

A COMPARATIVE STUDY OF INFLUENTIAL FACTORS ON LATE
ADOLESCENTS' AND EARLY WORKING ADULTS' PURCHASING
DECISIONS ON WRISTWATCHES

A MASTER'S PROJECT

BY

PIYAWAN LIMCHAROENKIJ

Presented in partial fulfillment of the requirements
for the Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

February 2007

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The purposes of this study are 1) to investigate the factors affecting late adolescents and the early working adults to buy wristwatches. 2) to study their' behavior on wristwatch buying decision. This study explored 100 respondents from the late adolescents (aged from 18-22) and 100 early working adults (aged from 26-30) in selected areas in Bangkok which were Siam Square, Srinakharinwirot University, Thammasat University, Chulalongkorn University, Silom, Sala Daeng, Sukhumwit and Ladprao. The responses from the questionnaire were analyzed and compared.

The results showed that the late adolescents and the early working adults were affected by two influential factors: social and product factors.

The majority of the respondents in the late adolescents were university students with an average income of 7,000 baht a month. The late adolescents believe in themselves when decided to buy a product. They were also influenced by their family and friends. They received information on the product from magazines and watch retailers. In terms of product factors, the late adolescents are influenced by designs, movement (Quart, Mechanic, Eco-Drive) and price.

The other group of respondents was the early working adults. Most of them were employees, held at least bachelor degree with an average income of 15,000 baht a month. The early working adults believe in themselves, their family and friends as well as printed advertisement. Television, radio and magazines are the sources of information for them. Another factor is product factors. The early working adults are influenced by designs, brands and differentiation.

การศึกษาศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อสินค้าฟิสิกส์ของผู้บริโภค :
การเปรียบเทียบระหว่างวัยรุ่นตอนปลายและวัยทำงานตอนต้น

บทคัดย่อ
ของ
ปิยวรรณ ลิ้มเจริญกิจ

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
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การศึกษานี้มีวัตถุประสงค์เพื่อ 1) ศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อนาฬิกาข้อมือของกลุ่มวัยรุ่นตอนปลาย และ วัยทำงานตอนต้น 2) ศึกษาพฤติกรรมของผู้บริโภคในการตัดสินใจซื้อนาฬิกาข้อมือ โดยรวบรวมข้อมูลจากแบบสอบถาม 100 ชุด จากกลุ่มวัยรุ่นตอนปลาย (อายุระหว่าง 18-22 ปี) และ 100 ชุด จากกลุ่มวัยทำงานตอนต้น (อายุระหว่าง 26-30ปี) ในเขตกรุงเทพมหานคร จากนั้นนำแบบสอบถามที่ได้จากทั้ง 2 กลุ่มมาวิเคราะห์และเปรียบเทียบ

ผลที่ได้จากการศึกษา แสดงให้เห็นว่า ปัจจัยที่ส่งผลต่อการตัดสินใจของทั้ง 2 กลุ่มนั้นมีความแตกต่างกัน โดยสามารถ แบ่งปัจจัยออกเป็น 2 ด้าน คือ 1) ด้านสังคม และ 2) ด้านผลิตภัณฑ์

ผู้ตอบแบบสอบถามในกลุ่มวัยทำงานตอนต้น ส่วนใหญ่เป็นนักศึกษามหาวิทยาลัย และมีรายได้เฉลี่ย 7,000 บาท ต่อเดือน ผู้ที่ส่งผลต่อการตัดสินใจซื้อของกลุ่มวัยรุ่นตอนปลาย ได้แก่ ตนเอง ครอบครัว และ เพื่อน ตามลำดับ และได้รับข้อมูลเกี่ยวกับผลิตภัณฑ์จาก นิตยสารไลฟ์สไตล์ และร้านขายนาฬิกา สำหรับปัจจัยทางด้านผลิตภัณฑ์ที่มีผลต่อการตัดสินใจซื้อ คือ การออกแบบ ระบบกลไก การทำงาน (ควอตซ์, ไชลาน, แสง) และราคา

กลุ่มวัยทำงานตอนต้น ส่วนใหญ่เป็นพนักงานบริษัทจบการศึกษาระดับปริญญาตรี มีรายได้เฉลี่ย 15,000 บาทต่อเดือน ผู้ที่ส่งผลต่อการตัดสินใจซื้อของกลุ่มวัยทำงานตอนต้น ได้แก่ ตนเอง ครอบครัว และเพื่อนรวมทั้งสื่อสิ่งพิมพ์ ตามลำดับ นอกจากนี้ยังได้รับข้อมูลเกี่ยวกับผลิตภัณฑ์จาก โทรทัศน์ และ วิทยุตลอดจนนิตยสาร สำหรับปัจจัยทางด้านผลิตภัณฑ์ที่มีผลต่อการตัดสินใจซื้อ คือ การออกแบบ, ราคาสินค้า และสินค้าที่มีลักษณะแตกต่างจากผู้อื่น

The Master's Project advisor, Chair of Business English for International Communication Program and Oral Defense Committee have approved this master's project as partial fulfillment of the requirement of the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

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This Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts degree in Business English for International Communication of Srinakharinwirot University.

..... Dean of the Faculty of Humanities

(Associate Professor Chaleosri Pibulchol)

February,.....2007

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CHAPTER 1

INTRODUCTION

Background

Over the last decade the most successful business considers time as the most powerful element in dealing with customers. As time is important in business and our daily lives, we can not tell time accurately without a watch. Wristwatches are especially used worldwide and have become a big business.

The wristwatch's function began with the mechanical winding system, followed by the automatic system, the quart system and the latest innovation is eco-drive system. As its function has been developed its roles are also changed from the beginning era. At first wristwatch was invented for the purpose of telling time, and as time passes, new roles have been introduced to the wristwatch. Along with telling time, wristwatch also serves the wearer as fashionable products. They can improve personality, reflect economic status, social status, taste, and lifestyle of those who wear them. As the wristwatch's roles have been changed, one wristwatch is not enough in this day.

The interview section in GM WATCH magazine, which is the timepiece magazine in Thailand, showed us what people thought of their wristwatches. It stated that although people were from different professions, they share one common thought. They thought that the wristwatch was more than a time telling tool, and all of them had more than one wristwatch. The interview also showed us that these people had been influenced by many factors when making a decision to buy a new wristwatch. These factors may vary from a new product's design, promotional campaign, consumers' economic status, and taste.

There are several factors that influence consumers to buy more than one wristwatch. Design is one of those factors. Each company tries to create consumers' need by designing the wristwatch in various styles to suit their consumers' roles and lifestyle such as sports wristwatch, fashion wristwatch, jewelry wristwatch and so on.

Wristwatches sold in Thailand have been divided into three groups, according to Kasikorn Research Center (one of the notable research center in Thailand). The first group is

wristwatch in the upper market which is priced from 50,000 baht and up. Wristwatches in this group are decorated with jewels and are mostly imported from Europe. The notable brands in this group are ROLEX, CARTIER, OMEGA and TAG HEUER. The buyers in this group expected their wristwatch to improve their personalities and their social status. The second group is the wristwatch in the middle market which is priced between 5,000 to 50,000 baht. The characteristics of this group are modern and up to date design of a good reputation and well-known brand. The famous manufactures of this group are SEIKO and CITIZEN. The last group is the wristwatch in the lower market which is priced between 100 to 5,000 baht. In order to attract buyers' attention, the wristwatch in this group needs to be colorful. The manufactures in this group imitated the design and style of the higher market. Most products are imported from China, Hong Kong and some are made in Thailand.

Another important factor influencing consumers to buy wristwatch is brand. As mentioned above, wristwatches sold in Thailand have been divided into three groups. It is noticeable that not only the price but the brand of the wristwatch is also the factors used to divide the group of wristwatch sold in Thailand. Many people buy the wristwatch because its brand is well-known. For example, Casio has launched the sports-wristwatch under the brand "G-Shock" which is a very popular brand among adolescents.

Because of many competitors in each segment of the wristwatch market, companies involved must seek and apply new strategies to encourage the consumers to buy the products. The strategies used can be varied from the launch of new products with new features to after-sales services. The company needs to use effective strategies to motivate the consumers to buy new wristwatches, despite the fact that they already have one. This result in the growth of Thai wristwatch market according to the report from Department of Export Promotion indicated the increasing value of imports wristwatches in the last few years.

In general one wristwatch is enough, but why consumers purchase more than one wristwatch. Different factors may be taken into consideration by consumers of different ages as well as factors that influence them to purchase more watches. Kotler (2003) stated that the consumers' decision is influenced by personal characteristics such as the consumer's attitudes, occupation, lifestyle and ages. Therefore the researcher wants to investigate what are the factors that influence the consumers in two different age groups to buy wristwatches

and how wristwatches play a part in their lives. The target group in this study are the late adolescents aged from 18-22 and the early working adults aged from 26-30.

Objectives of the study

1. To investigate factors that influence late adolescents and early working adults to purchase more than one wristwatch.
2. To study consumers' behavior on wristwatch buying decision.

Research Questions

1. What are the factors that influence the late adolescents and early working adults to purchase wristwatches?
2. What do the late adolescents and early working adults think about the role of wristwatches on their lives?

Significance of the Study

In our lives, everything we do is associated with time. Time is not only the number of seconds, minutes or hours, it's something more spiritual, something that has its own value which money can not buy. Because time is so important, men need to know time and need to know exactly what time it is, so a tool called wristwatch step into our daily lives. However one wristwatch is enough but why many people buy more than one, what motivate them to buy more.

The researcher is interested to investigate the factors the consumers take into consideration when consider buying a new wristwatch. This research aims to identify factors influencing consumers in the two different age groups to buy wristwatches and the roles of wristwatches in their lives. The result of this study can serve as the information for wristwatch manufactures and dealers to understand their consumers more in the factors that influence them to buy wristwatches, so wristwatch manufactures and dealers can use this

information as a guideline to decide their product and increase their sale by using the appropriate strategy. To understand the consumer behavior can lead to the success of the product. Besides, the result of this study can be the reference for further study. The researcher has chosen the adolescents aged from 18-22 and the early working adults aged from 26-30 to be the target groups in this study.

Scope of the Study

This study focuses on Thai wristwatch owners' buying behaviors, the target groups of this study consist of 100 adolescents (18-22 years old) and 100 early working adults (26-30 years old). Dusek (1996 : 5) pointed that these adolescents (18-22 years old) have highly individualistic physiological and physical correlates which correspond to the article by Erika Rence in *Let's Talk Business* journal (2006: 1). He stated that adolescents seek to customize the product, want to be different from others while the early working adults (26-30 years old) seeks for intimacy and lasting value in product. Since one element that affects the consumer decision is age and there are some different characteristics between these two groups, so the researcher decided to choose these two groups as the target groups in this study. The instrument used in this research was the questionnaire in Thai which has been translated from English in order to reduce the possibility of misunderstanding of the respondents with limited knowledge of English. The researcher gathered and analyzed the data from the questionnaire to compare the differences in the sample's buying.

There are five chapters in this study. Chapter One presents the introduction and an explanation of the study. Chapter Two reviews the related literature. Chapter Three describes research procedures. Chapter Four reports the findings of the study. Finally, Chapter Five presents conclusions, discussions, and recommendations for further studies.

