

## **CHAPTER 1**

### **1.Introduction**

#### **History of Bill International Bespoke Tailors**

Bill International Bespoke Tailor in 1979 by Mr. Bill, then a young powerful Sikh businessman in Bangkok. Now Mr. Bill's son (Mr.Bob) has taken over the business founded by his father and has taken another step forward to make his father's business highly recognized around the world. Bill International Bespoke Tailors is on the verge of opening its' first international branch in New York City, NY, United State of America from the 1<sup>st</sup> July 2013.

They have grown and expanded over the years to become one of the finest and most established tailors in Thailand. Having been in business over 3 decades and being one of the oldest tailoring establishments in Thailand, they emphasize on building long term relationships with our customers.

They cater to both the domestic and foreign markets and have a large customer base from European Countries, USA, Japan, Singapore and Australia. They provide a wide range of products for ladies and gents tailoring, followed by services such as mail order services, alteration services, delivery services and pickup services. Whether your style is Armani, Versace, Boss, or anything in between, their master tailors can create any look customer like with a variety of standard and optional details.

Their Philosophy is to provide high quality hand cut tailoring, and give true value for money to our customer, backed by an unconditional guarantee. They do not bargain, offer low quality package deals, or trade in inferior materials and workmanship. They value each and every customer as an individual with different preferences and tastes, and our greatest pride lies not in profitability, but in the many satisfied customers and personal friends they have made from all over the world, in the last 3 decades

#### **1.1 Background of the Study**

The objectives of this study are to better understand Thai consumers' behaviors for purchasing custom made Suits at Bill International Bespoke Tailors., Thailand. The result of this study will show how customers at Bill International Bespoke Tailors make decision in

buying bespoke suits at the store. The result of the study will show that custom made suits purchasing have several factors contribute to decision making.

This research paper is to elaborate the relationship of purchasing behavior of customer in Bangkok in purchasing custom made suits at Bill International Bespoke Tailors. This research is somehow a primary research; it will help future generation in making further research. The research will also help customer to know factors to put into consideration before making purchase decision on custom made suits. The factors that will be used to measure the research will be Product Attributes, Suit Features, Pricing Factor, Branding Factor, Cultural Factor, Social Factor and Psychological Factor.

This research is based on assumption, which factors play most important part in customer's decision making process. When do human recognize the need for suits, most of the answer in modern fast moving world will be for Formal Business Meeting, Wedding and casual wears. When customers recognize the need of suits most of the questions that come into their minds are whether to buy readymade or Tailored Suits? According to article published by Abdur Rehman of Imparali Custom Tailors New York, Custom Tailored Suits are best as compared to readymade suits for following reasons:-

1. Fabric quality is high as compared to ready made suits.
2. High stitching quality as compared to ready made suits.
3. Perfect fit according to your measurements and size.
4. Less costly and durable solution for a longer period of time.

While business man needs to look sharp for first impression or personality when it comes to wedding day most of the man would also want to look smartest they could as it is for most of the man. According to The San Francisco Tailors' article published on the website on 29<sup>th</sup> March 2013, there are 5 main factors man need to consider before decide on a wedding suit. The factors are clearly explained in the article, which would be helpful for anyone looking not only for wedding suits but a formal occasion one. They are as follow:

1. Get your measurements right: The dominant factor is the exact measurement. It is vital to ask a tailor to take up your exact measurement so that you can place order for online custom made suits in future. If the measurements you send are not accurate, then you will regret for a lifetime. Even if you checked your measurements a few

months back, it would be advisable to get them rechecked since there may have been a slight change in your size over the weeks(The San Francisco Tailor, 2013)

2. Choosing the right fabric: Another vital factor is the quality of fabric. There are various qualities of fabrics which are now available. If you are not sure about their features, then you can read about them on the internet or ask for details with your tailor. Though, ideally one would like the best fabric, it may not be within your budget. Thus, keeping your budget into consideration, opt for the best possible fabric that your tailor can promise you.
3. Getting the trouser right: While ordering tailor made suits for men, also spare a thought for the trouser. It is recommended that you plan your trouser choice well before selecting the suit. Some people make the mistake of not finalizing the trouser. They usually leave the trouser selection to the final moment, which can be a really costly mistake. The trouser complements the suit and if the former is not right, then the latter too will lose some of its charm. Suppliers of online custom suits Tailor usually also provide the right trouser or help you buy the perfect one.
4. Buttons: This is one less discussed and most ignored aspect. People do not hold much importance to the number of buttons which the suit should have. However, it is a vital aspect and plays a key role in the fitting and the design. Too many buttons can spoil the look at times. If you are not sure about it, then better consult the tailor, He would be the right person to give you the right advice.
5. Final touch up: Sometimes, the tailors do some finishing touch and make changes to the original plan. Wedding suits for men can differ a lot in designs and looks. Quite often, it becomes essential to try out the half-finished product so that any change, if required, can be forged before it is fully stitched. You also need to consider other factors like the color, theme, the cuff designs, etc. All measures must be taken to ensure that comfort level is 100% and the suit overall makes you look fetching.

