The Effects of Creolisation on Thai Fashion Consumers, Retailers and their Supply Chain

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A thesis submitted to

The University of Gloucestershire

in accordance with the requirements of the degree of

Doctor of Philosophy

in the Faculty of Business and Management

December 2015

Word count: 94,815 words

Abstract

This research aims to investigate the effects of creolisation (in a manifestation of cultural change, cultural mixing and ethnicity) on consumer behaviour and fashion supply chain management in a Thai retailing context. In this study, creolisation is the process of cultural crossover that appears when local culture has been influenced and integrated with foreign culture. This doctoral study develops a theoretical and conceptual framework that addresses the main question of how creolisation impacts on Thai fashion consumers, retailers and their supply chain. Based on reviewing literature, there is lack of studies exploring the relationship between creolisation, consumer behaviour and fashion supply chain management in Thailand. It is expected that the study will complete this gap by providing the empirical findings to the literature.

The study was based on the scientific realism position with a deductive (Thai fashion consumers) and an inductive (Thai fashion retailers and their supply chain) approach to gain a detailed understanding of their relationships. This also relates to mixed methods approach, including the three main methods used. Quantitative questionnaire surveys were conducted with Thai fashion consumers, whereas qualitative interviews and document analysis were used to collect the data from Thai fashion retailers and manufacturers. In terms of data analysis, the data from questionnaire survey were analysed by descriptive statistics and multiple-regression analysis, whereas the interviews data and document analysis were analysed by directed content analysis. In particular, the literature review and the findings from qualitative interviews were used to construct hypotheses to be tested in the quantitative analysis. Overall findings were integrated in the interpretation stage based on the suggested conceptual framework. Furthermore, the triangulation approach was considered to validate the research

findings on the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management.

The study contributes to the extant literature by providing not only new insights into its deficiencies, but also developing a suggested conceptual framework to inform practice. In particular, Thai fashion retailers may have interest in the suggested conceptual framework and apply it in order to enhance an understanding of the relationship between creolisation, consumer behaviour and supply chain management. Moreover, the findings could contribute to the responsiveness strategy in fashion supply chain management. In terms of research methodology, the study also contributes to a methodological foundation of supply chain management research. There is the using of mixed methods approach which integrates a quantitative method and qualitative method in order to investigate the effects of creolisation on consumer behaviour and fashion supply chain management in Thailand.

Declaration

I declare that the work in this thesis was carried out in accordance with the regulations of the University of Gloucestershire and is original except where indicated by specific reference in the text. No part of the thesis has been submitted as part of any other academic award. The thesis has not been presented to any other education institution in the United Kingdom or overseas.

Any views expressed in the thesis are those of the author and in no way represent those of the University.

Signed…………………………………………..Date ……………………………….

Acknowledgments

Doing a Ph.D. thesis was a wonderful life experience as well as a challenge for me. As with any major undertaking, this thesis was completed while many things were happening in my life. It is my great pleasure to acknowledge my eternal thanks to all those who have given me their contributions to this achievement.

First and foremost, my express gratitude goes to Professor Neil Towers, who proficiently taught me and shared magnificently in the five years of discovery. His valuable guidance, cheerful enthusiasm and kindly nature have deeply impressed me. I am thankful to him for his supportive academic skills to me while studying at Heriot Watt University and the University of Gloucestershire. Furthermore, I wish to express deep gratitude to all academic staff at University of Gloucestershire. In particular, Dr Rachel Vieira who is my associate supervisor and Dr Philippa Ward who is research degrees director of the Business School.

A word of thankfulness must also go out to Srinakharinwirot University, which has formerly been my working place, particularly the Faculty of Fine and Applied Arts and the graduate school of Srinakharinwirot University. I would like to gratefully acknowledge the funding sources that made my Ph.D. thesis possible.

In addition, I wish to thank all the research participants who have kindly shared their time and personal experience, without their preparedness this thesis would not have happened.

Last but not least, I am very grateful to my family for all their love and encouragement. For my mom and dad who raised me with a great love and supported to me in all my pursuits. For my friends, Chockchai, Noppcha, Natthanai, Isamael, Shang, Rosnia,

Maryam, Thanh Pham and….I cannot name you all but everybody who faithful supported to me during the final stages of this Ph.D. thesis.

I will always be appreciative to have had the pleasure of all these people throughout my Ph.D. journey and beyond. Thank you.

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Chapter One: Introduction

Overview

This research focuses on exploring how creolisation and it cultural characteristics, cultural change, cultural mixing and ethnicity influence Thai fashion consumer behaviour and Thai fashion retailing. The current study will develop a suggested conceptual framework to show the link between cultures, consumer behaviour and fashion retailing by the rational construction of the theoretical propositions. Creolisation is an interesting cultural concept that involves cultural change, cultural mixing and ethnicity. Based on the extant literature, there is lack of studies exploring the relationship between creolisation, consumer behaviour and fashion retailing, especially in Thailand. The current study aims to focus on this neglected field, and it is expected that the findings will benefit the Thai fashion industry. In particular, Thai fashion retailers may have interest in the suggested conceptual framework and apply it in order to understand the relationship between creolisation, consumer behaviour and supply chain management. Moreover, the findings could contribute to responsiveness strategy in a fashion supply chain management.

The introductory chapter commences with Section 1.1 which is to provide a board overview of contextual research background and contribution. Followed by, Section 1.2 which identifies the research propose and objectives. Section 1.3 highlights the questions of the research. Section 1.4 presents the research methodology. Finally, Section 1.5 outlines the overall structure of the research.

1.1 Research Background

Creolisation refers to "the appropriation of culturally alien imports to fit the receiving culture's own purpose and structure" (Kragh and Djursaa, 2001, p.1303). In the study, creolisation is the process of cultural crossover that appears when local culture has been influenced by, and integrated with foreign culture. Its definitions involves cross-cultural (Wilson, 1999), cultural change (Loren, 2005; Price, 2001), cultural mixing (Baus, 2009; Glissant, 1995), with indigenous and ethnic identity that feeds into and out of global culture (Eriksen, 1999; Knorr, 2008). In this area, the current study places a focus on creolisation, which is conceptually posited in a manifestation of cultures (cultural change, cultural mixing and ethnicity). Specifically, this study aims to enhance the understanding of the cultural effects of creolisation on consumer behaviour and fashion retailing by examining the link between these three areas:

The first is the relationship between the five cultural dimensions of national culture and creolisation (in manifestation of cultural change, cultural mixing and ethnicity). The five cultural dimensions of national culture include individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation (Hofstede, 1983). The issue here is nature and extent of cultural change in the national cultures (Mangundjaya, 2010). Cultural change is a significant factor that shapes national culture (Taras, 2011). According to empirical studies, cultural change can determine and affect national culture at various cultural dimensions, for example individualism (Koubaa et al., 2011) uncertainty avoidance (Geletkanycz, 1997), masculinity/femininity (Stedhan and Yamamura, 2004) and long-term orientation (Hofstede, 1993). Some studies point out that cultural mixing directly affects individualism/collectivism (Morris et al., 2011; Koubaa et al., 2011), uncertainty

avoidance, power distance and masculinity (Abusbaker, 2008). In terms of ethnicity, some dimensions of national culture are impacted by ethnic identity: such as power distance and individualism/collectivism (Perea and Slater, 1999). However, evidence above indicates that many of the studies emphasise the impact of cultural change, cultural mixing and ethnicity on some dimensions of Thai national culture. There is still little research exploring the role of creolisation on Thai national culture, and all five cultural dimensions. This corresponds with the first objective of the current study, which aims to identify the influence of creolisation through its manifestation of cultural change, cultural mixing and ethnicity on the five cultural dimensions of Thai national culture.

Secondly, there is the influence of the five cultural dimensions of national culture on consumer behaviour. Theoretically, national cultural values can determine individual behaviour (Taras, 2011). To approach this topic, some studies have integrated the two key underpinning theories, which are the Hofstede's cultural dimension theory and the theory of planned behaviour (TPB) (Pavlou and Chai, 2002; Putit and Arnott, 2007). The five cultural dimensions act as a moderating effect between the three main components and the behavioural intention of the TPB. Attitude towards behavioural intention is influenced by individualism/collectivism (Pavlou and Chai, 2002; Tan et al., 2004) and the masculinity/femininity dimension (Tan et al., 2004; Dinev et al., 2006). Individualism and collectivism strongly impact the two types of subjective norm, namely societal norm and social influence. In particular, societal norm is affected by masculinity/femininity (Dinev et al., 2006), whereas power distance (Pavlou and Chai, 2002; Putit and Arnott, 2007) and uncertainty avoidance directly impact social influence (Dinev et al., 2006). Finally, Power distance (Putit and Arnott, 2007) and long-term/short-term orientation have been shown to significantly affect perceived

behavioural control (PBC) towards behavioural intentions (Pavlou and Chai, 2002; Putit and Arnott, 2007; Tan et al. 2004). Due to this, it can be postulated that creolisation affects consumer behaviour through the five dimensions of national culture. Notwithstanding this, much research focuses on some cultural dimensions of national culture that influence consumer behaviour. There is a lack of research exploring the effect of all five cultural dimensions of national culture on these components of consumer behaviour, particularly in terms of Thai fashion consumer behaviour. It is expected that the study will complete this gap by providing the empirical findings to the literature.

The third area of relationship investigated is the cultural role of creolisation on consumer behaviour and fashion retailing. Consumer behaviour is a crucial factor that can determine and affect the fashion supply chain management (Barnes and Lea-Greenwood, 2010; Bruce et al., 2004; Zhang et al., 2012). The continual changing trends of consumer behaviour drive demand for a new fashion product (Bruce and Daly, 2006). Many fashion companies tend to directly contact their customers through the downstream side, especially within the retail operations (Caniato et al., 2009). An understanding of customer needs and wants has become a critical for the survival of fashion retailers of all sizes (Donnell et al., 2012). They have focused on enhancing responsiveness to high consumer demands (Azuma and Fernie, 2003). Consumer behaviour also greatly impacts the traditional supply chain (Zhang et al., 2012).

Ideally, the basis of effective supply chain management involves partnership, mutual trust, cooperation and sharing information between members such as suppliers, retailers and business partners within the supply chain (Laskowska-Rutkowska, 2009). Many countries and their workers share mutual factors such as language, religion, customs, borders, beliefs, rules and ethnic heritage (Pagell et al., 2005). Retailers particularly

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require effective research procedures and information systems to understand the cultural differences that may impact consumers' purchasing behaviour (Jonsson, 2010). Fashion retailers may feel pressured to respond to customers who are culturally different (Yao et al., 2011). Correspondingly, the study of international retailing has increasingly emphasised the cultural environment within international markets (Moon and Song, 2015). Hence, retailers need to concentrate on avoiding cultural differences in the supply chain and the customers, particularly in an international market (Alexander and Doherty, 2004). Following on from this, it can be postulated that creolisation may affect the fashion supply chain through consumer behaviour. Nevertheless, the study of the relationship between creolisation and its cultural characteristics (cultural change, cultural mixing and ethnicity), consumer behaviour and fashion supply chain is still lacking. The current study aims to develop a conceptual framework to begin addressing this deficiency.

1.2 Research Purpose

This research aims to investigate the effects of creolisation (cultural change, cultural mixing and ethnicity) on consumer behaviour and fashion supply chain management in a Thai retailing context. This doctoral study develops a theoretical and conceptual framework that addresses how creolisation impacts on Thai fashion consumers, retailers and their supply chain. The findings of this research are derived from an inductive (Thai fashion retailers and their supply chain) and deductive (Thai fashion consumers) perspectives to gain a detailed understanding of their relationships. According to the purpose of this research, the following objectives must be achieved;

1. To identify the influence of creolisation on the behaviour of Thai fashion consumers.

2. To explore how creolisation influences Thai fashion retailers' supply chain.

3. To investigate the conceptual relationship between creolisation, consumer behaviour and fashion supply chain management in a Thai retailing context.

In addition, the study also aims to fulfil research gaps. As has been documented in the research background, the three research gaps can be identified as follows. Firstly, the extant literature reveals that many of the studies emphasis the effect of cultural change, cultural mixing and ethnicity on only some dimensions of Thai national culture. There is a lack of research that explores the role of creolisation on all five cultural dimensions of Thai national culture. Secondly, research on the influence of the five cultural dimensions of national culture on consumer behaviour is not comprehensive. Much focuses on the impact of some cultural dimension of national culture but not all five cultural dimensions (Dinev et al., 2006; Pavlou and Chai, 2002; Putit and Arnott, 2007; Tan et al., 2004). Thirdly, it is identified from the literature that there is little research investigating the effect of creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity on consumer behaviour and fashion supply chain management, particularly in a Thai fashion retailing context. In order to complete these gaps, research questions will be identified in the next section.

1.3 Research Questions

As has been identified in the research purpose and objectives, this study focuses on exploring the effects of creolisation (cultural change, cultural mixing and ethnicity) on Thai fashion consumer behaviour and Thai fashion supply chain management. Due to this, the main question is that; what is the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management? Specifically, there are the following four research questions:

Q1: Does creolisation, manifested as cultural change, cultural mixing and ethnicity affect Thai national culture?

Q2: Does Thai national culture affect Thai fashion consumer behaviour?

Q3: How does Thai fashion consumer behaviour affect Thai fashion supply chain management?

Q4: How does creolisation affect Thai fashion consumer behaviour and Thai fashion supply chain management?

1.4 Research Methodology

The study takes the scientific realism position (i.e. in the epistemological position) to gain a deeper understanding of a human reality with scientific methods. Scientific realism bases on the assumption of the scientific theorising, which is the most reliable way to describe what there is in the world (Maki, 1990). In order to understand the relationship between culture (creolisation), consumer behaviour and fashion supply chain mangment, this philosophical approach will help the researcher to explain and interpret how creolisation affects Thai fashion consumer behaviour and fashion supply chain management. Scientific realism gives due regards to the success of science but it is an approach that open to all technique and procedures (Hunt, 1991). This leads to the methodological foundations in the study, which encompasses deductive/inductive approaches and mixed methods approache. Deductive is testing the theory, whereas inductive is theory building (Saunders et al, 2009). Particularly, qualitative researchers can adopt both inductive and deductive processes (Patton, 1991). The current study incorporates deductive and inductive approaches in terms of mixed methods. Mixed

methods permit for the inclusion of both quantitative and qualitative methods of data collection and analysis to attain a range of outcomes (Creswell, 2005). Using quantitative and qualitative methods is very powerful for gaining data insights and results, and helping researchers make inferences and in draw conclusions (Amaratunga et al., 2002). Additionally, a qualitative approach can steer and provide useful information for the quantitative study (Pantano, 2011). In other words, a qualitative approach allows using the view of interviewees to construct the development of hypothesis in the quantitative phase (May, 1996).

This has relevance to the combination between quantitative and qualitative approaches in the research procedure. The research design stage is based on the philosophical perspective (scientific realism) and the integration of two research approaches (quantitative and qualitative). To address the aim and objectives of the study, the research process is divided into three main stages. The first stage aims to identify the influence of creolisation on the five cultural dimensions of Thai national culture. The second stage aims to explore how creolisation impacts on Thai fashion consumer behaviour. The final stage includes the triangulation approach to validate the research findings on the relationship between creolisation, Thai fashion consumer behaviour and fashion supply chain management.

In this study, the quantitative data will be collected by using questionnaire survey with Thai fashion consumers, whereas qualitative data by the use of semi-structured interview and document analysis with Thai fashion retailers and manufacturers. In particular, semi-structured interview is the most commonly used in qualitative research (Dawson, 2002). The qualitative interviews will reveal the relationship between creolisation, fashion consumer behaviour and fashion supply chain management in Thailand. Moreover, the findings from interviews discussed will be integrated with the

extant literature to construct hypothesis of quantitative questionnaire in order to investigate the influence of creolisation (i.e. cultural change, cultural mixing and ethnicity) on Thai national culture, Thai fashion consumer behaviour and Thai fashion retailing.

In terms of data analysis, the data from questionnaire survey will be analysed by descriptive statistics and multiple-regression analysis, whereas the interviews data will be analysed by directed content analysis. In particular, the literature review and the findings from qualitative interviews will be used to construct hypotheses to be tested in the quantitative phase, whereas the data from quantitative questionnaire can assist in constructing the overall findings of the study in combination with the qualitative data (Amaratunga et al., 2002; Pantano, 2011). Furthermore, software is very useful to analyse the quantitative and qualitative data in terms of collecting the data from evidence and subsequently organising and also grouping it into similar themes or ideas (Alhojailan, 2012). Due to this, Statistical Package for the Social Science (SPSS) version 22.0 software will be employed to analyse the quantitative data, whereas NVivo software version 10 will be used to analyse the qualitative data. Afterwards, the overall findings will be combined and interpreted together, in order to reach the research purpose and address the research questions.

1.5 Research Structure

The current study is organised into nine chapters as follows. In Chapter One, an introduction to the research is given. Chapter Two aims to review the definition and the conceptual basis of the relationship between creolisation and culture. Chapter three focuses directly on reviewing empirical literature on the influence of creolisation on

consumer behaviour and also illustrates the theoretical background of the study. Chapter Four provides an overview of fashion supply chain management, particularly including the role of creolisation in consumer behaviour and fashion supply chain management. Moreover, the theoretical propositions development is presented in order to construct the suggested conceptual framework. Chapter Five is concerned with the presentation of research methodology. In terms of data analysis, Chapter Six aims to discuss the interviews results and documentary evidence of qualitative phase whereas Chapter Seven focuses on questionnaire results of quantitative phase. Afterwards, Chapter Eight presents the interpretation of key themes and revisiting the suggested conceptual framework. Finally, the study ends with Chapter Nine, which provides discussion of the empirical results, contribution of the research, research limitations and further research implications.

Chapter Two: The Relationship between Creolisation and Culture

Introduction

A review of the literature commences with Chapter Two, which initially provides the definition and the concept of creolisation in terms of culture. Then, the relationship between creolisation and culture will be detailed. There is the implication of creolisation on various contexts of culture such cultural value, cultural level, cultural dimensions, ethnicity, acculturation and particularly, national culture. Lastly, the potential effects of creolisation on national culture will be discussed.

2.1 Concept of Creolisation

In the past couple of decades, much cultural research has been undertaken on the concept of creolisation in different contexts (Kapchan, 1993; Hannerz, 1996; Schmidt, 2003; Haring, 2004; Maygarden, 2006; Burns, 2008 and Hung, 2009). Originally, the concept of cultural creolisation emerged in the Caribbean area during the colonial period (Cohen, 2007), and is a product of colonialism (Khan, 2009) as well as a Caribbean process (Hannerz, 1992). The growth of cultural creolisation or creole culture has been taking place over long period of time and has constantly been developing (Schmidt, 2003). The concept of cultural creolisation is also an interesting cultural concept for the understanding of human behaviour, which appears in various circumstances (Hannerz, 1987; Schmidt, 2003; Jourdan, 2004; Cohen, 2007).

The concept of cultural creolisation has been intensely debated by many scholars. One of the foremost scholars, Ulf Hannerz commented that the concept of creolisation is a global process (Hannerz, 1992) and believes that we live in 'creolising world'

(Hannerz, 1987). In the view of Hannerz, also paralleled creole culture like creole language:

> "As languages have different dimension such as grammar, phonology and lexicon, and as creole languages are formed as unique combinations and creolisation out of the interaction between languages in these various dimension, so creole cultures come out of multidimensional cultural encounters and can put things together in new ways (Hannerz,1992, pp.265)."

Correspondingly, Haring (2004) and Baus (2009) concurred that the concept of cultural creolisation originates from creole linguistics and is involved with the history of cultural analysis. Creolisation also indicates the cultural formation of something sporadic and new, whose origins can no longer be specifically determined.

The concept of cultural creolisation can be related to the theory of cultural flow (Hannerz, 1996). As Hannerz (1992, pp.218) pointed out that the process of cultural flow in between central and peripheral cultures that "while the central of metropolis has clearly more power than the periphery, they are somehow linked to each other and they are reluctantly connected". At the same time, Hannerz also stressed the notion of cultural flow by the quote from Alfred Kroeber (Kroeber, 1952) which has been separated as two directions. Firstly, referring to the shift of something over time from one location to another or called a territorial redistribution. The second one is a primarily temporal with unnecessary spatial implication (Hannerz, 1997).

According to Eriksen (2007), the concept of cultural creolisation has been criticized from two perspectives. Firstly, the concept can be seen as too extensive and general, that every cultural process is creole in character and the term seems superfluous. Secondly, the existence of pure forms before creolisation is generally assumed, but to Eriksen, that may not always be the case. Cohen (2007) suggested that the concept of

cultural creolisation has developed in two ways. The first relates to "a state-led appropriation of mixture," whereas the second refers to the demagogy which conflicts with the blend of culture, for instance, the case of African slaves who are incited to immigrate to other areas for labour. This latter way is negatively called 'black' creolisation (Cohen, 2007).

In terms of cultural change, creolisation is usually defined as an analogy to the model of cultural change (Ferguson, 1992; Lightfoot and Martinez, 1995; Dietler, 1998; Dawdy, 2000; Price, 2001; Trouilot, 2002 and Loren, 2005), which is known as cultural contact or cultural encounter, leading to integration aspects of acculturation (Khan, 2009) and interculturation (Brathwait, 1971). In particular, Jourdan (2004) also advocated that the concept of cultural creolisation as cultural change:

> "The concept of creolisation seems to have captured the imagination of some scholars as a way of talking about and analysing rapid cultural change associated with contact between societies of different ideological and technological orientation (Jourdan, 2004, p.2904)."

Furthermore, some aspects of the concept of cultural creolisation overlap with that of cultural exchange (Galinson, 1997 and Baus, 2009). The concept of cultural exchange refers to the process when different original cultures coexist and share identity with one another (Baus, 2009). As for Harris (1999), cultural creolisation is interpreted as a cross-cultural experience.

Many scholars concur that the concept of creolisation has also been related with hybridisation since the 1990s (Kapchan, 1993; Jourdan, 2004; Eriksen, 2007; Burn, 2008; Baus, 2009). Baus (2009), especially, notes that the concept of cultural creolisation has been used interchangeably with hybridisation to explain the blending of two ethnics. Contrarily, Glissant (1995) disputed that the concept of cultural

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creolisation is different from hybridisation and cross-breeding. In contrast, Glissant also commented the unique aspect of creolisation is that it habitually creates newness, whereas hybridisation is only a mixing process.

Additionally, Glissant's argument (1995) also clearly described the concept of cultural creolisation as "an on-going process" with "unknown consequences." The inherent aspect of creolisation occurs in middle of diverse cultures and involves cultural mixing. Glissant limited the concept of cultural creolisation to the plantation areas in the Caribbean, Brazil and some parts of Central America—this conflicts with the view of Hannerz (1987) that cultural creolisation appears across the world. Despite various comments in the exiting literature, the concept of cultural creolisation is not only defined as a cultural mixing, but also relates to the indigenous and ethnic identity amidst the global culture. This is the key concept of cultural creolisation, which differs from other types of culture mixing (Eriksen, 1999; Knorr, 2008).

In the social world, creolisation can be found in many popular cultures such as languages, religions, music, festivals and food. Popular culture refers to "the culture of the masses, which norms, rituals and values that have appeal" (Usunier, 2000, p.148). Especially, creolisation is originally related to linguistics which is a process of formation of creole language that derives from two different root languages. This latter meaning involves anthropology and also has often been used in creolisation studies (Jourdan, 2004). In others, Cohen (2007) described creolisation can be found in several cultures which are religion, festival, music and food.

Religion, creolisation is analogous with the expression of syncretism. The similar aspect of creolisation and syncretism is the mixing of two or more. Syncretism is the mixing of religious beliefs between foreign religions and ethnic religions. These

religions really undergo a process of blending. For instance, Voodoo in Haiti, Santaria in Cuba, Shango in Trinidad and Candomble in Brazil.

Creolisation festival is a process of ritual change or traditional change. For instance in rituals such as birth, death or naming ceremony, the traditions such as dancing, music, folklore and poetry by people in society have shared cultures. Creolisation festivals have also appeared through the integration of different cultures such as African street parades in America, Asian festivals in Europe, Latin carnivals in Australia, Japanese cherry blossom festival in San Francisco and Chinese New Year festival in Thailand.

The prominent music in terms of creolisation is Jazz music, which has been integrated between African folk music and America music. Jazz is originated by workers in plantations and African creole music in New Orleans (Cohen, 2007, pp.7). Moreover, other forms of creole music are Sega in Mauritius, Calypso in Trinidad, Morna in Cape Verdes, Son and Changui music in Cuba, Samba, Capoeira and Maracatu music in Brazil, Hip-hop mixes with rock music in USA, Indi pop blends with rock, rap and reggae in India (Jourdan, 2000) and Zydeco music (African-American music) in rural Louisiana, America (Spitzer, 2003). These unifications are a result from the mixing of diverse cultures, which are created by people in rural and urban areas.

Creole food refers to a combination between elements and traditions, which are authentic and foreign products and cuisine. This process is related to creolisation. For instance, African food in Caribbean islands, European cuisine in Indian Ocean, African and French cuisine in Louisiana, USA, and Mexican rice mixes with spaghetti sauce or spread peanut butter blends with jelly on tortillas (Wartzman, 1999). While, in New Orleans creole food has been compared with Cajun that is French-speaking Arcadians from Canada who relocated to Louisiana after the British military victories in Canada

(Cohen, 2007). In addition, Creole food has also appeared from various traditions such as new trade routes, incorporating locally-found edible fruit, herbs, fish, poultry and animals into older cooking traditions, for example Chicken Larb Burger is a traditional Thai food and mixed with American street food.

To conclude, the connotation of creolisation is both process and concept. The concept of cultural creolisation involves in various cultural forms which are cultural flow, cross-culture, cultural mixing, cultural change, acculturation, and hybridisation. Table 2.1 briefly summarises the definitions and cultural characteristics of creolisation from several studies.

Author(s)	The summary of definitions
Hannerz, 1987	Creolisation is a global process and related to the theory of cultural flow.
Balutansky and Sourieuau, 1998 (p.1)	Creolisation refers to "a syncretic process of transverse dynamic that endlessly re-works and transforms the cultural patterns of varied social and historical experiences and identities".
Burns, 2008; Wilson, 1999	The implication of creolisation relates to cross-culture.
Dawdy, 2000; Dietler, 1998; Ferguson, 1992; Lightfoot and Martinez, 1995; Loren, 2005; Price, 2001; Trouilot, 2002	Creolisation is usually as an analogy to the model of cultural change.
Haring, 2004	Creolisation is not only defined like other terms such as acculturation, transculturation, mixing and hybridization. It also is "the creation of something discontinuous and new, which could not have been predicted from its origins" (2004, p.1)
Jourdan, 2004	The process of world social change that occurs when various origins are united into a new system of meaning locally produced and takes place in societies characterized by rapid social flux.
Khan, 2009	Creolisation refers to the forms and dynamics of cultural change that develop over times as phenotypically and culturally heterogeneous. It also undergoes the acculturation.
Kragh and Djursaa, 2001	Creolisation (or Indigenisation) The appropriation of culturally alien imports to fit the receiving culture's own purpose and structure, i.e. partial adoption in which the receiving culture accepts the product without necessarily accepting the full meaning complex or the syntactical rules which attached to it in the originator culture.

Baus, 2009	Creolisation is regarded as a process which takes place during the course of time when the origin cultures integrate and intermix with each other.
Glissant, 1995	Creolisation is referred to "an on-going process" with" unknown consequences" and involves cultural mixing. Creolisation creates the newness, whereas hybridisation is only a mixing process.
Mufwene, 1998	This is the only kind of evolutionary process observable in various combination and in various degree elsewhere; they simply been branded with social values.
Eriksen, 1999; Knorr, 2008	Creolisation is not only a cultural mixing but also relates to the indigenous and ethnic identity of global culture.
Knorr, 2008	Diversity of origins is often constituted as a part of creole identity once the process of creolisation has been completed.
Baus,2009; Burn, 2008; Eriksen; 2007; Jourdan, 2004; Kapchan, 1993	Creolisation closely links and has been used interchangeably with hybridisation (i.e. cultural mixing) to explain the blending of two cultures.

Table 2.1: The summary of definitions and cultural characteristics of creolisation

Based on the table above, creolisation is closely involved in terms of cultural change, cultural mixing and ethnicity. Hence, creolisation in the current study can be referred to the process of cross-cultural change and cultural mixing that appears when original cultures have been influenced by and integrated with foreign cultures. However, the concept of creolisation is not only claimed as the cultural change or cultural mixing but also related to indigenous or ethnic identity and creates something new. This is the intrinsic concept of creolisation which makes it is different from other related cultures such as hybridisation and cross-culture.

2.2 Creolisation and Culture

In the myriad of meaning, culture is generally defined in various perspectives. The first definition was invented in 1871 by the British anthropologist, Sir Edward Burnett Taylor that "culture as the complex whole which includes knowledge, belief, art,

morals, custom and any other capabilities, and habit acquired by man as a member of society" (Haviland, 1994, p.304). Similarly, Assael (1987, p.297) described culture as "the norm, beliefs and customs that are learned from society and lead to common patterns of behaviour". In other views, Schein (1992) pointed out that culture as what a group learns over a long period of time and that group solves its problems of survival in both an internal integration and external environment. Weinreich (2009) suggested that a fundamental aspect of culture is its embodiment of the societal process of substantial groups of people who perceive themselves as belonging to a commonality of values and beliefs, moral imperatives and religious beliefs, dress and behaviour, folklore and narratives of history, and modes of living, whereby one group is culturally distinctive from another. Culture also emerges from the interaction of basic human nature with specific ecological context in which groups exist through a process of environmental adaptations (Matsumoto, 2007).

In terms of anthropology, culture refers to the shared beliefs, values, attitudes and expectations about appropriate ways to behave that are held by the members of a social group (Statt, 1990). As the foremost anthropologists define culture is society what memory is to individual (Kroeber and Kluckhohn, 1952). Correspondingly, creolisation in terms of anthropology has also been associated with culture and called cultural creolisation (Jourdan 2004). Typically, creolisation can be found in various contexts of culture such as linguistics (Burns, 2008; Harring, 2004), religion (Schmidt, 2003), sociocultural aspect (Jourdan, 2004; Trouillot, 2004), cultural flow (Hannerz, 1996), cross-culture (Burns, 2008; Willson, 1999), cultural change (Lightfoot and Martinez, 1995; Price, 2001), cultural exchange (Baus, 2009; Galinson, 1997), acculturation (Khan, 2009), hybridisation (Kapchan, 1993) and ethnicity (Knorr, 2000). Nevertheless, culture is not an independent variable, but has been influenced by several factors such

as geography and climate, politics, religion and history (Watkins, 2010). Consequently, it means that creolisation can also be the one of these factors, which affects culture.

Moreover, creolisation can be related to culture in terms of emic and etic approaches. Emic and etic approaches are cultural approaches that describe human behaviour in each culture (De Mooji, 2004). Originally, the term emic and etic derives from the classification in linguistic which are the phonemic (specific) and the phonetic (general) (Pike, 1954, 1967). Phonemic refers to examination of sounds for their meaning-bearing roles in a particular language, whereas phonetics is a study on universal sounds covering all languages (Xia, 2011). Emic approach denotes behaviour of one original culture. This approach aims to careful, internal exploration of psychological phenomena in local cultural terms (Segall et al., 1998). On the other hand, etic approach refers to the comparison of one culture with another. This approach is typical of cross-cultural psychology and other comparative social sciences (Luna and Gupta, 2001).

These concepts of emic and etic can be used to explain the differences between cultures in their distributions of behaviour pattern, norms, attitudes, and personality variables (De Mooji, 2004, p.27). Emic and etic provide a way of discriminating between various types of data for the study of cultural phenomena (Xia, 2011, p.77). In terms of creolisation, emic and etic are originated from linguistics, which parallel the genesis of creolisation. In particular, the important meaning of etic is a cross-cultural process (Berry et al., 1992). Similarly, creolisation also has a cross-cultural aspect (Willson, 1999). For this reason, the etic approach can be espoused to explicate the concept of creolisation in terms of culture.

2.3 Creolisation and Cultural Values

In terms of culture, values are posited in culture as called cultural values (Hofstede, 1980). The important of values are the central concept of culture (Belk, 1985; Hofstede, 1980; Kroeber and Kluckholn, 1952; Luna and Gupta, 2001; Parson and Shils, 1952; Watkins, 2010) and as a key component underlying similarities and differences between societies (Douglas and Craig, 1997). Values can also be used to efficiently discriminate one culture from another (Luna and Gupta, 2001). At the same way, culture shapes the core values and norms of its member (Erezt and Gati, 2004).

Values are frequently defined by many cultural scholars. The commonly held definition is that of Rokeach (1968, p.161) who stated that "a value as a centrally held, enduring beliefs which guide actions and judgments across specific situations and beyond immediately goals to more ultimate end-states of existence". Rokeach (1968) also divided values into two levels, which are terminal values and instrumental values. Terminal values refer to desirable end-state of existence, whereas instrumental value refer to desirable modes of conduct; they were motivations to reach end-states of existence (De Mooji, 2004). Likewise, Hofstede (1991) distinguished values into two aspects, which are desirable and desired. Desirable is referred to values as guiding principles in life, whereas desired refers to values as a preference for one mode of behaviour over another. In other scholars, Schwartz and Bilsky (1987) defined values have the five features which include (1) concepts of beliefs, (2) about desirable and state of behaviours, (3) that transcends specific situations, (4) guide selection or evaluation of behaviour and events and (5) are ordered by relative importance (As cited in Watkins, 2010). Karahanna et al., (2005) defined values as a relationship among

conceptual categories that are characterised by strong emotional elements and indicate a preference for a certain type of action.

Cultural values are expressed in society's perceptions of reality and beliefs of what is desirable; seem to be transferred to products through vehicles as advertising (Belk, 1985). Cultural values also include shared beliefs and the unquestioned assumptions about what is important and right and normal in the way people behave (Statt, 1997). Extant literature suggested that creolisation is related to cultural contexts and cultural values obviously involve creolisation. As Wilkie (1997) described creolisation is seen as a process that is represented by retentions in cultural values that become expressed in new ways due to cultural contact and relocation. Likewise, Mufwene (1998) defined creolisation as normal kinds of evolutionary processes and branded with special social values. Additionally, some aspects of creolisation resemble the contents of cultural values. In particular, language is the most visible and immediate ways in which culture differ from each other (Statt, 1997). For instance, some countries have their own language such as Japan (Japanese language) and Thailand (Thai language).

2.4 Creolisation and Cultural Level

According to the extant literature, culture is classified at various levels, which are global culture (i.e. supranational), national culture (i.e. cross cultural level or macro level), organisational culture, professional and group culture (i.e. sub-culture), and individual level (Ali and Brooks, 2009; Hofstede, 1976; Karahanna et al., 2005; McCoy, 2003; Triandis, 1972). Global culture or supranational level refers to the general aspects of culture, which are represented in across the world such as regional, religious, ethnic, and linguistic (Karahanna et al., 2005). National level is the culture

shared between people in a society or a country (Hofstede, 1984). Organisational level refers to culture shared between people who work in an organisation (Stahl, 2003). Professional level reflects people who share culture with a similar profession or called a sub-culture of specific interest group such as professional association, political party, and ethnic groups (Ali and Brooks, 2009). These subcultures are influenced by the norms and values (Triandis, 1972, cited in Ali and Brooks, 2009). Finally, individual culture refers to the subjective of an individual, which is related to how much an individual takes from the different cultures that the individual is part of (Dofman and Howell, 1988; Karahanna et al., 2005, cited in Ali and Brooks, 2009). The interrelated levels of culture can be demonstrated by:
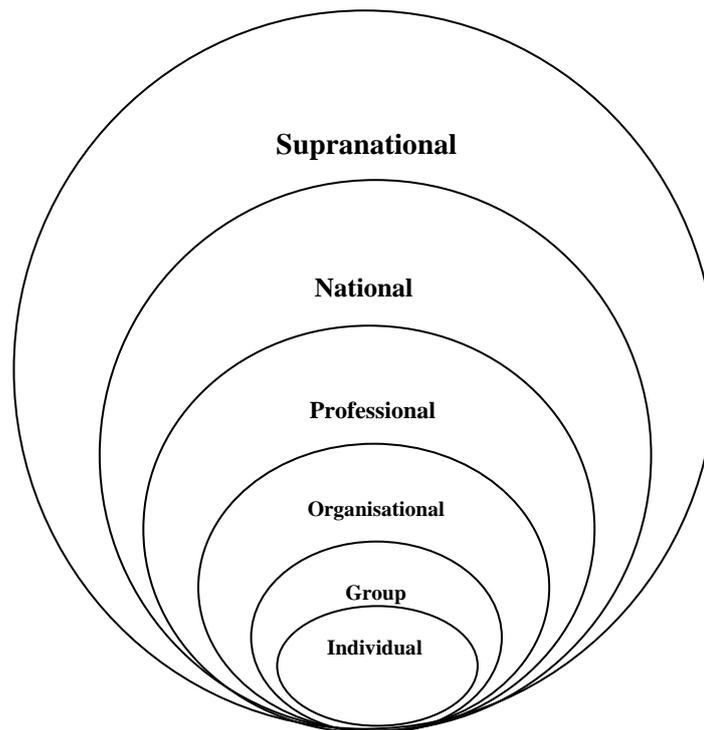
Figure 2.1: The interrelated levels of culture (Adapted from Karahanna et al, 2005)

Furthermore, Schwartz (1994, cited in Uichol, 1994) suggested that individual level types have been used differently from other cultural level types. Individual level can be used for understanding the differences between individual is beliefs, attitudes, or behaviour that are involved with individual differences in value priorities. While, culture levels can be used to understand the differences among cultures in their institutions, symbol systems, and styles of behaviour. Likewise, De Mooji (2004) concurred that value types found within countries have differences from values types that are found across countries because they have many different factor loadings, as individuals and groups may differ substantially in the importance they attribute to the values which constitute a value type.

Many cross cultural researchers have focused on the national level (Erez and Gati, 2004). Culture at a national level is called national culture (Ali and Brooks, 2009), and Hofstede (1991, p.5) defined national culture as "the collective programming of the mind which distinguishes the members of one group or category of people from another". Hofstede suggests that people share a collective national character that represents their cultural mental programming, which shapes individual's values, beliefs, assumptions, expectations, attitude and behaviour (Gong, 2009). The concept of mental programming refers to the act of thinking, feeling and acting that manifests itself into beliefs, attitudes and behaviours (Hofstede, 1980, 2001). In other views, House et al., (1997) simply defined national culture as a distinct environment of a community about which members share meaning and values. Similarly, Leung et al., (2005) suggested that national culture is the values, beliefs, norms and behavioual patterns of a national group. National culture is also related to cross cultural study of what the society shares, which is a set of values, norms and practices (Ali and Brooks, 2009). These society shares directly shape individual behaviours and the whole society (Adler, 1997). In

particular, national culture is a significant aspect of cross-cultural study, which aims to understand consumer behaviour in different cultures (Watkins, 2010). For instance, Thai national culture reflects a collectivist culture (Hofstede, 1991), and in Thai consumer behaviour, consumers often rely on others such as friends and celebrities, especially in fashion consumption.

While, culture at an organisational level is organisational culture, which refers to people, their relationships and beliefs, product, structure, modes of recruitment and reward (Pettigrew, 1990). Schein (1992) described organisational culture as the pattern of shared basic consumptions which invented, discovered or developed by a given group, in order to deal with two main challenges that are external adaptation and internal integration. Williams et al., (1993) concluded that organisational culture refers to relatively stable beliefs, attitudes and values that are held in common among members of the same organisation and also influence their behaviour. For example, in work places, Thai people believe in group decisions and respect seniority. The decision of the group and its leader can determine their behaviour.

The relationship between national culture and organisational culture has been argued in various issues. National culture (societal culture), expressed in terms of values and beliefs, directly impacts organisational culture and individual behaviour (Dickson et al., 2005; Hofstede, 2001; Schein, 1985). In fact, national culture constitutes an integral part of the environment where organisation evolves their culture is influenced by societal culture. National culture also affects organisation member's behaviours by means of its effects on organisational culture. It could influence beliefs, values and norms that individuals bring to an organisation (Sagiv and Schwartz, 2000, cited in Hassi and Stori, 2011). Conversely, organisational culture (corporate culture) will

predominate over national culture, making local offices of the company designed to have a familiar feel, atmosphere and to some degree, shared values, wherever they are based (Holbeche, 2005, p.29). Additionally, some cultural level studies suggest that national culture and organisational culture impact individual behaviour in different ways. The study of Hofstede and Peterson (2000) and Karahanna et al., (2005) indicated that national culture has a direct impact on values. While, the findings of Hofstede et al., (1990), suggested that organisational culture affects practices which include heroes, rituals and symbols. These influences will be discussed in the next chapter, which focuses on the influence of culture on consumer behaviour.

In the discussion between creolisation and cultural levels, the concept of creolisation can be found at supranational and national level. Creolisation shares mutual aspects with supranational levels. For instance, these aspects are linguistics (Mufwene, 1998), religion (Schmidt, 2003) and ethnic (Knorr, 2008). While another prominent implication of creolisation is involved cross-cultural process (Burns, 2008; Willson, 1999), which corresponds to the aspect of national level. Thus, creolisation links directly to culture at various levels. In particular, the relationship between creolisation and national culture will be presented in the next section.

2.5 Creolisation and Cultural Dimensions

Previous section (Section 2.4) indicated that creolisation has a stronger correlation with national culture in terms of cross-cultural process. In order to further enhance the understanding of national culture, Hofstede (1980, 2001) developed a cultural framework of national culture, which has been extensively used in many studies, including psychology, sociology, marketing, and management studies (Sondergaard,

1994). This framework aims to understand basic value differences (De Mooji, 2004) and determine indexes on each to all nations, and also connect the dimensions with demographic, geographic, economic, and political aspects of a community (Kale and Barnes, 1992). Hofstede created this framework for measuring cultural differences and similarities between different nationalities by using more than 116,000 questionnaires on workplace issues in relation to attitudes, beliefs and actions of participants in 72 countries and in 20 languages between 1967 and 1973 (De Mooji and Hofstede, 2002; Wiengarten et al., 2011). The study results in a classification scheme of national culture, which has been distinguished into five dimensions. There are individual/collectivism, power distance, uncertainty avoidance, masculinity/femininity, and time orientation. These cultural dimensions can be described as follows:

Individualism/Collectivism (IDV); this dimension represents individualism, the opposite of collectivism. Individualism refers to the degree to which people in a country prefer to act as different individuals from members of a group (Hofstede, 1991). Contrarily, collectivist cultures, their members learn to respect the group to which they belong, usually the family, and to differentiate between in-group members and out-group member (Seock and Lin, 2011). In individualistic societies such as U.S.A., UK, Canada and Australia, individual tend to have a self-focus view that only extends to his or her immediately family whereas societies are high in collectivism such as China, Taiwan, Hong Kong and Thailand; they have a people-group view from cradle to grave of lifetime protection in exchange for unquestioning loyalty (Miglioer, 2011). In order to understand these cultures in-depth, Table 2.2 lists ten differences between individualism and collectivism.

Individualistic Cultures	Collectivist Cultures
Everyone is supposed to take care of him or herself and his or her immediate family only.	People are born into extend families od clans which protect them in exchange for royalty
"I"- consciousness	"We" –consciousness
Right of privacy	Stress on belonging
Speaking one's mind is healthy.	Harmony should always be maintained.
Others classified as individuals.	Others classified as in-group or out-group.
Personal opinion expected: one person one vote.	Opinions and votes predetermined by in-group.
Transgression of norms leads to guilt feelings.	Transgression of norms leads to shame feeling.
Languages in which the world "I" indispensable.	Languages in which the world "I" is avoided.
Purpose of education is learning how to learn.	Purpose of education is learning how to do.
Task prevails over relationship.	Relationship prevails over task.

Table 2.2: Ten differences between individualistic and collectivist cultures (Adapted from Hofstede, 2011, p.10)

Power distance (PDI); the definition is the extent to which the less powerful members of institutions and an organisation within a country expect and accept that power is distributed unequally (Hofstede and Hofstede, 2005). Power distance fosters a concept of dependence and may be small or large (Lucas, 2006). It also suggests that a society's level of inequality is approved by the followers as much as by the leaders (Hofstede, 2011). Many countries across the world have different scores of power distance. For instance, large power distance cultures exist in East European, Latin, Asian and African countries. While, small power distance cultures are Germanic and English speaking Western countries such as U.S.A. and the UK (Hofstede, 2010). There are ten differences between small and large power distance, which can be shown in Table 2.3.

Small Power Distance	Large Power Distance
Use of power should be legitimate and is subject to criteria of good and evil.	Power is a basic fact of society antedating good or evil: its legitimacy is irrelevant.
Parents treat children as equals	Parents teach children obedience.
Student-centred education.	Older people are both respected and feared.
Hierarchy means inequality of roles, established for convenience.	Teacher-centred education.
Subordinates expect to be consulted.	Hierarchy means existential inequality.
Pluralist governments based on majority vote and changed peacefully.	Subordinates expect to be told what to do.
Corruption rare; scandals end political careers.	Autocratic governments based on co-optation and changed by revolution.
Income distribution in society rather even.	Corruption frequented; scandals are covered up.
Religions stressing equality of believers.	Income distribution in society very uneven.
	Religions with a hierarchy of priests.

Table 2.3: Ten differences between small and large power distance cultures (Adapted from Hofstede, 2011, p.10)

Masculinity/Femininity (MAS); this dimension is defined as the distribution of values between the genders, which is another fundamental issue for any society, to which a range of solutions can be found (Hofstede, 2011). In other views, it is the willingness to promote societal values (Lucas, 2006). The dominant values in masculine countries are achievement and success, whereas in feminine countries are caring for others and quality of life (Soares et al., 2007). Conversely, Migliore (2011) argues that both men and women are expected to be modest, tender and concern with the quality of life. However, higher masculine cultures include Japan, in German speaking countries, in English speaking countries and in some Latin countries such as Mexico. While, feminine cultures include Nordic countries, the Netherlands, and some Latin countries such as Spain, Portugal and Chile, and in Asian countries such as Korea and Thailand (Hofstede, 2011). Table 2.4 manifests ten differences between feminine and masculine cultures.

Femininity	Masculinity
Minimum emotional and social role differentiation between the genders.	Maximum emotional and social role differentiation between the genders.
Men and women should be modest and caring.	Men should be and women may be assertive and ambitious.
Balance between family and work.	Work prevails over family.
Sympathy for the weak.	Admiration for the strong.
Both fathers and mothers deal with facts and feelings.	Fathers deal with facts, mothers with feelings.
Both boys and girls may cry but neither should fight.	Girls cry, boys don't; boys should fight back, girls shouldn't fight.
Mothers decide on number of children.	Fathers decide on family size
Many women in elected political positions.	Few women in elected political positions.
Religions focus on fellow human beings.	Religions focuses on God or gods
Matter-of fact attitudes about sexuality; sex is a way of relating.	Moralistic attitudes about sexuality; sex is a way of performing.

Table 2.4: Ten differences between masculinity and femininity cultures (Adapted from Hofstede, 2011, p.12)

Uncertainty Avoidance (UAI); Hofstede (1991, p.113) defines "uncertainty avoidance as the extent to which people feel threatened by uncertainty and ambiguity and try to avoid these situations". Equally, Lucas (2006) suggests that uncertainty avoidance is the reluctance to deal with ambiguity and is directly linked to the willingness to embrace change. In other views, it also refers to the ways of dealing with uncertainly, relating to the control of aggression and the expression of emotions (Minkov and Hofstede, 2011). This dimension discriminates cultures where innovations are adopted in early cultures where people lag in the adoption process (De Mooji, 2004). Higher uncertainty avoiding countries such as East and Central European countries, German speaking countries and Japan, they try to diminish the possibility of such situations by strict behaviour codes, laws and rules, disapproval of deviant opinions, and a belief in complete truth (Hofstede, 2011). Table 2.5 summarises ten differences between weak and strong uncertainty avoidance cultures.

Weak Uncertainty Avoidance	Strong Uncertainty Avoidance
The uncertainty in inherent in life is accepted and each day is taken as it comes. Ease, lower street, self-control, low anxiety. Higher scores on subjective health and well being Tolerance of deviant persons and ideas: What is different is curious. Comfortable with ambiguity and chaos Teachers may say "I don't know" Changing jobs no problem. Dislike of rules-written or unwritten. In politics, citizens feel and are seen as competent towards authorities. In religion, philosophy and science: relativism and empiricism.	The urbanity inherent in life is felt as a continuous treat that must be fought. Higher street, emotionality ,anxiety, neuroticism Lower scores on subjective health and well-being Intolerance of deviant persons and ideas: what is different is dangerous. Need for clarity and structure. Teachers supposed to have all the answers. Staying in jobs even if disliked. Emotional need for rules-even if not obeyed. In politics, citizens feel and are seen as incompetent towards authorities. In religion, philosophy and science: belief in ultimate truths and grand theories.

Table 2.5: Ten differences between weak and strong uncertainty avoidance cultures (Adapted from Hofstede, 2011, p.10)

Time Orientation (LTO); this is another dimension, which bases on the study of Michal Bond. The Bond's study suggested that previous four cultural dimensions of Hofstede did not sufficiently reflect Asian perspective on culture (Hofstede and Bond, 1988). Hofstede developed this dimension for explanation people's efforts on the future, the present and the past (Minkov and Hofstede, 2011). Time orientation represents the extent to which members of a culture are cognitively programmed to accept delayed gratification of material, social and emotion needs (Hofstede and Hofstede, 2005), Especially, Hofstede (2001, p.359) defined "long-term orientation (LTO) stands for the fostering of virtues oriented towards future rewards, in particular perseverance and thrift. Its opposite pole, short term orientation (STO), stands for the fostering of virtues related to the past and the present, in particular, respect for tradition, preservation of face, and fulfilling social obligations." Long-term oriented cultures are Asian countries such as China, Hong Kong, Taiwan, Japan and Thailand. Whereas, short-term oriented cultures are U.S.A., the UK, Canada, Sweden, Australia, Latin American, African and Muslim countries (Hofstede, 2011). However, there are ten

differences between long-term and short-term orientation, which can be shown in Table 2.6.

Short-Term Orientation	Long-Term Orientation
Most important events in life occurred in the past or take place now.	Most important events in life occur in the future.
Personal steadiness and stability: a good person is always the same.	A good person adapts to the circumstances
There are universal guidelines about what is good and evil.	Traditions are adaptable to changed circumstances.
Family life guided by imperatives.	Family guided by shared tasks.
Supposed to be proud of one's country.	Trying to learn from other countries.
Service to spending and consumption.	Thrift and perseverance are important goals.
Social spending and consumption	Large saving quote, funds available for investment.
Students attribute success and failure to luck.	Students attribute success to effort and failure to lack of effort.
Slow or no economic growth of poor countries.	Fast economic growth of countries up till a level of prosperity.

Table 2.6: Ten differences between short- term and long-term oriented cultures (Adapted from Hofstede, 2011, p.15*)*

Moreover, Hofstede's cultural dimension has also been extensively used to explain different phenomena in many international business fields such as entry mode choice, international diversification, and performance of multinational companies (Tihanyi et al., 2005). In order to understand cultural differences between nationalities, Table 2.7 quantifies the cultural dimension scores in various countries.

Country	PDI	IDV	MAS	UAI	LTO
Australia	36	90	61	51	31
Brazil	69	38	49	76	65
Canada	39	80	52	48	23
China	80	20	66	30	114
Germany	35	67	66	65	31
Hong Kong	68	25	57	29	96
Hungary	46	80	88	82	50
Japan	54	46	95	92	80
Netherlands	38	80	14	53	44
New Zealand	22	79	58	49	30
Poland	68	60	64	93	37
Sweden	31	71	5	29	33
Taiwan	58	17	45	69	87
Thailand	64	20	34	64	56
UK	35	89	66	35	25
USA	40	91	62	46	29
Vietnam	70	37	54	63	52

Table 2.7: Hofstede's the cultural dimension scores (Adapted from Hofstede, 1991 and Hofstede et al., 2010)

Following the table above, it can be noted that Thai national cultures reflect collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture (Hofstede, 1991; Hofstede et al., 2010). Moreover, these cultural dimension scores can help to understand the relationship between creolisation and human behaviour in several countries across the world. Creolisation can be found in the various dimensions of national culture because its aspects involve the cultural differences of people in each country. For instance, the study of Seock and Lin (2011) highlighted the differences of cultural dimensions in terms of behavioural purchasing between Taiwanese consumers and American consumers. Taiwanese consumers have highly demanded of international brand name goods than American consumers. The reason of this case is that Taiwanese consumers have less score of individualism and high score in collectivism and long-term orientation, whereas American consumers have high score in individualistic cultures and low score in long-term orientation. It means that the behavioural purchasing of Taiwanese consumers depend on their society, whereas American consumers purchase goods as their individuals. Creolisation in this study is the influence of foreign goods on local consumptions, which is caused by cultural flow and cultural change.

Correspondingly, Morris et al. (2011) suggested that cultural flow leads to the threatening mix of foreign cultures and heritage symbols that influences individualism and collectivism. In these cases, creolisation in manifestation of cultural flow, cultural change and cultural mixing can affect national culture as well as consumer behaviour. Its effects on culture at a national level, differ in each culture. However, Hofstede (2001) argued that people's culture do not change rapidly, a national culture has been treated as a relatively stable construct, especially individualism/collectivism, that reflects the sharing of knowledge, values, behavioural norms and patterns of behaviour

within a nation state (Erez and Earley, 1993). Hence, nationality can be considered as a viable substitute for culture (Beaudreau, 2006). To approach a deeper understanding of the relation between creolisation and national culture, there are the potential effects of creolisation on five cultural dimensions of national culture, which will be presented in the last section.

2.6 Creolisation and Ethnicity

The different degree and types of ethnic is posited in the different of national cultures (Statt, 1997). Hofstede (2001) pointed out that the term ethnic is used for minority groups that are culturally or physically different from the dominant cultures of societies. Minorities in the world consisting of a great variety of groups, from original populations, overrun by immigrants such as Native American and Australian Aborigines. Secondly, there are the descendants of imported worker such as African American and Turkish Germans. Thirdly, it refers to natives of former colonies such as Indians and Pakistanis in Britain. Finally, the last groups are international nomads such as Roma or Gypsies. Ethnicity includes two components, which are national origin (nationality) and race, and also involves religion (Statt, 1997). In terms of anthropology, ethnicity is usually defined as the relationship between group whose members may consider them-selves as different and these groups may in some situations be classified within society or an organizational (Eriksen, 2002). Ethnicity has also been determined by race, nationality, language group or more subjective aspects such as individual's conception of affinity to particular categories (Comaroff, 1996, cited in Lauring, 2007). At the same time, ethnicity involves numerous contexts such as consumer behaviour (Burton, 1996), language (Lauring, 2007), clothing (Crane et al., 2004) and communication (Kim et al., 2007).

In addition, Weinreich (1986a, 2003a) defines ethnicity in terms of identity, known as ethnic identity. Initially, the implication of identity is referred to the totality of one's self-construal, in which one construes oneself in the present and express the continuity between how one construes oneself as one was in the past and how one construes oneself as one aspires to be in the future (Weinreich, 1986a, 2003a). Hence, ethnic identity is defined as a part of one's self-construal made up of those dimensions that express the continuity between one's construal of past ancestry and one's future aspirations in relation to ethnicity (Weinreich, 2009). However, it is believed that ethnic identity is a phenomenon common to all humans, and often studied using samples from the term specific ethnic groups (Phinney, 1990). For instance, Thai identities such as Thai handicrafts appear in Thai fashion styles and global fashion trends.

With regard to the concept of creolisation, ethnic identity has been placed as a significant social factor in the society of origin and related to creolisation process, which called ethnicisation (i.e. ethnogenesis) (Knorr, 2008). Knorr (2008, p.5) pointed out that "a prerequisite for creolisation is a situation which involves (and enhances) process of ethnicisation". The concept of ethnicisation refers to "the formation of social boundaries aiming to protect the integrity of (presumed) ethnic-cultural heritages" (Milikowaki, 2000, p.443). Correspondingly, Eriksen (1999) further asserted that the concept of creolisation is always linked with ethnicisation and indigenisation. These processes are the important aspects of cultural creolisation which differ from other processes of cultural mixing.

2.7 Creolisation and Acculturation

In order to explicate the learning of culture, enculturation is the learning of one's own culture and the learning of a new or foreign culture is acculturation (Schiffman and Kanuk, 2000). Theoretically, enculturation often takes the form of explicit, concrete, specific, self-conscious (Czarniawska and Kunda, 2010) and emphasises the agentic individual incorporating cultural elements of any available ethnicity, mainstream or otherwise, which are important to the individual (Weinreich, 2009). While, acculturation is firstly defined by Redfield and colleagues who state that "acculturation comprehends those phenomena, which results when groups of individuals having different cultures come into continuous firsthand contact, with subsequent changes into the original cultural patterns of either or both groups" (Redfield et al., 1936, p.149). In the same way, Ortiz (1995, p.98) defined an acculturation "as the process of transition from one culture to another, and its manifold social repercussions".

According to the empirical studies of culture and consumer behaviour, acculturation is defined as the process by which those new to society adopted the attitudes, values and behaviours of the dominant host culture (O'Guinn et al., 1987). Similarly, Laroche et al., (1997, p.34) defined an acculturation as "immigrants which is an acquisition of the traits of the host culture and maintenance of traits of the culture of origin". These definitions of acculturation are closely related to the concept of creolisation that involves the immigration of people (Hannerz, 1987). In other words, creolisation has been associated with acculturation (Harring, 2004; Khan, 2009). Additionally, some research also suggests that acculturation shares similar cultural characteristic with creolisation which relates to cultural change. Social Sciences Research Council (1954, p.974) commented "acculturation as culture change that is initiated by the conjunction

of two or more autonomous cultural systems". This latter indicates that creolisation has closely relation to acculturation in terms of cultural change.

2.8 Creolisation and Its Effects on National Culture

In general, national culture has been affected by many dominant factors. Usunier (2000) suggested that national culture is shaped by linguistic, religious and ethnic characteristics. Correspondingly, Bik (2010) further asserted that ecological factors, history, language, wars, and religions are the crucial forces, which determine national culture. Additionally, several scholars also suggest that cultural change, cultural mixing and ethnicity have a potential impacted on national culture. In particular, there is cultural change in the national cultures (Mangundjaya, 2010). Agarwal et al. (2004) pointed out that national culture is challenged when environmental changes and situational contingencies accelerate adaption and cultural change. Equally, Taras (2011) made the similar argument that cultural change can determine national culture, for example individualism/collectivism (Morris et al., 2011) and masculinity/femininity dimension (Stedhan and Yamamura, 2004; Taylor et al., 2006). While, Kort (2003) studied the influence of cultural diversity on work team performance in South Africa and found that cultural mixing can impact national culture at individualism/collectivism and uncertainty avoidance dimension. In terms of ethnicity, the study of Perea and Slater (1999) suggested that ethnicity is the one of significant factors, which affects individualism/collectivism and power distance of national culture. As documented earlier, creolisation may influence numerous cultural characteristics, particularly cultural change, cultural mixing and ethnicity. Thus, it means that creolisation can impact on various dimensions of national culture. In other views, Table 2.8 summarises the potential effects of creolisation on national culture from many empirical studies.

Author(s)	Title	Summary
Doz et al., 1981	Global competitive pressures and host country demands: managing tensions in MNCs.	People in high uncertainty avoidance cultures are resistant to change (i.e. culture change). It means that changes can affect national cultures.
Arnould and Wilk, 1984	Why do the natives wear Adidas?	The influence of cultural change on individual behaviour that appears when foreign cultures impact native cultures.
Chu and Ju, 1993	The great wall in rains: Communication and cultural change in china.	Cultural change directly impacts the gender role (masculinity/femininity) in china.
Hofstede, 1993	Cultural constraints in management theories.	In terms of time orientation dimension, short-term oriented cultures are less open to change (i.e. includes culture changes), whereas long-term oriented cultures are acceptable to change. It means that change can determine time orientation.
Geletkanycz, 1997	The salience of culture's consequence: The effects of cultural values on top executive commitment to the status quo.	Dramatic changes in technology and globalization (i.e. cultures changes) influence uncertainty avoidance of top executive manager.
Perea and Slater, 1999	Power distance and collectivist/individualist strategies in alcohol warning: Effects by gender and ethnicity.	Ethnicity and gender effect on power distance and collectivist/individualist strategies in alcohol warnings.
Acevedo, 2003	Understanding ethnicity: The relation among ethnic identity, collectivism, and individualism in African American and European American.	Ethnic identity is a strong mediator in the relationship between ethnicity and collectivist behaviour towards ethnic group.
Kort, 2003	The impact of cultural diversity on work team performance: a South-African perspective.	Cultural mixing affects individual behaviour and uncertainty avoidance.
Stedhan and Yamamura, 2004	Measuring national culture: does gender matter?	Cultural change may have a strong impact on femininity than Masculinity.
Taylor et al., 2006	Land, ethnic, and gender: Transnational migration and its effects on Guatemalan lives and landscapes.	Migration leads to culture change and impacts on ethnic identity and masculinity/femininity.
Abubaker, 2008	The influence of Chinese core cultural values on the communication behaviour of overseas Chinese students learning English.	Chinese core cultural values such as power distance, uncertainty avoidance and masculinity are influenced by Chinese grammar rules when learning English grammar. The results indicate that cultural mixing in communication behaviour effects Chinese national cultures.
Koubaa et al., 2011	Then dual impact of traditional and national cultural values on expatriate ethnic group's attitudes and willingness to buy.	The influence of cultural change and cultural mixing on individual attitude towards purchasing.
Morris et al., 2011	Cultural identity treat: The role of cultural identifications in moderating closure responses to foreign cultural inflow.	Cultural flow leads to the threatening mix of foreign and heritage symbols influences individualism and collectivism.

Table 2.8: The potential effects of creolisation on national culture

According to the summaries from the table above, the five cultural dimensions of national culture comprise individualism/collectivism, power distance, masculinity/ femininity, uncertainty avoidance and time orientation are affected by creolisation in manifestation of cultural change, cultural mixing and ethnicity. In order to approach the intention and objectives of the current study, the first theoretical proposition is identified as follows;

P1: *Creolisation in a manifestation of cultural change, cultural mixing and ethnicity affects the five cultural dimensions of national culture*

However, the table also indicates that many of studies emphasise the impact of cultural change, cultural mixing and ethnicity on only some dimensions of national culture. There is still limited research exploring the role of creolisation on national culture, in particular all five cultural dimensions. This corresponds with the first objective of the current study, which aims to identify the influence of creolisation in manifestation of cultural change, cultural mixing and ethnicity on the five cultural dimensions of national culture.

2.9 Summary

This chapter aims to review the definition of creolisation, which referred to the process of cross-cultural change and cultural mixing that appears when original cultures have been influenced by and integrated with foreign culture. Its prominent aspects involve ethnic identity and create something new in terms of culture. This chapter also explains the relationship between creolisation and culture in various contexts. In particular, the potential effects of creolisation on five cultural dimensions of national culture, namely individualism/collectivism, power distance, masculinity/femininity, uncertainty

avoidance and time orientation. Creolisation can influence the five cultural dimensions of national culture through its prominent aspects, which are cultural change, cultural mixing and ethnicity. This chapter also indicates that the relationship between creolisation and culture can be distinguished into two perspectives. The first one is creolisation as culture and second, creolisation acts as a significant factor that influences culture, particularly national culture. In addition, several extant literatures also suggest that creolisation and five cultural dimensions of national culture affect consumer behaviour, which will be intensively discussed in the next chapter.