Definition of terms

- Adolescents - University students aged between 18-22 years old in Bangkok Metropolitan areas where are Siam Square, Srinakharinwirot University, Thammasat University, Chulalongkorn University, Silom, Sala Daeng, Sukhumwit and Ladprao area.
- Early Working Adults - Working people aged between 26-30 years old in Bangkok Metropolitan area where are Siam Square, Srinakharinwirot University, Thammasat University, Chulalongkorn University, Silom, Sala Daeng, Sukhumwit and Ladprao area.
- Movement - Mechanical system of wristwatches such as Quartz, mechanic and Eco-drive

CHAPTER 2

LITERATURE REVIEW

Related literature in this chapter is categorized into four main topics: 1) Consumer Behavior 2) The characteristics of adolescents and early working adults 3) General aspects of wristwatches and 4) Previous research.

1. Consumer Behavior

Definition of Consumer Behavior

According to Kerin & Hartley (2004:100), consumer behavior is the actions that a person takes in purchasing and using products and services, including the mental and social processes that come before and after these actions.

Hoyer & MacInnis (2004:3) also defined that consumer behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by (human) decision-making units.

Major Factors Influencing Consumer Behavior

Illustrate of buyer behavior model according to Kotler. (2003) (See Figure1)

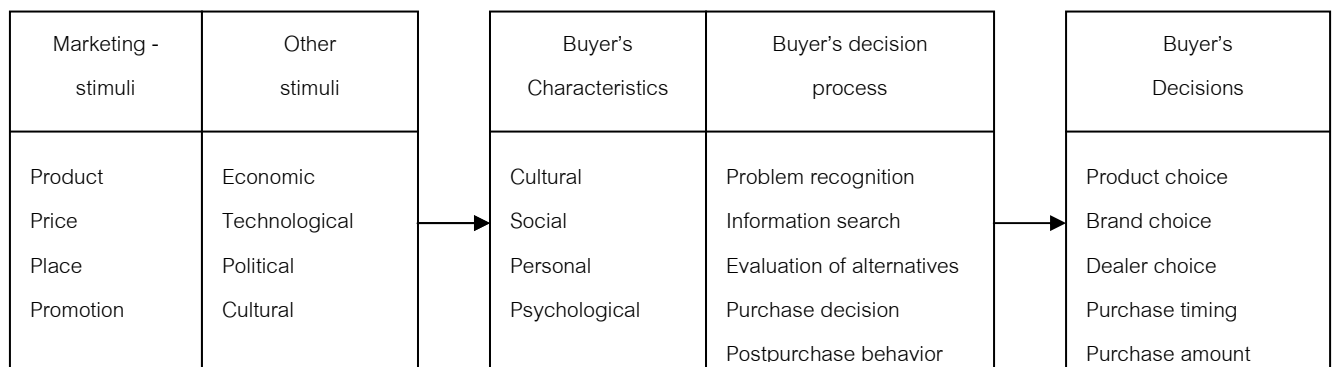


Figure 1: Model of buyer behavior

Source: Kotler & Heng Ang, 2003

Kotler & Armstrong (1996:144-157) also described about the characteristics affecting consumer behavior. Consumer purchases are influenced strongly by cultural, social, personal, and psychological characteristics.

In this study, the researcher focused on three main characteristics affecting consumer in buying wristwatches: social, personal, and psychological characteristics.

Social Factors

According to Kotler & Armstrong (1996:144-157), a consumer's behavior is influenced by social factors, such as the consumer's small groups, family, and social roles and status. A person's behavior is influenced by many small groups. There are several groups such as membership groups, primary groups, secondary groups and reference groups. A person's reference groups include all the groups that have a direct (face-to-face) or indirect influence on the person's attitudes or behavior. People often are influenced by reference groups to which they do not belong. A person belongs to many groups - family, clubs, and organizations. The person's position in each group can be defined in terms of both role and status. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society.

Personal Factors

A buyer's decisions also are influenced by personal characteristics such as the buyer's age and life-cycle stage, occupation, economic situation, lifestyle, and personality and self-concept.

Age and Life-Cycle Stage

People change the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of the family life-cycle – the stages through which families might pass as they mature over time.

Occupation

A person's occupation affects the goods and services bought. Blue-collar workers tend to buy more work clothes, whereas white-collar workers buy more suits and ties.

Economic Situation

A person's economic situation will affect product choice. It relates to the personal income, savings, and interest rates.

Lifestyle

Another factor that affects buyer's decision is lifestyle. Lifestyle is a person's pattern of living as expressed in activities (work, hobbies, shopping, sports, and social event), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products)

Personality and Self-Concept

Personality refers to the unique psychological characteristics that lend to relatively consistent and lasting responses to the buyer own environment. The personality of the buyer guides and directs the behavior chosen to accomplish goals in different situations. Buyers will tend to purchase the product with the personality that most closely matches their own or that strengthens an area the consumer feels weak in.

Psychological Factors

A person's buying choices are further influenced by four major psychological factors: motivation, perception, learning, beliefs and attitudes.

Motivation

A person has many needs at any given time. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act. Psychologists have developed theories of human motivation. Two of the most popular are the theories of Sigmund Freud and Abraham Maslow.

Freud's Theory of Motivation

Sigmund Freud assumes that people are largely unconscious about the real psychological forces shaping their behavior. He also suggests that a person cannot fully understand his or her own motivations. When a person examines specific brands, he or she

will react not only to his or her stated capabilities, but also to other, less conscious cues. Shape, size, weight, material, color, and brand name can all trigger certain associations and emotions.

Maslow's Theory of Motivation

Abraham Maslow sought to explain why people are driven by particular needs at particular times. Maslow's answer is that human needs are arranged in a hierarchy. Maslow's hierarchy of needs is shown in Figure 2. In order of importance, they are physiological needs, safety needs, social needs, esteem needs, and self-actualization needs. A person tries to satisfy the most important need first. When a person succeeds in satisfying an important need, he or she will then try to satisfy the next-most-important need.

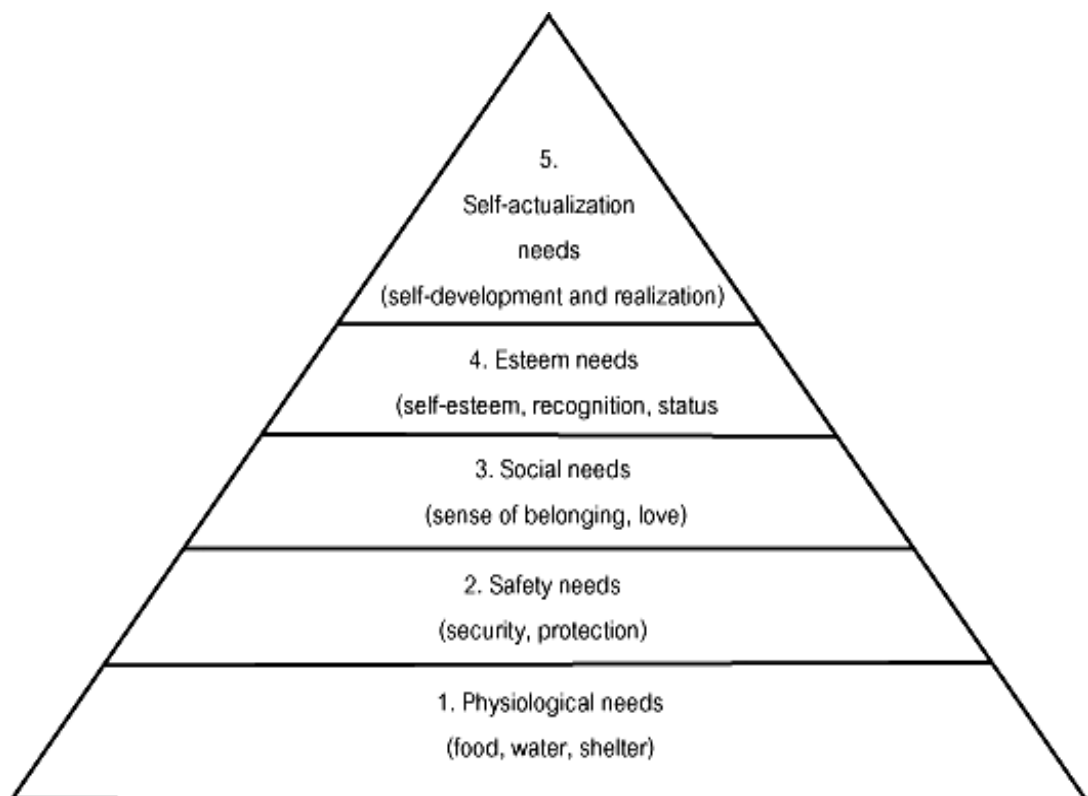


Figure 2: Maslow's Hierarchy of Needs

Source: Kotler & Heng Ang, 2003

Perception

Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world. It is the initial activities in information processing, including exposure, attention, and interpretation. All of these activities are driven by individual, stimulus, and situational factors.

Learning

When people act, they learn. Learning describes changes in an individual's behavior arising from experience. Buyers are more likely to transfer loyalty to similar brands.

Beliefs and Attitude

A belief is a descriptive thought that a person holds about something. People's beliefs about a product or brand influence their buying decisions. An attitude, as important as belief, is a person's enduring favorable or unfavorable evaluations, emotional feelings, and action tendencies toward some object or idea.

Consumer Buying Role

Solomon (2002:206) explained that we can distinguish five roles people, they might play in a buying decision:

- Initiator: the person who first suggests the idea of buying the particular product or service.
- Influencer: the person whose view or advice influences the decision.
- Decider: the person who decides on any component of a buying decision: whether to buy, what to buy, how to buy, or where to buy.
- Buyer: the person who makes the actual purchase.
- User: the person who consumes or uses the product or service.

Consumer Buying Decision Process

Kerin, Hartley, & Rudelius (2004:100) described that purchase decision process is the stages a buyer passes through in making choices about which products and services to buy. The buyer passes through five stages as shown in figure 3: problem recognition,

information search, evaluation of alternatives, purchase decision, and post purchase behavior.

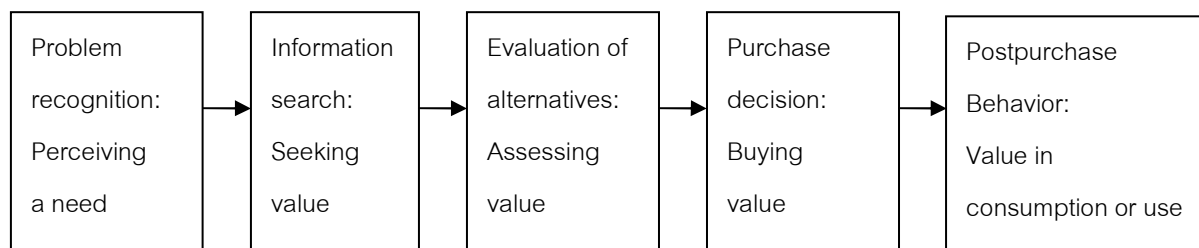


Figure 3: Five-stage model of the consumer buying process

Source: Kerin, Hartley, & Rudelius, 2004

Problem Recognition: Perceiving a Need

The buying process starts when the buyer recognizes a problem or need. The buyer senses a difference between his or her state and a desired state.

