

# Attitudes and Self-Image of Thai Metrosexuals toward Clothing Buying Behaviour

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## ทัศนคติและภาพลักษณ์ของชายไทย กลุ่มเมโทรเซ็กชวลที่มีต่อพฤติกรรมการซื้อเครื่องแต่งกาย

## Attitudes and Self-Image of Thai Metrosexuals toward Clothing Buying Behaviour

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### บทคัดย่อ

ความมุ่งหมายหลักของงานวิจัยเรื่องนี้ คือ ต้องการตรวจสอบปรากฏการณ์เชิงลึกของชายไทยกลุ่มเมโทรเซ็กชวลในการซื้อเครื่องแต่งกาย ในปัจจุบันผู้บริโภคเพศชายกลุ่มเมโทรเซ็กชวล เป็นกลุ่มที่กำลังได้รับความสำคัญในสาขาวิชาพฤติกรรมผู้บริโภค ในการศึกษาครั้งนี้สินค้าประเภทเสื้อผ้าเครื่องแต่งกายได้ถูกคัดเลือก เนื่องจากอุตสาหกรรมเสื้อผ้าและเครื่องแต่งกายมีการเติบโตอย่างต่อเนื่อง และเสื้อผ้าจัดเป็นสัญลักษณ์ซึ่งบ่งบอกภาพลักษณ์ งานวิจัยครั้งนี้ได้ศึกษาตัวแปรซึ่งส่งผลกระทบต่อ การซื้อเสื้อผ้าเครื่องแต่งกายของชายไทยกลุ่มเมโทรเซ็กชวลโดยนำทฤษฎีการกระทำด้วยเหตุผลของ พิซบินและเอเจน เป็นกรอบแนวคิดในการวิจัยเนื่องด้วยทฤษฎีดังกล่าวเป็นที่ยอมรับอย่างดีสำหรับการทำนายพฤติกรรมผู้บริโภค วัตถุประสงค์หลักของการศึกษาค้นคว้าครั้งนี้เพื่อตรวจสอบอิทธิพลของทัศนคติที่มีต่อการซื้อเครื่องแต่งกาย ภาพลักษณ์ และกลุ่มบุคคลที่มีอิทธิพลต่อความตั้งใจจะซื้อและการซื้อเครื่องแต่งกาย กลุ่มตัวอย่าง ได้แก่ ชายไทยอายุระหว่าง 25-55 ปี อาชีพ พนักงานองค์กร เอกชน เจ้าของธุรกิจ หรือข้าราชการ ระดับการศึกษาตั้งแต่ปริญญาตรีขึ้นไป ในการเก็บข้อมูล ใช้การแจกแบบสอบถามที่ห้างสรรพสินค้าชั้นนำในกรุงเทพมหานครและปริมณฑล และได้รับ

แบบสอบถามฉบับสมบูรณ์กลับมาจำนวน 425 ชุด ในการวิเคราะห์และแปลความหมายข้อมูลใช้โปรแกรมสำเร็จรูป SPSS เวอร์ชัน 15.0 สถิติที่ใช้ เช่น การวิเคราะห์การถดถอย เป็นต้น ผลการวิจัยโดยสรุป พบว่าทัศนคติที่มีต่อการซื้อเครื่องแต่งกาย ภาพลักษณ์ กลุ่มบุคคลที่มีอิทธิพล อาทิ เพื่อนร่วมงาน เพื่อนสนิท และสมาชิกในครอบครัว ส่งผลเชิงบวกต่อความตั้งใจจะซื้อและการซื้อเครื่องแต่งกายสำหรับชายไทยกลุ่มเมโทรเซ็กซวล

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## **Abstract**

The chief purpose of this research is to examine in some depth the phenomenon of clothing buying of Thai Metrosexuals as a significant change appears to be taking place. Currently male consumers, Metrosexuals in particular, are becoming an important segment in the field of consumer behaviour. Clothes were selected for this research because the clothing industry is continually growing, and clothes are found to be a symbol of self-image. This research is to study what variables affect the purchase of clothes for Thai Metrosexuals. Fishbein and Ajzen's (1975) theory of a reasoned action model is employed as a theoretical framework because it is a well-accepted theory for predicting consumer behaviour. Based on this theory, the main objective of the study is to examine the influence of attitudes toward clothing buying, self-image, and subjective norms of purchase intention and the purchase of clothes. The population of the study are Thai men aged 25 to 55 years whose occupations fit in three groups, private sector officer, business owner, and government officer, with an education level of at least a Bachelor's degree. A questionnaire survey technique was adopted for this study. The data were collected at leading department stores located in the Bangkok metropolitan area. Four hundred twenty-five complete questionnaires were returned and usable. Afterward, the data were analysed by employing regression analysis in SPSS version 15.0. In conclusion, the results of the study show that attitudes toward clothing buying, self-image, and subjective norms (work colleagues, close friends, and family members) have positive effects on purchase intention and the purchase of clothes for Thai Metrosexuals.

