A STUDY OF BUYERS' BEHAVIOR IN PURCHASING THAI SILK DRESSES BY YOUNG FEMALE, URBAN CONSUMERS

BY

MISS VARANGKANA SANGKARAT

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2016
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ENTITLED

A STUDY OF BUYERS' BEHAVIOR IN PURCHASING THAI SILK DRESSES
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was approved as partial fulfillment of the requirements for

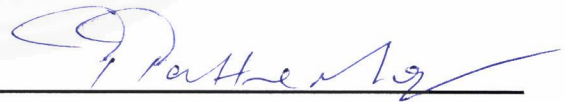the degree of Master of Science Program in Marketing (International Program)

on...............8 MAY 2017..............

Chairman _____

(Professor K. Douglas Hoffman, Ph.D.)

Member and Advisor _____

(Professor Paul G. Patterson, Ph.D.)

Dean _____

(Associate Professor Pipop Udorn, Ph.D.)

Independent Study Title	A STUDY OF BUYERS' BEHAVIOR IN PURCHASING THAI SILK DRESSES BY YOUNG FEMALE, URBAN CONSUMERS
Author	Miss Varangkana Sangkarat
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Paul G. Patterson, Ph.D.
Academic Year	2016

ABSTRACT

Thai silk is one of Thailand's best-known handicrafts, found not only in numerous local shops, but also throughout the world. Local Thai silk makers have accumulated knowledge, skills and expertise, which represented the precious of Thailand heritage of each local culture. Thai silk is also one of Thai products that boost Thailand's economy. Thai silk can be processed into many product forms such as home decoration, dresses and ornaments, turning them into value- added commodities for both the local economy and the country's economy. Even Thai silk has had a great export demand but has a decreased demand for domestic usages among the young generation who are aged between 25 to 45 years old. They had a perception that Thai silk dresses are unfashionable and difficult to wear in daily life. These reasons made Thai silk gradually fade and fade away. So the Thai government tries to encourage people to inherit this beautiful handicraft but it does not seem to reach the usage of the new generation. This study is a contemporary topic in the area of applied marketing which focusing on market opportunities and upcoming social trends. The first objective is to study the perception of Thai female teenagers toward traditional Thai silk dress designs compared with contemporary designs. The second objective is to identify potential domestic market segments for more contemporary designs of Thai silk dresses from the interpretation of their behaviors and characteristics. The third objective is to understand the crucial factors that can have a

profound impact on purchasing Thai silk dresses. Research methodologies were conducted by in-depth interview method with ten respondents and online questionnaires with 200 respondents. Findings of this study illustrate customers' perception showed the traditional designs of Thai dresses had more negative perception among teenager groups such as it is difficult to dress, it is old-fashioned, it looks formal and it is difficult to take care of. But when the design was adapted to be more modernized, 88.8% of non-users had more positive perception and increased intention to buy reached 91% as the result showed in the following chapter. This research enables readers to understand more the need and factors influencing the purchase of Thai silk dresses by consumers (B2C), while the results assist the readers on decision- making in marketing strategy.

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CHAPTER 1

INTRODUCTION

1.1 Introduction to the study and Problem Statement

Thai silk is one of Thailand's best-known handicrafts throughout the world. Thai silk represents the merit of Thailand heritage of each local culture.   Local Thai silk makers have accumulated knowledge, skills and expertise.   It also represents the history of Thailand. Thai silk is also one of Thai products that boost Thailand's economy. This product has a great demand in the United States, Japan and European countries. Thai silk exports earned the country more than 600 million baht in 2012. (Foreign Office, the Government Public Relations Department 2014)

Thai silk can be processed into many product forms such as furniture, home decoration, dresses and ornaments, turning them into value-added commodities for both the local economy and Thailand economy. Even Thai silk has had a great export demand but had a decreased demand among the Thai young generation who are aged between 25 to 45 years old. They have a perception that Thai silk is unfashionable and difficult to wear in daily life. The Pantip.Com, one of famous bloggers in Thailand, also had criticized topics about Thai silk dresses (Pantip.com, 2012). These topics reflect that Thai silk gradually fades and fades away from Thai's new generation. Even the Thai government tries to encourage people to inherit this beautiful handicraft, but it does not seem to reach the usage of the new generation.   It still has critical factors that do not match with young consumers' behavior and usage.

This research aims to study the perception of Thai young generation toward Thai silk dresses for women and find opportunities to sell these products to this market and to understand more the decision making of buying.   The benefits of this research make readers understand more the perception of Thai teenagers toward Thai silk dresses and are able to apply research results to develop Thai silk products. It also boosts the Thai silk market and inherits culture among Thai teenagers.

1.2 Research objective

This study is a contemporary topic in applied marketing in the society's subject area with three main objectives:

1.2.1   Study the perception toward traditional Thai silk dresses styles compared with more contemporary designed of Thai silk dresses among Thai teenagers in the urban areas.

1.2.2   Identify potential domestic market segment for more contemporary and modern designed of Thai silk dresses, e.g., segments by types of Thai silk or segments by styles of Thai silk dresses.

1.2.3   Determine success factors in introducing contemporary designs of Thai silk dresses and criteria to influence decision- making to purchase among Thai teenagers in the urban area, e.g., price, design, designer, influencer and distribution channel.

1.3 Project scope

Sources of data were secondary and primary. Secondary sources involved undertaking a comprehensive reading and analysis of many studies conducted around the world. This gives a better understanding of teenager consumers and existing markets of Thai silk dresses. Primary sources involved collecting data and analyzed them by using two methodologies which are in-depth interview to analyses in the qualitative part and questionnaires to analyses in the quantitative part through an online survey.

Target respondents were young adult women consumers aged between 25-45 years old in Thailand. Due to the limitation of time constraint and distance, the researcher used a sample total of 10 respondents for in-depth interviews and 200 respondents for online questionnaires; distributed by the non-probability sampling (convenience sampling method through an online survey was conducted.)

CHAPTER 2
REVIEW OF LITERATURE

This chapter of the report contains a definition of Thai silk dresses and provides background information about the existing market of Thai silk women dresses, relevant academic journals and existing research articles on the topic of teenager fashion and purchasing behavior

2.1 Definition of Thai silk women dresses

Thai silk dresses are produced by silk fabric which consists of two main types; one-hundred percentage silk or synthetic silk. Natural one-hundred percentage silk is produced by a traditional weaving process. Operating their hand looms can only produce about two yards of Thai silk fabric in a single day, if they are very experienced and skilled in their craft. Therefore, the whole Thai silk making process can take a long time to produce this environmentally friendly, unique fabric and high quality work of art by weavers. Synthetic silk fabric created by machine can obviously be completed a lot more expeditiously but it will not have the quality and uniqueness produced by our traditional handmade silk process (Thaisilkmagic.com 2015).

