

Factors that Influence Consumer Behavior in Buying Accessories

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Abstract: *The study about buying behavior for accessories has aims to evaluate influences of marketing mix on buying decision of customers and to study buying behavior of customers for accessories. This is a quantitative research having independent variables including gender, age, marital status, education, monthly income, and number of accessories owned as well as marketing mix including product, price, place, and promotion. Dependent variable is consumer buying behavior for accessories. Questionnaires were used as tools for the study. The research used percentage, mean, standard deviation, Chi-square analysis, and regression analysis as statistical tools.*

The study revealed that most of questionnaire respondents were female aged 20-29, single, graduated Bachelor's degree, earning 30,000-40,000 Baht per month. Most of them have 10 pieces of accessories and continue to use for 3-4 years. The reason for the purchase is for beauty, family member has influence in the purchase as well as passion and value, frequency to buy accessories is on average 3 times a year, the purchase is done at shop near the house, mostly purchase by oneself, and each purchase costs about 2,001-3,000 Baht.

The study recommends that for product, sellers should focus on quality and variety of products, packaging should be attractive and durable. For price, sellers should make various modes of payment available. For distribution channel, sellers should add delivery service. For promotion, sellers should communicate with customers through various types of media such as television and leaflet. For promotion, sellers should promote volume discount, free gifts and premiums as well as train personnel to have thorough knowledge about the products.

Keyword: *influence consumer*

1. Background and Significance of the Study

Accessories are one of cultural identity being used along with clothing. In ancient times, people decorate their bodies with tattoo or painting on their skin. The first skin painting was found in Egypt about 2,000 years B.C. The word "Sak" in Thai means "tattoo" in English, and the word tattoo derives from Haiti language "Tatau" which has meaning about marking anything on the body including decoration with gold. Gold was evidenced for being used as accessories in Egyptian and Ancient Greek era. Accessories are one of materials that reveal culture in a history. They are the signs that can tell about culture, custom, and habit of their wearers. Studies about historical arts often include the studies about accessories along the side since apart from decoration for beauty accessories can also indicate status of people. For example, Native Americans traditionally use paint or feather to decorate their bodies and the decorations imply positions as well as wealth of wearers.

Accessories are important component for woman's dressing from the past until present. No nation in the world can refuse beauty of accessories. There are different types and styles of accessories for people to choose to

match their personalities and dresses they wear. Accessories can be grouped into 2 main categories one is gems & jewelry and the other is made of cloth or other materials used for dressing such as gloves and bags. Whether they are for men or women, accessories help to improve personalities of people. They help to enhance wearers' image and confidence as in a saying "Fine feathers make fine birds." Accessories reflect emotion and idea of people. Accessories make people love themselves and be proud when they wear, and such accessories need not be expensive. More important things are matching and fitness. For accessories selection, attention should be paid to gems & jewelry that are easy to take care and suitable for many occasions. If it is diamond, one should choose the design that is not easily outdated. Women may consider wearing earrings, ring, brooch, and bracelet that are all together look nice and not too much. Men may use tie pin that is made of diamond and simple in design along with cufflinks for different occasions.

Accessories, apart from being used for beauty, are used to cure sickness such as healing stones which are known and used for long time since the past. They are processed into accessories form for easier use such as necklace, bracelet, ring, and earrings. Wearers of these healing stones personally believe that they can improve their health wearing these accessories.

From the above information, the author became interested to study Bangkok consumer behavior in buying accessories so that the results can be used to help improve selling of accessories to match customer needs.

2. Research Objective

To study Bangkok consumer behavior in purchasing accessories.