Chapter Three: Understanding the Influence of Culture on Consumer Behaviour

Introduction

Creolisation in this study refers to culture and its particular aspects that involve many cultural contexts. These contexts include cultural change, cultural mixing and ethnicity. This chapter is concerned with the influence of cultural creolisation on consumer behaviour. In order to understand this issue, the discussion begins with the definitions of culture and consumer behaviour, which are mutually related. The next section is the background of culture's influences on consumer behaviour. Afterwards, culture and influencing factors of consumer behaviour is discussed. The last section provides a theoretical approach to the influence of culture on consumer behaviour and the relationship between creolisation and consumer behaviour.

3.1 Definition of Culture and Consumer Behaviour

According to empirical literature on culture and consumer behaviour, the definitions of culture are often related to consumer behaviour. As Kroeber and Kluckholm (1952, cited in Miroshnik, 2002, p.526) stated that

> "Culture consists of patterns, explicit and implicit of and for behavior acquired and transmitted by symbols, constituting the distinctive achievement of human groups, including their embodiment in artifacts; the essential core of culture consists of traditional (i.e. historically derived and selected) ideas and especially their attached values; culture systems may, on the one hand, be considered as products of action, on the other hand as conditioning elements of future action. Culture is something that is shared by almost all members of some social group; that the older members of the group try to pass on the younger members and something (as in the case of morals, laws and customs) that shapes behaviour"

Correspondingly, other definitions such as Tung (1995) defined culture as the dynamic process that occurs within a given society group and which creates the cognitive map of beliefs, values, meaning and attitudes that drive perception, thoughts, reasoning, actions, responses, and interaction. Lustig and Koester (2003) pointed out that culture is an accumulated set of shared beliefs, values, and social norms which impact on the behaviour of a relatively large group of people. Groeschl and Doherty (2000) also concurred that culture consists of several elements of which some are implicit and others are explicit. Most often these elements are explained by terms such as behaviour, values, norms, and basic assumptions (Groeschl and Doherty, 2000). Implicit elements include ideologies, coherent sets of beliefs, basic assumptions, shared sets of values, important understandings, and the collective will (Sackmann, 1992), whereas explicit comprises norms and practices (Hofstede, 1998; Jermier et al., 1991), heroes (Hofstede, 1997) symbols (Burchell et al., 1980), language, ideology, ritual, ceremony and myths (Pettigrew, 1979).

In terms of consumer behaviour, the implication of consumer behaviour has obviously been mentioned as the study of human behaviour in a consumer role (Belch and Belch, 1990). Human behaviour is a term that refers to the total process whereby the individual interacts with their environment (e.g. social and culture) (Walters, 1974). Hence, consumer behaviour can be found in human behaviour. Typically, consumer behaviour is defined as the processes, which involve purchasing. As Walters (1974, p.7) described "consumer behaviour as the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services". Likewise, Mowen (1993) and Solomon (1999) accorded that consumer behaviour as the study of the buying and exchange processes which involve individuals of group select, purchase, use, or dispose of products, services, ideas, or experience to satisfy need and desires. However, these

definitions indicate that culture and consumer behaviour have a mutual relationship, especially culture constructs affecting to consumer behaviour. Hence, the current study will further discuss the background of the influence of culture on consumer behaviour which will be presented in the next section.

3.2 Background of Culture's influence on Consumer Behaviour

The relationship between culture and consumer behaviour has growing popularity among several studies, particularly culture influences consumer behaviour (Babin et al, 1994; Gong, 2009; Hair and Ralph, 1973; Hofstede, 1980; Luna and Gupta, 2001; Moulettes, 2007; Watkins, 2010). Culture is the prime determinant of the consumer's attitudes, behaviours and lifestyles, and thus the needs that consumer satisfy through the acquisition and use of goods and services (Cleveland and Laroche, 2007). In a consumer society, cultural meaning moves from a culturally composed world to consumer goods, and then from these goods to the individual consumer (McCracken, 1986). Individual behaviour is the result of the correlation between culturally dependent social roles and individually different role identities (Matsumoto, 2007).

According to the existing cross-cultural studies, culture affects consumer behaviour at diverse levels of culture. Culture influences values of consumer at a national level (Hofstede and Peterson, 2000). As Hofstede (1980) stated that a national culture has been accepted to influence significantly individual values and attitudes. Values refer to the conscious, cognitive representations of needs, as they developed within a given world-view or culture. For instance, values are inner harmony, freedom, pleasure, and happiness (Rokeach, 1973). Values are the key elements of culture, which can help explain behavioural aspects. The implication of values forms the basis of consumer

behaviour processes (Luna and Gupta, 2001) and also shape consumer behaviour (Watkins, 2010), whereas organisational culture impacts practices (Hofstede et al., 1990). Practices are learned later through socialisation in the workplace after an individual's values are firmly in place. Practices include heroes, rituals and symbols. Heroes refer to "person, alive or dead, real or imaginary who possess characteristic, which is highly prized in culture, and who thus serve as models for behaviour" (Hofstede, 1997, pp. 8). Ritual is not only defined as religious behaviours, but also refers to "a social action devoted to the manipulation of the culture meaning for purpose of collective and individual communication and categorisation" (McCracken, 1988, pp.84) and symbols are a board category of processes and objects that carry a meaning that is unique to a particular group of people (Geertz, 1973, pp.89). The origin of symbols can be found at the basis of human behaviour (Sahlins, 1999). Similarly, Hofstede (1997) asserted that culture affects consumer behaviour by means of values, heroes, rituals and symbols. On this basis, it can be inferred that culture is expected to have an important influence on consumer behaviour. In other views, the specific cultural dimensions can affect specific consumer behaviour components (Luna and Gupta, 2001). As can be seen in Figure 3.1;
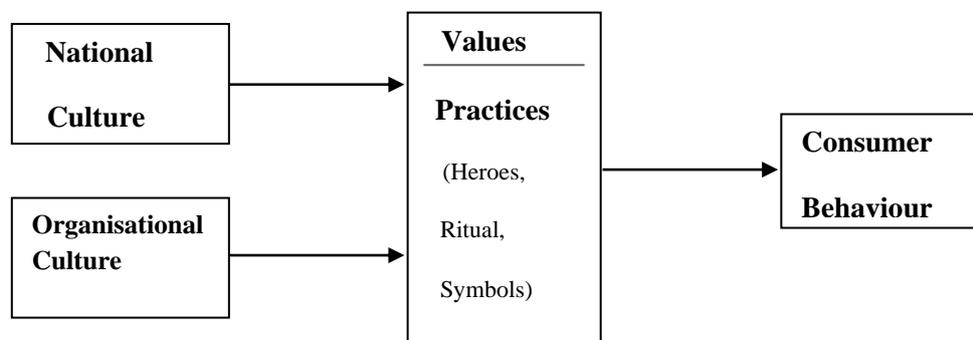
Figure 3.1: The influence of culture on consumer behaviour through values and practices at different levels (Adapted from Luna and Gupta, 2001)

In the same way, Karahanna et al., (2005) also concurred that culture affects consumer behaviour through the two significant moderators of values and practices. Values often emerge in the definition of culture (Kroeber and Kluckholn, 1952; Triandis, 1972; Lachman, 1983) and have been defined as an enduring belief that a specific mode of conduct or end-state of existence is personally or socially preferable to an opposite or converse mode of conduct or end-state of existence (Rokeach, 1973). As Karahanna et al., (2005, pp.35) stated that:

> "Values are acquired through lifestyle altering experiences, such as childhood and education. Typically, values are acquired early on in life through the family and neighborhood and later through school. They provide us with fundamental assumptions about how things are. Once a value is learned, it becomes integrated in to an organized system of values where each value has a relative priority".

A value system is relatively constant in nature but can change over time, reflecting changes in culture (e.g. migration or value imparted by a professional culture) as well as personal experience (Karahanna et al., 2005; Ali and Brooks, 2009). While, practices are learned later through socialisation in the workplace after an individual's values are firmly in place. They provide a society with learned ways of doing things, such as facts about the world, how it works, and cause-effect relationships. Whereas values are fairly hard to change, practices can be altered (Karahanna et al, 2005). For instance, Erez and Earley (1993) stated that the distinction between peripheral values (i.e. practices) that can change through life and core values (i.e. values) that are acquired in youth and are difficult to change (As cited in Karahanna et al, 2005).

Values and practices are mutually related. Values are influenced by practices during the formative years in which values are starting to form. Later on in life, practices do not affect values. In contrast, practices are always evolving. Ideally, practices should reflect values and be in synchrony with them but that is not all the time (Ali and Brooks,

2009). This discontinuity arises when practices compelled by one level of culture (e.g. organizational level) are at odds with values comprising another level of culture (e.g. national level), and practices are much more related to current environmental conditions (Karahanna et al., 2005).

Following the study of Karahanna et al., (2005), values and practices also have the relative importance at various levels of culture. Values are more important than practices in the higher level cultures such as supranational (e.g. ethnic or religious), whereas practices and norms dominate for the lower level cultures such as group and individual level. Therefore, supranational and national levels of culture outstandingly influence an individual's values. Conversely, an individual's practices would be influenced principally by professional and organization cultures. As can be shown the relative importance of values and practices by Figure 3.2, which adapted from Karahanna et al., (2005).
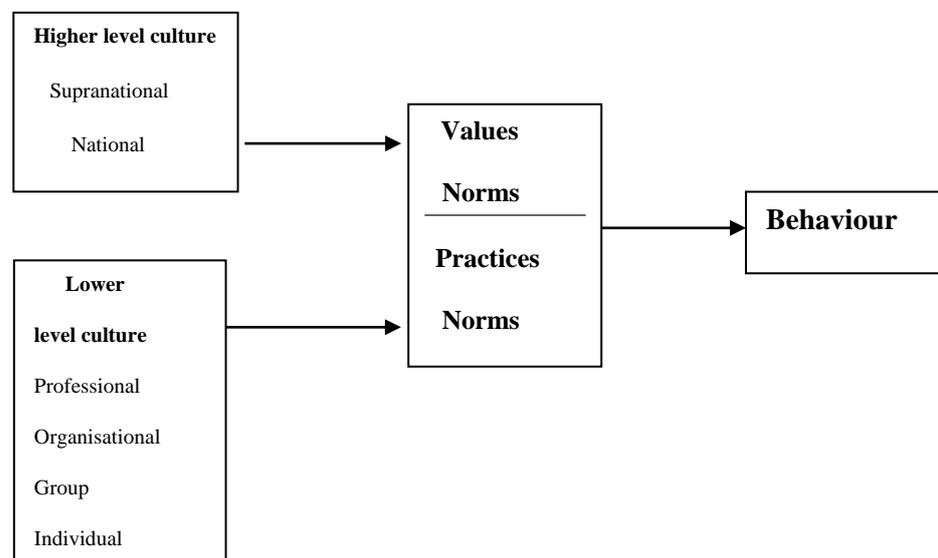
Figure 3.2: The relative importance of values and practices at various levels of culture
(Adapted from Karahanna et al, 2005)

In terms of consumer behaviour, various levels of culture interact to form an individual's culture and to shape behaviour. Karahanna et al., (2005) suggested that different levels of culture will have a foremost influence on an individual's action. Behaviours will be influenced by supranational and national cultures via values. In turn, behaviours involving practices will probably be influenced by professional and organisational cultures.

Additionally, many studies of cultural influence on consumer behaviour suggested that the influence on consumer behaviour is affected by culture. These aspects are attitude, motivation, personality, perception, personal values, learning, emotion and lifestyle. At the same time, these aspects have also been involved and influenced by social factors such as subcultures, social class and groups. Table 3.1 briefly summarizes the cultural influence on various aspects of consumer behaviour.

Author (s)	Summary
Murray, 1938	Human motivations involve independent selves and culture.
Stockdale, 1978	Human perceptions have been affected by social culture.
Hofstede, 1980	People's attitudes are determined by their culture.
Lutz, 1988	Emotions have been influenced by culture and serve as one important source of motivation.
Traindis, 1994	Social culture shapes behaviour, perception, norms and expectations.
Markus et al., 1996	Emotions are universal and implicated with culture.
Solomon, 1996	Groups influence consumer behaviour though reference groups.
McCrae and Costa, 1996,1999	The five traits of personality have related to culture.
Statt, 1997	Subcultures are important factor, which influence people and their behaviour and sense of identity.
Antonides and van Raij, 1998	People's lifestyle is related to culture.
Luna and Gupta, 2001	Cultural values influence values, cognition, affect and behaviour (i.e. the components of attitudes).
Oyserman et al., 2002	Groups are a core aspect of valued personal traits and can be changed by culture.
Williams, 2002	Social class can directly impact consumer behaviour.
De Mooji, 2004	Values of consumer are defined by their culture.
Karahana et al., 2005	National culture and organizational culture influence values, cognitive beliefs and attitude toward behavioural intention.
Matsumoto and Wilson, 2008	Emotions play as significant root of motivation and have been affected by culture
Walter et al., 2008	Learning is distinguished as a four stages, which consist of comprising of hypothesizing, exposure, encoding and integration. These stages have been influenced by familiarity, motivation of customers to learn and ambiguity of the information environment (i.e. culture).
Migliore, 2011	National culture affects personality traits in various cultural dimensions.

Table 3.1: Cultural influence on various aspects of consumer behaviour

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In addition, these aspects are also defined as individual factors and social factors, which influence consumer behaviour and have been affected by culture. Empirical studies indicated that these factors have a correlation and share mutual impacts in each other. The relationship between culture and these influencing factors of consumer behaviour will be distinctly elaborated in the following section.

3.3 Culture and Influencing factors of Consumer Behaviour

The concepts of consumer behaviour are usually classified into scientific disciplines which are psychology (i.e. the study of the individual), sociology (i.e. the study of group), social-psychology (i.e. the study of how individuals operate in groups) and economic (Engel et al., 1993; Schiffman and Kanuk, 2000). Each discipline associates with culture at different levels. Psychology is the study of human behaviour at an individual level, whereas sociology refers to the study of human behaviour at group level (Kotler, 1994). These studies are involved in the influencing factors of consumer behaviour which are social factors and individual factors (Statt, 1997, De Mooji, 2004). Social factors consist of subculture, social class, group and family, whereas individual factors comprise attitudes, motivation, personality, perception, personal values, learning and lifestyle. Principally, culture is one of the social factors, which affects consumer behaviour through psychological factors, and social factors (De Mooji, 2004). The influence of culture on these factors will be discussed in the following section.

3.4 Social factors

This section will provide an understanding of the social factors of consumer behaviour which consist of subcultures, social class, and groups (i.e. reference groups and membership groups), also discuss how these social factors affect consumer behaviour.

3.4.1 Subcultures

In general, each culture contains smaller groups of subculture that provide more specific identification and socialisation for its members (Pandy and Dixit, 2011). A subculture refers to culture and behaviour of individuals with similar values formed smaller groups (Lenartowicz and Roth, 2001). Subculture is also frequently representative of a particular nationality, religion, geographic group or racial group. In particular, geographical regions and religions are essential in the formation of sub-culture (Yakup et al., 2011). In terms of consumer psychology, subcultures are an important factor, which influence people and their behaviour and sense of identity (Statt, 1997). The preference of individuals who live very close to each other can be different. Individuals belonging have different subculture values, attitudes and social structure of the members of other sub-culture. These differences indicate that sub-cultural segmentation of the market activity has made a significant variable (Lindridge and Dibb, 2003). For instance, Thai culture has different subcultures which are based on geographic such as Northern Thai group and Southern Thai group. They are quite different in terms of languages and religions.

3.4.2 Social Class

The term of social class is referred to homogeneous and relatively permanent divisions in a community in which individual and families of people sharing similar values, interest and behaviours that can be classified (Engel et al., 1993). In terms of individual of people, Henry (2005) suggested that the individual status of people is determined according to their societies (Henry, 2005). While, Kelman (1974) argued that individual behaviour is often affected by the three social influence processes consisting of compliance, identification and internalisation. Compliance refers to an individual acts to

comply with the opinion of others who are important person to him or her (e.g. board leaders). Identification refers to an individual identification of people with their society (e.g. individual senses). Finally, Internalisation refers to an individual believes the influence which due to the congruence of his or her value with those of group members (Dholakia et al., 2004). These processes also are usually represented by subjective norm, social identity and group norm (Dholakia et al., 2004; Shen et al., 2000). The behaviour of members of the social class structure, education levels, attitudes, values and communication styles are similar, and these characteristics are different from other social class members (Williams, 2002).

Furthermore, social class is influenced by nine variables consisting of economic variables (i.e. occupation, income and wealth), inter-action variables (personal prestige, association and socialisation) and political variables (power, class consciousness and mobility). In particular, occupation is commonly used proxy of social class (Gilbert and Kahl, 1982). Correspondingly, Allen (2002) concurred that social classes are determined not only by one variable but also by others such as education, income, living area, activities and values.

Social class can be categorised as an example in the system of the United Kingdom where comprises first; upper-middle class (i.e. professional, higher-managerial, senior civil servants), second; middle class (i.e. middle managers or principle offices in local/central government), third: lower-middle class (i.e. junior managers, routine white-collar or non-manual worker) and skilled working class (i.e. manual workers, apprentices to skilled workers), fourth; (i.e. semiskilled workers) and residual (i.e. dependent on long term state benefits) (Hadfield et al., 1994, cited in De Mooji,2004).

In consumer behaviour, social class can directly affect consumer behaviour. The social class construct is fundamentally a summary surrogate for all dimensions of social prestige and power, and social status is a function of society. It influences consumer decision making such as consumer purchase (Williams, 2002). Social classes show preferences in various consumptions such as clothing, home furnishing, entertainment and gaming activities. There are also different in media consumptions. For instance, upper-class consumers prefer books and magazine, while sub-class consumers prefer television. In particular, TV programmes, upper-class consumer prefers news and drama, whereas low-class consumers prefer films and sports (Yakup et al., 2011). In terms of fashion consumption, upper-class consumers prefer luxury fashion brands, whereas low-class consumers prefer street fashion brands in mass market.

3.4.3 Groups

In consumer psychology, a group usually refers to "two or more people who regard themselves as a collectivities interact with each other while sharing the same norms" (Statt, 1997, p.145). Norms, in regard to opinion, perceptions, attitudes, and behaviours often develop within a group (Antonides and van Raaij, 1998). Group norms are defined as group rules accepted and respected by all group memberships, which affect group members to perform in agreement with generally, accepted group behaviours (Ehrman and Dornyei, 1998). Basically, people are part of or join a group with four reasons which are first; people need to complete a task that cannot be done it alone, second; people need to gain friendship, companionship and support, third; people need to obtain a source of a psychological security, fourth; people are a particular family (Rice, 1993). Groups can be divided into two types that influence consumer behaviour. These are reference groups and membership groups.

Reference groups; De Mooji (2004) defined reference group is a group of people of which an individual or another group is compared (e.g. membership, family). While, Solomon et al., (1999) stated that reference group is paralleled as an actual or imaginary individual or group that is relevant for and individual's evaluation, aspiration, or behaviour. In at least some types of consumer decision-making and influences consumer behaviour, reference group is also an important influence (Bearden and Etzel, 1982). For instance, reference groups such as pop satr and celebrities influence Thai fashion consumption.

According to Constantinescu et al., (2009), reference groups affect consumer behaviour and the community in proportion to perceived risk. There are strong products that express the social status of the client such as cars and clothing (Constantinescu et al., 2009). The influence of a reference group can be distinguished into three aspects. There are informational, utilitarian and value-expressive. First, informational influence conveys valuable information to consumers about themselves, other people as well as other things of their environment (e.g. products or services). Utilitarian influence refers to the organizing process of reference group on significant rewards or punishments, which can either be tangible or psychological. Lastly, value-expressive influence can affect self-concept of consumers (Bearden and Etzel, 1982; Strong and Eftychia, 2006). Solomon (1996) pointed out that reference groups can influence consumer behaviour by two dimensions which are whether the purchase is to be consumed publicly or privately and whether it is a luxury or a necessity. Particularly, products consumed publicly by reference groups will have greater affect than for those that will be used privately (Solomon, 1996). Likewise, Kotler (2000) suggested that reference groups, by exposing an individual to new behaviours and lifestyles as well as influencing attitudes and self-concept will create pressures for conformity that may affect actual product and brand

choices, for example luxury fashion product consumption is affected by reference groups such as celebrities.

Membership groups; Statt (1997) divided membership groups into two types, which are primary and secondary. Primary groups or small groups are small members in one group and they can contact directly in each other such as family, friends, neighbours and co-worker. Secondary groups are large memberships in one group such as religious, professional and trade unions.

In particular, the family is one of the most influential groups, which affect consumer behaviour (Du Plessis et al., 1994). Family refers to "a group of two or more people living together who may be related by blood, marriage or adoption" (Statt, 1997, p.115). The family is also a social group and has been identified as a normative reference group, or groups that provide the individual with norm, attitude and values through direct and indirect interaction (Bearden and Etzel, 1982, cited in Pimpa, 2003). Previous studies suggested that the influence of family on consumer behaviour can be separated into two aspects, which are recommendation and financial support, although the influence of reference group on consumer behaviour can extend beyond these aspects alone (Pimpa, 2003). In terms of consumer socialisation, the family is the developmental sequence characterizing the growth of consumer knowledge, skills and values as children mature throughout childhood and adolescence (John, 1999, cited in Strong and Eftychia, 2006). This can occur directly through intention instruction or indirectly through observation and modeling (Peter and Olsen, 2001, cited in Strong and Eftychia, 2006).

In terms of culture, groups are changed by culture, especially in collectivist cultures, group membership is a core aspect of identity, and valued personal traits reflect goals of

collectivism, such as maintaining harmonious relationships with close others (Oyserman et al., 2002, cited in De Mooji, 2004). On the other hand, groups frequently do not gain a profit on cognitive diversity and has difficulty developing a group identity and cohesion which can state that groups has difficulty learning, hence groups are unable to organize member contributions effectively (Driver, 2003). Moreover, there are other individual factors of consumer behaviour which have been affected by culture. The current study will discuss these factors in the following section. For instance, Thai culture reflects a collectivist culture. Their consumptions behaviours have relied on group decision such as fashion consumption.

3.5 Individual factors

This section will present an understanding of the individual factors of consumer behaviour which comprise attitudes, motivation, personality, perception, personal values, learning and lifestyle, also discuss how these individual factors relate to culture.

3.5.1 Attitude

Attitude refers to "a learned predisposition to respond to an object in a consistently favorable or unfavorable way. It significantly plays an important role in consumer behaviour" (Huang et al., 2004, p.600). In the same way, Politz (1958) stated that attitudes are predispositions felt by buyer before they enter the buying process. The buying process itself is a learning experience and can lead to change in attitudes. Therefore, attitudes do not automatically guarantee all types of behaviours (Pachauri, 2002). Attitudes drive behaviour, at the same time behaviour also drives attitudes (De Mooji, 2004). Attitudes also are abstracts or mental positions that cannot be scrutinized directly (Wilkie, 1994) and may be positive, negative or impartial (Walley et al., 2009). Differently, attitude is a unification of beliefs and evaluations. The beliefs concern the

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perceived characteristics of products and the evaluative components can be linked with values (Antonides and Van Raaij, 1998).

According to existing literatures (Blackwell et al., 2001; Pachauri, 2002; Schiffman and Kanuk, 2004; Walley et al., 2009), attitude consists of three core components, which are a cognitive component, an affective component and a conative component. Firstly, cognitive component (beliefs) is cited to explain the beliefs of consumer who has about an attitude object (i.e. anything toward which one has an attitude). Affective component (feeling, emotion and moods) refer to the way a consumer feels about an attitude object. Lastly, conative component (behavioural intention) is defined as the intentions of a person who wants to do something with regard to an attitude object. The intention does not always result in actual behaviour. For instance, when a desired brand is out of stock, a person's past behaviour may be a better indicator of future behaviour (Bagozzi et al., 1991, cited in Pachauri, 2002). As can be seen in Figure 3.3, Schiffman and Kanuk (2004) suggested a model of the components of attitude, which is called the tripartite model.
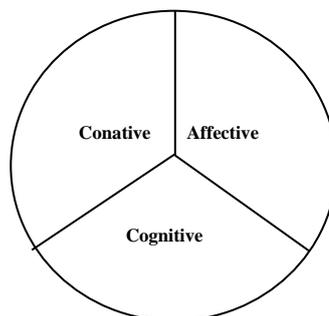
Figure3.3: The tripartite model of attitude (Adapted from Schiffman and Kanuk, 2004)

These components of attitude have correlation in a different hierarchy of effect that depends on the consumer's level of motivation with regard to the attitudes object. There are three hierarchies: firstly, attitudes are shaped in the order of beliefs, affect and behaviour. Secondly, attitudes based on behavioral learning follow the beliefs, behaviour and affect sequence. Finally, attitudes based on the experimental hierarchy follow the affect, behaviour and beliefs route (Pachauri, 2002). In the relation with culture, people's attitudes are guided by their culture (i.e. national culture) (Hofstede, 1980) and values, which makes them culture-bound. Correspondingly, Douglass and Pratkanis (1994) concurred that culture is one of the key sources for the conformation of attitudes (i.e. other sources are generation effects, social role, laws, mass media and total institution). Several studies in sociology, psychology, management, etc. have confirmed that different attitudes are combined with different cultures (Christie et al., 2003). In terms of Thai national culture, they reflect a collectivist culture. Thai people's attitudes have relied on others, for example they have positive attitudes in stylish dressing and want to be fashionista by following global fashion trends.

3.5.2 Personal Values

In psychological practice, personal values are defined as pleasurable goals, which provide a guiding principle in people's live (Schwartz and Bilsky, 1990). People integrate values into their value system and prioritize in terms of their relative importance (Rokeach, 1973). Values are the main dependent variable in the study of culture, society and personality, and the main independent variable in the study of social attitudes and behaviour (Rockech, 1986). Personal values can also be characterized as relatively stable criteria that people use to evaluate their own and other's behaviours across situation (Sousa and Coelho, 2011).

Schwartz (1990) developed a theory of the value system for understanding the conceptual organization and the dynamic relations among value types, which are universalism, benevolence, conformity, tradition, security, power, achievement, hedonism, stimulation and self-direction. Schwartz also hypothesizes that people's actions taken in pursuit of each type of value have psychological, practical and social consequence that may conflict or be cooperative with, the pursuit of other value types (Sousa and Coelho, 2011). These value types are arranged in four higher order value domains that separate as two basic bi-polar dimensions: the first one is openness to change (stimulation and self-direction) versus conservation (security, conformity and tradition). Second is self-enhancement (power and achievement) versus self-transcendence (universalism and benevolence). Differently, the hedonism value has elements of both the openness to change and self-enhancement dimensions. The ten types of values from a continuum of related motivation (Sousa and Coelho, 2011, p.6), which can be demonstrated by circular structure:
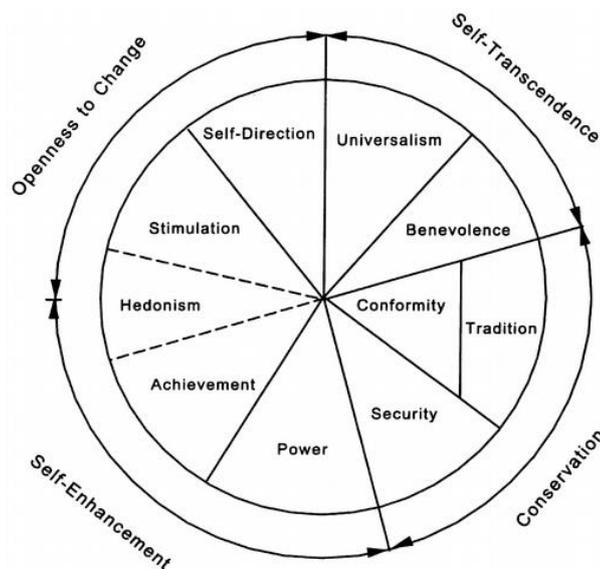
Figure 3.4: Schwartz's theoretical model of the ten types of values (Adapted from Schwartz, 1992)

While, Chen and Dhillon (2003) argued that a person's value system conducts behaviour and the interpretation of experience by providing criteria that a person can use to assess and make sense of event and actions in the surrounding world. The particular value system determines type of behaviour, events, situations or people that are desirable or undesirable (Chen and Dhillon, 2003). Furthermore, values are often separated into two types in terms of consumer's decision of a purchase experience (Babin et al., 1994). These values are utilitarian values and hedonic values. Utilitarian values refer to a critical process of rational, decision effective and goal oriented (Barta and Ahtola, 1991; Hirschman and Holbrook, 1982). While, hedonic values are defined as motivation from different elements of consumption behaviour, which are happiness, fantasy, awakening, sensuality and enjoyment (To et al, 2007). Hedonic value usually is more subjective and personal than utilitarian value and, the results of hedonic are, for example entertainments (Hirschman and Holbrook, 1982). In addition, hedonic value also affects the unplanned decision of consumer for products purchased, whereas utilitarian value does not (Babin et al, 1994). The impact of products purchased for pleasure has different levels than products purchased for utility (Dhar and Wertenbroch, 2000). Whilst, Noble et al. (2005) argued that utilitarian values influence consumer in retailing and also understanding utilitarian values can serve as a foundation for expanding understanding hedonic values. Hence, this evidence indicates that utilitarian values have a relation to hedonic values and impacts on consumer behaviour.

In relation to culture, values of consumers are defined by their culture (i.e. national culture). At the same time, values also shape the core of culture (Hofstede, 1970). Each culture has its own values system, i.e. Hierarchical ordering of values in terms of their importance (Christie et al., 2003). Values include three components, which are cognitive, affective, and behavioral component (i.e. similar to attitude) (De Mooji,

2004). These components are determined by values, and they influence consumer behaviour through these components (Luna and Gupta, 2001). For instance, as documented, Thai culture reflects a collectivist culture. Thai people have relied on family, friends and celebrities, especially in terms of fashion consumption.

3.5.3 Personality

Personality refers to an individual character which distinguishes a different of person from others (Costa and McCrae, 1992; Robinson, 2005). This implication of personality reflects the concept that an individual possesses personality traits, which are the core dimensions of individual differences in terms of thought, feeling and patterns of action (McCrae, 2000; Korzaan and Boswell, 2008). According to empirical studies, personality traits comprise agreeableness, conscientiousness, extraversion, neuroticism and openness to experiences (Digman, 1990; Goldberg, 1992; John and Srivasta, 1999; McCrae and Costa, 1996; Norman, 1963). There are the five broad level of person's character that can be briefly described from low to high. Firstly, agreeableness is defined as a kindness, submissive personality and a person who avoids enmity and tends to cooperate with others (Cloninger, 2004). People who are high in agreeableness are a likeable person who gets along with others and helps them at work consistently. This helping behaviour is not dependent on being in a good mood (Ilies et al., 2006). In contrast, people with low scores in agreeable are not shown to quit their jobs unexpectedly, they also have a strong conflict with others (Zimmerman, 2008). Conscientiousness refers to the individuals control and regulation of people in terms of management, planning and accomplishment. People who have high scores tend to be ambitious, careful, and reliable, whereas low scores indicate being relaxed, distracted and having flexibility (Costa and McCrae, 1992). Extraversion is described as a

person's propensity to be sociability, activity, assertiveness and positive emotionality, which conflicts an introversion (Salgado, 1997). Extraverts have an easier time than introverts when adjusting to a new job. They actively attempt to find more information and feedback, and construct effective relationships, which helps with their adjustment (Wanberg and Kammeyer-Mueller, 2000). Neuroticism is characterised by immoderate worrying that causes negative emotionality such as anxious, nervous, distress, sad and angry. People scoring high on this dimension have an inability to control stressful situations (Costa and McCrae, 1992). These people also have an emotional adjustment problems, experience stress and depression on a chronic basis. For instance, they are less likely to be someone people go to for advice and friendship (Klein et al., 2004). Finally, openness to experience implies an intellectually curious to discover new ideas of an individual's mental and experimental life (John and Srivasta, 1999). People very high in openness seem to succeed in situations, which require being flexible and learning new things. Conversely, people who have low scores reject newness and not open for any changes (Barrick and Mount, 1991). The five broad level of person's personality can be depicted as follows.
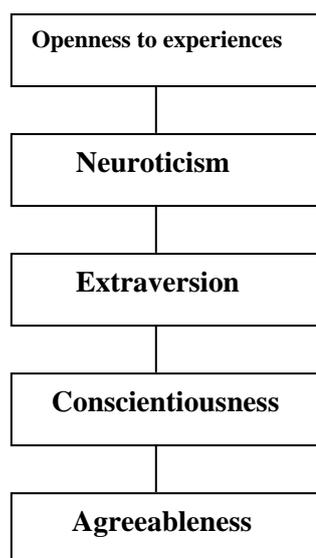
Figure 3.5: The five factors of personality traits (Adapted from McCrae and Costa, 1996)

In the relation to culture, the five traits of personality have also involved culture (McCrae and Costa, 1996, 1999). There is the influence of biological based tendencies and culturally shaped adaptations, which affect individual personality traits (McCrae, 2000). For example, language is a universal basic tendency, but its adaptation is dependent upon the cultural environment (Migliore, 2011). Similarly, the study of Migliore (2011) asserted that national culture affects personality traits in various cultural dimensions. Other scholars also further suggested that personality traits, values and culture are connected to behavioural choices of consumer (Adler, 1986, 2002; Hofstede, 1980, 200; Hofstede and McCrae, 2004). In case of Thai national culture, Thai people's personalities have often followed famous people. For example their fashion consumptions are based on pop star or models.

3.5.4   Perceptions

The term of perceptions is aptly defined as a psychological situation, which happens when a person's demand exceeds the supply (Stokols, 1972). Perception is "the process by which an individual selects, organizes, and interprets stimuli into meaningful and coherent picture of the world" (Schiffman and Kanuk, 1997, p.146). The key implication of perception is related to an individual. As Eroglu and Machleit (1990) pointed out that perception of human is driven by the number of individuals within a relevant density, and the extent of social interaction. Likewise, Kotler (2000) commented that perception depends not only on the physical stimuli but also on the stimuli's relation to the surrounding field and condition within the individual.

In terms of consumer behaviour, perceptions are the contribution factors to consumer behaviour such as purchasing or word of mouth, as well as attitudes such as satisfaction, loyalty and trust (Crosby et al., 2003 cited in Horn and Salvendy, 2006). According to

McCarthy and Perreault (1993), perceptions determine what consumers see and feel. There are three selective processes of consumer, which can be explicated as follows. Selective exposure relates to consumers who concentrate on certain stimuli whilst ignoring others. Their eyes and mind find out and notice only information that interests us (Assael, 1998; Kotler, 2000). Selective perception however is consumer who screen out or modify ideas, messages, and information that conflict with previously learned attitudes and beliefs (Kotler, 2000; Schiffman and Kanuk, 1997). Finally, selective retention is consumer who remembers only what they want to remember (Assael, 1998; Kotler, 2000). These selective processes of perception can determine consumer behaviour in different ways.

Furthermore, perceptions of human have also been affected by internal factors (individual factors) such as emotion, physical, personal experience, personality and external factors (social factors) such as social culture, group, environment and social class (Analoui, 2007; Buchanan and Huczynski, 2004; George and Jones, 1999; Stockdale, 1978). In the correlation with culture, especially, social culture shapes behaviour, perceptions, norms and expectations in an innumerable number of social settings (Triandis, 1994). This implies that perceptions are closely related to consumer behaviour and culture.

3.5.5 Learning

In order to understand consumer behaviour, learning is the psychological basis of the consumer, which refers to the relatively permanent changes in behaviour, knowledge, feeling or attitudes that occur as result of prior experience (Statt, 1997) and education (Campbell, 1966). A person's learning is generated through the interaction of stimuli, drives, cue, responses, and reinforcement (Kotler, 1994). As Hosch and Deighton

(1989) stated that the consumers learn in many ways that could be concerned with knowledge by description, information from encounters involving verbal description, description or modeling (As cited in Walter et al., 2008). Learning is organized as four stages, which include hypothesizing, exposure, encoding and integration. These stages have been influenced by familiarity, motivation of customers to learn and ambiguity of the information environment (Walter et al., 2008). Moreover, leaning of consumer also involves the term memory and emotion, which can be explained as follows.

Memory refers to the capacity to encode, store, and retrieve information (Baddeley, 2000). Memory systems can be divided into five systems (Fertuck et al., 2006). First, working memory is stored primarily and related to the conscious storage and manipulation of mental representation. Second, semantic memory is the memory of meaning, understanding, concept and knowledge, which unrelated to personal experience. Third, episodic memory or autobiographical memory is a form of memory that allows someone to recollect experiences of personal history and involves the encoding of the specifics of time, context and place. Forth, the perceptual representational system refers to an implicit memory system (i.e. by contrast, an explicit memory) that can operate without conscious awareness (Schacter, 1990) and compromises improvement in identifying or processing a stimulus as the result of its have been observed previously (Gazzaniga et al., 2002). Finally, procedural memory is the knowledge of behavioural activities or processes, which ultimately become automatic with repetition and practice. Particularly, this system also involves storage of behavioural, motoric, affective, cognitive skills and habits (Schacter, 2000). In the relation with consumer behaviour, this indicates that memory are closely related to leaning of consumer behaviour (Baddeley, 2000).

In terms of emotion, learning is also an emotional process (Gabriel and Griffiths, 2002). Emotions generally refer to a process, which involves interplay between cognition and physiology meaning that the mind influences the body (i.e. psychological changes) and others (Eysenck, 2000). In other words, emotion is defined in terms of affection mood or feeling (Chamberlain and Broderick, 2007). Many authors defined emotions as central to consumption and especially to understanding consumer behaviour (Bagozzi et al., 1999; Holbrook and Hirschman, 1982; Leone et al., 2005; Watson and Spence, 2007). Emotions also are universal and can be described as people in all cultures have learned to express their own feeling and try to recognise feelings of others in both direct and indirect ways (Markus, et al., 1996). Likewise, Lutz (1988) concurred that emotions can be viewed as cultural and interpersonal products of naming, justifying, and persuading by people in relationship to each other. At the same time, emotions have been affected by culture and serve as one significant source of motivation (Matsumoto and Wilson, 2008). Correspondingly, some anthropologists asserted that culture can be a central role in shaping emotional experience (Lutz, 1988; Rosaldo, 1984). For instance, the study of Jones et al., (2010) indicated that culture is the moderator which impacts human emotions toward consumer shopping satisfaction.

3.5.6   Motivation

Originally, motivation has been defined from the term motive, which refers to a need or desire attached to purpose of achievement (Krench and Crutchfield, 1959). Motivation is conceptualised as an invisible inner force that drives behaviour, predicates the general nature of the behaviour, and remains influential until the motive has been satisfied (Quester et al., 2007). Motivation is putting an individual into an action under the influences caused from outside or within the organism that determines the priority,

strength and the direction of the action (Koc, 1994, cited in Bacanli and Sahinkaya, 2011). It acts as a stimulus for action towards a desired goal, and may be limited in scope, as in the motivation for high monetary rewards or more general, as is found with those who driven to achieve in a multiplicity of field (Mizuno et al., 2008). In terms of a psychological sense (i.e. psychological explanations), motivation is generally conceived as a process or a series of processes, which somehow start, sustain and finally stop as a goal directed sequences of behaviour (Eysenck, 2000). Motivation can also be divided as intrinsic motivation and extrinsic motivation. Intrinsic motivation is doing something because it is inherently interesting or enjoyable whereas extrinsic motivation refers to doing something because it leads to a separable outcome (Ryan and Deci, 2000). In the relation to consumer behaviour, motivation is closely involved consumer behaviour in terms of the three key constructs which consist of goals, drive and needs. These key constructs can be described as follows.

Goals refer to the inner representations of desirable states that people try to reach and undesirable states that they try to avoid. Goals also tend to be more concreted and domain-specific which lead to exerting a stronger influence on particular consumer behaviours (Haugtvedt et al., 2008). Drive is defined as the motivational forces that cause individuals to be active and to strive for certain goals. Drives have often been separated as two types which are internal drives or primary drives (i.e. physiological explanations of motivation) such as hunger and thirst, and external drives or external circumstances (i.e. behavioural explanations of motivation) such as environmental temperatures (De Mooji, 2004). In addition, drives do not only provide homeostatic explanation for motivated behaviour (hunger, thirst, etc.) but also are useful to make the most efficient casual descriptions and predictions (Berridge, 2004). Needs are the one of motivation forces and divided into physiological needs or primary biological such as

food, drink, shelter and medicine, and secondary psychological need such as love, power and achievement. Primary needs must be satisfied before secondary needs because of overriding importance of survival (Statt, 1997).

Moreover, Olander and Thogerson (1995) proposed the Motivation –Opportunity – Ability model (MOA) as an alternative approach to examine motivation towards consumer behaviour (see Figure 3.6). There is the correlation between motivation, ability and opportunity, which affect consumer behaviour. This model is adapted from the Theory of Reasoned Action (TRA) which was suggested to understand consumer behavioural intention (Fishbein and Ajzen, 1975). Under the TRA, there are two sets of beliefs which influence attitudes and subjective norms toward behavioural intention. Behavioural beliefs impact attitudes, whereas normative beliefs affect subjective norms. Afterwards, both attitudes and subjective norms have an impact on consumers' intentions (Ajzen and Fishbein, 1980). In the MOA model, Motivation comprises beliefs evaluation, attitude towards behaviour, Intention and social norm. These components of motivation affect directly consumer behaviour. The two important moderators in this model are ability and an opportunity. These moderators directly influence behaviour. The concept of ability includes a habit as an independent determinant of behaviour and task knowledge as a significant consideration in relation to pro-environmental behaviour (Jackson, 2005). Opportunity or facilitating conditions is defined as an objective precondition for behaviour (Olander and Thogerson, 1995) and refers to situational conditions. In turn, consumer behaviour also directly and indirectly reflects ability towards beliefs evaluation of motivation. The mutual interaction of components in this model is shown in Figure 3.6 below.
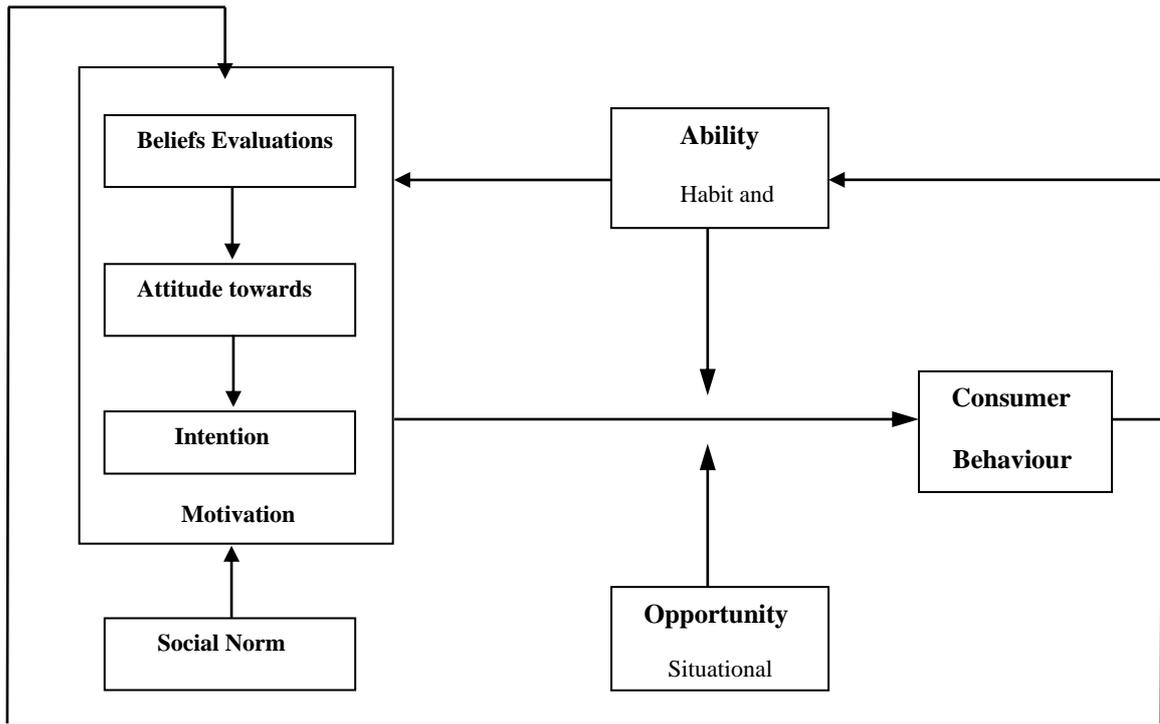
Figure 3.6: The Motivation –Opportunity –Ability model (Adapted from Olander and Thogerson, 1995)

Following the figure, motivation is also involved in consumer behaviour, especially in terms of emotions. This leads to the relationship between motivation and culture. As previously revealed in Section 3.5.5, motivation is affected by culture through the individual such as values, personality and emotions. According to Matsumoto and Wilson (2008), culture affects behaviour by calibrating the individual behavioural responses when emotions are elicited to culturally appropriate behavioural repertoires, and then emotions play an important root of motivation by priming individuals to behave in certain ways. Similarly, Murray (1938) suggested that human motivations involve independent selves and culture. In details, when cultural imperative is to seek connectedness, social integration, interpersonal harmony, and human motives, there should be usually experienced by the individual as positive and desirable. On the contrary, when the cultural task rests in the centre of maintaining independence and separateness, any human motivation often strongly demonstrates a weak or troubled

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personality (Murray, 1938 cited in Markus and Kitayama, 1991). In addition, Aaker and Maheswaran (1997) suggested that human motivations can determine behaviour in different cultures. Motivations in individualist cultures have a greater focus on differentiation and a relatively greater need for uniqueness. Whereas, motivations in collectivist cultures have a focus on similarity, and a relatively greater need to combine in (Aaker and Maheswaran, 1997). For instance, Thai people reflect a collectivist culture and believe in group decision. They have similar consumption behaviour, especially in fashion product consumption. Consequently, it can be highlighted that motivation is closely related to culture, particularly in terms of national culture.

3.5.7   Lifestyle

Many authors suggested that lifestyle is often related with 'social class' (Homans, 1961; Weber, 1972; Wind and Green, 1973; Sobel, 1981), consumption patterns (Engel et al,. 1993; Hofstede and Hofstede, 2005; Watson et al., 2002), individual choice (Bauman, 1988) and culture (Antonides and van Raij, 1998). In particular, Antonides and van Raij (1998) defined lifestyle as the entire set of values, interest, opinions and behaviour of consumers. Lifestyle explanations tend to consist of attitudes, values and behavioural components, which frequently are a reflection of culture. In another view, Akuto (1999) defined lifestyle as a manner and style of a person's life inclusive of living space, living hours and all values. Typically, people's lifestyle shows in individual acts in society and has been affected by cultural and economic factors (Constantinescu et al., 2009). In particular, culture influences lifestyle which influences the way individuals communicate (Brandtzaeg, 2010). In other words, culture instils in individuals norms, values and lifestyles which affect every characteristic of consumer behaviours (Harcar and Kaynak, 2008). Lifestyle is also expressed in an operational sense via the

relationship between the level and pattern of consumption, socio-economic and demographic parameters such as gender, age, family size, occupation, income, education and ethnicity (Roy and Pal, 2009). Furthermore, consumer lifestyle can be used to predict and profile natural segments of user for a number of products or services (Fournier et al., 1992; Harcar and Kaynak, 2008) such as fashion product consumption (Li, et al., 2012; Rajagopal, 2011).

With regard to the conceptual basis of consumer behaviour, there are various the influencing factors of consumer behaviour which consist of social factors and individual factors (Statt, 1997; De Mooji, 2004). Prior discussions indicated that social factors (i.e. subculture, social class, group and family) and individual factors (i.e. attitudes, motivation, personality, perception, personal values, learning and lifestyle) affect consumer behaviour. Moreover, these factors are also related and share mutual impacts in each other. In particular, culture in terms of national culture has a significant impact on consumer behaviour (Hofstede, 1980; Hofstede and Peterson, 2000). To further understand the relationship between national culture and consumer behaviour, the current study aims to investigate the theoretical approach to the influence of national culture on consumer behaviour which will be presented in the following section.

3.6 Theoretical Approach to the Influence of Culture on Consumer Behaviour

Prior discussions indicated that social factors and individual factors of consumer behaviour are impacted by culture. The influence of culture on consumer behaviour can be found in various fields, especially fashion supply chain management. In order to approach the notion of cultural influences on consumer behaviour, the theory of cultural dimensions of national culture (Hofstede, 1980, 2001) and the theory of planned

behaviour (TPB) (Fishbein and Ajzen (1975) are combined as the basic constructions of a proposed theoretical framework. These theories can help to investigate the relationship between culture and consumer behaviour. Particularly, the theory of cultural dimensions of national culture has been widely used to examine the influence of national culture on consumer behaviour. There is the effect of the five cultural dimensions of national culture (i.e. individualism/collectivism, power distance, uncertainty avoidance, masculinity/femininity and long term/short-term orientation) on the three components of consumer behaviour (i.e. attitude, subjective norm and perceived behavioural control). The next section will provide an overview of several consumer behavioural studies that have been affected by the cultural dimensions of national culture. Afterwards, the theory of planned behaviour and an understanding of fashion and consumer behavior will be presented. Lastly, theoretical framework of cultural dimension's influences on fashion consumer behaviour will be discussed.

3.6.1 An Overview of Cultural Dimension's Influences on Consumer Behaviour

Numerous scholars (Tse et al., 1988; Alber-Miller and Gelb, 1996; Donthu and Yoo, 1998; Steenkamp et al., 1999; Furrer, Liu and Sudharshan, 2000; Brigelen et al., 2002; De Mooji and Hofstede, 2002; Lee and Kacen, 2008; Woodside et al., 2011) suggested that national culture influences consumer behaviour through the five cultural dimensions, which are individualism/collectivism, power distance, uncertainty avoidance, masculinity/femininity and long term/short-term orientation. National cultural values can determine individual behaviour (Taras, 2011). In particular, the emphasis in individualistic cultures relate to individual preferences, need and achievement. In contrast, the emphasis in collectivist cultures is on belonging to an in-group and connectedness within the group (Noordin et al., 2002). It means that people

who scored high in individualism are more likely to believe in themselves and do things that benefit themselves, whereas those who scored low in individualism, indicating high collectivism tend to group and social norms (Matsumoto, 2000, cited in Seock and Lin, 2011). For instance, the study of Tse et al. (1988) resulted that individualism and collectivism have predicable important influence on consumer's decision making. Correspondingly, Mattila and Peterson (2004) suggested that consumers' perceptions have differently affected in individualist and collectivist cultures. Hence, these cultural dimensions may influence consumer behaviour through their effects on a person's self-identity, responsiveness to normative influences and willingness to suppress internal beliefs to behave in socially acceptable ways (Seock and Lin, 2011). In other dimensions, much national cultural studies also indicated that the five cultural dimensions of national culture directly affect consumer behaviour in various fields. Table 3.2 lists the diversity of consumer behaviours, which are affected by cultural dimensions.

Author (s)	Cultural Dimension	Consumer Behaviour	Summary
Tse et al., 1988	Individualism/collectivism	Decision making	Culture has predicable important influences on the decision-making.
Han and Shavitt, 1994	Individualism/collectivism	Persuasion	The implication of different appeals used and different effectiveness of persuasion appeals.
Fam and Merrilees, 1998	Individualism/collectivism	Retailers' promotion preferences	The influence of individualism on a nation's preference for promotion tools.
Mattila and Patterson, 2004	Individualism/collectivism	Consumers' perceptions	Perceptions of consumer were affected by individualism and collectivism.
Seock and Lin, 2011	Individualism/collectivism	Consumers' loyalty tendency	the influence of Individualism/collectivism on consumers' loyalty tendency
Lee and Kacen, 2008	Individualism/collectivism	Consumer satisfaction	The differential influences of culture on satisfaction between individualist and collectivist consumers.
Singhapakdi et al., 1999	Power distance and Individualism	Marketing ethics perception	The important differences of marketing under the influence of cultural dimension.
Alber-Miller and Gelb, 1996	Individualism, Uncertainty avoidance, Power distance and Masculinity	Advertising content	The cultural reflecting quality of advertising was incompletely assisted.
Steenkamp et al., 1999	Individualism, Uncertainty avoidance and Masculinity	Innovativeness	The difference of Innovation orientation among countries.
Brigelen et al.,	Power distance,	Consumer satisfaction	The relationship of perceived

2002	Individualism,/collectivism, Masculinity and Uncertainty avoidance		quality-satisfaction among countries, which is predominantly moderated by national culture.
Leng and Botheho, 2010	Power distance, Individualism,/collectivism, Masculinity and Uncertainty avoidance	Consumer decision making style	National culture impacts consumer decision making style.
Woodside et al., 2011	Individualism/collectivism, Uncertainty avoidance, Masculinity and Power distance	International tourism behaviour	National culture affects international experiential behaviour.
Donthu and Yoo, 1998	All five dimensions	Perceived service performance and service level	Impact of Hofstede's cultural dimensions on the expected service quality.
Furrer, Liu and Sudharshan, 2000	All five dimensions	Perceived service quality	The perception of service quality under the cultural influence.
De Mooji and Hofstede, 2002	All five dimensions	International retailing	The Hofstede's cultural dimension was applied to understand differences in consumer behaviour among countries.

Table 3.2: Cultural dimension's influences on consumer behaviour

Following Table 3.2, the five cultural dimensions of national culture have a significant impact on consumer behviour in several contexts. Individualism/collectivism is a crucial dimension which affects consumer behaviour. However, much of studies have focused on some dimensions of national culture but there is a few study that exploring the effect of all five cultural dimensions on consumer behaviour (De Mooji and Hofstede, 2002; Donthu and Yoo, 1998; Furrer, Liu and Sudharshan, 2000). Consequently, the current study aims to fulfil this neglected field, especially investigating the influence of the five cultural dimensions of national culture on the theory of planned behaviour in fashion retailing. Due to this, the next section will review the theory of planned behaviour (TPB), in order to understand the three significant components of TPB and explain how these components determine behavioural intention of consumer behaviour.

3.6.2 Theory of Planned Behaviour

As has been discussed in the previous section, there are various factors that influence consumer behaviour which include social factors (i.e. subculture, social class, group and family) and individual factors (i.e. attitudes, motivation, personality, perception, personal values, learning and lifestyle). In relation with the theory of planed behaviour (TPB), these factors have also involved the three significant components of the theory of planed behaviour, especially in terms of attitude and subjective norm. The delineation of the theory of planned behaviour will be presented as follows.

To describe the prediction of consumer attitudes, Icek Ajzen developed the new model in 1985 as known as the Theory of Planed Behaviour or TPB, which was an extension of the Theory of Reasoned Action or TRA. TPB included attitude towards the behaviour, subjective norm and perceived behaviour control (PBC) (Ajzen, 1985, 1991, 2002; Armitage and Conner, 2001; Tayler and Todd, 1995; Gopi and Ramayah, 2007). The three components of TPB determined behavioural intention and actual behaviour. Ajzen (1985) highlighted that PBC can help to increase the predictive power of the Theory of Reasoned Action. There have also three types of beliefs that influence these components of TPB. Firstly, behaviour beliefs affect attitudes. Secondly, normative beliefs impact subjective norm and lastly, control beliefs influence perceived behavioural control (Pavlou and Chai, 2002).

According to Fishbein and Ajzen (1975), the expectancy value is posited in the beginning of this model. People's actions determine their beliefs about the outcome of their behaviour and the values they attach to those outcomes. Beliefs and evaluation of outcome lead to an attitude towards behaviour (Jackson, 2005). Attitude is posited as the first element in the model that refers to the evaluative effect of positive or negative

feeling of an individual in action for a particular behaviour. Attitude towards behaviour has been influenced directly by beliefs about outcome and the evaluation of outcome. Subjective norm is the important element of TPB and refers to a consumer believe what others think that consumer should or should not perform (Ajzen and Fishbein, 1980; Horn and Salvendy, 2006). Subjective norm proposes that behaviour is instigated by one's desire to act as significant referent others (e.g. friends, family, or society in general) think they should act, or as these others actually act (Bearden et al., 1989). Additionally, subjective norm also deals with the influence of social environment or social pressure (i.e. as called social factor) on the individual and on behaviour intention (Fishbein and Ajzen, 1975). Likewise, Hofstede (2001) and Triandis (1989) accorded that subjective norm is not only affect by individual level differences but also by cultural and societal values and norms. Lastly, behavioural intention in this model is defined as a person's location on a subjective probability dimension involving a relation between himself and some action (Fishbein and Ajzen, 1975). Intention can also predict actual behaviour with important accuracy, when behaviour is under individual's control (Ajzen, 1988).

Perceived Behaviour Control (PBC) is the new component of TPB, in order to answer the limitations of TRA and deals with situations where individuals have volitional control over their behaviour (Ajzen and Fishbein, 1980; Ajzen, 1991, 1992). PBC refers to the person's belief as to how easy or difficult performance of the behavioural interest, and can be taken as an indicator of actual behaviour control (Ajzen, 1991). The basis of PBC is depended on past experience and information through the exchange of information by family, friends and other factors, which may control the level of perceived difficulty of performing the behavioural interest (Ajzen, 1991). In other words, PBC consists of two distinct perceived components. There are self-efficacy and

controllability component. Self-efficacy is the internal factor such as personal ability and self-determination, whereas controllability is the external factors such as the availability of facilities (Ajzen, 2002b). Ajzen (1991) also stated that the magnitude of the PBC intention relationship is dependent upon the type of behaviour and the nature of situation. The significant relationship among attitude, subjective norm and perceived behavioural control in the prediction of intention is expected to vary across behaviours and situations (Armitage and Conner, 2001). The Theory of Planed Behaviour can be depicted as a model in Figure 3.7.
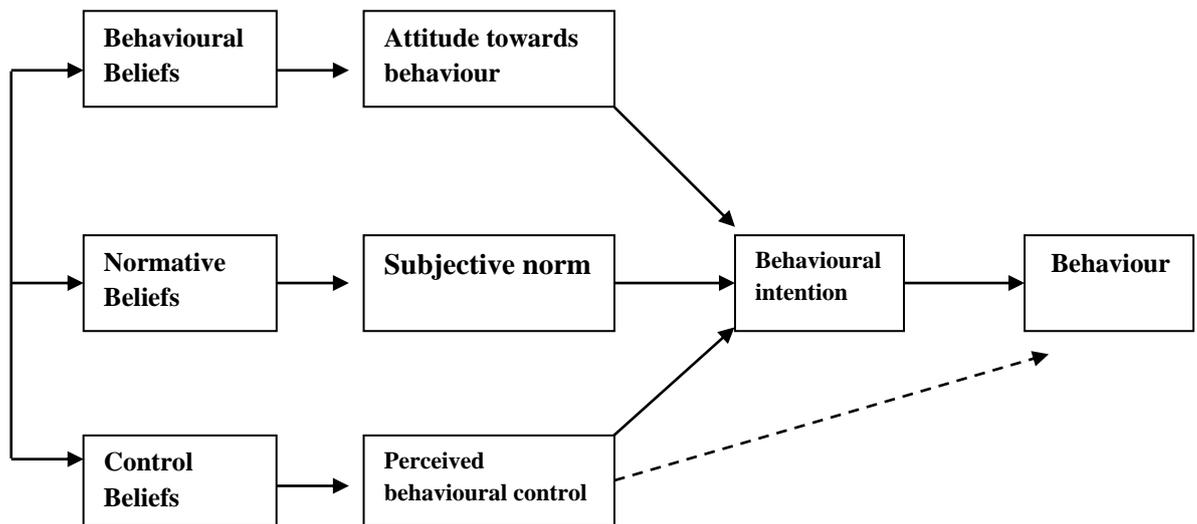
Figure 3.7: The theory of planed behaviour (Adapted from Ajzen, 1985, 1991)

Furthermore, the Theory of Planned Behaviour has been mentioned to apply as a famous theoretical approach in many different behavioural studies (Armitage and Conner, 2001; Conner and Sparks, 1996; East, 1997). Particularly, the Theory of Planned Behaviour is also widely claimed to explain fashion consumer behaviour (Phau et al., 2015; Kim, 2009; Wang, 2014). In this study, the Theory of Planned Behaviour (TPB) will be employed to explain fashion consumer behaviour and relates to the

influence of culture on fashion consumer behaviour. Following on from this, the term fashion and consumer behaviour will be discussed in Section 3.6.3. Afterwards, Section 3.6.4 will present the relationship between cultural dimensions, the Theory of Planned Behaviour and fashion consumer behaviour.

3.6.3 The Term Fashion and Consumer Behaviour

Fashion has widely been argued by several academics and practitioners. Especially, the concept of fashion has a variety of meanings and implications, this term conduces to obscure rather than clarify the processes that underlie the phenomenon (Crane and Bovone, 2006). In the traditional literature, Midgley and Wills (1979, p.131) defined fashion is "the current mode of consumption behaviour, or in other words the style or styles being worn at the time in question by consumers of clothing". Correspondingly, Le Bon and Merunka (2009, p.2) suggested that "fashion is a distinctive trend which is recognized, valued and adopted by a large number of individuals in a limited time-frame and in a defined space" According to Sproles (1974), fashion can fundamentally be conceptualised into three perspectives as follows.

1) Fashion may be defined as a broadly based consumer behavioral phenomenon evidenced in a variety of material and non-material contexts.
2) Fashion may be conceptualised both as an object and a behavioural process.
3) Fashion may be mechanistically characterised as a process of social influence and diffusion. This is also developed based on perspectives from the traditional and contemporary literature.

Sproles (1974) also suggested that the phenomenon of fashion behaviour has essentially been a subject of debate for several academic contexts such as social analysis, cultural

historians, moral critics, business entrepreneurs and academic theorists. Simmel (1957) pointed out that the concept of fashion is referred to the manner in which specific forms of culture disseminate. Identically, Robinson (1958) and Au et al., (2000) commented that fashion is considered a cyclical reflection of social, cultural, and environmental characteristics, which are unique to a certain period of time in a specific geographical area, in order to playing a significant role in complementing one's self-image. Furthermore, Arnold (2001, p. 125) stated that "fashion is always the product of the culture that spawns it, embodying the concerns of the wider society in its myriad styles." Similarly, Crane and Bovone (2006) further argued by stating that fashion is conceptualised as an example of a border phenomenon, the creation and attribution of symbolic values to material culture. Moreover, this term is often used to signify the trends in consumerism (Bakewell et al., 2006). In other words, fashion is conceptualized as both an objective and behavioural process (Vieira, 2009). The conceptual basis of fashion is applied to systems that create new styles of clothing and attempt to make them desirable to the public (Crane and Bovone, 2006). Fashion relates to consumption behaviour that shows individual's tastes and values to others, given that fashion styles are normally accepted by people at particular time and denote both social identification and distinction (Gronow, 1997). Likewise, fashion represents the individuality of consumers and the difference of oneself from other people in social life (Lin and Twua, 2012). Hence, fashion clothing can help to represent self identity (Dhurup, 2014). Following the discussions above, it means that the term fashion is closely related to cultural context, social processes and consumer behaviour.

Despite various definitions and concepts of the construct that have emerged in the literature, the term fashion remains a most volatile and difficult to understand form (Robinson, 1961). There are many different and very complex factors involved (Bruce

and Daly, 2001). In particular, the complexities are further increased by cultural differences (Masson et al., 2007). Fashion and textiles is a volatile industry, and offering the right product in the right place at the right time to the consumer can be difficult to achieve (Christopher and Peck, 1999; Forsberg and Towers, 2007). In reality, many fashion enterprises are more likely to end in failure than success, which is difficult to comprehend in terms of economic and cultural factors (Fredrikson, 2011). For instance, Thai fashion style represents the combination between Thai identities and other global cultures in terms of form, colour, material and decoration. In particular, form and decoration are influenced by changes of global fashion trends. Notwithstanding, the fashion industry continues to be interesting for researchers and marketing practitioners alike due to the highly competitive and profitable marketplace (Newman and Patel, 2004; Carpenter and Fairhurst, 2005). The current study focuses on the fashion industry, with reference to the fashion supply chain and the relationship with culture in terms of creolisation and consumer behaviour. To understand the relationship between culture and fashion consumer behaviour, the theoretical framework of the cultural dimension's influence on fashion consumer behaviour will be presented in the following section.

