number of salient outcomes. The subjective norm (SN) is represented as a function of a normative structure ($NBjMCj$), where NBj is the perceived expectation that referent j thinks the individual should perform the behaviour. MCj is the consumer's motivation to comply with referent j , and k is the number of salient referents.

To put TRA into simple terms, a person's behaviour is predicted by his/her attitudes toward that behaviour and how that person thinks other people would view them if he/ she performed the behaviour. A person's attitude, combined with subjective norms, forms his/her behavioural intention. If a person intends to behave in a particular way then it is likely that the person will do it. Also, a consumer's intention to behave in a certain way is likely to be influenced by the normative social beliefs held by the consumer. Besides, TRA tends to predict intention to perform behaviour by consumer's attitudes toward that behaviour rather than by consumer's attitudes toward a product or service.

Therefore, TRA is appropriate for this study in explaining Thai Metrosexuals behaviour in buying clothes. The ability of the theories in predicting and explaining consumer behaviour has been confirmed in a large number of studies (Manstead 2004). For that reason, they examined correlation among the model's constructs and concluded that actual behaviour can be predicted by behavioural intentions rather than attitudes; and behavioural intentions, in turn, can be predicted by attitudes and subjective norm. Finally, in this study, the original model has been modified to add self-image to enhance the predictability of Thai Metrosexuals behaviour toward clothing buying. Self-image is significant because men have purchased grooming products including clothes for the creation, development, and maintenance of their "self-image" (Sturrock & Pioch 1998; Thompson & Hirschman 1995), which portrays the image of a well-groomed working person, a sophisticated urban guy who has good taste and a fashionable lifestyle in this context. Therefore, the modified framework will clarify Thai Metrosexuals behaviour regarding the purchase of clothes.

2.5 The review of influential variables

In this study, the researcher has focused on certain variables that have appropriate and relevant attributes in order to explain Metrosexuals behaviour toward the purchase of clothes in Thai context. These comprise the following variables.

Attitudes

Although, there is no single and universally accepted definition of 'attitude', social psychologists use the term to refer to a relatively enduring tendency to respond to someone or something in a way that reflects a positive or a negative evaluation of that person or thing (Manstead 2004). In addition, any different aspects of attitude concept have been stressed in definitions offered by different authors. Kotler (2000) proposed that attitude is a person's enduring favourable or unfavourable evaluation of emotional feelings and action tendencies toward some object or idea. Lundberg (1999) defined attitude as the general set of the organism as a whole toward an object and situation which calls for adjustment. Hanna and Wozniak (2001) indicated that attitudes are consistent inclinations whether favourable or unfavourable, that people hold towards products, services, people, place, or events. Aacker (1999) refers to attitude as a way of thinking and the process of organising beliefs as a response to the perception that individuals have toward a certain object or situation. Eagly and Chaiken (1993) define attitudes as 'tendencies to evaluate an entity with some degree of favour or disfavour, ordinarily expressed in cognitive, affective, and behavioural responses.' Attitude is also defined as an implicit response with drive strength which occurs within the individual as a reaction to stimulus patterns and which affects subsequent overt responses (Mazis, Ahtola & Klippel 1975; Chaiken, Pomerantz & Giner-Sorolla 1995).

Many consumer researchers have commented on the topic of attitude as a central issue in studying consumer behaviour (Engle, Blackwell & Miniard 1993). Attitude is learned and formed when an individual is stimulated by personal experience (Wright & Lynch 1995). The process of attitude formation and attitude change are different and vary across individuals. The variation depends on the evaluation itself, such as its extremity (Judd & Lusk 1984), the strength of an individual's beliefs, the cognitive structure in which attitude is stored in memory, such as the strength of the link between the object and the evaluation (Fazio, Zanna & Cooper 1978), or the amount of information linked to the attitude (Wood & Kallgren 1988). Furthermore, subjective judgment (Gross, Holtz & Miller 1995), for example, the influence of other people (Ajzen & Fishbein 1980) is a key attitude attribute.

The three components of attitudes formation

The concept of attitudes has grown into a complex, multi-attribute model (Ajzen & Fishbein 1980; Lutz 1991). Several social scientists studied attitudes formation and structure from cognitive, affective, and behavioural (conative) responses (Luce 1999; Meloy 2000; Areni 2002). Further, Harell (2002) explained this formation to the field of consumer behaviour which reflects the belief of consumers with regard to messages, brands, products, or product characteristics.

Firstly, cognitive responses (beliefs) refer to the association between the attitude, object, and various attributes without influence by emotion. Cognitive responses include cognitions, knowledge, opinions, information, and inferences. Secondly, evaluative responses of the affective type consist of feelings, moods, emotions, and sympathetic nervous system activity which people experience in relation to attitude objects (i.e. like or dislike). In general, people who evaluate an attitude object favourably are likely to experience positive affective reactions in conjunction

with it. Thus affect is treated as one type of response through which people may express their evaluation. Lastly, behavioural (conative) responses consist of the overt actions that people exhibit in relation to the attitude object. The behavioural elements reflect the tendency to act positively or negatively. Additionally, behavioural responses can be regarded as intentions to act, not overt behaviour.

Hence, the three-component view of attitudes is a fundamental basis for assuming attitudes to be correlated with behaviour. Supporters of this school of thought include Petty and Cacioppo (1986), Eagly and Chaiken (1993), and Hoyer and MacInnis (1997). On the other hand, critics such as Festinger and Wicker (Manstead 2004) argued that attitudes may not be necessarily correlated with overt responses (inconsistency between what people say and what they do); therefore, the attitude concept should be abandoned. In case of Festinger's (cited in Manstead 2004) theory of cognitive dissonance, individuals are characterised by a need to maintain consistency between their cognitions. These cognitions can be about one's behaviour ('I told others that I really like to wear nice clothes') and about one's attitudes ('At the time, I wore clothes I did not like it'). For this reason, arguments on the attitude and behaviour relationship have been widely discussed since 1970 and studies on that relationship have developed and flourished.

Attitudes toward products

Attitudes toward a specific object cause intention to buy the product, which leads to purchase behaviour (Ajzen & Fishbein 1980: Fishbein & Ajzen 1975). Many researchers have confirmed the effect of attitudes on behavioural intention found in the reasoned action theory (Choo, Chung & Pysarchik 2004). Additionally, some scholars have studied the relationship between attitudes and purchase intention regarding shopping goods (Yoh et al. 2003) and cultural products (Lee & Littrell 2005). The

results indicated that consumers who had a more positive attitude toward a specific product had greater intention to purchase it than did consumers who had a less positive attitude.

In addition, attitudes were found to demonstrate a greater indicator than normative components (subjective norm) toward behavioural intention. For instance, Buttle and Bok (1996) confirmed that attitudes and beliefs played a stronger and more important role than did subjective norm or normative factors in determining the intention to stay at a hotel on the next business trip to South Korea.

Attitudes toward buying

In the aspect of buying, attitude has long been considered to be a relevant predictor of future purchase (Trafimow & Sheeran 1998). Perreault and McCarthy (2005) cited attitude as a major influential factor in the purchasing decision process. Schiffman and Kanuk (2004) stated that attitudes relevant to purchase behaviour are formed as a result of direct experience with the product, word-of-mouth information acquired from others, or exposure to mass media advertising. Bennett and Kassarjian (1983) explained why a consumer purchases a product or service through concepts such as attitudes, beliefs, and images, in addition to the cost considerations. Mintel (cited in Sturrock & Pioch 1998) claimed that men have slowly become comfortable with the general idea and the subsequent consumer behaviour of purchasing grooming products for themselves. In modern times this phenomena constitutes something of a paradigm shift in cultural practice within Thai society, which is the sole focus of the research.

The perceived consequences of consumption

Men consumed male grooming products in order to attract women, and to act as a pleasure (Sturrock & Pioch 1998). Therefore, attitudes toward buying are the influential factor relating to purchasing behaviour either directly or indirectly (Choo, Chung & Pysarchik 2004; Ajzen & Fishbein 1980; Lee & Littrell 2005; Yoh et al. 2003). As suggested by Fortin and Renton (2003), the attitudes toward buying a product are a function of the attitudes toward a product, the product's perceived attributes and the perceived consequences of consuming that product. Accordingly, attitudes toward clothing buying are likely to follow the prescribed function. As a result, there is a need to examine whether attitudes have an effect on Thai Metrosexuals consumers in buying clothes.

Self-image

The self-image construct has been added to the original model in order to enhance the predictability of Thai Metrosexuals behaviour toward clothing buying. Self-image is significant because men have purchased clothes for the creation, development, and maintenance of their "self-image", for example, because of their concern about staying attractive (Sturrock & Pioch 1998; Thompson & Hirschman 1995). Self-image refers to the perceptions people have of what they are like or the image they would like to project to others (Goldsmith, Moore & Beaudoin 1999). In this context, self-image of the group portrays the image of a well-groomed working person, a sophisticated urban guy who has good taste and a fashionable lifestyle.

As suggested by Goldsmith, Moore and Beaudoin (1999), self-image is related to self-concept. Self-concept in the sense of self-image is of interest to marketers because consumers select products that match their image. In other words, the concept of self-image has strategic implications for marketers as they can segment

their markets on the basis of relevant consumer self-images and then position their product or services as symbols of such self-images.