To study factors that affect Bangkok consumer behavior in purchasing accessories

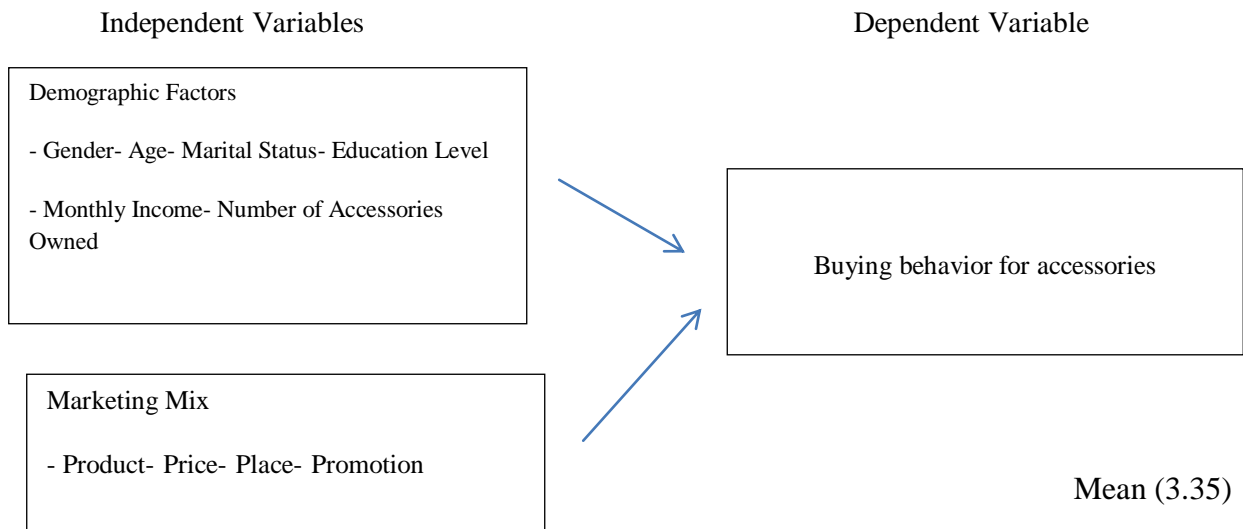


Fig. 4.19: Marketing mix

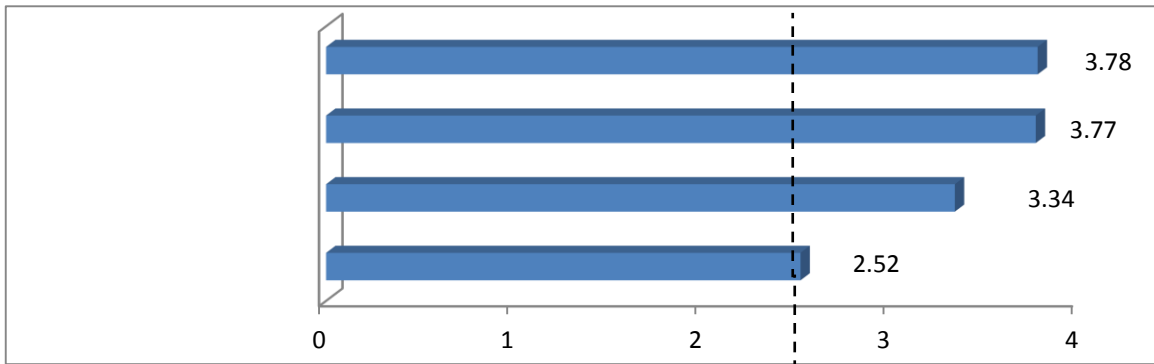


Fig. 4.19: Opinion level on Marketing Mix

From figure 4.19 the study found that opinion on marketing mix are in high level for 3 items including Place ($\bar{X} = 3.78$), Promotion ($\bar{X} = 3.77$), and Price ($\bar{X} = 3.34$). Low level of opinion was found in Product ($\bar{X} = 2.52$). Overall opinion on marketing mix was in medium level ($\bar{X} = 3.35$).

TABLE 4.7: Indicates Relationship Between Marketing Mix And Buying Behavior For Accessories.

