

ABSTRACT

The objective of this study is to give an overview on consumer behavior in buying tailor made suit at Bill International Bespoke Tailor, Thailand. The result will show that buying a tailor made suit will go through a lot of process of thoughts and factors. We are examining, the behavior of customer at Bill International Bespoke Tailor, Thailand. Our focus will be on Suit Attributes, suit features, price and culture, social and psychological factor. The result of the research found out that all factors affected the decision to buy tailor made suit at Bill International bespoke Tailor.

Consumers who have tried a particular brand recognize that that brand provides and trust that they can expect the same value every time. By purchasing different brand buyers are able to create a social self and communicate their identity to others and also Bill International Bespoke Tailor customers are sensitive to the persuading of their families and friends (Khanijou, 2013).

In particularly, brand and the symbolic ideal are strategies of differentiation, although the time is important in order to consume the investment the R&D charges describes the key risk and hence the key reason for the important of innovations. Moreover, brand loyalty presents s the important dispute to challenge the offers that meet expectation from small segments. Last but not the least, the unexpected increase of demand is caused by both psychological and social factors that have provide attributes specific of the Thai social characteristic and significance system. Consequently, consumer behaviour is cultural learning to high relational but strongly personal product.

This research is an empirical study that is limited to the analysis of the various suit brands in relation to consumer behaviour at Bill International Bespoke Tailor, Thailand. The research can be extended to examine the direct competitors of Bill International Bespoke Tailor, Thailand, which are other tailor shops in Bangkok and around Thailand.

Lastly, the future research should do more of qualitative nature to illustrate marketing departments' viewpoints and customers' attitude toward tailor made suit and ready-made suit.