2.2 Thai silk dresses Target market

Nowadays, Thai silk dresses are not limited to the adult segment at the age of forty five and over only. Designers have to design fabric patterns making them more intended and more fashionable. As Thai-silk.exteen.com (Thai-silk.exteen.com 2008) segments customers into five groups as follows:

2.2.1 Geographic Segments

Geographic segments are grouped by age as: (1) Northern region; (2) Eastern-Western region; (3) Central region; (4) Southern region; (5) Bangkok zone.

2.2.2 Demographic Segments

Demographic segments are grouped by age as: (1) age between twenty-five to thirty-five years old; (2) age between over thirty-five to fifty years old.

2.2.3 Behavioral Segments

Behavioral segments are grouped by usage as: (1) daily usage; (2) working usage; (3) party usage.

2.2.4 Psychological Segments

Psychological segments are grouped by: (1) National lover (patriotic); (2) self- love; (3) social lover; (4) career and development lover. To match target customers with Thai silk dress styles, the researcher will classify them as follows:

(1) Existing or traditional styles

Existing or traditional styles capture customers who are over forty-six years old. Teenagers however are known to perceive existing styles to be old-fashioned and difficult to use in daily life (Salakjoythaisilk Brand 2016) (See appendix A).

(2) More contemporary or modernized designs

More contemporary designs capture customers who are between twenty-five to forty -five years old. The designs adapt fashionable styles with Thai silk. (Heritage Brand 2016) (See appendix B).

2.3 Fashion influencer among teenager groups

As gathering information from public sources and websites, for example, Academic journal of Rajamangala University of Technology Thanyaburi Journal (RMUTT journal 2011), found that the fashion of Thai teenagers has changed and is influenced by Western America, the Japanese and the Koreans. Purchasing decisions are influenced by social media.

2.4 Factors affecting purchasing decisions among teenager groups

Finding from research of the Khon Kaen University journal (Khon Kaen University journal 2015) showed factors impact purchasing decisions are popularity, quality of dresses and brand personality with due regard to the design and the designer.

As a summary, the literature reviews selling Thai silk dresses to customers by geographic, demographic, and behavioral and psychology segments. The sellers in each segment group have to understand customer needs and factors affecting buyer decisions. The research summarized and analyzed buyers' behavior in the purchase of Thai silk dresses by female teenagers, urban consumers.
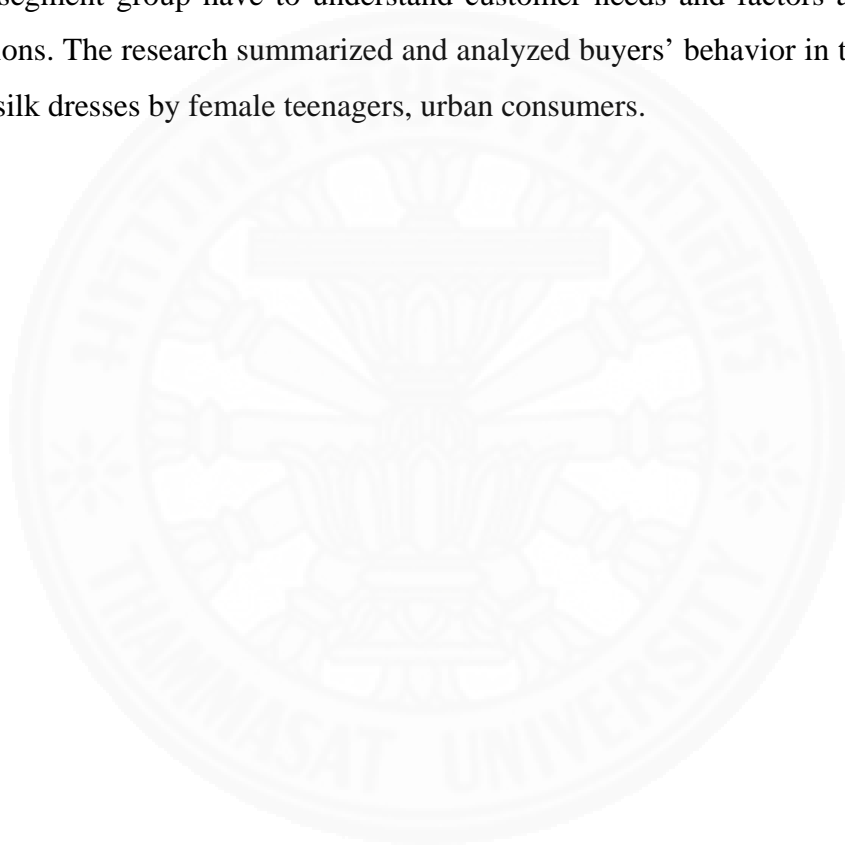
CHAPTER 3
RESEARCH METHODOLOGY

In order to achieve all research objectives, marketing research is the most effective tool to help sellers to understand consumers more and will be able to apply this research to expand opportunities to sell Thai silk women dresses to teenagers.

Research methodologies were conducted into two parts. Firstly, the researcher found secondary data by undertaking a comprehensive reading and analysis of many studies conducted around the world, to give a better understanding of teenager consumers and existing markets of Thai silk dresses. Secondly, the researcher collected data, analyzed and made an interpretation by using methodologies which were done by observation methods to observe teenager users' interaction in the internet or a website that is related to Thai silk dresses or Thai handicrafts to see trends and opportunities of Thai silk dresses among the teenager market. Then in-depth interviews were employed to assist the analyses in the qualitative part and the last was a questionnaire for analyses in the quantitative part as following steps.

Figure 1 Research Methodology Framework

3.1 Secondary Data

The researcher found secondary data by undertaking a comprehensive reading and analysis of many studies conducted around the world. This procedure gave a better understanding of teenager consumers and existing markets of Thai silk dresses. On the other hand, the result from collected secondary data helps the researcher to build a structure of the questionnaire to use in the qualitative part.

Secondary data was obtained from highly credible sources before the collection of primary data can begin. These sources included publications, credible

websites, academic publications, relevant journals, newspapers, pocket books, as well as existing research articles.

