



<b>Independent Study Title</b>	The Relation of Perceived Price, Brand and Influence of People to the Consumers' Willingness to Buy Brand – Name Clothing.		
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### Abstract

The purposes of this research were to investigate the relation of perceived price, brand and influence of people to the consumers' willingness to buy brand-name clothing.

Sample of 300 consumers were randomly selected by the method of purposive sampling from Chiang Mai (150) and Bangkok (150). These respondents were requested to rate on the scale items measuring these key variables of the study. Analysis of the data using SPSS for windows program revealed the results as follow :

1. Perceived price was positively correlated with consumers' willingness to buy brand-name clothing.
2. Perceived brand was positively correlated with consumers' willingness to buy brand-name clothing.
3. Perceived influence of people was positively correlated with consumers' willingness to buy brand name clothing.
4. The consumers in Chiang Mai were not significantly differed from the consumers in Bangkok in willingness to buy brand – name clothing.

Three hypotheses were supported. Perceived price, brand and perceived influence of people were positively correlated with consumers' willingness to buy brand – name clothing. However, there were no significant differences between the consumers in Chiang Mai and Bangkok in willingness to buy brand-name clothing. The findings were also discussed.

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