

ABSTRACT

Research Title : The Marketing Factors Affecting the Purchasing Behavior and Consumer’s Fashion Clothing in Chatuchak Weekend Market, Bangkok

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Major : Marketing

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This research aims to explore the personality and to study the Factors affecting the purchasing behavior and consumption fashion clothing in Chatuchak Weekend Market, Bangkok. Sample group used consumer’s fashion clothing in Chatuchak Weekend Market, Bangkok totally 400 persons by using accidental random sampling and statistical method used in data analysis is frequency distribution, percentage, mean, and standard deviation and chi square is used to test hypothesis results, it is found by research results that

The result of the study showed that most consumers were female, aged between 31 - 40 years, hold bachelor’s degree and earned up to 30,000 Baht. In addition, Most of them used frequency of purchasing 1 time per month; Most of them purchased at fashion zone no 12 and bought their own used. For assumption test, it has found that sex, age, education level income per month and occupation were related to purchasing behavior and consumer’s fashion clothing in Chatuchak Weekend Market, Bangkok. Besides, it also has found that marketing mix was related to purchasing behavior and consumer’s fashion clothing in Chatuchak Weekend Market, Bangkok too.

To be the information for entrepreneurs to plan the marketing strategies and give most satisfaction to consumers, entrepreneurs should be appropriate pricing and warranty period for satisfaction of purchasing fashion clothing and repeat.