3.2   Observation

Research was done using the observation methods to observe teenager users' interaction on the internet or a website that is related to Thai silk dresses or Thai handicrafts to see trends and opportunities of Thai silk dresses among the teenager market. Besides finding the interaction of contemporary designed dresses on online market, the researcher also observed a physical store to see an existing market. Information from observation method gave the idea of existing market (Traditional market) and potential market for Thai silk dresses (Contemporary market).

3.3   Qualitative research: In-depth interview

A qualitative research was conducted through an in-depth interview to find consumer needs and insights. The interview was one-on-one discussions with 10 women respondents who are aged between twenty-five to forty-five years old and living in Bangkok. In-depth interview was done on October, 2016. The list of questions contained many open-ended questions and semi-structure interview methodology which allowed interviewees to answer and the interviewer would adapt questions based on answers. The probing technique helps encourage the respondents to elaborate and explain more on their point of view, which helps the researcher to understand customer needs and insights. With in-depth interview results, the researcher used a base line to design quantitative questionnaires further (A sample of the in-depth interview questions can be found in Appendix C).

The statement below describes the expected results from the in-depth interview methods to answer below research objectives. Results from in-depth interview were collected to be a guideline for a questionnaire designed for further process:

3.3.1   Study perception toward traditional Thai silk dress styles compared with more contemporary designs of Thai silk dresses among Thai teenagers in the urban area so as to:

- Be able to understand the perception toward traditional Thai silk dresses;

- Be able to understand the perception and intention to buy after interviewees see pictures of more contemporary of Thai silk dresses.

3.3.2   Determine success factors in introducing more contemporary designs of Thai silk dresses and criteria to influence decision- makings to purchase among Thais teenagers in the urban area, e.g., price, design, designer, influencer and distribution channel to:

- Be able to understand and identify factors that affect buyers' decision to buy new modernized designs of Thai silk dresses.

3.4 Quantitative research: Questionnaire

Quantitative research was conducted through an online questionnaire to quantify the findings. Due to time limitation, the researcher used convenience sampling to the two-hundred women respondents who are aged between twenty-five to forty-five years old and had done testing with ten respondents. Total twenty-five questions of approximately fifteen minutes questionnaire was launched on November, 2016 until February, 2016 (Questionnaire can be found in Appendix C).

The statement below describes expected results from the research methods to answer below research objectives:

3.4.1   Study the perception toward traditional Thai silk dress styles compared with more contemporary designs of Thai silk dresses among Thai teenagers in the urban area to:

- Be able to understand perception toward traditional Thai silk dresses;

- Be able to understand the perception and intention to buy after interviewees see pictures of more contemporary designs of Thai silk dresses.

3.4.2 Identify a potential domestic market segments for more contemporary designs of Thai silk dresses, e.g., segments by types of Thai silk or segments by styles of Thai silk dresses to:

- Be able to segment customer groups by separating groups of perceptions or lifestyles then identifying customer characteristics as geographic, demographic, behavioral and psychological.

3.4.3 Determine success factors in introducing more contemporary designs of Thai silk dresses and criteria to influence decision-makings to purchase among Thai teenagers in the urban area, e.g., price, design, designer, influencer and distribution channel to:

- Be able to understand and identify factors affecting buying decisions.

3.5 Questionnaire design

The questionnaire was separated into three parts as below.

3.5.1 Part 1: Screening questions (2 Questions)

This part contains question s about gender and age to screen respondents to match with research criteria as female aged between twenty-five to forty-five years old.

3.5.2 Part 2: Perception and behavior to purchase Thai silk dress questions

This part contained questions as Pre-test and Post-test questions. The question was designed for testing perceptions and behaviors toward traditional designs and after completing the part of traditional designs. The researcher was shown the pictures of more contemporary designs. Then questions were asked to test perceptions and behaviors with the same questions set with traditional designs sets as below structures:

(1) The questionnaire was set to pre-test the perception and intention to buy of existing or traditional design dresses;

(2)   Purchasing behaviors such as frequency to buy, acceptable price range, occasion to dresses using existing or traditional designs;

(3)   The questionnaire was set to post-test the perception and intention to buy more contemporary designs;

(4)   Purchasing behavior such as frequency to buy, acceptable price range, occasion to dresses using more contemporary designs;

(5)   Purchasing behaviors to buy dresses in general, such as channel to buy, communication channel.

3.5.3   Part 3: General and psychology questions

(1)   General questions such as personal income, occupation and birth place;

(2)   Life styles.

Results from part 3 helps the researcher to segment customers by demographic, psychographic and lifestyle.

3.6 Identification of key research variables

According to information that researcher obtained from in-depth interviews, the conceptual framework of quantitative questionnaires, dependent and independent variables were created below:

Table 1.1 Research variable in quantitative analysis

Variable	Research variable
Dependent	• Consumers' frequency to buy (Non users and Users) –Traditional designs • Consumers' frequency to buy (Non users and Users) –Contemporary designs
Independent	• Consumers' perception compared with traditional designs and more contemporary designs of Thai silk dresses • Consumers' characteristic • Consumers' behaviors

The independent variables were included:

- A set of statement to test consumers' perception compared with traditional designs and more contemporary designs of Thai silk dresses. Respondents answered the same questions set as pre-questions and post-questions (after seeing more contemporary designs)

- Consumers' characteristics; age, gender, education, lifestyle, income.

- Consumers' behaviors; frequency to buy, occasion to dresses Thai silk dresses, acceptable price range, acceptable delivery period, channel to buy, channel to consume advertising.

3.7 Target population

3.7.1 Population and Sampling

The research used the non-probability sampling method (Convenience sampling). The population were females, who lived in Bangkok and were aged between twenty-five to forty-five years old.

3.7.2 Sample Size

Due to the limitation of time constraint and distance, the researcher used a sample total of 10 respondents for in-depth interviews and 200 respondents for online questionnaires.