3.6.4 Theoretical Framework of Cultural Dimension's Influences on Fashion Consumer Behaviour

Figure 3.8 presents the theoretical framework in order to examine the influence of cultural dimensions on fashion consumer behaviour. There is the relationship between theory of cultural dimensions and Theory of Planned Behaviour (TPB). This model places TPB as the moderating effect between culture and fashion consumer behaviour. In other words, the three significant components of TPB have been influenced by

individualism/collectivism, power distance, uncertainty avoidance, masculinity/ femininity and long term/short-term orientation. Then, these components also directly affect behavioural intention of fashion consumer behaviour.

Attitude is posited as the first component that influences behavioural intentions. The implication of attitude towards behaviour is referred to the individual's overall assessment of the likely outcomes of behaviour (Ajzen, 1991). A cultural dimension is linked to attitude in terms of individualism and collectivism. According to Hofstede and Bond (1988), collectivist societies have correlation within the in-group (the extended family and familiar acquaintance. In-group focuses on maintaining harmony by going along with the group's desire and promoting continuing relationship (Bond and Smith, 1996). Indeed, people in collectivist societies construct a positive attitude toward something, they tend to internalize it and take it into their in-group. In contrast, people in individualist societies do not usually feel a natural influence toward the maintenance of group harmony (Pavlou and Chai, 2002). In particular, Pavlou and Chai (2002) suggested that the relationship between attitude and behavioural intention is stronger in collectivist cultures than in individualist cultures. On the contrary, some scholars (Kacen and Lee, 2002; Lee, 2000; Tan et al., 2004) argued that attitude towards behavioural intention has a stronger influence on individualist cultures than collectivist cultures. Moreover, Tan et al. (2004) and Dinev et al. (2006) advocated that masculinity and femininity act as moderating affect between attitude and behavioural intention in the same direction as individualism does. Following these empirical evidences, it can be concluded that attitude towards behaviour is related to cultural dimensions in terms of individualism/collectivism and masculinity/femininity.

Subjective norm also directly affects behavioural intentions in this model. Subjective norm includes an individual's perception of social influence such as beliefs (i.e. normative beliefs), which is important others want them to contribute in intention behaviour (Hagger et al., 2007). Ideally, subjective norm can be divided into two types, which are societal norm and social influence. Societal norm is referred to norms of the larger societal community, whereas social influence reflects opinions from family, friends, and peer groups (Pavlou and Chai, 2002). These aspects of subjective norm have involved culture in various dimensions. Pavlou and Chai, (2002) suggested that societal norm involves individualism and collectivism. People in individualist cultures prefer self-sufficiency, while people in collectivist cultures accept their interdependent natures and obligation to the group (Hofstede, 1980). Particularly, collectivism sets relatively greater significance on the group's needs and norms than individualism (Triandis, 1990). While, social influence is closely related to power distance dimension (Pavlou and Chai, 2002; Putit and Arnott, 2007), which reflects family and friends' beliefs. Additonally, Putit and Arnott, (2007) also suggested that social influence have relation to cultural dimension in terms of individualism and collectivism. Dinev et al. (2006) pointed out that the two cultural factors which impact subjective norm towards behavioural intention are uncertainty avoidance and masculinity dimension. In particular, subjective norms of people in strong uncertainty avoidance will be more important than people in weak uncertainty avoidance who believe on their own ability to access behaviour or situation (Dinev et al., 2006).

Perceived Behavioural Control (PBC) associates with consumer's perception of the ease or difficulty of performing the given behaviour. PBC has also been affected by their beliefs regarding access to resources and opportunities (Ajzen, 1991) and to self – confidence (Triandis, 1979). According to Pavlou and Chai (2002), cultural dimensions

are closely related to PBC. There is a long-term orientation dimension, which comprises personal steadiness and stability. Long-term dimension is the extent to which a society demonstrates a pragmatic and future-oriented perspective (De Mooji and Hofstede, 2002). Pavlou and Chai (2002) also defined a long –term orientation means people feel free to put off making a decision until they are comfortable with its ramifications. This gives such people more control over their actions. Correspondingly, some research studies suggested that other dimensions such as long-term (Chan and Lau, 2001; Tan et al. 2004) and short-term orientation (Putit and Arnott, 2007) are the moderating effect between PBC and behaviour intention. Moreover, Putit and Arnott (2007) suggested that power distance directly impacts one component of PBC construct, which is self-efficacy. Hence, it means that PBC towards behavioural intentions is influenced by long-term/short term orientation and power distance. The interaction of this theoretical framework can be illustrated in Figure 3.8.
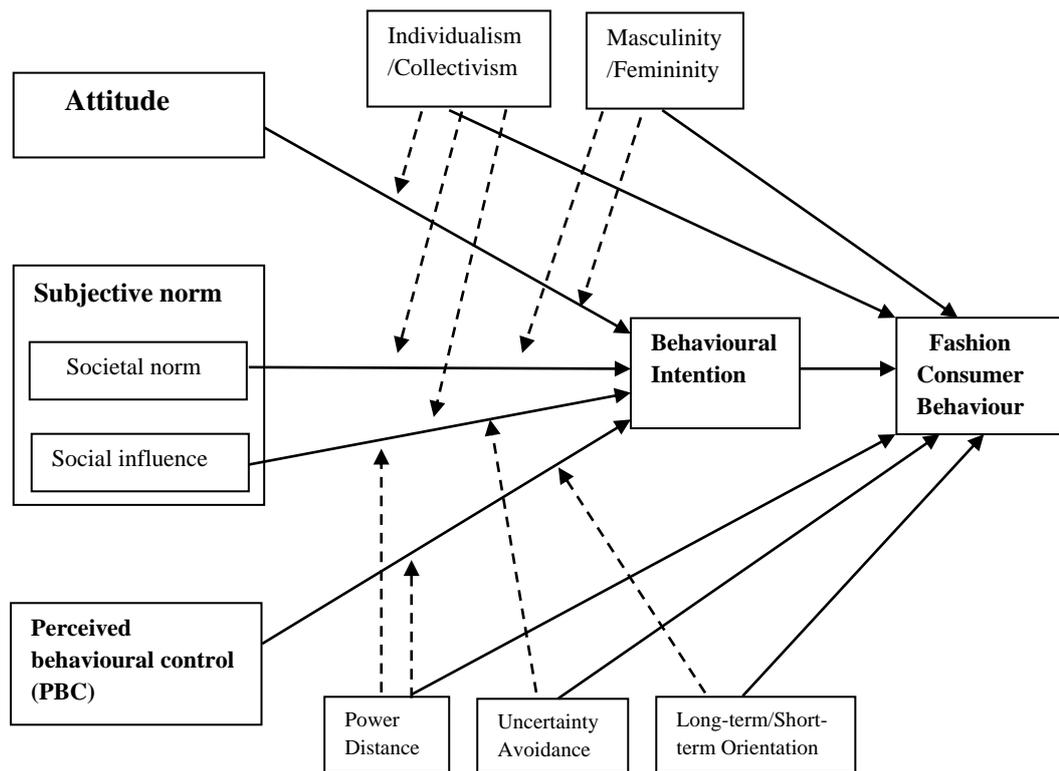
Figure 3.8: The theoretical framework of culture's influence on fashion consumer behaviour (Adapted from Dinev et al., 2006; Pavlou and Chai, 2002; Putit and Arnott, 2007; Tan et al., 2004)

Following the empirical framework above, five cultural dimensions of national culture; individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation directly influence the three components of the Theory of Planed Behaviour toward behavioural intention. This leads to the second theoretical proposition:

P2a*: The five cultural dimensions of national culture, individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation directly affect the three components of the Theory of Planed Behaviour toward behavioural intention and fashion consumer behaviour.*

In correlation with creolisation, consumer behaviour has also been affected by the three prominent aspects of creolisation, which consist of cultural change, cultural mixing, and ethnicity, particularly in terms of cultural change. The relationship between creolisation and consumer behaviour will be detailed in the next section.

3.7 Creolisation and Fashion Consumer Behaviour

As documented in Chapter Two, creolisation is closely related national culture. There is the influence of creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity on five cultural dimensions of national culture (see Table 2.8). In order to identify the influence of creolisation on consumer behaviour, the theory of cultural dimension and the theory of planned behaviour have been employed in this study. The empirical framework demonstrates that the five cultural dimensions of national culture, namely individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation are the dominant forces that affect the three significant components of the theory of planned behaviour (i.e. attitude, subjective norm and perceived behavioural control). In relationship to creolisation, many existing cultural studies suggested that creolisation is the manifestation of cultural change (Ferguson, 1992; Lightfoot and Martinez, 1995; Dietler, 1998; Dawdy, 2000; Price, 2001; Trouilot, 2002 and Loren, 2005), cultural mixing (Baus, 2009; Gissant, 1995; Kragh and Djursaa, 2001; Mufwene, 1998) and ethnicity (Eriksen, 1999; Knorr, 2008), which affects national culture at various dimensions and also impact consumer behaviour. Additionally, Spitzer (2003, p.57) pointed out that "cultural creolisation is the central process in the maintenance and evolution of culture and cultures globally". In particular, creolisation has obviously related to culture in terms of cross-cultural (Wilson, 1999) and cultural change (Price,

2001). In other view, the study of Foxell (1993) suggested that consumer behaviour is an evolutionary process, which has been derived by cultural change. Correspondingly, the one prominent aspect of creolisation is cultural change. Therefore, it can be concluded that creolisation has a strong impact on the five cultural dimensions of national culture as well as fashion consumer behaviour. Following on from these evidences, another second theoretical proposition is identified:

P2b: *Creolisation in manifestation of cultural change, cultural mixing and ethnicity influences fashion consumer behaviour through the five cultural dimensions of national culture.*

These theoretical propositions (P2a and P2b) will be used to develop the suggested conceptual framework, in order to approach research aim and objectives. The rational development of theoretical propositions and the suggested conceptual framework will be presented in Chapter Four.

3.8 Summary

Culture in this study is the intermediary, which directly influences individual factors and social factors of consumer behaviour. In terms of individual factors, culture impacts values, perceptions (Triandis, 1994) and attitudes toward consumer behaviour (Engel et al., 1993; Jones et al., 2010). In the same way, culture is related to emotion (Markus, et al., 1996), personality traits and values in order to understand behavioural choices (Adler, 1986, 2002; Hofstede, 1980, 2001; Hofstede and McCrae, 2004). While, social factors such as social class, group, reference groups and family are also influenced by culture. Numerous research studies on culture and consumer behaviour also evidently demonstrate that these influencing factors (individual factors and social factors) have mutually related.

Creolisation has been shown to be the manifestation of cultural change, cultural mixing and ethnicity, which directly affects the five cultural dimensions of national culture and impacts on fashion consumer behaviour through national culture. This study also aims to investigate the implication of creolisation on fashion supply chain management. In particular, the relationship between creolisation, consumer behaviour and a fashion supply chain will be discussed in the next chapter.

<center>**Chapter Four: Fashion Supply Chain Management**</center>

Introduction

In order to approach a deeper understanding of the term fashion supply chain management and the relationship with creolisation and consumer behaviour, this chapter is divided into four parts. The first part is an introductory section that describes the theoretical basis of fashion supply chain management. Secondly, a current understanding of supply chain management in terms of partnerships, fashion markets and the fashion supply chain process. Thirdly, the role of creolisation in consumer behaviour and fashion supply chain management will be discussed. Finally, this chapter will develop the suggested conceptual framework by the rational construction of the theoretical propositions.

4.1 Supply Chain Management Theory

The two key concepts within the supply chain management theory consist of the transaction cost economics (TCE) and the resource-based view (RBV) (Cousins, 2005; Kamyabi and Devi, 2011; McIvor, 2009; Watjatrakul, 2005). The intention of these concepts is to reinforce constructing maximum competitive advantage of the firm. Many scholars also pointed out that the relationship between two concepts can improve profitability of the firm (McIvor, 2009). At the beginning, the transaction cost economics (TCE) will be discussed in the following section.

4.1.1 Transaction Cost Economics

The transaction cost economics (TCE) is a complex theory (Grover and Malhota, 2003) and has extensively been discussed in several contexts such as sociology, organizational theory, law, finance, information system, and marketing (Barney, 1990). The term

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transaction refers to a pre-order or semi-manufactured product or service from an upstream to a downstream stage in supply chain. The core theme is that a transaction will be handled in such a way as to reduce the costs associated in carrying them out (David and Han, 2004). In other words, the properties of the transaction determine the governance structure (McIvor, 2009). Originally, transaction cost economics was gained from the concepts developed by Ronald Coase, Noble Prize winner in Economics with this subject (Coase, 1937). Coase suggested that there is no economic basis for the existence of the firm (Walker and Wing, 1999). "A firm could only continue to exist if performed its co-ordination function at a lower cost than would be incurred if it were achieved by means of market transactions and also at a lower cost than this same function could be performed by another firm" (Coase, 1991 cited in Walker and Wing, 1999, p.167).

Four decades later, Williamson (1975) emphasized and proposed this concept as a social science phenomenon and has also become a standard framework in order to understand why firms are founded and how firm boundaries are determined and structured hierarchically (Coase, 1937; Pitelis and Pseiridis, 1999; Williamson, 1989). In detail, Williamson points out that a firm is viewed as a governance structure as opposed to a production function (Grover and Malhotra, 2003). The nature of governance structures can exist between the organizations (hierarchies) and the external conditions (markets) (Williamson, 1975). Williamson (1997) also suggested that the two basic assumptions of TCE are bounded rationality and opportunism. Bounded rationality was first originated by Herbert Simon in 1957 (Grover and Malhotra, 2003), and is defined as the neurophysiological and language limits of individuals (Simon, 1957). In other views, the motivations of the decision makers are limited in their ability to receive, store, retrieve, and process information without error (Grover and Malhotra,

2003; Lam, 2011). With regard to TCE, Hobbs (1996) states bounded rationality places a problem only in situations of uncertainty where the rational decision of people is obstructed (Hobbs, 1996). Correspondingly, Grover and Malhotra (2003) suggest that bounded rationality is a problem under conditions of uncertainty. These conditions cause the difficulty to fully specify the conditions surrounding an exchange, thereby occasioning an economic problem. The second assumption is opportunism; Williamson (1979) initially defines opportunism as self-interest seeking with guile. In other words, this assumption refers to an effort to comprehend individual gains through an absence of openness or honesty in transactions (Lam, 2011). In TCE, there is the existence of opportunism, which gives rise to transaction costs in the form of monitoring behaviour and safeguarding assets (Grover and Malhotra, 2003). Opportunism is also a significant assumption for discussing inter-organisational management (Williamson, 1975). Following several views of these assumptions, it can be concluded that bounded rationality and opportunism are different dimensions of TCE and both will together give rise to transaction costs (Grover and Malhotra, 2003).

In relation with the firm, the basic intention of TCE is to economize on the sum of both production expense and transaction costs (Williamson, 1981). In other words, TCE leads the firms to choose the most appropriate governance structure form of outsourcing relationships in order to minimize transaction costs (Nicholson et al., 2006; Greenburgh et al. 2008). Moreover, TCE is used to analyze the economic problem of contractual correlation between organization and markets, based on governance structure or the cost of establishing a relationship (Ang and Straub, 1998; Klass et al., 1999; Ngwenyama and Bryson, 1999. Traditionally, transaction costs are constructed by two main components, which are co-ordination costs and transaction risk (Clemons et al., 1993).

$$\text{Transaction costs} = \text{co-ordination costs} + \text{transaction risk}$$

Co-ordination costs are referred to the cost of exchange information and incorporating that information into the decision process. These include the general costs in case of a manufacture-supplier dyad such as the costs of exchanging information of products, price, availability, demand and the costs to exchange design changes rapidly with the supplier. While, transaction risk comprises the risk that other parties in the transaction will avoid their decision with responsibility and another risk is an asset specific investment made by one party in the relationship (Grover and Malhota, 2003). Additionally, transaction risk is related to two other aspects, which are small number bargaining and loss of resource control. Small number bargaining is emerged when there are only a few suppliers skilled of supplying the product and the company agrees to obtain from the market. Loss of resource involves the outsourcing of a product, which may be propriety in nature and also increases the probability of opportunistic behavior (Clemons et al., 1993). In order to explain the fundamental background of the theory, some empirical studies also suggested that transaction cost economics have two key dimensions which are asset specificity and uncertainty (Donato, 2010; Grover and Malhota, 2003; McIvor, 2009; Williamson, 1981).

Asset specificity is defined as "the degree to which an asset is valuable in the context of a specific transaction, this is relevant because of its interplay with opportunism" (Riple and Helm, 2008, p.281). Asset specificity can be usually divided into four types, which are Physical Assets Specificity (e.g. specific equipment, tools, jigs, fixture to cater to idiosyncratic needs of a manufacture, and machinery), Human Assets Specificity describing transaction-specific knowledge and skills (e.g. training of sales-people specifically for a certain partner and human capital) (Grover and Malhota, 2003;

Lamminmaki, 2005; Ellram et al., 2008; McIvor, 2009) Site Specificity (Resource Immobility), and Dedicated Asset (Specialized Investments) (Reve, 1990). Empirically, a specific asset is regarded as an important valuable in a particular exchange and it leads to a lock-in effect that causes hold-up problems (Barney, 1999; Williamson, 1975). The firms attempt to solve this problem by using an internal governance structure (Rindfleisch and Heide, 1997; Williamson, 1975, 1979, 1994). Furthermore, transaction costs are closely related to the degree of significance of the skills, from high, low and medium asset specificity (Cox, 1996), which are shown in Table 4.1.

Degree	Definition
High asset specificity	The skills and expertise that are the core competences of the firm in sustaining their position to make profit in a market.
Medium asset specificity	Complementary skills or expertises that are potentially importance to the sustainability of a firm's role, but are not core competences.
Low asset specificity	Those skills or expertise that are not the key to the success of the firm and can be outsourced to those firms that are most competitive in the market on a relatively arm-length basis.

Table 4.1: The degree of significance of the skills (Adapted from Cox, 1996, p.61)

From the table above, high asset specificity can help to achieve the strategic goals of a firm (Reve, 1990). Conversely, when asset specificity is low, transactions are comparatively frequent and can be controlled by outsourcing (Watjatrakul, 2005; Jiang et al., 2007; Chang et al., 2009) or markets (McIvor, 2009). Transaction costs are not supported by high asset specificity and would lead to a lower amount of the central business being outsourced. Thus, the firms should concern these skills for the least-costly governance mode available in the market (Barney, 1999; Williamson, 1975, 1979, 1985a, 1994). However, asset specificity is a significant driver for the

outsourcing in an internal audit function and accounting services (Spekle et al., 2007). Following on from this, it can be summarised that the outsourcing of regard accounting task is also essentially involved with asset specificity (Everaret et al., 2010).

Cox (1996) also suggested that the degrees of asset specificity have correlated to the external and internal contractual relationships of a firm. This is the theory of Relational Competence Analysis, which considers the total costs of ownership balanced against certain transaction risks to determine a "fit-for-purpose" relationship with the supply-based (Cox and Thompson, 1997; Balasubramanian and Kumar Tewary, 2005). Figure 4.1 below illustrates a continuum of buyer-supplier relationships which is strategically allied to the competencies of the firm and the degrees of asset specificity (Reve, 1990).
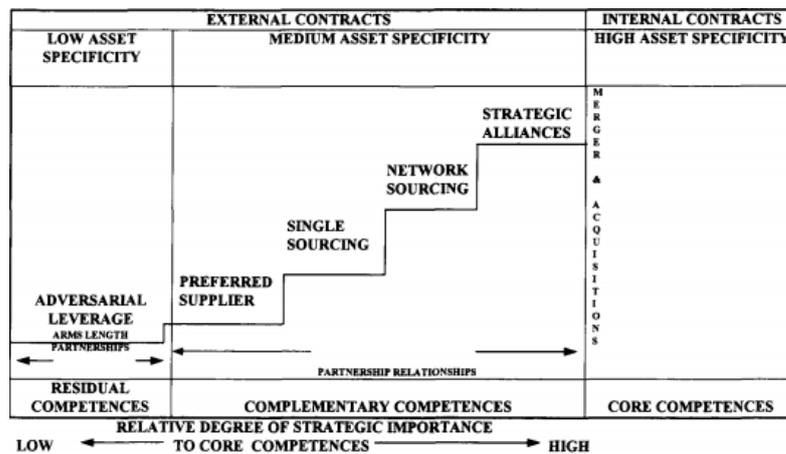
Figure 4.1: A Step-ladder of External and Internal Contractual Relationships (Adapted from Cox, 1996).

This continuum identifies the efficient boundary of the firm and a range of outsourced-vertical integration relationships. Cox (1996) pointed out that when asset specificity is high (i.e. the core competence is clear), the contractual relationships must be internal to the organization. Conversely, asset specificity is low the contractual relationship will be

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external and can be adversarial (i.e. based on the competitive market criteria). For medium asset specificity skills such as preferred supplier, single sourcing, network sourcing and strategic alliance are arising. These complementary skills require differential treatment and need to be vertically integrated. In other words, the firm will have to consider vertical integration through merger and acquisition, in order to maintain an appropriate relationship with their partners (Cox, 1996).

Another key dimension of the transaction cost economics is uncertainty. Uncertainty refers to the unanticipated changes in circumstances surrounding a transaction (Grover and Malhota, 2003) and can be separated into two forms, behavioural uncertainty and environmental certainty (Rindfleisch and Heide, 1997; Slater and Spencer, 2000; Williamson, 1985b). Behavioral uncertainty consists of performance evaluation and information asymmetry problems. Environmental uncertainty can be indicated in constructs such as unpredictability of the environment, technology, and demand volume and variety (Grover and Malhota, 2003). In particular, when environmental uncertainty is high, organizations can use an internal governance structure in order to economize their transaction costs (Klein et al., 1990; Williamson, 1985b).

In addition, some scholars also suggested other dependent variables in transaction cost economics, which are markets and hierarchy (Cousins, 2005; Grover and Malhota, 2003). These variables represent governance mechanisms in their purest mode (Grover and Malhota, 2003). Each governance structure has a different mechanism for coordinating the flow of materials and goods or services through the value chain (Cousins, 2005; Malone et al., 1987). Hierarchies (i.e. the firms or vertically integrated entities) control directly the flow at a higher level in the management hierarchy. Attributes of hierarchical governance can be achieved without ownership or completely

vertically integrated entities. Whereas, markets co-ordinate flows through demand and supply forces, where in true the competitive environments. The buyer will have a choice of products or services and chooses the one with the best attributes (Grover and Malhota, 2003). In other words, markets will control the transactions when asset specificity and uncertainty are low, therefore transactions are relatively frequent (McIvor, 2009).

4.1.2 Resource- Based View

The resource-based view or RBV was developed in 1984 through the work of Wernerfelt (1984) and Rumelt (1984). The term resource-based view (RBV) refers to a unique bundle of assets and resource or capabilities that, if employed in distinctive ways, can produce competitive advantage (Peteraf, 1993; Conner, 1991; Barney, 1991). A resource with the potential to construct competitive benefit must meet a number of criteria, which including value, rarity, limitability and organization (Barney, 1991). The firms can discriminate between themselves in a variety of ways by combining and recombining these resources to gain benefit of market conditions (Cousins, 2005). Resources and capability are considered variable when they allow an organization to utilize opportunities and counter threats in the business environment. The rarity is associated with the number of competitors, which possess a valuable resource. The limitability is concerned with considering the ease with which competitors can replicate a valuable and rare resource possessed by an organization (McIvor, 2009, p.47). In other words, resources can be assets, capabilities, and organizational process that enable a firm to understand and implement strategies to improve its efficiency and effectiveness (Daft, 1983). The firms can utilize their existing resources to retain competitive benefit by exploiting opportunities in the market or neutralizing threats

from competitors, which called strategic resources (Barney, 1986, 1991). Organizations can sustain strategic resources that enable their business to maintain competitive advantage (Barney, 1991; Foss and Robertson, 2000; Montgomery, 1995).

With regard to the theory of resource-based view, McIvor (2009) also suggested that the RBV is significant to study for outsourcing, and defined as superior performance achieved in organizational activities relative to competitors. In particular, numerous scholars have used this theory to describe outsourcing decisions (Duncan, 1998; McNally and Griffin, 2004; Neves, L.W.A. et al., 2013; Roy and Aubert, 2001; Teng et al., 1995). The firm boundaries can be influenced by comparing internal capabilities with the capabilities of competitors (Langois and Robertson, 1995). Consequently, the outsourcing decision is determined by the ability of an organization to empower and developing a capability whilst maintaining a superior performance position in the capability relative to competitors (McIvor, 2009).

4.1.3   The Relationship between TCE and RBV

Originally, the relational perspective of two theories has developed from the limitations of TCE in relation to potential governance structure, and as an expansion to the RBV (McIvor, 2009). Many authors suggested that transaction cost economics and resource based view can differ in relation to the firms or organizations in diverse contexts. There are the role of efficient governance, minimizing the cost of governing the activity, inter-organizational collaboration, sustaining competitive advantage, outsourcing decision, and organizational capabilities. According to Das and Teng (2000), the basic differentiation between TCE and RBV is that TCE enhances firm's strategy by focusing on the cost of competing in the market place. RBV, however, heightens a competitive

advantage of the firm by competing through the competencies and capabilities. Likewise, Cousin (2005) points out that TCE focuses on the transaction process of firm and views the firm operating in a cost driven environment. Whereas, RBV views the firm as a foundation for competitive advantage and attempts to realize how the firm can attain this through the combination between capabilities and resources. Moreover, Table 4.2 briefly summarises the comparison between transaction cost theory and resource-based view.

Author (s)	Summary
Barney, 1991	TCE contributes a theoretical basis of analyzing market versus hierarchical mechanisms in the outsourcing decision, whereas in terms of RBV, inter-organizational collaboration can be utilized to access and develop complementary resources, which create competitive advantage.
Conner, 1991	TCE viewed the firm as an avoider of negative opportunism, while RBV viewed the firm as a bundle of variable strategic resources inside the firm, which produce competitive benefit
Madhok, 2002 Conner and Prahalad, 1996	Collaboration in terms of TCE should be employed to reduce the cost of governing the activity. Conversely, collaboration in terms of RBV allows an organization to access complementary capabilities in a situation, where there are resource constraints.
Gilley et al., 2004	TCE indicates that the functions are not firm-specific should be outsourced, whist RBV indicates that the functions not critical to central competencies ought to be outsourced.
Yasuda, 2005	In terms of strategic alliances, TCE suggests the organization model that decreases the sum of fixed and continual transaction costs, and firms form alliances if this decreasing is attained via them, whereas RBV places firm as bundles of resources, and alliances happen when firms need additional resources and cannot be purchased through market transaction.
Gottschalk and Soli-Sacther, 2006	TCE focuses primarily on governance skill, on the other hand RBV is focusing primarily on production skill.
Holcomb and Hitt (2007)	TCE considers the boundaries of firms to be points from which they relinquish control over access and use of resources, whereas the RBV perspective focuses on outsourcing allows firms to build bridges across boundaries, enabling access to intermediate market skills, which are subsequently distributed along the firms' value chains.
Stratman, 2008; Grover and Malhotra, 2003 McIvor, 2009	TCE can aid with understanding whether it is more suitable to in-source or outsource an activity. RBV can enhance analyzing organizational capabilities, which can link outsourcing with the competitive priorities of the company and

	performance.
McIvor, 2009	TCE places initially a focus on the role of efficient governance, through transaction analysis, whereas RBV focuses on the search for competitive benefit, through resource analysis.
Neves, L.W.A. et al., 2013	TCE analyzes transaction by transaction, seeking the governance structure that minimizes transaction costs and thereby increasing the efficiency of the firm in the short term. The RBV sees the firm as a whole, comparing the resources available internally to those available in the market, seeking the few firm resources that lead to a long-term competitive advantage.

Table 4.2: The comparison between transaction cost economics and resource-based view

Theses empirical studies also indicate that transaction cost economics and the resource-based view have correlation in each other. In order to achieve competitive advantage and activities of the firm, the relationship between two theories is required. As McIvor (2009) and Watjatrakul (2005) suggested that asset specificity should be examined not only from the TCE perspective, but also from the perspective of RBV. Similarly, some scholars further suggested that the TCE and the RBV are complementary and each theory alone cannot completely explain some activities of the firm such as outsourcing decision (Combs and Ketchen, 1999; Ellram, et al. 2008; Holcomb and Hitt, 2007; Jacobides and Winter, 2005; Madhok, 2002; Vivek et al., 2008), outsourcing evaluation (McIvor, 2009) and collaboration (Combs and Ketchen, 1999). In particular, McIvor (2009) pointed out that in terms of supply market conditions the integration of TCE and the RBV can help to extend potential relationship strategies available to an organization when outsourcing is considered as a potential option. Indeed, these theories make a valuable contribution to understanding the complexities of outsourcing (McIvor, 2009). Thus, the relationship between TCE and the RBV is the important factor in order to enhance the efficient governance of the firm and leads to the concept of a virtually connected network of companies in a supply chain.

Following the discussion above, the transaction cost economics and the resource-based view play as the significant theoretical root of supply chain management. In order to investigate the correlation between these approaches and supply chain management, it is essential to understand the term supply chain management in depth, which will now be described in the following section.

4.2 Understanding Supply Chain Management

Prior scholars have studied the term supply chain management since the early 1980s (Croom et al., 2000; Lee and Kindcade, 2003). The concept of supply chain management originally emerged in the logistics literature (Jones and Riley, 1985; Christopher, 1994) as an inventory management approach (Cooper and Ellram, 1993) and logistics has continued to have a significant effect on the concept (Bechtel and Jayaram, 1997). Traditionally, its concept derived from the application of Forrester's (1961) industrial dynamics model and developed along with the lines of physical distribution and transport (Croom et al., 2000). Ellram and Cooper (1990) defined supply chain management as an integrative business philosophy and implementation actions, in order to manage the total flow of a distribution channel from the supplier to the ultimate user. Likewise, Lambert et al., (1998) pointed out that supply chain management is the integration of key business processes from end user to original suppliers, which provides product, services and information that add value for clients and other stakeholders. Typically, the objectives of supply chain management comprise three main elements; the first one is to help build competitive advantage for the channel to create customer value. The second one is to increase customer service through increased availability and reduced order cycle time. The last one is to reduce inventory

investment in the chain (Ellram and Cooper, 1990). Similarly, Lee and Billington (1992) suggested that the conceptual basis of supply chain management is a strategic weapon to develop a sustainable competitive benefit by reducing investment without sacrificing customer satisfaction. Supply chain management aims to reduce an unnecessary inventory and resolve bottlenecks throughout the supply chain, from raw materials to the end customers. Moreover, the term supply chain management has been studied in numerous industries such as automobile, food services, healthcare, apparel industries and retailing sector. (Lee and Kindcade, 2003). In terms of business strategy, supply chain management is now well established as a key source of competitive advantage (Hines and McGowan, 2005).

Furthermore, Lee and Kindcade, (2003) also suggested that there are the three major components in the definition of supply chain management. The first component is the range of participants. Including, all channel members within the companies or between other companies, such as suppliers, manufacturers, distributors and the customers that should be involved in the chain of activities and collaboration between members. The second component is the flow of raw materials and finished goods and information both upstream and downstream in the chain. Finally, integrated and coordinated value-added activities are required such as cross-functional approach, joint planning and forecasting, flexible operations are required. The key advantages of these activities are to manage the flow of materials and information and also to provide high customer value. These components imply that supply chain management is not only the coordination between members but also has a relationship between each other. According to Buzzell and Ortmeyer (1995) supply chain management is a strategic rather than simply a functional view of supply chains where there is an expansion from purchasing operations to consist of relationship and partnership. Further, Cousins (2005) advocated that the firm

needs to combine two basic theories of supply chain management in order to enhance their competitive strategy. These theories are the transaction cost economics (TCE) and the resource-based view (RBV) which have been labeled as strategic roots of supply chain management (Cousins, 2005; McIvor, 2009; Neves, et al., 2013). TCE focuses on a cost strategy, whereas RBV focuses on a strategic resource (Cousins, 2005; Watjatrakul, 2005). Nevertheless, some scholars argued that the main intention of supply chain management is the field of competitive advantage (Croom et al., 2000; Neves, et al., 2013). As Croom et al., (2000) pointed out that supply chain management is not only seeks to attain cost reduction or benefit improvement at the expense of their supply chain partners but also seeks to achieve competitive advantage of the firm. Correspondingly, Neves et al., (2013) further suggested that TCE and RBV can enhance both long term and short term competitive advantage of the firm. In detail, TCE sees the governance structure that minimizes transaction costs and thereby increasing the efficiency of the firm in the short term. The RBV sees the firm as a whole, comparing the resources available internally to those available in the market, seeking the few firm resources which lead to a long term competitive advantage (Neves, L.W.A. et al., 2013).

4.3 Supply Attributes

In general, the term supply chain management consists of the two significant supply attributes, namely lean and agile supply chain. During the 1990s, some scholars also integrated lean and agile into a new paradigm called "leagile supply chain" (Naylor et al., 1997). This is the critical part and has widely been mentioned among supply chain management literature. The key notion is to achieve a customer demand management as

well as a reduction in wasteful activities (Bruce et al., 2004). These approaches are described in the following section.

4.3.1 Lean Supply Chain

Lean supply chains have originated from the concept of lean thinking, which focuses on the reduction or elimination of all kinds of waste including time to enable a level schedule to be established (Naylor et al., 1999), inventory, unutilized capacity, poor quality and obsolete, in order to diminish the cost of production (Zhang et al., 2012) and respond to consumer needs with immediate product availability (Goldsby et al., 2006). The conceptual basis of lean approach was originally created by Womack and Jones (1996) and can be found in the Toyota Production System (TPS) with the just-in-time philosophy (Ohno, 1988). Then, the just-in-time approach was recreated and improved by the notion of lean management or lean manufacturing (Womack and Jones, 1996). According to Mason-Jones et al. (2000, p.54), leanness refers to "developing a value stream to eliminate all waste, including time, and to ensure a level schedule". With regard to the case of lean, "minimal lead times are required because time is perceived as waste and therefore should be removed is possible" (Childerhouse and Towill, 2001, p.340). Correspondingly, Abenathy (2000) advocated that the lean supply chains require rapid replenishment of products, and shipments need to meet strict requirements in terms of the delivery time, or completeness and accuracy. Thus, it means that lean supply chains emphasise efficient responding to the end customer by serving low-price and the continuity of product.

4.3.2 Agile Supply Chain

The concept of agile supply chain refers to the using market knowledge and a virtual corporation to utilize beneficial opportunities in a volatile marketplace (Mason-Jones et al., 2000). Christopher et al. (2004) and Bruce et al. (2004) also suggested that the term agile supply chains relates to quick response philosophy that are shorter, more flexible and seek to be demand driven supply chain. The key of agile supply chains is shaped by information such as market data and information sharing between businesses in the supply chain and has been paid to the ability to respond to dynamic consumer fashion demand (Christopher et al., 2004). Likewise, Bergvall-Forsberg and Towers (2007) pointed out that the sourcing of fashion garments are closely involved consumer markets, particularly in continental Europe. The main intention of agile supply chain is to minimize lead times, in order to respond changeable consumer demand as quickly as possible and to simplify exploitation of new market opportunities (Childerhouse and Towill, 2001). Ambe and Badenhorst-Weiss (2010) further suggested that agile supply chain is the concept of postponement. Postponement can enhance the efficiency of the supply chain by moving product differentiation (at the decoupling point) closer to the end customer (Ambe and Badenhorst-Weiss, 2010). As defined above, in terms of the total value provided to the customer, the crucial aim of agility is rapid service (i.e. suitable for fashion product), whereas leanness focuses on cost and the sale prices (Mason-Jones et al., 2000). However, these approaches have limitations. For instance, the weakness of agile supply chains is that finished goods cannot be produced in advance (Goldsby et al., 2006). Hence, many companies have attempted to improve this problem and develop a new strategy, which is named as "leagile supply chain", in order to increase effective management of their business.

4.3.3 Leagile Supply Chain

Originally, in 1996, Ben Naylor considered that agile approach differed from lean approach, but it is better if they should be seen as commonly exclusive and can be exploited together (Naim and Gosling, 2011). The term leagile approach refers to the integration of two elements between 'Lean' and 'Agile' paradigms within a total supply chain strategy by positioning the decoupling point to as to best suit the need for responding to a volatile demand downstream yet providing level scheduling upstream from the decoupling point (Mason-Jones et al., 2000; Naylor et al., 1999). In other words, a key element of leagile approach is a "decoupling point", which divides the leanness from the agility. In detail, the decoupling point plays as a strategic point for buffer stock, and its position can be changed by the variability in demand and product mix (Yonghong, 2010). The agility is used on the downstream side, whereas the leanness is used on the upstream side from the decoupling point in the supply chain (Mason-Jones et al., 2000; Zhang et al., 2012). Consequently, leagile decreases cost effectiveness of the upstream chain and increases high service levels in a volatile marketplace in the downstream chain (Agarwal et al., 2006: Bruce et al., 2004; Mason-Jones et al., 2000). The leagile approach can also solve some problems such as bullwhip effect, high cost of inventory, and slow response to market (Zhang et al., 2012). To understand the term lean, agile and leagile in-depth, Figure 4.2 depicts the process of these approaches, which has been suggested by Mason-Jones et al., (2000).
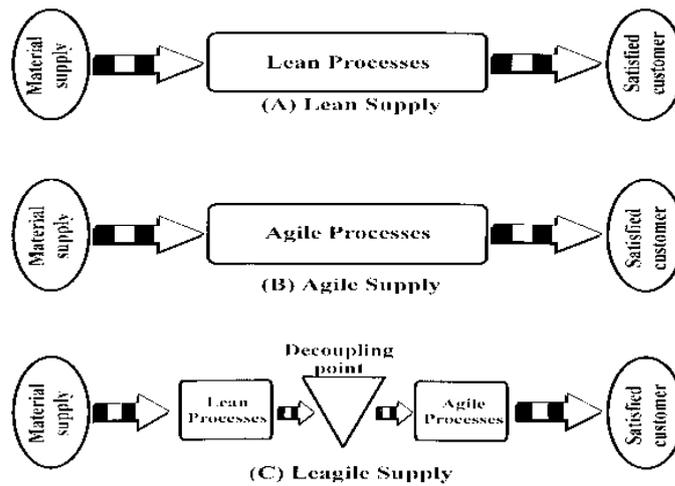
Figure 4.2: The process of lean, agile and leagile supply chain (Adapted from Mason-Jones et al., 2000).

Moreover, leagile supply chain has the benefits to many fashion companies, which help them to respond the changing markets in order to provide quick replenishment and also reduce lead times (Bruce and Daly, 2001; Bruce et al., 2004). This means that leagile also configures final product design at a point closest to the customer demand. However, there are, apparently, the distinguishing attributes among lean, agile and leagile approaches, which can be shown in Table 4.3.

Distinguishing attributes	Lean supply chain	Agile supply chain	Leagile supply chain
Market demand	Predictable	Volatile	Volatile and unpredictable
Product variety	Low	High	Medium
Product life cycle	Long	Short	Short
Customer drivers	Cost	Lead-time and availability	Service level
Profit margin	Low	High	Moderate
Dominant costs	Physical costs	Marketability costs	Both
Stock out penalties	Long-term contractual	Immediate and volatile	No replace for stock out
Purchasing policy	Buy goods	Assign capacity	Vendor managed inventory
Information enrichment	Highly desirable	Obligatory	Essential
Forecast mechanism	Algorithmic	Consultative	Both/either
Typical products	Commodities	Fashion goods	Product as per customer demand
Lead time compression	Essential	Essential	Desirable
Elimination mode	Essential	Desirable	Arbitrary
Rapid reconfiguration	Desirable	Essential	Essential
Robustness	Arbitrary	Essential	Desirable
Quality	Market qualifier	Market qualifier	Market qualifier
Cost	Market winner	Market qualifier	Market winner
Lead-time	Market qualifier	Market qualifier	Market qualifier
Service level	Market qualifier	Market winner	Market winner

Table 4.3: The comparison of lean, agile and leagile supply chain (Adapted from Agarwal et al., 2006, p.212; Bruce et al., 2004; Mason-Jones et al., 2000; Naylor et al., 1999).

The table above indicates that lean supply chain is most appropriate to be used in a stable and predictable environment, whereas agility can achieve more benefits in a volatile and unanticipated environment (Ambe and Badenhorst-Weiss, 2010). Notwithstanding, lean and agile supply chain have limitations in various terms. Following on from this, leagile is proffered as solutions to improve the problems of lean and agile supply chain, especially achieving quick response consume demand and

reduced lead times. Furthermore, the combination of lean and agile supply chain also leads to building partnerships between the companies. In the last two decades, the approaches to supply chain management are focusing on relationships involved (Dossenbach, 1999). There is no longer depended on a company versus company but instead is supply chain versus supply chain (O'Marah, 2001). To have success in business, companies need to attain integration external to the company, with customers and suppliers (Frohlich and Westbrook, 2001). Further, the term partnership will be discussed in the next section.

4.4 Partnership

Many companies have centred on partnership with other members within the chain, in order to achieve the performance of the customer delivery system (Barnes and Lea-Greenwood, 2006). The study of Cox (1996) suggested that partnership can enhance the relationships at each stage of supply chain and also complete the reduction of transaction costs within the total supply and value chain. There is based on performance criteria, with those suppliers of medium asset specificity, which are closely related to the core competences of the firm (Cox, 1996). The term partnership is one that has been the crucial topic within supply chain management by several academics and practitioners (Christopher, 1992; Ellram and Cooper, 1990; Hines and McGowan, 2005; Johanison, 1987; Kim et al., 2010; Lambert et al., 1996; Sharka, 1990). In the context of a partnership the firms use this term in order to sustain an appropriate relationship with other members and to complete their competitive advantage (Jacobs, 2006). The transaction cost economics (TCE) and the resource-based view (RBV) aim to achieve the competitive advantage of the firm by focusing on the relationship with other partners. TCE centres on an appropriate partnership relationship with other suppliers at

the medium degree of asset specificity, in order to minimize the costs (Cox, 1996). While RBV focuses on a successful outsourcing decisions of the firm, in order to complete the sustainable competitive advantage in the resource (Barney, 1991; McIvor, 2009).

Ellram and Cooper (1990) defined partnership as an agreement between a buyer and a supplier that involves a commitment over an extend time period, and include the sharing of information along with a sharing of the risk and reward of the relationship. Likewise, Lambert et al. (1996, p.2) pointed out that "a partnership is a tailored business relationship based on mutual trust, openness, shared risk and shared rewards that yields a competitive advantage, resulting in business performance greater than would be achieved by the firms individually". In another view, Hines and McGowan (2005) stated a partnership is identified from a strategic alliance, which typically refers to when two or more organizations at the chain agree to co-operate. They also advocated that "where a number of retailers combine to supply a particular market segment to a specific geographical are or to create a purchasing consortium" (Hines and McGowan, 2005, p.523). In order to contribute supply chain management, a partnership is also a key dimension (Lee and Kincade, 2003) and identified as supply chain partnership which refers to a cooperative and more exclusive relationships among companies and their upstream suppliers and downstream customers (Kim et al., 2010). Supply chain partnerships can accomplish important cost savings and increase the overall competitive advantage of the supply chain (Myhr and Spekman, 2005). Therefore, it implies that the term partnership has significantly involved the supply chain, in other words, supply chain as partnership (Hines and McGowan, 2005). In particular, fashion firms have emphasised on partnership with other members for a significant part of their value system, shortening the supply chain and reducing lead

time and production cost reductions (Jacobs, 2006). This indicates that partnership is embedded in the essence of fashion supply chain management. Specifically, the term fashion supply chain management will be discussed in the following section.

4.5 Fashion Supply Chain Management

As discussed in section 4.3.2, agility is related to a fashion supply chain because of its crucial aim is rapid service and suitable for fashion product (Mason-Jones et al., 2000). This implies that agility can achieve effective fashion supply chain management. Due to this, the current study places a focus on a fashion supply chain management, especially in a Thai retailing context. To study the term fashion supply chain management in Thailand, it is necessary to understand the process of fashion supply chain management and the nature of Thai fashion industry. This section begins with an overview of fashion supply chain process and the five chains members. The second is fashion markets and their affecting factors. Then, the nature and structure of Thai fashion industry will be presented.

4.5.1 The Process of Fashion Supply Chain Management

The fashion industry is fickle (Masson et al., 2007). On the one hand, modern fashion is claimed to impact everyone with its ephemera, promoting greater purchasing frequency (Purvis et al., 2013). On the other hand, there has been characterised by several factors, including short product life cycles, high volatile and low predictable demand, high impulse purchase (Fernie and Sparks, 1998), tremendous product variety, long and inflexible supply processes, and a complex supply chain (Sen, 2008). Especially, the supply chain for fashion is complex (Bruce et al., 2004), and with many different parties being involved (Bruce and Daly, 2001). A number of studies have defined the

term fashion supply chain and its process in various views. According to Hines and McGowan (2005, p.522), the term fashion supply chain refers to:

> " A process, which covers the flows of raw materials "upstream" from animals (e.g. wool), agricultural crops (e.g. cotton) or synthetically produced fibers (e.g. polyester), that are then weaved into fabric, dyed and passed on to apparel manufacturers. The apparel manufacturer will cut the cloth, make it up and trim to design template specified by the retail buying organisation before finishing (packing, labeling, pricing) and delivering to a retail customer, who sells the item on until it reaches its final destination " downstream", the consumer"

Likewise, some scholars (Birtwistle et al., 2003; Redfern and Davey, 2003; Sen, 2008; Zhang et al., 2012) advocated that a fashion supply chain process consists of the five chain members that produce rapid supply. There are raw materials, fibre and yarn production, fabric production, apparel manufacture, and retail operations. The detail of five chain members in the fashion supply chain process can briefly be explicated as follows:

Raw materials; there are the basic materials such as fibre, yarn and fabric, which are manufactured for fashion product. A supplier of raw materials can influence the design process and buying decisions through trade shows twice yearly. There consist of the ideas and samples of materials, which are provided to buyers of fibre, yarn, fabric and garment (Redfern and Davey, 2003).

Fibre and yarn production; fibres are typically divided into two groups that include natural fibres and synthetic fibres. Natural fibres are cotton, linen, jute, cellulosic fibres and animal fibre such as wool, which is generated by agricultural firms. Synthetic fibres comprise artificial fibres such as nylon, polyester and acrylic. The production of synthetic fibres requires the important capital and knowledge. These fibres are changed into yarn by textile process such as spinners, throwsters and texturizers.

Fabric production; this segment refers to the conversion of fibres or yarns become to fabric by a weaving, knitting or a non-woven process. There are noticeably different in each type of process. Yarns are intertwined widthwise and lengthwise at right angles in a weaving process. Moreover, yarn may also be woven by a simple procedure to generate typical goods and then dyed for a particular fabric. In knitting process, yarns are interlooped by latched and spring needles. This process may produce rolls of knitted fabric or may specialize in specific apparel such as sweaters or hosiery. Finally, a non-woven process relate to condensation and interlocking fibers by mechanical, thermal, chemical or fluid techniques.

Apparel manufacture; the apparel segment of the supply chain is the most labor - intensive and fragmented. The capital and knowledge necessities are not significant. This segment usually starts with the design procedure and pattern pieces of the clothes are created by the designs. Then, the cut fabric is collected into garment and these products are labeled, packaged and shipped to the customer. Originally, apparel manufacturers and integrated knitting factories are associated in all parts of apparel manufacturing such as product design, material sourcing and marketing of the finished good. However, the role of manufactures in the supply chain is crucial part for the competence of the whole supply chain process because they have to shape directly a relationship with suppliers and clients, and also handle both interfaces effectively (Lee and Kincade, 2003). Additionally, the relationship between buyer and supplier is also a key component, which determines a company's competitive success (Artz, 1999; Proven, 1993). In particular, the fabric supplier is the main supplier in the apparel manufacturing because fabric accounts for the biggest part of apparel products in terms of production cost and raw materials (McPherson, 1987).

Retail operations; the garments from manufacture segment are shipped to the retailers' warehouse and then are sold in a variety of retail channels. In general, a retailing organization is accountable for the three tasks. The first one is buying merchandise for sale in the stores. Second is operating stores for the selling of merchandise and finally, operating warehouse and trucks for receiving, storage and trans-shipment of merchandise (Sen, 2008). In the fashion industry, the retailer directly engages with the end customer (Jonsson, 2005b). Further, Purvis et al., (2013) also pointed out that high street fashion retailers' success is nowadays a function of not only their ability to design products but also of their ability to manage a flexible and responsive supple chain that allows them to adapt rapidly to any changes in consumer demand. Similarly, Jin (2004) stated that the ability to respond rapidly to changing customer needs has become a critical factor in sustaining a competitive advantage. This is the reason why many companies have seriously considered the downstream side of the supply chain more than the upstream side (Burn and Castelli, 2008). However, Figure 4.3 illustrates the five chain members in a fashion supply chain process.
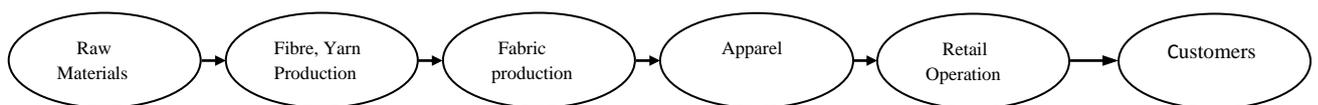
Figure 4.3: Five chain members in a fashion supply chain process (Adapted from Birtwistle et al., 2003; Redfern and Davey, 2003; Sen, 2008)

4.5.2 Fashion Markets and Affecting Factors

The fashion market is constructed of various competing forces and labeled as an industry that is constantly changing (Fredrikson, 2011). According to Hines (2001) fashion markets are characterised by volatile demand and factors such as age, personal

disposable income, lifestyle and culture that influences a specific and increasingly fragmented market context (Hines, 2001). Likewise, some scholars also suggested that the nature of fashion markets can be separated into four characteristics. There are short life cycle, high volatility, low predictability and High level of impulse purchasing (Christopher et al., 2004; Fernie and Sparks, 1998; Fernie and Spark, 2009; Fernie et al. 2010). Fernie et al., (2010, p.901) briefly define these characteristics as follows:

Short life cycles: products are designed to represent a period in time or trend, and this is getting shorter.

High volatility: trends gain and lose popularity due to forces outside the control of fashion retailers, for instance the influence of celebrity.

Low predictability: high volatility naturally decreases the ability to forecast sales.

High level of impulse purchasing: consumers place high hedonic value to fashion goods and therefore there is an instant need to purchase it.

As can be seen from the definitions above, it implies that fashion trends and consumer demand are the two key factors which affect fashion markets. In particular, David et al. (2006) suggested that customers, social and cultural trends are significant factors which drive the fashion cycle. Many popular fashion companies such as Zara and H&M have changed the focus of competitive benefit from price towards fast response to the rise of fashion trends and consumer demand (Barnes and Lea-Greenwood, 2006). Usually, fashion trends act along with the concept of product lifecycle (PLC), by which fashion products have a limited time in the market from their initial introduction to decline (Bruce and Barnes, 2005). The PLC of fashion products have normally decreased from months to weeks and even days (Sull and Turconib, 2008; Barnes et al., 2007). Christopher et al. (2004) also pointed out that the ability to perceive trends quickly and

translate them into products has become a pre-requisite for success in the short life cycle market.

Changing in consumer lifestyle has become increased and leads to the growth of fashion markets (Bruce and Daly, 2006). Many researchers have argued that consumer demand directly involves and impacts fashion markets. King et al. (1979, cited in Vieira, 2009, p.180) defined "fashion change agent as a consumer who at least monitors the changing fashion environment on a regular basis, but who also keeps his/her wardrobe up to date with current fashions most of the time, which indicates customers more/less involved with fashion clothing trends." According to Frings (2002), the fashion industry is determined by the persistent changing of product, relating with consumer change, they change their lifestyle and need for difference. Pentecost and Andrews (2010) stated that within fashion retailing literature, behavioural consumption is one of outcomes that researchers have primary emphasised (i.e. another one is subjective outcomes such as satisfaction, loyalty and intention). Correspondingly, Lewis and Hawsky (1990) further pointed out that the fashion retailing industry is not stable or static, but it is characterized by a continually changing environment by which retailers continuously adapt their products, services and image, in order to meet the consumer demands. Vieira (2009) suggested that the consumers feel free to determine how much they are willing to pay for fashion products. Therefore, the contemporary fashion retailers emphasize the delivery of newness and refreshed product and not only the price to the customers (Christopher et al.2004).

In addition, there are many factors which determine fashion trends and influence consumer demand. These factors comprise cultural and social norm, ethics (Law et al., 2004), socio-cultural changes, popular cultures such as music, film, television,

magazine and other media (Barnes and Lea-Greenwood, 2006), catwalk styles and celebrity looks (Barnes and Lea-Greenwood, 2010). In accordance with this, the current study focuses on the effect of creolisation and its cultural charactersitics (Cultural change, cultural mixing and ethnicity) on consumer behaviour and fashion supply chain management in Thailand. It is neccessary to understand the nature of Thai fashion industry which will be discussed in the next section.

4.5.3 Thai Fashion Industry

The past five decades, Thailand's fashion industry has continually growth and success. The fashion industry plays a significant role in Thailand's economic and social development (Watchravesringkan et al., 2010). The Thai apparel industry produces for a broad range of major international brands and large retailers (United States International Trade Commission, 2004). Inter Trade Review (2012) states that among the ASEAN countries, Thailand still has a competitive edge due to the product quality and the market acceptance. The Thai apparel industry includes a large number of producers with good quality, design and marketing capabilities (Netraumpai, 2002). Moreover, its craftsmanship and capability to produce in mass volumes also help Thailand remain competitive in global market (Srimalee, 1999)

In 2012, the overall trade value of textile and apparel expanded at 12.62- with the export value at over US$ 8.25 billion, or 7.55% growth and the total GDP is 12.3 percent (Inter Trade Review, 2012). The Thai industry has excelled in the production of fabric, sportswear, childrenswear, womenswear and casual wear. Thailand's fashion industry uses a comprehensive and complete production and supply chain cycle which is fully integrated. It delivers products into the upstream, midstream and downstream markets (Nimlaor et al., 2015). In particular, a downstream sector (apparel

manufacturing) is the largest sector. There are more than one million workers, 4,500 apparel companies and manufacturers and most of them are small and medium sized enterprises (Thailand and Textile Institute, 2012; Nimlaor et al., 2015). This indicates that the apparel sector is the top revenue generating industry in Thailand in terms of GDP, exports and employment (Watchravesringkan et al., 2010; Nimlaor et al., 2015). Following on from this, the current study have focused on Thailand's fashion industry, especially in Thai fashion supply chain management because of its long history and its positions as a key player in the global market (Watchravesringkan et al., 2010). In particular, the study aims to investigate the effects of creolisation (in a manifestation of cultural change, cultural mixing and ethnicity) on consumer behaviour and fashion supply chain management in a Thai retailing context. As documented in Section 4.5.2, there are various factors that affect fashion market which include fashion trends, consumenr behaviour and cultural influences, particulaly creolisation. In order to further understand, the next section will discuss the role of creolisation in consumer behaviour and fashion supply chain management.

4.6 The Role of Creolisation in Consumer Behaviour and Fashion Supply Chain Management

This section aims to identify the potential effects of creolisation and consumer behaviour in the fashion supply chain management, especially in the retail operations. As has been discussed in the last section, consumer demand and fashion trends are the significant factors that affect fashion industry particularly in fashion retailing. To clearly understand in depth this section commences with the influence of fashion trends and consumer behaviour on fashion supply chain management. Then, reviewing the empirical literatures will explain how these factors influence fashion retailing. Finally,

the current study will develop the theoretical propositions, in order to understand the role of creolisation and consumer behaviour in fashion supply management.

4.6.1 The Influence of Fashion Trends and Consumer Behaviour on Fashion Supply Chain Management

Some scholars (Barnes and Lea-Greenwood, 2010; Bruce et al., 2004; Forsberg and Towers, 2007) also suggest that consumer demand and fashion trends directly impact fashion industry, particularly in terms of fashion supply chain. There is the relationship between retailers and the manufactures, which is affected by the customers. According to Bruce et al. (2004) consumer behaviour and fashion trend forecast are the two key factors that determine designing and sourcing of the manufacture. Their study divides the manufactures into two main suppliers, which are the agile fashion manufactures (i.e. the UK manufacturers) and the lean continuity manufactures (i.e. overseas manufacture). These suppliers produce samples and manufacture the final product to retailers. The UK and European manufacture focuses on flexibility for quick response seasonal products (i.e. fashion product) whereas manufacture in the Far East emphasises the continuity of basic products. The main advantages are saving in cost for an overseas manufacture in terms of lean supply chain and enhancing consumer satisfaction for a UK manufacture in terms of agile supply chain. This study suggests that consumer behaviour could influence the partnership between suppliers wherever they are located. Figure 4.4 below shows the influence of fashion trends and consumer behaviour on a fashion supply chain.
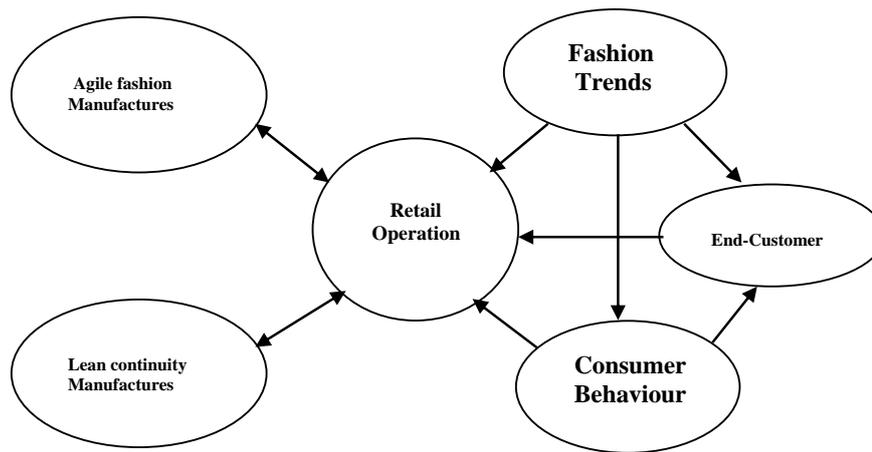
Figure 4.4: The influence of fashion trends and consumer behaviour on fashion supply chain management (Adapted from Bruce et al., 2004).

Following the empirical framework above, fashion trends and consumer behaviour are posited in the essence of fashion supply chain management. In the downstream chain, there is the influence of fashion trends and consumer behaviour, which directly and indirectly impacts on a fashion supply chain in the retail operation. In the upstream chain, retail operation has mutual relation with agile fashion and lean continuity manufactures. In order to approach the intention of the current study, the next section will intensively describe the performances of consumer behaviour in the relation between creolisation and fashion supply chain management.

4.6.2 The Effect of Creolisation and Consumer Behaviour on Retailing in Fashion Supply Chain Management

Consumer behaviour is a crucial factor, which can determine and affect fashion supply chain management (Bruce et al., 2004; Zhang et al., 2012). Indeed, the vagaries of consumer behaviour lead to the phenomenal growth in highly demand for a new fashion product (Bruce and Daly, 2006). The key to retailing is to understand the customers

(Grewal et al., 2009). In order to respond to the consumers varying and changing needs and wants retailers tend to serve a complicated mixing of products and services to the customers (Jonsson, 2005b). Much of high street fashion retailers have focused on enhancing responsiveness of the increasingly demanding fashion consumers (Azuma and Fernie, 2003). Nowadays, high street fashion retailers' success is a function of not only their ability to design products but also of their ability to manage a flexible and responsive supple chain that allows them to adapt rapidly to any changes in consumer demand (Purvis et al., 2013). In other words, the ability to respond rapidly to changing customer needs has become a critical factor in sustaining a competitive advantage (Jin, 2004). Therefore, in order to approach the relationship between consumer behaviour and a fashion supply chain, this section aims to identify the role of consumer behaviour and demonstrate evidence regarding how it impacts on a fashion supply chain.

There are two prominent relationships between consumer and each segment within the supply chain such as retailing and manufacturing sector. The first one is the relationship between consumer demand and the downstream integration. As documented in section 4.5.1, the retailers directly involve with the end customer (Jonsson, 2005b). An understanding customer needs and wants have become a critical term of survival for fashion retailers of all sizes (Donnell et al., 2012). This causes many fashion companies both in mass and luxury market to attempt to directly contact the end consumer through the downstream side (Ferdows et al., 2004; Brun and Castelli, 2008; Caniato et al., 2009 cited in Castelli and Brun, 2010). Conversely, the coordination between retailers and manufactures in the fashion sector aims to create "value for the end-user" (Castelli and Brun, 2010). The integration of upstream side for retailer and manufacture is a benefit for the firms in terms of consumer satisfaction. As Adebanjo and Mann (2000, p.223) stated that "…in the drive to satisfy consumers, who are increasingly demanding and

sophisticated, the powerful retailers seek greater responsiveness and flexibility from manufacturers". Alternatively, Moore (1995) pointed out that manufacturer and retailer could consider more receptive and efficient in responding to the changes of consumer and fashion trends. It indicates that consumer behaviour influences supply chain management, especially at downstream side. Similarly, consumer demand can drive traditional supply chain (Zhang et al., 2012). This corresponds with the intention of the current study, which focuses on the demand flow from customers to retailers and manufacturers.

The second is that consumer acts as an intermediary between culture and a fashion supply chain. According to Barnes and Lea-Greenwood (2006) and Christopher et al. (2004), culture and popular culture have a significant impact on consumer demand in terms of fashion style and trend. Laskowska-Rutkowska (2009) suggested that the basis of effective supply chain management involves partnership, mutual trust, cooperation and sharing information between members such as customers, retailers, suppliers and business partners within the chain. Equally, Pagell et al., (2005) further explain that many countries and their workers share mutual factors such as language, religion, customs, borders, beliefs, rules and ethnic heritage. In another view, Akkermans et al. (1999) advocated that cultural change can determine the norm and functional thinking of chain members. This conduces to the impact of cultural difference on the supply chain management of the firm among countries. Fashion retailers may have being pressured to serve their customers who are culturally different (Yao et al., 2011). Particularly, in order to understand the term cultural difference that will impact purchasing behaviour, retailers need effective research procedures and information systems (Jonsson, 2010). For instance, there are many cultural differences, including consumer product demands, key consumer reference groups, religious beliefs related to

consumption, and consumer aesthetic preferences (Sternquist, 1998). The study of international retailing has increasingly emphasised the significant of international markets' cultural environment (Moon and Song, 2015). Thus, retailers need to understand the cultural differences of the chain members and the customers in an international fashion market (Doherty, 2000; Alexander and Doherty, 2004). Following on from these views and previous documented from Chapter Three (Section 3.7), there is the influence of creolisation on consumer behaviour. Specifically, the third theoretical proposition is that:

P3a*: Consumer behaviour directly affects a fashion supply chain management in retailing and also acts as an intermediary between culture and the fashion supply chain.*

Moreover, the previous chapters (Chapter Two and Chapter Three) also demonstrate that creolisation and its cultural characteristics have a strong impact on the five cultural dimensions of national culture. Then, these cultural dimensions directly affect the three components of consumer behaviour. Creolisation relates to cultural change (Dawdy, 2000; Dietler, 1998; Ferguson, 1992; Lightfoot and Martinez, 1995; Loren, 2005; Price, 2001; Trouilot, 2002), cultural mixing (Eriksne, 1999; Glissant, 1995; Knorr, 2008; Mufwene, 1998) and ethnicity (Eriksen, 1999; Knorr, 2008). These cultural characteristics of creolisation have a significant influence on the five cultural dimensions of national culture. In particular, cultural change is a crucial factor that determines national culture (Agarwal et al., 2004). According to the Table 2.8 in Chapter Two, the potential effects of creolisation on national culture, many empirical studies suggests that cultural change can affect national culture at various cultural dimensions such as individualism (Koubaa et al., 2011) uncertainty avoidance (Doz et al., 1982; Geletkanycz, 1997), masculinity/femininity (Chu and Ju, 1993; Stedhan and

Yamamura, 2004; Taylor et al., 2006) and long-term orientation (Hofstede, 1993). Some studies point out that cultural mixing directly affects individualism/collectivism (Morris et al., 2011; Koubaa et al., 2011), uncertainty avoidance, power distance and masculinity (Abusalam, 2008). In terms of ethnicity, some cultural dimensions of national culture have been impacted by ethnic identity such as power distance and individualism/collectivism (Perea and Slater, 1999). Due to this, creolisation is a manifestation of cultural change, cultural mixing and ethnicity, which influences the five cultural dimensions of national culture.

