

## **CHAPTER 4**

### **Results**

As mentioned in chapter 1, the main purpose of this study was to examine the factors influencing customer at Bill International Bespoke Tailor toward buying tailor made suit. The objectives of study were

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.

The data was collected via 150 questionnaires given to customer at Bill International Bespoke Tailor. The result of the study were analysed using SPSS and the information are listed in next page:

**Section 1: General Data** Table 4.1 Show t percentage of general data

General Data	Frequency	Percentage%
<b>Gender</b>		
Male	90	60.0%
Female	60	40.0%
<b>Age</b>		
Less than 20 years old	2	1.3%
20-30 years old	73	48.7%
31-40 years old	49	32.7%
41-50 years old	15	10.0%
51-60 years	11	7.3%
<b>Level of Education Attainment</b>		
High School or Lower	2	1.3%
Diploma	4	2.7%
Bachelor Degree	62	41.3%
Master Degree	78	52.0%
PhD	4	2.7%
<b>Income Level</b>		
Less than 20,000 THB	44	29.3%
20,001 to 40,000 THB	51	34.0%
40,001 to 60,000 THB	28	18.7%
More than 60,001 THB	27	18.0%

Total 150 100%

As table 4.1 showed 150 respondent classified by general data, it was found that most of the respondents were Male 60% and Female 40%.

In term of age of respondents it was found that most of them were in the age range of 20-30 years old for 48.7% followed by age range of 31-40 years old for 32.7%. 10% for the age range 41-50 years old, 7.3% for the age range of 51-60 years old and less than 20 years old for 1.3%.

In term of level of education, it was found that most of them graduated in Master Degree for 52%, followed by Bachelor Degree for 41.3%, Diploma and PhD for 2.7% and High School or lower for 1.3%.

In term of income of respondents it was found that most of them had the income range of 20,001 to 40,000 THB for 34.0%, followed by less than 20,000 THB for 29.3% the income range of 40,001 to 60,000 THB for 18.7% and more than 60,001 for 18.0% respectively.

## Section 2: Purchase Behavior toward Tailor made Suit

Table 4.2 Show percentage of general data

Purchase Behavior toward tailor made suit	Frequency	Percentage%
---	-----------	-------------

Your favorite suit brand?

Rate 1 to 5

G 2000

1	23	15.33%
2	19	12.67%
3	39	26.00%
4	27	18.00%
5	14	9.33%

Purchase Behavior toward tailor made suit	Frequency	Percentage%
Suit Select		
1	2	1.33%
2	7	4.67%
3	16	10.67%
4	26	17.33%
5	32	21.33%
Suit Song Samai		
1	20	13.33%
2	24	16.00%
3	34	22.67%
4	32	21.33%
5	16	10.67%
Arrow Suit		
1	27	18.00%
2	29	19.33%
3	16	10.67%
4	11	7.33%
5	10	6.67%

Purchase Behavior toward tailor made suit	Frequency	Percentage%
Hugo Boss Suit		
1	2	1.33%
2	1	0.67%
3	6	4.00%
4	20	13.33%
5	38	25.33%
Armani Suit		
1	63	42.00%
2	38	25.33%
3	8	5.33%
4	4	2.67%
5	5	3.33%
Others		
1	13	8.67%
2	6	4.00%
3	4	2.67%
4	3	2.00%
5	8	5.33%

**Suit Brand you think about**

G 2000	123	82.00%
Suit Select	2	1.33%
SongSamai	15	10.00%
Arrow	2	1.33%
Hugo Boss	1	0.67%
Armani	6	4.00%
Others	1	0.67%