3.7.3 Data Collection Plan

In-depth interview collection period was on October 2016 with 10 respondents. Questionnaires created by survey monkey program and collected by online channel as the convenience sampling method. Research was distributed to respondents by Face book, Line. The data collection period was on November, 2016 until February, 2016

3.8 Data Analysis Plan

After all data have been collected by a survey monkey program, the researcher exported data into the Social Sciences Program (SPSS) Screened, checked and eliminated data for the data processing process. SPSS program was used to analyze and process all data into statistical values. The figure below shows questionnaire flows and analysis methodologies.
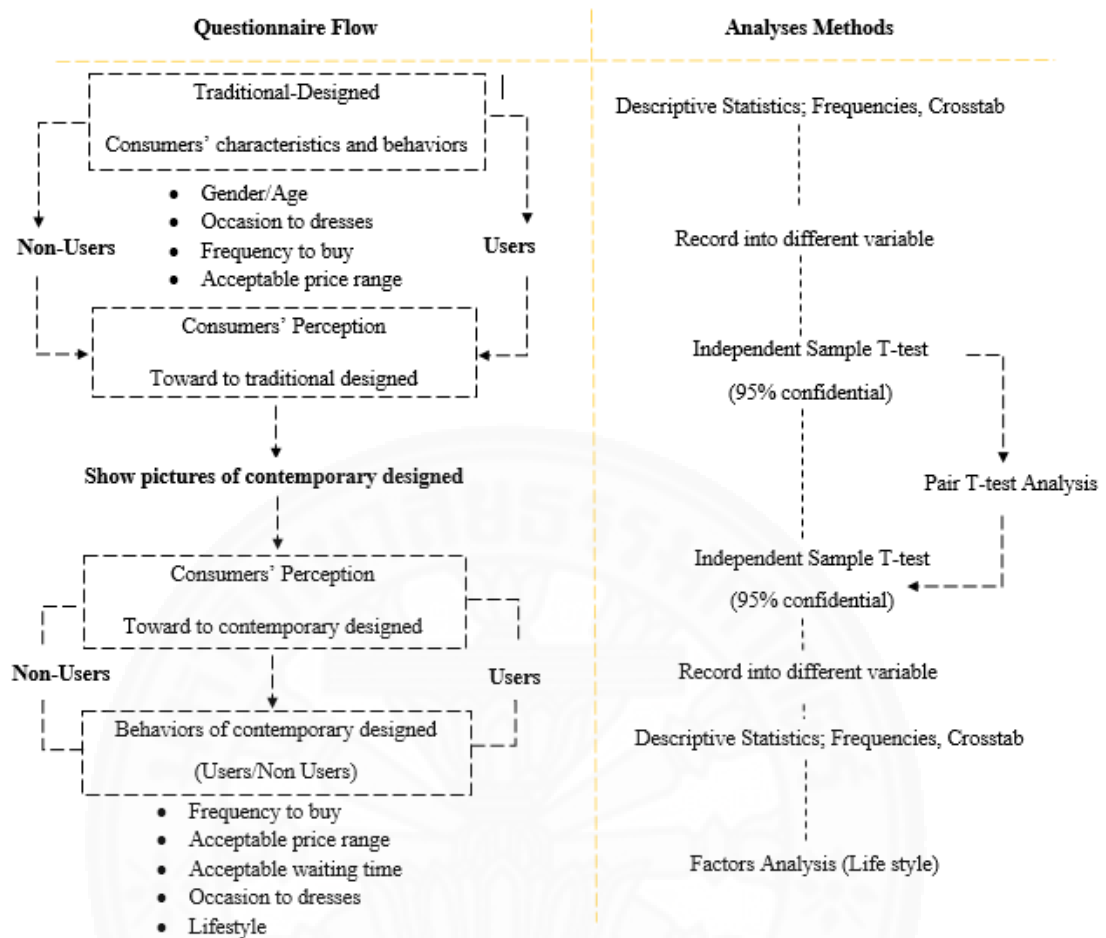
Figure 2 Questionnaire flows and analysis framework

The above figure shows a structure of questionnaires and analysis. Analysis methods were designed as research objectives.

3.8.1 Frequency

- To calculate that frequency in the number of events (n) occurred in one experiment

3.8.2 Record into different variables

– The researcher used this function to group respondent's data into 2 groups as "Non-user group" and "User group" by using the question of frequency to buy.

3.8.3 Independent sample T-Test

- This method is used to analyze the perception that affect customers to be "Non-users" and "Users" to show whether and how strongly pairs of variables are related.

3.8.4 Pair T-Test

- To analyze perception toward traditional designs (Pre-test) compared with perception toward more contemporary designs (Post-test). The result showed the perception that had been changed after the respondents had seen more contemporary designs.

3.8.5 Cross-tab

– To summarize each categorical data to create a contingency table to show how many cases in each category of one variable are divided among the categories of one or more additional variables.

3.8.6 Factors analysis

– To group factors of customer characteristics. The result helps the researcher to do segmentation for customer's lifestyle.
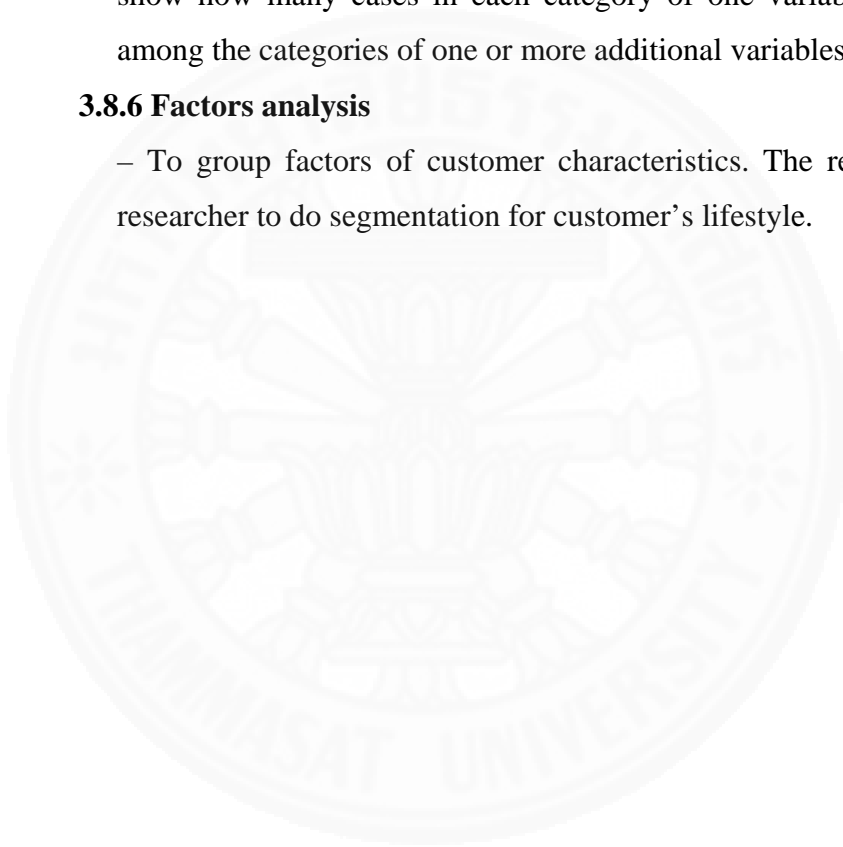
CHAPTER 4
RESULTS AND DISCUSSION

4.1 Results from exploratory research

4.1.1 Secondary research result

The secondary research provided useful information and helped the researcher to understand handicraft industry. It was found that in the market were it had been tried to change designs of Thai-silk dresses to be more modernized but still it didn't satisfy customers' needs and behaviors. Many people had a perception that traditional Thai silk is unfashionable and had fewer occasions to use it, making it less popular among Thai users.