In the relation to consumer behaviour, national culture has been suggested as having a significant impact on individual values and attitudes (Hofstede, 1980). There is an influence of five cultural dimensions of national culture on the Theory of Planned Behaviour (TPB). The five cultural dimensions of national culture comprise individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance, and time orientation. These cultural dimensions act as a moderating effect between the three main components and the behavioural intention of the TPB. Attitude towards behavioural intention is influenced by individualism/collectivism (Kacen and Lee, 2002; Lee, 2000; Pavlou and Chai, 2002; Tan et al., 2004) and the masculinity/femininity dimension (Tan et al., 2004; Dinev et al., 2006). Individualism and collectivism also strongly affect the two types of subjective norm, namely societal norm and social influence. In particular, societal norm is impacted by masculinity/femininity (Dinev et al., 2006), while power distance (Pavlou and Chai, 2002; Putit and Arnott, 2007) and uncertainty avoidance directly impact social influence (Dinev et al., 2006). Finally, power distance (Putit and Arnott, 2007) and long-term/short-term orientation (Chan and Lau, 2001; Pavlou and Chai, 2002; Putit and Arnott, 2007; Tan et al. 2004) have been proven to significantly affect perceived

behavioural control (PBC) towards behavioural intentions. These empirical evidences demonstrate that creolisation can influence consumer behaviour through the five cultural dimensions of national culture. Adapting to the relationship between creolisation and consumer behaviour, it directly affects the fashion supply chain management, especially in the retail operations. Following on from this, another theoretical proposition is identified:

P3b: Creolisation affects a fashion supply chain management in retailing through consumer behaviour.

4.6.3 The Impact of Creolisation on Manufacturing in Fashion Supply Chain Management

As has been discussed in the last section, creolisation in a manifestation of cultural change, cultural mixing and ethnicity affects consumer behaviour and fashion supply chain management, particularly in the retail operations. Furthermore, there is another potential effect of creolisation on a fashion supply chain. Some evidences indicate that the five cultural dimensions of national culture have been labeled as the dominant forces that influence on manufacturing, supply chain practices (Matthews et al., 2001), innovation practices (Kassa and Vadi, 2008) and agile supply chain (Santos et al., 2012). For instance, Wiengarten et al., (2011) suggested that individualism collectivism, masculinity/femininity and uncertainty avoidance affect the efficacy of investment in manufacturing practices. In order to adopt manufacturing quality practices, external market pressure versus internal management initiative is required to achieve the implementation of formal quality management systems in cultures with low power distance and uncertainty avoidance (Matthews et al., 2001). While, cultures in high power distance tend to associate with companies purchasing rather that

manufacturing in-house (Pagell et al., 2005). In other views, Ryu and Cook (2005) pointed out that long term orientation affects the contractual relationship between supply chain members. In detail, Asian firms in a high long-term orientation score such as Korean tend to emphasise and use soft contracts in the relationship between supply chain members. Hence, the Western firms who join supply chain partners in Asia should be concerned the nature of cultural difference of these countries, in order to enhance effective partnering between members (Ryu and Cook, 2005).

In terms of individualism/collectivism, Laskowska-Rutkowska, (2009) suggested that most American companies try to find suppliers in order to decrease the cost delivery, whereas, Asian companies look for partners with the highest potential for development and innovation. Correspondingly, the study of Jia and Rutherford (2010) suggested that cultural differences between China and Western countries impact the supply chain management. In the context of relationship building between the firms, the Chinese, who are collectivist culture and higher scored in long-term orientation have informal and based on the interplay of face. By contrast, Western, who are individualist cultures and higher scored in short-term orientation have formal and based on the interplay of competition and cooperation (Jia and Rutherford, 2010). Hence, these cases evidently indicate that Asian countries or collectivist cultures aim to focus on partnership among the firms, whereas Western countries or individualist cultures have focused on individual supplier. Following to this, individualism/collectivism plays as a significant force in the role of fashion supply chain management. With regard to the conceptual root of supply chain management, power distance and uncertainty avoidance can determine the theory of transaction cost economics (TCE) (Brock et al., 2008). Particularly, Williamson (1985) states uncertainty is one of the key assumptions of market transactions between firms. Correspondingly, Hofstede (1980) further asserted

that uncertainty avoidance also acts as a significant role in international business decisions. Thus, it can be suggested that the five cultural dimensions of national culture directly affects a fashion supply chain management in the manufacturing. In the relation with creolisation, the empirical evidence from Chapter Two (see Table 2.8) indicates that creolisation in a manifestation of cultural change, cultural mixing and ethnicity impacts on the five cultural dimensions of national culture. It implies that creolisation affects fashion supply chain management in the manufacturing sector through the five cultural dimensions of national culture. Due to this, the last theoretical proposition is that;

P3c: Creolisation affects fashion supply chain management in manufacturing through national culture.

Notwithstanding, some researchers have investigated the influence of national culture on other contexts in the fashion supply chain management. These contexts are manufacturing practice (Goldman, 1994; Matthews et al., 2001; Wiengartan et al., 2011), international supply chain contracts (Ryu and Cook, 2005), supply chain risk management (Jia and Rutherford, 2010), product development and innovation practices (Nakata and Sivakumar, 1996; Jones and Davis, 2000; Kassa and Vadi, 2008), and international fashion retailing (Dawson, 2004). There are focusing on general supply chain management, but very few have studied the role of culture in consumer behaviour and a fashion supply chain. That is why the current study initially places a focus on this neglected field, especially the relationship between creolisation, consumer behaviour and fashion supply chain management. In order to fulfill this gap, the current study aims to investigate the relationship between creolisation, consumer behaviour and fashion supply chain management by developing the suggested conceptual framework in the next section. These theoretical propositions above (P3a, P3b and P3c) will be integrated

with other theoretical propositions from Chapter Two and Chapter Three. There is the relationship between creolisation, national culture and consumer behaviour in a fashion supply chain management. This framework is the key concept, which will be used to address the research aim and objectives of the study.

4.7 Theoretical Propositions Development and the Suggested Conceptual Framework

The main purpose of the study is to investigate the effect of creolisation on consumer behaviour and fashion supply chain management. The study has identified theoretical propositions, which are based on empirical evidence from the literature. These theoretical propositions indicate that creolisation is a manifestation of cultural change, cultural mixing and ethnicity that affects the five cultural dimensions of national culture. These cultural dimensions also have a direct impact on consumer behaviour and the retail operations. Therefore, it can be postulated that creolisation influences national culture, consumer behaviour and the fashion supply chain management. This section will develop the suggested conceptual framework by the construction of the theoretical propositions. The first theoretical proposition relates to the relationship between creolisation and the five cultural dimensions of national culture. The second theoretical proposition represents the influence of creolisation on national culture and consumer behaviour. Lastly, the third theoretical proposition focuses on the role of creolisation on consumer behaviour and the fashion supply chain management.

4.7.1 Theoretical Proposition One (P1): The Relationship between Creolisation and National Culture

As has been documented in Chapter Two, creolisation is a manifestation of cultural change, cultural mixing and ethnicity and has a great impact on the five cultural

dimensions of national culture which comprise individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation (i.e. long-term/short-term orientation). Particularly, cultural change is a significant factor that shapes national culture (Agarwal et al., 2004; Mangundjaya, 2010; Taras, 2011). According to the Table 2.8 the potential effects of creolisation on national culture, several studies suggest that cultural change can determine and affect national culture at various cultural dimensions such as individualism (Koubaa et al., 2011), uncertainty avoidance (Doz et al., 1982; Geletkanycz, 1997), masculinity/femininity (Chu and Ju, 1993; Stedhan and Yamamura, 2004; Taylor et al., 2006) and long-term orientation (Hofstede, 1993). Some studies point out that cultural mixing directly affects individualism/collectivism (Morris et al., 2011; Koubaa et al., 2011), uncertainty avoidance, power distance and masculinity (Abusalam, 2008). In terms of ethnicity, some cultural dimensions of national culture have been impacted by ethnic identity such as power distance and individualism/collectivism (Perea and Slater, 1999). Following on from this, creolisation is a manifestation of cultural change, cultural mixing and ethnicity, which influences the five cultural dimensions of national culture. Figure 4.5 depicts the relationship between creolisation and the five cultural dimensions of national culture.
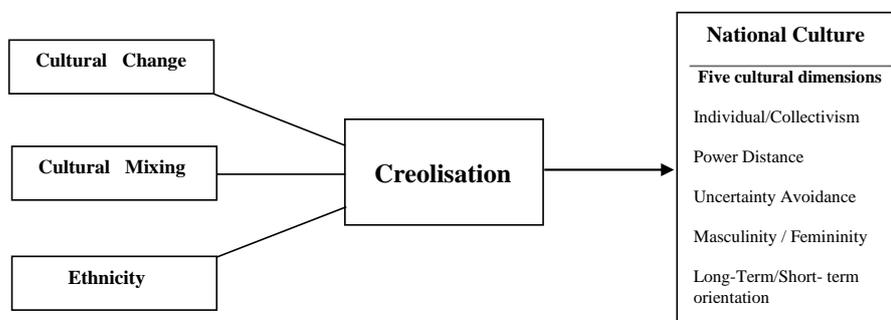
Figure 4.5: The relationship between creolisation and the five cultural dimensions of national culture

This figure illustrates the first theoretical proposition:

P1: *Creolisation in a manifestation of cultural change, cultural mixing and ethnicity, affects the five cultural dimensions of national culture.*

Despite many studies have focused on the influence of cultural change, cultural mixing and ethnicity on various dimensions of national culture (Abusalam, 2008; Hofstede, 1993; Koubaa et al., 2011; Morris et al., 2011; Perea and Slater, 1999; Stedhan and Yamamura, 2004; Taylor et al., 2006), none of them has examined the implication of creolisation on all five cultural dimensions. This corresponds with the first objective of the current study, which aims to identify the influence of creolisation in manifestation of cultural change, cultural mixing and ethnicity on the five cultural dimensions of national culture.

4.7.2 Theoretical Proposition Two (P2): The Influence of Creolisation and National culture on Consumer Behaviour

In the relationship with consumer behaviour, national culture has been labelled as a significant impact on individual values and attitudes (Hofstede, 1980). National cultural values can determine individual behaviour (Taras, 2011). There is an influence of the five cultural dimensions of national culture on the Theory of Planned Behaviour (TPB). The five cultural dimensions of national culture comprise individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance, and time orientation. These cultural dimensions act as a moderating effect between the three main components and the behavioural intention of the TPB. Attitude towards behavioural intention is influenced by individualism/collectivism (Kacen and Lee, 2002; Lee, 2000; Pavlou and Chai, 2002; Tan et al., 2004) and the masculinity/femininity dimension (Tan et al., 2004; Dinev et al., 2006). Individualism and collectivism also strongly impact on

the two types of subjective norm, namely societal norm and social influence. Particularly, societal norm is affected by masculinity/femininity (Dinev et al., 2006), whereas power distance (Pavlou and Chai, 2002; Putit and Arnott, 2007) and uncertainty avoidance directly impact social influence (Dinev et al., 2006). Lastly, power distance dimension (Putit and Arnott, 2007) and long-term/short-term orientation (Chan and Lau, 2001; Pavlou and Chai, 2002; Putit and Arnott, 2007; Tan et al. 2004) have been shown to significantly affect perceived behavioural control (PBC) towards behavioural intentions. These empirical evidences and the first theoretical proposition; the relationship between creolisation and national culture demonstrate that creolisation can influence consumer behaviour through the five cultural dimensions of national culture, which can be seen in Figure 4.6.
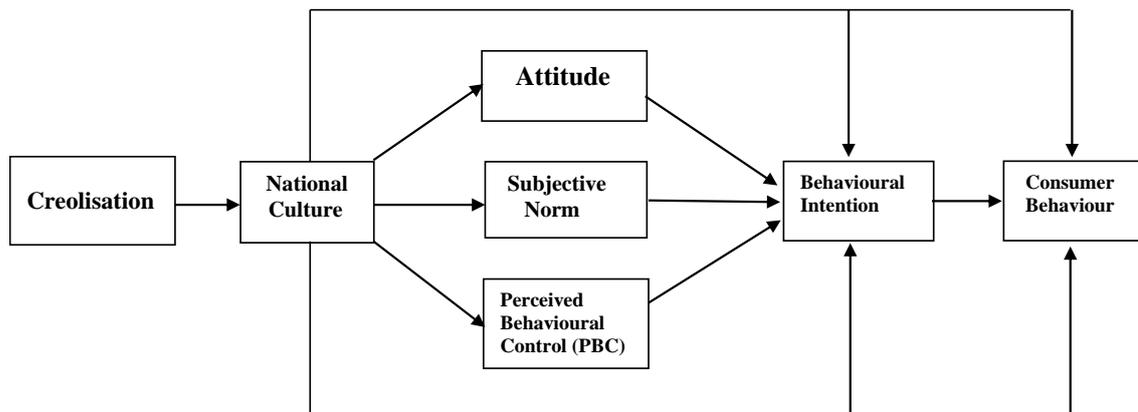
Figure 4.6: The influence of creolisation on national culture and consumer behaviour

Following the empirical framework above, the next theoretical propositions are:

P2a: *The five cultural dimensions of national culture, namely individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation directly affect consumer behaviour.*

P2b: *Creolisation in manifestation of cultural change, cultural mixing and ethnicity influences consumer behaviour through the five cultural dimensions of national culture.*

4.7.3 Theoretical Proposition Three (P3): The Role of Creolisation in Consumer Behaviour and Fashion Supply Chain Management

Consumer behaviour is labeled as a crucial factor that determines and affects fashion supply chain management (Bruce et al., 2004; Zhang et al., 2012). The continual changing of consumer behaviour determines demand for a new fashion product (Bruce and Daly, 2006). As reviewed formerly, the key strategy of retailing is to understand the customers (Grewal et al., 2009). Many fashion companies tend to directly contact their customers through the downstream side (i.e. retailers and customers) (Ferdows et al., 2004; Brun and Castelli, 2008; Caniato et al., 2009 cited in Castelli and Brun, 2010). In general, the retailer directly engages with the end customer (Jonsson, 2005b). They have focused on enhancing responsiveness to high consumer demands (Adebanjo and Mann, 2000; Azuma and Fernie, 2003). In order to respond to the consumers varying and changing needs and wants, retailers serve a complicated mixing of products and services (Jonsson, 2005b), also deliver newness and refreshed products to the customers (Christopher et al., 2004). Moreover, retailers remain highly competitive, with additional pressure for fashion companies to contend not only their ability to design products but also of their ability to manage a flexible and responsive supply chain that allows them to adapt rapidly to any changes in consumer demand (Purvis et al., 2013). This is the reason why many companies have seriously considered the downstream side of the supply chain more than on the upstream side (Burn and Castelli, 2008).

These views also lead to the implication of consumer behaviour and fashion trends in the fashion supply chain management. There is the influence of consumer behaviour and fashion trends on the relationship between retailers and manufacturers (Bruce et al., 2004). Some scholars suggest that consumer demand and fashion trends directly impact

on the fashion industry, especially in terms of fashion supply chain (Barnes and Lea-Greenwood, 2010; Bruce et al., 2004). The fashion retailing industry is characterized by a continually changing environment by which retailers continuously adapt their products, services and image in order to meet the consumer demands (Lewis and Hawsky, 1990). Correspondingly, it also depends on the persistent changing of product, relating with consumer change to their lifestyle and need for difference (Frings, 2002). Consumer lifestyle has increasingly changed and leads to the growth of fashion markets (Bruce and Daly, 2006). Understanding of customer needs and wants has become a critical term for the survival of fashion retailers of all sizes (Donnell et al., 2012). Many top fashion retailers (e.g. Zara and H&M) have changed the focus of competitive benefit from price towards rapid response to the rise of fashion trends and consumer demand (Barnes and Lea-Greenwood, 2006). Also, some scholars further suggest that powerful retailers should emphasise the greater responsiveness and flexibility from manufacturers, in order to achieve forecasting consumer demands (Adebanjo and Mann, 2000). Futhermore, consumer behaviour and fashion trends also directly determine designing and sourcing of manufacture (Bruce et al., 2004). This evidence indicates that consumer behaviour greatly impacts on the fashion supply chain management (Zhang et al., 2012).

In addition, the consumer also acts as an intermediary between culture and the fashion supply chain. Culture has a significant impact on consumer demands, for instance popular cultures such as fashion trends (Barnes and Lea-Greenwood, 2006; Christopher et al. 2004). Ideally, the basis of an effective supply chain management involves partnership, mutual trust, cooperation and sharing information between members such as suppliers, retailers and business partners within the chain (Laskowska-Rutkowska, 2009). Many countries and their workers share mutual factors such as language,

religion, customs, borders, beliefs, rules and ethnic heritage (Pagell et al., 2005). In particular, cultural change can determine the norm and functional thinking of chain members (Akkermans et al., 2010). This leads to the effect of cultural difference on the supply chain management of the firm among countries. Particularly, retailers require effective research procedures and information systems in order to understand the term cultural difference that will impact on purchasing behaviour of consumers (Jonsson, 2010). For instance, the cultural differences includes consumer product demands, key consumer reference groups, religious beliefs related to consumption, and consumer aesthetic preferences (Sternquist, 1998). Fashion retailers may have being pressured to respond their customers who are culturally different (Yao et al., 2011). Moreover, the study of international retailing has increasingly emphasised the significance of international markets' cultural environment (Moon and Song, 2015). Hence, retailers need to concentrate on avoiding cultural differences of the chain members and the customers, especially in an international fashion market (Doherty, 2000; Alexander and Doherty, 2004). Following on from these views and previously discussed from Chapter Three: the influence of creolisation on consumer behaviour, the next theoretical propositions is identified:

P3a*: Consumer behaviour directly affects fashion supply chain management in retailing and also acts as an intermediary between culture and the fashion supply chain.*

In the relation between creolisation and a fashion supply chain, previous chapters (Chapter Two and Three) and the last section (Section 4.7) demonstrate that creolisation has a strong impact on national culture and consumer behaviour. Creolisation influences a fashion supply chain management in retailing through consumer behaviour and in

manufacturing through national culture. Specifically, there are the following theoretical propositions.

P3b: Creolisation affects a fashion supply chain in the retailing through consumer behaviour.
P3c: Creolisation affects fashion supply chain management in manufacturing through national culture.

4.7.4 The Suggested Conceptual Framework

In order to develop the suggested conceptual framework, the current study has contributed to the link between the theoretical propositions from previous sections. There is the relationship between creolisation, consumer behaviour and a fashion supply chain management. With regard to the theoretical proposition one (P1), creolisation is a manifestation of cultural change, cultural mixing and ethnicity, and labelled as a great impact on the five cultural dimensions of national culture, which consist of individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation (i.e. long-term/short-term orientation). In correlation with consumer behaviour, the theoretical proposition two (P2) suggests that the five cultural dimensions of national culture directly affect the three significant components toward behavioural intention in the theory of planned behaviour (TPB), namely attitude, social norm and perceive behaviour control (PBC). As discussed on the theoretical proposition three (P3), consumer is closely engaged with retailers and also acts as an intermediary between creolisation and a fashion supply chain management. In other words, creolisation affects a fashion supply chain management in the retailing through consumer behaviour. Additionally, creolisation also influences fashion supply chain management in the manufacturing sector through the five cultural dimensions of

national culture. This corresponds with the main purpose of the study, which aims to investigate the effect of creolisation on consumer behaviour and fashion supply chain management. In conclusion, the relationship between retailers and manufactures is centred on the core of this framework and affected by consumer behaviour, fashion trends and creolisation. The suggested conceptual framework can be depicted as follows.
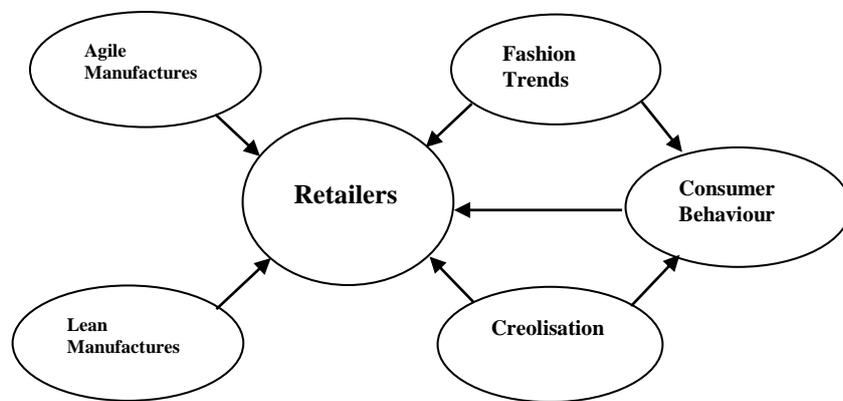
Figure 4.7: The suggested conceptual framework

4.8 Summary

The term fashion supply chain is very complex. There have many different parties and factors involved within the chain. The complexity is severely increased by cultural differences, changing of consumer demands and fashion trends. The relationships between the companies lead to the partnerships in a supply chain process, in order to improve responsiveness of consumer demand. In other words, consumer behaviour is a crucial factor that directly affects a fashion supply chain, particularly at the retail

operations. Consumer behaviour also plays as an intermediary between culture and a fashion supply chain.

According to the empirical evidence, creolisation is a manifestation of cultural change, cultural mixing and ethnicity that directly affects and determines the five cultural dimensions of national culture. In the correlation with a fashion supply chain, it also impacts on a fashion supply chain through national culture and consumer behaviour in the retail operations. This means that creolisation can greatly influence a fashion supply chain by different ways. In order to investigate the effects of creolisation on consumer behaviour in the fashion supply chain, the current study has developed the suggested conceptual framework and also addressed the empirical approaches, which are quantitative and qualitative approaches. The quantitative approach will be used to collect the data with Thai fashion consumers, whereas qualitative approach will be adopted to conduct the data with Thai fashion retailers and manufacturers. In doing so, the justification of these approaches will be presented in the methodological chapter.

Chapter Five: Research Methodology

Introduction

The study aims to investigate the cultural effect of creolisation (cultural change, cultural mixing and ethnicity) on consumer behaviour and fashion supply chain management in a Thai retailing context. In accordance to this, the following three objectives must be achieved. The first one is to identify the influence of creolisation on the behaviour of Thai fashion consumers. The second objective is to explore how creolisation influences Thai fashion retailers' supply chain and the final one is to investigate the conceptual relationship between creolisation, consumer behaviour and fashion supply chain management in Thailand.

In order to approach the aim and objectives of this study, the methodological foundations are considered. Research methodology is referred to an activity used in the investigation of nature and matter and deals specifically with the manner in which data is collected, analysed and interpreted (Pattron, 2010). With regard to the contextual basis of methodology, there includes processes, procedures, design, techniques, components and perspectives (Olle et al., 1991). In other words, methodology is a combination of techniques used to enquire into specific situation (Easterby-Smith et al., 2008). Due to this, the consideration of methodological foundations will help the researchers to design and determine an appropriate overall research procedure. The structure of this chapter is organized as follows: Firstly, the term research philosophy will be presented. Secondly, a range of issues regarding the strategy and the design of research is concerned with the various research approaches including deductive/inductive, quantitative/qualitative and mixed methods approaches. Thirdly, research methods, sampling process, data collection and the term reliability, validity

and triangulation will be introduced. Fourthly, this chapter will discuss quantitative and qualitative data analysis. Lastly, ethical issues will be considered.

5.1 Research Philosophy

An understanding the term philosophical perspective of a research is very useful. It can help the researcher to understand the overall procedures of research and recognize the way to answer research problems. It also helps the researcher to identify and create alternative research design (Easterby-Smith et al., 2008). There are two main research philosophies, which determine the research process, namely ontology and epistemology. Researchers need to consider orientation, not only on a significant influence on the research process, but also on the understanding of the research questions (Johnson and Clark, 2006). Ontology refers to the consideration with the question of being and knowing (i.e. the assumptions we make about the nature of reality), whereas epistemology is concerned about the most appropriate ways of enquiring into the nature of reality (Easterby-Smith et al., 2008). Ideally, ontology is the science or study of being, while epistemology is the theory of the method or grounds of knowledge (Blaikie, 1993). Adopting an epistemology, some scholar stated that "epistemology is a way of understanding and explaining how we know what we know" (Crotty, 1998, p.8). In another sense, epistemology also seeks to explain the grounding of knowledge how we know the world and the relationship between the researcher and the known (Denzin and Lincoln, 1994). It can be noted that epistemology is an imperative in knowing the what, how and why of scientific knowledge (Hussein, 2009, p.5). Therefore, epistemological and ontological perspectives determine methodological decisions (Näslund, 2002).

In management research, the four key research philosophies consist of positivism, realism, interpretivism and pragmatism (Burrell and Morgan, 1982). The definition of these research philosophies can be shown in Table 5.1 below.

Degree	Definition
Positivism (objectivism)	Reality is external, objective and independent of social actors. Only observable phenomena can provide credible data.
Realism (objectivism)	Reality is objective. It exists independently of human thoughts and beliefs.
Interpretivism (subjectivism)	Reality is socially constructed. It is subjective and open to change
Pragmatism (subjectivism)	Reality is understood as something external. It is initially focused on practical applied research integrating different perspectives to help interpret the data.

Table 5.1: The four key research philosophies in the management research (Adapted from Burrell and Morgan, 1982)

Following the definitions above, there are the different perspectives between objectivism and subjectivism. In terms of ontology, objectivism (Positivism and Realism) is referred to the scientific method, which requires publicly observable, replicable facts, which are available only in the area of overt behaviour. While, subjectivism (Interpretivist and Pragmatist) is concerned that the essential, unique characteristic of human behaviour is its subjective meaning, and any science which neglects the meaning and intention is not a social science (Diesing, 1966). However, in terms of epistemology, the objectivism approach focuses on quantitative techniques such as questionnaire survey, in order to collect and analyse the data from reality (Hunt, 1991), whereas subjectivism approach advocates qualitative techniques such as observation and interview for gathering the data (Seale, 1999).). In detail, Table 5.2 shows the comparisons on the four research philosophies in the management research.

Research philosophy	Positivism	Realism	Interpretivism	Pragmatism
Ontology: The research's view of the nature of reality or being	External, objectives and independent social actors	Is objective, Exists independently of human thoughts and beliefs or knowledge of their existence (realist), but is interpreted trough social conditioning (critical realist).	Socially constructs, subjective, may change, multiple.	External, multiple view chosen to best enable answering of research question.
Epistemology: The research's view regarding what constitutes acceptable knowledge	Only observable phenomenon can provide data, fact. Focus on causality and law like generalisations, reducing phenomena to simplest elements.	Observable phenomena provide credible, data, fact. Insufficient data means inaccuracies in sensations (direct realism). Alternatively, phenomena create sensations which are open to misinterpretation (critical realism). Focus on explaining within a context or contexts.	Subjective meanings and social phenomena. Focus up on the details of situations, a reality behind these details, subjective, meanings, motivating actions.	Either or both observable phenomena and subjective meanings can provide acceptable knowledge dependent upon research questions. Focus on practical applied research. Integrating different perspectives to help interpret the data.
Axiology: The research's view of the role of values in research	Research is undertaken in a value freeway. The researcher is independent of the data and maintains an objective stance.	Research is value laden; researcher is biased by world views, cultural experience and upbringing. These will impact on the research.	Research is value bound, the researcher is part of what is being researched, cannot be separated and so will be subjective.	Values play a large role of interpreting results, researcher adopting both subjective and objective points of view.
Data collection techniques most often used	Highly structure, large samples, measurement, quantitative but can use qualitative.	Methods chosen must fit the subject matter, quantitative or qualitative.	Small samples, in-depth investigations, qualitative	Mixed or multiple method design, qualitative and quantitative

Table 5.2: The comparisons on the four research philosophies in the management research (Adapted from Saunders et al, 2009)

According to the table above, the purpose of this study is aligned to the realism position (i.e. in the epistemological position), which attempt to explain and understand a human phenomenon in terms of the relationship between (creolisation), consumer behaviour and fashion supply chain management. Realism is a branch of epistemology which is

similar to positivism in that it assumes a scientific approach to the development of knowledge (Saunders et al, 2009). In other words, realism is a modified positivism; realist researchers have considered an organisation, its structure and culture, and also relates to natural phenomena (Chia, 2002). In particular, scientific realism is considered in this study. Scientific realism bases on the assumption of the scientific theorising, which is the most reliable way to describe what there is in the world (Maki, 1990). Additionally, scientific realism can be employed to provide evidence of both observable and unobservable events (Hunt, 1991). In relation to this point, there is no single approach to science guarantee scientific progress. Hence, in order to validate the results, scientific realism can achieve long-term success of the measures used (i.e. theory testing), and with reality in order to make sure the final results are validity within their context (Peter, 1992). Scientific realism gives due regards to the success of science but it is an approach open to all technique and procedures (Hunt, 1991). This leads to using multiple methods to establish different views of phenomena and triangulation of the data, in order to validate the findings (Easterby-Smith, 2008). Adopting the philosophical perspective, scientific realism is consistent with the current study which has focused on an understanding the social circumstances in terms of the relationship between culture (creolisation), consumer behaviour and fashion supply chain management. This philosophical approach will help the researcher to investigate and explain how creolisation affects Thai fashion consumer behaviour and fashion supply chain management in a Thai retailing context. Based on preferred methodology in scientific realism position, the consideration of methodological foundations will encompass deductive/inductive, quantitative/qualitative and mixed methods approaches. Briefly, the study employs mixed methods approach which combines the elements of quantitative and qualitative approaches. A quantitative approach aims to measure the

influence of creolisation on Thai fashion consumers and Thai fashion retailing, whereas a qualitative approach is used to explain how creolisation impacts on Thai fashion retailers and Thai fashion manufacturers. These approaches will be discussed in the next section.

5.2 Research Methodology

Methodological foundations are the key elements of empirical studies. It necessitates a strategic solution to approach a research aim and answer research questions, which should be used between deductive and inductive aapproaches. The deductive approach aims to predict and control employing a quantitative methodology, whereas inductive approach aims to gain a greater understanding and meaning of the phenomena under investigation employing a qualitative methodology (Towers and Chen, 2008). In terms of philosophical perspective, the deductive approach relates to positivist paradigm, whereas the inductive approach represents the phenomenological paradigm (Easterby-Smith et al., 1991). These approaches will be discussed in the following section.

5.2.1 Deductive Approach

The deductive approach (the top-down approach) is contrary of the inductive approach and refers to a theory testing process (Towers and Chen, 2008) where the researcher develops a theory or hypotheses and designs a research strategy to test the formulated theory (Saunders et al, 2009). The deductive approach begins with an established or generalized the theory, and seeks to see if the theory applies to specific instances (Hyde, 2000). This approach consists of five main stages as follows; firstly, deducting a hypothesis bases on the theory. Secondly, express the hypothesis in operational terms. The third one is testing the hypothesis. Fourth is examining the specific outcome of the

inquiry. Finally, if necessary, modifying the theory in the light of the findings is required (Robson, 2002). The deductive process can be illustrated in Figure 5.1.

| Modifying the theory | ← | Examining the specific outcome | ← | Testing hypothesis | ← | Expressing Hypothesis | ← | Deducting Hypothesis |
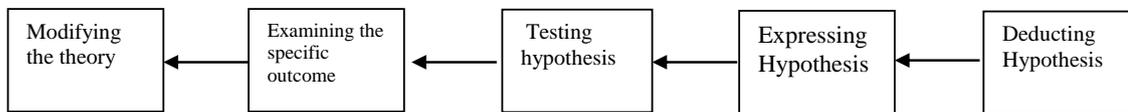
Figure 5.1: The deductive process (Adapted from Robison, 2002)

5.2.2 Inductive Approach

Inductive approach (the bottom –up approach) is referred to the logic that describes as moving from specific to general and believes that the reasoning can be derived from the data (Bryman, 2008). The inductive approach is used in a theory development process (Towers and Chen, 2008). In other words, inductive logic is to draw generalizations and regularities, in order to analyse the data collected (Easterby-Smith, et al., 2008). In relation with qualitative research, the inductive approach is often used in the design for collecting the data and exploring the problem from different views (Gray, 2004). The inductive process starts with data collection (observation or interview), analysis, compare and classify the data, develop the generalization, testing through future observation and determine theoretical outlines to fit the data (Saunders et al, 2009). This process is shown in Figure 5.2 below.

| Data collection | → | Analyse the data | → | Develop the generalization | → | Further Testing | → | Determine theories |
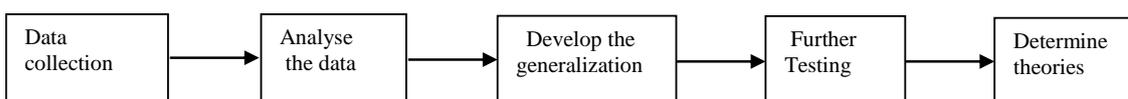
Figure 5.2: The inductive process (Adapted from Saunders et al, 2009)

However, each research strategy has its own specific method to gather and analyses the data, and consequently each strategy also has its own advantages and disadvantages (Yin, 2003). There are the major differences between inductive and deductive approach, which should be concerned in the research. This is manifested in Table 5.3 below.

Induction approach	Deduction approach
- Scientific principles - Moving from theory to data - Collection of quantitative data - Application of controls to ensure validity of data - Operationalisation of concepts to ensure clarity of definition - Highly structured approach - Researcher independence of what is being researched - Necessity to select samples of sufficient size in order to generalise conclusions	- Gaining understanding of the meanings human attach to events - Close understanding of the research context - Collection of quantitative data - Flexible structure to permit changes of research emphasis as the research progresses - Realisation that the researcher is part of the research process - Less concern with the need to generalise

Table 5.3: The comparison between inductive approach and deductive approach (Adapted from Creswell, 1994)

The current study incorporates a deductive and inductive approach in terms of mixed method. There is the combination between qualitative and quantitative approaches. Furthermore, this section also determines the research procedures and research approach. The research design stage is based on the philosophical perspective (scienctific realism) and the integration of two research approaches (quantitative and qualitative). The current study divides the research process into three main stages in order to accomplish the purpose of this study in exploring the effect of creolisation on consumer behaviour and fashion supply chain management in Thailand. The first stage aims to identify the influence of creolisation on the behaviour of Thai fashion consumers (quantitative approach). The second stage is to explore how the influence of creolisation impacts on Thai fashion consumer behaviour (qualitative approach). The final stage includes the quantitative/qualitative approaches and the triangulation to

achieve the validity of research findings on the relationship between creolisation, fashion consumer behaviour and fashion supply chain management in Thailand. The research process is illustrated in Figure 5.3 below.

The purpose of the research

> To investigate the effect that creolisation has on consumer behaviour and fashion retailing in Thailand.

Stage 1: Research objective 1

| To identify the influence of creolisation on the behaviour of Thai fashion consumers. | **Quantitative approach** |

Stage 2: Research objective 2

| To explore how creolisation influences Thai fashion retailers' supply chain | **Qualitative approach** |

Stage 3: Research objective 3

| To investigate the conceptual relationship between creolisation, consumer behaviour and a fashion supply chain in a Thai retailing context. | **Quantitative and Qualitative approach** |

Figure 5.3: Research process

There are two main types of research approach, which relate to deductive and inductuive approach, namely quantitative and qualitative approach. In general, a quantitative approach adopts deductive process, whereas a qualitative approach adopts an inductive process (Hyde, 2000). Particularly, qualitative researchers can adopt both inductive and deductive processes (Patton, 1991, cited by Hyde, 2000). As discussed in the last section, the current study adopted both deductive and inductive processes, in order to accomplish research aim and questions. This also conduces to the combination

between quantitative and qualitative approach, which will be detailed in the next section.

5.2.3 Quantitative Approach

On one hand, the quantitative approach will examine numeric data, which are numbers to reflect opinions or concepts. On the other hand, the qualitative approach examines data as words and observations, and describes people in natural situation (Amaratunga et al., 2002). Quantitative research refers to an approach to systematic investigations with a scientific character, which aims to numerically understand phenomena, properties and their relationship using mathematical models, theories and hypothesis (Blaikie, 2003). Some scholar also defines the term qualitative approach;

> "A quantitative study, consistent with the quantitative paradigm, is an inquiry into social or human problem, based on testing a theory composed of variables, measured with numbers, and analysed with statistical procedures, in order to determine whether the predictive generalisations of the theory hold true."(Creswell, 1994, p.2)

Typically, quantitative research methods depend on the measurement and analysis of statistical data, in order to determine relationships between variables in the research setting (Eldabi et al., 2002). In details, this process is related to the development of hypothesis and theory testing which are generalised across the research settings (Amaratunga et al., 2002). Hence, it can be noted that quantitative researchers emphasis the measurement and analysis of casual relationship between variables, rather than the processes (Denzin and Lincoln, 1994). In another sense, quantitative approach has been labelled as a methodology of verification rather than discovery (Eldabi et al., 2002). However, there are some limitations of quantitative approach. In some types of research, the used of experiment to gain data is not always possible, for example it is

too difficult to replicate and too many variables. Also, it cannot always take the richness, complexity and depth of the research questions (Sayer, 2000). In the study, a quantitative approach aims to testing hypothesises in ordere to identify the influence of creolisation on Thai fashion consumers and Thai fashion retailing. The quantitative results will be integrated with qualitative findings in order to archieve the main research purpose and objectives. The discussion of qualitative approach will be presented in the following section.

5.2.4 Qualitative Approach

While, qualitative research is referred to the meaning, concepts, definitions, characteristics, metaphors, symbols and descriptions of things (Berg, 2001). Some scholars further suggest that:

> "Qualitative research is multi-method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study things in their natural settings, attempting to make sense of, or interpret, phenomena in terms of the meanings people bring to them. Qualitative research involves the studied use and collection of a variety of empirical materials - case study, personal experience, introspective, life story, interview, observational, historical, interactions and visual texts - the described routine and problematic moments and meanings in individuals' live." (Denzin and Lincoln, 1994, p.2)

It can be highlighted that the purpose of qualitative research is to develop the concept which helps to understand social phenomena in natural settings rather than experiments, also giving a stress to the meaning, experience and views of all the participants in the research (Pope and Mays, 2006). Correspondingly, qualitative research aims to seek a deeper understanding of factors and that it probes rather than counts (Chisnall, 2001). This approach is appropriate when researchers need to understand how people make

and manage their life situations. These situations are generally banal or normal, reflective of day to day life, groups, societies and organisations (Miles and Huberman, 1994). Additionally, qualitative approach can steer and provide useful information for the quantitative study (Pantano, 2011). In particular, qualitative approach allows using the view of the interviewee to construct the development of hypothesis in quantitative phase (May, 1996). The data from qualitative methods are collected from face to face contact with participants in the research setting (Eldabi et al., 2002). There are also many sources of data for qualitative study, which are transcripts of in-depth interviews, field notes from observations, written documents and archives (Eldabi et al., 2002: Patton, 1991). In the study, a qualitative approach is used to explain how creolisation impacts on Thai fashion retailers and Thai fashion manufacturers. Furthermore, there are a number of key characteristics of qualitative and qualitative research, which differ in various perspectives, as can be summarised in Table 5.4.

	Quantitative	Qualitative
Technique	Quantitative technique	Qualitative technique
General framework	- Seek to confirm hypotheses about phenomena - Instruments use more rigid style of eliciting and categorising responses to questions - Use highly structured methods such as questionnaires, surveys and structured observation	- Seek to explore phenomena - Instruments use more flexible, iterative style of eliciting and categorizing responses to questions - Use semi-structured methods such as in-depth interviews, focus groups and participant observation
Objective	- To quantify variation - To predict casual relationships -To describe characteristics of a population	- To describe variation - To describe and explain relationships - To describe individual experiences - To describe group norms
Approach	Logical, scientific approach	Phenomenological approach
Measurement	Obtrusive, controlled measurement	Uncontrolled, observational data
Researcher position	Objective, outsider's perspective, distance from the data	Subjective, insider's perspective, close to the data
Method	Deductive, ungrounded, verification - oriented, confirmatory, reductionist, inferential	Inductive, exploratory, expansionist, descriptive, discovery orientated
Orientation	Outcome oriented	Process oriented
Evaluation	Reliability is critical: real, hard and replicable data	Validity is critical: rich, real and deep data

Scope	Holistic: attempts to synthesise	Holistic: attempts to synthesise
Question format	Closed-end	Open-end
Data format	Numerical (obtained by assigning numerical values to response)	Textual (obtained from audiotapes, videotapes and field notes)
Flexibility in study design	- Study design is stable from beginning to end - Participant responses do not influence or determine how and which questions researchers ask next - Study design is subject to statistical assumptions and conditions	- Some aspects of the study are flexible (for example, the addition, exclusion or wording of particular interviews questions) - Participant responses affect how and which questions researchers ask next - Study design is iterative, that is, data collection and research questions are adjusted according to what is learned

Table 5.4: The difference between qualitative and quantitative approach (Adapted from Reichardt and Cook, 1979; Mack et al., 2005)

In order to select a specific methodology, the current study aims to investigate the effect of creolisation on fashion consumer behaviour and a fashion supply chain management in Thailand. The combination between quantitative and qualitative approach will be used to accomplish research aim and objectives. Actually, using quantitative and qualitative methods is very powerful for gaining the data insights and results, and helping researchers in making inference and in drawing conclusions (Amaratunga et al., 2002). In particular, the mixing of two approaches can enrich the research and also complete a deeper knowledge on the human behaviour (Mangan, 2004; Yoshikawa et al., 2008). In the research community, many researchers have strongly agreed that there is the best thought of as complementary in research of many fields, and thus both qualitative and quantitative should be mixed (Amaratunga et al., 2002). Moreover, the combination between these approaches also enhances the internal and external validity of research findings (Bryman, 1988; Jick, 1979, Modell, 2005). By doing so, this leads to the consideration of using mixed methods approach which will be discussed in the following section.

5.2.5 Mixed Methods Approach

Using of mixed methods approach is growing in popularity and widely known with a number of publications in mixed methodology studies (Creswell, 2003; Tashakkori and Teddlie, 2003). Mixed method research is referred to a methodology (Tashakkori and Teddlie, 2003) and as a methodology, mixed method research focuses on philosophical assumption or worldview such as pragmatism, which then increases a complexity to the research (Creswell, 2005). In other views, mixed methods research is defined as the type of research in which a researcher combines elements of qualitative and quantitative approaches for the purposes of increasing the breadth and depth of understanding (Johnson et al., 2007). Mixed methods permit for the inclusion of both qualitative and quantitative methods of data collection and analysis to attain a range of outcomes (Creswell, 2005). Furthermore, this approach is argued to be intellectually and practically suited to overcoming the weaknesses in singular methods (Johnson and Onwuegbuzie, 2004) and also provide the most informative, complete, balanced and useful research findings (Johnson et al., 2007).

This approach can be catagorised as a two phase approach with the advantage of both quantitative and qualitative approaches (Creswell, 1994). In particular, the mixed method in terms of a sequential exploratory research was adopted in this study. A sequential exploratory research utilises the qualitative findings to provide useful data for locating or developing an instrument during the subsequent quantitative stage (Creswell, 2003). In other words, the findings from qualitative phase will be used to construct hypothesis development to be tested in the quantitative phase, whereafter the quantitative data can assist in constructing the overall findings of the study in

combination with the qualitative data (Amaratunga et al., 2002; Pantano, 2011). A sequential exploratory research can be depicted in Figure 5.4 below.
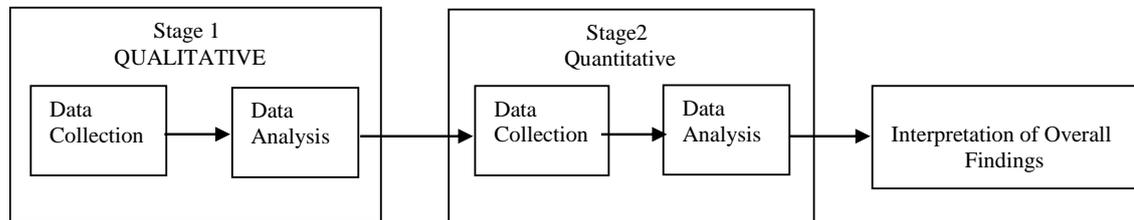
Figure 5.4: A sequential exploratory research (Adapted from Cresswell, 2003)

In accordance with this, the current study was divided into two distinct phases: a qualitative phase and a quantitative phase. In each research phase, an overview, sampling methods, data collection and analysis will be discussed. This study includes a quantitative approach in order to identify the influence of creolisation on Thai fashion consumers. On another side, adopting qualitative approach is used to explain how creolisation impacts on Thai fashion retailers and Thai fashion manufacturers. In detail, this study focuses on using mixed methods, which includes semi-structured interviews, document analysis and questionnaire survey. Particularly, in-depth interview is the key strategy of qualitative method, which will be used to investigate the relationship between creolisation, fashion consumer behaviour and a fashion supply chain management in Thailand. While, a questionnaires survey will be conducted in terms of quantitative method, in order to measure the influence of creolisation on Thai fashion consumer behaviour and Thai fashion retailing. The fundamental concept of these methods will be discussed in the following section.

5.3 Research Method and Sampling Process

In order to accomplish research aim and address research questions, there are key methods of quantitative and qualitative approaches which will be used to conduct the data in the current study. Questionnaire survey is method of quantitative approach, whereas semi-structured interview and document analysis are based on qualitative approach. This section aims to discuss the fundamental concept of these methods and describe how they have been adopted to support the data collection. At the beginning, the process of sampling will be discussed. There are target population, sample size and sample selection.

To reach a representative sample of the current study, sampling issues are required. There consist of target population, sample size and sampling procedure. Sampling is defined as "a process that is always strategic and sometimes mathematical, which will involve using the most practical procedures possible for gathering a sample that best 'represents' a larger population" (O'Leary, 2004, p.103). In qualitative research process, sampling is an essential step that all qualitative researchers should consider, especially choice of sampling scheme (Onwuegbuzie and Leech, 2007). Sampling achieves the obstacles from the entire population in data collection which can be impossible or prohibitive in terms of time, costs and other human resources (Froza, 2002). It also helps researcher to establish the quality of inferences that make from the findings of a study (Collins et al., 2007). The current study divides the sampling process into three stages. The first stage aims to define target population. Second is determining the sampling selection. Lastly, sample size will be discussed.

Target Population

A sample is defined as a smaller collection of units from a population used to determine trusts about that population (Field, 2005). In selecting a sample, the first step is to identify the population from which the sample is to be selected. Population in the research methodology does not refer to the population of a country, but rather to the objects, subjects, phenomena, cases, events or activities specified for the purpose of sampling (Brynard and Hanekom, 2005, p.43). Particularly, the target population consists of all the cases about which the researcher would like to make generalisations (Polit and Hungler, 1999). In the current study, there are the three main target groups of the population. Based on the research objectives, the study aims to identify the influence of creolisation on five cultural dimensions of Thai national cultures, Thai fashion consumer behaviour and Thai fashion retailing. Also, another is to investigate the conceptual relationship between creolisation, Thai fashion consumer behaviour and Thai fashion retailing. Consequently, the first group of target population is Thai fashion consumers, the second is Thai fashion retailers and the third is Thai fashion manufacturers. The target population in this study can be identified as follows:

Thai fashion consumer; Thai people who consume fashion products and services (including women, men and children clothes and accessories).

Thai fashion retailers; companies who mainly distribute fashion products (clothes and accessories, women, men and children wears) and provides services to consumers.

Thai fashion manufacturers; companies who mainly produce both fashion products and basic products (clothes and accessories, women, men and children wears).

The previous section indicated that interviews were used to collect the data with Thai fashion retailers and manufacturers, whereas questionnaire survey was used to collect the data with Thai fashion consumers. Both target populations were selected from Bangkok. As a capital city, Bangkok is representative of Thailand because of its relatively greater affluence and population density. In 2014, Bangkok has an estimated population of 8.5 million and most people are of Thai ethnicity. Moreover, Bangkok is the main area of fashion consumption in Thailand. There are a lot of both local and international fashion brands. Also, many retail stores are located at department stores and shopping centres in all areas of Bangkok.

Sample size

Typically, determining the sample size is a complex task and it depends on many quantitative qualitative considerations such as statistical requirement, data collection method, time and financial constraints (Bryman, 2008; de Vaus, 2002). Accordingly, it cannot identify the sampling frame of Thai fashion consumers in this study, there is a lot of Thai people who consume fashion products. Hence, the sample was therefore calculated by using the sample size estimation from Cochran (1977):

$$n = \frac{Z^2}{4e^2}$$

Where;

 n= Sample size

e= acceptable amount of sampling error =5% (0.05)

Z=level of confidence expressed in standard error =95% (0.05 –Z=1.96)

$$n = \frac{Z^2}{4e^2}$$

$$n = \frac{(1.96)^2}{4(0.05)^2}$$

n=384.16 = 384

The sample size of Thai fashion consumers was calculated at 384 respondents. Correspondingly, the sample size table from Krejcie and Morgan (1970) also demonstrates that if population size (N) more than 1000,000 (i.e. infinite population), sample size (n) should be 384 which can be seen in Table 5.5.

N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	246
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	351
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	181	1200	291	6000	361
45	40	180	118	400	196	1300	297	7000	364
50	44	190	123	420	201	1400	302	8000	367
55	48	200	127	440	205	1500	306	9000	368
60	52	210	132	460	210	1600	310	10000	373
65	56	220	136	480	214	1700	313	15000	375
70	59	230	140	500	217	1800	317	20000	377
75	63	240	144	550	225	1900	320	30000	379
80	66	250	148	600	234	2000	322	40000	380
85	70	260	152	650	242	2200	327	50000	381
90	73	270	155	700	248	2400	331	75000	382
95	76	270	159	750	256	2600	335	100000	384

Note: "N" is population size, "S" is sample size.

Table 5.5: Determining sample size from a given population (adapted from Krejcie and Morgan, 1970)

In general, sample size in qualitative research should not be too small, because it is difficult to achieve data saturation (Sandelowski, 1997). At the same time, sample size should not be too large, it is difficult to extract thick, rich data (Onwuegbuzie and Leech, 2007). According to Mason (2010), sample size in qualitative studies can be

determined by many researchers. There is the guideline for sample size in qualitative research, as Table 5.6 shows below.

Qualitative studies	Sample size
Ethnography and ethno-science	30-50 interviews for both (Morse,1994) 30-60 interviews for ethno science (Bernard, 2000)
Grounded theory	20-30 interviews (Creswell, 1998) 30-50 interviews (Morse, 1994)
Phenomenology	5 to 25 interviews(Creswell, 1998) at least six interviews (Morse, 1994)
All qualitative studies	Fifteen is the smallest acceptable sample (Bertaux, 1981)

Table 5.6: Guideline for sample size in qualitative research (Adapted from Mason, 2010)

Following the table above, the current study is relied on the qualitative research. Consequently, sample size for interviewing with Thai fashion retailers in the current study should be fifteen companies and ten companies for Thai fashion manufacturers.

Sample Selection

In qualitative research, individuals are selected to participate in the research based on their first-hand experience of the phenomenon of interest. There is no need to use randomly selected, unlike quantitative research because manipulation, control and genelisation of findings are not the purposes of the study (Streubert and Carpenter, 1999). In general, sampling techniques can be divided into two categories, which are probability and non-probability sampling (Churchill, 1999). Probability sampling is a sampling process that utilise some form of random selection, consists of random sampling, systematic sampling, stratified sampling, cluster or area sampling, and double sampling. While, non-probability sampling is a process where probabilities cannot be assigned to the unit objectivity and therefore it is difficult to determine the reliability of

the sample results in terms of probability (Yamane, 1967). This sampling includes convenience sampling, purposive sampling (judgemental sampling), quota sampling and snow ball sampling (Churchill, 1999; Kinnear and Taylor, 1996). The sampling techniques used in the research depend on the requirements of the project, research aim and objectives, the financial and time constraints (Cooper and Schindler, 2003), research design, and research method (Onwuegbuzie and Leech, 2007). In this study, both probability and non-probability sampling were considered. In order to identify Thai fashion consumers, the current study employed quota sampling and systematic sampling. Whereas, Thai fashion retailers and Thai fashion manufacturers were selected by using purposive sampling and snowball sampling. Briefly, there are the definitions of sampling techniques in this study, as can be seen in Table 5.7.

Sampling Techniques	Definition
Quota sampling	Researcher identifies desired characteristics and quotas of sample members to be included in the study.
Systematic sampling	Choosing individuals from a list by selecting every kth sampling frame member, where k typifies the population divided by the preferred sample size.
Purposive sampling	The researcher chooses the sample based on who they think would be appropriate for the study. This technique is used primarily when there is a limited number of people that have expertise in the area being researched.
Snowball sampling	Participants are asked to recruit individuals to join the study.

Table 5.7: The Definitions of Sampling Techniques (Adapted from Onwuegbuzie and Collins, 2007)

Given the minimum of an estimate response rate of 20% (Aaker, Kumar and Day, 2001), this study will distribute the questionnaire to 1,950 respondents in order to obtain the minimum sample size of 384 (as discussed in Sample size). Adopting the quota sampling in the first stage, there are eight fashion shopping areas in Bangkok which can be classified as follow:

Pathumwan (Siam Paragon, Siam Centre, Siam Discovery, and MBK Centre)

Ratchaprasong (Central World Plaza and Gaysorn Plaza)

Sukhumvit (The Emporium and Terminal 21 shopping centre)

Bangkare (The Mall shopping centre)

Bangkapi (The Mall shopping centre)

Ladpraw (Central Plaza)

Pingklaw (Central Plaza)

Bangna (Central Plaza and Mega Bangna)

In the second stage, research assistants will select Thai fashion consumers, who have been these department stores in each area by using systematic sampling method, in order to get the respondents email. People in these shopping areas are representative of the urban population in Bangkok and consistency with the definition of Thai fashion consumers. Research assistants will introduce themselves, explain the purpose of the study and ask for the consumer's e-mail. Then, the questionnaire will be distributed in form of web survey to the respondents. "Google Doc" is the web- survey, which will be used to collect the questionnaire data in this study. The main benefits are that the basic data from respondents using web survey will be directly inputted into the computer programme for analysis.

Moreover, the study have concerned with non-response bias. Non response bias refers to a situation in which non-respondents differ from respondents in observable characteristics; the external validity of the findings might be flawed (Whitehead et al., 1993). In the survey procedure, questionnaires were sent to 975 respondents. Of the 452 questionnaires received from the respondents, 34 questionnaires were incomplete and

were excluded from analysis. Hence, the final sample for data analysis included 418 respondents and there was 47 percentage of response rate in the survey. According to Borg and Gall (1983), if the return rate is less than 80%, it should check for possible non-response bias. Following on from this, testing non-response bias was considered in the study.

In order to test non-response bias, Armstrong and Overton (1977) suggest the three methods of estimating non-response bias, comparisons with known values for the population, subjective estimates and extrapolation. Due to time and resource constraints, this study adopted comparisons with known values for the population to test non response bias. Results from a given survey can be compared with known values for the population such as age, income and education (Armstrong and Overton, 1977). This approach compares the background traits of the respondents and non-respondents group. The results were not statistically significant differences in means of age, income and education. In details, the study compared the means of background traits of the two groups. There were 418 respondents (47 percentages) who returned completed survey and 557 non-respondents (53 percentages) who failed to return a completed survey. The statistically significant differences were insignificant differences in means of age, income and education background between respondents and non-respondents group ($\overline{X}$ = 0.018, $\overline{X}$ =0.080, $\overline{X}$ = 0.024, p<0.01 respectively). This indicated that there was not a problem of non-response bias in this study. For further information, testing non-response bias is shown in Appendix F.

In qualitative phase, fifteen Thai fashion retailers and ten Thai fashion manufacturers will be selected by using purposive sampling (i.e. judgement sampling) and snowball sampling. Miles and Huberman (1994) purposed a set of significant criteria to evaluate

sampling and sample strategy used, especially purposive sampling in qualitative research;

- The sampling strategy should be relevant to the conceptual framework and the research questions addressed by the research.
- The sample should be likely to generate rich information on the type of phenomena which need to be studied.
- The sample should enhance the generalisability of findings.
- The sample should produce believable description/explanations (in the sense of being true to real life).
- The sample strategy should consider ethical issues.
- The sampling plan should be feasible in terms of resource costs of money and time and practical issues of accessibility.

Furthermore, Malhotra (2009) pointed out that the purposive sampling is only appropriate under the conditions where it is considered that some samples of the population are thought to be having more comprehensive knowledge than others for the interviews. Due to this, there are five criteria for selecting Thai fashion retailers (purposive sampling). Afterwards, some selected fashion retailers will provide further information about other related companies (snowball sampling), in order to get a total of fifteen Thai fashion retailers.

1. All of the selected companies are Thai small and medium sized companies (i.e. based on number of employees and stores) and their stores are located in Bangkok.
2. The selected companies are trading for 5 years or more and involved fashion products (i.e. men's wear, women's wear, children's wear and accessories).

3. The selected companies distribute both agile products (seasonal products) and lean products (basic products), also those products reflect the integration between Thai identities and global features.

4. The selected companies supply their products from Thai, Asian, Western or overseas manufacturers.

5. The selected companies must have voluntariness to be the participant.

In terms of Thai fashion manufacturers, there are ten manufacturing companies based on purposive and snow ball sampling. The pre-interviews with Thai fashion retailers provided the list of manufacturing companies who have coordinated with Thai fashion retailers and overseas manufacturers. Moreover, those manufacturing companies were selected by following the five criteria.

1. All of the selected manufacturing companies are Thai small and medium sized companies (i.e. based on number of employees and total annual turnover).

2. The selected manufacturing companies are trading for 5 years or more and involved fashion products (i.e. men's wear, women's wear, children's wear and accessories).

3. The selected manufacturing companies produce both agile products (seasonal products) and lean products (basic products), also those products reflect the integration between Thai identities and global features.

4. The selected manufacturing companies coordinate with Thai, Asian, Western or overseas manufacturers (i.e. in terms of co-production or out-sourcing).

5. The selected manufacturing companies must have voluntariness to be the participant.

By using purposive sampling, snowball sampling and specific criteria above, researcher accessed to the respondents both Thai fashion retailers and manufacturers from Department of Business Development, Ministry of Commerce (Thailand) and Securities and Exchange Commission, Thailand. There are the lists of Thai fashion retailers and manufacturers that show basic information such as annual incomes, business background and contact details. In order to conduct the pre-interviews, the five Thai fashion retailing companies were initially selected which based on specific criteria (purposive sampling). Then, these respondents provided further information to select other Thai fashion retailing and manufacturing companies (purposive sampling and snowball sampling) for interviewing at the next stage. The next section will discuss the key method of quantitative research which is a questionnaire survey.

5.3.1 Quantitative Method: A Questionnaire Survey

A questionnaire is defined as a written list of questions, the answers to which are recorded by respondents. They read the questions, interpret what is expected and then answer the questions (Kumar, 2008). Particularly, surveys are labeled as a better known source of primary data collection in the study of marketing and social sciences (Baker, 2001). The main advantages are that questionnaire survey method can be cheapness and quickly for collecting the data in very huge quantities. Whereas, the disadvantages are that it cannot prompt and probe respondents to elaborate an answer (Bryman, 2008). However, survey method provides the data on attitudes, feelings, beliefs, knowledge, past and intended behaviour, ownership, personal characteristics and descriptive items (Tull and Hawkins, 1990). Also, survey aims to gather the data which support generalisations to a board population, and can be aggregated across cases in a meaningful fashion (Baker, 2001). In general, the survey method can be divided into

two forms, namely descriptive survey and explanatory survey. Descriptive survey seeks to estimate correctly the nature of existing conditions, attributes or the parameters of the population in the study, while explanatory survey aims to establish cause and the effect relationships but without experimental manipulation (Burns, 2000). Moreover, there are also four categories of the information collected, people's physical condition, behavior, social and economic circumstances and personal attitude and opinion (McCrossan, 1991).

In this study, a questionnaire survey was employed to conduct the data with large sample of Thai fashion consumers. The main benefit is that a questionnaire survey can reduce the cost and time constraint (Bryman, 2008). As documented in literature chapters, the prominent aspects of creolisation consist of cultural change, cultural mixing and ethnicity. These cultures impact on Thai national cultures, Thai fashion consumer behavior and fashion supply chain management. The key objectives of using the questionnaire in this study are 1) to specify the five cultural dimensions of Thai national culture, Thai fashion consumption behavior, and fashion supply chain management and 2) to identify the influence of creolisation and its cultural characteristics on Thai national cultures, Thai fashion consumption behavior and fashion supply chain management. Accordingly, a questionnaire design should begin with general topics and progress to more specific areas (Brace, 2004). There is concerned that the questionnaire design must be adapt to each culture and should not be biased in terms of any one culture (Malhotra et al., 1996). In respect of this study, consumer behavior constructs such as attitudes, beliefs and values can be measured by using multi-item Likert scales questionnaire (Wong et al., 2003). Particularly, multi-item Linkert scales were employed to measure the key variables, in order to allow for the assessment of psychometric properties and to identify the structure of

multidimensional constructs (Malhotra et al., 1999). There are also two types of questions in the questionnaire survey, namely closed-end questions and open-end questions. Close-end questions are designed by researcher provides the alternative answers and wants the participants to choose from a set of destined questions, whereas open-end questions allow the participants have freedom to answer the questions (Sommer and Sommer, 1991). Especially, closed-end questions are easier and quicker to answer and the responses are easier to quantify (Chrisnall, 2001). Due to this, a self-administered questionnaire with the close-end questions approach and items measured with 5 point strongly agree to strongly disagree of Likert scales were adopted in the study.

The questionnaire design in this study was developed from the extant literature and pre interviews discussed with Thai fashion retailers. As documented in the literature review (Chapter Four), the retailer directly involves with the end customer (Jonsson, 2005b). The interview data from retailers will be useful for developing the instruments of questionnaire survey. Thai fashion consumers were selected by quata sampling and systematic sampling (Sampling process can be seen in Section 5.3). Originally, the questionnaire was drafted in English and then translated in Thai language for the survey. The structured of questionnaire was divided into six parts in order to address the influence of creolisation (i.e. in respect of cultural change, cultural mixing and ethnicity) on Thai national culture, Thai fashion consumer behaviour and Thai fashion retailing. The first part started with the effect of cultural change, cultural mixing and ethnicity on Thai fashion consumption behaviour. The second part measured the five cultural dimension of Thai national culture. The third part dealt with Thai fashion consumption behaviour and fashion trends. The forth part contained the questions regarding Thai fashion styles. The fifth part identified the relationship between Thai

fashion consumption behaviour and Thai fashion retailing. At last, the demographic information of respondents such as sex, age, educational level, occupation, and income were required. The details of all survey questions can be seen in Appendix D. In summary, Table 5.8 demonstrates the compositions of the questionnaire survey in this study.

