A Study of Factors Influencing Thais' Intention to Purchase Clothing at "Camp" Multi-Brand Store

Ployramean Phadungwatanachok
MBA Double Degree , Graduate School of Business
Assumption University of Thailand

Marrisa Fernando, Ph.D.
Advisor, Graduate School of Business
Assumption University of Thailand

Abstract

This study aimed to determine factors influencing the intention of purchasing clothing at "CAMP" multi-brand store in Thailand. This study focused on Thai citizens who have never purchased fashion items at CAMP multi-brand store. The research included studies from previous research with five factors: Attitude, Product, Price, Place and Promotion on Thais' intention to purchase clothing at "CAMP" multi-brand store. This study was a quantitative research with applying Cronbach's Alpha, Descriptive and Inferential Statistics to determine the reliability of questionnaire analyze demographics information and test hypotheses. Convenience sampling and snowball sampling were employed in this study. A total of 424 questionnaires were returned and 400 questionnaires used in this analysis. The finding presented that there were all five variable that has a significant effect on Thais' purchase intention which consisted of attitude, product, price, place and promotion.

Keywords: product, price, place, promotion, purchase intention

Introduction

No matter how technology has become necessary factor that facilitate everyone's daily life, but human still want "Human touch" (Barr & Davis, 2018). It means that people still like social activities. If consumers go shopping at physical store, they can touch and try before choosing things on their own, which is something that technology cannot. Hence, "Brick and Mortar" can still exist in the market. It is obvious that displaying store for consumers to see real product and having experience of shopping is an essential. Everyone believes that the physical stores never died. The traditional shopping activity is shopping at physical store. On the other words, it is an offline channel that customers visit the physical shops in person to do their shopping activities.

Multi-brand store in Thailand

The origin of physical store in the form of multi-brand store is "Collette" that occurred in 1997 in France. In Thailand, the first store named 'Wonder room", found in 2013. After that, there were many shops followed this business model such as the HOF shop. Until in 2015, the multi-brand store become more popular such as SOS shop, FAB LAB, HOF, CAMP and Matchbox store (Choksiriwan, 2018). The concept of multi-brand stores is "from online to on shelf" under the idea of "Instagram to In- stores" (Silapaouychai, 2016). The multi-brand stores collect many brands from online (e.g. Instagram and Facebook) within one shop.

Figure1. Multi-brand store in Thailand
Source: www.smethailandclub.com/entrepreneur-2495-id.html, July 2018

Research Objectives

This study aims to understand the factors influencing Thais' intention to purchase clothing at "CAMP" multi-brand store. The objectives of this research study are as following:

1. To identify the influencing factors on the intention of purchasing clothing at CAMP multi-brand store.
2. To determine the significant influencing factors on the intention of purchasing clothing at CAMP multi-brand store.

Literature Review

Purchasing intention

Purchasing intention is related to customer's attitude and behaviors that affect the purchasing decision making after evaluation. Each of shoppers has different purchasing behavior. It leads to access and estimate the specific products and services. The intention of purchasing is an effective tool to predict the process of buying. In the clothing industry, more and more people prefer shopping through online channel, but they faced the bad experience. It

means that online shopping may not respond their expectation. Therefore, they looked for the alternative by traditional shopping. It seems like back to basic way. However, physical store is now improving to relate to the changing customer behaviors. In Thailand, the multi-brand store is a place where the products and services are being served to customer, can attract new customers who has bad experience of online shopping. They found that returning to shopping through offline channel can meet their satisfaction. Eventually, customer tend to purchase clothing at store instead face the risk toward shopping online.

Attitude

Attitude is intangible thing (Del I., Hawkins; J, Best R; A, Coney K, 2004). It means that the direction of customer satisfaction and behavior which reflect as beliefs concerning the real significances of performance. Most of online stores are poorly designed and managed. As a consequence, customers have expressed the attitude toward multi-brand store that they enjoyed shopping in physical stores more than online stores. On the other hand, customer has also negative impression of multi-brand store, they would change to purchase through other channels. Many studies have shown the relationship between the customers' attitude and satisfaction. The attitude can develop on the basis of indirect experience. Once customer has good perception with multi-brand store, they would be satisfied for intention of purchase decision making.

Marketing Mix (4Ps)

Marketing mix is a fundamental concept of marketing (Kotler & Armstrong, 2010). It is the group of controllable variables that many businesses can use to impact the customer's purchase decision making. The marketing mix is most commonly executed through the 4Ps of marketing strategy, which are Product, Price, Place and Promotion (McCarthy & Perrault, 2002). Each of component of the marketing mix has a direct or indirect impact on the customer's purchasing process.