Related researches about buying decision of teenagers to buy dresses also had shown that designs, brand personality, influencers, product qualities and others affected customer's decision.

4.1.2 In-depth interview result

In-depth interview was done by one-on-one method with 10 respondents. The researcher had done semi structure; interview method and opened the answer to see what customer really thought, perceived and behaved. In the interview process, the researcher was shown the pictures of new designs and found a reaction toward new designs was more positive but still had some factors that affect buying decision as well. Results from in-depth interview provided a guideline for the researcher to design a questionnaire.

4.1.3 Observation results

The researcher had done observation method to observe teenager users' interaction in the internet or a website that is related to Thai silk dresses or Thai handicrafts to see trends and opportunities of Thai silk dresses among the teenager market. The interaction of contemporary dresses in the social media, many of them liked and shared after they seen the contemporary of Thai products and some of them said that they were interested to purchase. The researcher had done an observation with physical stores to see an existing

or traditional dresses market. Information from observation method gave the idea of existing market and new potential segment of Thai silk dresses.

4.2 Results from descriptive research: survey

4.2.1 Summary of respondent profile

Data that have been collected by survey method was analyzed by using Statistic Package for Social Sciences (SPSS). From two hundred respondents, there were females who were aged between 18 to 45 years old. 54% of respondents were aged between 26 to 30 years old, followed by 19% from 31 to 35 years old (as table 1.2: Total respondents classified by age)

Table 1.2 Total respondents classify by age

Age	Frequency	Percent
18-25 Years Old	17	8.5%
26-30 Years Old	108	54.0%
31-35 Years Old	38	19.0%
36-40 Years Old	14	7.0%
Above 41 Years Old	23	11.5%
Total n = 200	**200**	**100%**

If separated respondents into 2 groups as "Non-user" and "User". Results indicated that 45% were "Non users" and 56% "Users" that had used Thai silk dresses before. But only 2% of total two-hundred respondents were heaver users (wears more than 4 dresses per month).

Interesting finding separated respondents into 2 groups as Table 1.3; results showed portions between users and non-users were quite similar when compared in each age range (18 to 40 years old) except for the age of above 41 which showed 7.5% higher between users and non-users group. This result reflected that the customer's age above 41 years old had a high chance to wear Thai silk dresses.

Table 1.3 Total respondents classified by usage and age

Age	Non User		User	
	Frequency	%	Frequency	%
18-25 Years Old	9	4.50%	8	4.00%
26-30 Years Old	55	27.50%	53	26.50%
31-35 Years Old	14	7.00%	24	12.00%
36-40 Years Old	7	3.50%	7	3.50%
Above 41 Years Old	4	2.00%	19	9.50%
Total n = 200	89	45%	111	56%

Perception of customer toward traditional designs was analyzed by using independent variable T-test in SPSS. It was tested which perception that collated and affected frequency of usage as non-user and user groups. At 95% confidence level of T-test analysis, perceptions that affected frequency to wear showed results significant as Table 1.4:

Results showed that non-user group thought as below.

- Thai silk dress was old-fashioned

- Feel hot to wear

- Uncomfortable

- Difficult to laundry

- Difficult to dress in daily life

- Look formal

- Itchy

Results showed that the user group had a perception that Thai silk dresses were unique and beautiful.

Table 1.4 Perception toward traditional designs of Thai silk dresses by T-Test

Independent Samples Test; t-test for Equality of Means (95% Confidence)	Sig.	Sig. (2-tailed)	User_Group	N	Mean	Std. Deviation
Look old-fashioned	.496	.000	1 = Non Users	89	3.18	1.093
		.000	2 = Users	111	2.40	1.138
Forward Thai culture	.143	.716	1 = Non Users	89	4.48	.624
		.720	2 = Users	111	4.51	.554
Feel hot to wear	.288	.030	1 = Non Users	89	3.62	0.886
		.028	2 = Users	111	3.32	0.992
Uncomfortable	.863	.023	1 = Non Users	89	3.52	0.978
		.023	2 = Users	111	3.20	0.980
Difficult to laundry	.093	.003	1 = Non Users	89	4.16	0.767
		.002	2 = Users	111	3.77	0.988
Unique	.000	.012	1 = Non Users	89	4.51	.642
		.016	2 = Users	111	4.70	.459
Difficult to wear in daily life	.740	.000	1 = Non Users	89	3.56	1.097
		.000	2 = Users	111	2.86	1.179
Look elegant	.066	.060	1 = Non Users	89	4.38	.683
		.065	2 = Users	111	4.55	.568
Look Eco-friendly	.768	.369	1 = Non Users	89	3.52	.906
		.371	2 = Users	111	3.63	.873
Beautiful	.575	.007	1 = Non Users	89	4.21	.665
		.007	2 = Users	111	4.46	.600
Over-patterned	.663	.050	1 = Non Users	89	2.83	.944
		.053	2 = Users	111	2.59	.814
Look formal	.233	.010	1 = Non Users	89	3.64	0.991
		.009	2 = Users	111	3.25	1.099
Expensive	.739	.300	1 = Non Users	89	4.04	.824
		.297	2 = Users	111	3.92	.875
Itchy	.853	.002	1 = Non Users	89	3.33	0.927
		.002	2 = Users	111	2.90	0.972
Color washed-out when laundry	.097	.657	1 = Non Users	89	3.09	.793
		.652	2 = Users	111	3.04	.894

Occasion to wear contemporary dresses showed the majority of users and non-users used in formal and wedding occasions as Table 1.5

Table 1.5 Occasion to wear contemporary designs

Occasion to wear (Multiple Choice)	Non Users	Column Percentage	Users	Column Percentage
Formal occasion	57	64.0%	70	45.8%
Daily usage	5	5.6%	5	3.3%
Wedding occasion	28	31.5%	52	34.0%
Working dresses	4	4.5%	15	9.8%
Travel occasion	6	6.7%	11	7.2%
Total n= 200	100	112%	153	100%

The acceptable price range for non-user was 3,000 THB/dress but for the user who had experienced and understood the processing of Thai silk, were willing to pay higher than non-user up to 4,000 THB/ dresses as Table 1.6

Table 1.6 Acceptable price range for contemporary Thai silk dress designs.