---

**You think about buying Tailor Made Suit**

Promotion

1	2	1.33%
2	5	3.33%
3	8	5.33%
4	14	9.33%
5	28	18.67%

---

**After Sales Service**

1	11	7.33%
2	16	10.67%
3	28	18.67%
4	33	22.00%
5	34	22.67%

---

**Brand**

1	39	26.00%
2	22	14.67%
3	28	18.67%
4	13	8.67%
5	19	12.67%

---

**Technology**

1	9	6.00%
2	22	14.67%
3	23	15.33%
4	24	16.00%
5	29	19.33%

---

**Suggestion from Friend and Family**

1	4	2.67%
2	3	2.00%
3	5	3.33%
4	13	8.67%
5	5	3.33%

---

**Quality**

1	48	32.00%
2	36	24.00%
3	28	18.67%
4	14	9.33%
5	6	4.00%

---

**Price**

1	47	31.33%
2	38	25.33%
3	29	19.33%
4	16	10.67%
5	6	4.00%

---

**Others**

1	38	25.33%
2	33	22.00%
3	19	12.67%
4	27	18.00%
5	18	12.00%

---



As table 4.2 frequency and percentage of purchase behaviour toward car of 150 respondents, it was found that most of respondents thought of suit brand G2000 for the 1<sup>st</sup> ranking at 15.33%. the 2<sup>nd</sup> ranking for 12.67%, the 3<sup>rd</sup> ranking for 26.00%, the 4<sup>th</sup> ranking for 18.00% and the 5<sup>th</sup> ranking 9.33% respectively.

Suit brand Suit Select for the 1<sup>st</sup> ranking at 1.33%. the 2<sup>nd</sup> ranking for 4.67%, the 3<sup>rd</sup> ranking for 10.67%, the 4<sup>th</sup> ranking for 17.33% and the 5<sup>th</sup> ranking 21.33% respectively.

Suit brand Song Samai for the 1<sup>st</sup> ranking at 1.33%. the 2<sup>nd</sup> ranking for 16.00%, the 3<sup>rd</sup> ranking for 4.67%, the 4<sup>th</sup> ranking for 21.33% and the 5<sup>th</sup> ranking 10.67% respectively.

Suit brand Arrow for the 1<sup>st</sup> ranking at 13.33%. the 2<sup>nd</sup> ranking for 4.67%, the 3<sup>rd</sup> ranking for 10.67%, the 4<sup>th</sup> ranking for 7.33% and the 5<sup>th</sup> ranking 13.33% respectively.

Suit brand Hugo Boss for the 1<sup>st</sup> ranking at 1.33%. the 2<sup>nd</sup> ranking for 0.67%, the 3<sup>rd</sup> ranking for 4.67%, the 4<sup>th</sup> ranking for 13.33% and the 5<sup>th</sup> ranking 21.33% respectively.

Suit brand Armani for the 1<sup>st</sup> ranking at 1.33%. the 2<sup>nd</sup> ranking for 4.67%, the 3<sup>rd</sup> ranking for 10.67%, the 4<sup>th</sup> ranking for 17.33% and the 5<sup>th</sup> ranking 21.33% respectively.

Other Brand for the 1<sup>st</sup> ranking at 8.67%. the 2<sup>nd</sup> ranking for 4.00%, the 3<sup>rd</sup> ranking for 2.67%, the 4<sup>th</sup> ranking for 17.33% and the 5<sup>th</sup> ranking 21.33% respectively.

The first suit brand that came in respondents mind was G2000 for 82.00% followed by SongSamai, 10.00%, Armani 6.00%, Suit Select 1.33% and Hugo Boss and Others for 0.67% respectively.

The element that customer wanted from buying tailor made suit that came up in their mind was first Promotion, 1.33%, the 2<sup>nd</sup> ranking 3.33% and the 3<sup>rd</sup> ranking 5.33%, the 4<sup>th</sup> ranking 9.33% and the 5<sup>th</sup> 18.67%.

After Sales Service, it was found that most of respondents thought of its as the 1<sup>st</sup> ranking 7.33%, 2<sup>nd</sup> ranking 10.67%, 3<sup>rd</sup> ranking 18.67% 4<sup>th</sup> ranking 22.00% and the 5<sup>th</sup> ranking 22.67%.

Brand, it was found that most of respondents thought of its as the 1<sup>st</sup> ranking 26.00%, 2<sup>nd</sup> ranking 14.67%, 3<sup>rd</sup> ranking 18.67% 4<sup>th</sup> ranking 8.67% and the 5<sup>th</sup> ranking 12.67%.

Technology, it was found that most of respondents thought of its as the 1<sup>st</sup> ranking 6.00%, 2<sup>nd</sup> ranking 14.67%, 3<sup>rd</sup> ranking 15.33% 4<sup>th</sup> ranking 16.00% and the 5<sup>th</sup> ranking 19.33%.

Suggestion from friend or family, it was found that most of respondents thought of its as the 1<sup>st</sup> ranking 2.67%, 2<sup>nd</sup> ranking 2.00%, 3<sup>rd</sup> ranking 3.33% 4<sup>th</sup> ranking 8.67% and the 5<sup>th</sup> ranking 3.33%.