Part	Variables	Scale	Number of Items	Sources (Adapted version)
1	Cultural Change, Cultural Mixing , Ethnicity and Thai Fashion Consumption Behaviour	5-point Likert-scale	9	Literature review and pre-interviews discussed
2	Thai National Cultures	5-point Likert-scale	9	CVSCALE (Yoo et al.,2001)
3	Thai Fashion Consumption Behaviour and Fashion Trends	5-point Likert-scale and Multiple Choice	13	Literature review and pre-interviews discussed
4	Thai Fashion Styles	5-point Likert-scale	9	Literature review and pre-interviews discussed
5	Thai Fashion Retailing	5-point Likert-scale	9	Literature review and pre-interviews discussed
6	Demographic Characteristics	Multiple Choice	6	Author

Table 5.8: The compositions of the questionnaire survey

In this study, the questionnaire survey was divided into two stage, pilot survey and main survey. The pilot survey was conducted with Thai fashion consumers in order to pre-test the structured questionnaire and enhance validity and reliability of the instruments (see more details in Section 5.3.3). In addition to this approach, pilot study was used to assess the reliability of the survey instrument. However, the two key conditions when using the pilot study which are a sufficient long time between the pilot and main survey

(a minimum of two weeks), and the minimum of sample size of the pilot must be at least 30 samples (Mitchell, 1996). Due to this, the current study conducted the pilot survey with 40 samples (in November 2013) and the main survey was conducted two months after the pilot test (in January 2014). Furthermore, there are the two guidelines when designing the questionnaire survey which can enhance high reliability of the survey instrument. The first one is providing clear instructions for answering questions in the survey instrument. The second is providing unambiguous questions (Kerlinger, 1986). In detail, the main survey is further discussed in Chapter Seven.

5.3.2 Qualitative Methods

The two key qualitative methods in this study are semi-structure interview and document analysis. These methods were conducted with Thai fashion retailers and manufacturers in order to to explain how creolisation impacts on fashion consumer behavior and fashion supply chain management in Thailand. This section begins with semi-structure interview and then document anylysis will be detailed.

5.3.2.1 Semi-Structure Interview

The interview is defined as perhaps the most powerful means for attaining a deeper understating of a respondent's experience (Kvale, 1983). Interview refers to a qualitative way of uncovering and exploring the meanings which underpin livings, routines, behaviour and feelings of people (Rubin and Rubin, 1995). Interview can be divided into three types, structured, semi-structured and unstructured interview (Saunders et al, 2009). Semi-structured interview is the most commonly used interview in qualitative research (Dawson, 2002). This method is closely associated with interpretivist, interactionist, constructionist, feminist, psychoanalytic, and oral or life

history traditions in the social sciences (Mason, 2002). Some scholar suggested that "semi- structured interview has the advantage of being reasonably objective while still permitting a more thorough understanding of the respondent's opinions and the reason behind them than would be possible using the mailed questionnaire" (Borg and Gall, 1983,p.442). Semi-structured interviews provide the opportunity to the researchers for proving more detailed information by asking the respondents to give more clarification to their answers. This is important for a realism approach, which focuses on an understanding the meanings of respondents in various phenomena (Saunders et al, 2009). As discussed in the research philosophy, the current study takes a scientific realism position (i.e. in the epistemological position) to gain a deeper understanding of a human reality with scientific methods, in particular the relationship between creolisation, Thai fashion consumer behaviour and a fashion supply chain management. Specifically, semi- structured interview is an appropriate method for collecting the data in this study.

The current study collected the data by using semi-structured interviews with fifteen Thai fashion retailers and ten fashion manufacturers (Sampling process can be seen in Section 5.3). They are the key persons from various positions in retailing and manufacturing companies, which included the Senior Retail Manager, General Manager, Fashion Managing Director, Senior Fashion Buyer, Garment and Director. These companies are small and medium size, which based on classification criteria such as number of stores and employees, shop size and total annual sale. In addition, most of them are both retailer and manufacturer. They also produce and distribute fashion womenswear, menswear and accessories. The interviews were conducted in Thai language, and then translated to English by researcher. The interviews were conducted

in offices of those companies during August to September 2013. The average duration of each interview was about 30 to 40 minutes.

Based on literature review and the suggested conceptual framework, the interview questions were developed and divided into four parts. In the first part, the general information of company was identified such as business background, product categories, number of stores and employees, shop size, total annual sale, countries of out sourcing, and status of the interviewee. Secondly, fifteen Thai fashion retailers were asked regarding the characters of Thai fashion style, fashion trends and the effect of creolisation as a manifestation of cultural change, cultural mixing and ethnicity on Thai fashion styles and Thai fashion retailing. Thirdly, the five cultural dimensions of Thai national cultures and the influence of creolisation on Thai national culture and Thai fashion consumer behaviour were identified. In the final part, all of respondents were interviewed regarding the effect of creolisation on fashion consumer behaviour and a fashion supply chain management in Thailand. The details of interviews questions can be seen in Appendix A. Table 5.9 below shows the structure of interview questions in this study.

Part	Topic	Type of Interview	Number of Question	Interviewees
1	Company profile and business background	Structured and semi-structured interviews	8	Thai fashion retailers and manufacturers
2	Thai fashion style, Thai fashion retailing, fashion trends and creolisation	Semi-structured interviews	5	Thai fashion retailers
3	Thai national culture, Thai fashion consumer behaviour, Thai fashion retailing and creolisation	Semi-structured interviews	5	Thai fashion retailers

| 4 | Thai fashion consumer behaviour, fashion supply chain management and creolisation | Semi-structured interviews | 5 | Thai fashion retailers and manufacturers |

Table 5.9: The structure of interviews questions

Nevertheless, there are many ways that interviewers can affect the validity of the responses (Lee, 1993). For instance, the social characteristics of the interviewers may have a biased affecting on the results. Another is that the expectations of interviewers may affect about the interview itself. Moreover, the interview is also affected by the level of awareness and personal emotion of interviewee, being anxious or annoying during the interview may cause a possible distortion to the data (Patton, 2002). Due to this, the researcher should maintain his own knowledge and let the interviewee flow, in order to avoid biased data (May, 1997). In this study, researcher conducted pre-interviews with the five Thai fashion retailers first in order to review the interviews process and revise the interviews questions. The pre-interviews also enhance validity and reliability of the response (see Section5.3.3) and leads to questionnaire development in the quantitative phase (see Section 5.3.1).

5.3.2.2 Document Analysis

A document is any piece of writing that gives information about the investigated phenomenon and exists independently of the researcher's actions (Corbetta, 2003). Documents also can help reconstruct events, and give information about social relationships (Burgess, 1984). Typically, documents can be divided into two types, which are (Miles and Huberman, 1994);

1) Specific documents are those directly relevant to the topic of research, which encompasses contracts, company reports related to supplier management, company publications and memoranda.

2) Contextual documents refer to general documents, which provide an understanding of the company background such as company brochures and data from the internet.

Moreover, there are some advantages of the documents in the research method. Firstly, the information given in a document is not subject to possible distortion that can arise in interviews. Secondly, it can help the researcher to study the past (Corbetta, 2003). If no people are alive to give primary evidence, thus documents are the only source of data (Potter, 1996). Thirdly, the document is a cost-effective method as the information given has already been generated (Denscombe, 1998). However, some scholar argued that documents may have some limitations in terms of the accuracy and completeness of the data (Patton, 2002). Indeed, the facts of history and evaluation do not and cannot in a pure form. They are always refracted through the mind of the recorder (Caulley, 1983).

In this study, the documents provide the empirical evidence involving contextual documents such as company background, cultural evidence (in terms of creolisation and cultural characteristics, cultural change, cultural mixing and ethnicity), fashion consumer behaviour, fashion trends, and specific documents such as supply chain management information, especially fashion retailing information (in terms of product development, sourcing and visual merchandising) (Documentary evidence can be seen in Appendix B). The documentary evidence benefits for qualitative data analysis in order to investigate the relationship between creolisation, fashion consumer behaviour and a fashion supply chain management in Thailand. The document analysis will be discussed with the interview data in Chapter Six.

5.3.3 Realibility, Validity, and Triangulation

In order to evaluate the measurement used in the current study, the term reliability validity and triangulation are considered. Actually, a measurement instrument should be evaluated for accuracy and applicability (Greenleaf, 1992). There is important to highlight that validity and reliability are closely involved but they are not perfectly independent of one another (Hair et al., 1998). It means that a measure can be consistent (reliable) but not accurate (valid). Notwithstanding, a necessary condition for validity of instruments should be reliable (Peter, 1979). Validity is more important than reliability but reliability does need to be addressed (Patten, 2004). The discussion of these terms will be presented in the next section.

5.3.3.1 Reliability

When referring to a psychological test instrument such as a questionnaire, reliability is defined as "the attribute of consistency in measurement" (Gregory, 1996, p.84). Reliability refers to what extent the research findings can be replicate, if another study is undertaken using the same methods and can obtain the same results as those of a prior study (Johnson et al., 2006). In general, reliability of the findings depends on the likely recurrence of the original data and the way they are interpreted (Ritchie and Lewis, 2003, p.271). On the one hand, reliability in quantitative research is that a measurement is consistent and can be tasted by statistical instrument. On the other hand, reliability in qualitative research tends to be a contentious issue (Jordan and Hoefer, 2001). Particularly, the absolute replication of qualitative studies is very difficult to achieve because of they reflect realities at the time they were collected and in a situation which is changeable (Seal, 1999). Thus, it is argued that replicability in qualitative research is difficult. However, replicability is impossible without precise identification and

thorough the description of using strategies to collect and analyse the data (LeCompte and Goetz, 1982). In order to satisfy the criterion of reliability in the research, no matter it is quantitative or qualitative research but it is important for the researchers to document their research procedure explicitly (Franklin and Ballan, 2001).

In accordance with this, reliability was considered in both quantitative and qualitative phase of the current study. The enhancing of reliability is focused on archiving consistent similarity in the quality of results rather than on obtaining exactly the same results (Collingridge and Gantt, 2008). In the quantitative study, there are three main approaches for assessing the reliability which include test-retest, internal consistency and alternative forms (Mitchell, 1996). Test-retest is estimated when the administration of identical sets of instruments on two different occasions. Hence, the reliability estimates are obtained by repeating the measurement using the same instrument under the same conditions (Parameswaran et al., 1979). It is expected that a perfectly reliable test would provide identical responses for all respondents on both test occasions (Mitchell, 1996). A high correlation between the scores at the two time points indicates the instrument is stability of the measure over time (Haladyna 1999; DeVon et al. 2007). In this study, pilot study was used to assess the reliability of the survey instrument of questionnaire. However, the two key conditions when using the pilot study which are a sufficient long time between the pilot and main survey (a minimum of two weeks), and the minimum of sample size of the pilot must be at least 30 samples (Mitchell, 1996). Moreover, there are the two guidelines when designing the questionnaire survey which can enhance high reliability of the survey instrument. The first one is providing clear instructions for answering questions in the survey instrument. The second is providing unambiguous questions (Kerlinger, 1986).

In the qualitative study, a number of measures were employed to enhance the reliability of this study. Firstly, interviews data were recorded to present the reliability of evidence and avoid any bias which might happen during the conversations. In particular, taped conversation will tend to present more reliable evidence than hastily written field notes (Gray, 2004). In other words, recoding interviews provides the opportunity of an unbiased record of the conversation (Easterby-Smith et al., 2008). In this study, interviews with fifteen Thai fashion retailers and ten Thai fashion manufacturers were audio-recorded. Afterwards, they were transcribed carefully in order to provide a basis for reliable analysis process. Moreover, the researcher tried to record the interviews with the participants' permission and check the accuracy of interviews data by sending the final transcripts back to the participants in order to get their feedbacks. Secondly, it is recognised that an effort is to make the reduction of errors and bias during the data collection process. Researchers have to make sure that what has captured is the true value of what interviewees see and the researcher maintains an impartial role in the study (Arksey and Knight, 1999). In this study, different types of questions, such as main questions, follow up questions and probing questions were considered and asked to ensure the consistent answers from interviewees. Particularly, probing questions is a powerful technique to reduce threats to reliability and validity in terms of the problems caused by the complexities and limitations of human mind (McKinnon, 1988). In addition, the researcher tried to avoid leading questions and other potential introduction of bias during the interviews.

Internal consistency reliability is the second approach to assess reliability of a summated scale where various items are summed to form a total score (Malhotra and Birks, 2000). This approach is concerned with assessing how well the several items in measure appear to reflect the construct one is trying to measure (Trochim, 2001). The

simple form of internal consistency is split-half reliability, where all items that measure the same construct are randomly divided into two equivalent halves. The split-half reliability estimate is the correlation between these two scores (Mitchell, 1996). This leads to the main problem which is the results depend on how the items are divided. The use of Cronbach coefficient alpha is considered to overcome this problem. Cronbach's alpha is the average of all possible split-half coefficients resulting from the different ways of splitting the instrument items (Cronbach, 1990). This method is appropriate measuring reliability for consumer behavior study (Delener, 1994; Essoo and Dibb, 2004). Moreover, Cronbach's alpha is a reasonable indicator that does not have right-wrong making schemes, and can be used for both essay questions and questionnaire survey such as rating and Likert scales (Oppenheim, 1992). The basic formulate for calculating of Cronbach's alpha can be reveled in equation as follows:

$$\alpha = \frac{N}{N-1}\left(1 - \frac{\sum S_i^2}{S_X^2}\right)$$

Where: N is the number of items; S_i^2 is variance of individual questions (i.e., the diagonal elements of the covariance matrix) and S_x^2 is the variance of the total test score (which equals the sum of all elements in the covariance matrix) (Black, 1999). The alpha coefficient (α) can range from 0 to 1. The reliability value of 0.5 to 0.6 is acceptable (Kerlineger and Lee, 2000) whereas the value of less than 0.6 is unacceptable (Nunnally and Bernstein, 1994). However, the value of 0.7 or above is an indication of strong item covariance and satisfactory level of reliability (Hinkin, 1995; Nunnally and Bernstein, 1994). Thus, an alpha value of 0.6 was set as a cut of point for the acceptance of the measurement in this study. In piloting questionnaire process, the

current study employed the alpha coefficient to assess the reliability of different summated scales (i.e. Thai fashion consumption behaviour, Thai national cultural value, fashion trends and Thai fashion retailing). The alpha coefficient in all items were higher than 0.6 (see Appendix E), implying that there is higher degree of internal consistency reliable of the scales.

The third approach for accessing the reliability is the alternative form which involves the same respondents measured at two parallel forms with two equivalents but not identical, instrument (Mitchell, 1996). The two equivalents forms of the instrument are administered to the same sample and the correlation between these two parallel forms is the estimate of reliability (Trochim, 2001). Nevertheless, there are two main problems of this approach. Firstly, the difficulty in obtaining two equivalent forms of the same instrument. Secondly, it is related to time and financial constraints (Mitchell, 1996). Due to this, these problems lead to reduction of the reliability and hence, this approach has not been assessed in the current study.

5.3.3.2 Validity

The term validity is widely argued in various disciplines. The definition is the ability of a measurement instrument to measure the theoretical concept under consideration (Nelson, 1982). In other words, validity is "the extent to which a particular measure is free from both systematic and random error indicates the validity of the measure; a perfectly valid measure implies O=T (i.e. the measurement obtained reflects only the true score on the characteristic of interest) (Diamantopoulos and Schlegelmilch, 1997, p.33). Also, validity is a matter of degree and discussion that should focus on how valid a test is, not whether it is valid or not (Patten, 2004). In terms of validity, a measuring

instrument is considered to be valid if it does "what it is purported to measure" (Rust and Golombok, 1999, p.64). Validity is related to the appropriateness, meaningfulness, and usefulness of inferences made by the researcher on the basis of data collection (Wallen and Fraenkle, 2001). There are two different approaches of validity, namely content validity and construct validity.

Content validity is the degree of correspondence between the items selected to establish a summated scale and its conceptual definition (Diamantopoulos and Schlegelmilch, 1997; Malhotra and Birks, 2000; Rust and Golombok, 1999). Content validy is determined by judgments based on the appropriateness of the instrument's content (Patten, 2004). This approach assumes that the detailed description of the content domain is available (Trochim, 2000). There are some principles to improve content validity; first is using broad sample of content rather than a narrow one. Second is that emphasising an important material. Third is writing the questions to measure the appropriate skill (Patten, 2004). Also, the scale items should be reviewed by experts or academics in the area, in order to examine whether they cover the entire domain of the construct being measured (Zikmund, 2000). Due to this, the current study carried out the thorough review of the literature, in order to ensure content validity of the questionnaire survey. Moreover, the researcher further achieved the content validity by asking the academics and experts in the area of consumer behaviour, to examine the survey instrument and provide some comments for revision. They were two Professores of Marketing, and Retailing from the University in United Kingdom and assistant Professor of Fashion Marketing and Merchendising from the University in Thailand. Then, the pilot study provided feedback which was useful for ensuring content analysis. Afterwards, changes were occurred to clarify and eliminate ambiguous items in

instruction of the survey, followed by their recommendations. There was also considered the relevance to the research objectives in the current study.

In terms of construct validity, it refers to the approach of validating a measure by determining what construct, concept or trait the instrument in fact measures (Churchill, 1999). This is one of the most complex forms of validity, it requires knowledge of the theoretical factors which underlie the obtained measure and how they involve other concepts (Tull and Hawskins, 1990). Construct validity can be categorised into two types, which are convergent validity and discriminant validity. Convergent validity is the degree to which the scale correlates in the direction with other measures of the same construct. In contrast, discriminant validity is the extent to which a measure is distinct from other measure (Malhotha and Birks, 2000). Addressing construct validity closely involves theory development and testing with a scale being evaluated while concurrently its underlying theoretical constructs are being assessed (Brewerton and Millward, 2001). In this study, construct validity is assessed by theoretically reviewing literature. All the measures are validated scales from previous researches. For example, in terms of measuring national cultural values, this study adopted the instrument form CVSCALE in order to examine Thai national cultural values (Yoo et al., 2001).

Furthermore, the combination of quantitative and qualitative approach also enhances the internal and external validity of the findings. In the internal validity, if there are unexpected findings which emerge during the statistical analysis in the quantitative phase, the qualitative data may be useful for evaluating the quantitative validity based on the qualitative evidence (Jick, 1979, Modell, 2005). In this study, if unexpected findings are found in the quantitative phase, the qualitative interview data can be used to further examine these findings in order to cross check evidence and explore the

possible interpretations at the integration of data stages (see more details in Chapter Eight). In the external validity, this validity emphasises the generalization of the research findings. Quantitative and qualitative approaches are combined in order to enhance the generalization of the research findings if they can be shown to provide mutual confirmation (Bryman, 1988). This study investigates the relationship between creolisation, fashion consumer behaviour and a fashion supply chain management in Thailand by using both quantitative statistical technique and qualitative interpretation. Hence, it is possible to accomplish consistency in the findings and increase the external validity of the overall research.

5.3.3.3 Triangulation

The current study adopted triangulation as a strategy that can be used to strengthen the confidence of the research findings (Arksey and Knight, 1999). As has been revealed in Section 5.2, both qualitative and quantitative approach has strengths and weaknesses, and mixing different methods is likely to result in complementary strengths and non-overlapping weakness (Johnson and Onwuegbuzie, 2004). In other word, all methods have inherent biases and limitations, and using different methods have offsetting biases to access a phenomenon that has the potential to enhance the validity of inquiry findings (Greene et al., 1989). This leads to take an advantage of triangulation in the current study. Triangulation refers to the combination of multiple observes, theoretical perspectives, and methodologies from both qualitative and quantitative methods in the study of the same phenomenon (Amaratunga et al., 2002: Denzin, 1970). The main purpose of triangulation is to gain confirmation of findings through convergence of different perspectives, and it leads to the reality of research (Jack and Raturi, 2006). In detail, triangulation can diminish and/or eliminate personal and methodological biases

and increase the probability of generalising the findings of a study as the data is collected from different angles and methods (Decrop, 1999). Moreover, Triangulation will also strengthen the findings, and mixed methods researcher can make better inferences by using multiple methods (Jogulu and Pansisri, 2011).

Triangulation approach can generally be divided into five types, which consist of data triangulation, theoretical triangulation, investigator triangulation, analysis triangulation and methodological triangulation (Jick, 1979). Accordingly, the current study places a focus on data and methodological triangulation that have widely been used in social science (Hussein, 2009). Triangulation in this study involves the mixing of data types, as called data triangulation, which is defined as the process of collecting the data in different times or by using multiple methods (Easterby-Smith et al., 1991). The data from quantitative method can help qualitative side of a study by finding representative sample and locating deviant samples, whereas, qualitative data can help quantitative side by assisting with conceptual development and instrumentation (Amaratunga et al., 2002). In terms of methodological triangulation, its definition refers to the use of multiple methods to collect the data (Denzin, 1970). In another view, the methodological triangulation is the mixing between quantitative and qualitative methods, in order to triangulate findings to be mutually corroborated (Bryman, 2006).

In this study, data and methodological triangulations had been completed through data collection from different sources as well as by using mixed methods which consist of questionnaire survey, semi-structured interviews and document analysis. Particularly, multiple sources of evidence were employed to ensure construct validity (Yin, 2003). At the same time, using multiple methods assisted in data triangulation was an effective way to overcome the weakness of each method used (Gray, 2004). Finally, the data

collected from these methods can triangulate with each other to strengthen the validity of research findings. In other words, the triangulation of data is to validate the research findings on the relationship between creolisation, fashion consumer behaviour and a fashion supply chain management in Thailand.

5.4 Data Analysis

There are two methods of data analysis in the current study, quantitative data analysis and qualitative data analysis. This section aims to identify the data analysis techniques for quantitative data and qualitative data. The regression analysis and descriptive statistics including frequencies and percentages will be used to describe the collected quantitative information from the questionnaire survey, whereas the qualitative data from interviews will be analysed by content analysis, especially directed content anaylsis. Also, the choice of software used in the study is discussed. Statistical Package for the Social Science (SPSS) version 22.0 software will be employed to analyse the quantitative data, whereas NVivo software version 10 will be used to analyse the qualitative data. Firstly, the assumptions of quantitative data analysis techniques will be discussed. Secondly, the explanations of qualitative data analysis techniques will be presented. Additionally, the used of software both SPSS and NVivo will be further detailed.

5.4.1 Quantitative Data Analysis

In order to analyse the quantitative data from the questionnaire survey, there are two main statistical techniques used, namely descriptive statistics analysis and regression analysis. These techniques used were consistency with the research aim and objectives, characteristics of the data and properties of the statistical techniques (Malhotra and

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Birks, 1999). To do this, using Statistical Package for the Social Science (SPSS) version 22.0 software was required to enhance the effectiveness and efficiency of statistical data analysis. In particular, SPSS is a widely used by the social scientists and other scholars for statistical analysis in marketing research (Zikmund, 2000). SPSS helps the researcher to set a large array for programmes for univariate, bivariate and multivariate statistical analysis (Green and Salkind, 2003). In terms of statistical analysis, descriptive statistics analysis is referred to the transformation of raw data into a form that would provide information to describe a set of factors in a situation that will make them easy to understand and interpret (Sekaran 2000; Zikmund 2000). Moreover, descriptive statistical analysis also allows an initial overview of the findings and helps the researcher to identify trends in the data. This analysis provides a meaning to data through frequency distribution, mean, and standard deviation, which are useful to identify differences among groups (Creswell, 2005). In the study, measures of central tendency both mean and standard deviation will be used to describe the statistical analysis in terms of cultures (cultural change, cultural mixing and ethnicity), Thai national culture, Thai fashion consumer behaviour and Thai fashion retailing. In details, these statistics will be further described in Section 7.2 (Chapter Seven).

In terms of a regression analysis, this statistical technique has been widely used and considered as versatile dependence technique, (Hair et al., 2006). Regression analysis is referred to a statistical technique that explains the movement of one variable, the dependent variable as a function of movement in a set of other independent or explanatory variables (Studenmund, 2001).While, multiple regression analysis is used to analyse the relationship between a single dependent variable and various independent variables (Fox, 1997) and also provides a more sophisticated exploration of interrelationships among set of variables (Pallant, 2001). There are two board categories

of research problems that involved multiple regressions: prediction and explanation (Hair et al., 2006). In accordance with this, multiple regression analysis can achieve two main objectives. The first one is to maximize the overall predictive power of the independent variables as represented in the variate. There is explicitly created to make errors of prediction as small as possible using the least squares criterion for overall smallness (Alison, 1999). The second is to provide an assessment of degree and direction (i.e. positive or negative) of the linear relationship between independent and dependent variables by forming the variate of dependent variables (Hair et al., 2006). In other words, multi linear regression analysis can be employed to examine the effects of some independent variables on the dependent variable while controlling (i.e. held constant) for other independent variables (Alison, 1999).

Correspondingly, the current study aims to investigate the influence of independent variables (e.g. cultural change, cultural mixing and ethnicity) on several dependent variables (e.g. Thai national culture, Thai fashion consumer behaviour and Thai fashion retailing). Particularly, correlation coefficient provides the basis of connection between two variables that further allows the specification of unique variance shared between variables (Schumacker and Lomax, 2004). In this study, the multiple regression analysis, especially the Pearson's correlation coefficients analysis will be used to investigate the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management.

5.4.2 Qualitative Data Analysis

In general, the data analysis in qualitative research is distinguished by "merging of analysis and interpretation and often by the merging of data collection with data analysis" (Cohen et al., 2011, p.537). Also, there are three principles for qualitative data

analysis. The first one is to compact extensive and diverse raw data into a structure. There is an organizing the data into charts and tables. The second is to make the relationship between the research objectives and the summary. Lastly, the third one is to conclude by developing a model and/or improving the conceptual basis of the research (Denscombe, 2010). Qualitative data analysis can be achieved by two main approaches which are grounded theory and content analysis (Gray, 2004). Grounded theory is defined as a theory that is "discovered, developed and provisionally verified through systematic data collection and analysis of data pertaining to the phenomenon" (Strauss and Corbin, 1998, p.23). While, content analysis is referred to a research technique for making replicable and valid inferences from data to their context (Krippendorff, 1980). In other words, grounded theory is not required preparing the criteria in advance, whereas content analysis aims to identify specific categories and criteria of selection before the data analysis process (Gray, 2004). In terms of qualitative data analysis, content analysis is a widely used qualitative technique (Hsieh and Shannon, 2005). There are three distinct types of content analysis, namely conventional content analysis, directed content analysis and summative content analysis. Table 5.10 concludes the difference between these types of content analysis.

Type of Content Analysis	Study Starts With	Timing of Defining Codes or keywords	Source of code or Keywords
Conventional content analysis	Observation	Codes are defined during data analysis	Codes are derived from data
Directed content analysis	Theory	Codes are defines before and during data analysis	Codes are derived from theory or relevant research findings
Summative content analysis	Keywords	Keywords are identified before and during data analysis	Keywords are derived from interest or researchers or review of literature

Table 5.10: The different between three types of content analysis (Adapted from Hsieh and Shannon, 2005)

In accordance with this, directed content analysis will be used to analyse the data in the current study. The aim of directed content analysis is to conceptually validate or extend a theoretical framework or theory (Hsieh and Shannon, 2005). Using existing theory or prior research findings, researchers commence with identifying the key concepts or variables as initial coding categories (Potter and Levine-Donerstein, 1999). Existing theory or prior research findings can help to focus research questions, the relationships among variables and determine the initial coding scheme or relationship between codes (Hsieh and Shannon, 2005). It implies that directed content analysis relies on the existing theory or relevant research findings. Based on reviewing literature from previous chapters (Section 4.7: Chapter Four), there are the three main theoretical contributions in the current study which will be used to create coding and also analyse the data. Firstly, the relationship between creolisation and Thai national culture (Chapter Two) indicates that creolisation and its cultural characteristics cultural change, cultural mixing and ethnicity directly affect the five cultural dimensions of Thai national culture; individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation. Secondly, the influence of creolisation and Thai national culture on Thai fashion consumer behaviour (Chapter Three) shows that creolisation can influence consumer behaviour (i.e. attitude, subjective norm and perceived behavioural control) through the five cultural dimensions of national culture. Lastly, the role of creolisation and consumer behaviour in fashion supply chain management (Chapter Four) demonstrates creolisation can affect fashion supply chain management especially in the retail operations through consumer behaviour.

Moreover, the current study utilised the programming software for preparing and instructing the data, in particular NVivo software version 10. Software is very useful to analsye qualitative data in terms of collecting the data from evidence and subsequently

organising and also grouping it into similar themes or ideas (Alhojailan, 2012). NVivo software provides storage and retrieval of the qualitative data, coding, memo, sorting and searching facility (Bazeley, 2007). There are the three key features of NVivo; the first one is the ability to review the properties, memos in the process of coding. The second one is that the immediate access from the code text, stored in the nodes to the full interview (Miles and Huberman, 1994). The third one allows the researcher to set up easily the link between nodes with sets, query and relationship between nodes (Bazeley, 2007). With regard to the conceptual basis of directed content analysis, the qualitative data in the current study were conducted through interviews with targeted questions and the predetermined categories, based on the theoretical contributions. The process of data analysis commenced with reading or highlighting transcript and identifying categories of meaning relevant to the research. Categories were nodes that represent constructs, processes, samples, evidences or any ideas. Then, patterns or themes of coding were identified, followed by the predetermined codes. Lastly, analysing the collected data was based on the theory or relevant research findings.

5.5 Ethical Considerations

There are five ethical considerations when conducting the data both interviews and survey (McNamara, 1994).

1. Researchers need to make sure that participation is completely voluntary.
2. Researchers avoid possible harm to respondents.
3. Researchers have to protect a respondent's identity.
4. Researchers have to let all prospective respondents know the purpose of the interviews or surveys, also the organisation that is sponsoring it.
5. Researchers have to accurately report both methods and the results of the surveys to professional colleagues in the educational community.

In accordance with this, the current study is also concerned about ethical issues which may appear among participants during the research procedure. This study aims to emphasise the rights and dignity of the participants by strictly avoiding the disclosure of personal information of participants. Personal information such as full name, institution name, home address and contact details will not be listed in the research. The purpose is to prevent the violation of personal privacy and comply with research ethics. The researcher will notify the participants in advance of the research project's topic, objectives, and benefits. Only the participants who agree to contribute information to the researcher will be asked to do the survey, and will be given clear details of its procedures.

The researcher used only nicknames and specific codes for report writing, when addressing the participants. Sex, age, educational level or occupation, and income were only required information for the Thai fashion consumers, while there included the basic information of fifteen Thai fashion retailers and ten Thai fashion manufacturers such as business background, product categories, number of stores and employees, shop size, total annual sale, countries of out sourcing, countries of export and status of interviewee. The researcher's conversations with the participants were not exposed to other sources, and the participants may refuse to answer questions when feeling uncomfortable. A consent form also was sent out by email to all invited participants before the interviews and survey process, in order to explain the research objectives (see in Appendix G). Afterward, the second email was sent in actual form with cover letter (see in Appendix H) and the link to Web based survey. Moreover, all participants have to understand that they are volunteers and will not be offered any monetary or non-monetary reward.