Acceptable Price range (THB/dress)	Non User	Non User Percentage	Non User Acc. Percentage	User	User Percentage	User Acc. Percentage
Lower than 1,000	29	32.6%	32.6%	18	16.2%	16.2%
1,000 - 2,000	27	30.3%	62.9%	30	27.0%	43.2%
2,001-3,000	17	19.1%	82.0%	33	29.7%	72.9%
3,001-4,000	8	9.0%	91.0%	15	13.5%	86.4%
4,001-5,000	3	3.4%	94.4%	6	5.4%	91.8%
Over than 5,000	5	5.6%	100.0%	9	8.1%	99.9%
Total n= 200	89	100%		111	100%	

After respondents answer the question about existing or traditional perception and their behaviors, the researcher showed pictures of contemporary or modernized designs of Thai silk dresses and asked the same set of questions to see the difference between pre- and post- perception. The results that the researcher got were really interesting, such as Table 1.7; showed 88.8% of non-user (From traditional designs set question) had a positive feedback after seeing contemporary designs.

Table 1.7 Feedback after seen contemporary dresses pictures.

(Contemporary question set)

	User Group					
	Non Users			Users		
	Count	Column Total N %	Table N %	Count	Column Total N %	Table N %
Negative Feedback	2	2.2%	1.1%	1	.9%	.5%
Positive Feedback	79	88.8%	41.6%	104	93.7%	54.7%
Neutral Feedback	3	3.4%	1.6%	1	.9%	.5%

Results showed users increasing to 91%, in comparison with contemporary designs user groups had only 56%. Results reflected that modernized designs affected customer perception and intention to buy.

Table 1.8 Intention to buy after seeing modernized design dress pictures.

| | User Group-contemporary designs set question | | | | | |
| | Non Users | | | Users | | |
	Count	Column Total N %	Table N %	Count	Column Total N %	Table N %
Never buy	18	100.0%	9.0%	0	0.0%	0.0%
1-2 Dresses/Year	0	0.0%	0.0%	143	78.6%	71.5%
1-2 Dresses/Month	0	0.0%	0.0%	35	19.2%	17.5%
3-4 Dresses/Month	0	0.0%	0.0%	3	1.6%	1.5%
More than 4 Dresses/Month	0	0.0%	0.0%	1	.5%	.5%
Total	**18**	**100%**	**9.0%**	**182**	**100%**	**91%**

Perceptions of customers after seeing contemporary designs had been changed as were shown in Table 1.9: Factors such as look old-fashioned, difficult to wear in daily life, look formal, that previously affected the perception didn't show again but factors that still occurred among non-user customers, were feeling hot to wear and uncomfortable. The new perception popup as expensive for non-users and for users a perception showed the same as previous perception such as looking elegance, beautiful and eco-friendly.

Table 1.9 Perceptions after seeing modernized design dress pictures.

Independent Samples Test; t-test for Equality of Means (95% Confidence)	Sig.	Sig. (2-tailed)	User_Group	N	Mean	Std. Deviation
look old-fashioned	.675	.070	1 = Non User	18	2.56	0.856
		.038	2 = User	182	2.08	1.080
forward Thai culture	.237	.159	1 = Non User	18	3.83	.857
		.196	2 = User	182	4.12	.803
Feel hot to wear	.058	.072	1 = Non User	18	2.89	1.132
		.178	2 = User	182	2.51	.826
Uncomfortable	.688	.017	1 = Non User	18	2.94	.873
		.039	2 = User	182	2.47	.784
Difficult to laundry	.404	.287	1 = Non User	18	3.56	1.097
		.356	2 = User	182	3.30	.947
Unique	.214	.303	1 = Non User	18	4.06	.639
		.283	2 = User	182	4.23	.691
Difficult to wear in daily life	.378	.127	1 = Non User	18	2.78	1.215
		.184	2 = User	182	2.37	1.068
Look elegant	.063	.000	1 = Non User	18	3.56	.922
		.008	2 = User	182	4.21	.659
Look Eco-friendly	.009	.044	1 = Non User	18	3.11	.758
		.037	2 = User	182	3.53	.852
Beautiful	.650	.003	1 = Non User	18	3.94	.938
		.069	2 = User	182	4.38	.540
Over-patterned	.239	.127	1 = Non User	18	2.72	.958
		.207	2 = User	182	2.42	.788
Look formal	.027	.046	1 = Non User	18	3.00	1.237
		.148	2 = User	182	2.55	0.870
Expensive	.879	.035	1 = Non User	18	4.11	.832
		.069	2 = User	182	3.72	.738
Itchy	.715	.389	1 = Non User	18	2.89	.900
		.425	2 = User	182	2.71	.840
color washed-out when laundry	.094	.392	1 = Non User	18	3.39	1.145
		.488	2 = User	182	3.19	.905

Results from Table 1.10 showed all factors of customers perception had been changed after customers had seen modernized designs of Thai-silk dresses. Customers thought as more modernized, less forwarding the culture as new designs were adapted to the style of Thai silk dresses, they had less feeling hot to wear, more comfortable to wear and easy to laundry but less uniqueness of Thai culture.

Table 1.10 Pair T-test between perceptions toward traditional designs and

perception toward contemporary designs.