Quality, it was found that most of respondents thought of its as the 1<sup>st</sup> ranking 32.00%, 2<sup>nd</sup> ranking 24.00%, 3<sup>rd</sup> ranking 18.67% 4<sup>th</sup> ranking 9.33% and the 5<sup>th</sup> ranking 4.00%.

Price, it was found that most of respondents thought of its as the 1<sup>st</sup> ranking 31.33%, 2<sup>nd</sup> ranking 25.33%, 3<sup>rd</sup> ranking 19.33% 4<sup>th</sup> ranking 10.67% and the 5<sup>th</sup> ranking 4.00%.

Other, it was found that most of respondents thought of its as the 1<sup>st</sup> ranking 25.33%, 2<sup>nd</sup> ranking 22.00%, 3<sup>rd</sup> ranking 12.67% 4<sup>th</sup> ranking 18.00% and the 5<sup>th</sup> ranking 12.00%.

**Section 3: Factor Influencing Buying Behavior toward Tailor Made Suit at Bill International Bespoke Tailor**

Product Related Criteria influences purchasing decision towards Tailor made suit at Bill International Bespoke Tailor

**Table 4.3 Mean, Standard Deviation and Interpretation of product related criteria:**

**Product Attribute**

<b>Product Related Criteria</b>	<b>Mean</b>	<b>S.D.</b>	<b>Interpretation</b>
<b>Product Attributes</b>			
Design and Model	2.71	1.04	Neutral
Specific Functions	2.34	1.10	Disagree
Comfort	2.41	1.25	Neutral
Strength and Flexibility of Materials	2.14	1.08	Disagree
<b>Total</b>	<b>2.40</b>	<b>0.79</b>	<b>Disagree</b>

As shown in the above table, the overall product attributes affect the purchasing decision on tailor made suit was disagreed (M=2.40), while design and model (M=2.71) and Comfort (M=2.41) which were neutral.

**Table 4.4 Mean, Standard Deviation and Interpretation of product related criteria:**

**Suit Feature**

<b>Product Related Criteria</b>	<b>Mean</b>	<b>S.D.</b>	<b>Interpretation</b>
<b>Suit Feature</b>			
Cashmere Wool Fabrics	4.09	0.69	Agree
Perfect Fit to Body	3.71	0.66	Agree
Air flow in and out of suit	3.80	0.70	Agree
Durability	3.73	0.74	Agree
<b>Total</b>	<b>3.84</b>	<b>0.39</b>	<b>Agree</b>

As shown in the above table, the overall suit feature affect the purchasing decision on tailor made suit was agreed (M=3.84), Cashmere Wool Fabrics (M=4.09) and Air Flow(M=3.80), Durability (M=3.73) and Perfect Fit (M=3.71).

**Table 4.5 Mean, Standard Deviation and Interpretation of product related criteria:**

**Price Factor**

<b>Product Related Criteria</b>	<b>Mean</b>	<b>S.D.</b>	<b>Interpretation</b>
<b>Price Factor</b>			
Payment Methods	3.92	0.71	Agree
Prefer Cheapest Suit	3.90	0.80	Agree
Discount on Order	3.76	0.80	Agree
Overall Value	3.79	0.71	Agree
<b>Total</b>	<b>3.84</b>	<b>0.55</b>	<b>Agree</b>

As shown in the above table, the overall price affect the purchasing decision on tailor made suit was agreed (M=3.84), while payment methods was agreed mostly (M=3.92)

**Table 4.6 Mean, Standard Deviation and Interpretation of product related criteria:**

**Brand Factor**

<b>Product Related Criteria</b>	<b>Mean</b>	<b>S.D.</b>	<b>Interpretation</b>
<b>Brand Factor</b>			
Brand Advertising Encourage			
customer to buy suit	3.91	0.74	Agree
Image of International Brand			
Affect suit purchasing decision	4.05	0.66	Agree
Prefer Used Brand	3.94	0.82	Agree
Brand name means good			
quality	3.89	0.67	Agree
<b>Total</b>	<b>3.94</b>	<b>0.47</b>	<b>Agree</b>

As shown in the above table, the overall Brand factor affect the purchasing decision on tailor made suit was agreed (M=3.94), while image of the brand in international market also affecting suit buying decision was agreed (M=4.05).