The self-concept refers to the beliefs a person holds about his or her own attributes, and how he or she evaluated these qualities. Although one's overall self-concept may be positive, there are parts of the self that are evaluated more positively than others (Solomon 2002). Self-concept permits the specific focus on the individual and allows the measurement of conscious determinants that shape a person's behaviour. The importance of the self-concept stems from the observation that consumers' feelings about themselves shape their consumption practices. According to Onkvisit and Shaw (1987), people learn their self-concepts through their interactions with the external environment, especially other people; and these thoughts and feelings about self, which is composed of body parts, psychological/intraorganismic processes, and personal identifying characteristics and attributes (Belk, Bahn & Mayer 1982), are stable and consistent. According to Wylie (cited in Malhotra 1981), the self-concept is a complex structure that can be described in three dimensions such as an ideal self (the person I would ideally like to be), an actual self (the person I am), and social self (the person as I believe other people see me); but it is usually thought of in two ways, an ideal and an actual self-concept. Some discussions of self-concepts also refer to other dimensions such as a social self, ideal social self, and expected self-image (Schiffman & Kanuk 2004). Therefore, self-concept is how we learn to perceive ourselves as others perceive us. Relationships with other people play a significant role in forming the self. We are constantly interpreting how others perceive the symbols we surround ourselves with. We adjust and pattern our behaviour based on others' expectations, meeting some and failing others. People often experience discrepancies between their actual and desired selves. According to Bennett and Kassarjian (1983), the individual has a specific perception of himself and his ego. The belief is that individuals perceive

products that they own or would like to own in terms of their meaning to themselves and others. If there is congruence between the symbolic image of the product and the image he holds of himself, there will be a greater probability for positive evaluations and ownership of that product or brand.

Many products particularly clothes are bought because a person is attempting to manifest a positive attribute or hide a negative aspect itself (Malhotra 1981). Self-concept may influence how consumers view advertising, brands, salespeople, and the way they interact with these stimuli (Onkvisit & Shaw 1987). Consumers frequently buy products that are congruent with or enhance their actual or ideal self-concept (Malhotra 1988). Belk, Bahn and Mayer (1982) also addressed that individuals do prefer products with images more similar to their images of themselves. In other words, many consumers select products and brands matching these images (Schiffman & Kanuk cited in Goldsmith, Moore & Beaudoin 1999). Products and services that affect personal appearance are far from being the only consumption decisions because these products convey information about a person.

Self-image may be an important concept to study in this context because clothes enhance male consumers' images. Self-image has an effect on purchase decisions for both females (Kim et al. 2002) and males (Dodd, Linaker & Grigg 2005). Though, most of the work reviewed the relationship between self-image construct and women. The number of studies regarding the relationship between male consumers and self-image were quite limited, as can be seen in the following. Dodd, Linaker and Grigg (2005) found that self-image had a stronger impact upon homosexual than heterosexual males while shopping for clothing because the self-image somewhat moderated the negative aspects of homosexuals' life. Sturrock and Pioch (1998) suggested that men consume male grooming products, not only for their tangible benefits, but also for their intangible attributes, namely self-image.

Subjective norm

Subjective norm refers to most people who are important to the person think that person should or should not perform the behaviour in question (Ajzen & Fishbein 1980). Generally, consumers have the tendency to conform to the expectations of others (Bearden et al. cited in Hu & Jasper 2006). Subjective norm is one of the significant components that determine behavioural intention (Ajzen & Fishbein 1980; Choo, Chung & Pysarchik 2004; Fishbein & Ajzen 1975), particularly consumers' purchasing intentions (McNally 2002).

As indicated by Bennett and Kassarjian (1983), the single most influential group in the consumption behaviour pattern of an individual is the family group. Typically men have the roles of decision-maker on the purchase of durable goods; women generally take the role of decision-maker on grocery and household items (Sidin et al. 2004). However, within the family many decisions are not made unilaterally, but rather some combination of nuclear family members, is the decision-making unit. The perceptions of family members tend to influence the other in buying various products. Therefore, it links to this study in terms of investigating whether family members have some influence on Thai Metrosexuals in buying clothes.

Webster (2000) also found that a female spouse influenced the decision-making power in a male-dominant society. Tuladramakul, Pajongwong and Unardirekul (1988) also supported the idea that Thai male governmental officers asked the opinion of their wives when buying clothing. Yoh et al. (2003) indicated that consumers who perceived social acceptance from friends or family had greater intention to purchase apparel via the Internet than did consumers who did not. According to Weber & Villebonne (2002), culture has a significant impact on consumer behaviour because the components of culture dictate individuals' behaviour. As a result, different cultures will generate different behaviours. The cultural

component was found to be weaker on attitudes toward buying products than normative factors for Asian consumers, namely Korean (Chung & Pysarchik 2000).

Therefore, subjective norm for Thai Metrosexuals in buying clothing should encompass close friends, family members, and work colleagues.

Purchase intention and purchase

The major benefit of TRA is that it explains and predicts purchasing behaviour utilising purchase intentions as a mediator (Ryan & Bonfield 1975). On the other hand, Albrecht and Carpenter (Choo, Chung & Pysarchik 2004) have questioned the mediating role of behavioural intention in purchase behaviour and have argued that there is a direct causal relationship between attitudes and behaviour. However, most researchers have demonstrated the validity of behavioural intention as a moderating variable of behaviour in various research settings. For example, Bock and Kim (2002) studied knowledge management in Korean public organisations and indicated that the behavioural intention to share knowledge was highly correlated with an employee's actual knowledge-sharing behaviour. Choo, Chung and Pysarchik (2004) confirmed that intention to buy is a predictor of the actual purchase of processed food for highly innovative consumers in India. Therefore, in this study, it is expected that the effect of intention to buy will significantly mediate the purchase of clothes.

2.6 Conceptual background and hypotheses development

To finally conclude, the overview of literature review indicates gap and opportunities in adding the self-image variable to the original theory of reasoned action proposed by Ajzen and Fishbein (1980).

Ajzen & Fishbein 1980; Fishbein &
Ajzen 1975; Hansen, Jensen & Solgaard
2004; Lee, Qu & Kim 2007; Manstead
2004; Wan, Luk & Chow 2005;
Nysveen, Pederson & Thorbjørnsen
2005

Choo, Chung & Pysarchik 2004; Fortin
& Renton 2003; Lee & Littrell 2005;
Shih & Fan 2004; Weber & Villebonne
2002; Yoh et.al 2003

Chung&Pysarchik 2000; Hu&Jasper
2006; Mooij 2004; Tuladramakul,
Pajongwong & Unardirekul 1988;
Webster 2000; Yoh et.al 2003

Ajzen & Fishbein 1980; Bock&Kim
2002; Choo, Chung & Pysarchik 2004;
Fishbein & Ajzen 1975; Peter & Olson
2008; Ryan & Bonfield 1975

The theory of reasoned action (TRA)

• Attitudes toward act

Implicit and strong responses of the individual toward a stimulus influencing subsequent overt response

• Subjective norm

Most people who are important to the person think that person should or should not perform the behaviour in question

• Behavioural intention & Purchase

A plan to perform an actual purchase & The integration processes of evaluating choice and then choosing products

Self-image

Dodd,Linaker& Grigg 2005;
Goldsmith,Moore & Beaudoin
1999; Onkvisit & Shaw 1987;
Schiffman & Kanuk 2004;
Solomon 2002; Sturrock&Pioch
1998;Thompson& Hirschman
1995



The conceptual model (The modified TRA)

It is hoped that examining Thai Metrosexuals' behaviour toward clothing buying would help extend the existing knowledge by fulfilling the gaps in the literature, and help better understand this particular male segmentation of the Thai market. Since male consumers are changing the way of consumption. Today men use clothing as forms of showing their values and expressing their moods and attitudes. Hence, male consumers, namely Metrosexuals, may offer a new body of knowledge to this area. Further, the results would provide marketing practitioners with useful information to develop suitable marketing programs and plans to be in line with the targets' needs and expectations.

In this study, the modified theory of reasoned action is used to explain clothing buying behaviour of Thai Metrosexuals. The following hypotheses are developed accordingly.

Hypothesis 1

$H1_0$: Attitudes toward clothing buying **do not have a positive effect** on purchase intention of clothes.

$H1_1$: Attitudes toward clothing buying **have a positive effect** on purchase intention of clothes.

Hypothesis 2

$H2_0$: Self-image **does not have a positive effect** on purchase intention of clothes.

$H2_1$: Self-image **has a positive effect** on purchase intention of clothes.

Hypothesis 3

- $H3_0$: Subjective norm **does not have a positive effect** on purchase intention of clothes.
- $H3_1$: Subjective norm **has a positive effect** on purchase intention of clothes.

Hypothesis 4

- $H4_0$: Attitudes toward clothing buying **do not have a positive effect** on the purchase of clothes.
- $H4_1$: Attitudes toward clothing buying **have a positive effect** on the purchase of clothes.

Hypothesis 5

- $H5_0$: Self-image **does not have a positive effect** on the purchase of clothes.
- $H5_1$: Self-image **has a positive effect** on the purchase of clothes.