		Paired Samples Statistics			Paired Samples Correlations	
		Mean	Diff Mean (Post-Pre)	Std. Deviation	N	Sig.
Pair 1: Old fashioned	Traditional designed	2.75		1.182	200	.000
	Contemporary designed	2.12	(0.63)	1.068		
Pair 2: Forwarding Thai Culture	Traditional designed	4.50		.585	200	.000
	Contemporary designed	4.09	(0.41)	.809		
Pair 3: Feel hot to wear	Traditional designed	3.46		.955	200	.000
	Contemporary designed	2.54	(0.92)	.861		
Pair 4: Uncomfortable	Traditional designed	3.34		.990	200	.000
	Contemporary designed	2.52	(0.83)	.802		
Pair 5: Difficult to laundry	Traditional designed	3.95		.914	200	.000
	Contemporary designed	3.33	(0.62)	.961		
Pair 6: Unique	Traditional designed	4.62		.555	200	.000
	Contemporary designed	4.22	(0.40)	.686		
Pair 7: Difficult to dress in daily life	Traditional designed	3.18		1.192	200	.005
	Contemporary designed	2.41	(0.77)	1.085		
Pair 8: Look elegant	Traditional designed	4.48		.626	200	.000
	Contemporary designed	4.30	(0.18)	.640		
Pair 9: look Eco-friendl	Traditional designed	3.58		.887	200	.000
	Contemporary designed	3.50	(0.09)	.851		
Pair 10: Beautiful	Traditional designed	4.35		.640	200	.000
	Contemporary designed	4.34	(0.01)	.597		
Pair 11: Over pattern and line	Traditional designed	2.70		.881	200	.002
	Contemporary designed	2.45	(0.25)	.806		
Pair 12: Look formal	Traditional designed	3.43		1.068	200	.002
	Contemporary designed	2.59	(0.84)	.914		
Pair 13: Look expensiv	Traditional designed	3.98		.853	200	.000
	Contemporary designed	3.76	(0.22)	.754		
Pair 14:Feeling itchy when dresses	Traditional designed	3.09		.973	200	.000
	Contemporary designed	2.73	(0.37)	.844		
Pair 15:Worries about laundry and color dropped-out	Traditional designed	3.06		.849	200	.000
	Contemporary designed	3.21	0.15	.927		

Customers thought that it was easier to wear in daily life and was less formal. The result showed that modernized designs had better perception among teenager

users. This can help the seller to adapt designs and expand to the teenager segment. But when looking at acceptable price range lower than existing or traditional designs for user group, the majority of customers willing to buy at one thousand to three thousand baht per dress were as in Table 1.11

Table 1.11 Acceptable prices after seeing contemporary design dress pictures.

Acceptable Price range	User Group_Contemporary designed					
	Non-users			Users		
	Count	Total N %	Table N %	Count	Total N %	Table N %
Lower than 1,000 THB/dress	4	22.2%	2.0%	16	8.8%	8.0%
1,000 - 2,000 THB/dress	9	50.0%	4.5%	86	47.3%	43.0%
2,001-3,000 THB/dress	2	11.1%	1.0%	59	32.4%	29.5%
3,001-4,000 THB/dress	3	16.7%	1.5%	18	9.9%	9.0%
4,001-5,000 THB/dress	0	0.0%	0.0%	3	1.6%	1.5%
Over 5,000 THB/dress	0	0.0%	0.0%	0	0.0%	0.0%
Total n= 200	18	100%	9%	182	100%	91%

After measuring results of pre- and post- perception toward designs of Thai silk dresses, the researcher analyzed characteristics and behaviors of potential customers. As table 1.12 showed factors that affected customers to buying dresses in general. Customers were concerned about designs, quality of dress, ease to care, variety of design, price and availability when ordering in the level of high important factors, requiring availability on physical store and following by package, influencer, popular of brand and designer in level of importance.

Table 1.12 Factors affecting customers in buying dresses in general

Factors affecting buying decision to buy dresses in general	N	Mean
Design	200	4.88
Quality of dress	200	4.69
Ease to wash/clean	200	4.53
Variety of design	200	4.31
Price	200	4.22
Availability when order	200	4.00
Have physical store to buy	200	3.70
Packaging	200	2.83
Influencer	200	2.48
Popular brand	200	2.24
Famous Designer	200	2.11

To understand more about availability when ordering, the researcher also measured the longest time that customers accepted in waiting. Results showed that non users were willing to wait for a maximum of 5 days but for user groups they were willing to waiting for a maximum of 10 days as in Table1.13

Table 1.13 Acceptable waiting time for potential customer group

| Acceptable waiting time | User Group-Contemporary Designs | | | | | |
| | Non Users | | | Users | | |
	Count	Column Total N %	Table N %	Count	Column Total N %	Table N %
Within one day	1	5.6%	.5%	7	3.8%	3.5%
2 days after purchasing	9	50.0%	4.5%	55	30.2%	27.5%
5 days after purchasing	5	27.8%	2.5%	75	41.2%	37.5%
10 days after purchasing	3	16.7%	1.5%	31	17.0%	15.5%
15 days after purchasing	0	0.0%	0.0%	14	7.7%	7.0%

The channel to buy for potential customer groups, mostly they bought from a physical store or a department store more than shopping from an online channel as in the result shown in Table 1.14. The result shown communication channel as they would consume mostly from an online channel as in Table 1.15.

Table 1.14 Channel for potential customer group

| Buying channel | User Group Contemporary Designed | | | |
| | Non Users | | Users | |
	Count	Column Total N %	Count	Column Total N %
Facebook	8	44.4%	90	49.5%
Instagram	6	33.3%	80	44.0%
Shop/Physical store	12	66.7%	148	81.3%
Line	6	33.3%	49	26.9%
Department Store	9	50.0%	118	64.8%

Table 1.15 Advertising channel

Consume advertise channel	Non Users Count	Non Users Column Total N %	Users Count	Users Column Total N %
Facebook advertising	10	55.6%	136	74.7%
Facebook live	2	11.1%	23	12.6%
Instagram	5	27.8%	94	51.6%
YouTube	4	22.2%	52	28.6%
TV	9	50.0%	81	44.5%
Shop/Physical store	2	11.1%	76	41.8%
Line	1	5.6%	33	18.1%
Magazine	5	27.8%	38	20.9%
Digital TV	2	11.1%	31	17.0%
Radio	0	0.0%	15	8.2%

Note: The table header spans "User Group Contemporary Designed" over "Non Users" and "Users", each with Count and Column Total N %.

Segmentation of customer by lifestyle was done by using the factor analysis method in SPSS. After analyzing the data from SPSS as in Table 1.16; KMO and Bartlett's test shown data was significant as sampling adequacy higher than 0.7 nearly 1. The result was able to segment into 3 groups which were interpreted as fashion lover group, Nation lover group and individual or uniqueness group. By segmentation of customers in terms of psychology, it will help the seller to understand more and it will be easy to communicate with customers based on their lifestyle.