**Section 4: User related criteria influences purchasing decision towards Tailor Made Suit at Bill International Bespoke Tailor**

**Table 4.7 Mean, Standard Deviation and Interpretation of User related criteria: Cultural Factor**

User Related Criteria	Mean	S.D.	Interpretation
<b>Cultural Factor</b>			
My Society believe that purchasing new suit can help you look smart.	3.91	0.74	Agree
My society believe that everyone should have tailor made suit.	3.72	0.71	Agree
My society looks at dress code Of a person to interact	3.93	0.68	Agree
<b>Total</b>	<b>3.82</b>	<b>0.50</b>	<b>Agree</b>

As shown in the above table, the overall Cultural factor affect the purchasing decision on tailor made suit was agreed (M=3.82), society interaction also affecting suit buying decision was agreed (M=3.93).

**Table 4.8 Mean, Standard Deviation and Interpretation of User related criteria: Social Factor**

User Related Criteria	Mean	S.D.	Interpretation
<b>Social Factor</b>			
People in family Tailor made Suit	3.69	0.66	Agree
I decide on New suit by myself	4.13	0.68	Agree
Word of Mouth Influence my decision to buy	4.01	0.51	Agree
<b>Total</b>	<b>4.93</b>	<b>0.46</b>	<b>Agree</b>

As shown in the above table, the overall social factor affect the purchasing decision on tailor made suit was agreed (M=4.93), However, respondent still believe in themselves before decide where to purchase (M=4.13).

**Table 4.9 Mean, Standard Deviation and Interpretation of User related criteria:**

**Psychological Factor**

User Related Criteria	Mean	S.D.	Interpretation
<b>Psychological Factor</b>			
I feel Smart and Confidence			
wearing tailor made suit	3.84	0.71	Agree
I satisfied with my new suit	3.86	0.61	Agree
I have good experience using			
tailor made suit	4.16	0.85	Agree
Total	3.95	0.53	Agree

As shown in the above table, the overall Psychological factor affect the purchasing decision on tailor made suit was agreed (M=3.95), while experience factor also affecting suit buying decision was agreed (M=4.16).



## Section 5: Hypothesis Testing

The Hypothesis are tested by using Statistical Package for Social Science (SPSS) version 17.0 to determine relationships and needed to focus on the value of sig (2-tailed) of Pearson's correlation.

If there is a significant value (sig) >0.05, it shows that there is no relationship between the variables.

If there is a significant value (sig) <0.05, it shows that Pearson's Correlation is positive and there is a positive relationship between them.

### Hypothesis 1

**Ho:** There is no relationship between Suit (product) attribute and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**H1:** There is a relationship between Suit (product) attribute and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**Table 4.10: Relationship Between Product Attribute and purchasing decision of car by customer at Bill International Bespoke Tailor**

		Overall Product Attribute	<b>I decided to purchase Suit because of its Attribute</b>
Overall Product Attribute	Pearson Correlation	1	.394**
	Sig. (2-tailed)		<u>.52</u>
	N	200	200
<b>I decided to purchase Suit because of its Attribute</b>	Pearson Correlation	.394**	1
	Sig. (2-tailed)	<u>.52</u>	
	N	200	200

**\*\*Correlation Significant at the 0.01 level (2-tailed)**

As seen from the table 4.10, when Pearson Correlation is applied to test hypothesis 1, the result suggests that there is no significant correlation between product attributes and purchasing decision of Suit by customer at Bill International Bespoke Tailor. (Sig=0.052).

**Hypothesis 2**

**Ho:** There is no relationship between Suit Features and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**H1:** There is a relationship between Suit Features and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**Table 4.11: Relationship Between Suit Features and purchasing decision of car by customer at Bill International Bespoke Tailor**

		Overall Product Features	<b>I decided to purchase Suit because of its Features</b>
Overall Product Features	Pearson Correlation	1	.817**
	Sig. (2-tailed)		<u>.000</u>
	N	200	200
<b>I decided to purchase Suit because of its Features</b>	Pearson Correlation	.817**	1
	Sig. (2-tailed)	<u>.000</u>	
	N	200	200

**\*\*Correlation Significant at the 0.01 level (2-tailed)**

As seen from the table 4.11, when Pearson Correlation is applied to test hypothesis 2, the result suggests that there is a significant correlation between suit features and purchasing decision of Suit by customer at Bill International Bespoke Tailor. (Sig=0.000).