Hypothesis 6

- $H6_0$: Subjective norm **does not have a positive effect** on the purchase of clothes.
- $H6_1$: Subjective norm **has a positive effect** on the purchase of clothes.

Hypothesis 7

- $H7_0$: Purchase intention of clothes **does not have a positive effect** on the purchase of clothes.
- $H7_1$: Purchase intention of clothes **has a positive effect** on the purchase of clothes.

Chapter 3

Research Methodologies

The previous chapter reviewed the relevant literature associated with clothing industry in Thailand, the importance of male consumer, particularly Thai Metrosexuals, and the theory of reasoned action as a theoretical framework that lead to the formulation of the conceptual framework and seven hypotheses. To examine these hypotheses, an appropriate research methodology has been developed and is detailed in this chapter. This chapter is divided into six sections, which begin with target population and sample in Section 3.1, followed by conceptual and operational definitions in Section 3.2. Section 3.3 describes the research instrument with the discussion on pre-testing questionnaire in Section 3.4. Section 3.5 deals with the data collection while Section 3.6 explains the data analysis at last.

3.1 Target population and sample

Target population

The target population in this study is Thai Metrosexuals which refer to Thai men in Bangkok metropolitan aged of 25 to 55 years whose occupation is categorized into three groups including private sector officer, business owner, and government officer and their education level belong to at least bachelor degree. In addition, they perceive importance of clothing and physical looks. The reason of selecting this group as Thai Metrosexuals is based on a qualitative study with a snowball technique of Ogilvy & Mather Advertising in defining the Bangkok Metrosexuals (Wiriyapunditkul 2006). Further, during this age span men are in their working period, earning their own income (Cosmeticsdesign 2005). Therefore, during this period of life Thai men have sufficient purchase power to buy products such as clothes.

Sample size

Department of Provincial Administration (2007) has reported that the total population of Thai males in Bangkok aged 25 to 55 years was approximately 1.3 million in 2006. The size of sample in this study is decided on the absolute sample size. According to Veal (2005), there is a popular misconception that the size of a sample should be decided on the basis of its relationship to the size of the population and that it is the absolute size of the sample regardless of the size of the population is most important. To determine the absolute size, the required level of precision in the results, the level of detail in the proposed analysis, and the available budget are taken into account. The absolute sample size of 400 would give a confidence interval for a finding of 50 percent of plus or minus 4.9 percent (Veal 2005). Therefore, a sample of 400 would be adequate for this study as elaborated in the table below.

Table 3.1: Sample size of the research study

Occupation Education level	Private sector officer	Business owner	Government officer	Sample
Bachelor Degree	236	28	55	319
Graduate or Higher	31	25	25	81
Total	267	53	80	400

Sampling method

A non-probability convenience sampling procedures has been used in this study. Thai male consumers, who were shopping in leading department stores in Bangkok metropolitan, were target group of the study. Two department stores, namely The Mall Department Store and Robinson Department Store, were chosen because they exhibit the highest amount of registered capital, as reported by Business Registration Statistics (2006). In addition, they are recognised as leading department stores, with a dedicated male division and regularly promote numerous campaigns related to men's products. Random sampling was then used to select branches of department stores. As a result, three branches of each department store were chosen at random.

Bangkok has been targeted for the collection sample of this study for three reasons. Firstly, it is the capital of Thailand, where many department stores and large shopping malls are located and people with high incomes reside (Shopping in and around Bangkok Thailand 2006). As a result, this increases the opportunity for the shopping mall-intercept approach, which can be employed as a convenient sampling design. In addition, this enhances a high return rate of the questionnaire distribution for this study. Secondly, the target group lives mainly in Bangkok since this city is an urban metropolis where residents are highly competitive and involved in career development. Thirdly, unlike Bangkok male residents, rural men are not as likely to groom themselves because the lifestyles there are less competitive and relatively relaxed.

3.2 Conceptual and operational definitions

This section describes the measurement of the conceptualisation and operationalisation of variables in the framework. The measurement process in the study involves both conceptualising and operationalising each variable or concept of interest.

Key variables

Attitudes toward clothing buying are implicit and strong responses of the individual toward a stimulus influencing subsequent overt responses (Mazis, Ahtola & Klippel 1975; Chaiken, Pomerantz & Giner-Sorolla 1995) i.e. buying clothes.

Self-Image is the perceptions individuals have of what they are like (Goldsmith, Moore & Beaudoin 1999). In this context, self-image portrays the image of a well-groomed working person, a sophisticated urban guy who has good taste and a fashionable lifestyle.

Subjective norm refers to most people who are important to the person think that person should or should not perform the behaviour in question (Ajzen & Fishbein 1980).

Purchase intention is a plan to perform an actual purchase of the particular product (Peter & Olson 2008).

Purchase behaviour is the integration processes of evaluating choice alternatives and then choosing products (Peter & Olson 2008). Generally, purchase behaviour is determined by a behavioural intention to buy.

Operation definitions

Table 3.2: The measurement scales of variables

Variables	Question no.	Measurement Scales
Attitudes toward clothing buying	Q1-Q6	Interval scale
Self-Image	Q7-Q11	Interval scale
Subjective norm	Q12-Q16	Interval scale
Purchase intention	Q17-Q20	Interval scale
Purchase behavior	Q21-Q22	Ratio scale

In addition to the variables mentioned above, there are additional variables used in order to thoroughly describe the characteristics of the sample in Section 1. These variables include age, marital status, personal average income, place to purchase clothes.

3.3 Research instrument

The research instrument has been developed from a comprehensive review of relevant literature focusing on male consumer behavior in purchasing decisions. Most of the questions are based on previous research. Only some questions are modified to apply to the research site, Thailand. The questions have been initially written in English, and then translated into Thai. Corrections have been made on the basis of changes in the translation.

The questionnaire instrument is organised into two sections: (1) general data of respondents; and (2) opinions about clothing buying which consist of attitudes toward clothing buying, self-image, subjective norm, purchase intention, and purchase behaviour.

Section I: General data

The general data increase value to the research topic including age, marital status, personal average income, place where the clothes are purchased. Such information thoroughly describes the characteristics of sample.

Section II: Opinions about clothing buying

This section comprises 22 questions asking the respondents to indicate their opinions on the statements relating to key measured variables as follows.

Attitudes toward clothing buying - The questions consists of six statements. The work of Wu and Jang (2008) was employed for the standard questions with the score 0.93 for reliability analysis.

Self-image - The measures of self image were developed from "The cloth shopping dependency scale" of Dodd, Linaker, and Grigg (2005). The reliability of question items using Cronbach's Coefficient alpha is 0.86.

Subjective norm - The measures of subjective norm were based on the work of Wu and Jang (2008), with a score of reliability of 0.88.

Purchase intention - The standard questions have come from the study of Teng, Laroche, and Zhu (2007). The reliability of question items using Cronbach's Coefficient alpha is 0.86.

Purchase behaviour - The measure purchase behaviour includes two items. Firstly, "How many times do you buy clothes for yourself every 3 months" has originated from a study called "Antecedents to new food product purchasing behaviour among innovators groups in India" (Choo, Chung & Pysarchik 2004). Secondly, "How much would you spend on clothes purchasing every 3 months" has been derived from George's (2004) work entitled "The theory of planned behaviour and Internet purchasing."

Table 3.3: Summary of previous studies for research instrument

Variables	Standard Question	References
Attitudes toward the act	<ul style="list-style-type: none"> - The advertised MP3 player made me feel happy. - The advertised MP3 made me feel good. - The advertised MP3 player made me feel joyful. 	Wu & Jang (2008), 'The moderating role of referent of focus on purchase intent for consumers with varying levels of allocentric tendency in a collective culture', <i>Journal of International Consumer Marketing</i>
Self-image	<ul style="list-style-type: none"> - Wearing my favourite designer/branded clothes gives me confidence. - I don't feel it is important to keep up with the latest trends in clothing fashion. - I use clothes to emphasize my physical attributes. - I don't purchase designer labeled clothes on a regular basis. - I use clothes to sexually attract others 	Dodd, Linaker & Grigg (2005), 'He's gotta have it: shopping dependence and the homosexual male clothing consumer', <i>Journal of Consumer Behaviour</i>

Variables	Standard Question	References
Subjective norm	<ul style="list-style-type: none"> - Most people who are important to me think I should buy this MP3 player. - The people who I listen to could influence me to buy this MP3 player. - Close friends and family members think it is a good idea for me to buy the advertised MP3 player. 	Wu & Jang (2008), 'The moderating role of referent of focus on purchase intent for consumers with varying levels of allocentric tendency in a collective culture', <i>Journal of International Consumer Marketing</i>
Purchase intention	<ul style="list-style-type: none"> - I would definitely intend to buy the digital camera. - I absolutely consider buying the digital camera. - I definitely expect to buy the digital camera. - I absolutely plan to buy the digital camera. 	Teng, Laroche & Zhu (2007), 'The effects of multiple-ads and multiple-brands on consumer attitude and purchase behavior', <i>Journal of Consumer Marketing</i>
Purchase behaviour	<ul style="list-style-type: none"> - How many times did you buy processed/packaged... (the assigned food) within the last month? 	Choo, Chung & Pysarchik (2004), 'Antecedents to new food product purchasing behavior among innovator groups in India', <i>European Journal of Marketing</i>
	<ul style="list-style-type: none"> - How much would you say you spend on Internet purchases each month? 	George (2004), 'The theory of planned behavior and Internet purchasing', <i>Internet Research</i>

3.4 Pre-testing questionnaire

As suggested by Cavana, Delahaye and Sekaran (2001), the researcher should conduct pre-tests before using the questionnaire to gather data. Among the most important pre-tests are face validity and pilot study which have been employed in this

study. Face validity is concerned about the aspect of validity whilst pilot study is concerned about the aspect of reliability. Validity tests how well an instrument measures the particular concept it is supposed to measure, while reliability tests how consistently a measuring instrument measures a particular concept.