**Keywords:** Consumer Behaviour, Metrosexuals, Theory of Reasoned Action

## Introduction

Today the male consumer is becoming important in the field of consumer behaviour because it is now one of the fastest growing segments (Emerson, 2004). Apparently, the new segmentation of male consumers, “Metrosexuals,” is a recent sector to be approached (Simpson, 1994). Men have become progressively more involved in the purchasing process of various products such as food (Ralph, Seaman, and Woods, 1996: 4), shoes, electronics, hardware, computer software, music CDs or DVDs, sport items, magazines (Coley and Burgess, 2003: 282) and clothing (Dodd, Linaker, and Grigg, 2005: 375). According to Euromonitor International (Matthews, 2005), the term “Metrosexuals” refers to the well-off urban straight guy, who typically lives on his own and has a lot of money to spend on his appearance. Simpson (2002) defined “Metrosexual” as the single young man either straight or gay, with a high disposable income, living or working in the city where the latest fashion trends are found.

Among several product categories, clothes are rather interesting. Due to the change of trade and economic policies towards capitalism prevailing in countries around the world, consumer incomes have risen, particularly in Asia. Asian consumers have spent increasing amounts of money on

goods and services. Thailand in particular has a continuously expanding clothing industry. According to (Clothing and Footwear Specialist Retailers – Thailand, 2009), the growth of the clothing industry in Thailand is expected to escalate along with the world economy until 2013, when the sales estimate for this market is expected to reach 3 billion Baht annually. Additionally, clothes are found to be a symbol of self-concept (self-image), because they portray personal appearance (Malhotra, 1981: 462).

As a result, it is significant to identify what variables affect the purchase of clothes for Thai Metrosexuals. It was found that among consumer behaviour theories, Fishbein and Ajzen’s (1975: 16) Theory of Reasoned Action model (TRA) is the most prevailing and well-accepted in terms of predicting consumer behaviour caused by attitude constructs (Ajzen and Fishbein, 1980: 5; Choo, Chung, and Pysarchik, 2004: 609; Fishbein and Ajzen, 1975: 11; Nysveen, Pedersen, and Thorbjornsen, 2005: 247; Wan, Luk, and Chow, 2005: 256; Xu and Paulins, 2005: 421). To better explain Metrosexuals’ purchasing of clothes in the Thai context, an additional construct, self-image, has been added to TRA.

Therefore, the objective of this study is to examine the influence of attitudes toward clothing buying, self-image, and subjective

norms of purchase intention and the purchase of clothes among Metrosexuals in the Thai market.

## Theory of Reasoned Action

To explain Thai Metrosexuals' purchasing behaviour regarding clothes, the theory of reasoned action (TRA) developed by Martin Fishbein and Icek Ajzen in 1975 and 1980 is employed as a theoretical framework.

The core structure of TRA can be described as the relationships between attitudes toward behaviour (A<sub>act</sub>), subjective norms (SN), behavioural intentions (BI), and actual behaviour (B) according to the formula below:

$$B \sim BI = (A_{act}) w_1 + (SN) w_2$$
$$A_{act} = \sum_{i=1}^n B_i E_i \quad \text{and} \quad SN = \sum_{j=1}^n NB_j MC_j$$

Where behavioural intention (BI) leads to behaviour (B), and that behavioural intention (BI) is determined by the consumer's attitudes regarding behaviour (A<sub>act</sub>) and by subjective norm (SN). Attitudes regarding the behaviour (A<sub>act</sub>) refer to whether the person is in favour or against the specific behaviour, whereas subjective norms (SN) refer to the other people or groups who would approve or disapprove of a specific behaviour. Attitudes towards behaviour (A<sub>act</sub>) are a function of a

cognitive structure (B/E<sub>i</sub>), which is a belief-evaluation composite, where B<sub>i</sub> is the belief that performance of the behaviour will lead to a specific outcome *i*, E<sub>i</sub> is the evaluation of each consequence, and *n* is the number of salient outcomes. The subjective norms (SN) are represented as a function of a normative structure (NB<sub>j</sub>MC<sub>j</sub>), where NB<sub>j</sub> is the perceived expectation that referent *j* would think that the individual should perform the behaviour. MC<sub>j</sub> is the consumer's motivation to comply with referent *j*, and *k* is the number of salient referents.