5.6 Summary

The methodological foundation is based on the main intention of this study, which aims to investigate the effect that creolisation has on fashion consumer behaviour and fashion supply chain management in Thailand. Figure 5.5 depicts the research design overview, which presents the main structure of research approach and aims to archive the purpose of this study. From an epistemological perspective, the current study adopted scientific realism as a crucial research philosophy that explains the social context and human reality with scientific methods, particularly the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management. The research methodology follows two distinct approaches, deductive and inductive approaches. These approaches lead to mixed methods, which consist of a quantitative method and qualitative method. In accordance with this, three main research techniques are required. Quantitative method focuses on a questionnaire survey with Thai fashion consumers, whereas qualitative methods include semi-structured interviews and document analysis with Thai fashion retailers and manufacturers. Afterwards, descriptive statistics and multiple regression analysis are used to analyse the data from questionnaire survey (using SPSS programme). Directed content analysis is used to analyse the data from interviews and documentary evidence (using NVivo programme). The research design overview can be shown below.

```
Research Philosophy ────────────── ┌─────────────────────┐
                                   │  Scientific Realism │
(Epistemology)                     └─────────────────────┘
                                              │
                                              ▼
            ┌──────────────┐                              ┌──────────────┐
Research Approach ─────────│  Inductive   │                              │  Deductive   │
            └──────────────┘                              └──────────────┘
                    │                                              │
            ┌──────────────┐    ┌──────────────┐          ┌──────────────┐
Research Method ───│ Qualitative  │────│    Mixed     │──────────│ Quantitative │
            │   method     │    │   Methods    │          │   method     │
            └──────────────┘    └──────────────┘          └──────────────┘
                           ╱          │          ╲
            ┌──────────────┐ ┌──────────────┐ ┌──────────────┐
Research Technique ─────│  Document    │ │  Interviews  │ │ Questionnaire│
            │  Analysis    │ │              │ │   Survey     │
            └──────────────┘ └──────────────┘ └──────────────┘
                           │                          │
            ┌───────────────────────────┐    ┌──────────────┐
Research Samples ────────│ Thai fashion retailers and │    │ Thai fashion │
            │ manufacturers              │    │ consumers    │
            └───────────────────────────┘    └──────────────┘
                          │                          │
            ┌──────────────────────┐    ┌──────────────────────┐
Data analysis ──────────│ Directed content     │    │ Descriptive statistics│
            │ analysis (NVivo)     │    │ and regression       │
            │                      │    │ analysis (SPSS)      │
            └──────────────────────┘    └──────────────────────┘
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Figure 5.5: Research design overview

Furthurmore, the positionality of researcher is considered in the study. According to the

nature of qualitative research, the researcher is arranged as the data collection

instrument. It is reasonable to expect that the researcher's beliefs, political stance,

cultural background (gender, race, class, socioeconomic status, educational

background) are important variables that may affect the research procedure (Bourke,

2014). Researchers must especially take account of their own position in relation to the

research participants and research setting (McDowell, 1992).

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Positionality is referred to both the fact of and the specific conditions of a given social situation, namely that gender, race, class and other aspects of our identities are markers of rational positions rather than essential qualities (Alcoff, 1988; Foth, 2008). Foth (2008) stated that where one might talk about the "position" of an individual in a social structure, "positionality" draws attention to the conditions under which such a position arises, the factors that stabilize that position, and the particular implications of that position with reference to the forces that maintain it. Positionality has been conceptualised by social scientists as a central component in the process of qualitative (and to an extent quantitative) data collection (Deianira and Sam 2006). Additionally, positionality is often used in the context of the inductive approach to social science inquiry as an exploration of the investigator's reflection on one's own placement within the many contexts, layers, power structures, identities, and subjectivities of the viewpoint (England, 1994). In the qualitative research process, Bourke (2014) suggests the two important things regarding the positionality of researcher. First, the researchers need to address their positonality with all participants in the study. Second, the researchers need to clear (with themselves and participants) about their motivations for collecting the data.

Correspondingly, researcher informed the positonality and research purpose to all participants before conducting the interview and questionnaire survey. By using positionality, researcher is a middle class, Thai man and a PhD. student in the Business School, the University of Gloucestershire. Researcher also has been working in Thai fashion industry as a designer for ten years and a fashion lecturer in the University for five years. Researcher studies the effect of creolisation on consumer behaviour and fashion supply chain management. The purpose is to investigate how cultural creolisation affects Thai fashion consumers, retailers and their supply chain. As the

positionality and background of researcher relate to Thai fashion industry, the positionality can enhance reliability of researcher with the respondents. This is beneficial to data collection procedure in the study, especially interviewing with Thai fashion retailers and manufacturers.

Chapter Six: Data Analysis: Thai Fashion Retailers and Manufacturers

Introduction

In Chapter Six and Chapter Seven, there are data analysis and results. The purpose of Chapter Six is to present the data analysis (using NVivo) from the qualitative phase, covering interviews with fifteen Thai fashion retailers and ten Thai fashion manufacturers. Chapter Seven aims to present the data analysis (using SPSS) from the quantitative phase, the questionnaire survey with Thai fashion consumers. This chapter will analyse the interview data and documentary evidence based on the suggested conceptual framework investigating the effect of creolisation in a manifestation of cultural change, cultural mixing and ethnicity on Thai fashion consumer behaviour and Thai fashion supply chain management. Afterwards, the empirical evidence from literature review and the findings from the qualitative phase will be used to construct the hypothesis development in Chapter Seven.

The beginning of this chapter commences with the list of respondents. From the survey (interviews and documentary evidence), the information of the fifteen Thai fashion retailers, including business background, product categories, number of stores and employees, shop size, total annual sale, countries of out sourcing, and status of interviewee is presented. The interviews of key persons from various positions in retailing companies included the Senior Retail Manager, General Manager, Fashion Managing Director and Buyer. These companies are small and medium size based on classification criteria such as number of stores and employees, shop size and total annual sale. In addition, most of them are both retailer and manufactures. They produce and distribute fashion womenswear, menswear and accessories. The summary of their information is shown in Appendix I.

6.1 Thai Fashion Style

The context of the current study is the effects of creolisation on fashion consumer behaviour and fashion supply chain management in Thailand. Initially, there is a discussion of Thai fashion style, particularly in terms of characters, significant aspects and factors that determine Thai fashion style. The results from interviewing fifteen Thai fashion retailing companies demonstrate that Thai fashion style has many various characters and relevant aspects. The characters of Thai fashion style will be discussed in the next section.

6.1.1 Characters of Thai Fashion Style

Based on the interview results and documentary evidence, Thai fashion style can be characterised into four components, which are forms, colours, materials and decorations (i.e. embroideries and prints). In order to identify Thai fashion style, the respondents were asked with the question "In your opinion, what are the significant characters of Thai fashion style? (I.e. in terms of forms, colours, materials, embroideries and prints). There are many comments regarding the characters of Thai fashion style, as can be seen from Table 6.1 which demonstrates various comments regarding the characters of Thai fashion style from fifteen Thai fashion retailing companies.

Characters of Thai fashion styles	Comments
Form	*"Most of them are mixed by following the pop star and celebrities dressing both Thai and Hollywood. As you can see in fashion bloggers among social media channel such as Facebook and Instagram. These have influenced Thai fashion form such as western shirt from Londoner, called preppy or American style, called sport wear."* (*The General Manager, Company B*) *"Thai fashion style is a cultural combination and adapted from various characteristics. Thai people have adapted in different way. In detail, they are impacted from foreign cultures but always re-designed in their style. For example, in terms of form, they have*

	adapted Thai traditional costume such as Thai bondages and western knotting style." (*The Retail Manager, Company E*) *"I think that Thai fashion form includes various styles, which refer to the global fashion trends. This makes a vary form, no clearly uniqueness, so the overview of Thai fashion is following the international feature."(The Managing Director, Company F)*
Colour	*"Most of them were mixed with Asian tropical shade due to the weather like fresh colour or vivid colour."(The Retail and Garment Manager, Company H)* *"There may be adopted, like colour using which follows the weather in Thailand, such as warm tone or bright colour. Moreover, it relies on fashion colour from global trends."(The Managing Director, Company F)* *"I think in general, it is a mixing of global trends, either high fashion and street fashion, which has been directly influenced from celebrities and pop star then mixed with Thai features via colour. There is vivid colour in tropical shade." (The General Retail manager, Company L)*
Material	*"Thai fashion consumers have been influenced much from global cultures, especially Western style, in terms of material which is based on weather in Thailand. There are soft and light texture such as cotton and linen."(The General Manager, Company M)* *"Thai fashion style is mixed from many things and from global fashion trend or the grooming of celebrities. It much got influence from abroad, just a few from Thai features. In terms of like material, there are cotton, silk, linen but have mixed with synthetic like polyester."(The Senior General Manager, Company K)* *"Thai fashion style, in overview, it refers to global tendency but material due to the warm and hot weather. Most of them are cotton, linen and polyester which have light and soft weight." (The Retail Manager, Company O)*
Decoration (embroidery and prints)	*"Yes, there is a cultural combination of various styles such as decoration by following details from Indian craftsmanship or African prints." (The Retail Manager, Company C)* *Based on global fashion trend, decorations of Thai fashion style are always new styles such as modern vintage, tribal prints and Thai handicraft."(The Senior Retail Manager , Company I)* *"Overall, Thai people are fundamentally susceptible to clothing cultures and quick to adopt them. Therefore, decorating clothes are mixed with embroideries from Thai local craftsmanship and Indian beads."(The General Manager, Company G)*

Table 6.1: The characters of Thai fashion style

Form; the form of Thai fashion style is mixed between Thai traditional costumes and other global dressing style. There are adaptations into the new forms, for instance Thai traditional costume such as Thai bondages and western knotting style (Retail Manager, Company E and Document E03, E04). Some respondent argued that Thai people are

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fundamentally susceptible to clothing cultures and quick to adopt them. Thus, Thai fashion style has a strong flavour of global fashion styles. However, it could be concerned about the form because some global fashion forms are not suited for the weather in Thailand, which is hot, example a maxi dress or a heavy coat. Most of them are short and easy to wearable (Retail Manager, Company A; Retail Manager, Company O and Document A03, A06, O02).

Colour; the weather also is a main factor that determines Thai fashion style in terms of colour. All of respondents argued that colour and material in Thai fashion style reflect the weather. For example, colour is many warm and hot colours such as vivid tones, bright and tropical shades (General Manager, Company M and Document M05). Additionally, there are fashion colours from global fashion trends that also affect Thai fashion style (Managing Director, Company F; Fashion Managing Director, Company N and Document F02, N02, N05).

Material; Thai people have adapted natural raw materials, cotton, silk and linen with other synthetic materials such as polyester and nylon. For example, Thai northern textiles and Thai silks have been integrated with polyester fibres (Senior General Manager, Company K and Document K02). Another, Thai fabric such as northern silk and E-Sarn cotton are integrated with European textiles (General Manager, Company B and Document B03, B04). There also relied on global fashion trends and suitable for the weather in Thailand (General Manager, Company D; General Manager, Company J and Document D02, D07, J02,J05).

Decoration; much of Thai fashion retailers also mentioned that embroideries and prints of Thai fashion style are compounded with global decorations such as African tribal handicrafts and prints, Indian embroideries, and Punk strip. There are depended on

what are the major trends in each season (Senior Retail Manager, Company I General Retail manager, Company L and Document I04, L02, L06). For example, Thai craftsmanship has been combined with African tribal prints, and finally it represents Thai modernism style (Retail Manager, Company C and Document C03, C06).

Following the evidence above, the significant characters of Thai fashion style seems to be the mixing and adaptation between Thai traditional style and other global cultures. This leads to the combination of Thai fashion style and other fashion styles in terms of form, colour, material and decoration. It can be noted that Thai fashion style is mixed with and affected by global features. Moreover, the interviews also revealed that Thai fashion style has various significant aspects which will be discussed in the following section.

6.1.2 The Significant Aspects of Thai Fashion Style

Fifteen Thai fashion retailers suggested the empirical evidence regarding the significant aspects of Thai fashion style. The results indicated that the characters of Thai fashion style has several significant aspects. Based on using NVivo to identify the key aspects, mixing style is frequently mentioned by Thai fashion retailers, followed by global fashion trends, lack of individual signature, social media effects and celebrity influence respectively. Figure 6.1 illustrates several significant aspects of Thai fashion style.
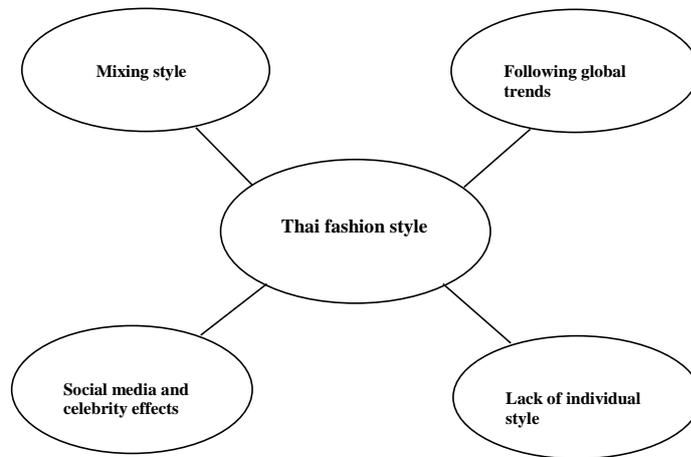
Figure 6.1: The significant aspects of Thai fashion style

Mixing Style; most of Thai fashion retailers totally agreed that the first major aspect of Thai fashion style is mixing style. Especially, Thai identities have been mutually mixed with global features. For example, some respondent stated that:

"In case of Thai fashion style, we always absorb many things to be the part of our styles like Londoner style, Parisian style, Korean style, and the influence of fashion trends and celebrities. These make Thai fashion styles is the mixing from various styles. As you can see, Thai people wear outfits in many street styles, there are mix and match styles, as well as dressing styles from fashion icons" (Retail Manager, Company A)

Following this view, some respondent further argued that:

"I personally think that Thai fashion style is mixed between Thai identities and other global features like Thai and Korean celebrities dressing styles have been inspired from Hollywood celebrities. There are different cultural styles, but in the same direction, it is mixing in terms of form, material, colour and embroidery."(Retail and Garment Manager, Company H)

Moreover, some documentary evidence (A03, A04, C03, C06, I04, and H05) also supported the view that there seemed to be the mixing fashion style between global fashion trends and Thai identities. For instance, Document C03 showed sample product from Company C; there is the Thai craftsmanship has been combined with African tribal prints.

Following the global fashion trends; most of respondents suggested that the mixing of Thai fashion style is derived from the changing global fashion trends. There are several trends form large fashion cities such as London, Paris, New York, and Milan. They have created and adapted many cultural inspirations around the world from the major trends. Then, Thai fashion consumers are always changed their behaviours in each season, definitely, Thai fashion style is also changed as well. For instance, the General Manager of Company G commented that:

"I think actually, Thai fashion styles still follow the global fashion trends, especially from Paris, Milan, London and New York. For example, sexy trend has been popular from last season, Thai women tend to show their body. Many Thai fashion brands have adapted this trend for Thai people in various styles, based on celebrities and pop star's dressing." (General Manager of Company G)

Some respondent also further stated that:

"In case of changing in global fashion trends, Thai people have followed based on what are hit in each season. They have looking fashion leaders via Facebook and Instagram. Most of them have dressed in the same style but different gimmicks, also adapted and mixed various fashion trends. That is why we have to update and catch up the right trends for our customers."(General Manager, Company J)

Furthermore, some documents (G03, J02, J05, L06 and O02) also provided some evidence regarding the influence of global fashion trends on Thai fashion style. For

instance, Document G03 showed the new products that have been inspired from the latest fashion trend "The 60's mini skirt".

Lack of individual signature; despite the changing and mixing of many styles in Thai fashion styles, there is the similarity in Thai fashion consumption. Most of Thai people have fashion dressed by following global fashion trends and celebrities or pop star dressing. This leads to the copy style, they lack of individual signature of themselves. Many Thai fashion street brands in lower market have copied international fashion brands because they just respond to Thai fashion consumers in general. In contrast, people in the big fashion cities, such as London, New York, Milan, Paris, even Tokyo, have strong individual signature. For instance, some respondent pointed out that:

"For me, it cannot define exactly in Thai fashion style, it is just follower. We, Thai people still lack of individual dressing style, most of them are the same style, which have always following fashion trends and celebrities. Unlike Teddy boy of Londoner or street style of New Yorker, they have strong characters. That is why Thai fashion styles have always been inspired, and copied from top fashion brands." (Retail Manager, Company A)

Following this view, the Senior General Manager of Company K further argued that:

"I personally think that there are fewer signatures, not strong in representative Thai style. Yes, sometimes they have adapted Thai identities with others but finally it is mixing in new style. So, Thai fashion style is not just Thai fabric, pattern or embroidery, it should have Thai signature. In other places, we can see Parisian style or Harajuku style, there are absolutely clear."

In addition, some documentary evidence (A03, A06, D02, F02 and K04) appeared to support the views above. For instance, Document A03 showed the new collection from Company A; there are various styles of Thai fashion that inspired from global fashion trends.

Social media and celebrity effects; additionally, some respondents and documentary evidence (C04, B06, E05, J07, M03, and N06) also suggested that there seemed to be the influence of social media and celebrities on Thai fashion style. There have been influenced from global fashion trends through social media such as Facebook, Twitter and Instagram, and celebrity dressing. Both Thai and international celebrities have followed the latest fashion trends, they share their dressing styles via Facebook fan page or Instagram. Then, these styles inspire Thai fashion consumers to dress up and make "the major trends" in each season. For example, some Thai fashion retailers revealed that:

"I personally agree that celebrities and pop star inspire and influence Thai people by using social media. They always aware and follow the latest fashion trends in each season. Most of them directly share their styles to Thai people, and then it will be hit, just a minute later."(Fashion Managing Director, Company N)

*"Thai fashion style still is rapidly following international fashion trends from both fashion brands and celebrities, because Thai people believe that there are trendy and absolutely chic. As can be seen in Facebook and Instagram of Thai pop star, they have a million of fans who are follower their lifestyle and yes, including fashion updated."
(General Manager, Company M)*

Based on the interview results and documentary evidence, it certainly demonstrates that the behaviours of Thai people determine Thai fashion style. The significant aspects of Thai fashion styles include mixing styles, following global trends, lack of individual style, the effect of social media, and celebrity influence. Furthermore, there are cultural influences that impacts Thai fashion styles, especially creolisation and its cultural characteristics. The evidence from Thai fashion retailers suggests that changing and mixing in global fashion trends directly impacts Thai fashion consumer behaviour. The

influence of cultural change, cultural mixing and ethnicity on Thai fashion style will be discussed in depth in the next section.

6.1.3 Thai Fashion Style and Creolisation

The results from interviewing fifteen Thai fashion retailers indicated that creolisation seemed to directly affect Thai fashion style in various terms, particularly, in respect of cultural change, cultural mixing and ethnicity. Most of them suggested that changing in global fashion trends and consumer behaviours are crucial factors which influence Thai fashion style. This also leads to mixing between Thai identities and global features of fashion trends, implying that mixing and ethnicity (Thai identities) directly impacts Thai fashion style. In other views, Table 6.2 shows the examples of quotes regarding the effects of creolisation on Thai fashion style.

Cultural Characteristics of Creolisation	Quotes
Cultural change	*"Well, I think the changes in Thai fashion is going more and fast, following global fashion trends. Now we have social network communication to walk through anywhere in the world. Thai people have always changed their behaviours, in order to make information up to date the trends, whether grooming fashion of celebrities. If they post their fashion images on Facebook or Instagram, Thai people will immediately see that. And sure, then we can see these styles in Thailand." (Retail Manager of Company A)* *"I think that Thai fashion style has been changing from global fashion trends via Thai endorsers such as Thai pop stars and celebrities. In last decade, most of Thai fashion consumer focus on new collection or runway show from fashion brand. Nowadays, they centre on who are new presenters or key enforcers of brand. However, these Thai endorsers have adapted their styles from global fashion trends but they do not have strong identity, compare with international pop star or celebrities (e.g. Tilda Swonton, Marion Cottilard). Thus, Thai fashion style also has been affected from international fashion trends and celebrities." (Retail Manager, Company E)* *"Definitely, I think Thai fashion has rapidly and much changed. Recently, Thai people have more braveness to follow the global fashion trends. For men are more close to the global styles. As you can see the number of men's wear brand are highly growing. As well as a magazine or social media, we can see more about men fashion. That meant the tendency of international fashion and celebrity dressing influence Thai fashion consumers." (Managing Director, Company F)*

Cultural Mixing	*"I personally think that Thai fashion style is mixed with top of fashion trends from global like Korean celebrities that also have inspired from Hollywood and international pop stars."* (Retail and Garment Manager, Company H)
	"Yes! I think it must be obviously mixing in various characteristics. Thai people really like to mix and adapt Thai identities with global fashion trends and not to be 100% original Thai. So, mixing style will popular intermittently, and based on fashion trends and celebrities styles." (General Manager, Company J)
	"Thai fashion style is a variety of mixed dressing style like sexy style with bright or vivid colours such as Neon, shocking pink, based on global fashion colours trends. The material also based on Thailand weather, should be comfortable to dress but include a new hi-technology and stripe which have adapted from overseas suppliers like cotton nylon and polyester silk." (General Manager, Company M)
Ethnicity	*"For example, they need to be added a modern style or contemporary style like Thai weaved bags from Northern which have adapted the details from the international features such as rock details or vintage style. It seems like parody but has to be strong in characters and interesting as well."* (Retail Manager, Company C)
	"Recently, Aline Webber, super model covered on Vogue Thailand and she represented Thai textile in from of western evening gown. However, it is reduced, adapted and applied form. That is, it is not completely original Thai like trapezoid prints or tribal sewing in various candy colours." (General Manager, Company G)
	"Thai fashion style is mixed from many styles around the world, includes different cultures which have changed via global fashion trends in each season. It is more than the past. Right now, there is a reality show about fashion designer contest, in order to create Thai fabric to be international fashion trend like American's Project Runway. It took Thai fabric and Thai features to be more popular. " (Retail Manager, Company O)

Table 6.2 The examples of quotes regarding the effects of creolisation on Thai fashion style

The table indicated that creolisation seems to directly affect Thai fashion style in respect of cultural change, cultural mixing and ethnicity.

Cultural change; most of respondents suggested that changes of global fashion trend and consumer behaviour are crucial factors which impact Thai fashion style. In terms of mixing and ethnicity, these cultural changes also conduce to mixing between Thai identities and global features that influence Thai fashion style.

Cultural mixing; Thai fashion consumers have mixed various styles from global fashion trends with Thai features in terms of form, colour, material, embroideries and

prints. Hence, it can be suggested that there seem to be the effect of mixing from the global fashion trend on Thai fashion style.

Ethnicity; following cultural mixing from the global fashion trends, there seemed to be mixing between Thai identities and global features in terms of Thai fashion style. Thai fashion consumers have increasingly focused on Thai being and mixed with other cultural fashion trends. This implies that ethnicity appeared to affect Thai fashion style.

In addition, the documentary evidence (A05, D07, E04, G03, J05, and N05) appeared to confirm that changing in global fashion trend and consumer behaviour affect Thai fashion style. For instance, Document A05 showed the changes of consumer and fashion trends that impact Thai fashion style. In the same case of mixing and ethnicity, interviews results and some documents (A05, C06, D07, I04, L06 and N05) also suggested that global fashion trends seemed to affect Thai fashion style, particularly mixing between Thai identities and global features directly impacts Thai fashion style.

Summary

The empirical evidence appears to demonstrate that the changing fashion consumer behaviour of Thai people is widespread and that it affects Thai fashion style. Thai fashion consumer behaviours have been influenced by many factors, particularly global fashion trends that continually change. This leads to identifying the characteristics of Thai fashion style. There seems to be mixing between Thai and global features in terms of forms and decorations. Based on the weather, colours include warm and bright colours (vivid tones) and material consists of light and soft fabric. Moreover, the evidence also reveals that significant aspects of Thai fashion style includes mixing style, following global fashion trends, lack of individual style, effect of social media and celebrity influence. Based on the interviews and documentary evidence, it is

notable that global fashion trends and consumer behaviours significant influence Thai fashion style through social media and fashion leaders such as celebrities, both Thai and international. Hence, social media and celebrities seem to be significant intermediary of the effects of creolisation on Thai fashion style. The evidence also appears to confirm that creolisation and its cultural characteristics; cultural change, cultural mixing and ethnicity affect Thai fashion style in terms of changes in global fashion trends and Thai fashion consumer behaviour. This leads to a mix between Thai identities and global features of fashion trends, implying that mixing and ethnicity (Thai identities) directly impact Thai fashion style. Table 6.3 shows the summary of empirical evidence on Thai fashion style and creolisation.

Key Theme	The empirical evidence
6.1 Thai fashion style and Creolisation	Identifying Thai fashion style, there seem to be mixing between Thai and global features in terms of forms and decorations. Based on the weather, colour includes warm and bright colours (vivid tones) and material consists of light and soft fabric.
	There seem to be the five significant aspects of Thai fashion style, mixing style, following global fashion trends, lack of individual style, social media and celebrity influence.
	Creolisation appears to be significant impact on Thai fashion style in terms of changes of consumer behaviour and fashion trend (cultural change), also mixing between Thai identities and global features of the fashion trends (cultural mixing and ethnicity).

Table 6.3: The summary of empirical evidence on Thai fashion style and creolisation

Following from table above, it can be highlighted that creolisation and its cultural characteristics (cultural change, cultural mixing and ethnicity) directly impact Thai fashion style through Thai fashion consumer behaviour. In the next section, the current study will discuss the results from interviewing Thai fashion retailers regarding how cultural change, cultural mixing and ethnicity of creolisation influence the five cultural dimensions of Thai national culture.

6.2 Creolisation and Thai National Culture

With regard to the concept of creolisation from the empirical literature (Chapter Two), there are three significant cultural characteristics of creolisation, which include cultural change, cultural mixing and ethnicity. Literature also suggests that these cultures affect the five cultural dimensions of national culture, individualism/collectivism, power distance, masculinity/ femininity, uncertainty avoidance and time orientation. Correspondingly, the interview data from fifteen Thai fashion retailers confirmed that these cultural characteristics of creolisation have a greater impact on the five cultural dimensions of Thai national culture. This section will discuss the relationship between them and identify how creolisation influences the five cultural dimensions of Thai national cultures.

6.2.1 Thai National Culture Defined

This section aims to identify Thai national culture based on the interview results. As has been documented in Chapter Four (Figure 4.6), there are the five cultural dimensions of national culture, including individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation (i.e. long-term/short-term orientation), which can be seen below.

> **National Culture**
>
> **Five cultural dimensions**
>
> Individualism/Collectivism
>
> Power Distance
>
> Masculinity / Femininity
>
> Uncertainty Avoidance
>
> Long-Term/Short- term orientation

Figure 6.2: The five dimensions of Thai national culture

The interviews with Thai fashion retailers indicated that Thai national culture seem to be collectivist culture, large power distance, feminist culture, strong uncertainty avoidance and long term oriented culture.

Individualism/Collectivism; all of respondents agreed that Thai national culture seems to reflect collectivist culture. Their individual attitudes and behaviours always rely on a social group. Particularly in terms of fashion consumption, for instance some respondent commented that:

"I think in overview, Thai people tend to be in social group. Any ideas or social accepted affect their life. In terms of fashion, most Thai people always follow international fashion trend. If fashion trends change, Thai people have always changed too. This reflects that Thai have not strong self-confidence. They need to decide based on other comments." (Retail and Garment Manager, Company H)

Power distance; from the comments above, Thai culture seems to be collectivist culture and this also leads to large power distance dimension. In a group, Thai people normally respect to the seniority, particularly a person in high position. They need to be accepted from others by following the rules and believe that the power and authority are important in the society. For instance, some respondent explained that:

"Actually, Thai people believe that power and authority are important facts of life. They have concern about both consciously and unconsciously, social hierarchy and inequality. Leaders or senior are expected to resolve arguments in the organisation." (Managing Director, Company F)

Masculinity/Femininity; Thai national culture seems to reflect feminine culture. Respondents have mostly commented that Thai people increasingly emphasise the women's rights and gender equality, especially Thai new generation. They believe that men and women are equally accepted. For example, some respondent commented that:

"Thai people have generousness to each other because they are Buddhist, which always have forgiveness and respect in seniority. They tend to have both a good family and work. Thai people also focus on balancing between men and women. Nowadays, their attitudes are increasingly changes. Particularly, women are more accepted." (General Retail Manager, Company L)

Uncertainty avoidance; some respondents commented that Thai national culture appears to be strong uncertainty avoidance. Due to have many factors that affect Thai people, they have always worried about their life and society. Most of them cannot accept unusual or different circumstance. This also conforms to collectivist culture as discussed before. They have relied on other people around them. For instance, some Thai fashion retailers explained Thai national culture in terms of strong uncertainty avoidance.

"Thai people are so kind and friendly but they have less self-confidence, concerned self-situation or future. Perhaps there are about changing in social situations such as financial and health issue. They are not accepted the different or strange behaviours. This is difference from developed countries like in Europe or Japan. Their living is so good and safety." (Senior General Manger, Company K)

Long-term/Short- term orientation; all of respondents argued that Thai people have focused on both the present and the future. They need to be accepted from others and believe that social acceptance leads to a successful life. This implies that Thai national culture seems to reflect long term oriented culture. For example, in the case of fashion consumption, the some respondents commented that:

"Generally, Thai people tend to be a perfect life. They have concerned about balancing the present and the future. They have attempted to make the connection with other people, in order to get acceptance. Yes, they also have accepted changing in their life, for example, changing in fashion trends. Thai fashion consumers have followed global

fashion trends and celebrities dressing. They believe that it makes them to be fashion people." (Retail Manager, Company E)

Based on the interview results above, Thai national cultures seem to be collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. Correspondingly, some documentary evidence (A05, C05, H06, I04, J05, M03 and N05) appeared to confirm the similar views regarding the five cultural dimensions of Thai national culture. For instance, Document A05 showed from company workshop in the topic of understanding consumer behaviour and Document J05 showed reviewing customer profiles. The results from interviews also further indicate that the five cultural dimensions of Thai national culture have been affected by cultural change, cultural mixing and ethnicity of creolisation. The next section will discuss the relationship between creolisation and the five cultural dimensions of Thai national culture.

6.2.2 Creolisation and the Five Cultural Dimensions of Thai National Culture

As has been discussed in the previous section (Section 6.2.1), the five cultural dimensions of Thai national culture include collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. In addition, the results from interviews also show that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity directly affect the five cultural dimensions of Thai national culture, especially in terms of fashion consumption. The empirical evidence from interviewing Thai fashion retailers indicated that cultural change, cultural mixing and ethnicity seem to have a greater impact on the five cultural dimensions of Thai national culture. In detail, there are many arguments

regarding the effects of cultural change, cultural mixing and ethnicity on the five cultural dimensions of Thai national culture, as can be seen in Table 6.4.

Cultural Characteristics of Creolisation	Quotes
Cultural change	*"Normally, most Thai people rely on a social group. Their attitudes need to follow others, less in self-esteem, and respect for seniority. They have accepted inequality in society, and try to be high society people. In the case of fashion consumption, Thai fashion consumers believe that those people who dress in the most up to date fashion are more acceptable. That is why, when new fashion trends change and are launched, they always find them out."(General Manager, Company B)* *"I think in overview, Thai people tend to be in social group. Any ideas or social accepted affect their life. In terms of fashion, most Thai people always follow international fashion trend. If fashion trends change, Thai people have always changed too. This reflects that Thai have not strong self-confidence. They need to decide based on other comments." (Retail and Garment Manager, Company H)* *"Absolutely, they reflect equality between gender, men and women should be humble and caring each other. There are the society of kindness and always helps together as family members. These rely on flow and changes of various global cultures. They have mixed and adapted with their traditional life, particularly, in case of changing of global fashion trends."(Retail Manager, Company O)* *"Obviously, I think Thai people have much caring with their society, they have concerned about an image which is what the other see them. Like fashion dressing, they do because they want to be accepted. And to follow the fashion trends, particularly, changing in fashion trends and celebrities influence Thai fashion consumers. This seems like most of Thai people have not strong confidence, always worried about everything. This might cause a take caring, social situation, or popularity value." (Senior Retail Manager, Company I)* *"I personally think that Thai people are always open their mind to accept and lean from others. They have adapted living life with global situations such changing in technology and economic. They also need to be accepted from social. That is why they have tried to find a good job and get high income, in order to have a successful life." (Managing Director, Company F)*
Cultural mixing	*"In general, I personally think that Thai people have less individualism. They always follow a society, especially fashion dressing which is done from a famous person. This influences to Thai fashion consumers. In fashion industry, changing and mixing in global fashion trends and celebrities affect dressing style of Thai people via social media like Facebook and Instagram. And they also have no confidence to make their decision. They always need other comments from family and friends, in order to get acceptance from others" (Retail Manager, Company A)* *"Umm, yes, I personal think that Thai people accept human rights, but in fact there is inequality in our society and yes, we always have accepted this. Because, this is Thai traditional culture, we respect in seniority from in the past. However, they have attempted to be acceptance from others. Easily, we can see the case of fashion dressing in Thai consumers. They have dressed up, by following fashion trends, in order to be fashionista as celebrities in high society. As you know, fashion trends have always changed and mixed, definitely Thai people always follow them."(Retail Manager, Company O)* *"Yes, I think that Thai people have agreed on gender rights, and women are increasingly accepted in Thai society. For example, we have the first female prime minister. Additionally,*

	they also have kindness, modest and gorgeousness. Thai people have accepted women who dress fashionably, as they are so smart and have much confidence. They follow global cultural changes and in terms of fashion mix it with the racial. As can be seen in the latest fashion trend, there is mixing between tribal styles from various cultures, like Thai, African and Indian. For example, Pucci created Kimono jacket with decorations of Thai words, yes it was amazing and popular in Thai fashion."(Senior Retail Manager, Company I)
	"Actually, Thai people have less self-confidence, and afraid of anything. Because of many aspects such as economic crisis, changing in society, or they have always worried about their future, image, and social acceptance. For example, a case of changing in fashion and consumer trends, there are various mixed fashion trends that affect Thai fashion consumers, especially, in fast fashion." (General Manager, Company D)
	"Thai people worry about everything, need to be accepted by others and are concerned about a successful life. This might cause of them to nurture social situations and seek popularity value. In the case of fashion consuming, Thai people want to be accepted by others through dressing according to current fashion trends or copying celebrities or pop star, if they have changed their style although, they always adapted it. However, they also concern about money when they have to pay. That is why fashion counterfeit products are popular, because they are cheap and fashionable." (Fashion Managing Director of Company N)
Ethnicity	*"Traditionally, I think Thai people respect in family and people in high position, both in their life and working place, especially older people. Although, there is unbalance in Thai culture, the gap between rich and poor people is hugely wider. Yes, it seems like Thai values are important, particularly, dressing up with the latest fashion trends helps us to be acceptance. They also have emphasised on Thai being first, but in the same way also mixed with others. For example, mixing between Thai identities and global features is increasingly interested in Thai fashion consumer behaviour."(Retail Manager, Company E)*
	"Well, I think, generally, Thai fashion consumers have not strong individual style of fashion. They still follow the global fashion trends and society. For example, there are various mixing trends, most of Thai people have dressed in mix and match style, and yes it is popular. Another case, Thai identities have mixed with global features, like Jacket from Pucci, and it inspires Thai people have to adapt Thai with other styles. These impact their attitudes and lead to copying behaviour, indefinite decision, and following the others."(General Manager, Company J)
	"Thai people have generousness to each other because most of them are Buddhist, which always have forgiveness and respect in seniority. They also focus on balancing between family and work. Today, the changing is more. This is another fact that affects their living life, especially in fashion consumption. We can see from the latest trends that represent the mixing between Thai identities and global styles. Thai people have increasingly accepted women who dressed Thai fabrics with the fashion trends." (General Retail Manager, Company L)

Table 6.4: The examples of quotes regarding the effects of cultural change, cultural mixing and ethnicity on the five cultural dimensions of Thai national culture

Based on the table above, Thai national cultures appeared to reflect collectivist culture, large power distance, feminist culture, strong uncertainty avoidance and long term oriented culture. Theses cultural dimensions seemed to have been affected by creolisation and its cultural characteristics; cultural change, cultural mixing and ethnicity. The evidence indicated that changes of global fashion trends and consumer

behaviours, also mixing between Thai identities and global fashion features seemed to the significant factors that affect the five cultural dimensions of Thai national culture.

Cultural change; respondents suggested cultural change is a crucial factor that influences all five cultural dimensions of Thai national culture (collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture). There seems to be the effects of changes of global fashion trend and consumer behaviour on Thai national culture. In order to be fashion people and social accepted, Thai fashion consumers have changed their fashion style by following the changes of global fashion trends. In terms of mixing and ethnicity, these cultural changes also conduce to mixing between Thai identities and global features that influence Thai national culture.

Cultural mixing; based on changes of global fashion trend and consumer behaviour, cultural mixing in terms of the combination of Thai identities and global fashion trends seems to affect Thai national culture (collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture). Thai fashion consumers have followed the trends and mixed their fashion styles with other fashion cultures. Therefore, it can be highlighted that there seems to be the effect of cultural mixing from the global fashion trend on Thai national culture.

Ethnicity; following on cultural mixing from the global fashion trends, there appears to be mixing between Thai identities and global features. Thai fashion consumers have increasingly focused on Thai being and mixed with other cultural fashion trends, in order to be fashion people and get social acceptance. This implies that ethnicity seems to affect Thai national culture (collectivist culture, large power distance and feminist culture).

Furthermore, some documents (A05, D07, E04, G03, J05, and N05) appeared to prove that changes of global fashion trend and consumer behaviour impact Thai national culture. For instance, Document G03 (consumers and fashion trends analysis) showed that the changes of global consumer and fashion trends affect Thai fashion consumer behaviour. In the same case of mixing and ethnicity, documentary evidence (A05, C06, D07, I04, L06 and N05) also revealed that global fashion trends seemed to affect Thai national culture and consumer behaviour, especially mixing between Thai identities and global features directly impacts Thai national culture.

Summary

From the empirical evidence, creolisation in manifestation of cultural change, cultural mixing and ethnicity seems to impact the five cultural dimensions of Thai national culture which consist of collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. Table 6.5 shows the summary of empirical evidence on creolisation and Thai national culture.

Key Theme	The empirical evidence
6.2 Creolisation and Thai national culture	Thai national cultures seem to be collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture.
	Creolisation and its cultural characteristics; cultural change, cultural mixing and ethnicity appear to have an influence on collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture of Thai national culture.

Table 6.5: The summary of empirical evidence on creolisation and Thai national culture

Surprisingly, the results also found new evidence showing that some of these cultures of creolisation affect the five cultural dimensions of Thai national culture such as cultural change is likely to influence on large power distance. Cultural mixing appears to directly impact long term oriented culture, and ethnicity seem to be impact on feminine culture. Moreover, these cultural dimensions have closely related to the three significant components of consumer behaviour; attitude, subjective norm and perceived behavioural control (PBC). The relationship will be discussed in the following section.

6.3 Thai National Cultures and Consumer Behaviour

According to the empirical results, the five cultural dimensions of Thai national cultures include collectivist culture, large power distance, feminine culture, strong uncertainty avoidance, and long term oriented culture. The results from interviewing fifteen Thai fashion retailers suggested that these five cultural dimensions of Thai national cultures immensely affect attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. For more arguments, Table 6.6 shows the effects of the five cultural dimensions of Thai national culture on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour, which based on the interviews data from Thai fashion retailers.

The three components of consumer behaviour	Quotes
Attitude	*"Yes, people in society have a greater influence on individual attitude. I think there is a social behaviour in Thai culture, especially in terms of fashion. Thai people believe that fashion helps them to have a good looking, more confidence and a social acceptance. So they are more interested in fashion and always up to date the global trends."(Retail Manager, Company A)*
	"Normally, most of Thai people rely on a social group. Their attitudes need to follow others, less in self-esteem, and respect in seniority. They have accepted inequality in society, and try

	to be high society people. In case of fashion consumption, Thai fashion consumers believe that people who have dressing up to date are accepted from others. That is why when new fashion trends have changed and launched, they always find them out" (General Manager of Company B) *"Women fashion consumers are the key factors that drive Thai fashion industry. They are leaders in attitude towards fashion shopping behaviour. Thai people have getting more acceptance women who have stylish dressed up. Yes, we have focused on them first. They have increasingly accepted more fashion from global trends. This leads to the latest fashion trends are rapidly popular in Thai culture." (Retail Manager, Company C)*
Subjective norm	*"In case of fashion consumption, Thai people always have followed others. They need to get acceptance and be fashionista. The famous people, even friends, family, celebrities and pop star also influence them to dress and buy fashion items. That meant Thai rarely dare to do alone. You can see when Thai people are shopping, they always be a group to comment together."(General Manager, Company B)* *"Traditionally, I think Thai people respect the family and people in high positions, both in their life and work place, especially older people. Although, there is unbalance in Thai culture, the gap between rich and poor people is vast. Yes, it seems like Thai values are important, particularly, dressing up in the latest fashion helps us to be accepted." (Retail Manager of Company E)* *"I personal think that Thai people accept human right, but in fact there is inequality in our society and yes, we always have accepted this. Because, this is Thai traditional culture, we respect in seniority from in the past. However, they have attempted to be acceptance from others. Easily, we can see the case of fashion dressing in Thai consumers. They have dressed up, by following fashion trends, in order to be fashionista as celebrities in high society."(Retail Manager, Company O)* *"Actually, Thai people have less self-confidence, and afraid of anything. Because of many aspects such as economic situation, changing in society, or they have always worried about their future, image, and social acceptance. For example, they have concerned about fashion dressing, they need to be one of fashion people. That is why Thai people always have dressed by following others" (General Manager, Company D)*
Perceived Behavioural Control (PBC)	*"Actually, Thai fashion consumers often go shopping with friends and family. When they have to buy fashion clothes, they always ask people around them and usually do not make a decision immediately. In addition, they always follow fashion trends as well as celebrities both Thai and international who influence their lifestyle and definitely fashion consumption" (Retail Manager of Company A)* *"In case of fashion consumption, we can see that most of Thai people prefer to go to shopping with their friends or family. They have more confidence to make decision about buying fashion items with other comments. They do not want to be out, they need to be accepted." (Retail and Garment Manager, Company H)* *"Basically, I think Thai people have emphasized both the present and future. They have adapted to change circumstances, based on social factors that affect them. Successful in their life is important, that is why they need to work hard and safe money. They need to be accepted from other people by dressing with the latest fashion trends. Because they believe that social acceptance leads to a successful life. However, they have concern about budget when shopping fashion clothes." (Senior Retail Manager, Company I)*

Table 6.6: The effects of the five cultural dimensions of Thai national culture on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour

Following the table above, the empirical evidence showed that there seemed to be the effects of the five cultural dimensions of Thai national culture on the three components of Thai fashion consumer behaviour (attitude, subjective norm and perceived behavioural control.) The discussions of these components will be presented below.

Thai National Cultures and Attitude

As has been described in the last section, Thai national culture reflects collectivist and feminist culture. These cultural dimensions directly impact attitude towards behavioural intention. In terms of fashion consumption, Thai people believe that fashion is the way of social acceptance. Most of them seem to be fashion people, in order to get an acceptance from the others (Retail Manager, Company A). While, some respondents referred to the effects of feminine culture on individual attitude (Retail Manager, Company C). Surprisingly, there is the new evidence from interviews that not found from literature review. The results (Table 6.7) demonstrate that power distance is another one of cultural dimensions that directly impacts individual attitude of Thai fashion consumer behaviour (General Manager, Company B).

Based on the empirical evidence, collectivist culture, feminist culture, and power distance are significant cultural dimensions that directly impact attitudes towards behavioural intention of consumer behaviour. Accordingly, prior interviews discussed and documentary evidence confirmed that Thai national culture reflects collectivist culture, feminist culture, and large power distance. In particular, some documents (A05, C04, E05, K05, M03 and N06) further supported that collectivist culture of Thai national culture could be significant factor that affects attitude of Thai people. For instance, Document K05 showed Thai people have always followed Facebook and Instagram to update the fashion trends and celebrities lifestyle. Furthermore, these

cultural dimensions also influence subjective norm. The discussion will be presented in the next section.

Thai National Cultures and Subjective norm

With respect to the interview results from Thai fashion retailers, there seem to be various cultural dimensions that affect subjective norm towards behavioural intention of consumer behaviour, especially in terms of fashion consumption. In general, subjective norm is divided into two types, namely societal norm and social influence. Societal norm refers to norms of the larger societal community, whereas social influence reflects opinions from family, friends, and peer groups. Thai national cultural dimensions such as collectivist culture, feminine culture, large power distance and strong uncertainty avoidance directly impact these types of subjective norms. In particular, Thai culture reflects collectivist society which greatly influences on both societal norm and social influence (General Manager of Company B). In case of masculinity/femininity, Thai culture has less masculinity and strong femininity. People in lower masculinity culture have concern regarding their attention with others. This leads to Thai fashion consumer behaviour can obtain influence from cultures (Retail Manager, Company O).

As discussed earlier, power distance is the dimension which closely relates to attitude towards behavioural intention. The interviews discussed confirmed that people who have large power distance reflect less powerful individuals and acknowledge large status differences. People in higher position tend to be autocratic and paternalistic, and subordinates willingly do as they are told. Correspondingly, Thai culture reflects large power distance and it implies that Thai people always accept a hierarchical system of their group (Retail Manager, Company E). Lastly, uncertainty avoidance is the one of cultural dimension that affects subjective norm towards behavioural intention. Actually,

the key intention of people in strong uncertainty avoidance cultures is to control everything. They have concern about establishment and respect of social rules. In the same way, Thai culture reflects strong uncertainty avoidance, they tend to accept social rules, and respect others, particularly, in fashion consumption (General Manager, Company D)

Following on the interviews results, collectivist culture, feminine culture large power distance and strong uncertainty avoidance of Thai national culture seem to have significant impact on subjective norm towards behavioural intention of Thai fashion consumer behaviour. In the same case with attitude of Thai people, some documentary evidence (A05, C04, E05, K05, M03 and N06) showed that Thai people have followed celebrities on Facebook and Instagram to update fashion and fascinated to be fashion people like others. Specifically, collectivist culture could be the significant factor that affect subjective norm. In another component, the next section will discuss the effect of cultural dimensions of Thai national culture on perceived behavioural control.

Thai National Cultures and Perceived Behavioural Control

Interviewing Thai fashion retailers indicated that time orientation dimension of national culture appears to impact perceived behavioural control (PBC) towards behavioural intention. In particular, Thai society reflects long-term oriented culture, which acts as a greater influence on perceived behavioural control. In terms of fashion consumption, Thai people seem to be easily affected from cultural and social influences. Their fashion consumption behaviours depend on other members and various situations (Senior Retail Manager, Company I). Moreover, these comments also imply that social factors such as social member's decision, social situation, popularity value and social acceptance determine perceived behavioural control of consumer behaviour. Thai national culture

appears to reflect collectivist culture. They have concern about members of their society such as family and friends. They want to be accepted from others, especially in terms of fashion consumption behaviour. The results from interviewing Thai fashion retailers indicate that collectivist is another one of cultural dimensions which affects perceived behavioural control (PBC) toward behavioural intention (Retail Manager, Company A; Retail and Garment Manager, Company H). Moreover, some documentary evidence (A05, C04, F04, H03 and I04) confirmed that there appears to be the effects of social influence on Thai fashion consumer behaviour. For instance, Document H03 showed that social media such as Facebook and Instagram of celebrities affect Thai fashion consumer behaviour.

Summary

Based on the empirical evidence, it can be highlighted that the three components of consumer behaviour seem to have been significant affected by the five cultural dimensions of Thai national culture. These cultural dimensions appear to be the moderating impact between the three main components and the behavioural intention of TPB. Attitude towards behavioural intention is influenced by collectivist culture and feminine culture. Collectivist culture, feminine culture, large power distance and strong uncertainty avoidance also affect subjective norm towards behavioural intention. Lastly, long-term oriented culture and collectivist culture have been proven to affect significantly perceived behavioural control (PBC) towards behavioural intention. In order to understand the effects of creolisation on Thai national cultures and consumer behaviour, the next section will discuss the relationship between creolisation, Thai national cultures and consumer behaviour. Table 6.7 shows the empirical evidence on Thai national culture and Thai fashion consumer behaviour.

Key Theme	The empirical evidence
6.3 Thai national culture and Thai fashion consumer behaviour	Collectivist culture, feminine culture, and power distance seem to have significant impact on attitudes towards behavioural intention of Thai fashion consumer behaviour.
	Collectivist culture, feminist culture large power distance and strong uncertainty avoidance of Thai national cultures seem to be significant impact on subjective norm towards behavioural intention of Thai fashion consumer behaviour.
	Long-term oriented culture and collectivist culture seem to be significant impact perceived behavioural control (PBC) towards behavioural intention of Thai fashion consumer behaviour.

Table 6.7: The summary of empirical evidence on Thai national culture and Thai fashion consumer behaviour

The table indicates that the five cultural dimensions of Thai national culture (collectivist culture, large power distance, feminist culture, strong uncertainty avoidance and long term oriented culture) seem to have significant influence on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. In the relationship with creolisation, the next section will discuss how creolisation and its cultural characteristics affect the five cultural dimensions of Thai national culture as well as Thai fashion consumer behaviour.

6.4 Creolisation, Thai National Culture and Thai Fashion Consumer Behaviour

The results from interviewing Thai fashion retailers and documentary evidence demonstrated that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity directly impact on the five cultural dimensions of Thai national culture. As documented previously, Section 6.2 provided the evidence regarding the effects of cultural change, cultural mixing and ethnicity on the five cultural dimensions of Thai national culture. Particularly, Table 6.4 (Section 6.2.2) showed that cultural change, cultural mixing and ethnicity have a significant impact on collectivist culture,

large power distance, feminine culture, strong uncertainty avoidance and long-term oriented culture of Thai national culture. In addition, there are some surprises from the results that suggest more effects of cultural change, cultural mixing and ethnicity on the five cultural dimensions of Thai national culture. Cultural change has an influence on power distance. Cultural mixing impacts long-term and ethnicity directly affects Thai national culture at femininity dimension. In summary, Thai fashion retailers appeared to confirm that cultural change and cultural mixing seem to have a greater impact on all five cultural dimensions of Thai national culture. Whereas, ethnicity seems to be a significant influence on collectivist culture, feminist culture and large power distance of Thai national culture.

The five cultural dimensions of Thai national culture also conceptually relate to consumer behaviour. Interviewing the respondents and some documentary evidence showed that the five cultural dimensions directly affect the three significant components of Thai fashion consumer behaviour; attitude, subjective norms and perceived behavioural control (PBC). Attitude towards behavioural intention is impacted by individualism/collectivism and the masculinity/femininity dimension. Two types of subjective norm, namely societal norm and social influence were influenced by individualism/collectivism. Additionally, societal norm is impacted by masculinity/femininity, whereas power distance and uncertainty avoidance have a greater affecting on social influence. Lastly, perceived behavioural control (PBC) towards behavioural intentions is affected by power distance and long-term/short-term orientation. Surprisingly, the new evidence from interviewing with Thai fashion retailers also indicated that some cultural dimensions of Thai national culture empirically affect two components of consumer behaviour. They are firstly large power distance directly impact individual attitude of Thai fashion consumer behaviour, and

also collectivist dimension has a greater influence on perceived behavioural control (PBC) towards behavioural.

Creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity have a greater affecting on the five cultural dimensions of Thai national culture. There are collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. Theses cultural dimensions also influence three significant components of Thai fashion consumer behaviour (i.e. attitude, subjective norms and perceived behavioural control). Consequently, it can be summarised that creolisation directly affects Thai national cultures and also influences Thai fashion consumer behaviour through the five cultural dimensions of Thai national culture. The current study also conducted the interviews with Thai fashion retailers, in order to investigate the effect of creolisation and consumer behaviour on fashion supply chain management in Thailand. The interview results will be discussed in the next section.

6.5 The Role of Creolisation and Thai Fashion Consumer Behaviour in Thai Fashion Supply Chain Management

As discussed in the theoretical propositions development (Chapter Four) and the empirical evidence from interviews (Section 6.4), creolisation is a manifestation of cultural change, cultural mixing and ethnicity has a significant influence on the five cultural dimensions of Thai national culture and Thai fashion consumer behaviour. With regard to the research purpose, the current study places a main focus on the effect of creolisation on consumer behaviour and fashion supply chain management in Thailand. Fifteen Thai fashion retailers were interviewed regarding the relationship between the three significant cultural characteristics of creolisation, consumer

behaviour and retailers. Firstly, this section will commence with the impact of Thai fashion consumer behaviour on Thai fashion retailing.

6.5.1 The Relationship between Thai Fashion Consumer Behaviour and Thai Fashion Supply Chain Management

All of the Thai fashion retailers appeared to confirm that Thai fashion consumer behaviour is the crucial factor that influences Thai fashion supply chain management. The evidences from interviews indicate that the three significant components of Thai fashion consumer behaviour (i.e. attitude, subjective norms and perceived behaviour control) seemed to have a significant impact on various dimensions of Thai fashion retailing. There are product development, sourcing and visual merchandising. For more arguments, Table 6.8 shows the effects of the three components of Thai fashion consumer behaviour on various dimensions of Thai fashion supply chain management including product development, sourcing and visual merchandising.

The three dimensions of Thai fashion retailers	Quotes
Product Development	*"Thai people believe that fashion will help them are good looking and get a social acceptance. So, they are more interested in fashion and buying fashion items based on people around them. This made us to serve a new product and must be always updated. We aim to develop the fashion products every season by updating the fashion trends and following influenced people. For instance, sexy style is a popular trend, Thai women tend to show their body. We never do this, but now we have to design some sexy items."(Retail Manger, Company A)* *"In generally, most of Thai people rely on a social group. Especially, fashion consumption behaviour, they always have followed global fashion trends and celebrities. Umm, I think it is direct effect, because the company has focused on consumer trends and demands. If the consumer trusts in celebrities' dressing, we need to study their lifestyle and develop the new fashion products. There are many fashion styles, but only just a few that Thai celebrities have adopted them to wear. And we can notice from their outfits that will be "must have item" of this season. Then, Thai fashion consumers will follow them when buying fashion products."(General Manager, Company B)* *"Obviously, it is attitude about cultural dressing. Thai fashion consumers have focused on fashion and followed the other styles form the trend, not only fashion icons, there also are friends and family. But famous person can make more influence. Thai pop star and celebrities also follow Hollywood or international pop star. So, this means that they have not strong identity, it is just followed the others when they are shopping. Definitely, it is*

	directly affect. We concern our consumers. In order to serve hot items, we need to study and survey both consumer and fashion trends. Then, design many updated products in our identity, because we have to focus on both creativity and variety." (General Manager of Company D)
Sourcing	*"Thai fashion consumers have increasingly focused on fashion and followed the others via global fashion trends and people around them like family, friend and famous fashionista. Furthermore we need to provide top hit items to serve the consumers, mostly do on major brands but sometime we do a new brand for variety of products as well. This makes us to find more sourcing both Thai and overseas manufacturers, in order to create new items and get variety of products." (General Manager of Company M)* *"Well, the changes of Thai fashion consumer behaviour are increasingly. They have more confidence about fashion dressing by following the global fashion trends and celebrity. However, there are some fashion trends, which cannot supply products, due to limited of sourcing process. This leads to Thai fashion retailers present the similar fashion products. They do not have variety of fashion products for their customers. We have to source out many updated fashion products, focusing on fast delivery and more variety in the same time. There are not from only Thai manufacturers, but also overseas manufacturers." (Retail Manager, Company E)* *"This directly affects to Thai fashion retailers because the company has emphasized the customer behaviour whether concept, attitude, popularity value, or any social behaviour. These factors affect fashion consumption of Thai people. They have always followed influenced people, friends and family members. They have inspired and influencing them to make the decision. That meant Thai people rarely dare to do alone. You can see when Thai people shopping always be a group to comment together. These behaviors made Thai fashion retailers accentuate to supply group buying. There are not only men or women fashion products. Most of our fashion products are unisex and cover for family members. The next collection, we have planned to lunch kids' fashion products as well." (Fashion Managing Director, Company N)*
Visual Merchandising	*"Definitely, we have concern about our customers. Their behaviours are always changes. To bring something available, we need to study and survey both consumer and fashion trends. Designing and visual merchandising should be going in the same concept, yes always follow from global fashion trends. However, there are not every fashion trends that suit for Thai fashion consumers. We have to catch up the key trends for our customers and focusing on creativity and variety as well. The next season, we have planned to set up store display with the mixing from various fashion trends, in order to respond several demands." (General Manager, Company D)* *"Thai fashion consumers have followed global fashion trends and influenced people, which affects us directly on visual merchandising such as store decorations and window display. Yes, it corresponds with our products in each season. For example, this summer, we have decorated window display as a combination of ethnic and modern style. Following from ethnic and tribal trends, clothes and accessories are displaying on the natural materials like woods but mixed with a modern concept. Thai fashion consumers have focusing on the details from cultural dress around the world. This leads to the latest style, modern and ethnic chic. As well as, displaying also supports the promotion, in order to attract our customers." (Retail Manager, Company C)* *"It is about an attitude, most Thai fashion consumers believe that fashion is suitable for people in high society. Thai people have dressed fashion clothing by following the trends and celebrities, in order to get social acceptance. Their lifestyles have always relied on fashion trends and influenced people from international. We have to up to date our display and decorate the shop as always. The latest trend, we have used the traditional material from northern Thai style. There are mixed with vintage style from global trends, yes it is interesting and we got a good feedback from our customers."(Senior General Manager, Company K)*

Table 6.8: The effects of the three components of Thai fashion Consumer Behaviour on Thai fashion retailing

Product Development

Most of respondents pointed out that attitude, subjective norm and perceived behavioural control toward behavioural intention of Thai fashion consumers directly affect Thai fashion retailers in terms of product development. They have to design, produce and provide many products in order to respond high consumer demands in each season. As documented in chapter four, consumer behaviours have always continually change, especially for Thai fashion consumers. There are the influences from global fashion trends and celebrities on Thai fashion consumers. Thai fashion retailers have to focus on updating the trends and the variety of products. They also suggested that Thai fashion consumers have a positive attitude about fashion dressing and believe that fashion could enhance their confidence and get social acceptance (Retail Manager, Company A)

However, there seemed to be another factor which is celebrity effects. As discussed in section 6.1.2, famous people such as celebrities determine Thai fashion style. In terms of fashion consumption, Thai fashion consumers have always followed fashion dressing from celebrities both Thai and international. This is the key factor that influences Thai fashion retailers, particular in terms of product development (General Manager, Company B; General Manger, Company D). Moreover, some documentary evidence (A06, B04, D02, E03, G04, I03 and L04) supported the interview results that attitude of Thai fashion consumer behaviour and celebrity influence seem to have significant impact on Thai fashion retailers in terms of product development. For instance, Document I03 showed the new fashion products of Company I that have been inspired by global fashion trends and celebrities dressing. For more details, Table 6.6 shows the effects of attitude and subjective norm of Thai fashion consumer behaviour on product development. The interview results also suggested that attitude and subjective norm of

Thai fashion consumer behaviour directly influence Thai fashion retailers in terms of sourcing which will be discussed in the following section.

Sourcing

Some Thai fashion retailers also argued that Thai fashion consumers always have changed their attitudes, particularly fashion consumption behaviour. They also have updated their fashion styles by following global fashion trends and other influenced people such as friend, family and celebrities. In order to respond high consumer demands, Thai fashion retailers have attempted to supply more outsourcing, and more variety of products from both Thai and overseas manufacturers. Accordingly, there seem to be the effects of attitude and subjective norm of Thai fashion consumer behaviour on Thai fashion retailing in terms of sourcing (Retail Manger, Company E; General Manager, Company M; Fashion Managing Director, Company N)

Furthermore, some documentary evidence (B02, D03, H02, I05, K05 and O06) appeared to confirm that attitude and subjective norm of Thai fashion consumer behaviour affect fashion supply chain management in terms of sourcing. For instance, Document O06 showed contacted suppliers and order sheets that represent product imported details of Company O. There seemed to be changes of Thai fashion consumer behaviour which impact on outsourcing plan for the next season. For more arguments, Table 6.6 shows the influence of attitude and subjective norm of Thai fashion consumer behaviour on fashion supply chain management in terms of sourcing. In another dimension, the evidence also appeared to suggest that attitude and subjective norm of Thai fashion consumer behaviour also have significant influence on visual merchandising which will be discussed in the next section.

Visual Merchandising

Some respondent also stated that attitude towards behavioural attention of Thai fashion consumers seem to have an impact on Thai fashion retailers in terms of visual merchandising. Most of Thai fashion consumers have updated their fashion dressing by following the global fashion trends. There are dramatically changed about attitude towards fashion consumption of Thai fashion consumers. The respondents further explained that Thai fashion consumer have seen the new fashion products from window display. When some new fashion trends arrive, the retailers need to set up the products and store display with the same fashion concept. This indicates that the fashion trends not only affect the products but also visual merchandising. Thai fashion retailers have to merchandise their products and stores by including the key fashion trends (Retail Manager, Company C; General Manger, Company D; Senior Manager, Company K).

In addition, some documentary evidence (A07, B05, D04, F03, G05, H04 and M06) also supported that attitude and subjective norms of Thai fashion consumer behaviour affect visual merchandising. For instance, Document M06 showed the new window display of Company F which has been inspired by the latest fashion trend "Tribal Punk". For more arguments, Table 6.9 shows the effects of the three components of Thai fashion consumer behaviour on various dimensions of Thai fashion supply chain management including product development, sourcing and visual merchandising.

Summary

Form the data above, Thai fashion retailers gave complete approval to the view that Thai fashion consumer behaviour seems to be a significant influence on Thai fashion retailers in various dimensions. There are attitude, subjective norm and perceived behavioural control toward behavioural intention of Thai fashion consumer appear to

affect product development, sourcing and visual merchandising. Firstly, attitude, subjective norm and perceived behavioural control (PBC) seem to impact Thai fashion supply chain management in terms of product development. Secondly, there appear to be the effects of attitude and subjective norm on sourcing of Thai fashion supply chain management. Thirdly, attitude and subjective norm are likely to be significant influence on Thai fashion supply chain management in terms of visual merchandising. Moreover, some respondents also suggested that the global fashion trend is another significant factor that affects Thai fashion consumption behaviour and Thai fashion retailing. In details, there are the influences of global fashion trend on Thai fashion consumer behaviour and various dimensions of Thai fashion retailers, which will be discussed in the next section.

6.5.2 The Relationship between the Global Fashion Trends, Thai Fashion Consumer Behaviour and Thai Fashion Supply Chain Management

With regard to the results from interviewing Thai fashion retailers, most of them suggested that global fashion trend is another key factor which impacts Thai fashion consumers and retailers. Particularly, there seemed to be changing in fashion trends that affect directly on the fashion supply chain management at the retail operation and through Thai fashion consumer behaviour. This also leads to the influence of mixing between Thai identities and global features from fashion trends on Thai fashion consumers and Thai fashion retailers. As documented in the last section, global fashion trends and Thai fashions consumers seemed to have a huge influence on Thai fashion retailers in terms of product development, sourcing and visual merchandising. Moreover, some documentary evidence (C06, D07, E04, G03, I04, J05 and N05) also appeared to confirm that global fashion trends affect Thai fashion consumers and

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retailers. For instance, Document J05 showed consumers and fashion trends analysis. In order to clearly understand the relationship between global fashion trends, Thai fashion consumers and retailers, Table 6.9 concludes the influence of global fashion trends on Thai fashion consumer behaviour and Thai fashion supply chain management.

The three dimensions of Thai fashion retailers	Quotes
Product Development	*"Thai people believe that fashion will help them are good looking and get a social acceptance. So they are more interested in fashion. This made us to serve a new product and must be always updated. We aim to develop the fashion products every season by updating the fashion trends. For instance, sexy style is a popular trend, Thai women tend to show their body. We never do this, but now we have to design some sexy items."(Retail Manager, Company A)*
	"Thai fashion consumer behaviour directly affects Thai fashion retailers because we focus on behaviour of the customer in attitude, popularity value, or any behaviour. These factors affect our work like an idea to consume a fashion product for them. Thai people always follow the global fashion trends or famous people in society. They wear fashion clothing in order to get acceptance. Even artists or celebrities, friends and family, also influence them to decide to buy a thing. We have focused on the product first. It needs to follow global fashion trend. What global celebrities wear and it is our item, also focus on a variety to fit group buying as well."(Senor Retail manager, Company I)
	"Obviously, it is cultural dressing. Thai fashion consumers will do by following the others, not only fashion icons, there also are friends and family. But famous person can make more influence. Thai pop star and celebrities also follow Hollywood or international pop star. So, this means that they have not strong identity, it is just followed the others. Definitely, it is directly affect. We concern our consumers. In order to serve hot items, we need to study and survey both consumer and fashion trends. Then, design many updated products in our identity, because we have to focus on both creativity and variety." (General Manager, Company D)
Sourcing	*"I personally think that such an overview, Thai fashion consumers have increasingly focused on fashion and followed the others via global fashion trends and from top international fashion brands, people around them like family, friend and famous fashionista. Furthermore we need to provide top hit items to serve the consumers, mostly do on major brands but sometime we do a new brand for variety of products as well. This makes us to find more sourcing both Thai and overseas manufacturers, in order to create new items and get variety of products." (General Manager of Company M)*
	"Well, the changes of Thai fashion consumer behaviour are increasingly. They have more confidence about fashion dressing by following the global fashion trends. However, there are some fashion trends, which cannot supply products, due to limited of sourcing process. This leads to Thai fashion retailers present the similar fashion products. They do not have variety of fashion products for their customers. We have to source out many updated fashion products, focusing on fast delivery and more variety in the same time. There are not from only Thai manufacturers, but also overseas manufacturers." (Retail Manager, Company E)
	"Following from the increasing of changes and various demands, Thai fashion consumers have always focused on the global fashion trends and lifestyle of celebrities. They have changed their styles, depends on what will be hit in the next season. We have to supply more products from many sources, not only in Thailand but also from anywhere who rapidly serve the variety and in-trends fashion products. For example, China is the main our manufactures. There are a lot of design and very cheap, but we need to concern the quality as well." (General Manager, Company J)

Visual Merchandising	"I think that Thai fashion consumers have followed global fashion trends, which affects us directly on visual merchandising such as store decorations and window display. Yes, it corresponds with our products in each season. For example, this summer, we have decorated window display as a combination of ethnic and modern style. Following from ethnic and tribal trends, clothes and accessories are displaying on the natural materials like woods but mixed with a modern concept. Thai fashion consumers have focusing on the details from cultural dress around the world. This leads to the latest style, modern and ethnic chic. As well as, displaying also supports the promotion, in order to attract our customers." (Retail Manager, Company C)
	"About an attitude, most Thai fashion consumers believe that fashion is suitable for people in high society. Thai people have dressed fashion clothing by following the trends and celebrities, in order to get social acceptance. Their lifestyles have always relied on fashion trends and influenced people from international. We have to up to date our display and decorate the shop as always. The latest trend, we have used the traditional material from northern Thai style. There are mixed with vintage style from global trends, yes it is interesting and we got a good feedback from our customers."(Senior General Manager, Company K)
	"Normally, Thai fashion consumers have focusing on fashion dressing by following the global fashion trends. Most of them have emphasized window display first when they are shopping, and yes, it impacts on Thai fashion retailers. There are the effects of Thai fashion consumer's attitude and the global fashion trends on window display and store decorations of Thai fashion retailers. We have to merchandise our products and store display by including the latest fashion trends, in order to attract our customers." (General Manager, Company M)

Table 6.9: The influence of global fashion trend on Thai fashion consumer behaviour and Thai fashion retailing

Following the evidence above, there seems to be the impact of global fashion trends on Thai fashion consumer behaviour (attitude, subjective norm and perceived behavioural control) and various dimensions of Thai fashion supply chain management (product development, sourcing and visual merchandising). With regards to the concept of creolisation (in manifestation of cultural change, cultural mixing and ethnicity), it appears from the above discussion that changing in global fashion trends directly affect Thai fashion consumers and Thai fashion retailers. This also relates to the effect of mixing between Thai identities and global features from fashion trends on Thai fashion consumers and Thai fashion retailers. In addition, the table also reveals that influenced people is another significant factor that affects Thai fashion consumers and Thai fashion retailers. They are friends, family, and especially celebrities. They seem to be an intermediary between global fashion trends and Thai fashion consumers. Celebrities have adopted the fashion trends and then Thai fashion people have changed their

fashion consumption by following them from social media. As documented in Section 6.1.2, it also corresponds with the one of the significant aspects of Thai fashion style, which is social media and celebrity effects.