Basics of men's suits most men purchase a suit for one day events. A suit should at the least consist of a jacket and a trouser. There are humpty variations in style, design, cloths and cut in the market. Three piece suits adds a waistcoat. According to Mathew Tailor's article published on his website, the basic of mens's suit consist of Suit Construction, Suit Types,

Suit Construction: Tailoring a men's suit is an intricate affair. Only a master who has perfected the craft over years of experience can get the job done perfectly. Tailors from

England, Hong Kong, New York and Italy are regarded as the best in the industry. Suits are made up of several layers. These include underlining, lining and a fashion fabric outside. Hand-sewn garments fit most perfectly than the machine made ones. They are obviously the most expensive. You should plan for a handmade suit when you reach a managerial status.

Suit Types: There are four types of suits. They are Italian Single-breasted, British Single-breasted, American double-breasted and Asian Mandarin suits. Taller men prefer Italian suits. Younger men go in for American suit for its trendy look. British suits give stately appearance. Asian suits are edgy. For a conservative look wear a British or American suit. Also look for a notched collar, two-buttoned and navy or black suit for the conservative look. Italian suits are strictly for taller men. Choose the one that goes for the occasion. For a festive event try a light color suit with one button. For weddings wear dove-gray suits that are trendy. Suit Fabrics: There are suits made from all possible fabrics. Their price range differs according to the fabric that it is made of. Cheapest suit would be made from polyester which the fit will not be any good. Microfiber and polyester give a cheap look. The costliest suit would anywhere cost above \$27,000. Ready-made men's suits don't usually fit you perfectly as some people think. They normally require a stitch or two like, lengthening or shortening the sleeves etc. Pants too require the right hemming. Narrow pants can take up a slightly higher hem. Also specify the length of shirt cuff you would like to show. A normal measure is  $\frac{1}{4}$  of an inch. For shorter or trendier suits show less of your shirt cuffs. Fit changes over time like jeans. Buttoning and Wear: The basic rule while buttoning your suit and vest is to leave the bottom button undone. A jacket should be buttoned when standing. Another important rule is that you should not fill up the outside pockets in your jacket. Use the inside pockets instead (AHFashion, 2013).

After review of certain factors that make suits and reason for people to buy suits we now look in to our research, the main idea of this research is to help who so ever looking for their first ever tailored suit to make purchase decision. From what we can notice in Bangkok now a day is that people are more sophisticated and they tend to dress up cleanly to not only make themselves look good in order to improve the chance of meeting their partner or soul mate. Dressing up neatly and fit nicely could be one of the plus point not only for this reason but could also help to win business deals or even high ranking jobs.

## **1.2 Focus of the study**

This study will explore the factors and the main reasons customers decide to buy custom made suits at Bill International Bespoke Tailors.

This research paper is to elaborate the relationship of purchasing behavior of customer in Bangkok in purchasing custom made suits at Bill International Bespoke Tailors. This research is somehow a primary research; it will help future generation in making further research. The research will also help customer to know factors to put into consideration before making purchase decision on custom made suits. The factors that will be used to measure the research will be Product Attributes, Suit Features, Pricing Factor, Branding Factor, Cultural Factor, Social Factor and Psychological Factor.

## **1.3 Research Questions**

The main purpose of this study is to look into the behavior of customer of Bill International Bespoke Tailors, in making purchase decision

1. How can customer make a decision to buy a new suit?
2. What factor is the main factor that will influence customer in decision making process?
3. How does customer select the shop to buy suit?
4. What factor is the first factor to consider to buy a suit?

## **1.4 Objectives of Study**

1. To investigate the factors influencing Thai people to buy tailor made suit at Bill International Bespoke Tailor.
2. To identify marketing factors related to tailor made suits buying decision.

### **1.5 Benefits of Study**

1. To understand the purchasing behavior of custom made suit and their attitude towards tailor made clothes and total cost of buying a tailor made suit at Bill International Bespoke Tailors.
2. The result will be useful for Bill International Bespoke Tailors, other tailors, customers and other future researchers on the similar topics. They will be able to use the study to identify customers' preference when they recognize need to buy suit. Also, customers will be able to know the factors needed to look before make purchase decision or select the right tailors. Lastly, the future researchers will also be able to use information from this research papers to do further research on this topic. All in all, any researchers who want to study Thai Consumer behaviour could also read this research paper.