To put TRA into simple terms, a person's behaviour is predicted by his/her attitudes toward that behaviour and how that person thinks other people would view him/her if he/she performed the behaviour. A person's attitude, combined with subjective norms, forms his/her behavioural intention. If a person intends to behave in a particular way then it is likely that the person will.

TRA is appropriate for this study because of its performance in predicting consumer behaviour and providing an explanation of that behaviour (Manstead, 2004: 910). Furthermore, it is one of the most predominant attitudinal models broadly applied in various investigations, such as online travel and shopping behaviour (Lee, Qu, and Kim, 2007: 886); mobile chat

services (Nysveen, Pedersen, and Thorbjornsen, 2005: 247); selecting a banking channel (Wan, Luk, and Chow, 2005: 255); the purchase of food products (Choo, Chung, and Pysarchik, 2004: 608) and in a number of cultural settings such as in the U.S.A. (Lee and Littrel, 2005: 133; Ulaga and Eggert, 2006: 311), Norway (Nysveen, Pedersen, and Thorbjornsen, 2005: 248), Australia (Patterson, 2004: 22), Hong Kong (Wan, Luk, and Chow, 2005: 255), and Taiwan (Shih and Fang, 2004: 213).

Self-image has been added to TRA in order to enhance the predictability of Metrosexuals' behaviour toward clothing buying in Thailand. Self-image is significant because Metrosexuals give importance to their appearance and the "look," as stated by Matthews (2005). Therefore, this male group is likely to communicate their self-image through clothes, which in this context portray the image of a well-groomed working person, a sophisticated urban guy who has good taste and a fashionable lifestyle.

## Hypotheses

In order to examine Thai Metrosexual consumers in clothing buying, hypotheses in the current study are formulated based on the relationship between research variables in TRA.

## The Relationship between Attitudes toward Clothing Buying, Purchase Intention, and Purchase

Perreault and McCarthy (1999: 160) cited attitude as a major influential factor in the purchasing decision process. Attitudes toward a specific object stimulate intention to buy the product, which leads to purchase behaviour (Ajzen and Fishbein, 1980: 55; Fishbein and Ajzen, 1975: 15). For instance, Lee and Littrell (2005: 143) studied the relationship between attitudes and purchase intention regarding cultural products. Their results indicated that consumers who had a more positive attitude toward a specific product had greater intention to purchase it than did consumers who had a less positive attitude. On the other hand, Albrecht and Carpenter (cited in Choo, Chung, and Pysarchik, 2004: 613) have questioned the mediating role of behavioural intention in purchase behaviour and have argued that there is a direct causal relationship between attitudes and behaviour. Festinger and Wicker (cited in Manstead, 2004: 909) argued that attitudes may not necessarily be correlated with overt responses. Hence, the hypotheses are described as follows:

**Hypothesis 1:** Attitudes toward clothing buying have a positive effect on the purchase intention of clothes.

**Hypothesis 2:** Attitudes toward clothing buying have a positive effect on the purchase of clothes.

### **The Relationship between Self-Image, Purchase Intention and Purchase**

Malhotra (1988: 6) pointed out that consumers frequently buy products that are congruent with, or enhance their actual or ideal self-concept. Self-image has an effect on purchase decisions for both females (Kim, et al., 2002: 497) and males (Dodd, Linaker, and Grigg, 2005: 386). Accordingly, Coulter, Feick, and Price (2002: 1297) found that self-image had an influence on applying and buying cosmetic products for women in Hungary. The study of Sturrock and Pioch (1998: 337) revealed that men consume male grooming products, not only for their tangible benefits, but also for their intangible attributes, such as self-image. Dodd, Linaker, and Grigg (2005: 374) found that self-image had a stronger impact on homosexual than heterosexual males while shopping for clothing because the self-image somewhat moderated the negative aspects of homosexuals' life. Many products, particularly clothes, are bought because a person is attempting to manifest a positive attribute or hide a negative aspect of self (Malhotra, 1981: 461). Therefore, the hypotheses are as follows:

**Hypothesis 3:** Self-image has a positive effect on the purchase intention of clothes.

**Hypothesis 4:** Self-image has a positive effect on the purchase of clothes.

### **The Relationship between Subjective Norms, Purchase Intention, and Purchase**

Subjective norms are one of the most significant components that determine behavioural intention (Ajzen and Fishbein, 1980: 57; Choo, Chung, and Pysarchik, 2004: 611; Fishbein and Ajzen, 1975: 16), particularly consumers' purchasing intentions (McNally, 2002: 168). Hu and Jasper (2006: 30) suggested that an individual adopts a behaviour that is compatible with others (subjective norms). For example, Yoh, et al., (2003: 1112) indicated that consumers who perceived their social acceptance depended on friends or family had greater intention to purchase apparel via the Internet than did consumers who did not. Dholakia, Pedersen, and Hikmet (1995: 27) revealed that married men had favourable attitudes toward clothing shopping, particularly when accompanied by their partners. This may reflect the fact that male consumers enjoy selecting and buying products for their own use. Thus, the hypotheses are suggested as follows:

**Hypothesis 5:** Subjective norm has

a positive effect on the purchase intention of clothes.

**Hypothesis 6:** Subjective norms have a positive effect on the purchase of clothes.

### **The Relationship between Purchase Intention and Purchase**

The major benefit of the reasoned action model is that it explains and predicts purchasing behaviour utilising purchase intentions as a mediator (Ryan and Bonfield, 1975: 132). On the other hand, Albrecht and Carpenter (cited in Choo, Chung, and Pysarchik, 2004: 613) have questioned the mediating role of behavioural intention in purchase behaviour and have argued that there is a direct causal relationship between attitudes and behaviour. However, most researchers have demonstrated the validity of behavioural intention as a moderating variable of behaviour in various research settings (Bock and Kim, 2002: 15; Chung and Pysarchik, 2000: 281). Therefore, the following hypothesis is proposed:

**Hypothesis 7:** Purchase intention has a positive effect on the purchase of clothes.

### **Research Methodology**

This study used a quantitative research method. A convenient sample using a shopping mall-intercept technique was employed for the sampling method. The

closed-ended questionnaire developed from standard questions of relevant literature was chosen as a research instrument. Once the questionnaire was completed, face validity and the pre-test of 31 respondents was conducted in order to test the validity and reliability of the research measures.

Data collection was undertaken as an anonymous survey during September to October 2009. Research assistants were assigned to recruit respondents from leading department stores located in the metropolitan area of Bangkok. Two department stores, Robinson and The Mall Department Store, were chosen because they exhibit the highest amount of registered capital, as reported by Ministry of Commerce (2006: 7). In addition, they are recognised as leading department stores with a dedicated male division and regularly promote numerous campaigns related to men's products. Random sampling was then used to select branches of those department stores, and three branches of each department store were chosen. For collecting data, Thai male consumers who were shopping in the two leading department stores in the Bangkok metropolitan area were approached and asked whether they would be willing to participate in this research study. After they agreed to participate, the screening questions were asked to ensure they were within the target population. These questions

were (1) whether they were 21 to 55 years of age, (2) were they a private sector employee, business owner, or government employee, and (3) did they hold a Bachelor or higher degree. The participants were given incentives (a pen) in order to reduce the rejection rate.

The data collection ended when 600 subjects had been approached. 157 subjects refused to participate in this survey while 443 respondents agreed to fill out questionnaires. Next, the research assistants gathered a total of 443 questionnaires and gave them to the researcher. Eighteen of the returned questionnaires were incomplete and unusable. Therefore, the final usable questionnaires set contained 425 cases, yielding a response rate of 71 percent.

### **Sample**

In the study, the target group was Thai male consumers aged 21 to 55 years. The reason for this selection was that during this age span men are in their working period, earning their own income (Men's Grooming Set for Five Years of Stead Growth, 2005); therefore, they have sufficient purchasing power to buy clothes appropriate for their lifestyle and for work. Bangkok was targeted for the collection sample of this study for three reasons. Firstly, it is the capital of Thailand, where many department stores and large shopping malls are located and

people with high incomes reside (Shopping in and around Bangkok Thailand, 2006). Secondly, the target markets for skin care products are domiciled mainly in Bangkok because this city is an urban metropolis where residents are highly competitive and involved in career development. Men now think that maintaining a good appearance can help enhance career achievements. Thirdly, unlike Bangkok male residents, rural men are not as likely to groom themselves because the lifestyles there are less competitive and relatively relaxed.