6.5.3 The Relationship between the Three Cultural Characteristics of Creolisation, Thai Fashion Consumer Behaviour and Thai Fashion Retailing

As discussed previously (section 6.4), the results from interviewing Thai fashion retailers indicated that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity have a greater affecting on Thai fashion consumer behaviour. In detail, the evidence from Table 6.3 suggested that cultural change, cultural mixing, and ethnicity directly impact the five cultural dimensions of Thai national culture, namely collectivist culture, large power distance, feminist culture, strong uncertainty avoidance and long-term oriented culture. These cultural dimensions also affect attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. Therefore, it can be proved that creolisation influences Thai fashion consumer behaviour through the five cultural dimensions of Thai national culture.

In addition, the previous evidence also demonstrated that Thai fashion consumer behaviour and global fashion trends have a significant impact on Thai fashion retailers. In the relationship with creolisation, the results from interviewing Thai fashion retailers also further explained that creolisation (in a manifestation of cultural change, cultural mixing and ethnicity) directly affects Thai fashion retailers and through Thai fashion consumer behaviour. There seemed to be changes of global fashion trends directly affect Thai fashion consumers and Thai fashion retailers. This also leads to the effect of mixing between Thai identities and global features from fashion trends on Thai fashion

consumers and Thai fashion retailers. Table 6.10 shows further arguments on the effects of creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity on Thai fashion consumer behaviour and various dimension of Thai fashion retailers.

Cultural Characteristics of Creolisation	Quotes
Cultural Change	*"Umm, I think the crucial effect is that consumer behaviour has changed because Thai fashion consumers have many channel to get new fashion style from the trends and followed influenced people such as celebrities and pop star. Yes, they have always changed their attitude and lifestyle as well. This affects to Thai fashion retailers. Firstly, the products needed to have changed, mixed with multi-cultures to be a new, and must suit with Thai fashion style. Another is displaying, the shop must be change by following global fashion trends. For example, the latest window display has adapted material and soldier screen such as camouflage print with the garment in girly style."(General Manger, Company B).* *"Yes, I personally think that it would be about changing in Thai fashion consumer behaviour. Actually, Thai cultural dressing has changed from a fusion of many foreign cultures and from famous people as well. And these affect to Thai fashion retailers especially our company because we focus on responding the customer demands. So we can say they influence Thai fashion retailing about the product development. They need to be changed in each season to supply a various products. The product will be imported from many places, but still remain self-manufacturing. Then, there are changed by following the latest trends, for instance, like window display with pop up store style, in order to make an attraction for our customers." (General Manager, Company D)* *"There are various changes in Thai society, especially changing in cultural fashion dressing that affects Thai people in terms of fashion consumption. Thai people have more accepted the trends when buying fashion product. They do not buy immediately if those products are not from fashion trend or popular in celebrity. We have to create the new product by focusing on fashion trends and celebrities's lifestyle. However, there are not only the products from local manufacturers, we have to find more out-sourcing from overseas. Also, we just trained the retail staff as personal stylist who will assist about fashion dressing to the customers, in order to enhance selling." (General Manager, Company J)*
Cultural Mixing	*"There are various fashion styles from global trends. When they have changed, we can see the new styles that are mixed from many cultural features. Then, Thai fashion consumers have accepted changing and mixing of the fashion trends and famous people. I think that it is a benefit for Thai fashion retailers because we can create a new story for Thai fashion consumers and easy to communicate them. Overall, we can see these influences in terms of merchandise and store decoration. Especially, fashion products, most of retailers place a focusing on variety of products, which impacts directly on customer decision. For example, a case of Issues (Thai fashion brand), they have mixed Indian prints with western suite. It is a new style and more attractive to their customers. In another case of display, we have launched new jewelry's 2013 collection, which are Gothic style but we have created Asian material such as antique woods for display them. These strongly attract to our customers." (Retail Manager, Company E)* *"I personally think that it is interesting about changing and mixing. We highlight on product or designing from multi-cultures, especially texture and detail. Thai fashion consumers have*

	relied on global consumer and fashion trends. When the trends have changed, the styles always changed and mixed. This affects to designing, displaying and supplying the products. For example, the display will reflect the changing and mixing of trend. We have mixed them due to widely open for social media such as Facebook and Instagram. Our customers see any celebrities' outfit and then they want to dress like that but they have also adapted and mixed. That is why we have to update our products in different styles." (Managing Director, Company F)
	"As I have said earlier, it impacts through the consumer trends especially the adaptations and combinations from various cultures because mix and match fashion style have become more influential. Thai fashion consumer have increasingly changed and mixed their style. They have accepted mixing between cultural styles in fashion trends. This affects us in terms of products and displaying. Our products have to be designed or sought to represent diversity and the combinations of different stories. This also affects the shop displays. For example, in the past, tone on tone decoration was used in shop displays during New Year to signify unity. Now, ethnic elements like modern ethnic styles have been used in line with the current trend. Moreover, mix and match is used to make the shop displays interesting and attractive to the customers." (General Manager, Company G)
Ethnicity	*"In terms of mixing, we can see from various cultural fashion trends that affect Thai fashion consumers. There are east meets west style, contemporary fashion styles from multi-fashion cities, or tribal fashion styles and yes, Thai fashion consumers are accepted them. For example, the latest trend, Thai and mixed features influence Thai fashion consumption behaviour through top international and local fashion brands. They have adapted modern style with Thai handicraft. This also affects us about product and display. We just launched the new story in the theme of mix tribal chic to our customers. Both products and display had been decorated with the Thai material craftsmanship and modern punk-style. Yes, it is new and interesting when the customer seen them."(Retail Manager, Company C)*
	"I think it is interesting but most of Thai fashion consumers do not dress with too much Thai style. They have a problem about identity crisis but they are good with adapting many global fashion styles with Thai features. Because of many Thai people ignore real Thai identity, it could be mixed or adapted by following the major fashion trends. For example, recently, Yaya Ying, Thai pop star and celebrity, who walked on the red carpet of Cannes Festival, wore long dress with Thai shawl, Sa-Bai, as a Thai gimmick on top. Thai people have accepted but not at all. For our company, it just affects us on product design and in some part of supplying. We have to adapt and create Thai features with other fashion trends."(General Manager, Company D)
	"Well, I think that the mixing between Thai and other styles directly influence Thai fashion industry, especially Thai fashion consumers and Thai fashion retailers. Actually, the key factor is Thai fashion consumer behaviour. There are various fashion styles from the global trend. Thai people have followed celebrities dressing via social media, and then they have learned to adapt and mix. Yes, they affect us too much about product, service and display. Clearly sample is variety of product, we need to more create and supply, in order to fit with the consumer demands. There is a mixing of many styles, as well as design in mix and match style and this is popular one. Our stores have focused on a variety than a quantity and display in mixing way "head to toe", one stop clothing. For example, the mixing in Thai fashion style affects us in terms of product and displaying." (Senior Retail Manager, Company I)

Table 6.10: The effects of creolisation on Thai fashion consumer behaviour and Thai fashion retailers

Following the table, there seemed to be the effects of cultural change, cultural mixing, and ethnicity on Thai fashion consumers and Thai fashion retailers. The discussions of these cultural influences will be provided below.

Cultural Change

Fifteen Thai fashion retailers appeared to confirm that cultural change is a crucial factor that affects Thai fashion consumer behaviour and Thai fashion retailers. As documented in Section 6.4, cultural change directly impacts five cultural dimensions of Thai national culture and then its influence on Thai fashion consumer behaviour, especially in fashion consumption. Moreover, Table 6.3 also indicated that cultural change impacts and determines Thai fashion style through changes in consumer trends and global fashion trends. This section aims to discuss the effect of cultural change on Thai fashion consumer behaviour and Thai fashion supply chain management. Most of the respondents explained that cultural change influences Thai fashion retailers through changing in behaviour of the Thai fashion consumers. There seemed to be the effects of cultural change on various terms of Thai fashion retailers such as product development, sourcing and visual merchandising.

Furthermore, there seemed to be another cultural change of celebrity's behaviour. Some respondents also mentioned the changing behaviour of influenced people that impacts on Thai fashion consumer behaviour and Thai fashion retailers. Based on the empirical evidence of the effect of cultural change on Thai fashion retailers, Thai fashion consumers have always changed their behaviour by following the fashion trends and celebrity lifestyle. It can be highlighted that changes in global consumer and fashion trends seem to have a significant impact on Thai fashion consumers and Thai fashion retailers. Thai fashion consumers have always changed their behaviour by following the

fashion trends and celebrity lifestyle. As discussed previously (in Section 6.5.1 and 6.5.2), the evidence showed that cultural change, especially changes of Thai fashion consumer behaviour and fashion trends affect Thai fashion supply chain retailing in three dimensions, product development, sourcing and visual merchandising.

Cultural Mixing

Cultural mixing is another cultural characteristic of creolisation that affects Thai fashion retailers. As discussed in the previous section (Section 6.5.1 and 6.5.2), most of respondents pointed out that the changes of the Thai fashion consumer behaviour and global fashion trends lead to mixing between Thai identities and global fashion features. Thai people have mixed Thai fashion styles with global fashion trends. There seems to be the influence of cultural mixing on Thai fashion consumer behaviour, especially in terms of attitude and subjective norm. Additionally, some respondents also appeared to prove that ethnicity is cultural characteristic of creolisation that impacts Thai fashion retailers. There seemed to be ethical identity of Thai cultures that have been integrated with foreign cultures. This becomes a new fashion trends and impacts on Thai fashion consumers and Thai fashion retailers. The effect of ethnicity on Thai fashion retailers will be further discussed below.

Ethnicity

Additionally, some respondents pointed out that cultural mixing and ethnicity influence Thai fashion consumers and Thai fashion retailers in terms of the combination between Thai identities and global features. The evidence showed that Thai fashion consumers seem to have increasingly emphasised Thai being and fashion trends. This also leads to the effect of ethnicity on Thai fashion retailers. As demonstrated in the Section 6.5.2 the influence of global fashion trends on Thai fashion consumer behaviour and Thai fashion

retailing, Thai fashion consumers have relied on the global fashion trends and influenced people. When the global fashion trends have changed, there are various mixing fashion styles. Thai fashion consumers have always followed them. Similarly, other respondents pointed out the similar view which can be seen in Table 6.8. However, some respondents argued that most of Thai fashion consumers actually do not stress the original Thai features in their fashion dressing. They believe that global fashion styles with Thai identity could be adapted and mixed. There are Thai modern styles or Thai street fashion styles. This seems to directly affect Thai fashion retailers.

From the interviews, all of Thai fashion retailers gave complete approval to the idea that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity both directly and indirectly affect Thai fashion consumer behaviour and Thai fashion retailing. Most of them stated that cultural change impacts Thai fashion consumer behaviour in terms of global consumers and fashion trends, changes in social media and behaviour of influenced people such as celebrities. It also leads to the effect of cultural mixing and ethnicity on Thai fashion consumers and Thai fashion retailers. Correspondingly, some documentary evidence (A05, C06, F04, G03, I04, L02 and N05) appeared to support that cultural change and cultural mixing from the global fashion trends affect Thai fashion consumer behaviour and Thai fashion retailers. For instance, Document G03 showed mixing between Thai identities and global fashion features from trend forecast and analysis that determines the behaviour of customers and product development of retailers.

Summary

Based on the empirical above, there seemed to be the effects of creolisation and cultural characteristics; cultural change, cultural mixing and ethnicity on Thai fashion consumer behaviour and Thai fashion retailers. Changes in consumer and global fashion trends appeared to influence attitude and subjective norm of Thai fashion consumers and Thai fashion retailers in terms of product development, sourcing and visual merchandising. The mixing between Thai identities and global features is likely to be an impact on attitude and subjective norm of Thai fashion consumers and Thai fashion retailers in terms of product development, sourcing and visual merchandising. Following the mixing between Thai identities and global features, there seemed to be the effect of ethnicity on attitude and subjective norm of Thai fashion consumers and Thai fashion retailers in terms of product development, sourcing and visual merchandising. To conclude, Table 6.11 shows the empirical evidence of the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management.

Key Theme	The empirical evidence
6.5 Creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management	Attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour seem to be significant impact on Thai fashion supply chain management in terms of product development, sourcing and visual merchandising.
	There seems to be the effect of global fashion trends on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. Also, influence on Thai fashion supply chain management in terms of product development, sourcing and visual merchandising.
	Cultural change, cultural mixing and ethnicity appear to impact on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour and Thai fashion supply chain management in terms of product development, sourcing and visual merchandising. Also, Thai fashion consumer behaviour is likely to be a significant mediator between creolisation, Thai fashion retailers and their supply chain.

Table 6.11: The summary of empirical evidence on creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management

From the table above, the empirical results from interviews and documentary evidence revealed that creolisation (in a manifestation of cultural change, cultural mixing and ethnicity) directly affects Thai fashion consumer behaviour and Thai fashion supply chain management. In particular, there seemed to be the influence of changes from global fashion trends on Thai fashion consumers and Thai fashion retailers. Accordingly, this also relates to mixing between Thai identities and global fashion features that impact on Thai fashion consumers and Thai fashion retailers. Furthermore, it was found from the interviews results that creolisation impacts the relationship between Thai fashion retailers and manufacturers. The relationship between creolisation, Thai fashion retailing and Thai fashion manufacturing will be discussed in the next section.

6.6 The Relationship between Creolisation, Thai Fashion Retailing and Thai Fashion Manufacturing

As has been discussed previously (Section 6.5), some of respondents have argued that creolisation and its cultural aspects, cultural change, cultural mixing and ethnicity impact on the relationship between Thai fashion retailers and Thai fashion manufacturers in terms of sourcing. This also leads to the potential effect of creolisation on Thai fashion manufacturers. Correspondingly, the extant literature from chapter four and theoretical proposition three (P3c) suggested that creolisation also affects supply chain management in the manufacturing through national culture. The current study also conducted the interviews with ten Thai fashion manufacturers by following the questions regarding the effect of creolisation and national culture on Thai fashion manufacturing. This section will discuss on cultural difference between Thai and overseas manufacturers. Followed by, the integration between Thai fashion retailers,

Thai and overseas fashion manufacturers will be identified. At last, the respondents will explain how creolisation and its cultural characteristics impact on Thai fashion retailers and Thai fashion manufacturers.

At the beginning, there is the basic information of ten Thai fashion manufacturers, including manufacturing categories, product categories, number of co-retailers, number of employees, total annual turnover, countries of export, and status of interviewee. The interviews were conducted with key persons from various positions in manufacturing companies. They are the Senior Garment Director, General Garment Manager, QA Manager, Garment Director, and Deputy Managing Director. In addition, most of them are agile and lean manufacture. They produce fashion and basic goods (i.e. womenswear, menswear, childrenswear and accessories). The information of ten Thai fashion manufacturers is shown in Appendix J.

6.6.1 Cultural Difference between Thai and Overseas Fashion Manufactures

In the interviews procedure, ten Thai fashion manufactures were asked regarding cultural difference between Thai and overseas manufacturers. All of them commented that there are several differences of cultures between Thai, Asian and Western manufacturers, especially in terms of the five cultural dimensions of national culture. Thai fashion manufacturers have coordinated with both Thai and overseas manufacturers, in order to supply more out-sourcing for raw material and co-produce finishing goods. Hence, this leads to the effects of five cultural dimensions of national culture on Thai Fashion manufacturing. For more arguments, Table 6.12 shows the examples regarding the effect of the five cultural dimensions of national culture on Thai Fashion manufacturing.

The five cultural dimensions of Thai national culture	Quotes
Individualism/ Collectivism	*"Normally, I think we are same national culture. Thai working style is "family business" system, which relates to a group working or partnerships. To be successful, they have focused on a long-term relationship. It means there is an association with kind and friendly. Comparing with other overseas manufactures, they are different national culture such as European countries. We mainly contact with Thai manufacturers because of they are easy to work with in terms of product development and reduction the cost"(Senior Garment Director, Manufacture Company A)* *"There are many Chinese manufacturers who have coordinated with us. I think there not only the advantages of efficient production and sharing information but their cultures are closely related to Thai culture. Yes, we are Asian country and we have focused on group working, long term relation, partnerships and working as family business." (Managing Director, Manufacture Company I)* *"Actually, we have occasionally coordinated with European manufacturers because higher cost and some problems about lead time. Another reason, there are some cultural differences between us. They also have high individual and, not focused on cluster business or partnership. Most of them are highly standard and many processes, sometimes we need flexible working." (Managing Director, Manufacture Company F)*
Power distance	*"Of course, I think actually it is about national character. Thai manufacturers are working in Thai style, like family business. Most of them have relied on group and focusing on a long term relationship. They also respect in seniority and have hierarchy in working. They provide the finishing goods quickly and help us to reduce the cost. Because of we are sharing the same culture and they know what we want." (Garment Director, Manufacture Company D)* *"Definitely, there are different culture and values. Thai manufacturers are friendly and working as family business. They have emphasized on flexible working, respected in seniority and focused on partnerships. This helps to create the new products and quickly serve to the customers. Because of they know the nature of Thai culture, whereas, overseas are different cultures and working styles." (General Manager, Manufacture Company E)* *"Actually, Thai manufacturers are easy to talk, and working with. But most of them are small and medium company, sometimes they have been affected from many political or economic factors. They have always relied on people in high positon or leaders. Definitely yes it leads to slow production." (QA Manager, Manufacture Company C)*
Masculinity/ Femininity	*"Absolutely, it is different from other overseas manufacturers because we are different national culture. We prefer to work with Thai manufacturers, who are friendly like a family business and much flexibility. They help us to produce fashion items because we mostly do basic items. Yes, this leads to serving more creativity and variety of products to the customers. Also, our relationship enhances reduction the cost." (Deputy Managing Director, Manufacture Company F)* *"For our companies, the main suppliers and manufacturers that we have contacted are both Thai and foreign. Of course, their working styles are differences because of national culture. Thai people have easy-going and negotiable working styles. They work as family business and emphasize on long term connection. There are facilitates smooth and working flow. This helps us to produce quickly and creates new items." (Senior QA Manager, Manufacture Company G)*

	"I personally think that it is about popularity value and nationality character. Thai manufacturers are different from other countries. Thai manufacturers are very kind and like to be a partnership business, easy to coordinate and convenient working. We can find more sources from group business. They provide the raw material quickly and always create the new products to us. Also, they help us to produce the fashion items sometimes." (Managing Director, Manufacture Company I)
Uncertainty avoidance	*"Thai manufacturers are very kind, flexible and pay respect. They can help us to get efficient work because we are focusing on teamwork and sharing the same common sense. But sometimes, their decisions have relied on group or people in high position. Also, many factors include changing in behaviour, political and economic crisis. This leads to slow production and some problems about relationship between the firms."(General Garment Manager, Manufacture Company B)* *"Yes, we are accepted there are much different cultures between Thai and overseas manufacturers. Mostly, we prefer to work with Thai manufacturers because we are same culture and sharing mutual common sense. But sometimes there have the problems with them, due to not stable living life in Thai culture. Most of Thai manufacturers have worried about their business from global and local factors such as political and economic crisis. These affect the relationship between retailers and manufacturers such as slow production and lead time."(General Manager, Manufacture Company E)* *"In general, Thai manufacturers are kind to negotiate, and so much flexible. If you ask for more productions, they always serve you. But sometimes their businesses are not strong because of many factors such as changing in global economics or people behaviour. They are easy to get these effects which lead to some problems such as relationship between manufacturers and retailers, slow in production and lead time."(General Garment Manager, Manufacture Company J)*
Long term/ Short term oriented culture	*"Normally, I think we are same national culture. Thai working style is "family business" system, which relates to a group working or partnerships. To be successful, they have focused on a long-term relationship. It means there is an association with kind and friendly. Comparing with other overseas manufactures, they are different national culture such as European countries. We mainly contact with Thai manufacturers because of they are easy to work with in terms of product development and reduction the cost"(Senior Garment Director, Manufacture Company A)* *"Well, Chinese manufacturers are closely similarity with Thai culture. They have emphasized on flexible working by senior respected and focused on long-term relationships. We tend to have successful business together as partnerships. Most of them reflect family working style because they have relied on social group or cluster business. This also conduces to sharing information and sourcing between us" (Senior General Manager, Manufacture Company H)* *"Yes, we have mostly contacted with Chinese manufacturers. They serve the products rapidly and do continually. But sometimes, they are tricky and imprudent. We need to be aware about quality of the product and lead time. I think Chinese businesses have highly competed. They have focused on achievement and successful, but sometimes forgot the spirit."(Senior QA Manager, Manufacture Company G*

Table 6.12: The example regarding the effect of Thai national culture on Thai fashion manufacturing

Based on the empirical comments above, it can be proven that the national culture of Thai fashion manufacturers seem to reflect collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long-term oriented culture. Correspondingly, the evidence from Thai fashion retailers (Section 6.2.1) appeared to confirm that Thai national cultures include collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. Moreover, there seems to be the effects of the five cultural dimensions of Thai national culture on Thai fashion manufacturing. The five cultural dimensions of Thai national culture appeared to impact on Thai fashion manufacturing in various contexts.

Individualism/Collectivism; there is likely to be the influence of individualism/collectivism on Thai fashion manufactures in terms of product development, sharing information, production, lead time and cost reduction.

Power distance; power distance dimension seems to impact Thai fashion manufactures in terms of product development, production, lead time and cost reduction.

Masculinity/Femininity; there appears to be the effect of masculinity/femininity on Thai fashion manufactures in terms of product development, lead time and cost reduction.

Uncertainty avoidance; uncertainty avoidance is likely to impact on Thai fashion manufactures in terms of production and lead time.

Long term/Short term orientation; there seems to be the impact of long term/short term orientation on Thai fashion manufactures in terms of product development, sharing information, manufacturing quality, lead time and cost reduction.

Despite the cultural difference between Thai and overseas fashion manufactures, the evidence indicated that there seems to be the integration between Thai and overseas manufacturers, in order to serve more variety of products and fast service to retailers. The integration also completes product development, the reduction of cost and lead time at the upstream chain (i.e. retailers and manufacturers). In another chain, Thai fashion retailers have co-ordinated with Thai and overseas manufacturers, in order to enhance responsiveness consumer demand at the downstream chain (i.e. retailers and end customers). This leads to the integration between Thai fashion retailers, Thai and overseas fashion manufacturers which will be discussed in the next section.

6.6.2 The Integration between Thai Fashion Retailers, Thai and Overseas Fashion Manufacturers

This section aims to present the results from interviews with fifteen Thai fashion retailers and ten Thai fashion manufacturers. They were asked regarding the effect of the integration between Thai fashion retailers, Thai and overseas fashion manufacturers. Most of them have agreed that there seem to be many benefits for Thai fashion retailers and Thai fashion manufacturers. For instance, Thai fashion retailer explained that:

"Well, definitely I think an integration of Thailand fashion retailers and foreign manufacturers would be more advantages. Obviously, the product will have a variety of styles because Thailand is a manufacturer of innovative ideas. While, foreign manufacturers such as Chinese, they are expert in a production of modern materials and manufacturing. They have lower in labor cost and can fast produce with high volume. There are various benefits for Thai retailers such as quick response, good quality and more fashionable products." (Retail Manager, Company E)

Moreover, some documentary evidence (B02, E02, F05, K05 and M04) appeared to support the benefits of integration between Thai fashion retailers, Thai and overseas

fashion manufacturers. For instance, Document E02 showed outsourcing details of Company E which represent lists of imported products from Chinese manufacturers. In terms of Thai fashion manufacturing, some Thai fashion manufacturer pointed out the similar views that:

"Actually, the integration can reduce the cost and lead time. It benefits for both Thai fashion manufacturers and overseas manufacturers because they have mutual sharing information about product knowledge, design, *material and production technology. Moreover, there are the advantages for Thai fashion retailers about lower price, good quality products and fast delivery."(Managing Director, Manufacture Company F)*

Correspondingly, some documentary evidence from Thai fashion manufacturers (MA03, MD02, MF04, MI05 and MJ05) showed the benefits of integration between Thai fashion retailers, Thai and overseas fashion manufacturers. For instance, Document MI05 showed contacted suppliers information that support the benefits of integration in terms of production, reduction the cost, and lead time. In addition, some respondents of Thai fashion retailers also commented that the integration between Thai fashion retailer, Thai and overseas manufacturers can enhance consumer satisfaction. There seem to be another benefit for Thai fashion retailers at downstream side (i.e. retailers and end customers). In other words, Thai fashion retailers could emphasise the integration between members in their supply chain. Some Thai fashion retailer further explained that:

"Well, it is interesting and beneficial for the retailers and consumers. It also can be guaranteed that the customers will get satisfaction whether quality, fashionable, and lower cost of product. We have just designed the product and joint with Japanese manufacturer, which is tribal chic style. This absolutely responds consumer and fashion trends for the next season." (General Manager, Company J)

Furthermore, some documentary evidence (C04, E05, H03, I02, J07 and M03) also appeared to confirm that the integration between Thai fashion retailer, Thai and overseas manufacturers can increase consumer satisfaction. For instance, Document H03 showed the customers who liked and followed Facebook and Instagram of Company H. The evidence from interview and documents indicate that the integration between Thai fashion retailers and overseas manufacturers seemed to have many benefits for both Thai fashion consumers Thai fashion retailers and their supply chain. Outstandingly, the advantages are the reduction of cost, sharing information and lead time at upstream side (i.e. retailers and manufacturers) and enhancing responsiveness of consumer demands at downstream side (i.e. retailers and end customers). Nevertheless, there are also some cultural influences of Thai fashion retailers, Thai and overseas manufacturers that affect both retailing and manufacturing in the fashion supply chain management. Especially, the evidence appeared to reveal that creolisation and its cultural characteristics (cultural change, cultural mixing and ethnicity) have a greater impacting on Thai fashion retailers and Thai fashion manufacturers. The following section will discuss the impact of creolisation on Thai fashion retailing and Thai fashion manufacturing.

6.6.3 The Impact of Creolisation on Thai Fashion Retailing and Thai Fashion Manufacturing

The Thai fashion retailers and manufacturers were asked regarding how does creolisation in manifestation of cultural change, cultural mixing and ethnicity affect the integration between Thai fashion retailers, Thai and overseas manufacturers. The interview results revealed that there seemed to be the effects of these cultural characteristics of creolisation on both Thai fashion retailing and manufacturing. Table

6.13 shows the examples regarding the effects of cultural change, cultural mixing and ethnicity on Thai fashion retailers and manufacturers in various contexts.

Cultural Characteristics of Creolisation	Quotes
Cultural Change	*"It is a greater affecting from changing of consumer behavior and fashion trends. Thai fashion consumers have always changed their styles by following the global fashion trends and celebrities. These directly affect to Thai fashion retailers and manufacturers about product development, sourcing, and manufacturing. They need to be more mixing and make us to be fast serving with lower price. So, we need to coordinate with new overseas manufacturers and concern about lead time, product variety and cost reduction."(Retail Manager, Company A)* *"Definitely, it directly affects the consumer, then to the retailer and manufactures. Changing of culture, especially fashion dressing affects to Thai fashion consumers and retailers in many aspects like fashion trends, social media, celebrities. The integration of retailer and manufacturers has been changed from being separate but now they need to coordinate together. For example, in case of lifestyle products, we have launched a new brand which associates with the strationary overseas manufacturer. Because the global trend shows that consumers do not only interest in fashion clothes, but day life stuff or gadget such as mobile case and notebook." (General Manager, Company D)* *"Yes, there is such a huge affecting about merchandising and manufacturing. There are influenced from consumer behaviour and fashion trends. Especially Thai fashion consumers, they have always changed their fashion consumption behaviour by following the global fashion trends and celebrities dressing. Thai fashion manufacturers have to integrate with overseas manufacturers and also Thai fashion retailers, in order to respond consumer demands. They need the fashion products with fast delivery, lower cost and more variety. I think the integration with others can support us to reach these demands."(General Garment Manager, Manufacturer Company B)* *"Well, most of them are changing and mixing from consumer behaviour. The changing has a greater impact, including global fashion trends, celebrity lifestyle and social media. So Thai fashion manufacturers need to be integrated and find more out sourcing from overseas manufacturers, in order to respond Thai fashion consumer demands. Now, the consumers have rapidly changed and mixed more styles to dress their own. So we need to provide them fast to the retailers and focus on variety of product. The reason is the consumers really want dressing style same as global, especially famous people like celebrities. It is like chain effect, from product development to lead time and costing." (Senior QA Manager, Manufacture Company G)*
Cultural Mixing	*"Actually, there are changing and mixing of Thai fashion consumption behaviour. Thai fashion consumers have changed their dressing styles and combined many global fashion trends. This impacts Thai fashion retailers and manufacturers directly, in terms of products, service and production. Our products must be trendy, more variety, and cheaper. There are also fast delivery and good quality as well."(General Manager, Company B)* *"I think cultural change and cultural mixing affect the relation of Thai retailers and other manufacturers through the consumer and fashion trends. Because of Thai fashion consumers have always changed their styles. They have followed fashion trends such a combination of cultural dressing from many different styles. Thai fashion consumers have learnt to mix them. Yes, we need more out sourcing from overseas manufacturers. They can produce more variety of products and also a lower cost." (Retail Manager, Company E)*

	"Umm, I think most of them have focused on changing and mixing of Thai fashion consumer behaviour and global fashion trends. For example, the fashion trends have rapidly changed and mixed in each season. There are mixing of various fashion styles such as multi cultures whether Thai or global identities. Especially, African features in New York or even London because the fashion can be mixed. In Thailand, there are more mixing styles about fashion dressing which is influenced from the trends and celebrities. This is not only an impact on Thai fashion retailers but also manufacturers, in terms of manufacturing, out sourcing and more variety of products. We need more volume, cheaper and faster produced as well."(QA Manager, Manufacture Company C) *"There are various mixing styles from the global fashion trends. Some of them have created Thai identities such as traditional prints with global fashion trends. This affects to Thai fashion retailer and also manufacturers. They need to respond what Thai fashion consumers want and always up to date about the global fashion trends. We just have produced new Thai and oriental mixed styles to the customers. There are various material styles by following the major trends. However, we cannot support this concept with only sourcing in Thailand, we need to integrate and coordinate with other foreign manufacturers such as Chinese. Because of they can produce with large volume, faster, cheaper and more variety of material." (General Garment Manager, Manufacture Company J)*
Ethnicity	*"Another is that the mixing from various fashion trends leads to Thai fashion consumers have adopted their identities with global features. This is an affecting from the latest fashion trend "tribal chic". There is the integration between Asian styles such as Thai, Chinese and Japanese with western features. We have to serve the new products with Thai identities and more exotic material. The overseas manufacturers can support us about the variety of material, fast production and a lower cost." (Retail Manager, Company A)* *"Well, there are the changing and mixing of Thai fashion consumer behaviour that conduce to the focusing on Thai identities and global fashion trends. This is a huge impact from the fashion trends and celebrities dressing. For example, Ya Ya Ying, Thai pop star, she was at the red carpet of Canne film festival with Thai dressing and western style gown. It much affects Thai fashion consumer behaviour, and definitely we have to serve some Thai identities with our products. However, there are not many materials in Thailand. We have to supply more from Chinese manufacturers. I think the integration between Thai fashion retailers and overseas manufactures is more benefit for us." (Retail Manager, Company C)* *"I personally think that Thai fashion consumers have mixed various fashion styles from the global trends. Absolutely, there also is the mixing of Thai and global features such as African prints on Thai fabric. We have to produce some tribal material to the customers. Yes, we cannot do only with Thai manufacturers. We have ordered the new raw material from Chinese manufacturers. They can support us about the variety of products. I think the integration between Thai and overseas manufacturers can respond Thai fashion retailers and consumer demands, and also reduce the cost and leads time." (Senior Garment Director, Manufacture Company A)* *"Moreover, the changing and mixing of global fashion trends in each season also affects our processes such as designing and manufacturing of fashion items to the retailers and customers. They have focused on the mixing of Thai identities and foreign cultures because there is the latest fashion trend "tribal mixed styles" that affects Thai fashion consumption. This also impacts on our working with overseas manufacturers in terms of merchandising, manufacturing, and lead time. Especially, Thai product designs are highly demand. We need to serve more variety of products with lower cost and fast service. Yes I think the integration between us and overseas manufacturers can achieve this case." (Garment Director, Manufacturer Company D)*

Table 6.13: The effects of creolisation on Thai fashion retailing and manufacturing.

Following the empirical evidence, cultural change, cultural mixing and ethnicity appeared to impact on Thai fashion retailers and manufacturers. The discussions of these cultural influences will be presented below.

Cultural Change

Most of respondents suggested that cultural change impacts the relationship between Thai fashion retailers, Thai and overseas manufacturers. In particular, the respondents argued that changes of global fashion trends and Thai fashion consumer behaviour seemed to be a crucial factor that affects the integration between Thai fashion retailers and overseas manufacturers. Moreover, some documentary evidence (A03, C03, C06, D02, F02 and K02) appeared to confirm that changes of fashion trends and Thai fashion consumer behaviour impact on the integration between Thai fashion retailers and overseas manufacturers. For instance, Document C03 and C06 represented photo of products, consumer and fashion trend report that show the effect of fashion trends and Thai fashion consumer behaviour on Thai fashion retailing.

In terms of Thai fashion manufacturing, the evidence suggested that changes of global fashion trends and Thai fashion consumer behaviour seemed to have an impact on Thai fashion manufacturers. Furthermore, some documentary evidence (MB03, MB05, ME04, MB05, MG03 and MB05) also supported that global fashion trends and Thai fashion consumer behaviour influence the integration between Thai fashion retailers, Thai s and overseas and manufacturers. For instance, Document MB03 and MB05 showed product details and order sample sheets from retailers that represent the effect of fashion trends and Thai fashion consumer behaviour on Thai fashion manufacturing. Following the interviews and documents, the evidence confirmed that changes of consumer behaviour and global fashion trends seem to have impact on the integration

between Thai fashion retailers, Thai and overseas and manufacturers. This also leads to the effect of cultural mixing on Thai fashion retailers and manufacturers which will be discussed in the next section.

Cultural Mixing

Some Thai fashion retailers also suggested that changing of consumer behaviour and fashion trends leads to mixing between Thai identities and global fashion styles. There are various fashion styles from the global fashion trends that directly impact on Thai fashion consumption behaviour and the integration between Thai fashion retailers, Thai and overseas manufacturers. In addition, some documentary evidence (B04, E04, G03, I04 and N05) appeared to support that mixing of Thai identities and global fashion features affect the integration between Thai fashion retailers, Thai and overseas manufacturers. For instance, Document I04 showed forecasting consumer and fashion trends that determine product development and sourcing of retailer Company I.

Correspondingly, some Thai fashion manufacturers pointed out the similar views that there seemed to be the influence of mixing between Thai being and global fashion styles. This affects Thai fashion manufacturers through Thai fashion consumers and retailers. Some documentary evidence (MC02, MC05, MC02, MC03, MJ02 and MJ03) from Thai fashion manufacturers also confirmed that mixing of Thai identities and global features from fashion trends seem to have impact on the integration between Thai fashion retailers, Thai and overseas manufacturers. For instance, Document MC02 and MC05 showed product details and order samples from retailers that represent the mixed styles of fashion trends. Moreover, this also relates to the effect of ethnicity on the integration between Thai fashion retailers, Thai and overseas manufacturers which will be discussed in the following section.

Ethnicity

As has been discussed previously (Section 6.5.3), most of respondents mentioned that changing of consumer behaviour and fashion trends leads to the mixing of Thai identities and global features. This also relates to the influence of ethnicity on Thai fashion consumer behaviour. There seemed to be Thai fashion consumers are highly focused on Thai identities and this directly impacts on the integration between the Thai fashion retailers Thai and overseas manufacturers. Moreover, some documentary evidence (A03, C06, H03, J05 and N05) appeared to support these views. For instance, Document N05 showed the fashion trend seminar that represents the effect of mixing between Thai identities and global features on Thai fashion consumer and Thai fashion retailers in terms of product development and sourcing.

In case of Thai fashion manufacturing, some of Thai fashion manufacturers commented the similar views that the combination of Thai identities and global features from the fashion trends seemed to impact on Thai fashion manufacturing. Additionally, some documentary evidence (MA03, MA05, MD02, MD03, MI04 and MI05) from Thai fashion retailing also confirmed that ethnicity affect integration between Thai fashion retailers, Thai and overseas manufacturers. There seem to be mixing between Thai identities and global features which affect Thai fashion manufacturing. For instance, Document MD02 and MD03 showed product details and order sample sheets from retailers. There are sample of products and order details that have been affected from the latest fashion trends "Thai and Tribal mix".

Summary

Based on the evidence from interviews and documents, it can be suggested that creolisation (in manifestation of cultural change, cultural mixing and ethnicity) appears

to affect the integration between Thai fashion retailers and overseas manufacturers through the behaviour of Thai fashion consumers and global fashion trends. Most of the respondents argued that cultural change is likely a crucial factor that impacts Thai fashion consumers and also leads to the effects of cultural mixing and ethnicity as well. There seemed to be the effect of these cultural characteristics of creolisation on various dimensions of Thai fashion retailers and Thai fashion manufacturers such as product development, sourcing, manufacturing, reduction the cost and lead time. Thai fashion retailers could emphasise responding the customers with variety of product, lower prices and a rapid service. Accordingly, a greater integration between Thai fashion retailers, Thai and overseas manufacturers was seemed to be concerned. Furthermore, there are also the influences of global fashion trends and celebrity lifestyle that impact on Thai fashion consumers. Thus, it can be postulated that Thai fashion consumer behaviour is the significant intermediary between creolisation, Thai fashion retailers and their supply chain. Following on from this, Table 6.14 shows the summary of empirical evidence on creolisation, Thai fashion retailing and Thai fashion manufacturing.

Key Theme	The empirical evidence
6.6 Creolisation, Thai fashion retailing and Thai fashion manufacturing	There seems to be the impact of collectivist culture, large power distance, feminist culture, strong uncertainty avoidance and long term oriented culture on Thai fashion manufacturers.
	The integration between Thai fashion retailers, Thai and overseas manufacturers seems to have many benefits for both Thai fashion consumers, Thai fashion retailers and their supply chain.
	Creolisation and its cultural characteristics; cultural change, cultural mixing and ethnicity appear to impact on the integration between Thai fashion retailing and Thai fashion manufacturing.

Table 6.14: The summary of empirical evidence on creolisation, Thai fashion retailing and Thai fashion manufacturing

6.7 Summary

According to the results from interviewing fifteen Thai fashion retailers, creolisation and the three significant characteristics (i.e. cultural change, cultural mixing and ethnicity) have a significant impact on Thai national culture, Thai fashion consumers and Thai fashion retailers. Thai national cultures reflect collectivism cultures, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. These cultural dimensions of Thai national cultures have been influenced by cultural change, cultural mixing and ethnicity. In regards to Thai fashion consumer behaviour, there seems to be the effect of these cultural dimensions on the three components of consumer behaviour (i.e. attitude, subjective norm and perceived behavioural control (PBC)). The attitude towards behavioural intention is impacted by both collectivist culture and feminine culture dimension. Collectivist culture, feminine culture and large power distance also strongly affect subjective norm. Finally, collectivist culture and long term oriented culture have been proven to significantly affect perceived behavioural control (PBC) towards behavioural intentions. Surprisingly, new evidence from interviewing the Thai fashion retailers also demonstrates that certain cultural dimensions of Thai national culture empirically affect the three components of consumer behaviour. Large power distance dimension directly influences attitude toward behavioural intentions, and collectivist culture dimension has a greater impact on perceived behavioural control (PBC) towards behavioural intentions. It can be suggested that creolisation and its cultural characteristics; cultural change, cultural mixing and ethnicity directly affect Thai national cultures and also influence Thai fashion consumer behaviour through the five cultural dimensions.

With regard to Thai fashion retailers, the results also strongly suggest that Thai fashion consumer behaviour is a crucial factor that affects and determines fashion supply chain management (in particular at retail operations). There are the three significant components of Thai fashion consumer behaviour, attitude, subjective norm and perceived behaviour control which impact on three dimensions of fashion retailing, including product development, sourcing, and visual merchandising. Furthermore, the global fashion trend is another key factor which influences Thai fashion consumers and Thai fashion retailers. In detail, it directly affects fashion supply chain management at retail operation and through Thai fashion consumer behaviour. In terms of creolisation, the respondents suggested that cultural change, cultural mixing and ethnicity have a significant influence on Thai fashion consumer behaviour (i.e. attitude, subjective norm, perceived behavioural control) and Thai fashion retailers (i.e. product development, sourcing, visual merchandise) in the form of changes and mixing of both global consumers and fashion trends. These cultural forms also lead to the effects of ethnicity on Thai fashion consumers and Thai fashion retailers.

In terms of Thai fashion manufactures, the empirical evidence from interviews indicate that the five cultural dimensions of national culture have a significant impact on Thai fashion manufacturing in various contexts such as sharing information, product development, manufacturing quality, sourcing, the reduction of cost and lead time. This also leads to the integration between Thai fashion retailers, Thai and overseas manufacturers, in order to achieve the reduction of cost and lead time at the upstream chain (i.e. retailers and manufacturers) and enhance responsiveness of consumer demand at the downstream chain (i.e. retailers and end customers).

Moreover, there seemed to be the effect of creolisation and its cultural characteristics on the integration between Thai fashion retailers, Thai and overseas manufacturers. The empirical results indicate that cultural change, cultural mixing and ethnicity affect the relationship between Thai fashion retailers, Thai and overseas manufacturers through the behaviour of Thai fashion consumers. In other words, changes of global fashion trends and celebrity lifestyle directly impact Thai fashion consumer behaviour and Thai fashion retailers. In particular, Thai fashion consumer behaviour is likely to be a significant mediator between creolisation and Thai fashion retailers. In correspondence with this, the current study conducted collecting the data with Thai fashion consumers. The next chapter will present the data analysis and results from quantitative questionnaire survey. The data from Thai fashion consumers will identify Thai national culture and also address the effects of creolisation on Thai national culture, Thai fashion consumer behaviour and Thai fashion supply chain management.

Chapter Seven: Data Analysis: Thai Fashion Consumers

Introduction

This chapter aims to analyse the data from questionnaire survey by using the Statistical Package for the Social Science (SPSS) version 22.0 software. The data was conducted with Thai fashion consumers who willingly participated to answer the questions regarding demographic characteristics (i.e. including sex, age, marital status, education attainment, occupation and monthly incomes), cultures and fashion consumption behaviour, Thai national cultural values, fashion consumer behaviour and fashion trends, Thai fashion style, and Thai fashion retailing preference. The results from the survey were considered to address the objectives of the current study. These were to identify the influence of creolisation (i.e. in manifest of cultural change, cultural mixing and ethnicity) on the five cultural dimensions of Thai national culture and the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion retailing.

The chosen data analysis techniques included descriptive statistics and regression analysis. In the first section, this chapter begins with the key demographic characteristics of respondents. The second section is to provide information on descriptive statistics of culture and fashion consumption behaviour, Thai national cultural value, fashion consumer behaviour and fashion trends, Thai fashion style, and Thai fashion preference. The third section aims to develop hypothesis based on the suggested conceptual framework, the empirical literature as well as interviews discussed from Chapter Six. Lastly, a simple regression analysis, multiple regression analysis and Pearson's correlation coefficients will be employed to investigate the

relationship between creolisation, Thai national culture, Thai fashion consumer behaviour and Thai fashion retailing.

7.1 Demographic Characteristics of Respondents

In the main survey procedure, questionnaires were sent to 975 respondents. Of the 452 questionnaires received from the respondents, 34 questionnaires were incomplete and were excluded from analysis. Hence, the final sample for data analysis included 418 respondents and there was 47 percentage of response rate in the survey. According to Borg and Gall (1983), if the return rate is less than 80%, it should check for possible non-response bias (Testing non-response bias can be seen in Appendix F). In order to further analyse the data obtained in this study, it is essential to consider the important information regarding the demographic characteristics of respondents. The information will be useful to understand the general background of respondents in the study. There are gender, age, marital status, education attainment, occupation and monthly incomes. These characteristics were discussed in a fairly standard practice as they provide a background for analytical procedure in the next step.

Statistics on gender showed that a large population of respondents was male (53.8%) which slightly more than female (46.2%). While the proportion of age groups were identified. The age group between 31-40 years old was largest age group at 42.6%, followed by the 21-30 years old at 37.6%. The next age group was 41-50 years old at 15%, and the bottom two were 51-60 years old and 20 years old or below at 3.4% and 1.4% respectively. In the marital status, most of respondents were single at 67.7%, while 28.5% were married and few of respondents were divorced at 3.8%. Respondent were also asked to provide their education level. Mostly, 55.7% of the respondents graduated bachelor degree while 39.5% possessed master degree. The lower proportions

were the respondents who had attained secondary school or diploma at 2.6% and doctoral degree at 2.2%.

As far as occupation of the respondents was concerned, private sector employee was the largest percentage at 53.1%, while 20.6% of the respondents were self-employee. Further, government employee and student were 10.8% and 7.4% respectively. Lastly, housewife, retried and unemployed were the lower percentage at 3.3%. The statistics also showed the income frequency count of the respondents. 33.3% of the respondents had a total income of 25,001- 35,000 Baht (£1=50-53 Baht approx.), while 23.4% reported income between 15,001-25,000 Baht. Followed by, 20.6% of the respondents indicated income between 35,001-45,000 Baht, while 16.0% revealed income more than 45,000 Baht. The last group of respondents had a total income lower than 15,000 baht at 6.7%. Table 7.1 shows the demographic characteristics of the respondents in this study.

Characteristics	Category	Frequency	Percentage
Sex	Male	225	53.8
	Female	193	46.2
Age	20 years old	14	3.4
	21 – 30 years old	157	37.6
	31 – 40 years old	178	42.6
	41 – 50 years old	63	15
	51 – 60 years old	6	1.4
Marital status	Single	283	67.7
	Married	119	28.5
	Divorced	16	3.8
Education Attainment	Secondary School/Diploma	11	2.6
	Bachelor Degree	233	55.7
	Master Degree	165	39.5
	Doctoral Degree	9	2.2
Occupation	Student	31	7.4
	Freelance	20	4.8
	Government employee	45	10.8
	Self-employee	86	20.6
	Private sector employee	222	53.1
	Housewife/Retried/Unemployed	14	3.3

Monthly Incomes	Less than 15,000 Baht	28	6.7
	15,001-25,000 Baht	98	23.4
	25,001-35,000 Baht	139	33.3
	35,001-45,000 Baht	86	20.6
	More than 45,000 Baht	67	16.0

Table 7.1: The summary of demographic characteristics

From Table 7.1, it can be concluded that most of respondents appeared to be professional, more educated and including more middle-income earners. In order to further analyse the statistical data, descriptive statistics will be presented in the next section.

7.2 Descriptive Statistics

Before any statistical tests were conducted using the data set, particularly measures of central tendency (mean and standard deviation) were run for each of the variables. For a data set, the mean is the sum of the observations divided by the number of observations. It identifies the central location of the data, sometimes referred to in English as the average. The mean is calculated using the following formula.

$$\overline{X} = \frac{\sum (X)}{N}$$

Where Σ = Sum of

X = Individual data points

N = Sample size (number of data points)

The standard deviation (S.D.) is the most common measure of variability, measuring the spread of the data set and the relationship of the mean to the rest of the data. In other words, the standard deviation may be regarded as the average deviation from the mean (Larson, 2006). If the data points are close to the mean, indicating that the responses are

fairly uniform, then the standard deviation will be small. Conversely, if many data points are far from the mean, indicating that there is a wide variance in the responses, then the standard deviation will be large. If all the data values are equal, then the standard deviation will be zero. The standard deviation is calculated using the following formula (Brown, 1982).

$$S.D. = \sqrt{\frac{\sum (X - M)^2}{n - 1}}$$

Where Σ = Sum of

X = Individual score

M = Mean of all scores

N = Sample size (number of scores)

In this study, the effects of creolisation in a manifestation of cultural change, cultural mixing and ethnicity on Thai national culture, Thai fashion consumer behaviour and Thai fashion retailing can be evaluated by Mean and Standard deviation analyzing method. This section discusses briefly the descriptive statistics of variables by following the structure of questionnaire survey. There were divided into five parts; Part 1 cultures and fashion consumption behaviour, Part 2 National Cultural Values, Part 3 fashion consumer behavior, Part 4 Thai fashion style, and Part 5 Thai fashion retailing. In order to understand the evaluation of these parts, the main criteria can be presented as follows:

Mean 4.20 -= 5.00 Strongly Agree

Mean 3.40 -= 4.19 Agree

Mean 2.60 -= 3.39 neither Agree nor Disagree

Mean 1.80 -= 2.59 Disagree

Mean 1.00 -= 1.79 Strongly Disagree

7.2.1 Cultures and Fashion Consumption Behaviour

This part of the questionnaire survey aims to identify the effect of cultural change, cultural mixing and ethnicity on fashion consumption behaviour. There is the influence of changing (item 1-3), mixing (item 4-6) and ethnicity (item 7-9) on Thai fashion purchasing behaviour. In details, these items can be shown as follows;

- Item 1: I like to experience novelty and change in my clothing styles.
- Item 2: I like to continue buying fashion clothes from brands that I like rather than trying the new brands.
- Item 3: When new fashion clothes are launched in the store, I want to try them on.
- Item 4: I like to buy fashion clothes which are a combination of different cultural styles.
- Item 5: I enjoy experimenting with different brands that reflect different cultures.
- Item 6: I enjoy mixing my clothing styles with new fashion cultural trends.
- Item 7: When I see international brands, who mix Thai features in their designs, I want to try them on.
- Item 8: I am not interested in fashion trends which represent Thai identity.
- Item 9: I choose to wear fashion clothes with Thai design features such as Thai textiles, traditional prints and embroidery etc.

Table 7.2 provides information on descriptive statistics of cultures and fashion consumption behaviour. The means result that on average, Item 1 is the most frequency

(3.95) at Agree level, followed by Item 5 (3.90), Item 6 (3.90), Item 4 (3.84), Item 7 (3.82), Item 9 (3.63) and Item 3 (3.58) respectively. In contrast, Item 2 (2.23) and Item 8 (2.09) are at Disagree level. In terms of standard variation (S.D.), Item 4 has a largest variation (0.855), followed by Item 2 (0.778), Item 9 (0.748), Item 8 (0.689), Item 7 (0.680), Item 5 (0.631), Item 6 (0.597), Item 1 (0.575) and Item 4 (0.591).

Item	N	Mean ($\overline{X}$)	Evaluation	Std. Deviation (S.D)
1	413	3.95	Agree	.575
2	413	2.23	Disagree	.778
3	413	3.58	Agree	.855
4	413	3.84	Agree	.561
5	413	3.90	Agree	.631
6	412	3.90	Agree	.597
7	406	3.82	Agree	.680
8	413	2.09	Disagree	.689
9	410	3.63	Agree	.748
V2	48	3.197	Agree/Disagree	.603
Valid N (listwise)	48			

Table 7.2: Cultures and fashion consumption behaviour

Following the table, it can be suggested that cultural change, cultural mixing and ethnicity seem to have an impact on Thai fashion consumption behaviour.

7.2.2 Thai National Cultural Values

This part represents exploring the five cultural dimension of Thai national culture. There are power distance (Item1-2), uncertainty avoidance (Item3-4), individualism/collectivism (Item5-6), masculinity/femininity (item7-8) and time

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orientation (Item9) (Yoo et al., 2001). In details, these items can be demonstrated as follows;

- Item 1: People in higher positions should make most decisions without consulting people lower positions.
- Item 2: People in lower positions should not agree with decisions by people in higher positions.
- Item 3: It is important to have instructions spelled out in detail so that I always know what I'm expected to do.
- Item 4: Rules and regulations are important because they inform me of what is expected of me.
- Item 5: Group success is more important than individual success.
- Item 6: Individuals should only pursue their goals after considering the welfare of the group.
- Item 7: It is more important for men to have a professional career than it is for women.
- Item 8: There are some jobs that a man can always do better than a woman.
- Item 9: Working hard leads to success in the future.

Table 7.3 shows information on descriptive statistics of Thai national cultural values. At Agree level, Item 9 is the most frequency (3.83), followed by Item 6 (3.82), Item 4 (3.72), Item 5 (3.71) and Item 3 (3.66) respectively. While, Item 8 (2.50) is the most frequency at Disagree level, followed by Item 2 (2.19), Item 7 (2.15) and Item 1 (2.05) respectively. In terms of standard variation (S.D.), Item 8 has a largest variation (1.020), followed by Item 7 (0.872), Item 3 (0.768), Item 9 (0.747), Item 2 (0.743), Item 5 (0.680), Item 1 (0.677), Item 4 (0.668) and I tem 6 (0.577) respectively

Item	N	Mean	Evaluation	Std. Deviation
1	413	2.05	Disagree	.677
2	413	2.19	Disagree	.743
3	409	3.66	Agree	.768
4	412	3.72	Agree	.668
5	407	3.71	Agree	.680
6	407	3.82	Agree	.577
7	413	2.15	Disagree	.872
8	411	2.50	Disagree	1.020
9	410	3.83	Agree	.747
V3	81	3.011	Agree/Disagree	.488
Valid N (listwise)	77			

Table 7.3: Thai national cultural values

Following the empirical results, it can also be noted that Thai national culture seem to reflect collectivist culture, large power distance, feminist culture, strong uncertainty avoidance and long term oriented culture.

7.2.3 Fashion Consumer Behaviour and Fashion Trends

This part aims to identify Thai fashion consumer behaviour and fashion trend. There are 9 items that represents the three components of consumer behaviour, namely attitude (Item1-2), subjective norm (Item3-4), perceived behavioural control (Item 5-6), and fashion trends (item7-9). In details, these items can be shown as follows;

-   Item 1: Fashionable, attractive styling is very important to me.
-   Item 2: I prefer to buy new Thai fashion clothes.
-   Item 3: I like to going shopping Thai fashion clothes with my family or friends
-   Item 4: Hollywood stars and international pop singers inspire me about buying Thai fashion clothes.
-   Item 5: I am spontaneous when buying Thai fashion clothes.

- Item 6: I carefully watch how much I spend when buying Thai fashion clothes.

- Item 7: I am aware of fashion trends and want to be one of the first to try them.

- Item 8: I usually buy Thai fashion clothes I like, regardless of fashion trends

- Item 9: Fashion magazines, fashion blogs and websites inspire me when I buy Thai fashion clothes.

Table 7.4 demonstrates information on descriptive statistics of fashion consumption behaviour and fashion trends. The survey resulted that Item 6 is the most frequency (3.89) at Agree level, followed by Item 9 (3.74), Item 3 (3.64), Item 1 (3.61), Item 2 (3.55), Item 4 (3.44) and Item 7 (3.33) respectively. Whereas, Item 8 (2.58) is the most frequency at Disagree level followed by Item 5 (2.36). In terms of standard variation (S.D.), Item 7 has a largest variation (1.075), followed by Item 8 (1.048), Item 4 (0.998), Item 1 (0.867), Item 2 (0.858), Item 5 (0.825), Item 3 (0.823), Item 9 (0.729) and Item 6 (0.632).

Item	N	Mean	Evaluation	Std. Deviation
1	413	3.61	Agree	.867
2	411	3.55	Agree	.858
3	409	3.64	Agree	.823
4	407	3.44	Agree	.998
5	411	2.36	Disagree	.824
6	406	3.89	Agree	.632
7	410	3.33	Agree	1.075
8	413	2.58	Disagree	1.048
9	409	3.74	Agree	.729
V4	81	3.010	Agree/Disagree	.575
Valid N (listwise)	81			

Table 7.4: Fashion consumer behaviour and fashion trends

The table indicates that the three component of consumer behaviour (attitude, subjective norm and perceived behavioural control) and fashion trends seem to impact on Thai fashion consumer behaviour.

Moreover, the respondents also were asked to answer the question "how often do you change your fashion clothing styles". The results indicated that most of respondents usually change their clothing styles (45.2%). Followed by, always (21.8%), sometimes (19.4%), seldom (11.5%), never (0.7%), and not answer (1.4%) respectively. Obviously, Table 7.5 demonstrates information on descriptive statistics of this question.

Frequency	Quantity	Percentage
Always	91	21.8
Usually	189	45.2
Sometime	81	19.4
Seldom	48	11.5
Never	3	0.7
N/A	6	1.4
Total	418	100.0

Table 7.5: The results of the question how often do you change your fashion clothing styles

This indicates that most of Thai fashion consumers usually change their fashion clothing style, and also implies that they have interested in fashion clothing. In relation to updating fashion trends, the respondents were asked to answer the question "how often do you update fashion trends". Table 7.6 results that most of respondents usually update fashion trends (47.6%). Followed by, always (29.7%), sometimes (13.9%), seldom (6.5%), never (0.7%), and not answer (1.7%) respectively.

Frequency	Quantity	Percentage
Always	124	29.7
Usually	199	47.6
Sometime	58	13.9
Seldom	27	6.5
Never	3	0.7
N/A	7	1.7
Total	**418**	**100.0**

Table 7.6: The results of the question how often do you update fashion trends

Similarly, most of Thai fashion consumers usually update the fashion trend and implying that fashion trends seem to affect Thai fashion consumers. In terms of buying Thai fashion clothes, the respondents were asked to answer the question "how often on average do you buy Thai fashion clothes". The results from Table 7.7 demonstrate that most of respondents buy Thai fashion clothes once a month (49.8%). Followed by, once a week (41.4%), 2-3 times a week (4.8%), everyday (1.9%), never (0.5%), and not answer (1.7%) respectively.

Frequency	Quantity	Percentage
Everyday	8	1.9
2-3 times a week	20	4.8
Once a week	173	41.4
Once a month	208	49.8
Never	2	0.5
N/A	7	1.7
Total	**418**	**100.0**

Table 7.7: The results of the question how often on average do you buy Thai fashion clothes

The table indicates that most of the respondents have usually buying Thai fashion clothes at least once a month and at least once a week. Lastly, the respondents were asked to answer the question "how much on average do you spent monthly on Thai

fashion clothes". Table 7.8 indicates that most of respondents spent monthly on average 0-5,000 Baht (54%). Followed by, 5,001-10,000 Baht (30%), 10,001-15,000 Baht (14%), 15,001-20,000 Baht (2%), 20,001-25,000 Baht (0.4%) and more than 25,000 Baht (0.6%) respectively.

	Quantity	Percentage
0-5,000 Baht	226	54
5,001 - 10,000 Baht	124	30
10,001 - 15,000 Baht	57	14
15,001- 20,000 Baht	9	2
20,001 - 25,000 Baht	2	0.4
More than 25,000 Baht	3	0.6
Total	**418**	**100.00**

***£1=50-53 Baht

Table 7.8: The results of the question how much on average do you spent monthly on Thai fashion clothes

Following the table, most of respondents spent monthly on average 5,000 Baht (£100) for Thai fashion clothes. This implies that more than 50 percentages of respondents spent at least on average for buying Thai fashion clothes.

7.2.4 Thai Fashion Style

This part of the questionnaire survey aims to identify Thai fashion style, which consist of 9 items. These items can be demonstrated in details as follows;

- Item 1: Thai fashion styles reflect adapting of Thai traditional costumes
  (e.g. jacket made by Thai draping technique "Jeeb Na Nang").
- Item 2: Thai fashion styles reflect adapting of Thai fabrics and textiles
  (e.g. shirt with Thai embroidery " Mai Noi" or print "Lai Kanok").
- Item 3: Thai fashion styles reflect adapting of Thai ethical prints and embroideries
  (e.g. shirt with Thai embroidery " Mai Noi" or print "Lai Kanok").

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- Item 4: Thai fashion styles reflect adapting of Thai original colours
  (e.g. vivid, tropical and earth tone).
- Item 5: Thai fashion styles represent the integration between Thai identities and
  global fashion features.
- Item 6: Thai fashion styles always follow global fashion trends.
- Item 7: My family, friends and famous people (e.g. Thai and international pop star)
  inspire me to wear Thai fashion style.
- Item 8: I usually wear Thai fashion styles to reflect my identity and my social
  status.
- Item 9: I wear Thai fashion styles to be socially acceptable.

Table 7.4 shows information on descriptive statistics of Thai fashion style. The results clearly indicated that Item 5 was the most frequency (3.93) at Agree level, followed by Item 2 (3.91), Item 3 (3.90), Item 4 (3.86), Item 6 (3.74), Item 8 (3.72), Item 9 (3.65), Item 1 (3.61), and Item 7 (3.52) respectively. In terms of standard variation (S.D.), Item 9 has a largest variation (0.996), followed by Item 8 (0.908), Item 7 (0.892), Item 1 (0.783), Item 6 (0.732), Item 4 (0.596), Item 3 (0.589), Item 5 (0.556) and Item 2 (0.529) respectively.

Item	N	Mean	Evaluation	Std. Deviation
1	413	3.64	Agree	.783
2	413	3.91	Agree	.529
3	410	3.90	Agree	.589
4	412	3.86	Agree	.596
5	412	3.93	Agree	.556
6	410	3.74	Agree	.732
7	411	3.52	Agree	.892
8	411	3.72	Agree	.908
9	412	3.65	Agree	.996
V5	81	3.298	Agree/Disagree	.521
Valid N (listwise)	75			

Table 7.9: Thai fashion style

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Following on from this, there seem to be the four characteristics of Thai fashion styles comprising form, colour, material and decorations. Additionally, the significant aspects of Thai fashion style appear to be mixing style, following fashion trends, lack of individual style and influenced by famous people such as celebrity.

7.2.5 Thai Fashion Retailing Preference

This part represents investigating the effect of cultural change, cultural mixing and ethnicity on Thai fashion retailing preference. There are product development and sourcing (Item1-3), service (Item4, 5, 7), and visual merchandising (Item 6, 8, 9). In details, these items can be shown as follows;

- Item 1: I usually buy at retail stores that have various Thai and international fashion products.
- Item 2: I prefer to buy Thai fashion products before international products.
- Item 3: When retail stores launch new Thai fashion products, I really want to see them.
- Item 4: I prefer to buy from retail staffs who reflect Thai characteristics (i.e. modesty and attentiveness).
- Item 5: I choose to buy Thai fashion products at well-known retail stores rather than trying new or unknown stores
- Item 6: I like to see new window display which represents the combination between Thai identities and global features.
- Item 7: I like to buy at retail stores that have a lot of Thai customers.
- Item 8: I prefer to buy at retail stores that emphasis displaying Thai fashion product first.
- Item 9: Retail stores that decorate with Thai materials are attracted to me.

Table 7.10 demonstrates information on descriptive statistics of Thai fashion retailing preference. At Agree level, Item 4 (3.93) is the most frequency, followed by, Item 6 (3.90), Item 1 (3.80), Item 3 (3.76), Item 9 (3.74), Item 2 (3.66), Item 8 (3.66), Item 5 (3.49), and Item 7 (3.35) respectively. In terms of standard variation (S.D.), Item 7 has a

largest variation (1.024), followed by Item 5 (0.923), Item 8 (0.765), Item 9 (0.749), Item 2 (0.708), Item 3 (0.687) Item 1 and 4 (0.666) and Item 6 (0.630) respectively.

Item	N	Mean	Evaluation	Std. Deviation
1	413	3.80	Agree	.666
2	412	3.66	Agree	.708
3	409	3.76	Agree	.687
4	413	3.93	Agree	.666
5	410	3.49	Agree	.923
6	411	3.90	Agree	.630
7	412	3.35	Agree	1.024
8	412	3.66	Agree	.765
9	412	3.74	Agree	.749
V6	81	3.207	Agree/Disagree	.5937
Valid N (listwise)	78			

Table 7.10: Thai fashion retailing preference

The table highlights that cultural change, cultural mixing and ethnicity seem to have a significant influence on Thai fashion retailing in terms of product development, sourcing, service, and visual merchandising.

Summary

Based on the results above, this section briefly discusses the descriptive statistics of key variables in the study. These variables are creolisation (in a manifestation of cultural change, cultural mixing and ethnicity), Thai national culture (collectivism cultures, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture), fashion trends, Thai fashion consumer behaviour (attitude, subjective norm and perceived behavioural control) and Thai fashion retailing (product development, sourcing, service, and visual merchandising). Furthermore, these variables will be adopted in the hypothesis development in order to examine the

relationship between them. The next section will develop research hypothesis based on the suggested conceptual framework, the extant literature and interviews discussed.

7.3 Hypothesis Development

The intention of this study is to investigate the effects of creolisation (i.e. in manifestation of cultural change, cultural mixing and ethnicity) on consumer behaviour and fashion supply chain management in a Thai retailing context. In order to approach research aim, there are the specific research questions that must be addressed by quantitative study.

- Q1: Does creolisation in manifestation of cultural change, cultural mixing and ethnicity affect Thai national culture?

- Q2: Does Thai national culture affect Thai fashion consumer behaviour through the five cultural dimensions?

- Q3a: Do Thai fashion consumer behaviour and fashion trends affect Thai fashion retailing

  Q3b: Does Thai fashion consumer behaviour affect Thai fashion retailing through attitude, subjective norm and perceived behavioural control?

- Q4: Does creolisation affect Thai fashion consumer behaviour and Thai fashion retailing through cultural change, cultural mixing and ethnicity?

As has been discussed in Chapter Five, the current study provides the suggested conceptual framework by constructing the theoretical propositions. To answer the research questions above, this section aims to develop research hypothesis based on the suggested conceptual framework, the extant literature and interviews discussed. Specifically, there are four steps which include:

1. The relationship between the three cultural characteristics of creolisation and Thai national culture.

2. The relationship between the five cultural dimensions of Thai national culture and Thai fashion consumer behaviour.

3. The relationship between Thai fashion consumer behaviour, fashion trends and Thai fashion retailing.

4. The relationship between creolisation, Thai fashion consumer behaviour and Thai fashion retailing.

These will be discussed in the next section.

7.3.1 The Relationship between the Three Cultural Characteristics of Creolisation and Thai National Culture

Previous chapters have demonstrated that creolisation is a manifestation of cultural change (Dawdy, 2000; Dietler, 1998; Ferguson, 1992; Lightfoot and Martinez, 1995; Loren, 2005; Price, 2001; Trouilot, 2002), cultural mixing (Eriksne, 1999; Glissant, 1995; Knorr, 2008; Mufwene, 1998) and ethnicity (Eriksen, 1999; Knorr, 2008). Creolisation occurs at national level and affects national culture in various ways. There is cultural change in the national cultures (Mangundjaya, 2010). Cultural change affects national culture at various cultural dimensions such as individualism (Koubaa et al., 2011), uncertainty avoidance (Doz et al., 1982; Geletkanycz, 1997), masculinity/femininity (Chu and Ju, 1993; Stedhan and Yamamura, 2004; Taylor et al., 2006) and long-term orientation (Hofstede, 1993). In terms of cultural mixing, some cultural dimensions of national culture have been affected by cultural mixing such as individualism/collectivism (Morris et al., 2011; Koubaa et al., 2011), uncertainty avoidance, power distance and masculinity/femininity (Abusalam, 2008). Also, ethnicity directly impacts some cultural dimensions of national culture, namely power

distance and individualism/collectivism (Perea and Slater, 1999). During the interview process of the qualitative data collection with Thai fashion retailers, it was found that there is some empirical evidence regarding the influence of cultural change, cultural mixing and ethnicity on the five cultural dimensions of Thai national culture (see Section 6.2). These cultural dimensions include collectivist culture, large power distance, feminist culture, strong uncertainty avoidance and long term oriented culture. Table 7.11 summaries the results from interviews discussed regarding the effects of cultural change, cultural mixing and ethnicity on the five cultural dimensions of Thai national culture.

Cultural Characteristics of Creolisation	Summary
Cultural change	- There seems to be the effects of changes of global fashion trends and consumer behaviour on collectivist culture dimension of Thai national culture. - Cultural change significantly influences the large power distance of Thai national culture. - Changes in global fashion trends seem to strongly affect feminine aspect of Thai national culture. - There appears to be an influence of changing in fashion trends and celebrities lifestyle on uncertainty avoidance in Thai national culture. - Cultural change is likely to have a significant impact on long term oriented culture within Thai national culture.
Cultural mixing	- Mixing between Thai identities and global features seems to be a crucial factor that affects collectivist culture dimension of Thai national culture. - Cultural mixing seems to have a greater impact on large power distance in Thai national culture. - There appears to be the effect of mixing of various fashion styles from global fashion trends on feminine culture dimension of Thai national culture. - Cultural mixing in terms of global fashion trends is likely to significantly influence the uncertainty avoidance dimension of Thai national culture. - The mixing of various fashion styles from global fashion trends significantly affects long term oriented culture of Thai national culture.
Ethnicity	- Mixing between Thai identities and global features seems to have a greater influence on power distance dimension of Thai national culture. - Thai people seem to be increasingly interested in Thai identities and global cultural fashion trends which affect the collectivist cultural dimension of Thai national culture. - There is likely to be a significant impact on the mix between Thai identities and global styles on feminine culture dimension of Thai national culture.

Table 7.11: The results regarding the effects of cultural change, cultural mixing and ethnicity on the five cultural dimensions of Thai national culture

Following the table, cultural change, cultural mixing and ethnicity seem to significantly affect the five cultural dimensions of Thai national culture. Accordingly, encouraged by the empirical studies and also motivated by the interviews discussed above, the first hypothesis is proposed to evaluate the influence of creolisation on Thai national culture:

- ***Hypothesis 1 (H₁):*** *Creolisation will be positively related to Thai national culture through cultural change, cultural mixing and ethnicity.*

7.3.2 The Relationship between the Five Cultural Dimensions of Thai National Culture and Thai Fashion Consumer Behaviour

As has been discussed in Section 3.6.3, there is a relationship between the five cultural dimensions of national culture and consumer behaviour. The existing literature suggests that the five cultural dimensions of national culture (i.e. individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance, and time orientation) have a greater impact on three components of consumer behaviour, namely attitude, subjective norms and perceived behaviour control (PBC). Attitude towards behavioural intention is affected by individualism/collectivism (Kacen and Lee, 2002; Lee, 2000; Pavlou and Chai, 2002; Tan et al., 2004) and the masculinity/femininity dimension (Tan et al., 2004; Dinev et al., 2006). Individualism and collectivism also strongly influence the two types of subjective norm, namely societal norm and social influence, with societal norm particularly impacted by masculinity/femininity (Dinev et al., 2006). Whereas power distance (Pavlou and Chai, 2002; Putit and Arnott, 2007) and uncertainty avoidance directly affect social influence (Dinev et al., 2006). In addition, power distance (Putit and Arnott, 2007) and long-term/short-term orientation (Chan and Lau, 2001; Pavlou and Chai, 2002; Putit and Arnott, 2007; Tan et al. 2004) directly impact on perceived behavioural control (PBC) and affect behavioural intentions.

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Furthermore, the interviews in Chapter Six address the new evidence on the relationship between the five cultural dimensions of national culture and consumer behaviour. There are large power distances which directly affect individual attitudes of Thai fashion consumer behaviour (General Manager of Company B; Retail Manager of Company E; Retail Manager of Company O). The collectivist dimension, likewise, has a greater influence on perceived behavioural control (PBC) towards behavioural intentions (Retail Manager of Company A; General Manager of Company G; Retail and Garment Manager of Company H). Table 7.12 presents the summary of interviews discussed regarding the effects of the five cultural dimensions of Thai national culture on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour.

The three components of consumer behaviour	Summary
Attitude	- There seems to be the effects of collectivist culture on attitude of Thai fashion consumer behaviour. - Collectivist culture is likely to have a significant influence on attitude of Thai fashion consumer behaviour. - Large power distance significantly affects attitude of Thai fashion consumer behaviour. - Feminine culture appears to have a greater impact on attitude of Thai fashion consumer behaviour. - Large power distance seems to be a crucial factor that influences attitude of Thai fashion consumer behaviour.
Subjective norm	- Collectivist culture seems to significantly influences on subjective norm of Thai fashion consumer behaviour. - There appears to be the impact of large power distance on subjective norm of Thai fashion consumer behaviour. - Strong uncertainty avoidance strongly affects subjective norm of Thai fashion consumer. - Collectivist culture is likely to have a greater influence on subjective norm of Thai fashion consumer behaviour. - Strong uncertainty avoidance seems to be a crucial factor that impacts on subjective norm of Thai fashion consumer behaviour.
Perceived Behavioural Control (PBC)	- There seems to be the influence of collectivist culture on perceived behaviour control of Thai fashion consumer behaviour. - Collectivist culture appears to strongly impact on perceived behaviour control of Thai fashion consumer behaviour.

	- Long term oriented culture seems to have a greater influence on perceived behaviour control of Thai fashion consumer behaviour. - Long term oriented culture significantly affects perceived behaviour control of Thai fashion consumer behaviour.

Table 7.12: The summary regarding the effects of the five cultural dimensions of Thai national culture on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour

Following the empirical literature and the interviews discussed above, the second hypothesis is proposed to assess the impact of the five cultural dimensions of national culture on consumer behaviour:

- *Hypothesis 2 (H_2): Thai National culture will be positively related to Thai fashion consumer behaviour through the five cultural dimensions.*

In considering the relationship between fashion trend and Thai fashion consumer behaviour, the interviews discussed also suggested that fashion trends is another significant factor that affects Thai fashion consumer behaviour. Thus, there is the following sub-hypothesis:

- *Hypothesis 2a (H_{2a}): Fashion trend will be positively related to Thai fashion consumer behaviour.*

7.3.3 The Relationship between Thai Fashion Consumer Behaviour, fashion trends and Thai Fashion Retailing

The extant literature suggested that consumer behaviour (Bruce et al., 2004; Zhang et al., 2012) and fashion trends (Barnes and Lea-Greenwood, 2010; Bruce et al., 2004) are a crucial factor, which can determine and affect fashion supply chain management. Particularly, the continual changing of consumer behaviour drives demand for a new fashion product (Bruce and Daly, 2006). As discussed in Chapter Four, the key strategy of retailing is to understand the customers (Grewal et al., 2009). Many fashion

companies tend to directly contact their customers through the downstream side (i.e. retailers and customers) (Ferdows et al., 2004; Brun and Castelli, 2008; Caniato et al., 2009 cited in Castelli and Brun, 2010). In general, retailer closely engages to the end customer (Jonsson, 2005b). They have focused on enhancing responsiveness high consumer demands (Adebanjo and Mann (2000); Azuma and Fernie, 2003). Retailers also serve a complicated mixing of products and services, in order to respond the consumers varying and changing needs and wants (Jonsson, 2005b).). Moreover, it depends on the persistent changing of product, relating with consumer change, they change their lifestyle and need for difference (Frings, 2002). Particularly, the ability to respond rapidly to changing customer needs has become a critical factor in sustaining a competitive advantage (Jin, 2004). High street fashion retailers' success is a function of not only their ability to design products but also of their ability to manage a flexible and responsive supple chain that allows them to adapt rapidly to any changes in consumer demand (Purvis et al., 2013). Therefore, many companies have seriously considered the downstream side of the supply chain more than on the upstream side (Burn and Castelli, 2008).