Information Search: Seeking Value

After the problem is recognized, an information search is undertaken to find for an effective solution. A consumer will be inclined to search for more information. It can distinguish between two levels of arousal. The milder search state is called "heightened attention". At this level, the person simply becomes more receptive to information about the product. At the next level, the person may enter an active information search: looking for reading material, calling friends, and visiting stores to learn about the product. Kotler (2003: 192) separated consumer information into four groups:

1. Personal sources: Family, friend, neighbors, acquaintances
2. Commercial sources: Advertising, salespersons, dealers, displays
3. Public sources: Mass media, consumer-rating organizations
4. Experimental sources: Handling, examining, using the product

Alternative Evaluation: Assessing Value

Alternative evaluation is the stage of the buyer decision process in which the

consumer uses information to evaluate alternative brands in the choice set. During and after the time consumers gather information about various alternative solutions to a recognized problem, they evaluated the alternatives and selected the course of action that seems most likely to solve the problem.

Purchase Decision: Buying Value

Purchase decision is the stage of the buyer decision process in which the consumer actually buys the products. Generally, the consumer buys the most preferred brand. The buyer has two concerned choices: from whom to buy and when to buy.

Postpurchase Behavior: Value in Consumption or Use

After buying a product, the consumer will experience some level of satisfaction or dissatisfaction. The behavior that occurs after a consumer makes a purchase is illustrated in figure 4. It is important to sellers because it can affect to the consumers' repurchasing. The consumers use product to fulfill certain needs. If the product does not fulfill these needs, they will not repurchase the product.

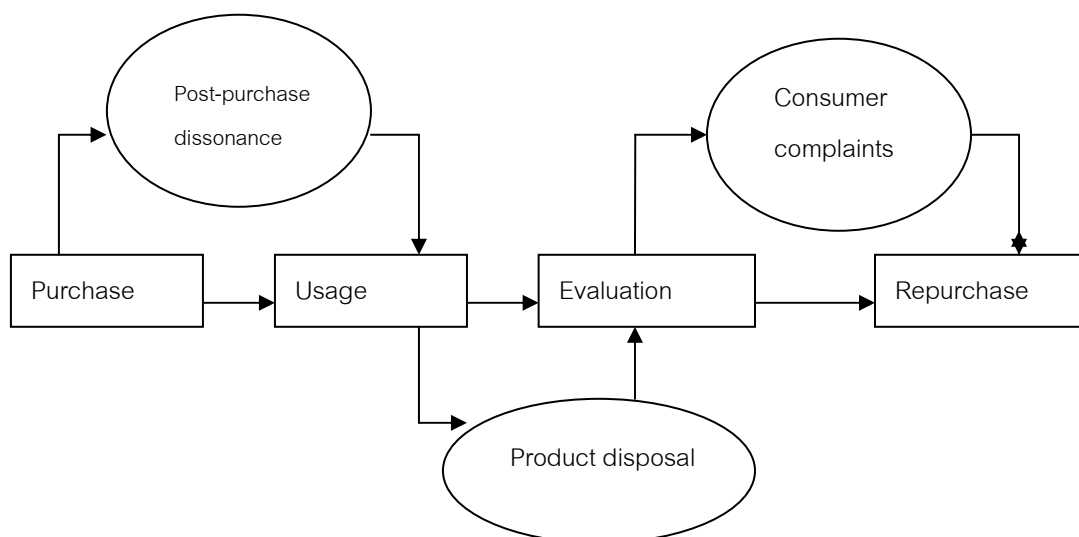


Figure 4: Post-purchase consumer behavior

Source: Hawkins, 1992

2. The characteristics of adolescents and early working-age adults

Adolescence

According to Santrock (2001:17), adolescence is defined as the developmental period of transition between childhood and adulthood; it involves biological, cognitive, and socio-emotional changes. He also claimed that adolescence begins at approximately 10 to 13 years of age and ends between the ages of 18 and 22 for most individuals. Therefore, adolescence can be divided into two groups which are early adolescence and late adolescence. The people aged from 10-17 is grouped as early adolescence whereas people aged from 18-22 is grouped as late adolescence.

Late adolescence refers to approximately the latter half of the second decade of life. Career interests, dating, and identity exploration are often more pronounced in late adolescence than early adolescence. Late adolescence has some unique characteristics. They are interconnected with development and experiences in childhood and adulthood. (Baltes, 2000; Santrock, 1999)

Collins (1982: 187-194) has studied adolescents behavior under the topic 'Individual Development' in a Changing Society. In his study, he described adolescent as a phenomenon of youth in society and culture. In recent years, in cultures throughout the world, it has become rapidly more apparent that the problems of individual change faced by adolescents are complicated. Late adolescents are likely to recognize vested interests and to treat them with caution in making decisions. A major shift in this period is an increasing awareness of the motives or interests of other parties and the awareness of the importance of an independent, unbiased perspective on personal problems.

Early Working adult

According to Santrock (2001:20), adulthood usually begins in the late teens or early twenties and lasts through the thirties. It is a time of establishing personal and economic independence. Career development becomes a more intensified theme than in adolescence.

Arnett (2000: online) also indicated that this stage is characterized by relative independence from social roles and from normative expectations. People in this stage tend to develop and have emotional control, stable personality, strength, ability to self-regulate, commitment, plan for the future, patience, ability and willingness to cope with difficulties, breadth of mind and understanding perspective and realism

3. General Aspects of Wristwatches

The most common type of watch nowadays is the wristwatch, worn on the wrist and fastened with a watch strap or watchband, a bracelet made of real or synthetic leather, metal, nylon, or even ceramic. Before the inexpensive miniaturization that became possible in the 20th century, most watches were pocket watches, which had covers and were carried separately, often in a pocket and attached to a watch chain.

Most inexpensive and medium-priced watches used mainly for timekeeping are electronic watches with quartz movements, powered by electrical power. Expensive, collectible watches valued more for their workmanship and aesthetic appeal than for simple timekeeping often have purely mechanical movements and are powered by springs, even though mechanical movements are many times less accurate than quartz movements

Wristwatch History

The wristwatch was invented by Patek Philippe at the end of the 19th century. It was however considered a woman's accessory. It was not until the beginning of the 20th century that the Brazilian inventor Alberto Santos-Dumont, who had difficulty checking the time while in his first aircraft (Dumont was working on the invention of the aero plane), asked his friend Louis Cartier for a watch he could use more easily. Cartier gave him a leather-band wristwatch from which Dumont never separated. Being a popular figure in Paris, Cartier was soon able to sell these watches to other men. During the First World War, officers in all armies soon discovered that in battlefield situations, quickly glancing at a watch on their wrist were far more convenient than fumbling in their jacket pockets for an old-fashioned pocket watch. In addition, as increasing numbers of officers were killed in the early stages of the war, NCOs promoted to replace them often did not have pocket watches (traditionally a

middle-class item out of the reach of ordinary working-class soldiers), and so relied on the army to provide them with timekeepers. When the war ended, demobilized European and American officers were allowed to keep their wristwatches, helping to popularize the items amongst middle-class Western civilian culture.

Today, many Westerners wear watches on their wrists, a direct result of World War I. The trend has since spread to other parts of the world, wherever accurate and convenient time references are required. (Wikipedia. 2006: Online)

Power sources

The power sources in wristwatch can be classified as follows:

Springs

Traditional, purely mechanical watch movements generally use a wound spring as a power source. The spring must be rewound by the user periodically (usually once a day, or once every few days).

Self-winding watches

A self-winding mechanism is one that rewinds the mainspring (power spring) of a mechanical movement through some means other than explicit winding by the user. The first self-winding mechanism, for fob-watches, was invented in 1770 by Abraham-Louis Perrelet^[4]; but the first "self-winding," or "automatic," wristwatch was the invention of a British watch repairer named John Harwood in 1923. This type of watch allows for a constant winding without special action from the wearer: it works by an eccentric weight, called a winding rotor that rotates to the movement of the wearer's body. The back-and-forth motion of the winding rotor couples to a ratchet to automatically wind the watch. The spring drives an escapement, which consists of a lever that moves back and forth against a gear, keeping the gear moving at a specific number of times per second, usually four or five. That gear, in turn, drives all of the other gears of the watch that turn the hands on the dial.

Kinetic power

Some movements are powered by the movement of the wearer of the watch. Kinetic powered quartz watches make use of the motion of the wearer's arm turning a rotating weight, which in turn, turns a generator to supply power. The concept is similar to that of

self-winding spring movement, except that electrical power is generated instead of mechanical motion alone.

Batteries

Electronic watches require electricity as a power source. Some mechanical movements and hybrid electronic-mechanical movements also require electricity. Usually the electricity is provided by a replaceable battery. The first use of electrical power in watches was as substitute for the mainspring, in order to remove the need for winding. The first electrically-powered watch, the Hamilton Electric 500, was released in 1957 by the Hamilton Watch Company of Lancaster, Pennsylvania. It used a battery as its source of electrical power.

Batteries for watches are specially designed for their purpose. They are very small and provide tiny amounts of power continuously for very long periods (a year or more). In most cases, replacing the battery requires a trip to a watch-repair shop or watch dealer; this is especially true for watches that are designed to be waterproof, as special tools and procedures are required to ensure that the watch remains waterproof after battery replacement. Silver-oxide and lithium batteries are popular today. Mercury batteries which were quite common in the past are no longer used for environmental reasons.

Light-powered watches

Some electronic watches are powered by light. A photovoltaic cell on the face of the watch converts light to electricity, which in turn is used to charge a rechargeable battery or capacitor. The movement of the watch draws its power from the battery or capacitor. As long as the watch is regularly exposed to fairly strong light (such as sunlight), it never needs battery replacement.

Thermal power

A seldom used power source is the temperature difference between the wearer's arm and the surrounding environment

Watch functions

All watches provide the time of day, giving at least the hour and minute, and usually the second. Most also provide the current date, and often the day of the week as well. However, many watches also provide a great deal of information beyond the basics of time and date.

Some elaborate and more expensive watches, both pocket and wrist models also incorporate striking mechanisms or repeater functions, so that the wearer could learn the time by the sound emanating from the watch. This announcement or striking feature is an essential characteristic of true clocks and distinguishes such watches from ordinary timepieces.

Complicated watches

A complicated watch has one or more functionalities beyond basic time-keeping capabilities; such the functionality is called a complication. Two popular complications are the chronograph complication, which is the ability of the watch movement to function as a stopwatch, and the moon phase complication, which is a display of the lunar phase. Among watch enthusiasts, complicated watches are especially collectible.

Chronographs and chronometers

The similar-sounding terms chronograph and chronometer are often confused, although they mean altogether different things. A chronograph is a type of complication, as explained above. A chronometer is a watch or clock whose movement has been tested and certified to operate within a certain standard of accuracy by the COSC (Contrôle Officiel Suisse des Chronomètres). The concepts are different but not mutually exclusive; a watch can be a chronograph, a chronometer, both, or neither.

Fashionable watches

At the end of the 20th century, Swiss watch makers were seeing their sales go down as analog clocks were considered obsolete. They joined forces with designers from many countries to reinvent the Swiss watch. The result was that they could considerably reduce the pieces and production time of an analog watch. In fact it was so cheap that if a watch broke it would be cheaper to throw it away and buy a new one than to repair it. They founded the Swiss Watch company (Swatch) and called graphic designers to redesign a

new annual collection. This is often used as a case study in design schools to demonstrate the commercial potential of industrial and graphic design.

