

ABSTRACT

This study aims to analyze the clothing purchasing behavior of the female first-year undergraduate Chulalongkorn students and to find out the factors (monthly allowance, marketing mix, and media influence) influencing their clothing purchasing decision. As a principle instrument used in this study, a questionnaire was designed with close-ended questions. Additionally, quota sampling technique was used to collect data and the subject of the study included 100 female teenagers at 19 faculties of Chulalongkorn University who enrolled and studied in the 2nd semester of 2004 and were of ages between 18 and 22. The data analysis was undertaken by computer with SPSS 10.0 for Window program with using percentage, frequency tables of ranking, mean and standard deviation. Furthermore, Chi-square test was used to analyze the hypotheses at the 0.05 level of significance.

The results of the study showed that half of the respondents had a personal average monthly allowance of less than 5,000 baht and the other had 5,000 baht or more. Regarding characteristics of clothing purchasing behavior, the majority of the respondents purchased their clothing 1 or 2 times per month. They frequently went shopping at Siam Square, in the department stores, and at the second-hand shop. The information of clothing they received most came from magazines and friends. Their primary concern before purchasing clothing was definitely price. The majority of these female respondents, with their plan of clothing purchase in mind, spent 500 baht or below on their clothing per month.

In terms of marketing mix factors, the respondents placed the great importance to pricing strategies for the clothing (mean = 4.26), personal selling (mean = 3.89), a wide variety of the product attributes (mean = 3.80), place of purchasing (mean = 3.55) respectively, but they moderately placed an importance to sales promotion (mean = 3.37). Among three types of media, mass media was the most important factor that affected the respondents' decisions to purchase clothing (mean = 4.01), followed by interpersonal media (mean = 3.98) while specialized media moderately influenced their decisions to purchase such apparel products at the mean score of 3.04. With regard to the hypotheses testing, the more the respondents earned, the more they bought any clothing products. Besides, the greater their monthly allowance, the more they spent their money on such clothes.