### Hypothesis 3

**H<sub>0</sub>:** There is no relationship between pricing factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**H<sub>1</sub>:** There is a relationship between pricing factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**Table 4.12: Relationship between Pricing Factor and purchasing decision of car by customer at Bill International Bespoke Tailor**

		Overall Pricing Factor	<b>I decided to purchase Suit because of pricing factor</b>
Overall Pricing Factor	Pearson Correlation Sig. (2-tailed) N	1  200	.885**  .000 200
<b>I decided to purchase Suit because of pricing factor</b>	Pearson Correlation Sig. (2-tailed) N	.885**  .000 200	1  200

**\*\*Correlation Significant at the 0.01 level (2-tailed)**

As seen from the table 4.12, when Pearson Correlation is applied to test hypothesis 3, the result suggests that there is a significant correlation between pricing factor and purchasing decision of Suit by customer at Bill International Bespoke Tailor. (Sig=0.000).

#### Hypothesis 4

**Ho:** There is no relationship between branding factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**H1:** There is a relationship between branding factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**Table 4.13: Relationship between Branding Factor and purchasing decision of car by customer at Bill International Bespoke Tailor**

		Overall Branding Factor	I decided to purchase Suit because of branding factor
Overall Branding Factor	Pearson Correlation Sig. (2-tailed) N	1  200	.854**  .000 200
I decided to purchase Suit because of branding factor	Pearson Correlation Sig. (2-tailed) N	.854**  .000 200	1  200

**\*\*Correlation Significant at the 0.01 level (2-tailed)**

As seen from the table 4.13, when Pearson Correlation is applied to test hypothesis 4, the result suggests that there is a significant correlation between branding factor and purchasing decision of Suit by customer at Bill International Bespoke Tailor. (Sig=0.000).

### Hypothesis 5

**H<sub>0</sub>:** There is no relationship between cultural factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**H<sub>1</sub>:** There is a relationship between cultural factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**Table 4.14: Relationship between Cultural Factor and purchasing decision of car by customer at Bill International Bespoke Tailor**

		Overall Cultural Factor	<b>I decided to purchase Suit because of cultural factor</b>
Overall Cultural Factor	Pearson Correlation	1	.864**
	Sig. (2-tailed)		<u>.000</u>
	N	200	200
<b>I decided to purchase Suit because of cultural factor</b>	Pearson Correlation	.864**	1
	Sig. (2-tailed)	<u>.000</u>	
	N	200	200

**\*\*Correlation Significant at the 0.01 level (2-tailed)**

As seen from the table 4.14, when Pearson Correlation is applied to test hypothesis 5, the result suggests that there is a significant positive correlation between cultural factor and purchasing decision of Suit by customer at Bill International Bespoke Tailor. (Sig=0.000).

### Hypothesis 6

**Ho:** There is no relationship between social factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**H1:** There is a relationship between social factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**Table 4.15: Relationship between Social Factor and purchasing decision of car by customer at Bill International Bespoke Tailor**

		Overall Social Factor	<b>I decided to purchase Suit because of social factor</b>
Overall Social Factor	Pearson Correlation	1	.854**
	Sig. (2-tailed)		<u>.000</u>
	N	200	200
<b>I decided to purchase Suit because of social factor</b>	Pearson Correlation	.854**	1
	Sig. (2-tailed)	<u>.000</u>	
	N	200	200

**\*\*Correlation Significant at the 0.01 level (2-tailed)**

As seen from the table 4.15, when Pearson Correlation is applied to test hypothesis 6, the result suggests that there is a significant positive correlation between social factor and purchasing decision of Suit by customer at Bill International Bespoke Tailor. (Sig=0.000).

### Hypothesis 7

**Ho:** There is no relationship between psychological factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**H1:** There is a relationship between psychological factor and purchasing decision of tailor made suit at Bill International Bespoke Tailor

**Table 4.16: Relationship between Psychological Factor and purchasing decision of car by customer at Bill International Bespoke Tailor**

		Overall Psychological Factor	I decided to purchase Suit because of Psychological factor
Overall Psychological Factor	Pearson Correlation Sig. (2-tailed) N	1  200	.889**  200  <u>.000</u>
I decided to purchase Suit because of Psychological factor	Pearson Correlation Sig. (2-tailed) N	.889**  <u>.000</u> 200	1  200

**\*\*Correlation Significant at the 0.01 level (2-tailed)**

As seen from the table 4.16, when Pearson Correlation is applied to test hypothesis 7, the result suggests that there is a significant positive correlation between Psychological factor and purchasing decision of Suit by customer at Bill International Bespoke Tailor. (Sig=0.000).