Collectible and jewelry watches

Wristwatches are often treated as jewelry or as collectible works of art rather than as timepieces. This has created several different markets for wristwatches, ranging from very inexpensive but accurate watches intended for no other purpose than telling the correct time, to extremely expensive watches that serve mainly as personal adornment or as examples of high achievement in miniaturization and precision mechanical engineering, without any pretense at being accurate for telling the time. Still another market is that of “geek watches”—watches that not only tell the time, but incorporate computers, satellite navigation, complications of various orders, and many other features that may be quite removed from the basic concept of timekeeping. Most companies that produce watches specialize in one of these markets. Companies such as Rolex or Chopard specialize in watches as jewelry or fine mechanical devices. Companies such as Casio specialize in watches as timepieces or multifunctional computers. Since watches are considered by many to be both functional and attractive, there are many types and manufacturers to choose from.

Advanced watches

Many technological enhancements to wristwatches have been explored but most of them remained unnoticed. In 2005 for example, one company marketed an alarm wristwatch with an accelerometer inside that monitors the user's sleep and rings during one of his almost-awake phases.

A number of functionalities not directly related to time have also been inserted into watches. As miniaturized electronics became cheaper, watches have been developed containing calculators, video games, digital cameras, keydrives, GPS receivers and cellular phones. In the early 1980s Seiko marketed a watch with a television receiver in it, although at the time television receivers were too bulky to fit in a wristwatch, and the actual receiver and its power source were in a book-sized box with a cable that ran to the wristwatch. In the early 2000s, a self-contained wristwatch television receiver came on the market, with a strong enough power source to provide one hour of viewing.

These watches have not had sustained long-term sales success. As well as awkward user interfaces due to the tiny screens and buttons possible in a wearable package, and in some cases short battery life, the functionality available has not generally proven sufficiently compelling to attract buyers. Such watches have also had the reputation as ugly and thus mainly geek toys. Now with the ubiquity of the mobile phone in many countries, which have bigger screens, buttons, and batteries, interest in incorporating extra functionality in watches seems to have declined.

Several companies have however attempted to develop a computer contained in a wristwatch. As of 2005, the only programmable computer watches to have made it to market are the Seiko Ruputer, the Matsucom onHand, and the Fossil, Inc. Wrist PDA, although many digital watches come with extremely sophisticated data management software built in. (Wikipedia.2006:online)

4. Previous Research

So as to accomplish the objective of this study, the researcher collected information from previous studies related to the topic as the following:

Punnich Jotinujit (2005) studied "Consumer Behavior and Factors Affecting on Buying Decision of Digital Cameras in Bangkok." The result showed that the important factors influencing decision in buying digital camera were product's feature, functions, and pixel quality. Also respondents considered brand of product, design & shape, type of memory, type of battery, warranty, camera prices, knowledge of sale representative, discount, free gifts, technical advice and advertising important in making a decision to buy digital camera. In terms of marketing factors, it revealed that product was the first important factor, followed by promotion, price, and place factor.

Panisa Aphaiphanun (2004) studied "Consumer Behavior and Influential Marketing Factors on Buying Decision of Car Audio in Bangkok." The study found that the majority of respondents installed car audio system because they wanted to increase its performance. The important factors that the respondents were concerned before making the buying decision were product's quality, performance and knowledge of dealer, technical advice,

and warranty. The differences of education level, personal monthly income have an effect on buying decision toward marketing factors.

Surasith Prajsuchanai (2003) studied "Factors Associated to Canvas Shoe Buying of Consumers in Bangkok" It showed that the most common reason for buying new canvas shoes is because the old pair was damaged. The consumers take shape and pattern of shoes to be the most important factor for their consideration. The other factors being considered were reasonable price, quality of products and shops which need to have a wide variety of brands for the consumers to choose. The consumers can get information on canvas shoes from television.

In this regard, the above-mentioned theories are applied as a potential outline for the study.

CHAPTER 3

METHODOLOGY

This chapter presents the research methodology containing four sections which are subjects, research instrument, procedures and data analysis as the following:

3.1 Subjects

The subjects in this study were two hundred samples in Bangkok Metropolitan area, which were distributed into 100 late adolescents and 100 early working adults. The groups of respondents were categorized by age. The age of 18 to 22 years was grouped into late adolescents and 26 to 30 years was grouped into early working adults. The questionnaires were handed out at Siam Square, Srinakharinwirot University, Thammasat University, Chulalongkorn University, Silom, Sala Daeng, Sukhumwit and Ladprao area.

3.2 Research Instrument

The research instrument in this study was an English questionnaire which translated into Thai. The questionnaire was designed to find out factors influencing people in different ages to buy a wristwatch. The questionnaire consists of three parts (see Appendix B).

Part 1 surveys the personal background of the respondents. Age, education, occupation and monthly income were used to categorize the consumers.

Part 2 explores consumers' behaviors, desires and the factors that influenced them to buy wristwatch.

Part 3 explores the role of wristwatch in the respondents' opinion.

3.3 Procedures

The study began with the pilot study in September for the period of two weeks. In this pilot ten late adolescents and ten early working adults were randomly selected for an interview about their opinions toward wristwatch (see Appendix A). The conclusion stated that nearly all of them had more than one wristwatch and they did not see wristwatch as a timepiece only. However, the two groups had some different aspects which were taken into consideration. The researcher then used the results of the pilot study as a guideline to set the questions in the questionnaire.

3.4 Data Analysis

The collected data were analyzed to identify the factors that influenced consumers to buy wristwatch. After that the researcher took the result of the two groups to compare, in order to determine whether different ages affect the consumer decision in buying wristwatches.

The results from data analysis were illustrated in percentage and tables. Mean Score was also used in this study since some questions asked respondents to range their answers. Then the analyzed data was discussed and summarized with suggestions.

CHAPTER 4

FINDINGS

This chapter presents the results of the analysis, presented in the tabular form in accordance with the following objectives:

1. To investigate and identify what are the factors that influence people to purchase more than one wristwatch.
2. To study consumers' behavior on wristwatch buying decision.

The presentation begins with the personal background of the subject followed by the result of influential factors on purchasing decision of the subject, and the role of wristwatch in subject's opinion.

Two hundred copies of questionnaire were distributed to respondents at Siam Square, Srinakharinwirot University, Thammasat University, Chulalongkorn University, Silom, Sala Daeng, Sukhumwit and Ladprao areas during 2nd to 20th November 2006. The respondents consisted of 100 late adolescents (18–22 years old) and 100 early working adults (26-30 years old). The results of the questionnaire are as follow.

General Information of the Respondents

This part provides personal information of the respondents. The first table illustrated gender of participating respondents and shows in Table 1.

TABLE 1 GENDER

	18-22	26-30
Item	Number	Number
Male	40	42
Female	60	58
Total	100	100

Table 1, illustrates the gender of the respondents. The respondents in the late adolescents are 40 male, accounted to 40% of the total number of the respondents in the late adolescents and 60 female, accounted to 60% of the total number of the respondents in the late adolescents. The respondents in the early working adults are 42 male accounted to 42% of the total number of the respondents in the early working adults and 58 female, accounted to 58% of the total number of the respondents in the early working adults. The majority of the respondents from the two groups are female.

Question three asked about the educational level of the respondents. The results are shown in Table 2.

TABLE 2 EDUCATIONAL LEVEL

Item	18-22 Number	26-30 Number
High School Diploma (or equivalent)	6	6
Associate Degree	2	4
Bachelor Degree	90	74
Master Degree/ Above	2	16
Others	0	0
Total	100	100

Table 2, shows the educational level of the respondents. It is noticeable that the respondents from the two groups are mostly studying or have finished Bachelor degree, with the percentage of the respondents from the late adolescents (90%) is slightly higher than those in the early working adults (74%). Besides 16 % of the early working adults finished or study in Master Degree. It can be concluded that both sample groups have the same educational level.

Question four asked about the occupation of the respondents. The results are shown in Table 3.

TABLE 3 OCCUPATIONS

Item	18-22	26-30
	Number	Number
Student	100	16
Government Officer	0	10
State Enterprise Officer	0	16
Employee	0	46
Business Owner	0	12
Others	0	0
Total	100	100

Table 3, illustrates the occupation of the respondents. The responses in the late adolescents are made up of 100 respondents being a student (100%). Most of the respondents in the early working adults (46%) are employed by the company and followed by being a student (16%) and being employed by the state enterprise (16%).

Question five asked about the monthly income of the respondents. The results are shown in Table 4.

TABLE 4 MONTHLY INCOMES

Item	18-22	26-30
	Number	Number
Below 4,000 Baht	32	4
4,001 – 8,000 Baht	64	16
8,001 – 12,000 Baht	2	24
12,001 – 16,000 Baht	2	34
16,001 – 21,000 Baht	0	14
21,001 – 26,000 Baht	0	4
Above 26,000 Baht	0	4
Total	100	100

Table 4, illustrates the monthly incomes of the respondents, ranging from below 4,000 baht to above 26,000 baht. As seen from the table, the majority of the respondents from the late adolescents (64%) have an average monthly income between 4,001 to 8,000 baht and about 32% has an average monthly income below 4,000 baht. While the respondents from another group have an average monthly income between 12,001 to 16,000 baht (34%) followed by 8,001 to 12,000 (24%).

Influential factors on consumers' purchasing decision

According to question 6 in the questionnaire asking respondents whether the wristwatch was necessary in their daily lives, the responses of the late adolescents were 74 respondents (74%) thought that the wristwatch is necessary in daily lives whereas 26 respondents (26%) did not think so. 64% of the early working adults thought that the wristwatch was necessary in daily lives and 36 respondents (36%) thought that wristwatch was unnecessary in daily lives. The result was shown in TABLE 5.

TABLE 5 THE NECESSITY OF WRISTWATCH

	18-22	26-30
Item	Number	Number
Necessary	74	64
Unnecessary	26	36
Total	100	100

From table 5, it is remarkable that around one-fourth of the respondents in late adolescents and early working adults thought that wristwatch was not necessary, if wristwatch was seen as only a timepiece because they can make use of mobile phone or other devices.

For the question "Do they own any wristwatch?" The responses for the late adolescents are 84 respondents (84%) own a wristwatch and 16 respondents (16%) do not

own any wristwatches. For the early working adults, the responses are 72 respondents (72%) own a wristwatch and 28 respondents (28%) do not own any wristwatches. The number of wristwatch owned can be seen in TABLE 6.

TABLE 6 THE NUMBER OF WRISTWATCH OWNED

Number	18-22		26-30	
	Number	Percent	Number	Percent
1	34	40.48	36	50
2	26	30.95	12	16.67
3	14	16.67	10	13.89
4	8	9.52	8	11.1
5	2	2.38	4	5.56
6	0	0	2	2.78

Table 6, shows the number of wristwatches owned by the respondents. Although the result revealed that 40% of late adolescents and 50% of early working adults owned one wristwatch, more than 50% of late adolescents and 50% of early working adults owned more than one wristwatch.

Question eight asked the respondents about the period of time they have used each wristwatch. The results are shown in Table 6.

TABLE 7 LENGTH OF TIME USED EACH WRISTWATCH

Period of Time	18-22		26-30	
	Number	Percent	Number	Percent
Less than 6 months	22	26.19	10	13.89
6 – 12 months	24	28.57	4	5.56
1- 2 years	22	26.19	30	41.67
More than 2 years	16	19.05	28	38.88

Table 7, shows the length of time used for each wristwatch. It is obviously that majority of the respondents in late adolescents (approximately 29%) used each of their wristwatches between 6 to12 months whereas early working adult (about 42%) used their wristwatches between 1 to 2 years. It can also be concluded that the length of time the late adolescents used each of their wristwatches was shorter than the early working adults.