Table 1.16 Segmentations by factor analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.728
Bartlett's Test of Sphericity	Approx. Chi-Square	594.399
	df	91
	Sig.	.000

Describe your lifestyle	Component		
	1	2	3
I love fashion-dresses	.488	-.302	-.274
I like to hang out with friends	.389	-.160	.248
I like travelling	.218	-.145	.545
I always dress-up and make up	.698	-.373	-.093
I am willing to pay more for better quality	.462	-.158	-.340
I like to see beauty blogger review in internet	.522	.137	-.089
I love Thai culture	.440	.693	-.246
I like to wear Thai dress because it represents Thai culture	.512	.648	-.209
I am an artist	.185	.540	.434
I want to dresses like working women	.657	-.106	.021
I like to dress unique style	.476	.102	.639
I am confident	.593	-.282	.147
I always wear made-to-order dress to suit with my size and curve	.497	.028	-.020
I always mix and match my dress	.638	-.091	-.115

In conclusion, results showed that the traditional designed of Thai dresses had more negative perception among teenager group, such as, it is difficult to dress, it is old-fashioned, it looks formal and is difficult to care for. But when the design was adapted to be more modernized, the perception had more positive feedback. Concern about the difficulty to dresses, it is old-fashioned and it has less occasion to dress, will disappear. But concern about after care still happened.

Customers' intention to buy was increased but they still have concern about price point. They accept up to three thousand baht per dress and are able to wait for delivery for a maximum of 10 days. Customers can be segmented into three groups physiologically; fashion lover group, nation lover group and individual or uniqueness group

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

5.1.1 Total respondents' profile

One-hundred percent of respondents were female, who are between 18 to 45 years old, 54% of respondents who are between 26 to 30 years old, followed by 19% from 31 to 35 years old aged group. The researcher classified customers into two groups as "non-users" and "users". The portion between users and non-users were 45% and 56%. But after improving the design to make it more modernized, the result showed potential customers was increasing hit to 91%.

5.1.2 Research Conclusion

In conclusion, the demand of Thai silk was decreasing as users were adults that would be less and less in the future. So to solve the issue of Thai silk dress, the seller has to find new strategies, such as, entering new markets or developing new products to increase consumer base. This research studied a strategy to increasing demand of Thai silk dresses by entering a new market that is teenagers' market. To enter the teenagers' market the seller had to understand teenager's behavior and buying decision. More than serving the functional benefit, products should be designed and communicated to match with customer needs and their behavior. So this research was done qualitatively and quantitatively to study perceptions of teenagers toward traditional designs of Thai silk dresses and to see the impact after introducing a contemporary design. The results from research showed 88.8% of non-user of traditional design had changed their perception and had a positive feedback after introducing a contemporary design. Perception about Thai silk was unfashionable; it is difficult to wear in daily life, it looks hot to wear, it looks formal. This negative perception would disappear. There was increased intention to change non users to become potential customers to

reach 91%. Only 9% were non-users as reasons of: looking expensive, feeling hot to wear and looking uncomfortable. Designs were the highest important factors that attract teenagers group to be interested or not interested in the products. Although potential customers were increased, but they still have others factors that also affect buying decisions as acceptable price maximum of three thousand baht per dress and able to wait for delivery at the maximum 10 days. 71.5% of potential customers are willing to wear 1-2 Dresses/Year. In summary, important factors were designs, quality of dress, ease to wash, varieties of design, price, availability. Less important factors, but still in their consideration was availability in physical store, packaging, influencer, brand popularity and designer. Mostly channel to buy is offline and communication is via online. Occasion to wear for modernized designs increased potential customers who thought that modernized designs are able to wear in daily life, work or even in formal occasions. Customer can be segmented into 3 groups: fashion lover group, nation lover group and individual or uniqueness group.

5.2 Recommendations

Results from qualitative and quantitative part provided a solid guideline for the seller to see new opportunities among teenagers group for Thai silk dresses. But to successfully expand in this market, the seller has to understand teenager's characteristics, needs and behaviors.

5.2.1 Segmentation

Among the teenager group to introduce Thai silk dress the researcher recommends the seller to expand modernized or contemporary designs to teenagers group to increase the potential to sell the products. Customers can be segmented into lady group who are between age between 18 - 39 years old and 40 years old and over.

5.2.2 Target

Targeted customers psychologically as factor analysis, which are fashion lover group, nation lover group and individual or uniqueness group. This makes it easier for the seller to communicate and design products to match with their needs and characteristics.

5.2.3 Products

Products have to be designed with modernized designs but still maintaining the quality and uniqueness of Thai silk. Aware of the perception to dress; occasions to wear, ease to use in daily life and easy to care, because this perception helps the user to buy more. So design should be aware of the occasion to wear and make it simple to wear.

5.2.4 Price

Acceptable price range should not be higher than three thousand baht per dress. Customers also had concern about price points; this factor enables it to influence customers to be users or non-users. Prices should be set based on product quality and customer perceived value.

5.2.4 Place

Majority of customers still buy from offline channel as they still need to try products before making decision but tend to increase purchasing from online channel. Communication should be via online channel as teenagers spend more time online.

In conclusion, teenagers segment mostly consume and spend time online. They receive a lot of information in a short period of time. This segment is mostly on fashion lover. They are more concerned about design of dresses. To capture this segment, the seller has to make sure that he understands customer needs, characteristics and behaviors. The seller should also be fast to adapt to customers lifestyle.

5.3 Limitation of the study

       This research contains some limitations, such as, sampling method as convenience, and small size of samples: two hundred respondents, time period of collecting data and questionnaires were distributed via online channel only. The research findings and results cannot be represented to the entire population.

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APPENDICES

APPENDIX A

SAMPLE OF TRADITIONAL THAI SILK DRESSES DESIGN

APPENDIX B

SAMPLE OF CONTEMPORARY DESIGNED OF THAI SILK DRESSES

APPENDIX C

FOCUS GROUP/IN-DEPTH INTERVIEW AND QUESTIONNAIRE

Objective	In-depth Interview	Questionnaire
1. Study perception toward to existing Thai silk dresses styles compare with new modern-design of Thai silk dress among Thai teenager in urban area.	-Normally you think Thai silk dress is old fashion -You will never dress Thai silk dress -You think Thai silk dress id difficult to use in daily life -You want to dress Thai silk dress in daily	-Normally you think Thai silk dress is old fashion -You will never dress Thai silk dress -You think Thai silk dress id difficult to use in daily life -You want to dress Thai silk dress in daily
2. Identify potential domestic markets segment for new modern-design of Thai silk dress	Methodology Open-end question	Methodology Likert Scale -Factor analysis and Cluster analysis
3. Determine success factors in introducing new modern-design of Thai Silk dress and criteria to influence decision making to purchase among Thais teenager in urban area	-Normally you buy product in online channel -You are National lover -You want to dress like working women -You always set goal for your future plan	-Normally you buy product in online channel -You are National lover -You want to dress like working women -You always set goal for your future plan

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