- Product refers to the items being sold. They are made or produced to meet the customer needs. The product is goods and service. They can be tangible, or intangible depend on the type of products (Muhammad, 2014).
- Price is the amount of money charged for either a product or service. In the other words, price is a total value that shoppers exchange for the benefits of having the product or

service (Muhammad, 2014). Setting price is main factor influencing the buying process. Most people compare price before purchasing. They prefer the cheapest price with good quality.

- Place refers to the location of the market or the distribution. The placement must be accessible for customers (The Economic Times, 2018). Retailer want to set their store in the center of commerce since there are many shoppers around these areas.

- Promotion refers to all the activities undertaken to make the product or service known to the sellers and buyers. We cannot deny that many firms are likely to promote or advertise the products and services by word of mouth (The Economic Times, 2018). Promotion encourage consumer to buy products and services.

Conceptual Framework
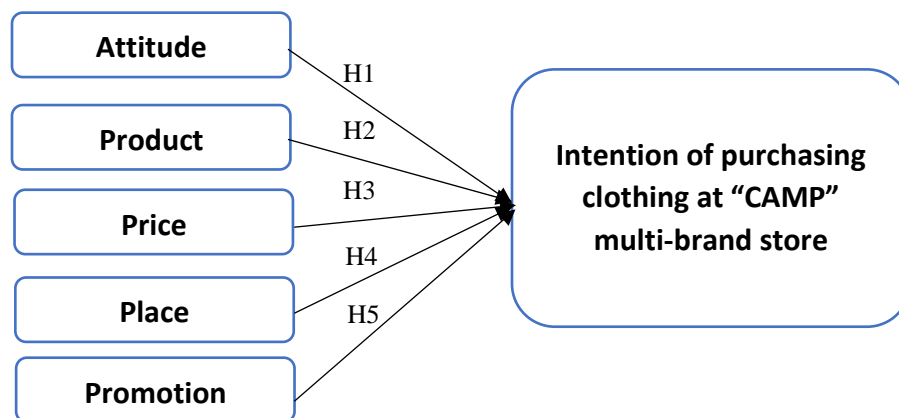
Research Hypotheses

There were five hypotheses formulated based on the conceptual framework:

$H1_0$: Attitude has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

$H1_a$: Attitude has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

$H2_0$: The product has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

$H2_a$: The product has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

H3$_0$: The price has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

H3$_a$: The price has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

H4$_0$: The place has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

H4$_a$: The place has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

H5$_0$: The promotion has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

H5$_a$: The promotion has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

Research Methodology

Research Design

The purpose of this research study was to explore and analyze impact factors of purchasing clothing attributes being composed of attitude, price, place and promotion toward "CAMP" multi-brand store in Thailand. The researcher used an online questionnaire by applying the quantitative technique. The questionnaire is separated into 8 parts with 33 questions. Cronbach's Alpha, Descriptive Analysis and Multiple Linear Regression were used for data analysis .

Target Population

The target population included only Thai citizens who have never purchased the clothing at "CAMP" multi-brand store is a target population. The data in this study was collected in the month of June and July 2019 with only Thai citizens.

Sample Size

For this research, the table below was used to specify and determine a sample size. The researcher used the column with the confidence level of 95% with the margin of error of 5% (Yamane, Taro, 1967). The total Thai population is about 70 million peoples. Hence, the sample size of the research study would be approximately 400 respondents who are Thai citizens and never bought clothing at CAMP shop.

- Pilot test of 30 respondents is done to for the reliability testing for Cronbach's Alpha.
- The total number of responses need for this study is 400.

Sampling Procedure

The first step: Convenience sampling

The convenience sampling is one of non-probability sampling technique used to select that samples from the population only since they are easy to recruit. The reason why many researchers prefer this convenience sampling because of the speed, cost-effectiveness and ease of availability (Bhat, Adi, 2018).

The researcher selected people known to researchers such as friends, colleagues and family. Researcher sent the questionnaire as the survey which is the easy and regular access. For of all, the researcher made the questionnaire and then distributed through online in google form to respondents by a direct message via line account .

The second step: Snowball sampling

The snowball sampling is a non-probability sampling technique that helps researchers find the suitable samples when sample size is a quite small and not easily available. As the sample collecting, existing study subjects recruit future subjects from among the acquaintances (Stephanie, 2014).