Face validity indicates that the questionnaire items are clear and understandable to the subjects and it is usually tested by giving the questionnaire to a sample of respondents to measure their reaction to the items. To achieve face validity, questionnaires were given to 5 experts in the marketing field. Appropriate time is given for them to answer the questionnaires. After each expert finished answering the questions, a discussion was conducted if any wording or instructions were unclear or confusing. Feedback was obtained for the modification of measurement.

A pilot study was performed to test the reliability of the research instrument before the actual data collection. To measure reliability for this research, inter-item consistency reliability, which is a test of consistency of respondents' answers to all the items in a measure, was employed. The method of Cronbach's coefficient alpha was selected because it is the most popular test of inter-item consistency reliability. Cronbach's coefficient alpha is computed in terms of the average intercorrelations among the items measuring the concept (Sekaran 2003). The closer Cronbach's coefficient alpha is to 1, the higher the internal consistency reliability (Zikmund 2000). As suggested by Cavana, Delahaye and Sekaran (2001), the number of pilot respondents should be approximately 30 subjects. Therefore, the pilot test was conducted by distributing questionnaires to 31 Thai male consumers who closely resembled the target population. According to a criterion of 0.7 recommended by Nunnally (1978), the value of Cronbach's coefficient alpha ranges from 0.7 to 0.8. Consequently, this questionnaire was employed for the actual survey.

3.5 Data collection

Data collection was performed from September to October 2009 after the pilot test. The survey was conducted in two department stores located in the area of Bangkok metropolitan such as The Mall Department Store and Robinson Department Store.

In order to collect data and distribute questionnaires, a third party was employed and provided three research assistants. Before collecting data, they were trained by emphasizing a comprehension of question items in the survey, good communication skill, and proper manner in which they are affected toward respondents' reactions and willingness to co-operate. The research assistants approached the targeted respondents and asked them to participate in the survey on a voluntary basis. If a subject refuses, the research assistant will record the number to further calculate the response rate. If a subject accepts, the research assistant will ask the screening questions to ensure that the subject is (1) 25 to 55 years old; (2) private sector officer, business owner, or government officer; and (3) at least holding bachelor degree.

The data collection ended when 600 subjects were approached. 157 subjects refused to participate in this survey while 443 respondents accepted to fill out questionnaires. Next, the research assistants gathered all returned questionnaires and gave them to the researcher. 18 of the returned questionnaires were incomplete and unusable. Therefore, the final usable questionnaires were 425, representing a response rate of 71 percent.

3.6 Data analysis

The Statistical Package for the Social Sciences program (SPSS) version 15.0 is used in this study with a 0.05 level of significance for all of the statistical assessments. The data of returned questionnaires were entered into the SPSS version 15.0. Next, the data set was screened and examined for incorrect data entry and missing values. The common analytical tools used to analyze data in this study are descriptive statistics and inferential statistics. As suggested by Zikmund (2000), descriptive statistics are used to describe or summarise information about characteristics of the sample while inferential statistics are used to make inferences or judgements about a population on the basis of a sample. Additionally, inferential statistics help establish relationships among variables, in which the conclusion are drawn and decisions made as to whether the collected data relates to the original hypotheses (Salkind 2000). In this study, descriptive statistics including means, standard deviations, frequencies, and percentages are first employed and then inferential statistics such as regression analysis are applied to test the hypotheses. Regression analysis has been chosen because this is a statistical method used to examine effects of independent variables on a dependent variable (Cavana, Delahaye & Sekaran 2001). In this research, simple regression analysis is employed for all hypotheses to test whether one independent variable affects a dependent variable.

Chapter 4

Data Findings and Analysis

The prior chapter provides a detailed discussion on the research methodology employed in this study. Chapter 4 aims to present the data collected from the survey and illustrates data findings and analysis using SPSS software package version 15.0 in order to test hypotheses one to seven formulated in the previous chapter. This chapter comprises four sections. Section 4.1 presents the profile of research respondents. Section 4.2 describes the descriptive analysis. This is followed by Section 4.3, which discusses the hypotheses testing. Lastly, Section 4.4 summarises the results of data findings.

4.1 Profile of research respondents

A sample of 425 Thai male consumers aged 25 to 55 years and had the education level in bachelor or higher degrees who perceive importance of clothing and physical looks and shop in the Bangkok metropolitan area served as participants in this study. In this section, the profile of research respondents is discussed, followed by the result of descriptive statistics of key variables in the next section.

Table 4.1: Socio-demographic characteristics of respondents

Characteristics	Description	Frequencies (n = 425)	Percent (%)
Age	25-29 years	148	34.8
	30-34 years	90	21.2
	35-39 years	48	11.3
	40-44 years	60	14.1
	45-49 years	37	8.7
	50-55 years	42	9.9
Marital status	Single	264	62.1
	Married	158	37.2
	Others	3	0.7
Personal Average Income	10,000 – 12,500 Bht.	90	21.2
	12,5001 – 15,000 Bht.	38	8.9
	15,001 – 17,500 Bht.	42	9.9
	17,5001 – 20,000 Bht.	22	5.2
	20,001 – 30,000 Bht.	54	12.7
	30,001 – 40,000 Bht.	47	11.1
	40,001 – 50,000 Bht.	37	8.7
	50,001 Bht. or higher	95	22.4

Considering the profile of respondents, the largest age groups are 25-29 (34.8%), followed by age group of 30-34 (21.2%) whereas the smallest age groups are 45-49 (8.7%). Over half of the respondents are single (62.1%). Nearly 40% are married. The remaining is separated, widow, and divorced. Of all respondents, about 22% earn a personal average income between 50,001 Baht or higher, followed by a group of 10,000 and 12,500 Baht (21.2%), a group of 20,001 and 30,000 Baht (12.7%),

and a group of 30,001–40,000 Baht (11.1%). The details of socio-demographic characteristics of respondents are summarised as shown in Table 4.1.

Table 4.2: Location in purchasing clothes

Locations	Frequencies	Percent (%)
Department stores	398	93.6
Designer stores	27	6.4%
Internet	13	3.1%
Others	92	21.6%

In the aspect of location to purchase clothes, the respondents mostly buy clothes from department stores (93.6%), others (21.6%), designer stores (6.4%), and Internet (3.1%), as in Table 4.2. Interestingly, the respondents prefer to purchase clothes from abroad, small shops, street stalls and clothes exhibition or trade fair, which are specified in others.

4.2 Descriptive statistics

In this section, descriptive statistics such as means and standard deviation are employed to analyse key variables.

Attitudes toward clothing buying

Attitudes toward clothing buying are the first key variable comprising six items. Respondents were asked to indicate their opinion on each statement based on a five-point Likert scale from (1) 'strongly disagree' to (5) 'strongly agree.' The result is detailed below.

Table 4.3: Descriptive statistics of attitudes toward clothing buying

Attitudes toward clothing buying	n	Mean	Standard deviation
I believe clothes enhance my self-image.	425	4.42	0.761
Clothing buying made me feel good.	425	3.97	0.876
Clothing buying made me feel happy.	425	3.84	0.919
Clothing buying made me feel joyful.	425	3.50	0.922
I am likely to buy clothes when I have free time.	425	3.02	1.021
Clothing buying wastes my time.	425	2.72	1.035

The top three highest average scores are 'I believe clothes enhance my self-image' (4.42); 'Clothing buying made me feel good' (3.97); and 'Clothing buying made me feel happy' (3.84) on the other hand the lowest average score is 'Clothing buying wastes my time' (2.72). Based on the scores, the respondents believe clothes associated with their self-image. They feel good and happy while buying clothes. Further, they are unlikely to have negative attitudes toward time spending on buying clothes.

Self-image

Self-image is the second key variable comprising five items. Respondents were asked to indicate their opinion on each statement based on a five-point Likert scale from (1) 'strongly disagree' to (5) 'strongly agree.' The result is detailed below.