### **Instrument**

The research instrument was developed from a comprehensive review of relevant literature focusing on male consumer behaviour in purchasing decisions. Some questions are modified to apply to the research site, Thailand. The questions were initially written in English, and then translated into Thai. Corrections were made on the basis of changes in the translation. All the measures used in TRA (attitudes, subjective norm, behavioural intention, and purchase) (Fishbein and Ajzen, 1975: 16) and the measure of self-image (Dodd, Linaker, and Grigg, 2005: 375) were previously established. A five-point Likert-type scale (1 = strongly disagree to 5 = strongly agree) was employed to measure variable items for the research questionnaire. According to the

criterion of 0.7 recommended by Nunnally (1978: 285), the value of Cronbach's coefficient alpha ranges from 0.7 to 0.8.

**Attitudes toward Clothing Buying** – the respondents were asked to indicate their opinion of attitudes toward clothing buying. For example, “Clothing buying made me feel happy.” and “Clothing buying made me feel good.” The reliability score of this variable was 0.7.

**Self-image** – subjects were asked to rate their opinion reflecting their self-image such as “Wearing my favourite clothes gives me confidence” and “I do not feel it is important to keep up with the latest trends in clothing fashion”. The value of Cronbach's coefficient alpha was 0.78.

**Subjective Norms** – subjective norms were measured with five items relating to close friends, family members, and work colleagues, and the respondents were asked to rate their opinion. The value of Cronbach's coefficient alpha was 0.89.

**Purchase Intention** – for these measures, subjects were asked to rate their opinions about clothes purchase intention such as “I would definitely intend to buy clothes.” and “I absolutely consider buying clothes.” The score of Cronbach's coefficient alpha was 0.81.

**Purchase Behaviour** – to measure the purchase behaviour of clothes, respondents were asked to report the amount of money they usually spend on clothes every three months. The question was as follows: “How much would you spend on purchasing clothes every three months?” The respondents were asked to fill in the number.

## Data Analysis

The Statistical Package for the Social Sciences program (SPSS) version 15.0 was used in this study with a 0.05 level of significance for all of the statistical assessments. The data set was screened and examined for incorrect data entry, and missing values. In this study, descriptive statistics were first employed, and then inferential statistics including regression analysis were applied to test the hypotheses.

## Sample Characteristics

Considering the profile of respondents, the largest age groups were 25-29 (34.8%), followed by age group of 30-34 (21.2%). More than half of the respondents were single (62.1%). Nearly 40% were married. Of all respondents, approximately 22% earned a monthly income of 50,000 Baht or more, followed by a monthly income of between 10,001 and 20,000 Baht. The majority purchased clothes from department stores (93.6%).

## Research Findings

A preliminary analysis using Pearson's correlation was performed to provide an initial picture of the interrelationships between five variables of interest. The results of the correlation analysis revealed that there are inter-correlations among those five variables, including attitudes toward clothing buying, self-image, subjective norms, purchase intention, and purchase. All variables are significantly correlated with each other ranging from 0.128 to 0.527 at 0.01 ( $p < 0.01$ ). However, the strength of the correlations is low and indicates a positive direction. Further, simple regression analysis was used to test all hypotheses.

The relationships between each variable were tested and will be discussed separately according to each hypothesis. Hypothesis 1 (*H1*) showed that there was a statistically significant relationship between attitudes toward clothing buying and purchase intention. Therefore, the finding confirmed a positive relationship between attitudes toward clothing buying and purchase intention for Thai Metrosexual consumers. Hypothesis 2 (*H2*) states that attitudes toward clothing buying have a positive effect on the purchase of clothes. The results revealed that attitudes toward clothing buying positively affected Thai Metrosexual consumers' actual purchase. Therefore, *H2* was supported. Simple

