



“Young Thai men’s buying behavior and brand perceptions
on men’s high street fashion brands”

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งบประมาณที่ได้รับจัดสรร : งบประมาณรายได้ 20,000 บาท

ความสำคัญและที่มาของปัญหาที่ทำการวิจัย

During the past years, there has been an increase in the emerging of men’s fashion brands in the fashion market. This particular segment augments as a result of the shift in trends and behaviors. Men have become more self-conscious in terms of their appearance. This is considered as a new segment of men consumers that are going mainstream with their lifestyle which includes extreme grooming and interest in fashion (Conser, 2004). Other market sectors including men’s grooming have also become significantly more and more popular.

There are several driven factors which had created the eager for a research on “Men” as suppose to women. The first reason being that fashion and apparel have always been dominated by women but that fact has been undermined by the transformation of men behaviour and 50 percent of men now tend to purchase clothes for themselves instead of being bought for by love ones like before (Tuncay, 2011). The permutation of the above statements creates a room for a further study as to the insight perception and attitudes towards men’s fashion among young Thai men.