Table 4.4: Descriptive statistics of self-image

Self-image	n	Mean	Standard deviation
I use clothes to emphasise my physical attributes	425	3.98	0.928
Wearing my favourite branded clothes gives me confidence.	425	3.87	1.068
I don't purchase designer labelled clothes on a regular basis.	425	3.58	1.107
I do not feel it is important to keep up with the latest trends in clothing fashion.	425	3.52	1.120
I use clothes to sexually attract others.	425	3.36	1.189

The top three highest average scores are 'I use clothes to emphasise my physical attributes' (3.98); 'Wearing my favourite branded clothes give me confidence' (3.87); and 'I don't purchase designer labelled clothes on a regular basis' (3.58) whereas the lowest average score belongs to 'I use clothes to sexually attract others' (3.36). Based on the scores, the respondents perceive their physical attributes is the most important, followed by confidence. Besides, they buy not only designer labelled clothes but also other types. However, they are less likely to use clothes to sexually attract others.

Subjective norm

Subjective norm is the third key variable comprising five items. Respondents were asked to indicate their opinion on each statement based on a five-point Likert scale from (1) 'strongly disagree' to (5) 'strongly agree.' The result is detailed below.

Table 4.5: Descriptive statistics of subjective norm

Subjective norm	n	Mean	Standard deviation
Work colleagues think it is a good idea for me to buy clothes.	425	3.70	0.814
Close friends think it is a good idea for me to buy clothes.	425	3.66	0.892
Family members think it is a good idea for me to buy clothes.	425	3.66	0.906
Most people who are important to me think I should buy clothes.	425	3.33	0.944
The people who I listen to could influence me to buy clothes.	425	3.16	1.055

The highest average score is 'Work colleagues think it is a good idea for me to buy clothes' (3.70), followed by 'Close friend think it is a good idea for me to buy clothes' and 'Family members think it is a good idea for me to buy clothes' at the same average score of 3.66. The lowest average score is 'The people who I listen to could influence me to buy clothes' (3.16). Based on the scores, work colleague is the most influence for the respondents in buying clothes. The next important group are close friends and family members.

Purchase intention

Purchase intention is the fourth key variable comprising four items. Respondents were asked to indicate their opinion on each statement based on a five-point Likert scale from (1) 'strongly disagree' to (5) 'strongly agree.' The result is detailed below.

Table 4.6: Descriptive statistics of purchase intention

Purchase intention	n	Mean	Standard deviation
I absolutely consider buying clothes.	425	4.27	0.818
I absolutely plan to buy clothes.	425	3.93	1.061
I definitely expect to buy clothes.	425	3.75	0.896
I would definitely intend to buy clothes.	425	3.71	1.044

The top three average scores are 'I absolutely consider buying clothes' (4.27); 'I absolutely plan to buy clothes' (3.93); and 'I definitely expect to buy clothes' (3.75) while the lowest average score is 'I would definitely intend to buy clothes' (3.71). Based on the scores, the respondents show an absolute plan to buy clothes in the near future.

Purchase behaviour

Purchase behaviour is the last key variable comprising two items. Respondents were asked to indicate the number of times they buy clothes for themselves and the amount of money they spend on clothes purchasing every 3 months. Based on the scores, the average amount of money that the respondents spend for clothes is 5,335.43 Baht per quarter. In addition, the average number of times that the respondents make a purchase for clothes is about three times every 3 months or once a month. The result is detailed below.

Table 4.7: Descriptive statistics of purchase

Purchase	n	Mean	Standard deviation
How many times do you buy clothes for yourself every 3 months?	425	2.97	2.435
How much would you spend on clothes purchasing every 3 months?	425	5,335.43	6,796.630

4.3 The hypotheses testing

It is noted that the level of significance at 0.05 ($p < 0.05$) is employed in all of the statistical assessments in this study. Statistical analysis is conducted with the use of the software packages, SPSS version 15.0 for Windows.

Preliminary analysis is performed to provide an initial picture of the interrelationships among five variables of interest. The results of correlation analysis derived from the Pearson's correlation are tabulated in Table 4.8. There are intercorrelations among those five variables including attitudes toward clothing buying, self-image, subjective norm, purchase intention, and purchase. All variables are significantly correlated with each other ranging from 0.128 to 0.527 at 0.01 ($p < 0.01$). However, the strength of the correlations is low and indicates positive direction among five variables. Later, Simple Regression analysis is used to test all hypotheses from hypothesis 1 to 7. The results and interpretation are discussed below.

Table 4.8: Correlations of research variables

Research variables	attitudes toward buying	Self-image	Subjective norm	Purchase intention	Purchase
attitudes toward clothing buying	1				
self-image	.431(**)	1			
Subjective norm	.423(**)	.339(**)	1		
purchase intention	.527(**)	.368(**)	.464(**)	1	
Purchase	.228(**)	.217(**)	.128(**)	.187(**)	1

** Correlation is significant at the 0.01 level (2-tailed)

Hypothesis 1: Attitudes toward clothing buying have a positive effect on purchase intention of clothes.

To test hypothesis 1, a simple regression analysis was employed to examine whether attitudes toward clothing buying have a positive effect on purchase intention of clothes.

Table 4.9: Simple regression results for Hypothesis 1**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.527 ^a	.278	.276	.59817

a. Predictors: (Constant), Attitudes

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	58.283	1	58.283	162.888	.000 ^a
	Residual	151.352	423	.358		
	Total	209.635	424			

a. Predictors: (Constant), Attitudes

b. Dependent Variable: Purchase intention

Coefficients^a

Model	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
1	(Constant)	1.611	.182	8.852	.000
	Attitudes	.625	.049	.527	12.763

a. Dependent Variable: Purchase intention

Table 4.9 reports the findings of simple regression analysis. At the level of 0.05 ($p < 0.05$), attitudes toward clothing buying significantly explains 27.8 percent (R^2) of the variance in purchase intention ($F = 162.888$, $p < 0.001$). The data also indicates that a standardized coefficient beta for attitudes toward clothing buying is positive ($\beta = 0.527$) and is significant since $p < 0.001$. This means that attitudes toward clothing buying is associated with purchase intention and is significant explanatory variable for Thai Metrosexuals' purchase intention. Therefore, hypothesis 1 is supported.

Hypothesis 2: Self-image has a positive effect on purchase intention of clothes.

To test hypothesis 2, a simple regression analysis was employed to examine whether self-image has a positive effect on purchase intention of clothes.

Table 4.10: Simple regression results for Hypothesis 2**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.368 ^a	.135	.133	.65468

a. Predictors: (Constant), Self-image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.334	423	28.334	66.107	.000 ^a
	Residual	181.301		.429		
	Total	209.635				

a. Predictors: (Constant), Self-image

b. Dependent Variable: Purchase intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.255	.205	.368	10.975	.000
	Self-image	.512	.063		8.131	.000

a. Dependent Variable: Purchase intention

Table 4.10 reports the findings of simple regression analysis. At the level of 0.05 ($p < 0.05$), self-image significantly explains 13.5 percent (R square) of the variance in purchase intention ($F = 66.107$, $p < 0.001$). The data also indicates that a standardized coefficient beta for self-image is positive ($\beta = 0.368$) and is significant since $p < 0.001$. This means that self-image is associated with purchase intention and is significant explanatory variable for Thai Metrosexuals' purchase intention. Therefore, hypothesis 2 is supported.

Hypothesis 3: Subjective norm has a positive effect on purchase intention of clothes.

To test hypothesis 3, a simple regression analysis was employed to examine whether subjective norm has a positive effect on purchase intention of clothes.

Table 4.11: Simple regression results for Hypothesis 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.464 ^a	.215	.213	.62379

a. Predictors: (Constant), Subjective norm

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.042	1	45.042	115.757	.000 ^a
	Residual	164.593	423	.389		
	Total	209.635	424			

a. Predictors: (Constant), Subjective norm

b. Dependent Variable: Purchase intention

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	2.190	.162	13.503	.000
	Subjective norm	.490	.046		

a. Dependent Variable: Purchase intention

Table 4.11 reports the findings of simple regression analysis. At the level of 0.05 ($p < 0.05$), subjective norm significantly explains 21.5 percent (R square) of the variance in purchase intention ($F = 115.757$, $p < 0.001$). The data also indicates that a standardized coefficient beta for subjective norm is positive ($\beta = 0.464$) and is

significant since $p < 0.001$. This means that subjective norm is associated with purchase intention and is significant explanatory variable for Thai Metrosexuals' purchase intention. Therefore, hypothesis 3 is supported.

Hypothesis 4: Attitudes toward clothing buying have a positive effect on the purchase of clothes.

To test hypothesis 4, a simple regression analysis was employed to examine whether attitudes toward clothing buying have a positive effect on the purchase of clothes.

Table 4.12: Simple regression results for Hypothesis 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.228 ^a	.052	.050	6,625.321

a. Predictors: (Constant), Attitudes

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.0E+009	1	1018801343	23.210	^a
	Residual	1.9E+010	423	43894876.77		
	Total	2.0E+010	424			

a. Predictors: (Constant), Attitudes

b. Dependent Variable: Purchase

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4253.562	2016.155		-2.110	.035
	Attitudes	2611.717	542.111	.228	4.818	.000

a. Dependent Variable: Purchase

Table 4.12 reports the findings of simple regression analysis. At the level of 0.05 ($p < 0.05$), attitudes toward clothing buying significantly explains 5.2 percent (R^2) of the variance in the purchase of clothes ($F = 23.210$, $p < 0.001$). The data also indicates that a standardized coefficient beta for attitudes toward clothing buying is positive ($\beta = 0.228$) and is significant since $p < 0.001$. This means that attitudes toward clothing buying is associated with the purchase of clothes and is significant explanatory variable for Thai Metrosexuals' purchase of clothes. Therefore, hypothesis 4 is supported.