regression was used to examine Hypothesis 3 (*H3*) and Hypothesis 4 (*H4*). It was found that self-image was associated with purchase intention of clothes and was a significant explanatory variable for Thai Metrosexual consumers' purchase intention. For *H4*, the findings revealed that self-image also positively affected the purchase of clothes for Thai Metrosexual consumers. Hence, *H3* and *H4* were supported. Hypothesis 5 (*H5*) states that subjective norms have a positive effect on purchase intention of clothes, while Hypothesis 6 (*H6*) claims that subjective norms have a positive effect on the purchase of clothes. The results revealed that subjective norms such as family members, close friends, and work colleagues positively affected Thai Metrosexual consumers' purchase intention and actual purchase of clothes. Therefore, *H5* and *H6* were supported. Finally, Hypothesis 7 (*H7*) was investigated. The results revealed that purchase intention was associated with actual purchase and was a significant explanatory variable for Thai Metrosexual consumers' purchase behaviour regarding clothes. Therefore, *H7* was supported. To sum up, all of the three variables (attitudes toward clothing buying, self-image, and subjective norms) can significantly explain purchase intention, and actual purchase, regarding clothes for Thai Metrosexual consumers.

## Conclusion and Discussion

This study implies that TRA can be successfully applied to Thai male consumers, particularly the segment of Metrosexuals. Further, this modified theory of reasoned action with the additional construct “Self-image” appears to fit in a Thai context in terms of explaining Thai Metrosexuals consumer behaviour in clothing buying. On the aspect of subjective norms, the results revealed that work colleagues significantly influenced Thai Metrosexuals in the Bangkok metropolitan area in clothing buying. This may imply that Thai Metrosexual consumers give importance in career achievement, and the result was consistent with the report (Men’s Grooming Product -Thailand, 2007) that men believe that a groomed appearance contributes to career and social success. In addition, it confirmed the findings of Yoh, et al. (2003: 1112) that friends or family possibly convinced consumers to purchase a particular product. However, this finding disagreed with Hu and Jasper’s (2006: 30) report that subjective norms did not affect the selection process.

Further, the results indicated that Thai Metrosexuals consumers who had a more positive attitude toward clothing buying had greater intention to purchase an item than did consumers who had a less positive attitude. Similar to expectations, subjective

norms were found to be the significant component in determining consumers’ purchasing intentions, in line with the studies of Choo, Chung, and Pysarchik (2004: 611) and McNally (2002: 168). Further, this finding showed that attitudes toward clothing buying (beta = 0.527) demonstrate a greater indicator than self-image (beta = 0.386) and subjective norms (beta = 0.464) toward behavioural intention, which was consistent with the result of Shih and Fang (2004: 219) about the adoption of Internet banking. In addition, this result agreed with Choo, Chung, and Pysarchik’s (2004: 621) findings in which purchase intention possibly predicted the actual purchase.

Based on the descriptive analysis, Thai Metrosexual consumers feel good and happy when buying clothes. Also, they believe that wearing brand name clothes increases their self-image and confidence. The people (work colleagues, close friends, and family members) who they listen to could influence them to buy clothes. Every month Thai Metrosexual consumers are likely to purchase clothes at least one time and spend approximately 1,800 Baht. Thus, this finding may help marketers to plan an appropriate marketing event for Thai Metrosexual consumers; for example, the marketers may organise a monthly promotional campaign for men’s clothes in

the leading department stores located in the Bangkok metropolitan area.

## **Implications and Recommendations**

Although this study is exploratory, the findings may reveal new trends in the context of Thai men, which is consistent with the changing era of consumerism from modernism to postmodernism. Hence, the allocation of men's position in society would shift from production-bound definitions of modernism to consumption-based definitions of postmodernism. In a postmodern perspective, men are moving from identifying with occupational value and social status to perceiving the importance of their self-portrayal or how they present themselves.

Practically, this study can provide useful implications for marketers to use the research findings to implement their marketing strategies regarding clothes so as to better satisfy male consumers as a target group in Asian economies where similar environments may apply such as Malaysia, Indonesia, the Philippines, Singapore, and Vietnam. The motivation for good grooming appears to be caused by individuals' self-perception and influences from others who are important to them, such as friends, family, and work colleagues. As members of a collectivistic culture, most Thai people appear to listen to the opinions of others (subjective norms) in

making decisions. Once marketing tools are developed, it is important to take social influences groups into account in order to approach this target group effectively.

However, recommendations may be generated as follows. Firstly, future research may survey other career groups because these results may provide a more useful insight into clothing buying. Secondly, other products in similar categories are of interest for future investigations such as grooming products, toiletries, and healthcare products. Finally, future studies should be undertaken using qualitative methods such as interviews, observations, or focus groups in order to provide a better explanation of Thai Metrosexual consumer behaviour.

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