



**Graduate School of Business
Siam University**

**Marketing Management
Major**

**Master of Business Administration
Curriculum**

**Title of Research: Factors Affecting Thai Women's Buying Clothes at
Platinum Fashion Mall**

Author: Ms. Patcharaporn Kaewcharoenporn

**The Independent Study has been approved to be partial fulfillment of the
requirement for the Degree of Master of Business Administration
International Program**

Approved by advisor on:...../...../.....

.....Advisor

**(Dr. Vijit Supinit)
Dean, MBA**

Date:...../...../.....