Hypothesis 5: Self-image has a positive effect on the purchase of clothes.

To test hypothesis 5, a simple regression analysis was employed to examine whether self-image has a positive effect on the purchase of clothes.

Table 4.13: Simple regression results for Hypothesis 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.217 ^a	.047	.045	6,643.024

a. Predictors: (Constant), Self-image

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.2E+008	1	919441404.4	20.835	^a .000 ^a
	Residual	1.9E+010	423	44129770.24		
	Total	2.0E+010	424			

a. Predictors: (Constant), Self-image

b. Dependent Variable: Purchase

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant) -4064.967	2084.502		-1.950	.052
	Self-image 2918.526	639.392	.217	4.565	.000

a. Dependent Variable: Purchase

Table 4.13 reports the findings of simple regression analysis. At the level of 0.05 ($p < 0.05$), self-image significantly explains 4.7 percent (R square) of the variance in purchase intention ($F = 20.835$, $p < 0.001$). The data also indicates that a standardized coefficient beta for self-image is positive (beta = 0.217) and is significant since $p < 0.001$. This means that self-image is associated with the purchase of clothes and is significant explanatory variable for Thai Metrosexuals' purchase of clothes. Therefore, hypothesis 5 is supported.

Hypothesis 6: Subjective norm has a positive effect on the purchase of clothes.

To test hypothesis 6, a simple regression analysis was employed to examine whether subjective norm has a positive effect on the purchase of clothes.

Table 4.14: Simple regression results for Hypothesis 6

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.128 ^a	.016	.014	6,749.021

a. Predictors: (Constant), Subjective norm

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.2E+008	1	318986541.2	7.003	.008 ^a
	Residual	1.9E+010	423	45549285.28		
	Total	2.0E+010	424			

a. Predictors: (Constant), Subjective norm

b. Dependent Variable: Purchase

Coefficients^a

Model	Unstandardized Coefficients		Beta	t	Sig.
	B	Std. Error			
1	(Constant)	772.742	1754.958	.128	.440
	Subjective norm	1302.838	492.317		

a. Dependent Variable: Purchase

Table 4.14 reports the findings of simple regression analysis. At the level of 0.05 ($p < 0.05$), subjective norm significantly explains 1.6 percent (R^2) of the variance in the purchase of clothes ($F = 7.003, p < 0.01$). The data also indicates that a standardized coefficient beta for subjective norm is positive ($\beta = 0.128$) and is significant since $p < 0.01$. This means that subjective norm is associated with the purchase of clothes and is significant explanatory variable for Thai Metrosexuals' purchase of clothes. Therefore, hypothesis 6 is supported.

Hypothesis 7: Purchase intention has a positive effect on the purchase of clothes.

To test hypothesis 7, a simple regression analysis was employed to examine whether purchase intention has a positive effect on the purchase of clothes.

Table 4.15: Simple regression results for Hypothesis 7**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.187 ^a	.035	.033	6,685.247

a. Predictors: (Constant), Purchase intention

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.8E+008	1	681395738.3	15.246	.000 ^a
	Residual	1.9E+010	423	44692525.95		
	Total	2.0E+010	424			

a. Predictors: (Constant), Purchase intention

b. Dependent Variable: Purchase

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1704.469	1831.884	.187	-.930	.353
	Purchase intention	1802.884	461.727			

a. Dependent Variable: Purchase

Table 4.15 reports the findings of simple regression analysis. At the level of 0.05 ($p < 0.05$), purchase intention significantly explains 3.5 percent (R square) of the variance in the purchase of clothes ($F = 15.246$, $p < 0.001$). The data also indicates that a standardized coefficient beta for purchase intention is positive ($\beta = 0.187$) and is significant since $p < 0.001$. This means that purchase intention is associated with the purchase of clothes and is significant explanatory variable for Thai Metrosexuals' purchase of clothes. Therefore, hypothesis 7 is supported.

4.4 Summary of the results

This chapter analysed the data collected from the questionnaire survey of Thai Metrosexuals. Of 600 questionnaires distributed to the target group 425 cases has been returned and usable. To sum up, the important finding to emerge from the data analysis are addressed below.

- It is shown that attitudes toward clothing buying are associated with purchase intention and the actual purchase of clothes.
- It is revealed that self-image is related to purchase intention and the purchase of clothes.
- It is found that subjective norm is associated with purchase intention and the purchase of clothes.
- All of three variables (attitudes toward clothing buying, self-image, and subjective norm) can significantly explain purchase intention and the actual purchase regarding clothing buying for Thai Metrosexuals.
- It is shown that purchase intention is related to the actual purchase and is a significant explanatory variable for Thai Metrosexuals' purchase behavior regarding clothing buying.
- The most influential variable toward purchase intention and the purchase of clothes is attitudes toward clothing buying.

Accordingly, these findings will be discussed in the final chapter that follows

Chapter 5 Conclusion

This is the final chapter of the thesis and is organised into four sections. The conclusion and discussion of research findings are presented in section 5.1. Next, contributions of the study in both perspectives: theory and practice is described in section 5.2. This is followed by the implications for Metrosexuals segmentation in section 5.3. Finally, future research opportunities are summarised in section 5.4.

5.1 Conclusion and discussion

The objectives of the research are twofold; (1) to examine the influence of attitudes toward clothing buying, self-image, and subjective norm upon purchase intention and purchase of clothes, and (2) to investigate the most influential variables among those variables upon purchase intention and the purchase of clothes.

The research findings conclude that attitudes toward clothing buying, self-image, and subjective norm have positive effects on purchase intention and purchase of clothes. Besides, the most influential variables toward purchasing intention of clothes are attitudes toward clothing buying ($R^2 = 0.278$; $\beta = 0.527$), subjective norm ($R^2 = 0.215$; $\beta = 0.464$), and self-image ($R^2 = 0.135$; $\beta = 0.368$) orderly while the most influential variables toward purchase of clothes are attitudes toward clothing buying ($R^2 = 0.052$; $\beta = 0.228$), self-image ($R^2 = 0.047$; $\beta = 0.217$), and subjective norm ($R^2 = 0.016$; $\beta = 0.128$) respectively. The discussion addresses as follows.

According to Ajzen (cited in Tarkiainen & Sundqvist 2005), attitude toward the behaviour refers to the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question. The more favourable the attitude

with respect to behaviour, the stronger is the individual's intention to perform the behaviour under consideration. Therefore, attitudes toward clothing buying are inclined to follow Ajzen's explanation. In this study, the finding is consistent with the studies of Yoh et al. (2003) for shopping goods and Lee and Littrell (2005) for cultural products, respectively. Those results indicated that consumers who had a more positive attitude toward a specific product had greater intention to purchase it than did consumers who had a less positive attitude. Further, this finding is supported by Johri and Sahasakmontri's (1998) study regarding marketing strategies of two cosmetic companies in Thailand. Their findings reveal that favourable attitudes toward cosmetic brands promoted consumers' purchasing decision.

Further, the result confirms Beaudoin, Moore and Goldsmith's (1998) findings, which indicated the impact of attitudes toward behavior and self-image in decision making in a variety of products and services. In addition, this finding broadens Coutler, Feick and Price's (2002) research, which claimed women involved their self-image when buying beauty products. This finding shows that not only women but also men perceive the influence of self-image when buying grooming product categories. Self-image has an effect on purchase decisions for both females (Kim et al. 2002) and males (Dodd, Linaker & Grigg 2005) since consumers select products and brands matching these images (Schiffman & Kanuk cited in Goldsmith, Moore & Beaudoin 1999). Sturrock and Pioch (1998) suggested that men used male grooming products for their intangible attributes, namely self-image. Their suggestion agreed with Dodd, Linaker and Grigg's (2005) findings which indicated that self-image had an impact upon males, whether heterosexual or homosexual, for clothes shopping. Male consumers perceive the importance of self-image and subjective norm (others' opinions) in selecting products; therefore, this finding adds knowledge to the field of consumer behaviour, particularly Thai Metrosexuals.

Similar to expectations, subjective norm were found to be the significant components so as to determine consumers' purchasing intentions and purchase, according to the studies of Choo, Chung and Pysarchik (2004) and McNelly (2002). This finding is supported by the study of Bearden et al. (cited in Hu & Jasper 2006). They found that an individual adopts a behaviour, which complies with others (subjective norm), resulting from the belief that the adoption will enhance the individual's self-concept or self-image. Further, this result confirms the explanation of Onkvisit and Shaw (1987) that self-concept may influence when consumers interact with stimuli. Consequently, consumers frequently buy products that enhance their self-concept (Malhotra 1988) or fit their images (Schiffman & Kanuk cited in Goldsmith, Moore & Beaudoin 1999). In the aspect of subjective norm, family is recognised and is related to self-image for this male group. This result is consistent with the suggestion of Bennett and Kassarjian (1983), in which the family group is the single most influential group of an individual. This also confirms the findings of Yoh et al. (2003) that friends or family possibly convince consumers into purchasing a particular product.

