



**THE STUDY OF CONSUMER BEHAVIOUR AT BILL
INTERNATIONAL BESPOKE TAILOR, THAILND, IN
MAKING BUYING DECISION ON TAILOR-MADE SUIT**

BY:

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**SUBMITTED IN THE PARTIAL FULFILLMENT OF THE
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**Graduate School of Business
Siam University**

**Marketing Management
Major**

**Master of Business Administration
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**Title of Research: The Study of Consumer Behavior at Bill
International Bespoke Tailor, Thailand, in Making
Buying Decision on Tailor-made Suit**

Author: Mr. Thanat Kornsuphkit

**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. Vjit Supinit)
Dean, MBA**

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