According to "CAMP" multi-brand store, it is not well known globally. The researcher used the snowball sampling method that works especially with the distinctive characteristic of the population who are the target group of respondents. Therefore, the researchers utilized the network of friends to distribute the online questionnaires as a convenience and snowball sampling methods and to forward and share the online survey to their friend or acquaintances who are qualified for this study.

Data Collection Method

In this study, questionnaires were used as the research instrument for the analysis of the influential variables. Accordingly, the survey link is distributed to the qualified sample. The data collected for this study is done by online questionnaire survey.

Data Analysis

This study will provide the key finding in detail by using descriptive analysis and inferential analysis for tryout hypotheses. All the result codifies into symbolic forms and examined the hypotheses . The result of descriptive statistics was interpreted from raw data into the information that explained basic characteristics. Furthermore, the descriptive data can be described the personal information in order to understand the characteristics of target respondents. The outcome included frequency, mean and standard deviation. Lastly, Multiple Linear Regression determined the the influence of each of independent variables toward dependent variable purchase intention.

Research Findings

The reliability of thirty questionnaires was tested which included five independent and one dependent variable such as attitude, place, promotion, price, product and purchase intention. Cronbach's Alpha would measure the reliability and consistency of the questionnaire. The Cronbach's Alpha was calculated through. Cronbach's Alpha testing with a value of more than 0.6 is acceptable

The descriptive analysis of demographic data analyzed the information of all respondents .   In this research, the demographic data included gender, age, educational level, occupation and monthly income. (Table 1)

Table 1:

The frequency distribution and Percentage of respondents.

Demographic Factors	Frequency	Percentage
Gender		
Female	399	99.8%
Male	1	0.2%
Total	**400**	
Age		
Less than 20 years old	28	7.0%
20-25 years old	144	36.0%
26-30 years old	202	50.5%
31-35 years old	22	5.5%

36-40 years old	4	1.0%
Total	**400**	
The level of education		
High school or lower	25	6.3%
Bachelor Degree	342	85.5%
Master Degree	33	8.2%
Total	**400**	
Occupation		
Business Owner	11	2.8%
Private Company Employee	312	78.0%
Government Employee	3	0.8%
Student	74	18.5%
Total	**400**	
Income per month		
Less than 10,000 Baht	48	12.0%
10,0001-20,000 Baht	64	16.0%
20,0001-30,000 Baht	137	34.2%
30,0001-40,000 Baht	100	25.0%
40,0001-50,000 Baht	34	8.5%
More than 50,000 Baht	17	4.3%
Total	**400**	

According to table1, the proportion of genders are 99.8% (399 respondents) are female. There were 202 respondents aged between 26-30 years old with the highest percentage of 50.5%. This was followed by 144 respondents who are aged between 20-25 years old with the percentage of 36%. There were 28 respondents who are aged less than 20 years old with the percentage of 7% and 22 respondent who are aged between 31-35 years old with the percentage of 5.5%. Also, only 4 respondents are aged between 36-40 years old presented as the least percentage at 1%.

The majority of respondents obtained Bachelor's Degree education level which represents 85.5% of the total respondents, Master's Degree education level was at 8.2% from the

total respondents and only 25 respondents or 6.3% of the total respondents were in High School's Degree education or lower.

Most of the respondents worked as the private company employees by 78.0% or 312 respondents. 18.5% of the total respondents studied as student accounting for 74 respondents. Then, there were 11 respondents who were business owners, which was at 2.8% of the total respondents. The least percentage at 0.8% or 3 respondents worked as government or state enterprise employee.

There are 34.2% (137 respondents) of the respondents earning income per month of between 20,001-30,000 Baht. This was followed by 25.0% (100 respondents) with the monthly income of between 30,001-40,000 Baht, 16.0% (64 respondents) of the respondents earned income per month of between 10,001-20,000 Baht, 12.0% (48 respondents) of the respondents earned income per month of less than 10,000 Baht, 8.5% (34 respondents) of the respondents earned income per month of between 40,001-50,000 Baht, 4.3% (17 respondents) of the respondents earned income per month of more than 50,000 Bath respectively.