Significantly the findings shows that purchase intention has a positive effect on actual purchase of clothes, which confirmed Ryan & Bonfield's (1975) statement that the reasoned action model explains and predicts purchasing behaviour utilising purchase intentions as a mediator. In addition, this result agreed with Choo, Chung and Pysarchik's (2004) findings in which purchase intention possibly predicts the actual purchase by Indian consumers for processed food.

Based on the profile of the respondents in this study, a group of young and working-age men at age of 25-34 years (nearly 60 per cent), most with a single marital status (greater than 60 per cent) is a major group in Thai market which has an interest in clothing buying. For this male group, the highest amount of personal average

income is 50,000 Baht or higher. This is consistent with the notion from 'Men's grooming product – Thailand' (2007) that today men generally have higher disposable income and with trends getting married and having children later in life; consequently, they have spare money to spend more on grooming products including clothes. Moreover, a majority of this male group is likely to purchase clothes in a department store. Perhaps the department store is one of major distribution channels for various products. Possible, Thai Metrosexuals look not only for clothes but also relevant grooming products when they go shopping. Furthermore, Thai Metrosexuals are likely to purchase clothes every month and spend approximately 1,800 Baht per month. This finding may help marketer to plan an appropriate marketing event for Thai Metrosexuals; for example, the marketers may organise a monthly promotional campaign for male clothes in one leading department store and then rotate to another location within the area of Bangkok metropolitan.

According to the findings of respondents' profile, attitudes toward clothing buying are considered as positive view. Thai Metrosexuals feel good and happy when buy clothes. Also, they believe that wearing branded clothes increase their self-image and confidence. Hence, this result shows the relationship between the importance of self-image and clothes. Additionally, work colleague is found to be the most influential group for Thai Metrosexuals in making purchasing process for clothes. In other words, clothes help enhance good personality of Thai Metrosexuals in working life; in addition to build their confidence in daily communication and interaction.

5.2 Contribution of the study

This study makes significant contributions to the understanding of Thai male consumers in buying skin care products, particularly in Bangkok. The present study can provide both practical and theoretical contributions as follows.

Theoretical contributions

The present study has revealed the importance of the theory of reasoned action for predicting consumer behaviour in Asian cultural settings. The findings confirm that the theory of reasoned action is likely to be a proper model in explaining consumer behaviour in Thailand. Originally, the theory of reasoned action model was composed of four main constructs: attitudes toward behaviour, subjective norm, behavioural intention, and behaviour. In this study, the model has been modified to add a self-image construct in order to enhance the predictability of particular male consumer segmentation, namely Metrosexuals toward clothing buying in Thailand. The results of this study showed that the modified theory of reasoned action helps to explain this segmentation in a Thai context better than the original model by adding a self-image construct. Importantly, there have been no specific models or consumer behaviour theories to explain what variables are affected in the purchase of clothes for men. Therefore, this study has provided useful research results by investigating some variables and explaining Thai Metrosexuals' behaviour by using Fishbein and Ajzen's theory of reasoned action model, which is the most prevailing and well-accepted in terms of predicting consumer behaviour (Ajzen & Fishbein, 1980; Choo, Chung, & Pysarchik, 2004; Nysveen, Pedersen, & Thoebjornsen, 2005; Wan, Luk, & Chow, 2005; Xu & Paulins, 2005). In addition, there has been little attempt to test this model with male consumer behaviour regarding clothes. The present study is one of the few studies that have employed the theory of reasoned action to examine Thai

Metrosexuals' behaviour in buying clothes. Thus, this study has made contributions to the theory of reasoned action.

Practical contributions

Only one Thai research study undertaken by Tuladramakul, Pajongwong, and Unardirekul (1988) was related to purchasing decisions of male governmental officers for apparel. However, the findings might be dated because the survey was conducted in 1988. Given the importance of male consumers to the global grooming industry, understanding their buying behaviour toward clothes has become of strategic significance to marketing managers in consumer behaviour research. For this reason, the present study adds new knowledge to consumer behaviour discipline in terms of practical contributions.

Importantly, the results are useful for the clothing industry, business firms, and marketing managers. For business firms, the manufacturers can utilise the findings in order to develop products that are much more in line with customers' needs. The manufacturers may benefit by evaluating clothes on the findings to determine their relative competitiveness. In the context of the clothing industry, it is hoped that marketers are able to develop appropriate strategies for male consumers' expectations, for example, diagnosing marketing strategies, and understanding their influences. For instance, self-image is perceived to be of value to Thai Metrosexuals in Bangkok metropolitan when considering the purchase of clothes. Clothing industry may use this finding to enhance the importance of appearances for men to others in order to increase their customer base. Marketing managers will be able to prepare short, medium and long-term planning. Marketers can set the marketing plan in order to position their products in the mind of Thai Metrosexuals consumers. In addition, subjective norm such as family, friends, and work colleagues play important role for Thai

Metrosexuals' decision making process regarding clothing buying. Thus, marketers could use these findings as a guideline to improve their strategies. Following are some implications for male segmentation and future research opportunities.

5.3 Implications for Metrosexuals segmentation

Despite a number of studies on consumer behaviour relating to purchasing intention or purchasing a variety of products and services, few studies have focused on examining the variables affecting male consumers in purchasing behaviour. Today the male is becoming one of the fastest growing consumer segments in the field of consumer behaviour as suggested by Emerson (2004). Men have become progressively more involved in the purchasing process of various products including clothes.

This may relate to the changing era of consumerism from modernism to postmodernism. Hence, the allocation of men's position in society would shift from production-bound definitions of modernism to consumption-based definitions of postmodernism. In a postmodern perspective, men are moving from identifying with occupational value and social status to perceiving the importance of their self-portrayal or how they present themselves. This change reflects on the importance of the self-image.

In addition, most of the studies were conducted in a western context. However, Western models may not be applicable in Asian contexts since different cultures tend to generate different behaviour as cited by Weber and Villebonne (2002). Hence, it is important to examine male consumers in the Asian context, namely Thai Metrosexuals in buying clothes.

This study found that the modified Fishbein and Ajzen's model is supported and therefore, it appears to explain Thai Metrosexuals' purchase behaviour. Results of this study also suggest that subjective norms have an impact on the purchase intention

and actual purchase of clothes. According to Choo, Chung, and Pysarchik (2004), this impact shows a very different phenomenon from what we would expect from Western consumers. As a collectivistic culture, most Thai people appear to listen to the opinions of others (subjective norm) in making decisions (Hofstede 2005; Mooij 2004). Therefore, this study confirms that the purchase behaviour regarding clothes influences not only from individuals' attitudes but also from others who are important to them (subjective norm) including friends, family, and work colleagues. Once marketing tools are developed, it is important to take social influences groups into account in order to approach this target group effectively.

More importantly, this study can provide useful implications for marketers to effectively understand and realize the importance of attitudes, self-image, and subjective norm in the process of purchase intention and actual purchase for Thai Metrosexuals behaviour toward clothing buying and related industries in other countries in the same region. Marketers could undertake the research findings to implement their marketing strategies regarding clothing products so as to better satisfy male consumers as target group in Asian economies, particularly Southeast Asian such as Malaysia, Indonesia, the Philippines, Singapore, and Vietnam.

5.4 Future research opportunities

Firstly, this research is a general study of Thai Metrosexuals who usually buy clothes for their lifestyle. Hence, the results are only an overview of the Thai male consumer behaviour who shopped in leading department stores in Bangkok metropolitan and focused for a few occupation including private sector officer, government officer, and business owner. Future research may survey other career groups since these results may provide a more useful insight into buying clothes.

Secondly, in this study, males are the specific group of consumers under investigation so as to understand their purchasing decision toward a particular product. However, other products in similar categories to clothing are of interest for examination as well. This is because Thai Metrosexuals purchase products such as grooming products, toiletries, and health care for their own consumption. Accordingly, these products should be further investigated in order to understand male attitudes toward purchase intention.

Thirdly, the theory of reasoned action has been modified by adding self-image to enhance the predictability of Metrosexuals behaviour toward buying clothing in Thailand. Future research should investigate other variables which may correlate to dependent variables in order to enhance the scope of the present study. For example, other variables associated with an Asian context have not been explored in this study, such as face saving and group conformity. In terms of face saving and group conformity, Chung and Pysarchik (2000) added these two variables to the theory of reasoned action to examine behavioural intention to buy domestic or imported products in Korea and found that these two variables were significant predictors for domestic products but not for imported products. Face saving refers to an act to meet the expectation of others so as to maintain face whereas group conformity means strong social pressure to comply with the group norms regardless of their own private views. Therefore, the study of face saving and group conformity in further research may provide useful insights in explaining male consumer behaviour in purchasing relevant products in a Thai context.

Finally, the research results may not provide entire answers because of the limitation of quantitative study. Future research should be undertaken using qualitative methods such as interviews, observations, or focus groups in order to provide a better explanation of male consumer behaviour, particularly Metrosexuals. Additionally, it would help increase the reliability of data to answer the research question.