Question nine asked the respondents about the brand of wristwatch they owned. The results are shown in Table 8.

TABLE 8 BRANDS OWNED

Item	18-22		26-30	
	Number	Percent	Number	Percent
ADIDAS	2	1.43	2	1.67
ALBA	2	1.43	0	0
CARTIER	0	0	2	1.67
CASIO	20	14.3	14	11.7
CHANEL	0	0	6	5
CHOPARD	0	0	0	0
CHRISTIAN DIOR	2	1.43	6	5
CITIZEN	4	2.86	8	6.67
ELLE	6	4.29	4	3.33
ELLESSE	0	0	2	1.67
G-SHOCK	20	14.3	8	6.67
GIORDANO	0	0	0	0
GUCCI	6	4.29	4	3.33
GUESS	10	7.14	10	8.33
MIDO	0	0	0	0
NIKE	0	0	2	1.67
OMEGA	2	1.43	2	1.67
PATEK PHILLIPES	0	0	2	1.67
PUMA	2	1.43	2	1.67
ROLEX	4	2.86	8	6.67
SEIKO	16	11.4	6	5
SOVIL ET TITUS	0	0	0	0
TAG HEUER	4	2.86	4	3.33
TIMEX	8	5.71	6	5
OTHERS	32	22.9	22	18.3

Table 8, illustrates brands of wristwatches own by the respondents. The top five brands owned by the late adolescents are CASIO, G-SHOCK, SEIKO, GUESS, and TIMEX while CASIO and GUESS come first and second for the early working adults, the rest are CITIZEN, G-SHOCK and ROLEX in the top five brands owned. It is apparent that CASIO is the most popular for both groups. It might be that CASIO is the reputable brand and reasonable price.

Question ten asked the respondents about the factors influenced them to have interest in wristwatches. The results are shown in Table 9.

TABLE 9 INFLUENCING FACTORS

Item	18-22		26-30	
	Number	Percent	Number	Percent
Yourself	74	45.1	56	68.3
Family	30	18.3	12	14.6
Friends/ Colleagues	26	15.9	4	4.88
Spouse/ Relative	6	3.66	0	0
Printed Advertisements	10	6.1	4	4.88
Magazines	10	6.1	2	2.44
Celebrity used	6	3.66	2	2.44
Sale Representatives	0	0	0	0
No special reason	2	1.22	2	2.44
Others	0	0	0	0

Table 9, illustrates factors influenced respondents to have interest in wristwatches. Most of the late adolescents were influenced mainly by themselves this is similar to the results in the early working adults. The main difference in this criterion is the influences from friends and/or colleagues. The late adolescents tend to listen to their friends and/or colleague more than the early working adults. It can conclude that word of mouth plays the significant role in this case.

Question eleven asked the respondents about the sources of information they used to receive information on wristwatches. The results are shown in Table 10.

TABLE 10 SOURCES OF INFORMATION

Item	18-22		26-30	
	Number	Percent	Number	Percent
Fashion, life style magazines	46	29.1	30	20.8
Watch retailers	46	29.1	22	15.3
Watch magazines	14	8.86	22	15.3
Website of brands	12	7.59	8	5.56
Friends	26	16.5	16	11.1
Website of retailers	4	2.53	2	1.39
TV, radio	6	3.8	38	26.4
Others	4	2.53	6	4.17

Table 10, illustrates the source of information for the wristwatch. It stated that the late adolescents have received information about wristwatches mainly through fashion or lifestyle magazines as well as from the watch retailers, while the early working adults have received information mostly from television and radio, followed by fashion or lifestyle magazine. It is clear that fashion is very influential for both groups.

Question twelve asked the respondents about the time they would consider buying a new wristwatch. The results are shown in Table 11.

TABLE 11 REASONS FOR BUYING A NEW WRISTWATCH

	18-22	26-30
Factors	Number	Number
The old one damaged.	48	26
New model launched.	6	2
Want to match with clothes	2	6
Just want to buy	34	54
Its functions suited daily life.	4	10
Others	6	2
Total	100	100

Table 11, illustrates the reasons for buying a new wristwatch. It shows that the late adolescents tend to buy a new wristwatch when the old one was damaged followed by they would buy a new one whenever they want to, while in the early working adults tend to buy a new wristwatch when they want to, followed by when the old one is damage. This can be concluded that the late adolescents were forced to buy a new wristwatch when it was really necessary because of their income. It is different from employed early working adults who had more purchasing power.

Question thirteen asked the respondents about their purpose of buying a new wristwatch. The results are shown in Table 12.

TABLE 12 PURPOSE OF BUYING A NEW WRISTWATCH

	18-22	26-30
Purposes	Number	Number
For own use	88	92
As a gift	12	2
For collecting	0	6
Others	0	0
Total	100	100

Table 12, shows the purpose of buying a new wristwatch. It revealed that the majority of the two groups bought a new wristwatch for personal use. The major differences in this criterion are that the late adolescents preferred to buy a new wristwatch as a gift more than the early working adults. Another purpose is the early working adults bought a new wristwatch just for their own collection while the other did not.

Question fourteen asked the respondents about the place they often go to buy a new wristwatch. The results are shown in Table 13.

TABLE 13 BUYING PLACES

Places	18-22	26-30
	Number	Number
Department Stores	54	56
Watch retailer	16	22
Boutique of the brand	10	4
Mass-retail chain operator	2	0
Personal trade	2	0
Tax free/ overseas	2	10
Bazaar	14	6
Others	0	2
Total	100	100

Table 13, illustrates the place of buying a new wristwatch. It stated that the majority of the late adolescents (54%) and the early working adults (56%) chose to buy a new wristwatch at department stores, followed by watch retailers. Significantly, the main difference in this criterion is that the late adolescents tended to buy a new wristwatch at bazaar more than the early working adults who tended to buy a new wristwatch at a duty-free shop because it is cheaper. Price is the main factor in this aspect.

Question fifteen asked the respondents about the amount of money they will spend when buying a new wristwatch. The results are shown in Table 14.

TABLE 14 BUDGETS FOR NEW WRISTWATCH

Item	18-22	26-30
	Number	Number
Less than 500 Baht	20	10
501 – 1,500 Baht	20	10
1,501 – 2,500 Baht	26	34
2,501 – 3,500 Baht	18	28
3,501 – 4,500 Baht	6	2
4,501 – 5,500 Baht	0	0
5,501 – 6,500 Baht	0	0
Above 6,500 Baht	10	16
Total	100	100

Table 14, shows the preferable budget for buying a new wristwatch. It revealed that the majority of the late adolescents (26%) and the early working adults (34%) preferred to buy a new wristwatch priced between 1,501 to 2,500 baht. The major difference in this criterion is that late adolescents had fewer budgets to buy new wristwatches. They preferred to buy wristwatch less than 500 baht (20%) and among 501 to 1,500 baht (20%). In contrast 28% of early working adults prefer to pay between 2,501 – 3,500 baht. It is observable that 10% of late adolescents and 16% of early working adults preferred to pay more than 6,500 baht, which is considerably expensive when compared to their incomes.

Question sixteen asked the respondents about preferred design. The results are shown in Table 15.

TABLE 15 KIND OF DESIGN PREFERRED

Item	18-22	26-30
	Number	Number
Round	60	36
Oval	6	20
Square	6	18
Rectangle	20	26
Barrel	2	0
Polygon	6	0
Total	100	100

Table 15, shows the figure of wristwatch preferred. The results revealed that the majority of the respondents in late adolescents (60%) preferred round dial wristwatch, followed by rectangular (20%). Although most of early working adults (36%) preferred round dial wristwatch, it is noticeable that early working adults preferred various figure of wristwatches. This could be assumed that early working adult wanted to individualize themselves.

Question seventeen asked the respondents about the type of wristwatch they preferred. The results are shown in Table 15.

TABLE 16 TYPES OF WRISTWATCH PREFERRED

Item	18-22	26-30
	Number	Number
Classic/ Standard watch	58	50
Fashion watch	16	20
Sports watch	22	20
Jewelry watch	4	10
Total	100	100

Table 16, presented the preferable types of wristwatch. It shows that the majority of the late adolescents and the early working adults preferred classic or standard wristwatch. Second is sports watch for the late adolescents while this is shared by fashion and sports watch for the early working adults. Third is fashion watch for the late adolescent and jewelry watch for the early working adults.

Question eighteen asked the respondents to range their favorite wristwatch brands. The results are shown in Table 17.1 for the late adolescents and Table 17.2 for the early working adults.

TABLE 17 BRANDS FAVORED BY LATE ADOLESCENTS

Brands	1	2	3	4	5	Total	Percent
ADIDAS	8	6	6	3	4	27	5.4
ALBA	0	3	1	4	4	12	2.4
CARTIER	0	1	4	0	0	5	1
CASIO	12	8	6	15	9	50	10
CHANEL	2	4	4	4	6	20	4
CHOPARD	0	3	3	2	0	8	1.6
CHRISTIAN DIOR	4	1	3	4	16	28	5.6
CITIZEN	4	1	12	10	4	31	6.2
ELLE	1	3	4	6	3	17	3.4
ELLESSE	1	0	1	2	6	10	2
G-SHOCK	10	15	4	10	14	53	10.6
GIORDANO	0	1	6	4	3	14	2.8
GUCCI	10	8	4	1	4	27	5.4
GUESS	4	6	3	8	0	21	4.2
MIDO	2	1	3	2	3	11	2.2
NIKE	6	13	3	2	4	28	5.6
OMEGA	2	3	3	1	3	12	2.4

TABLE 17 BRANDS FAVORED BY LATE ADOLESCENTS (CONTINUED)

Brands	1	2	3	4	5	Total	Percent
						Responses	
PATEK PHILLIPES	0	1	3	0	0	4	0.8
PUMA	0	4	3	4	0	11	2.2
ROLEX	14	6	3	8	9	40	8
SEIKO	6	8	14	3	4	35	7
SOVIL ET TITUS	2	1	3	1	0	7	1.4
TAG HEUER	8	0	1	3	0	12	2.4
TIMEX	4	3	3	3	4	17	3.4

Table 17, shows the brand favored by the late adolescents. It is obvious that top five favorite brands in late adolescents' minds are G-SHOCK (10.6%), CASIO (10%), ROLEX (8%), CHIRSTIAN DIOR (5.6%) and NIKE (5.6%).