Hypotheses testing results

Hypothesis 1:

$H1_0$: Attitude has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

$H1_a$: Attitude has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

The significant value was less than 0.05. which was 0.000. It means that Attitude has significant impact on Thais' intention to purchase clothing at "CAMP" multi-brand store. Hence, the null hypothesis (H10) was rejected. The researcher concluded that Attitude has significant influence on the intention of purchasing clothing at "CAMP" multi-brand store. Additionally, the standardized coefficient (β) was +0.190 demonstrating that the increasing in the attitude factor by 1%, Thais' intention to purchase clothing at "CAMP" multi-brand store will rise by 19.0%.

Hypothesis 2:

$H2_0$: The product has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

H2$_a$: The product has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

The significant value was less than 0.05 which was 0.000. It means that Product has significant impact on Thais' intention to purchase clothing at "CAMP" multi-brand store. Hence, the null hypothesis (H10) was rejected. The researcher concluded that Product has significant influence on the intention of purchasing clothing at "CAMP" multi-brand store. Additionally, the standardized coefficient (β) was +0.266 demonstrating that the increasing in the product factor by 1%, Thais' intention to purchase clothing at "CAMP" multi-brand store will rise by 26.6%.

Hypothesis 3:

H3$_0$: The price has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

H3$_a$: The price has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

The significant value was less than 0.05 which was 0.000. It means that Price has significant impact on Thais' intention to purchase clothing at "CAMP" multi-brand store. Hence, the null hypothesis (H10) was rejected. The researcher concluded that Price has significant influence on the intention of purchasing clothing at "CAMP" multi-brand store. Additionally, the standardized coefficient (β) was +0.408 demonstrating that if the increasing in the price factor by 1%, Thais' intention to purchase clothing at "CAMP" multi-brand store will rise by 40.8%.

Hypothesis 4:

H4$_0$: The place has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

H4$_a$: The place has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

The significant value was less than 0.05 which was 0.025. It means that Place has significant impact on Thais' intention to purchase clothing at "CAMP" multi-brand store. Hence, the null hypothesis (H10) was rejected. The researcher concluded that Place has significant influence on the intention of purchasing clothing at "CAMP" multi-brand store. Additionally, the

standardized coefficient (β) was -.105 demonstrating that if the increasing in the place factor by 1%, Thais' intention to purchase clothing at "CAMP" multi-brand store will decrease by 10.5%.

Hypothesis 5:

$H5_0$: The promotion has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

$H5_a$: The promotion has a significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.

The significant value was less than 0.05 which was 0.000. It means that Promotion has significant impact on Thais' intention to purchase clothing at "CAMP" multi-brand store. Hence, the null hypothesis (H10) was rejected. The researcher concluded that Promotion has significant influence on the intention of purchasing clothing at "CAMP" multi-brand store. Additionally, the standardized coefficient (β) was +.177 demonstrating that if the increasing in the promotion factor by 1%, Thais' intention to purchase clothing at "CAMP" multi-brand store will rise by 17.7%.

Table2:

The Summary of Multiple Linear Regression Analysis (N=400)

Coefficients[a]							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	.198	.123		1.602	.110		
Attitude	.201	.049	.190	4.121	.000	.312	3.206
Product	.262	.047	.266	5.583	.000	.293	3.415
Price	.391	.046	.408	8.507	.000	.288	3.473
Place	-.107	.048	-.105	-2.254	.025	.303	3.298
Promotion	.177	.047	.177	3.739	.000	.296	3.383
a. Dependent Variable: Purchase Intention							

*Note: P-Value should be < 5% confidence level.

Table3:

The results of R-Square, Adjusted R-Square and the Significance Value of F by using Multiple Linear Regression.

Model Summary				
Model	R	R square	Adjusted R Square	Std. Error of the Estimate
1	.860[a]	.739	.736	.32148
a. Predictors: (Constant), Promotion, Product, Attitude, Place, Price				

Table 4:

The summary of Hypothesis tested by using Multiple Linear Regression

Hypothesis	Coefficient (β)	Level of Significant	Testing Result
$H1_0$: Attitude has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.	.190	0.000	Rejected
$H2_0$: Product has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.	.266	0.000	Rejected
$H3_0$: Price has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.	.408	0.000	Rejected
$H4_0$: Place has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.	-.105	0.025	Rejected
$H5_0$: Promotion has no significant influence on the intention of purchasing clothing at "CAMP" multi-brand store.	.177	0.000	Rejected

Discussion and Conclusion

The respondents of the respondents are women which accounted for 99.8%. They are between 26 and 30 years old (50.5%) and with the education level of bachelor's degree (85.5%). Moreover, the respondents worked as private company employees (77.8%) and they earned money of 20,001-30,000 THB per month (34.2%).

