

CHAPTER 5

The study of factors affecting consumers' decision making to buy tailor made suit at Bill International Bespoke Tailor was accomplished by pulsating hypotheses structured from the conceptual framework which focused on consumer behaviour. A literature review was carried out including past research, concepts and current issues concerned with Tailor made Suit Industries, buying decision, consumer behaviour and other factors affecting buying decisions. The data was collected from 150 questionnaires from customer at Bill International Bespoke Tailor. The result of the study were analysed by using SPSS. This chapter present the conclusion and the discussing about the findings of the study. Lastly, some limitations to the study and recommendations for future research will be discussed in this chapter.

Conclusion

In order to answer the study objectives the aim and the purpose were examine as follow:

Aim: The aim of this study was to measure the factors of consumer behaviour which affects the purchase decision of tailor made suit at Bill International Bespoke Tailor, focusing on Product Attributes, Suit Features, Pricing Factor, Branding Factor, Cultural Factor, Social Factor and Psychological Factor.

Finding 1: To examine the relationship between various factors (Product Attributes, Suit Features, Pricing Factor, Branding Factor, Cultural Factor, Social Factor and Psychological Factor) and purchasing decision to buy tailor made suit at Bill International Bespoke Tailor.

Result: The result showed that Suit Features, Pricing Factor, Branding Factor, Cultural Factor, Social Factor and Psychological Factor have a significant positive relationship with purchasing decision to buy tailor made suit at Bill International Bespoke Tailor, the only factor that was not significant was Suit Attribute.

Finding 2: To explore the product related criteria that affect purchasing decision to buy tailor made suit at Bill International Bespoke Tailor. These product related criteria consist of Suit Attribute, Suit Feature, Pricing and Brand.

Result: It can be concluded that the most important factor that affect purchasing decision to buy a tailor made suit at Bill International Bespoke Tailor is Brand (M=3.94), followed by Price (M=3.84), Suit Feature (M=3.64) and Suit Attribute (M=2.40) respectively.

Finding 3: To explore the user related criteria that affect purchasing decision to buy a new tailor made suit at Bill International Bespoke Tailor, which consist of cultural factor, social factor and Psychological factor.

Result : It can be concluded that the most significant criteria that affect purchasing decision to buy a tailor made suit at Bill International Bespoke Tailor is social factor (M=4.93), followed by Psychological factor (M=3.95) and Cultural Factor (M=3.82) respectively.

Discussion

In order to answer the research objectives, it is important to know that marketing strategy for Tailor Made Suit Industry in Thailand must relate to brand and social factors as most important factor, as we see from the research result.

Muniz (2007) mentioned that brand simplify buying decision making process by promoting inevitability and responsibility. 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.

Many researchers use the consumer behaviour textbook as a source of a consumer behaviour model. The traditional model of consumer behaviour process has 5 steps as mentioned above. This five stages model of consumers is normally the norms that most consumers go through during the process of making buying decision. Consumers decision making process is difficult to understand (Pfister, 2003). Consumers mostly need efforts to find available information so they can reach suitable judgement. Consumers therefore may use interferences to select the product/services. Huber&McCann (1982) found that there is a relationship between interference and people's evaluation process. Interferences come from past experiences and similar database about the product like country of origin or brands.

Recommendations for Future Research

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.

The future study might want to examine different factors of buying decision by examining competitors for customer to buy new tailor made suit. More specific suit features can be measured, for eg. Type of fabrics customer prefers and more in depth details of competitors can be collected to make the validation more accurate.

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.