Marketing Mix	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Results
	B	Std. Error	Beta			
(Constant)	0.06	0.25		0.241	0.81	
Product						
1. Valuable product.	0.045	0.087	0.029	0.522	0.603	Unrelated
2. Nice color and size.	0.1	0.096	0.063	0.043	0.299	Unrelated
3. Famous brand.	0.009	0.086	0.005	0.102	0.919	Unrelated
4. Information about composition of accessories is well specified.	0.108	0.119	0.065	0.905	0.368	Unrelated
5. Details about special features of product is well informed.	0.038	0.099	0.023	0.381	0.704	Unrelated
6. Accessories analysis results are shown on the package.	0.027	0.096	0.016	0.276	0.783	Unrelated
7. Accessories are imported products.	0.089	0.095	0.053	0.937	0.351	Unrelated
8. Packages are colorful and nice.	0.164	0.106	0.1	0.544	0.126	Unrelated
9. Packages are durable.	0.033	0.101	0.021	0.326	0.746	Unrelated
10. The product suits with character of wearer.	0.287	0.103	0.179	0.777	0.007*	Related

Price						
1. Reasonable price.	0.009	0.057	0.01	0.163	0.871	Unrelated
2. Clear price tags are shown.	0.005	0.061	0.006	-0.08	0.936	Unrelated
3. Special price for newly launched products.	0.032	0.064	-0.037	0.507	0.614	Unrelated
4. Convenient payment method (cash and credit card)	0.026	0.063	0.027	0.416	0.678	Unrelated
5. Various price levels available	0.109	0.062	0.117	1.772	0.08	Unrelated
Place						Unrelated
1. Shops are located in a convenient location.	0.008	0.057	-0.009	0.136	0.892	Unrelated
2. Many shops available as choices are located in big department store.	0.203	0.071	0.218	2.874	0.005*	Related
3. Modern design of shops.	0.02	0.074	0.019	0.265	0.792	Unrelated
4. Sufficient parking space available.	0.294	0.078	0.291	3.75	0.000*	Related
5. Shops also have other services.	0.088	0.083	0.088	1.059	0.292	Unrelated
6. Shops open everyday.	0.161	0.084	0.166	1.92	0.058	Unrelated
7. There are showcases in the shop and easy to choose products.	0.099	0.1	0.093	0.994	0.323	Unrelated
8. Problem products bought can later be changed.	0.013	0.093	0.012	0.141	0.888	Unrelated
9. Sufficient product stocks.	0.061	0.085	0.064	0.718	0.474	Unrelated
10. Order can be done through website.	0.144	0.079	0.142	1.832	0.07	Unrelated
Promotion						
1. There are promotions via medias such as website.	0.08	0.086	0.077	0.936	0.352	Unrelated
2. Premiums are given for volume purchase.	0.048	0.098	0.048	0.492	0.624	Unrelated
3. There are coupons for lucky draw.	0.164	0.1	0.152	1.648	0.103	Unrelated
4. Price discount promotion available.	0.005	0.117	0.004	0.039	0.969	Unrelated
5. There are promotions continuously	0.28	0.105	0.259	2.67	.009*	Related
6. There are product introduction and	0.693	0.102	0.658	6.793	.000*	Related

events.						
7. There are documents of product information for members.	.097	.246	.110	.393	.695	Unrelated
8. Level of satisfaction in promotional activities	.118	.204	.142	.580	.564	Unrelated

*Significance level 0.05

3. Conclusion, Discussion and Recommendation

3.1 Conclusion

The research on factors affecting consumer behavior for buying accessories aims to evaluate effects of marketing mix and to study consumer's buying behavior for accessories products. This quantitative study has independent variables which are gender, age, marital status, education, monthly income, and number of accessories as well as marketing mix including product, price, place, and promotion. Dependent variable is consumer behavior in choosing accessories. Questionnaires were used as a tool in this study and statistics applied were percentage, mean, standard deviation, Chi-square, and regression analysis.

3.2 Recommendation for Further Studies

This study involves consumer behavior in purchasing accessories products in general. If there is any future study on this topic, it should consider each type of accessories deeply such as Ruby, Sapphire, Corundum, and Platinum to have more precise findings.

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