TABLE 18 BRANDS FAVORED BY EARLY WORKING ADULTS

Brands	1	2	3	4	5	Total	Percent
						Responses	
ADIDAS	8	10	2	8	0	28	5.6
ALBA	0	0	8	1	0	9	1.8
CARTIER	0	4	0	0	6	10	2
CASIO	16	6	12	12	13	59	11.8
CHANEL	6	2	4	6	8	26	5.2
CHOPARD	2	2	2	0	2	8	1.6
CHRISTIAN DIOR	2	4	4	0	2	12	2.4
CITIZEN	8	10	6	8	8	40	8
ELLE	6	4	2	2	4	18	3.6

TABLE 18 BRANDS FAVORED BY EARLY WORKING ADULTS (CONTINUED)

Brands	1	2	3	4	5	Total Responses	Percent
ELLESSE	0	2	2	2	2	8	1.6
G-SHOCK	12	6	0	2	4	24	4.8
GUCCI	2	4	4	6	0	16	3.2
GUESS	6	2	8	8	4	28	5.6
MIDO	2	10	2	1	2	17	3.4
NIKE	6	12	10	6	2	36	7.2
OMEGA	2	2	2	4	4	14	2.8
PATEK PHILLIPES	0	0	2	2	2	6	1.2
PUMA	2	2	10	2	8	24	4.8
ROLEX	12	6	6	6	8	38	7.6
SEIKO	0	6	6	14	2	28	5.6
SOVIL ET TITUS	2	0	2	0	4	8	1.6
TAG HEUER	6	2	0	6	2	16	3.2
TIMEX	0	4	4	2	11	21	4.2

Table 18, shows the brand favored by the early working adults. The top five favorite brands are CASIO (11.8%), CITIZEN (8%), ROLEX (7.6%), NIKE (7.2%), ADDIDAS, GUESS and SEIKO (equally at 5.6%)

Question nineteen asked the respondents to indicate how important each influencing factors given affect their decision. The results are shown in Table 18.1 for the late adolescents and Table 18.2 for the early working adults.

TABLE 19 FACTORS AFFECTING CONSUMERS' BUYING DECISION (AGE18-22)

Factors	Very Important	Important	Neutral	Not important	Not at all important	Total Responses	Raw score	Mean Score
	5	4	3	2	1			
Brands	0	18	42	26	14	100	264	2.64
Design	38	30	22	19	0	100	396	3.96
In fashion	26	28	22	14	10	100	346	3.46
Timer	14	24	38	16	8	100	320	3.20
Alarm	14	30	46	10	0	100	348	3.48
Calendar	10	34	42	14	0	100	340	3.4
World time	16	24	32	20	8	100	320	3.2
Power Reserve	14	28	42	16	0	100	340	3.4
Price	20	30	36	10	4	100	352	3.52
Being different from others	12	20	40	18	10	100	306	3.06
Limited Edition	8	12	34	28	18	100	264	2.64
Recommendation of retailer	14	20	42	16	20	100	328	3.28
Recommendation of friends	12	14	38	18	18	100	284	2.84
Movement (Quart, Mechanic, Eco-Drive)	8	50	32	10	0	100	356	3.56

Table 19, illustrates the factors affecting consumers' buying decision in the late adolescents. The results were classified into the mean score of 5. It is revealed that the late adolescents are most affected by design (mean score 3.96) followed by movement (mean score 3.56) and price (mean score at 3.52).

TABLE 20 FACTORS AFFECTING CONSUMERS' BUYING DECISION (AGE 26-30)

Factors	Very Important	Important	Neutral	Not important	Not at all important	Total Responses	Raw score	Mean Score
	5	4	3	2	1			
Brands	22	44	24	8	2	100	376	3.76
Design	32	44	20	4	0	100	404	4.04
In fashion	14	10	4	22	10	100	296	2.96
Timer	8	16	58	16	2	100	312	3.12
Alarm	8	28	44	18	2	100	322	3.22
Calendar	10	22	48	20	0	100	322	3.22
World time	6	24	38	30	2	100	302	3.02
Power Reserve	10	20	38	20	12	100	296	2.96
Price	20	36	22	14	8	100	346	3.46
Being different from others	36	30	14	8	12	100	370	3.7
Limited Edition	44	16	12	14	14	100	362	3.62
Recommendation of retailer	4	24	40	20	12	100	288	2.88
Recommendation of friends	12	20	54	8	6	100	324	3.24
Movement (Quart, Mechanic, Eco-Drive)	12	32	40	12	4	100	336	3.36

Table 20, illustrates the factors affecting consumers' buying decision in the early working adults. The results were classified into the mean score of 5. It is shown that the early working adults are most affected by design (mean score 4.04) followed by brands (mean score 3.76), and to be different from others (mean score 3.7).

The role of wristwatch in respondents' opinion

The researcher asked 100 late adolescents and 100 early working adults whether wristwatch was only a timepiece for them. The responses of the late adolescents are 56 respondents (56%) did not think that a wristwatch was only a timepiece while 44 respondents (44%) thought that a wristwatch was only a timepiece. For the early working adults, 74 respondents (74%) did not think that a wristwatch was only a timepiece whereas 26 respondents (26%) thought that a wristwatch was only a timepiece.

For the following question, the researcher asked the respondents to range the additional role of wristwatches in their opinion. The results are illustrated in TABLE 18.

TABLE 21 ADDITIONAL ROLE OF WRISTWATCH

Roles	18-22	26-30
Improves personality	3.44	3.06
Shows Style	3.28	3.40
Indicates social status	2.54	3.12
Points out economic status	2.70	2.44
Convey Taste	3.04	2.98

Table 21, illustrates the additional role of wristwatches. The results in the table shown here were classified in the score of 5. The majority of respondents in the late adolescents chose their wristwatches as a tool to improve their personalities with a mean score of 3.44, followed by showing style with a mean score of 3.28, conveying taste with a mean score of 3.04, indicating economic status with a mean score of 2.70 and 2.54 as the indication of social status. The majority of respondents in the early working adults chose their wristwatches as tools for showing their style with a mean score of 3.40, followed by indicating of social status with a mean score of 3.12, improving of personality with a mean score of 3.06, conveying taste with a mean score of 2.98 and 2.44 as the indication of economic status. The late adolescents viewed wristwatches as tools to improve their

personality followed by showing style and conveying taste while the early working adults viewed wristwatches as tools to show their styles followed by indicating social status and improving personality.

The last question in the questionnaire asked respondents about their opinion toward wristwatches, "Does it have any other function?". The responses are that wristwatch was mainly seen as decorative objects and something that helped improve and identify the style of the wearer. Only a few people viewed a wristwatch as a time-telling tool.

CHAPTER 5

CONCLUSION AND DISCUSSION

This chapter presents a conclusion, discussion and limitations of the study. The recommendations for further studies are also provided.

Conclusion

The study confirmed that the purchasing decision of the late adolescents and the early working adults are influenced from several factors which can be divided into external and internal factors. The external factors consisted of social factors, personal factors and product factors. The latter is a psychological factor which supports the former.

The first external factors are social factors. In this study, factors were divided into influencing factors and the source of information. For the former, the late adolescents are influenced mainly by themselves followed by their families, friends and/or colleagues, printed advertisements and magazines. Accordingly the early working adults are influenced mainly by themselves followed by families, friends and/or colleague and printed advertisements. It's noticeable that the late adolescents listened to their families and friends or colleagues more than the early working adults who believed in themselves. The behavior of the late adolescents supports the studies of Williot and Wattanasunan (1998) and Loudon and Della (1993). They mentioned that the late adolescents tend to buy product to fulfill their needs of identity and they often relied on information from closer information sources. This is similar to the psychological characteristics of the adolescents as explained by Steinberg (1996) the adolescents viewed individual as brand according to the group they were in, so they would do their utmost to being respect. The behavior of the early working adults also supported Erikson's Eight Ages of Man theory (cited in Kail and Cavanaugh 2003) and Hudson's Decade Orientation in the Life Cycle (1991). They mentioned that the young adults were looking to free themselves from their parents and setting their own identity. The latter is the source of information. The late adolescents gained information from fashion and/or life style magazines, watch retailers, friends and watch magazine. While the early working adults gained information from television and/or radio, fashion and/or life style magazines, watch

retailers and watch magazines. The differences in choosing the source of information are that the late adolescents received more information from magazines than the early working adults. That means their decisions influenced by fashion, taste and value. In contrast, the early working adults gain more information from television and radio. The result here supports the study of Information Exposure Attitude and Fashion Dressing of Teenager in Bangkok by Sinnapa Bhusawang (2001). She mentioned that magazine was the source of information held in high regard by the late adolescents. Meanwhile, television and radio broadcast news and fact which are more interested by adults as explain by Chancheawchai (cited in Sinnapa Bhusawang (2001).

The next external factor is personal factors. The late adolescents' ages are between 18-22 years old, mainly university students, with an average monthly income of 7,000 baht; the biggest group is between 4,001 to 8,000 baht. While, the early working adults' ages are between 26-30 years old, mainly employed by private companies, with an average monthly income of 15,000 baht; the biggest group is between 12,000 to 16,000 baht. It's obvious that the late adolescents are younger and have lower income when compared to the early working adults. This has affected their buying decision as explained by Wongkapan (1987 cited in Pluekshachat Vichuda (2003) and Serirat (1995 cited in Pluekshachat Vichuda (2003). They mentioned that the different ages and income affect the purchasing decision of the consumer.

The last external factors are product factors. In this criterion, factors were divided into brands, design, in fashion, and functions: which are divided into timer, alarm, calendar, world time and power reserve. The rest are price, difference, limited edition, recommendation of retailer, recommendation of friends and movement (mechanical system). The late adolescents are most affected by design with standard round which is the most preferable followed by movement and price which is preferred to be between 1,501 to 2,500 baht. The rest are alarm function and in fashion. Meanwhile, the early working adults are most affected by design with standard round being the most preferable followed by brands with CASIO, CITIZEN, ROLEX being the top three favorites. The rest are difference from other, limited edition and price which is preferred to be between 1,501 to 2,500 baht. The product factors that affect the consumer decision are similar to the study of Consumer

Behavior and Influential Marketing Factors on Buying Decision of Car Audio in Bangkok by Panisa Aphaiphanun (2004). She mentioned that product factors that influenced the late adolescents are design, movement (mechanical system), price and in fashion. The finding also support the psychological characteristic of the late adolescents as explained by Wattana Patcharavanij (1990) the late adolescents want to establish themselves in the group and will try to become permanent members of the group. While, the early working adults are influenced by design, brands, difference and limited edition. The results support the studies of Federation of Swiss watch (2006) and Suwit Wongrujiravanij (2006). They mentioned that design is the most influential factors for the early working adults followed by brand of the product. The finding also support the psychological characteristic of the early working adults as explained by Whitbourne (2002:44) the young adults want to regulate themselves from others and set their own identities which can be recognized by all.

Apart from the influential factors, this study also found that the late adolescents and the early working adults do not think of wristwatches as only a timepiece. They believed that wristwatches have several aspects on the wearer's life. The late adolescents viewed a wristwatch as a tool to improve personality followed by showing style and convey taste. While the early working adults viewed a wristwatch as something that shows the wearer's style followed by social status and improved personality. This is the results of psychological influence according to Melgosa (2001:27) the adolescents often felt insecure and confused. They are seeking for people or adornments that will help them feel confident. The late adolescents think that wearing an appropriate style of wristwatch, they can gain trust from people around them and provide them with the sense of security. In contrast, the early working adults viewed a wristwatch as something that shows the wearer's style, therefore they might think of their wristwatch as an ornament that can help individualized them from other members of the society as explained by Schaie and Willis (1996:36) the young adults firmly establish their personal identities and they tend to sense themselves as unique individuals.