According to the analysis of hypotheses testing, researcher found that that Attitude has significant influence toward Thais' intention of purchasing clothing at "CAMP" multi-brand store. Karnkanist (2017) stated that the attitude toward multi-brand store has a relationship with the making decision of purchasing product at physical store instead of online channels like

Instagram. Since the multi-brand stores provide the variety of products, it is convenience for shopping and fitting clothing before buying. Most of them believe that it reduced the risk of cheating from shopping online. Additionally, consumers also believe that they can request helps from multi-brand store's staff to seek the product.

Product has significant influence toward Thais' intention of purchasing clothing at "CAMP" multi-brand store. As multi-brand shop concept, it presents a variety of fashion items by selling everything: clothes, shoes, bags and accessories. CAMP multi-brand store brings the famous brands from Instagram and Facebook, which respond the customers' interest and needs. Theppitak (2018) stated that product factor which is one of marketing mix affect the making decision of purchasing fashion items. Consumers bought online brand clothing because the products which are sold in multi-brand store were high-quality and fashionable items.

Price has significant influence toward Thais' intention of purchasing clothing at "CAMP" multi-brand store. As CAMP multi-brand shop concept, the price of merchandises sold in the store would be the same as the price sold in online channels. Thengwongwattana (2016) stated that most of buyer would compare the price and choose the lowest or proper price. The price setting has different depending on each of brands: from cheap to expensive. The shopper can buy according to their budgets.

Place has significant influence toward the Thais' intention of purchasing clothing at "CAMP" multi-brand store. The CAMP's owner found the problem of shopping online. He believes that consumer still prefer traditional shopping which is buying goods at physical store. Theppitak (2018) stated that the location of physical store should be set at the center of commercial area that it is convenience of travelling for shopping. Furthermore, the beautiful decoration of store also helps to attract shopper to come in the shop.

Promotion has significant influence toward the Thais' intention of purchasing clothing at "CAMP" multi-brand store. Chaisuwankeeree (2016) stated that the promotion is one of important factor that helps for customer to make the decision of purchasing. The store launched the promotion events or activities, this helps to attract shopper for shopping and increase the sales. Moreover, using famous peoples to advertise store, it also builds store brand awareness.

In conclusion, the research found that all factors including attitude and 4Ps has significant effect to Thais' intention of purchasing clothing at "CAMP" multi-brand store. The most influencing factor is price, followed by product, attitude, promotion and place respectively.

Recommendations

This research study focused on determining only the factors influencing Thais' intention to purchase clothing at "CAMP" multi-brand store. The result of the study found that all the factors including attitude and 4Ps has significant impact on Thais' intention of purchasing clothing at "CAMP" multi-brand store.

Price is the most impact factor on Thais' intention to buy fashion items at multi-brand store. When consumers would make the decision of buying goods, they usually compare the price before choosing the reasonable price that they can afford. Therefore, CAMP multi-brand store should set the proper price, not too high or low.

Moreover, Product is second impact factor on Thais' intention to purchase clothing at multi-brand store. Hence, CAMP multi-brand store should select the variety of clothing style from various online brand which is in trend now for meeting the customer needs.

In addition, the third and fourth influential factors on Thais' intention to purchase clothing at multi-brand store are Attitude and Promotion, respectively. So, CAMP multi-brand store can build the good attitude toward shopping clothing at multi-brand store by promoting the good image of multi-brand store through sale promotion events.

Lastly, in terms of place, as this study focused on for influencing factor Thais' to purchase clothing, CAMP multi-brand shop should find the good location in order to build store and expand more branches to increase brand visibility.

Further research

Because of the limitation in this research study which focused only on influencing factors on Thais to purchase clothing at "CAMP" multi-brand store, the future researchers might have to conduct a study to identify the factors on the intention to purchase clothing at other multi-brand store or other channels. Because the customer behavior has been changed all the time, the sellers have to follow and update to meet the customer needs.

Furthermore, there were only independent variables which are attitude, place, product, price and promotion influencing Thais' intention to purchase clothing at "CAMP" multi-brand store. Thus, there are other variable that may impact the purchasing clothing at multi-brand store as well.

Finally, in this study, the future study should expand to other nationalitied such as foreigners who are travelling in Thailand since the researcher focuses on Thai people as the only limited nationality. Consequently, this could guide "CAMP" multi-brand store to expand the business by penetrating another target group.

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