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แบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของงานวิจัยที่ได้รับทุนอุดหนุนการวิจัยจากมหาวิทยาลัยธุรกิจบัณฑิตย์ เรื่อง ทัศนคติและภาพลักษณ์ของชายไทยกลุ่มเมืองเชิงช่าวที่มีต่อพฤติกรรมการซื้อเครื่องแต่งกาย ประเภทงานวิจัยประยุกต์ สาขาวิชาการตลาด มีวัตถุประสงค์เพื่อสร้างสรรค์งานบริการ วิชาการแก่สังคมภาคธุรกิจ ผู้วิจัยจึงไคร่ขอความอนุเคราะห์จากท่านให้ช่วยตอบคำถามต่อไปนี้ตามความเป็นจริง ข้อมูลที่ได้จะนำมาใช้เฉพาะเพื่อจุดมุ่งหมายทางวิชาการและจะถูกเก็บเป็นความลับ

คำแนะนำ กรุณาทำเครื่องหมาย ในช่องที่ข้อมูลตรงกับท่าน

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

1. อายุ

- | | |
|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> 25-29 ปี | <input type="checkbox"/> 30-34 ปี |
| <input type="checkbox"/> 35-39 ปี | <input type="checkbox"/> 40-44 ปี |
| <input type="checkbox"/> 45-49 ปี | <input type="checkbox"/> 50-55 ปี |

2. สถานภาพสมรส

- | | | |
|------------------------------|----------------------------------|--|
| <input type="checkbox"/> โสด | <input type="checkbox"/> แต่งงาน | <input type="checkbox"/> อื่นๆ (กรุณาระบุ) |
|------------------------------|----------------------------------|--|

3. รายได้ส่วนตัวเฉลี่ย (บาทต่อเดือน)

- | | |
|--|--|
| <input type="checkbox"/> 10,000 - 12,500 | <input type="checkbox"/> 12,501 - 15,000 |
| <input type="checkbox"/> 15,001 - 17,500 | <input type="checkbox"/> 17,501 - 20,000 |
| <input type="checkbox"/> 20,001 - 30,000 | <input type="checkbox"/> 30,001 - 40,000 |
| <input type="checkbox"/> 40,001 - 50,000 | <input type="checkbox"/> 50,001 ขึ้นไป |

4. โดยปกติแล้วท่านซื้อเสื้อผ้าเครื่องแต่งกายที่ใดบ้าง (ตอบได้มากกว่า 1 ช่อง)

- | |
|--|
| <input type="checkbox"/> ห้างสรรพสินค้า |
| <input type="checkbox"/> ร้านเสื้อผ้าดีไซน์เนอร์ |
| <input type="checkbox"/> อินเทอร์เน็ต |
| <input type="checkbox"/> อื่นๆ (กรุณาระบุ) |

ส่วนที่ 2: ความคิดเห็นของท่านเกี่ยวกับการซื้อเสื้อผ้าเครื่องแต่งกาย

กรุณาระบุความคิดเห็นของท่านเกี่ยวกับการซื้อเสื้อผ้าเครื่องแต่งกายจากข้อความดังต่อไปนี้

คำถาม	ไม่เห็น ด้วย	ค่อนข้าง ไม่เห็น ด้วย	เลยๆ	ค่อนข้าง เห็นด้วย	เห็นด้วย
1. การซื้อเสื้อผ้าเครื่องแต่งกายทำให้ท่านมีความสุข					
2. การซื้อเสื้อผ้าเครื่องแต่งกายสร้างความรู้สึกที่ดีให้แก่ท่าน					
3. การซื้อเสื้อผ้าเครื่องแต่งกายทำให้ท่านรู้สึกสนุกสนาน					
4. ท่านเชื่อว่าเสื้อผ้าเครื่องแต่งกายช่วยเสริมสร้างภาพลักษณ์					
5. การซื้อเสื้อผ้าเครื่องแต่งกายทำให้ท่านเสียเวลา					
6. เมื่อมีเวลาว่างท่านมักจะไปซื้อเสื้อผ้าเครื่องแต่งกาย					
7. การได้ใส่เสื้อผ้าแบรนด์ที่โปรดปรานสร้างความมั่นใจให้แก่ท่าน					
8. ท่านไม่รู้สึกว่าเป็นเรื่องสำคัญที่จะต้องตามแฟชั่นเสื้อผ้าเครื่องแต่งกาย					
9. ท่านใช้เสื้อผ้าเพื่อเน้นคุณลักษณะเด่นทางกายภาพของตัวท่าน					
10. ท่านไม่เชื่อเฉพาะเดือผ้าจากดีไซน์เนอร์เท่านั้น					
11. ท่านใช้เสื้อผ้าเครื่องแต่งกายเพื่อแสดงเสน่ห์ทางเพศแก่บุคคลรอบข้าง					
12. เพื่อนสนิทของท่านคิดว่าท่านมีความคิดที่ดีในการเลือกซื้อเสื้อผ้าเครื่องแต่งกายได้เหมาะสมกับตัวท่าน					

คำถาม	ไม่เห็น ด้วย	ค่อนข้าง ไม่เห็น ด้วย	เลยๆ	ค่อนข้าง เห็นด้วย	เห็นด้วย
13. สมาชิกในครอบครัวของท่านคิดว่าท่านมีความคิดที่ดีในการเลือกซื้อเสื้อผ้าเครื่องแต่งกายได้เหมาะสมกับตัวท่าน					
14. เพื่อนร่วมงานของท่านคิดว่าท่านมีความคิดที่ดีในการเลือกซื้อเสื้อผ้าเครื่องแต่งกายได้เหมาะสมกับตัวท่าน					
15. บุคคลส่วนใหญ่ที่มีความสำคัญต่อตัวท่านคิดว่าท่านควรจะซื้อเสื้อผ้าเครื่องแต่งกาย					
16. บุคคลซึ่งท่านรับฟังความเห็นมักจะมีอิทธิพลในการซื้อเสื้อผ้าเครื่องแต่งกายสำหรับท่าน					
17. ท่านตั้งใจแน่วแน่ที่จะซื้อเสื้อผ้าเครื่องแต่งกาย					
18. ท่านจะพิจารณาอย่างรอบคอบในการซื้อเสื้อผ้าเครื่องแต่งกาย					
19. ท่านคาดว่าจะซื้อเสื้อผ้าเครื่องแต่งกาย					
20. ท่านมีการวางแผนแน่นอนในการซื้อเสื้อผ้าเครื่องแต่งกาย					

21. โดยเฉลี่ยแล้วทุกๆ 3 เดือน ท่านซื้อเสื้อผ้าเครื่องแต่งกายสำหรับตัวท่านเองกี่ครั้ง
.....ครั้ง (กรุณาระบุ)

22. ท่านใช้จ่ายเงินเพื่อซื้อเสื้อผ้าเครื่องแต่งกายทุกๆ 3 เดือนเป็นจำนวนเงินเท่าไร
.....บาท (กรุณาระบุ)

ขอบคุณมากสำหรับความร่วมมือและการเสียสละเวลาอันมีค่าของท่าน

Questionnaire

Please answer the following questions as accurately as possible. All information obtained will be used for academic purposes only and will be kept confidential.

Instruction: Please tick the box that applies to you.

Section I: General data

1. Age
 - 25-29 years
 - 35-39 years
 - 45-49 years
 - 30-34 years
 - 40-44 years
 - 50-55 years
2. Marital status
 - Single
 - Married
 - Others (please specify).....
3. Personal average income (Baht per month)
 - 10,000 - 12,500
 - 15,001 - 17,500
 - 20,001 - 30,000
 - 40,001 - 50,000
 - 12,501 - 15,000
 - 17,501 - 20,000
 - 30,001 - 40,000
 - 50,001 or higher
4. Where do you normally buy clothes? (You can choose more than one answer)
 - Department store
 - Designer clothing store
 - Internet
 - Others (please specify).....

Section II: Attitudes toward clothing buying

Please indicate your opinion on the following statements

Statements	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
1. Clothing buying made me feel happy.					
2. Clothing buying made me feel good.					
3. Clothing buying made me feel joyful.					
4. I believe clothes enhance my self-image.					
5. Clothing buying wastes my time.					
6. I am likely to buy clothes when I have free time.					
7. Wearing my favourite branded clothes gives me confidence.					
8. I do not feel it is important to keep up with the latest trends in clothing fashion.					
9. I use clothes to emphasise my physical attributes.					
10. I don't purchase designer labeled clothes on a regular basis.					

Statements	1 Strongly disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly agree
11. I use clothes to sexually attract others.					
12. Close friends think it is a good idea for me to buy clothes.					
13. Family members think it is a good idea for me to buy clothes.					
14. Work colleagues think it is a good idea for me to buy clothes.					
15. Most people who are important to me think I should buy clothes.					
16. The people who I listen to could influence me to buy clothes.					
17. I would definitely intend to buy clothes.					
18. I absolutely consider buying clothes.					
19. I definitely expect to buy clothes.					
20. I absolutely plan to buy clothes.					

21. How many times do you buy clothes for yourself every 3 months?

.....times (please specify)

22. How much would you spend on clothes purchasing every 3 months?

.....Baht (please specify)

Thank you very much for your kind support and valuable contribution.