Discussion

This study aimed to find out the factors influenced consumers in the late adolescents and early working adults to purchase wristwatches and what role of wristwatches is on their lives. The implications of the findings can be illustrated as follows:

According to the results, the late adolescents and the early working adults were affected by different influential factors. The late adolescents were affected by their families and friends as well as magazines and persuasion of retailers. Since the late adolescents were influenced from their families and friends, we could assume these as the effect of word of mouth. Word of mouth worked in this situation because the late adolescent often relied on closer information sources or people who had used the product before. They also bought products to meet their social needs according to Maslow's Hierarchy of Needs. Social needs in this situation are the need for acceptance, affection and friendship. In addition, the advertisers and manufacturers also target the late adolescents as the most valuable buyer. Although late adolescents are not the most powerful buyers, they are easy to accept new products. If the advertisers and manufacturers succeed in approaching the consumers in the late adolescents, it will not be too hard to approach other consumer groups. The problem is that the late adolescent period is very difficult to understand. They can be difficult to be market as a whole. In order to appeal to this group, a product has to be creative design and value as well as luxury.

On the contrary, the majority of the early working adults made decision by themselves. They also received information from television and radio more than the late adolescents. We could assume these as the effect of infomercials. An infomercial is a type of television or radio program as well as article in the magazine which is designed to entertain and provide information to the audience or readers and also advertised the product which is concealed wisely in the program or article. The early working adults were the ideal targets for these infomercials because they usually spend more time in front of television or listening to the radio than any other aged groups. They also tended to spend more money than any other aged groups when watching television. The reasons behind these might be that the early working adults wanted to relieve after many hours in work places. They also have very similar purchasing behavior to the late adolescents, yet higher purchasing power.

Furthermore, the early working adults bought products to meet their esteem needs according to Maslow's Hierarchy of Needs. Esteem needs in this situation are the need to be recognized and respected from families, colleague and society.

Additional factors affected decision of the late adolescents and the early working adults are designs and brands of the product. Indeed, many designs were introduced into the market. The most preferable design was still classic round or standard round. This was very surprising, especially if we looked at the psychological characteristics of both target groups. Both groups share the idea of being recognized by the society. The reasons might be that most of Thai families raised their children closely and most of the time parents would decide for their children, therefore children were raised and taught to accept and follow the rule. Beside designs, brands were also accounted as the powerful influencing factors by the manufacturers, yet the preferred brands were completely different from brands owned. These might be assumed that apart from brands consumers still took other factors into consideration. The favored brand might be too expensive for them to buy, therefore they chose to buy other brands that were cheaper and still having good reputation.

We can see that consumers were influenced from a lot of factors such as brands, designs, advertisements, intimates. Still, they took only some factors into consideration according to their ages, economic status and their psychological characteristics. It is obvious that both target groups in this study made decision basically by themselves, they were also influenced by similar type of information sources despite different kinds. They purchased product not only for functional benefit but also to show their identity through symbolic meaning of the product. Although this study was limited and some difficulties were found, the two objectives of the study were successfully reached.

Recommendations for Further Study

As this study focused only on influencing factors on wristwatch purchasing decision between the late adolescents and the early working adults in selected areas, there are many more factors that could affect purchasing decision which should be studied further.

1. In terms of education, there should be a further research on advertising language such as figurative language, to determine the influence of language on purchasing decisions.

2. In terms of products, it is well worth to investigate the influence of products' image such as brands and logos on purchasing decision.

3. Nowadays, consumers do not consider only functional benefit of the product. They also seek for products that can present their identity. Therefore, studying the influential factors that affected consumers' decision on other products such as glasses, handbags, and shoes is also very interesting.

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กรุงเทพมหานคร.

APPENDICES

APPENDIX A
Samples of Interview Questions

Interview questions for the pilot study

- How many wristwatches do you have?
- Why have you bought more than one wristwatch?
- What do you think about wristwatch? Is it just only a timepiece?
- What is the most influential factor for you when buying a new wristwatch?
- Do influential factors change as you grow up? How?
- When and where would you consider buying a new wristwatch?

APPENDIX B

Questionnaire

QUESTIONNAIRE

This questionnaire is a part of the Master's Project entitled "A Comparative Study of Influential Factors on Late Adolescents' and Early Working Adults' Purchasing Decisions on Wristwatches". The objective of the research is to find out the factors that influence late adolescents and early working adults to purchase more than one wristwatch. Your answers would be a very valuable contribution to my research.

Please answer the questions below by marking an in front of the response that most match you.

The questionnaire is divided into three parts.

Part 1: Personal Information

Part 2: Influential factors on purchasing decision

Part 3: View on the role of wristwatch

Part 1: Personal Information

1. Sex

1) Male

2) Female

2. Age

1) 18 – 22 years old

2) 26 - 30 years old

3. Education

1) High School Diploma (or equivalent)

2) Associate Degree

3) Bachelor Degree

4) Master Degree/ Above

5) Others.....

4. Occupation

1) Student

2) Government Official

3) State Enterprise Officer

4) Employee

5) Business Owner

6) Others.....

5. Monthly Income

1) Below 4,000 baht

2) 4,001 – 8,000 baht

3) 8,001 – 12,000 baht

4) 12,001 – 16,000 baht

5) 16,001 – 21,000 baht

6) 21,001 – 26,000 baht

7) Above 26,000 baht

Part 2: Influential factors on purchasing decision

6. Is wristwatch necessary in your daily life?

Yes

No

7. Do you own any wristwatches?

Yes

No

If yes, how many wristwatches do you own?

8. How long have you used each wristwatch? (approximately)

Less than 6 months

6 – 12 months

1 – 2 years

More than 2 years

9. Which brand do you have? (Can select more than one)

ADIDAS

ALBA

CARTIER

CASIO

CHANEL

CHOPARD

CHRISTIAN DIOR

CITIZEN

ELLE

ELLESSE

G-SHOCK

GIORDANO

GUCCI

GUESS

MIDO

NIKE

OMEGA

PATEK PHILLIPES

- PUMA
- SEIKO
- TAG HEUER
- Others.....
- ROLEX
- SOVIL ET TITUS
- TIMEX

10. What make you interested in wristwatches? (Can select more than one)

- Yourself
- Friends/ Colleagues
- Printed Advertisements
- Favorite actors are wearing them
- No special reason
- Family
- Spouse/ Relative
- Magazines
- Sales Representatives
- Others.....

11. Where have you received information on wristwatches? (Can select more than one)

- Fashion, life style magazines
- Watch magazines
- Friends
- TV, radio
- Watch retailers
- Website of brands
- Website of retailers
- Others

12. When will you buy a new wristwatch?

- The old one is damaged.
- The new model comes out.
- I want to match it with my clothes.
- I just want to buy it.
- Its functions suited me in my daily life.
- Others.....

13. What is your purpose of buying a new wristwatch?

- For your own use
- For collecting
- As a gift
- Others.....

14. Where do you often buy your wristwatch?

- Department stores
- Boutique of the brand
- Watch retailer
- Mass-retail chain operator

- Personal trade
- Bazaar
- Tax fee/ overseas
- Others

15. How much are you willing to pay for your wristwatch?

- Less than 500 Baht
- 1,501 – 2,500 Baht
- 3,501 – 4,500 Baht
- 5,501 – 6,500 Baht
- 501 – 1,500 Baht
- 2,501 – 3,500 Baht
- 4,501 – 5,500 Baht
- Above 6,500 Baht

16. Which kind of design do you prefer?

- Round
- Square
- Barrel
- Oval
- Rectangle
- Polygon

17. Which type of wristwatch do you prefer?

- Classic/ Standard watch
- Sports watch
- Fashion watch
- Jewelry watch

18. Please rank your favorite brand. (From 1 to 5)

- ADIDAS
- CARTIER
- CHANEL
- CHRISTIAN DIOR
- ELLE
- G-SHOCK
- GUCCI
- MIDO
- OMEGA
- PUMA
- SEIKO
- TAG HEUER
- ALBA
- CASIO
- CHOPARD
- CITIZEN
- ELLESSE
- GIORDANO
- GUESS
- NIKE
- PATEK PHILLIPES
- ROLEX
- SOVIL ET TITUS
- TIMEX

19. Factors affected your decisions on buying on wristwatch. Please put (✓) where desire

Important Factors	Very Important (5)	Important (4)	Neutral (3)	Not Important (2)	Not at all Important (1)
Brand					
Design					
In fashion					
Function <ul style="list-style-type: none"> - Timer - Alarm - Calendar - World time - Power Reserve 					
Price					
Being different from others					
Limited Edition					
Recommendation of retailer					
Recommendation of friends					
Movement (Quart, Mechanic, Eco-Drive)					

Part 3: The Role of wristwatch in your opinion

20. For you, is wristwatch being only a timepiece?

Yes

No

21. Apart from telling time, what does wristwatch communicate? Please put a priority (1=the most)

- Improves personality
- Shows Style
- Indicates social status
- Points out economic status
- Conveys Taste

22. In your opinion, does wristwatch have any other functions?

.....

.....

THANK YOU FOR YOUR KIND COOPERATION.

แบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของสารนิพนธ์ นิสิตระดับปริญญาโท มหาวิทยาลัยศรีนครินทรวิโรฒ หัวข้อ การศึกษาปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อนาฬิกาข้อมือของผู้บริโภค: การเปรียบเทียบระหว่างวัยรุ่นตอนปลายและวัยทำงานตอนต้น โดยมีวัตถุประสงค์เพื่อศึกษาอิทธิพลที่มีผลต่อการตัดสินใจซื้อนาฬิกาข้อมือของทั้งสองกลุ่มว่ามีความแตกต่างกันอย่างไร คำตอบของท่านจะเป็นประโยชน์ต่อการวิจัยในครั้งนี้ ขอขอบคุณที่ให้ความร่วมมือในการตอบแบบสอบถามนี้

กรุณาทำเครื่องหมาย ✓ ลงในช่องว่างที่กำหนดให้ตรงกับข้อคิดเห็น/ข้อเท็จจริงของท่านมากที่สุด

แบบสอบถามประกอบด้วย 3 ส่วน ดังนี้

ส่วนที่ 1 : ข้อมูลส่วนตัว

ส่วนที่ 2 : ปัจจัยที่มีอิทธิพลต่อการตัดสินใจซื้อนาฬิกาข้อมือ

ส่วนที่ 3 : มุมมองเกี่ยวกับนาฬิกาข้อมือ

ส่วนที่ 1: ข้อมูลส่วนตัว

1. เพศ

ชาย

หญิง

2. อายุ

18-22 ปี

26-30

3. การศึกษา

มัธยมศึกษาตอนปลายหรือเทียบเท่า

ปวส./ อนุปริญญา

ปริญญาตรี

ปริญญาโท/สูงกว่า

อื่นๆ

4. อาชีพ

- | | |
|---------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> นักเรียน/นักศึกษา | <input type="checkbox"/> รับราชการ |
| <input type="checkbox"/> พนักงานรัฐวิสาหกิจ | <input type="checkbox"/> พนักงานบริษัทเอกชน |
| <input type="checkbox"/> เจ้าของธุรกิจ | <input type="checkbox"/> อื่นๆ |

5. รายได้ต่อเดือน

- | | |
|---------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> น้อยกว่า 4,000 บาท | <input type="checkbox"/> 4,001-8,000 บาท |
| <input type="checkbox"/> 8,001-12,000 บาท | <input type="checkbox"/> 12,001-16,000 บาท |
| <input type="checkbox"/> 16,001-21,000 บาท | <input type="checkbox"/> 21,001-26,000 บาท |
| <input type="checkbox"/> มากกว่า 26,000 บาท | |

ส่วนที่ 2 ปัจจัยที่มีอิทธิพลต่อการตัดสินใจชื้อนาฬิกาข้อมือ

6. คุณคิดว่านาฬิกาข้อมือสำคัญกับชีวิตประจำวันของคุณหรือไม่

- | | |
|------------------------------|------------------------------|
| <input type="checkbox"/> ใช่ | <input type="checkbox"/> ไม่ |
|------------------------------|------------------------------|

7. คุณเป็นเจ้าของนาฬิกาข้อมือหรือไม่

- | | |
|------------------------------|------------------------------|
| <input type="checkbox"/> ใช่ | <input type="checkbox"/> ไม่ |
|------------------------------|------------------------------|

ถ้าใช่คุณมีนาฬิกาข้อมือกี่เรือน เรือน

8. คุณใช้นาฬิกาข้อมือแต่ละเรือนโดยเฉลี่ย

- | | |
|-------------------------------------------|---------------------------------------|
| <input type="checkbox"/> น้อยกว่า 6 เดือน | <input type="checkbox"/> 6-12 เดือน |
| <input type="checkbox"/> 1-2 ปี | <input type="checkbox"/> มากกว่า 2 ปี |

9. คุณมีนาฬิกาข้อมือยี่ห้อใดบ้าง (สามารถเลือกได้มากกว่า 1)

- | | |
|-----------------------------------------|------------------------------------------|
| <input type="checkbox"/> ADIDAS | <input type="checkbox"/> ALBA |
| <input type="checkbox"/> CARTIER | <input type="checkbox"/> CASIO |
| <input type="checkbox"/> CHANEL | <input type="checkbox"/> CHOPARD |
| <input type="checkbox"/> CHRISTIAN DIOR | <input type="checkbox"/> CITIZEN |
| <input type="checkbox"/> ELLE | <input type="checkbox"/> ELLESSE |
| <input type="checkbox"/> G-SHOCK | <input type="checkbox"/> GIORDANO |
| <input type="checkbox"/> GUCCI | <input type="checkbox"/> GUESS |
| <input type="checkbox"/> MIDO | <input type="checkbox"/> NIKE |
| <input type="checkbox"/> OMEGA | <input type="checkbox"/> PATEK PHILLIPES |

- PUMA
- SEIKO
- TAG HEUER
- อื่นๆ
- ROLEX
- SOVIL ET TITUS
- TIMEX

10. คุณเริ่มมีความสนใจในนาฬิกาข้อมือได้อย่างไร (สามารถเลือกได้มากกว่า 1)

- ตัวคุณเอง
- เพื่อน
- โฆษณาทางสื่อสิ่งพิมพ์
- ดารา นักแสดง ที่ชื่นชอบ
- ไม่มีเหตุผลใดเป็นพิเศษ
- ครอบครัว
- ญาติ
- นิตยสาร
- พนักงานขาย
- อื่นๆ

11. คุณได้รับข้อมูลเกี่ยวกับนาฬิกาข้อมือจากทางใดบ้าง (สามารถเลือกได้มากกว่า 1)

- นิตยสารแฟชั่น
- นิตยสารนาฬิกา
- เพื่อน
- วิทยุ โทรทัศน์
- ร้านขายนาฬิกา
- เว็บไซต์ ของยี่ห้อที่ท่านสนใจ
- เว็บไซต์ ของร้านขายนาฬิกา
- อื่นๆ

12. คุณจะซื้อนาฬิกาใหม่เมื่อใด

- เรือนเก่าเสีย
- มีนาฬิการุ่นใหม่ออกวางตลาด
- ต้องการจะให้นาฬิกาเข้ากับชุดที่มีอยู่
- ต้องการจะซื้อ
- ระบบการทำงานต่างๆ เหมาะสมกับงานที่ทำอยู่
- อื่นๆ

13. จุดประสงค์ในการซื้อนาฬิกาใหม่ (สามารถเลือกได้มากกว่า 1)

- เพื่อใช้เอง
- เพื่อเก็บสะสม
- เพื่อเป็นของขวัญ
- อื่นๆ

14. ปกติคุณจะซื้อนาฬิกาข้อมือที่ใด

- ห้างสรรพสินค้า
- ร้านตัวแทนจำหน่าย
- ฟากเพื่อนซื้อจากต่างประเทศ
- ตลาดนัด
- ร้านขายนาฬิกา
- ร้านค้าปลีกขนาดใหญ่
- ร้านปลอดภาษี / ต่างประเทศ
- อื่นๆ

15. คุณพร้อมจะจ่ายเงินเท่าใด ในการซื้อนาฬิกาเรือนใหม่

- | | |
|--------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> น้อยกว่า 500 บาท | <input type="checkbox"/> 501 – 1,500 บาท |
| <input type="checkbox"/> 1,501 – 2,500 บาท | <input type="checkbox"/> 2,501 – 3,500บาท |
| <input type="checkbox"/> 3,501 – 4,500บาท | <input type="checkbox"/> 4,501 – 5,500 บาท |
| <input type="checkbox"/> 5,501 – 6,500 บาท | <input type="checkbox"/> มากกว่า 6,500 บาท |

16. คุณชอบนาฬิการูปทรงใด

- | | |
|-----------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> ทรงกลม | <input type="checkbox"/> ทรงรี |
| <input type="checkbox"/> ทรงสี่เหลี่ยมจัตุรัส | <input type="checkbox"/> ทรงสี่เหลี่ยม |
| <input type="checkbox"/> ทรงถักน้ำมัน | <input type="checkbox"/> ทรงหลายเหลี่ยม |

17. คุณชอบนาฬิการูปแบบใด

- | | |
|---------------------------------------------|-------------------------------------------|
| <input type="checkbox"/> แบบคลาสสิก/มาตรฐาน | <input type="checkbox"/> แบบแฟชั่น |
| <input type="checkbox"/> แบบสปอร์ต | <input type="checkbox"/> แบบเครื่องประดับ |

18. กรุณาเรียงลำดับยี่ห้อที่ท่านชื่นชอบ (จาก1-5)

- | | |
|-----------------------------------------|------------------------------------------|
| <input type="checkbox"/> ADIDAS | <input type="checkbox"/> ALBA |
| <input type="checkbox"/> CARTIER | <input type="checkbox"/> CASIO |
| <input type="checkbox"/> CHANEL | <input type="checkbox"/> CHOPARD |
| <input type="checkbox"/> CHRISTIAN DIOR | <input type="checkbox"/> CITIZEN |
| <input type="checkbox"/> ELLE | <input type="checkbox"/> ELLESSE |
| <input type="checkbox"/> G-SHOCK | <input type="checkbox"/> GIORDANO |
| <input type="checkbox"/> GUCCI | <input type="checkbox"/> GUESS |
| <input type="checkbox"/> MIDO | <input type="checkbox"/> NIKE |
| <input type="checkbox"/> OMEGA | <input type="checkbox"/> PATEK PHILLIPES |
| <input type="checkbox"/> PUMA | <input type="checkbox"/> ROLEX |
| <input type="checkbox"/> SEIKO | <input type="checkbox"/> SOVIL ET TITUS |
| <input type="checkbox"/> TAG HEUER | <input type="checkbox"/> TIMEX |

19. สิ่งที่มีอิทธิพลต่อการตัดสินใจซื้อนาฬิกาของคุณ กรุณาทำเครื่องหมาย (✓) ในช่องที่คุณต้องการ

สิ่งที่ส่งผลต่อการตัดสินใจ	มากที่สุด (5)	มาก (4)	ปานกลาง (3)	น้อย (2)	น้อยที่สุด (1)
ยี่ห้อ					
การออกแบบ รูปทรง					
ทันสมัย					
ระบบต่างๆ - ระบบจับเวลา - นาฬิกาปลุก - ปฏิทิน - เวลารอบโลก - ประหยัดพลังงาน					
ราคา					
แตกต่างจากคนอื่น					
เป็นรุ่นพิเศษ มีจำนวนจำกัด					
คำแนะนำของผู้ขาย					
คำแนะนำจากเพื่อน					
ระบบการทำงาน (ควอตซ์, ไชลาน, พลังแสง)					

ส่วนที่ 3: นาฬิกาข้อมือสื่อความหมายใด

20. สำหรับคุณแล้ว นาฬิกาข้อมือเป็นเพียงเครื่องมือบอกเวลาหรือไม่

ใช่

ไม่ใช่

21. นอกจากการบอกเวลาแล้ว นาฬิกาข้อมือยังแสดงถึงสิ่งใดอีก (กรุณาเรียงตามลำดับ 1=มากที่สุด)

เสริมสร้างบุคลิกภาพ

แสดงถึงสไตล์

บ่งบอกฐานะทางสังคม

บ่งบอกสถานะทางเศรษฐกิจ

แสดงถึงรสนิยม

22. ในความเห็นของท่าน นาฬิกาข้อมือมีผลต่อชีวิตท่านอย่างไร

.....
.....

ขอขอบคุณในความร่วมมือ

APPENDIX C

Wristwatch



Source: <http://www.creativewatch.co.uk/casio/casio-watch-g-shock-gw-600du-1ver-large.jpg>



Source: <http://www.creativewatch.co.uk/casio/casio-g-shock-watch-g-8000-3ver-large.jpg>



Source: www.watchgear.com/.../CASIO00813_zoom.jpg



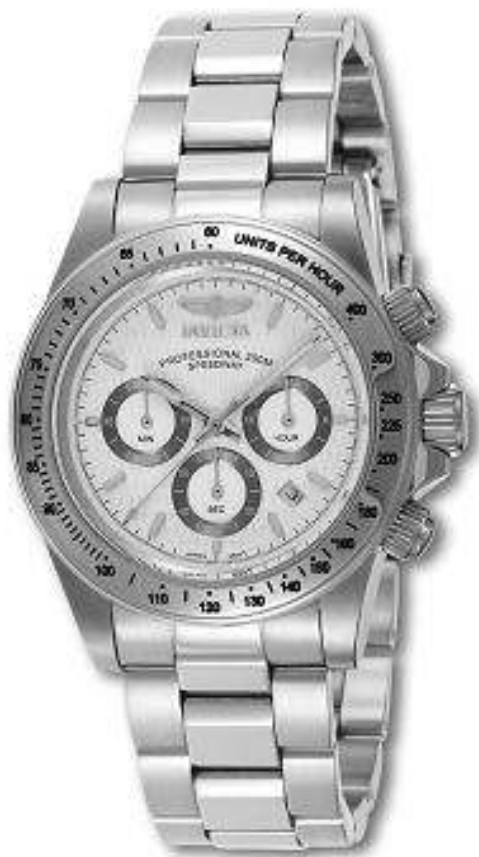
Source:

http://www.skywatches.com.sg/seiko_watch/seiko_kinetic/seiko_kinetic_gents_watch/tnSMY0

17P.jpg



Source: <http://www.silversandz.com/images/products/seiko/SNA463.jpg>



Source: http://www.discountwatchstore.com/image_manager/9211.JPG



Source: <http://www.24carat.co.uk/images/watch4100rolexoyster16233gents2tone240.JPG>



Source: <http://www.creativewatch.co.uk/guess/guess-watches-1015912-large.jpg>



Source: <http://www.cornerstoneshop.co.uk/Images/ProductImages/Large/1694.jpg>

VITA

VITA

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