The discussions from interviews with Thai fashion retailers indicated that the three components of Thai fashion retailers, namely attitude, subjective norms and perceived behavioural control seem to significantly affect Thai fashion retailers. For more arguments, Table 7.13 summarise the results from interviews discussed regarding the effects of the three components of Thai Fashion Consumer Behaviour on Thai fashion retailing.

The three dimensions of Thai fashion retailers	Summary
Product Development	- Attitude of Thai fashion consumer behaviour significantly affects Thai fashion retailing in terms of product development. - There seems to be the effect of attitude and subjective norm of Thai fashion consumer behaviour on product development. - Subjective norm and perceived behavioural control of Thai fashion consumer behaviour appears to impact Thai fashion retailing in terms of product development. - Attitude, subjective norm and perceived behavioural control are likely to significantly influence on product development of Thai fashion retailing.
Sourcing	- There appears to be the impact of attitude and subjective norm on Thai fashion retailing in terms of sourcing. - Attitude and subjective norm significantly influences on sourcing of Thai fashion retailing. - Attitude and subjective norm seem to have a greater impact on Thai fashion retailing in terms of sourcing. - Attitude of Thai fashion consumer behaviour is likely to be a crucial factor that affects sourcing of Thai fashion retailing.
Visual Merchandising	- There seems to be the influence of attitude of Thai fashion consumer behaviour on Thai fashion retailing in terms of visual merchandising. - Attitude of Thai fashion consumer behaviour appears to impact visual merchandising. - Attitude and subjective norm strongly affect visual merchandising of Thai fashion retailing. - Subjective norm seems to have a greater impact on Thai fashion retailing in terms of visual merchandising.

Table 7.13: The effects of the three components of Thai fashion consumer behaviour on Thai fashion retailing

With regard to the relationship between Thai fashion consumer behaviour, fashion trend and Thai fashion retailing, the extant literature and interviews discussed suggested that Thai fashion consumer behaviour and fashion trend could be significant factors that affect Thai fashion retailing. Following on from this, the third hypothesis is to examine the influence of Thai fashion consumer behaviour and fashion trends on Thai fashion retailing.

- ***Hypothesis 3 (H₃):*** *Thai fashion consumer behaviour and fashion trend will be positively related to Thai fashion retailing.*

Specifically, another sub-hypothesis is identified.

- ***Hypothesis 3_a (H_{3a}):*** *Thai fashion consumer behaviour will be positively related to Thai fashion retailing through attitude, subjective norm and perceived behavioural control.*

7.3.4 The Relationship between Creolisation, Thai Fashion Consumer Behaviour and Thai Fashion Retailing

The fashion retailing industry is characterized by a continually changing environment by which retailers continuously adapt their products, services and image, in order to meet the consumer demands (Lewis and Hawsky, 1990). Correspondingly, there is depended on the persistent changing of product, relating with consumer change, they change their lifestyle and need for difference (Frings, 2002). In particular, consumer lifestyle has increasingly changed and leads to the growth of fashion markets (Bruce and Daly, 2006). Understanding customer needs and wants has become a critical term of survival for fashion retailers of all sizes (Donnell et al., 2012). Many top fashion retailers (e.g. Zara and H&M) have changed the focus of competitive benefit from price towards fast response to the rise of fashion trends and consumer demand (Barnes and Lea-Greenwood, 2006). Also, some studies point out that powerful retailer should focus on the greater responsiveness and flexibility from manufacturers, in order to achieve forecasting consumer demands (Adebanjo and Mann, 2000). In other views, consumer behaviour and fashion trends also directly determine designing and sourcing of manufacture (Bruce et al., 2004). This evidence indicates that consumer behaviour greatly impacts the supply chain management, in particular at downstream chain, and also the traditional supply chain (Zhang et al., 2012).

Cultures have a significant impact on consumer demands in terms of popular cultures such as fashion trends (Barnes and Lea-Greenwood, 2006; Christopher et al. 2004).Theoretically, the basis of effective supply chain management involves partnership, mutual trust, cooperation and sharing information between members such as suppliers, retailers and business partners within the chain (Laskowska-Rutkowska, 2009). Many countries and their workers share mutual factors such as language, religion, customs, borders, beliefs, rules and ethnic heritage (Pagell et al., 2005). This leads to the impact of cultural difference on the supply chain management of the firm among countries. Especially, retailers require effective research procedures and information systems in order to understand the term cultural difference that will impact purchasing behaviour of consumers (Jonsson, 2010). For instance, the cultural differences consist of consumer product demands, key consumer reference groups, religious beliefs related to consumption, and consumer aesthetic preferences (Sternquist, 1998). Fashion retailers may have pressured feeling to respond their customers who are different cultures (Yao et al., 2011). The study of international retailing has increasingly emphasized the significant of international markets' cultural environment (Moon and Song, 2015). Therefore, retailers need to concentrate on avoiding cultural differences of the chain members and the customers in an international market (Doherty, 2000; Alexander and Doherty, 2004). Following the empirical evidence above, it can be assumed that consumer acts as a moderator between culture and the fashion supply chain, particularly in the retail operations. In the relation with creolisation and consumer behaviour, the suggested conceptual framework in Chapter Five demonstrates that the three cultural characteristic of creolisation, cultural change, cultural mixing and ethnicity affect Thai national culture. Moreover, the five cultural dimensions of national culture greatly impact the three components of

consumer behaviour. This leads to the relationship between creolization, Thai fashion consumer behaviour and Thai fashion retailing.

Moreover, the evidence from interviews indicated that cultural change, cultural mixing and ethnicity of creolisation seem to have a huge impact on Thai fashion consumer behaviour and Thai fashion retailing. Table 7.14 presents the summary of interviews discussed regarding the effects of creolisation on Thai fashion consumer behaviour and Thai fashion retailing.

Cultural Characteristics of Creolisation	Summary
Cultural Change	- Cultural change significantly affects attitude and subjective norm of Thai fashion consumers and Thai fashion retailing in terms of product development and visual merchandising. - Changes of global fashion trend and consumer behaviour appear to influence attitude and subjective norm of Thai fashion consumer behaviour and product development, sourcing and visual merchandising of Thai fashion retailing. - There seems to be the impact of cultural change on attitude of Thai fashion consumers and Thai fashion retailers in terms of product development, sourcing and visual merchandising. - Cultural change is likely to have a greater influence on attitude and subjective norm and perceived behavioural control of Thai fashion consumers and product development and sourcing of Thai fashion retailers.
Cultural Mixing	- Mixing various fashion style from fashion trends seem to be a crucial factor that affects attitude and subjective norm of Thai fashion consumer behaviour and Thai fashion retailing in terms of product development and visual merchandising. - Cultural mixing strongly impacts on attitude and subjective norm of Thai fashion consumers and of product development, sourcing and visual merchandising of Thai fashion retailers. - There appears to be the effect of cultural mixing on attitude of Thai fashion consumers and Thai fashion retailers in terms of product development and visual merchandising. - Mixing between Thai identities and global fashion styles is likely to be significant influence on attitude and perceived behavioural control of Thai fashion consumers and product development, sourcing and visual merchandising of Thai fashion retailing.
Ethnicity	- Ethnicity significantly affects attitude of Thai fashion consumers and Thai fashion retailers in terms of product development and visual merchandising. - Thai people have increasingly focused on Thai identities from the global fashion trends and this seems to be a crucial factor that impacts attitude of fashion consumers and Thai fashion retailers in terms of product development and visual merchandising. - There appears to be the effect of ethnicity on attitude and subjective norm of Thai

| | fashion consumer behaviour and product development, sourcing and visual merchandising of Thai fashion retailing. |
| | - The mixing between Thai identities and global features is likely to be a greater influence on attitude and subjective norm of Thai fashion consumer behaviour and Thai fashion retailing in terms of product development and visual merchandising. |

Table 7.14: The effects of creolisation on Thai fashion consumer behaviour and Thai fashion retailing

In correspondence with this, the forth hypothesis is to investigate the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion retailing.

- ***Hypothesis 4 (H₄):*** *Creolisation will be positively related to Thai fashion consumer behaviour and Thai fashion retailing through cultural change, cultural mixing and ethnicity.*

To conclude, this section aims to develop research hypothesis based on the suggested conceptual framework, the extant literature and interviews discussed. As can be seen below, Table 7.15 shows the research hypothesises in the study.

Hypothesis(s)	Statement(s)
Hypothesis 1	H_1: Creolisation will be positively related to Thai national culture through cultural change, cultural mixing and ethnicity.
Hypothesis 2	H_2: Thai National culture will be positively related to Thai fashion consumer behaviour through the five cultural dimensions. H_{2a}: Fashion trend will be positively related to Thai fashion consumer behaviour.
Hypothesis 3	H_3: Thai fashion consumer behaviour and fashion trend will be positively related to Thai fashion retailing. H_{3a}: Thai fashion consumer behaviour will be positively related to Thai fashion retailing through attitude, subjective norm and perceived behavioural control.
Hypothesis 4	H_4: Creolisation will be positively related to Thai fashion consumer behaviour and Thai fashion retailing through cultural change, cultural mixing and ethnicity.

Table 7.15: Research hypotheses

Following the four hypotheses above, the current study also aims to test these hypotheses in order to investigate the effect of creolisation on Thai fashion consumer behaviour and Thai fashion retailing. The hypothesis testing and results will be presented in the next section.

7.4 Hypothesis Testing and Results

The previous section identified the key hypotheses which were developed to investigate the influence of creolisation on Thai fashion consumer behaviour and Thai fashion retailing. In the next step, this section aims to provide the empirical results of hypothesis testing by following the key hypotheses which are:

- *Hypothesis 1 (H_1): Creolisation will be positively related to Thai national culture through cultural change, cultural mixing and ethnicity.*

- *Hypothesis 2 (H_2): Thai National culture will be positively related to Thai fashion consumer behaviour through the five cultural dimensions.*

- *Hypothesis 2a (H_{2a}): Fashion trend will be positively related to Thai fashion consumer behaviour.*

- *Hypothesis 3 (H_3): Thai fashion consumer behaviour and fashion trend will be positively related to Thai fashion retailing.*

- *Hypothesis 3$_a$ (H_{3a}): Thai fashion consumer behaviour will be positively related to Thai fashion retailing through attitude, subjective norm and perceived behavioural control.*

- *Hypothesis 4 (H_4): Creolisation will be positively related to Thai fashion consumer behaviour and Thai fashion retailing through cultural change, cultural mixing and ethnicity.*

These key hypotheses were constructed based on the suggested conceptual framework, the empirical literature, as well as the evidence from interviews discussed. In order to

approach the testing hypotheses, Table 7.16 summarises the identification of independent variables, dependent variables and analytical techniques used of the quantitative study.

Hypothesis	Independent variables	Dependent variables	Statistical techniques
H$_1$	Cultural change, cultural mixing and ethnicity of creolisation	Thai national culture	a simple regression analysis and Pearson's correlation coefficients analysis
H$_2$	Five cultural dimensions of national culture and fashion trend	Thai fashion consumer behaviour	Multiple regression analysis and Pearson's correlation coefficients analysis
H$_3$	Attitude, subjective norm, and perceived behaviour control of Thai fashion consumer behaviour and fashion trend	Thai fashion retailing	Multiple regression analysis and Pearson's correlation coefficients analysis
H$_4$	Cultural change, cultural mixing and ethnicity of creolisation	Thai fashion consumer behaviour and Thai fashion retailing	a simple regression analysis and Pearson's correlation coefficients analysis

Table7.16: The identification of independent variables, dependent variables and analytical techniques used

In this study, the purpose of carrying out regression analysis (both simple and multiple regression analysis) was to assess the degree and direction (negative and positive) of the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion retailing. Hence, coefficient of determination (the R^2) was used as an estimate of the predictive power of the regression model. The coefficient of determination is referred to a measure of the explained variance relative to the total variance (percentage) in the dependent variable and it is explained and accounted for by the independent variable (Lewis-Beck, 1993). The R^2 value also is a measure of the predictive power of the regression model and its value can vary between 0 and 1 (Bryman and Cramer, 1990). However, the predictive power of the regression analysis is sensitive to the sample size

(Hair et al., 2006). The significance level chosen and the number of independent variables in detecting a statistically significant R^2 can be shown in Table 7.17.

	Significant level 0.01				Significant level 0.05			
Sample size	No. of independent variables				No. of independent variables			
	2	5	10	20	2	5	10	20
20	45	56	71	n.a.	39	48	64	n.a.
50	23	29	36	49	19	23	29	42
100	13	16	20	26	10	12	15	21
250	5	7	8	11	4	5	6	8
500	3	3	4	6	3	4	5	9
1000	1	2	2	3	1	1	2	2

n.a. is not applicable

Table7.17: Detection of minimum R^{2}and sample size (Adapted from Hair et al., 2006)

From the table above, a regression equation based on 500 samples with three independent variables requires an R^2 of at least 3 percent for the relationship to be deemed statistically significant with a power of 0.80 if the significant level is at 0.01(p value). Therefore, given that the sample size in this study was 418, a minimum R^2 of 3 percent has been deemed statistically significant with a power of 0.80 if the significant level is at 0.01. It implies that all the R^2 values exceed 3 percent and the predictive power of the equation was statistically significant (Cohen and Cohen, 1983).

Furthermore, the regression coefficient (B and Beta coefficient) was considered to interpret the regression parameter by assessing the estimated regression coefficients for their explanation of the dependent variable. The regression coefficient aims to capture the effect of one variable while controlling for the other variables in the model (Newton and Rudestam, 1999). There are unstandardised and standardised (or B and Beta) coefficients of regression respectively. In particular, Beta coefficient was used for variate interpretation in this study. Beta coefficient is a standardised regression

coefficient that permits for a direct comparison between coefficients as to their relative explanatory power of the dependent variable. Whereas b-coefficients are expressed in terms of the units of the associated variable, thereby making comparisons inappropriate, beta coefficients use standardised data and can be directly compared (Hair et al., 1998).

7.4.1 Hypothesis 1: Testing the Relationship between the Three Cultural Characteristics of Creolisation and Thai National Culture

As has been identified in Section 7.3.1, the first hypothesis is to evaluate the influence of creolisation on Thai national culture:

- *Hypothesis 1 (H_1): Creolisation will be positively related to Thai national culture through cultural change, cultural mixing and ethnicity.*

In order to test this hypothesis, a simple regression analysis is required. There is the relationship between independent variable (creolisation) and dependent variable (Thai national culture). Table 7.18 shows regression of the influence of creolisation on Thai national culture.

Independent Variable	Coefficient		t	p-value
	B	Beta		
(Constant)	2.494		13.834**	0.000
Creolisation	0.168	0.163	3.227**	0.001
R Square (R^2)	0.027			
Adjusted R Square	0.024			

** p<0.01, * p<0.05

Table7.18: Regression of the influence of creolisation on Thai national culture

Following the table above, the results indicate that creolisation was significant at the 0.01 level. The coefficient of determination or R^2 of creolisation was 0.027. It can be noted that creolisation is the variable that can explain the variation of national culture

with 2.7 percentages. The beta coefficient for creolisation was 0.163 (** $p<0.01$). This implies that creolisation has a statistically significant and influence on Thai national culture.

Moreover, the current study also employed the Pearson's correlation analysis to test the relationship between the three cultural characteristics of creolisation (cultural change, cultural mixing and ethnicity) and Thai national culture. As can be seen in Table 7.19, which presents Pearson's correlation coefficients assessing the relationship between cultural change, cultural mixing, ethnicity and Thai national culture.

Variable	National Cultural	Cultural Change	Cultural Mixing	Ethnicity
Thai National Culture	1.000			
Cultural Change	0.199**	1.000		
Cultural Mixing	0.065	0.314**	1.000	
Ethnicity	0.116*	0.270**	0.498**	1.000

** $p<0.01$, * $p<0.05$

Table 7.19: Pearson's correlation coefficients assessing the relationship between cultural change, cultural mixing, ethnicity and Thai national culture

Table 7.19 shows that the coefficients of cultural change (0.199) and ethnicity (0.116) were positively related to national culture at the 0.01 level and at the 0.05 level respectively. The positive coefficients of cultural change and ethnicity indicate that both independent variables have a higher score, in the same way, national culture is also higher. While, the coefficients of cultural mixing (0.065) was very small positively related to national culture at the 0.05 level. However, this implies that cultural change and ethnicity have a statistically significant and positive relationship with Thai national culture.

7.4.2 Hypothesis 2: Testing the Relationship between the Five Cultural Dimensions of Thai National Culture and Thai Fashion Consumer Behaviour

The empirical literature and the interviews discussed in Section 7.3.2 identified the second hypothesis and sub-hypothesis, which are proposed to investigate the impact of the five cultural dimensions of national culture and fashion trend on Thai fashion consumer behaviour.

- ***Hypothesis 2 (H₂):*** *Thai National culture will be positively related to Thai fashion consumer behaviour through the five cultural dimensions.*
- ***Hypothesis 2a (H₂ₐ):*** *Fashion trend will be positively related to Thai fashion consumer behaviour.*

Multiple regression analysis was used to assess the coefficient of determination or R Square of Thai national culture and fashion trend. Table 7.20 indicates multiple regression of the impact of Thai national culture and fashion trend on Thai fashion consumer behaviour.

Independent Variable	Coefficient		t	p-value
	B	Beta		
(Constant)	0.761		3.343**	0.001
National Cultural	0.256	0.181	4.229**	0.000
Fashion Trend	0.580	0.540	12.640**	0.000
R Square (R^2)	0.342			
Adjusted R Square	0.338			

** p<0.01, * p<0.05

Table7.20: Multiple regression of the impact of Thai national culture and fashion trend on Thai fashion consumer behaviour

The results showed that Thai national culture and fashion trend were significant at the 0.01 level. The coefficient of determination or R^2 of Thai national culture and fashion trends was 0.342. It is noticeable that Thai national culture and fashion trend are the

variable that can explain the variation of Thai fashion consumer behaviour with 34.2 percentages. Also, the beta coefficient for Thai national culture and fashion trend were 0.181 and 0.540 (** $p<0.01$) respectively. This implies that Thai national culture and fashion trend have a statistically significant and positive influence on Thai fashion consumer behaviour.

Due to have various independent variables of Thai national culture, there are individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance, and time orientation. The Pearson's correlation analysis was used to test the second hypothesis. Table 7.21 shows the Pearson's correlation coefficients assessing the relationship between the five cultural dimensions of Thai national culture on Thai fashion consumer behaviour.

Variable	Consumer Behaviour	Power Distance	Uncertainty Avoidance	Individual/ Collectivism	Masculinity/ Femininity	Time Orientation
Thai Fashion Consumer Behaviour	1.000					
Power Distance	-0.204**	1.000				
Uncertainty Avoidance	0.487**	-0.080	1.000			
Individual / Collectivism	0.328**	-0.189**	0.520**	1.000		
Masculinity / Femininity	-0.200**	0.296**	-0.014	-0.019	1.000	
Time Orientation	0.326**	-0.092	0.343**	0.213**	-0.034	1.000

** $p<0.01$, * $p<0.05$

Table 7.21: Pearson's correlation coefficients assessing the relationship between the five cultural dimensions of Thai national culture and consumer behaviour

Following the table above, the results demonstrate that all five cultural dimensions of national culture were related to consumer behaviour and significant at the 0.01 level. There can be divided into two groups. Firstly, uncertainty avoidance, individual/collectivism andtime orientation were positively related to consumer behaviour. The positive coefficients of uncertainty avoidance was the highest (0.487), followed by individual/collectivism (0.328) andtime orientation (0.326) respectively. It can be highlighted that uncertainty avoidance, individual/collectivism andtime orientation have a statistically significant and positive impact on Thai fashion consumer behaviour. Secondly, on the other hand, power distance and masculinity/femininity were negatively related to consumer behaviour. The negative coefficients of power distance (-0.204) and masculinity/femininity (-0.200) were closely resulted, implying that both variables have a statistically significant and negatively impact on Thai fashion consumer behaviour.

7.4.3 Hypothesis 3: Testing the Relationship between Thai Fashion Consumer Behaviour and Thai Fashion Retailing

As has been addressed in Section 7.3.3, the third hypothesis and sub-hypothesis are to assess the influence of Thai fashion consumer behaviour and fashion trend on Thai fashion retailing.

- *Hypothesis 3 (H_3): Thai fashion consumer behaviour and fashion trend will be positively related to Thai fashion retailing.*

- *Hypothesis 3_a (H_{3a}): Thai fashion consumer behaviour will be positively related to Thai fashion retailing through attitude, subjective norm and perceived behavioural control.*

In order to test these hypothesises, the current study employed a multiple regression analysis. There is the relationship between independent variables (consumer behaviour and fashion trend) and dependent variable (Thai fashion retailing). Table 7.22 demonstrates the multi regression of the influence of Thai fashion consumer behaviour on Thai fashion retailing.

Independent Variable	Coefficient		t	p-value
	B	Beta		
(Constant)	-0.681		-2.969**	0.003
Thai Fashion Consumer Behaviour	0.403	0.391	8.472**	0.000
Fashion Trend	0.242	0.215	5.144**	0.000
R Square (R^2)	0.593			
Adjusted R Square	0.588			

** p<0.01, * p<0.05

Table7.22: Multiple regression of the influence of Thai fashion consumer behaviour on Thai fashion retailing

Following the table above, the results indicate that consumer behaviour was significant at the 0.01 level. The coefficient of determination or R^2 of consumer behaviour and fashion trend was 0.593. It can be highlighted that consumer behaviour is the variable that can explain the variation of Thai fashion retailing with 59.3 percentages. In details, the beta coefficient for Thai fashion consumer behviour and fashion trend were 0.391 and 0.215 (** p<0.01) respectively. This implies that Thai fashion consumer behaviour and fashion trend have a statistically significantly and positive influence on Thai fashion retailing.

Furthermore, the Pearson's correlation analysis was used to test the relationship between the three components of Thai fashion consumer behaviour, (attitude, subjective norm and perceived behavioural control) and Thai fashion retailing. As can be seen in Table 7.23, which presents Pearson's correlation coefficients assessing the relationship

between attitude, subjective norm and perceived behavioural control of consumer behaviour and Thai fashion retailing.

Variable	Fashion Thai Retailing	Attitude	Subjective Norm	Perceived Behaviour Control
Thai Fashion Retailing	1.000			
Attitude	0.664**	1.000		
Subjective Norm	0.678**	0.730**	1.000	
Perceived Behaviour Control	-0.090	-0.196**	-0.094	1.000

** p<0.01, * p<0.05

Table 7.23: Pearson's correlation coefficients assessing the relationship between attitude, subjective norm and perceived behavioural control of consumer behaviour and Thai fashion retailing

Table 7.23 results that the coefficients of attitude (0.664) and subjective norm (0.678) were positively related to fashion retailing at the 0.01 level. The positive coefficients of attitude and subject norm demonstrate that both independent variables have a higher score, in the same way, national culture is also higher. While, the coefficients of perceived behavioural control (-0.090) was lower related to fashion retailing at the 0.05 level. This implies that attitude and subjective norm have a statistically significant and positive impact on Thai fashion retailing. On the other hand, perceived behavioural control has a statistically insignificant and negative impact on Thai fashion retailing.

7.4.4 Hypothesis 4: Testing the Relationship between Creolisation, Thai Fashion Consumer Behaviour and Thai Fashion Retailing

The extant literature and interviews discussed have identified the forth hypothesis, which investigates the effect of creolisation on Thai fashion consumer behaviour and Thai fashion retailing.

- ***Hypothesis 4 (H₄):** Creolisation will be positively related to Thai fashion consumer behaviour and Thai fashion retailing through cultural change, cultural mixing and ethnicity.*

In order to test this hypothesis, the current study employed the simple regression analysis by dividing into two steps. The first was that the relationship between creolisation and Thai fashion consumer behaviour. Secondly, the relationship between creolisation and Thai fashion retailing was examined. Table 7.24 shows the regression of the effect of creolisation on Thai fashion consumer behaviour.

Independent Variable	Coefficient		t	p-value
	B	Beta		
(Constant)	0.884		4.081**	0.000
Creolisation	0.734	0.515	11.704**	0.000
R Square (R^2)	0.265			
Adjusted R Square	0.263			

** p<0.01, * p<0.05

Table7.24: Regression of the effect of creolisation on Thai fashion consumer behaviour

Following Table 7.24, the results demonstrate that creolisation was significant at the 0.01 level. The coefficient of determination or R^2 of creolisation was 0.265. It can be noted that creolisation is the variable that can explain the variation of Thai fashion consumer behaviour with 26.5 percentages. Also, the beta coefficient for creolisation was 0.515 (** p<0.01). This implies that creolisation has a statistically significantly and positive impact on Thai fashion consumer behaviour. In terms of Thai fashion retailing, Table 7.25 results the regression of the effect of creolisation on Thai fashion retailing.

Independent Variable	Coefficient		t	p-value
	B	Beta		
(Constant)	-0.681		-2.969**	0.003
Creolisation	0.339	0.226	5.560**	0.000
R Square (R^2) Adjusted R Square	0.593 0.588			

** p<0.01, * p<0.05

Table 7.25: Regression of the effect of creolisation on Thai fashion retailing

Table 7.25 shows that creolisation was significant at the 0.01 level. The coefficient of determination or R^2 of creolisation was 0.593. It can be highlighted that creolisation is the variable that can explain the variation of Thai fashion retailing with 59.3 percentages. Additionally, the beta coefficient for creolisation was 0.226 (** p<0.01), implying that creolisation has a statistically significantly and positive impact on Thai fashion retailing. Moreover, the current study also employed the Pearson's correlation analysis to test the relationship between the three cultural characteristics of creolisation (cultural change, cultural mixing and ethnicity), Thai fashion consumer behaviour and Thai fashion retailing. Firstly, there is the relationship between cultural change, cultural mixing, ethnicity and Thai fashion consumer behaviour. As can be seen in Table 7.26, which presents Pearson's correlation coefficients assessing the effect of cultural change, cultural mixing, ethnicity on Thai fashion consumer behaviour.

Variable	Consumer Behaviour	Cultural Change	Cultural Mixing	Ethnicity
Thai Fashion Consumer Behaviour	1.000			
Cultural Change	0.324**	1.000		
Cultural Mixing	0.412**	0.314**	1.000	
Ethnicity	0.451**	0.270**	0.498**	1.000

** p<0.01, * p<0.05

Table 7.26: Pearson's correlation coefficients assessing the relationship between cultural change, cultural mixing, ethnicity and Thai fashion consumer behaviour

Table 7.26 results that the coefficients of cultural change, cultural mixing and ethnicity were positively related to consumer behaviour at the 0.01 level. The positive coefficient of ethnicity (0.451) was highest, followed by cultural mixing (0.412) and cultural change (0.324) respectively. This implies that cultural change, cultural mixing and ethnicity have a statistically significant and positive influence on Thai fashion consumer behaviour. Secondly, the relationship between cultural change, cultural mixing, ethnicity and Thai fashion retailing can be seen in Table 7.27. There is the Pearson's correlation coefficient assessing the effect of cultural change, cultural mixing, ethnicity on Thai fashion retailing.

Variable	Fashion Thai Retailing	Cultural Change	Cultural Mixing	Ethnicity
Thai Fashion Retailing	1.000			
Cultural Change	0.351**	1.000		
Cultural Mixing	0.425**	0.314**	1.000	
Ethnicity	0.476**	0.270**	0.498**	1.000

** $p<0.01$, * $p<0.05$

Table 7.27: Pearson's correlation coefficients assessing the relationship between cultural change, cultural mixing, ethnicity and Thai fashion retailing

Following Table 7.26 above, the results indicate that the coefficients of cultural change, cultural mixing and ethnicity were positively related to Thai fashion retailing at the 0.01 level. The positive coefficient of ethnicity (0.476) was highest, followed by cultural mixing (0.425) and cultural change (0.351) respectively. This implies that cultural change, cultural mixing and ethnicity have a statistically significant and positive effect on Thai fashion retailing.

7.5 Empirical Results of Hypothesis Testing

This section aims to present the empirical results from hypothesis testing. The four research questions have been addressed, and as a result the four hypotheses were developed and tested. The first hypothesis is intended to evaluate the influence of creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity on Thai national culture.

H₁: Creolisation will be positively related to Thai national culture through

cultural change, cultural mixing and ethnicity.

The use of simple regression analysis and Pearson's correlation analysis indicated that:

1. Creolisation has a statistically significant influence on Thai national culture through cultural change and ethnicity.

2. Cultural change and ethnicity have a statistically significant and positive impact on Thai national culture, whereas cultural mixing has an insignificant impact on Thai national culture.

The second hypothesis and sub-hypothesis are proposed to assess the impact of the five cultural dimensions of national culture on consumer behaviour:

H₂: Thai National culture will be positively related to Thai fashion consumer behaviour

through the five cultural dimensions.

H₂ₐ: Fashion trend will be positively related Thai fashion consumer behaviour.

The use of multiple regression analysis and Pearson's correlation analysis demonstrated that:

1. Thai national culture and fashion trend have a statistically significant and positive influence on Thai fashion consumer behaviour

2. Thai national culture has a positive impact on Thai fashion consumer behaviour through the five cultural dimensions.

3. The five cultural dimensions of Thai national culture appear to be a statistically significant and have an influence on Thai fashion consumer behaviour.

4. Uncertainty avoidance, individual/collectivism and time orientation have a positive effect on Thai fashion consumer behaviour, whereas masculinity/femininity and power distance negatively affect Thai fashion consumer behaviour.

The third hypothesis and sub-hypothesis are to evaluate the influence of Thai fashion consumer behaviour on Thai fashion retailing.

H_3: Thai fashion consumer behaviour and fashion trend will be positively related to Thai fashion retailing.

H_{3a}: Thai fashion consumer behaviour will be positively related to Thai fashion retailing through attitude, subjective norm and perceived behavioural control.

The use of multiple regression analysis and Pearson's correlation analysis showed that:

1. Thai fashion consumer behaviour and fashion trend have a statistically significant and positive impact on Thai fashion retailing.

2. Thai fashion consumer behaviour has an influence on Thai fashion retailing through attitude and subjective norm.

3. Attitude and subjective norm have a statistically significant and positive impact on Thai fashion retailing. Whereas perceived behavioural control has a statistically insignificant and negative impact on Thai fashion retailing.

The fourth hypothesis is to investigate the effect of creolisation on Thai fashion consumer behaviour and Thai fashion retailing.

H_4: Creolisation will be positively related to Thai fashion consumer behaviour and Thai fashion retailing through cultural change, cultural mixing and ethnicity.

The use of simple regression analysis and Pearson's correlation analysis indicated that:

1. There is the relationship between creolisation and fashion consumer behaviour and Thai fashion retailing. In detail, creolisation has a statistically significantly and positive impact on Thai fashion consumer behaviour and Thai fashion retailing.

2. Cultural change, cultural mixing and ethnicity have a statistically significant and positive influence on Thai fashion consumer behaviour.

3. Cultural change, cultural mixing and ethnicity have a statistically significant and positive influence on Thai fashion retailing.

To conclude, Table 7.28 shows the summary of research hypothesis.

Hypothesis	Summary
H$_1$	1. Creolisation has a statistically significant influence on Thai national culture through cultural change and ethnicity. 2. Cultural change and ethnicity have a statistically significant and positive impact on Thai national culture, whereas cultural mixing has an insignificant impact on Thai national culture.
H$_2$	1. Thai national culture and fashion trend have a statistically significant and positive influence on Thai fashion consumer behaviour 2. Thai national culture has a positive impact on Thai fashion consumer behaviour through the five cultural dimensions. 3. The five cultural dimensions of Thai national culture appear to be a statistically significant and have an influence on Thai fashion consumer behaviour. 4. Uncertainty avoidance, individual/collectivism and time orientation have a positive effect on Thai fashion consumer behaviour, whereas masculinity/femininity and power distance negatively affect Thai fashion consumer behaviour.
H$_3$	1. Thai fashion consumer behaviour and fashion trend have a statistically significant and positive impact on Thai fashion retailing. 2. Thai fashion consumer behaviour has an influence on Thai fashion retailing through attitude and subjective norm. 3. Attitude and subjective norm have a statistically significant and positive impact on Thai fashion retailing. Whereas perceived behavioural control has a statistically insignificant and negative impact on Thai fashion retailing.
H$_4$	1. There is the relationship between creolisation and fashion consumer behaviour and Thai fashion retailing. In detail, creolisation has a statistically significantly and positive impact on Thai fashion consumer behaviour and Thai fashion retailing. 2. Cultural change, cultural mixing and ethnicity have a statistically significant and positive influence on Thai fashion consumer behaviour. 3. Cultural change, cultural mixing and ethnicity have a statistically significant and positive influence on Thai fashion retailing.

Table 7.28: The summary of research hypothesis

7.6 Summary

This chapter provided the results and analysis of the quantitative phase of the study. In order to answer research questions, hypotheses were developed based on the suggested conceptual framework, the extant literature and interviews discussed. A simple regression analysis, multiple regression analysis and Pearson's correlation analysis were employed to test the four hypotheses. Firstly, hypothesis 1 represented the relationship between the three cultural characteristics of creolisation and Thai national culture. Testing hypothesis 1 revealed that creolisation has an influence on Thai national culture through cultural change and ethnicity. On the one hand, cultural change and ethnicity have a statistically significant and positive effect on Thai national culture. On the other hand, cultural mixing is statistically insignificant. It is noticeable that cultural mixing is likely to have an insignificant influence on Thai national culture.

With regard to the relationship between the five cultural dimensions of national culture and Thai fashion consumer behaviour, correlation analysis of testing hypothesis 2 confirmed that Thai national culture has an impact on Thai consumer behaviour through the five cultural dimensions. Empirically, the results showed that all five cultural dimensions are statistically significant on Thai fashion consumer behaviour. Uncertainty avoidance, individual/collectivism andtime orientation were positive impacts, whereas power distance and masculinity/femininity were negative impacts on Thai fashion consumer behaviour. However, it implies that these cultural dimensions of Thai national culture seemed to have significant impacts on Thai fashion consumer behaviour.

In order to assess the relationship between Thai fashion consumer behaviour and Thai fashion retailing, hypothesis 3 was tested by correlation analysis. The empirical results

confirmed that the Thai fashion consumer behaviour have an influence on Thai fashion retailing through attitude and subjective norm. In detail, attitude and subjective norms have a statistically significant impact on Thai fashion retailing, whereas perceived behavioural control has a statistically insignificant on Thai fashion retailing. This implies that attitude and subjective norm of Thai fashion consumer behaviour are likely to have significant impacts on Thai fashion retailing. On the other hand, perceived behavioural control is likely to have no significant impact on Thai fashion retailing.

Lastly, hypothesis 4 represents the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion retailing. Correlation analysis resulted that there is the relationship between creolisation and Thai fashion consumer behaviour and Thai fashion retailing. In other words, creolisation and its cultural characteristics (cultural change, cultural mixing and ethnicity) have a statistically significantly influence on Thai fashion consumer behaviour and Thai fashion retailing. It can be noted that creolisation and its cultural characteristics are likely to have a significant impact on Thai fashion consumer behaviour and Thai fashion retailing.

To sum up, the Pearson coefficients confirmed that creolisation has a significant influence on Thai national culture through cultural change and ethnicity. In relation to Thai fashion consumer behaviour, Thai national culture has an impact on Thai consumer behaviour through the five cultural dimensions. Moreover, the two components of the Thai fashion consumer (attitude and subjective norm) have significant influences on Thai fashion retailing. In correspondence with this, it can be noted that creolisation in a manifestation of cultural change and ethnicity affects Thai fashion retailing through Thai fashion consumer behaviour. Furthermore, correlation analysis also confirmed that creolisation and its cultural characteristics (cultural change,

cultural mixing and ethnicity) directly influence Thai fashion consumer behaviour and Thai fashion retailing. Nevertheless, the coefficients on certain variables are opposite to expectation. Based on the extant literature and interviews discussed, cultural mixing was assumed to have a significant impact on Thai national culture. Additionally, perceived behavioural control was supposed to have an influence on Thai fashion retailing. In contrast, the correlation analysis found that cultural mixing and perceived behavioural control seemed to be statistically insignificant in the quantitative phase. In order to further discuss, the results from this chapter will be integrated with the qualitative phase. Data integration will be presented in the following chapter.

Chapter Eight: Interpretation of Key Themes

Introduction

Chapter Six and Chapter Seven provided the empirical results from the qualitative and quantitative phases. This chapter aims to present the analysis of the data as well as the discussion of empirical results. As has been introduced in Chapter Six, the current study conducted the qualitative interviews with fifteen Thai fashion retailers and ten Thai fashion manufacturers. This chapter is structured into five sections by following the key themes. The first section is the influence of creolisation (in the manifestation of cultural change, cultural mixing and ethnicity) on the five cultural dimensions of Thai national culture. Secondly, the effects of the five cultural dimensions of Thai national culture on Thai fashion consumer behaviour will be discussed. After that, the third section will outline the relationship between creolisation, Thai national culture, and Thai fashion consumer behaviour. Fourthly, the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management will be interpreted. Finally, the last section will review the integration of empirical results and revisit the suggested conceptual framework of the study.

8.1 The Influence of Creolisation on the Five Cultural Dimensions of Thai National Culture

In order to examine the influence of creolisation and its cultural characteristics, namely cultural change, cultural mixing, and ethnicity on the five cultural dimensions of Thai national culture, the empirical results from interviews with Thai fashion retailers and manufacturers together with the findings of a questionnaire survey with Thai fashion consumers will be analysed and discussed. Initially, there is the empirical evidence

regarding the five cultural dimensions of Thai national culture. Then, the influence of cultural change, cultural mixing and ethnicity on the five cultural dimensions of national culture will be presented.

8.1.1 Identifying the Five Cultural Dimensions of Thai National Culture

Based on the qualitative results from Chapter Six, discussions from the interviews and documentary evidence indicate that Thai national culture seems to reflect a collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. There are various views from Thai fashion retailers and manufacturers that show the empirical evidence on the five cultural dimensions of Thai national culture.

Collectivist culture; Thai people have always relied on a social group, particularly their individual attitudes and behaviours on fashion consumption. They believe that dressing in fashion styles by following the fashion trends and celebrities leads to social acceptance. This seems to affect both Thai fashion retailers and manufacturers.

Large power distance; following the collectivist culture of Thai people, this also conduces to the large power distance dimension of Thai national culture. Thai people normally respect seniority, especially a person in high position or leader in organisation. They need to be accepted from others and believe that power and authority are important in the society.

Feminine culture; another distinct dimension of Thai national culture is that it is a feminine culture. The evidence indicated that Thai people have dramatically increased women's rights and gender equality. They believe that men and women could be equally social accepted. In terms of fashion consumption, Thai people have especially

accepted women who dress fashionably, implying that they are so smart and have a lot of confidence. This is likely to impact both Thai fashion retailers and manufacturers.

Strong uncertainty avoidance; Thai national culture also reflects strong uncertainty avoidance. The interviews indicated that Thai people have always worried about how they live their life Due to many factors such as economical and political crises that have affected Thai people, most of them reject unusual or different circumstances. This appears to influence the fashion consumption of Thai people.

Long term oriented culture; lastly, the empirical evidence from interviews demonstrates that Thai people relate to a long term oriented culture. They emphasise on both present and future life. They need to be accepted by a social group and believe that relationships with others lead to a successful life. For example, Thai fashion consumers have followed global fashion trends and the way celebrities dress. They believe that this makes them fashionable people and successful in their work.

With regard to the quantitative results from Chapter Seven (Section 7.2.2), Thai fashion consumers were asked to identify the five cultural dimension of Thai national culture. There were 9 items including individualism/collectivism (Item5, 6), power distance (Item1, 2), masculinity/femininity (Item 7, 8), uncertainty avoidance (Item 3, 4) and time oriented (Item 9). Following from Table 7.3, information on descriptive statistics of Thai national cultural values indicated that Thai national cultural values consisted of a collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. Corresponding to the interviews discussed and documentary evidence from Thai fashion retailers and manufacturers, it can be noted that the quantitative results on the five cultural dimensions of Thai national culture were consistent with the results from qualitative phase. Thus, the triangulation

evidence provided by qualitative and quantitative results supports the view that Thai national culture seems to be a collectivist culture, with a large power distance, feminine culture, strong uncertainty avoidance and that it is a long term oriented culture. These conclusions are shown by Figure 8.1, identifying the five cultural dimensions of Thai national culture.
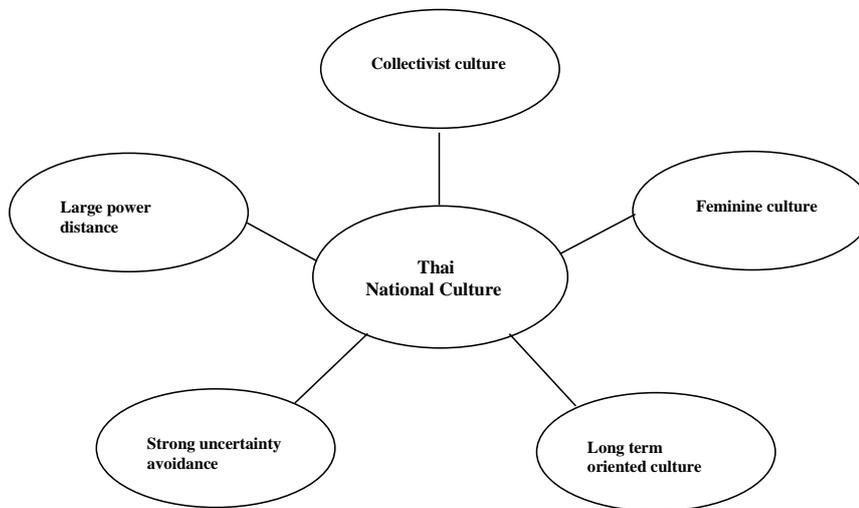
Figure 8.1: The five cultural dimensions of Thai national culture

Following the evidence above, there also appears to be an influence of cultural change, cultural mixing and ethnicity on the five cultural dimensions of Thai national culture, which will be presented in the next section.

8.1.2 The Influence of the Three Cultural Characteristics of Creolisation on the Five Cultural Dimensions of Thai National Culture

In order to answer the question of how creolisation in the manifestation of cultural change, cultural mixing and ethnicity affects the five cultural dimensions of Thai national culture, this section aims to integrate and discuss the results from Chapter Six,

interview data; and Chapter Seven, questionnaire data. The empirical evidence from interviews discussed and documentary evidence indicated that cultural change, cultural mixing and ethnicity seem to have a greater influence on the five cultural dimensions of Thai national culture. In particular, cultural change and cultural mixing are the significant factors that affect all five cultural dimensions of Thai national culture.

Cultural change; the interviews discussed and documentary evidence suggest that cultural change is a crucial factor that affects all five cultural dimensions of Thai national culture (collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture). There appears to be the impacts of changes in global fashion trends and consumer behaviour on Thai national culture. In order to be a fashionista and get social acceptance, Thai fashion consumers have changed their fashion style by following the changes of global fashion trends. In terms of mixing and ethnicity, these cultural changes also lead to mixing between Thai identities and global features that influence Thai national culture.

Cultural mixing; following from changes of global fashion trend and consumer behaviour, cultural mixing in terms of the combination of Thai identities and global fashion trends appears to affect collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture of Thai national culture. Thai fashion consumers have followed the global fashion trends and mixed their fashion styles with other fashion cultures. Moreover, there seems to be an influence of cultural mixing from the global fashion trend on Thai national culture.

Ethnicity; based on cultural mixing from the global fashion trends, there seems to be mixing between Thai identities and global features. Thai fashion consumers have increasingly focused on Thai being mixed with other cultural fashion trends, in order to

be fashionable people and get social acceptance. This implies that ethnicity seems to affect collectivist culture, large power distance and feminine culture of Thai national culture.

Summary

The empirical evidence supports the view that cultural change, cultural mixing and ethnicity influence on the five cultural dimensions of Thai national culture. Moreover, the new evidence from Table 6.4 (Chapter Six) and Table 7.11 (Chapter Seven) prove that this culture of creolisation affects the five cultural dimensions of Thai national culture. There are cultural changes have an impact on large power. Cultural mixing directly influences long term oriented culture, while ethnicity affects Thai national culture at feminist culture. To conclude, most of respondents suggested that cultural change and cultural mixing have a significant influence on all five cultural dimensions of Thai national culture. Meanwhile, ethnicity obviously affects collectivist culture and feminist culture dimensions of Thai national culture. It can be highlighted that cultural change and cultural mixing are significant factors which impact on the five cultural dimension of Thai national culture.

Comparing to the empirical results from the quantitative questionnaire, Table 7.19 in Chapter Seven presented Pearson's correlation coefficients assessing the relationship between cultural change, cultural mixing, ethnicity and the five cultural dimensions of Thai national culture. It was found that cultural change and ethnicity (0.199 and 0.166) had a higher significant score and positive impact on the five cultural dimensions of Thai national culture. Whereas, cultural mixing (0.065) has a positive impact on the five cultural dimensions of Thai national culture but lower score of statistically significant. This means that cultural change and ethnicity had a stronger impact on the five cultural

dimensions of Thai national culture than cultural mixing, also implying that both qualitative and quantitative results were slightly different. Notwithstanding this, the integration of empirical results confirms the view that cultural change, cultural mixing and ethnicity of creolisation influence the five cultural dimensions of Thai national culture. It can be seen from Figure 8.2, that the influence of the three cultural characteristics of creolisation on the five cultural dimensions of Thai national culture.
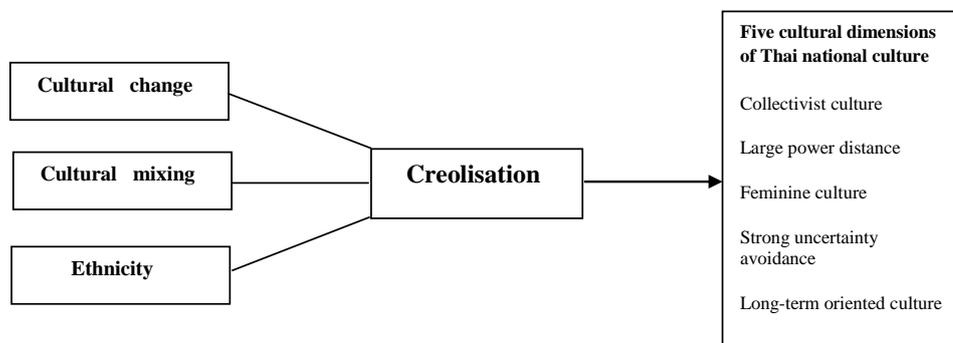
Figure 8.2: The influence of the three cultural characteristics of creolisation on the five cultural dimensions of Thai national culture.

Furthermore, the empirical evidence also reveals that there seems to be the effects of the five cultural dimensions of Thai national culture on Thai fashion consumer behaviour which will be discussed in the following section.

8.2 The Effect of the Five Cultural Dimensions of Thai National Culture on Thai Fashion Consumer Behaviour

To investigate the effect of five cultural dimensions of Thai national culture on Thai fashion consumer behaviour, this section and Section 8.3 will integrate and discuss the empirical results from Chapter Six and Chapter Seven. Firstly, there is the integration of qualitative interviews and quantitative questionnaire results regarding the effects of the

five cultural dimension of national culture on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. Then, the relationship between creolisation, Thai national culture, and Thai fashion consumer behaviour will be intensively discussed in the next section.

Thai National Culture and Attitude

As has been discussed in Chapter Six (Section 6.3), the interviews with Thai fashion retailers and documentary evidence indicated that there seems to be the three cultural dimensions of Thai national culture, which affect attitude of Thai fashion consumer behaviour, including collectivist culture, feminine culture and large power distance. Particularly, Thai people believe that fashion is the way of social acceptance. Most of them want to be fashionable people, in order to get an acceptance from others. Surprisingly, the interviews discussed also suggested that power distance is another one of the five cultural dimensions that directly impacts individual attitude of Thai fashion consumer behaviour. Following from the empirical evidence from Table 6.6, Thai national culture reflects collectivist culture, feminine culture, and large power distance. In particular, collectivist culture and large power distance are significant factors that affect attitude of Thai fashion consumer behaviour.

Thai National Culture and Subjective Norm

Based on interviews discussed and documentary evidence from Thai fashion retailers, there appears to be the four dimensions of Thai national that impact subjective norm of Thai fashion consumer behaviour including collectivist culture, feminist culture, large power distance and strong uncertainty avoidance. In particular, Thai people reflect collectivist culture which directly influence on both societal norm and social influence of Thai fashion consumer behaviour. Thus, the empirical evidence from the Table 6.6

indicated that collectivist culture, feminine culture large power distance and strong uncertainty avoidance of Thai national culture impact subjective norm of Thai fashion consumer behaviour. Especially, most of respondents suggested that collectivist culture is a crucial factor which influences subjective norm.

Thai National Culture and Perceived Behaviour Control

With regard to the interview results from Chapter Six, collectivist culture and long term oriented culture of Thai national culture seem to significantly affect perceived behavioural control of Thai fashion consumer behaviour. As has been discussed in Section 8.1.1 Thai national culture reflects collectivist culture. They have relied on people of their society such as family and friends. They want to be accepted from others, particularly in terms of fashion consumption.

In case of time orientation dimension, the evidence suggested Thai people reflect long term-oriented culture. They have focused on the present and future life. They also tend to have achievement in their life but sometimes it impacts on purchasing behaviour, particularly fashion consumption. For more arguments, Table 6.6 in Chapter Six examples the views to support that collectivist culture and long term oriented culture of Thai national culture directly influence perceived behavioural control of Thai fashion consumer behaviour. The empirical results suggested that Thai national culture reflects collectivist culture and long term oriented culture, also these cultural characteristics are significant factor which affect perceived behavioural control of Thai fashion consumer behaviour.

Summary

Following on the empirical evidence from interviews discussed and documentary evidence (see Table 6.6 and Table 7.12), the five cultural dimensions of Thai national culture seem to significantly affect attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. Moreover, there are some surprises that prove more influences of the five cultural dimensions of Thai national culture on Thai fashion consumer behaviour. Large power distance directly impact individual attitude of Thai fashion consumer behaviour, and collectivist dimension has a greater influence on perceived behavioural control. Thus, it can be noted that the five cultural dimensions of national culture have a greater impact on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. Particularly, most of Thai fashion retailers suggested that collectivist culture is a significant cultural dimension which affects all three component of Thai fashion consumer behaviour. In other cultural dimensions, large power distance and feminine culture influence attitude and subjective norm. Whereas, strong uncertainty avoidance affects subjective norm and long term oriented culture impacts on perceived behavioural control.

According to the empirical results from a questionnaire survey with Thai fashion consumers, Table 7.21: the Pearson's correlation coefficients assessing the relationship between the five cultural dimensions of Thai national culture on Thai fashion consumer behaviour indicated that uncertainty avoidance, individual/collectivism and time orientation have a statistically significant and positive impact on Thai fashion consumer behaviour. In particular, uncertainty avoidance was labelled as a stronger factor that affects Thai fashion consumer behaviour. Whereas, power distance and masculinity/femininity have a statistically significant and negative impact on Thai fashion consumer behaviour. Hence, it implies that quantitative results were slightly

different, comparing to the results from qualitative phases. However, the integration of empirical results prove that the five cultural dimensions of Thai national culture seemed to have significant impacts on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. As Figure 8.3 illustrates the effects of the five cultural dimensions of Thai national culture on Thai fashion consumer behaviour.
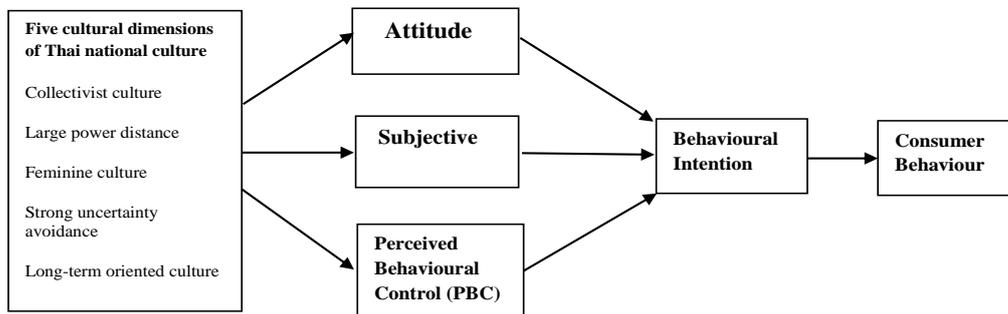
Figure 8.3: The effects of the five cultural dimensions of Thai national culture on Thai fashion consumer behaviour

Based on the empirical evidence above, the five cultural dimensions of Thai national culture appears to impact the three components of Thai fashion consumer behaviour. In relation to creolisation, the effect of creolisation and its cultural characteristics on Thai national culture and Thai fashion consumer behaviour will be discussed in the next section.

8.3 The Relationship between Creolisation, Thai National Culture and Thai Fashion Consumer Behaviour

The preceding sections demonstrated that the three cultural characteristic of creolisation, namely, cultural change, cultural mixing and ethnicity influence the five cultural dimensions of Thai national culture. The triangulation evidence from Thai

fashion retailers, Thai fashion manufacturers and Thai fashion consumers confirmed that Thai culture reflects collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long-term oriented culture. Afterwards, the five cultural dimensions of Thai national culture are affected from cultural change, cultural mixing and ethnicity. Surprisingly, the new evidence was suggested to prove that cultural change, cultural mixing and ethnicity have more impacts on some cultural dimensions of Thai national culture. Cultural change in terms of changing in consumer and global fashion trends influences on large power distance. Whereas, cultural mixing affects long-term oriented culture and ethnicity directly impacts on feminine culture. Moreover, the integration of qualitative and quantitative results confirms that cultural change is a significant factor that affects all five cultural dimensions of Thai national culture, also leads to the influence of cultural mixing and ethnicity on the five cultural dimensions of Thai national culture.

In the relation with Thai fashion consumer behaviour, the qualitative interviews indicated that the five cultural dimensions of Thai national culture directly affect attitude, subjective norms and perceived behavioural control of Thai fashion consumer behaviour. While, the quantitative questionnaire resulted that the five cultural dimensions of Thai national culture have a statistically significant and impact on Thai fashion consumer behaviour. It can be seen that the empirical results from both qualitative and quantitative phase showed consistent evidence on the effects of the five cultural dimensions of Thai national culture on Thai fashion consumer behaviour. The new evidence from interviews demonstrates that some cultural dimensions of Thai national culture empirically impact the two components of consumer behaviour. There is large power distance directly affects attitude of Thai fashion consumer behaviour. In

another dimension, collectivist culture influences on perceived behavioural control of Thai fashion consumer behaviour.

To explore the effect of creolisation on Thai fashion consumer behaviour, the integration of empirical results confirmed that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity have a significant influence on the five cultural dimensions of Thai national culture. There are collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. Theses cultural dimensions also affect the three significant components of Thai fashion consumer behaviour (i.e. attitude, subjective norms and perceived behavioural control). Hence, it can be suggested that creolisation could affect Thai fashion consumer behaviour through the five cultural dimensions of Thai national culture. In addition, the quantitative results from Table 7.24 and 7.26 empirically indicated creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity have a statistically significant and positive impact on Thai fashion consumer behaviour. This implies that creolisation also directly influences Thai fashion consumer behaviour. In accordance with this, Figure 8.4 depicts the relationship between creolisation, Thai national culture and Thai fashion consumer behaviour.
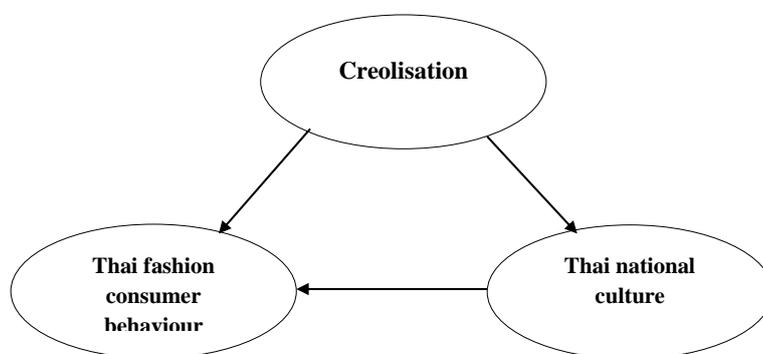
Figure 8.4: The relationship between creolisation, Thai national culture and Thai fashion consumer behaviour

With regard to the empirical evidence, creolisation and its cultural characteristics also have a greater influence on Thai fashion consumer behaviour and Thai fashion supply chain management. This relationship will be presented in the following section.

8.4 The Relationship between Creolisation, Thai Fashion Consumer Behaviour and Thai Fashion Supply Chain Management

This section aims to discuss and integrate the empirical results from qualitative and quantitative phase. There is the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management. At the beginning, the influence of Thai fashion consumer behaviour on Thai fashion retailing will be discussed. Afterwards, the current study will examine the impact of global fashion trends on Thai fashion consumer behaviour and Thai fashion retailing. Lastly, the effect of creolisation on Thai fashion consumer behaviour, Thai fashion retailing and Thai fashion manufacturing will be presented.

8.4.1 The Influence of Thai Fashion Consumer Behaviour on Thai Fashion Retailing

As has been discussed in Chapter Six (Section 6.5.1), the interviews discussed and documentary evidence suggest that Thai fashion consumer behaviour is a significant factor that affects Thai fashion retailing in various dimension. There is the influence of the three components of Thai fashion consumer behaviour (i.e. attitude, subjective norm and perceived behavioural control) on product development, sourcing and visual merchandising of Thai fashion retailing. Table 6.8 and Table 7.13 empirically indicate that attitude, subjective norm and perceived behavioural control of Thai fashion

consumer behaviour are the significant components that impacts product development, sourcing and visual merchandising of Thai fashion supply chain management.

Based on the empirical results from Thai fashion retailers, attitude and subjective norm of Thai fashion consumer behaviour are much impact on Thai fashion retailing, whereas perceived behavioural control is less influence on Thai fashion retailing. Comparing to the quantitative results from Thai fashion consumers, Table 7.23: the Pearson's correlation coefficients assessing the relationship between attitude, subjective norm and perceived behavioural control of consumer behaviour and Thai fashion retailing showed that attitude and subjective norm have a statistically significant and positive impact on Thai fashion retailing. In contrast, perceived behavioural control has a statistically insignificant and negative impact on Thai fashion retailing. This implies that Thai fashion consumer behaviour affects Thai fashion retailing through attitude and subjective norm. Therefore, it can be highlighted that the empirical results of quantitative phase were corresponding to qualitative results. Moreover, the evidence also suggested that fashion trend is another moderating factor that influences both Thai fashion consumers and Thai fashion retailers. The empirical results of the impact of global fashion trends on Thai fashion consumer behaviour and Thai fashion retailing will be integrated and discussed in the next section.

8.4.2 The Impact of Global Fashion Trends on Thai Fashion Consumer Behaviour and Thai Fashion Retailing

The interviews discussed and documentary evidence from Section 6.5.2 suggested that there is the impact of global fashion trends on Thai fashion consumer behaviour and Thai fashion retailing. In particular, fashion trends directly impact some significant components of Thai fashion consumer behaviour and various dimensions of Thai

fashion retailing. Table 6.9 indicates that global fashion trends seem to directly affect attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour, and also three dimensions of Thai fashion retailing, product development, sourcing and visual merchandising. As has been discussed in Section 8.4.1, Thai fashion consumer behaviour is the prominent factor that influences Thai fashion retailing. Thus, it can be noted that the fashion trend directly affects Thai fashion retailing and indirectly affects through Thai fashion consumer behaviour.

According to the quantitative results, the empirical evidence also confirmed that fashion trend is the significant factor that affects Thai fashion consumer behaviour and Thai fashion retailing. Table 7.20 and Table 7.22 indicated that fashion trend has a statistically significant and positive influence on Thai fashion consumer behaviour and Thai fashion retailing. Based on the empirical results above, it can be seen that the findings from both interviews discussed and questionnaire survey showed consistent evidence on the impact of global fashion trends on Thai fashion consumer behaviour and Thai fashion retailing. In order to explain the relationship between Thai fashion consumer behaviour, fashion trends and Thai fashion retailing, the integration of empirical results suggested that Thai fashion consumer behaviour and fashion trend directly affect Thai fashion retailing. In other words, fashion trend is a moderating factor that impacts Thai fashion consumer behaviour and Thai fashion retailing. To support this view, Figure 8.5 illustrates the relationship between fashion trend, Thai fashion consumer behaviour, and Thai fashion retailing.
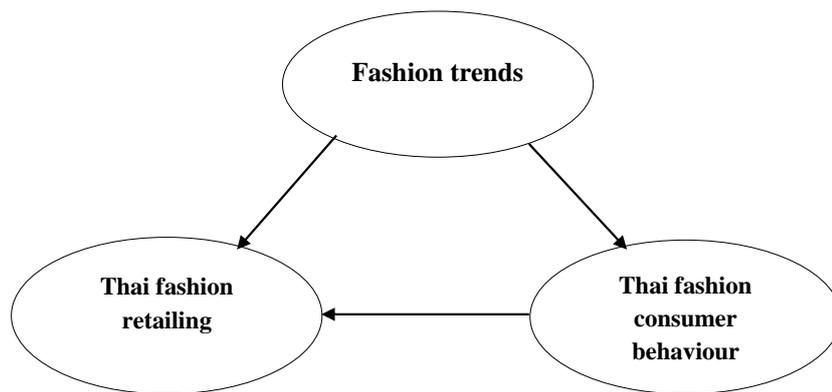
Figure 8.5: The relationship between Thai fashion consumer behaviour, fashion trends and Thai fashion retailing

Moreover, the empirical evidence also indicates that creolisation and its cultural characteristics (cultural change, cultural mixing and ethnicity) seem to affect Thai fashion consumer behaviour and Thai fashion retailing which will be discussed in the next section.

8.4.3 The Effect of Creolisation on Thai Fashion Consumer Behaviour and Thai Fashion Retailing

With regard to the relationship between creolisation, Thai national culture and Thai fashion consumer behaviour in Section 8.3, creolisation in manifestation of cultural change, cultural mixing, and ethnicity directly affects Thai fashion consumer behaviour and also indirectly affects through the five cultural dimensions of Thai national culture. In the relationship with Thai fashion retailers, the empirical results from interviews discussed and documentary evidence further suggested that creolisation influences Thai fashion supply chain management through Thai fashion consumer behaviour. There is the effect of cultural change, cultural mixing and ethnicity on the three components of Thai fashion consumer behaviour (i.e. attitude, subjective norm and perceived

behavioural control) and various dimensions of Thai fashion retailing. Table 6.10 and Table 7.14 indicated cultural change and cultural mixing are the significant factors that affect attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. Furthermore, these cultures also impact product development, sourcing and visual merchandising of Thai fashion retailing. Whereas, ethnicity has a significant influence on attitude and subjective norm of Thai fashion consumer behaviour and Thai fashion retailing in terms of product development, sourcing and visual merchandising.

The interviews discussed also suggested that changes in the Thai fashion consumer behaviour and fashion trends also lead to mixing in Thai fashion consumption. There is the effect of cultural mixing on attitude and subjective norm of Thai fashion consumer behaviour and Thai fashion retailing in terms of product development, sourcing and visual merchandising. In addition, the evidence indicated that cultural mixing impacts Thai fashion consumer behaviour and Thai fashion retailing in terms of the combination between Thai identities and global features. This also conduces to the effect of ethnicity on attitude and subjective norm of Thai fashion consumer behaviour and Thai fashion retailing in terms of product development, sourcing and visual merchandising.

Notwithstanding this, some arguments from interviews suggested that most of Thai fashion consumers actually do not stress the original Thai identities in their fashion dressing styles. They believe that global fashion styles with Thai identity could be adapted and mixed. This also directly influences Thai fashion retailing. From the interviews (Table 6.10) and documentary evidence, the empirical results gave complete approval to the view that creolisation and its cultural characteristics; cultural change, cultural mixing and ethnicity both directly and indirectly affect Thai fashion consumer

behaviour and Thai fashion supply chain management. In particular, cultural change is a crucial factor that impacts Thai fashion consumer behaviour and Thai fashion retailing. Moreover, it also leads to the effect of cultural mixing and ethnicity on Thai fashion consumer behaviour and Thai fashion retailing.

Comparing to the questionnaire results from Thai fashion consumers, Table 7.24 and Table 7.25 confirmed that creolisation has a statistically significantly impact on Thai fashion consumer behaviour and Thai fashion retailing. In detail, the three cultural characteristics of creolisation, cultural change, cultural mixing and ethnicity have a statistically significant and positive influence on Thai fashion consumer behaviour and Thai fashion retailing. Outstandingly, Table 7.26 and Table 7.27 showed that the coefficients of ethnicity is highest, followed by cultural mixing and cultural change respectively. It can be seen that the empirical results of quantitative phase were slightly different to qualitative results. Overall, the integration of the empirical results prove that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity seemed to have significant influences on Thai fashion consumer behaviour and Thai fashion retailing. In other words, creolisation directly affects Thai fashion retailing and indirectly through Thai fashion consumer behaviour. Accordingly, Figure 8.6 depicts the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion retailing.
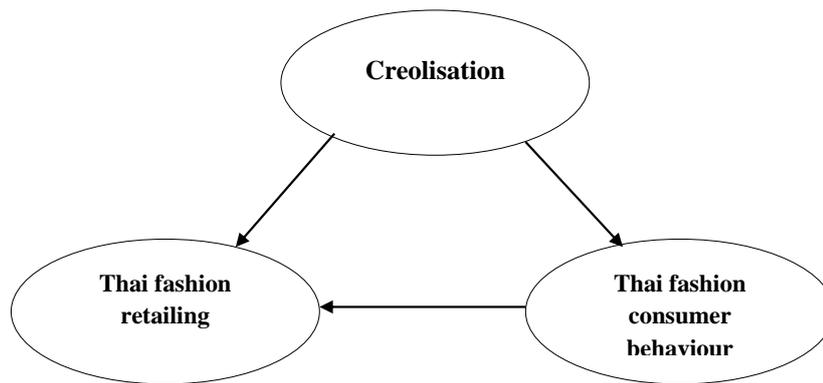
Figure 8.6: The relationship between creolisation, Thai fashion consumer behaviour and Thai fashion retailing.

Following the empirical evidence from the interviews, creolisation (in the manifestation of cultural change, cultural mixing and ethnicity) also significant affects Thai fashion supply chain management at upstream side (i.e. retailers and manufacturers). The relationship between creolisation, Thai fashion retailing and Thai fashion manufacturing will be presented in the next section.

8.4.4 The Integration of Empirical Results on the Relationship between Creolisation, Thai Fashion Retailing and Thai Fashion Manufacturing

The last section indicated that creolisation in the manifestation of cultural change, cultural mixing and ethnicity impacts Thai fashion consumer behaviour and Thai fashion retailing at downstream side. Empirically, there is another potential effect of creolisation on Thai fashion supply chain management at upstream side (i.e. retailers and manufacturers). As has been revealed in Section 8.1.1, the triangulation evidence provided by interviews and document analysis with Thai fashion retailers and manufacturers, and questionnaire survey with Thai fashion consumers confirmed that Thai national culture reflects collectivist culture, large power distance, feminist culture,

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strong uncertainty avoidance and long term oriented culture. Especially the empirical results suggested that Thai national cultures are different from foreign cultures. There are various cultural differences between Thai and overseas manufacturers. These cultural differences directly impact various dimensions of Thai fashion manufacturers. The empirical evidence from Table 6.12 showed that the five cultural dimensions of Thai national culture directly affect Thai fashion manufacturing in terms of product development, manufacturing quality, sharing information, production, lead time and cost reduction. Based on the integration of empirical results in Section 8.1.3, cultural change, cultural mixing and ethnicity have a significant influence on the five cultural dimensions of Thai national culture. Hence, it can be noted that creolisation can affect Thai fashion manufacturing through the five cultural dimensions of Thai national culture.

Furthermore, it was found from the interviews discussed and documentary evidence that creolisation and its cultural characteristics; cultural change, cultural mixing and ethnicity also affect the integration between Thai fashion retailing and Thai fashion manufacturing. Particularly, cultural change is a crucial factor that impacts the integration between Thai fashion retailers, Thai and overseas manufacturers. As can be seen from Table 6.13, there appears to be the effects of cultural change, cultural mixing and ethnicity on Thai fashion retailers and manufacturers. In particular, changes of Thai fashion consumer behaviour and global fashion trends influence various dimensions such as product developments, manufacturing, sourcing, lead time, and cost reduction. In other words, the empirical results indicated that Thai fashion retailers and Thai manufacturers need to integrate with agile and lean manufacturers from overseas in order to enhance responsiveness consumer demands. These changes also lead to the influence of cultural mixing and ethnicity on Thai fashion retailing and manufacturing.

The empirical evidence indicates that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity seem to significantly affect the integration between Thai fashion retailers and overseas manufacturers through the behaviour of Thai fashion consumers. Cultural change is a significant factor that impacts Thai fashion consumers and also leads to the effects of cultural mixing and ethnicity as well. In other words, the empirical results suggested that creolisation directly affects Thai fashion retailing and Thai fashion manufacturing in the upstream side. Correspondingly, the last section confirmed that creolisation directly influences Thai fashion consumer behaviour and Thai fashion retailing in the downstream side. Therefore, the triangulation evidence supports the view that creolisation affects Thai fashion supply chain management both downstream and upstream supply chain. To support this view, Figure 8.7 depicts the relationship between creolisation, Thai fashion retailing and manufacturing.
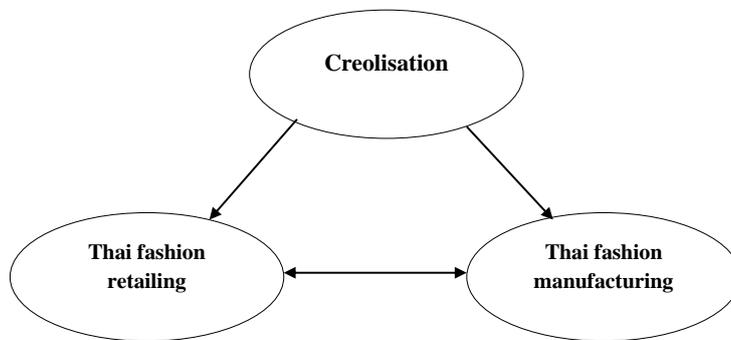
Figure 8.7: The relationship between creolisation, Thai fashion retailing and manufacturing.

The main purpose of this study is to investigate the effects of creolisation (cultural change, cultural mixing and ethnicity) on consumer behaviour and fashion supply chain management in a Thai retailing context. In order to address this aim, the next section will integrate the empirical results from the qualitative and quantitative phases.

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Furthermore, the suggested conceptual framework will be revisited based on the empirical results.

8.5 The Integration of Empirical Results and Revisiting the Suggested Conceptual Framework

This section aims to review the integration of empirical results and revisit the suggested conceptual framework. The integration of empirical results mainly relates to three aspects. Firstly, there is the relationship between creolisation, Thai national culture and Thai fashion consumer behaviour. The interviews discussed reveal that creolisation and its cultural characteristics: cultural change; cultural mixing; and ethnicity, have a significant influence on the five cultural dimensions of Thai national culture, namely collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. These cultural dimensions also impact the three significant components of Thai fashion consumer behaviour: attitude; subjective norms; and perceived behavioural control. Similarly, the quantitative results show consistent evidence and surprisingly indicate that cultural change, cultural mixing and ethnicity have an influence on Thai fashion consumer behaviour. Therefore, the integration of empirical results confirms that creolisation directly correlates with Thai fashion consumer behaviour and indirectly impacts upon the five cultural dimensions of Thai national culture.

Secondly, the empirical results from the interview discussions and quantitative questionnaire suggest the similar view that the attitudes and subjective norms of Thai fashion consumer behaviour have a significant impact on Thai fashion retailing, whereas perceived behavioural control has less influence on Thai fashion retailing. In particular, the quantitative results reveal that perceived behavioural control has a

statistically insignificant and negative impact on Thai fashion retailing. This is an unexpected result, because it was hypothesised that Thai fashion consumer behaviour would positively affect Thai fashion retailing through attitude, subjective norm and perceived behavioural control. Overall, however, the integration of empirical results confirmed that Thai fashion consumer behaviour affects Thai fashion retailing. Additionally, it was found from the integration of the evidence that fashion trend is a moderating factor that influences both Thai fashion consumer behaviour and Thai fashion retailing. There is an impact of global fashion trends on the significant components of Thai fashion consumer behaviour and various dimensions of Thai fashion retailing.

Thirdly, the triangulation evidence appears to confirm that creolisation and its cultural characteristics: cultural change; cultural mixing; and ethnicity directly impact upon Thai fashion supply chain management on both the downstream and upstream side. Based on the views of Thai fashion consumers and Thai fashion retailers, the integration of empirical results showed consistent evidence of the effect of creolisation on Thai fashion consumer behaviour and Thai fashion retailing on the downstream side. Interestingly, there were slightly different results. The interviews discussed suggested that cultural change is a crucial factor that affects Thai fashion consumer behaviour and Thai fashion retailing. In contrast, the questionnaire results indicated that ethnicity had a greater influence on Thai fashion consumer behaviour and Thai fashion retailing. Therefore, these cultural characteristics of creolisation, cultural change, cultural mixing and ethnicity have been found to be a significant influence on Thai fashion consumer behaviour and Thai fashion retailing.

In another side, there is the effect of creolisation on the integration between Thai fashion retailing and Thai fashion manufacturing on the upstream side. In particular, the interviews with Thai fashion manufacturers revealed that creolisation seems to significantly affect Thai fashion manufacturing through the five cultural dimensions of Thai national culture. For example, there are various cultural differences between Thai fashion manufacturers and overseas manufacturers. Moreover, Thai fashion retailers and Thai fashion manufacturers suggested a similar view that creolisation and its prominent aspects (cultural change, cultural mixing and ethnicity) also affect the integration between Thai fashion retailers, and Thai and overseas manufacturers (i.e. both agile and lean manufacturers). To summarise, Figure 8.7 revisits the suggested conceptual framework based on the integration of empirical results.
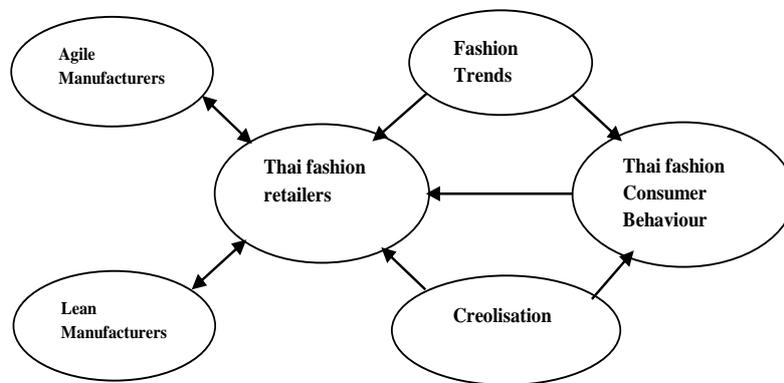
Figure 8.8: Revisiting the suggested conceptual framework

Following the framework above, it can be highlighted that there is the new evidence from empirical results to the last framework (Section 4.7.4). The empirical evidence suggests that creolisation (i.e. in the manifestation of the cultural characteristics of cultural change, cultural mixing, and ethnicity) has a significant influence on Thai

fashion consumer behaviour and Thai fashion retailing on the downstream side, and especially the integration between Thai fashion retailers, Thai and overseas manufacturers on the upstream side.

8.6 Summary

This chapter provided the integration of empirical results from qualitative and quantitative phases, also revisiting the suggested conceptual framework. The integration of empirical results suggested that creolisation and its cultural characteristics cultural change, cultural mixing and ethnicity directly affect Thai fashion consumer behaviour and indirectly affect through the five cultural dimensions of Thai national culture. In the relationship with Thai fashion retailing, creolisation also directly impacts Thai fashion retailing and indirectly through Thai fashion consumer behaviour. In terms of fashion trends, the empirical evidence indicated that fashion trend is another significant factor that influences Thai fashion consumer behaviour and Thai fashion supply chain management.

Moreover, there is the effect of creolisation (in manifestation of cultural change, cultural mixing and ethnicity) on Thai fashion retailing and Thai fashion manufacturing. The triangulation evidence confirmed that creolisation could affect Thai fashion manufacturing through the five cultural dimensions of Thai national culture, and also impacts the integration between Thai fashion retailing and Thai fashion manufacturing. Following on from this, it can be proved that creolisation affects Thai fashion consumer behaviour and Thai fashion supply chain management both downstream and upstream side. To further conclude, the next chapter will present the discussions of empirical results with the extant literature, contribution to the theory and practice, limitations of research and future research.

Chapter Nine: Discussion and Conclusions

Introduction

The main intention of this study is to investigate the effect of creolisation through the manifestation of cultural change, cultural mixing and ethnicity on consumer behaviour and fashion retailing in Thailand. Specifically, there are the three research objectives:

1. To identify the influence of creolisation on the behaviour of Thai fashion consumers.

2. To explore how creolisation influences Thai fashion retailers' supply chain.

3. To investigate the conceptual relationship between creolisation, consumer behaviour and fashion supply chain management in a Thai retailing context.

To approach the research aim and objectives, the current study developed the suggested conceptual framework by following the key research questions.

1. How does creolisation in manifestation of cultural change, cultural mixing and ethnicity affect the five cultural dimensions of Thai national culture?

2. How does creolisation affect Thai fashion consumer behaviour through the five cultural dimensions of Thai national culture?

3. How do Thai fashion consumer behaviour and fashion trends affect Thai fashion retailing?

4. What are the relationships between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management?

In details, RQ1 tends to assess the relationship between the three cultural characteristics of creolisation and the five cultural dimensions of Thai national culture. RQ2 aims to

explore the relationship between creolisation, Thai national culture and Thai fashion consumer behaviour. RQ3 is concerned with the relationship between Thai fashion consumer behaviour, fashion trend and Thai fashion supply chain management. Finally, RQ4 is suggested to investigate the conceptual relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management. This chapter aims to present the summary of empirical results, and also answer the research questions based on the suggested conceptual framework. The structure of this chapter is organized as follows. The first section presents the discussions of empirical results based on the research questions. The second is to review the suggested conceptual framework of the current study. The third section outlines contribution of the research which can be divided into contribution to theory and contribution to practice. The fourth section is to provide the limitations of research. The fifth section suggests the future research and the final section is conclusion of this study.

9.1 Summary of Empirical Results

This section discusses the summary of empirical results that were obtained from the qualitative and quantitative studies. As has been presented in Chapter Eight, the empirical results were integrated in order to develop the suggested conceptual framework and answer the research questions. Due to this, there are following four sub-sections that discuss the main findings coresponding the key research questions. Firstly, Section 9.1.1 presents the findings on the relationship between creolisation and the five cultural dimensions of Thai national culture (RQ1). Secondly, Section 9.1.2 discusses the findings on the relationship between creolisation, Thai national culture and Thai fashion consumer behaviour (RQ2). Thirdly, Section 9.1.3 provides the findings on the relationship between Thai fashion consumer behaviour, fashion trends and Thai fashion

supply chain management (RQ3). Finally, Section 9.1.4 the findings on the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management are discussed (RQ4).

9.1.1 Findings on the Relationship between Creolisation and the Five Cultural Dimensions of Thai National Culture (RQ1)

Initially, the five cultural dimensions of Thai national culture were identified. The triangulation evidence (i.e. interviews discussed and document analysis with Thai fashion retailers and Thai fashion manufacturers, and questionnaire survey with Thai fashion consumers) in Chapter Eight suggested that Thai national cultures reflect collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture (see Figure 8.1). Likewise, the Hofstede's cultural dimensions theory in Chapter Two (see Table 2.7) revealed that Thai national cultures have a higher score of power distance (PDI=64), uncertainty avoidance (UAI=64) and time orientation (LTO=56), whereas a lower score of masculinity (MAS=34), and individualism/collectivism (IDV=20) (Hofstede, 1991; Hofstede et al., 2010). This suggests that the empirical findings strongly relate to the extant literature on the five cultural dimensions of Thai national culture. In the correlation with creolisation, the five cultural dimensions of national culture have been impacted by the three cultural characteristics of creolisation, namely cultural change, cultural mixing and ethnicity.

As has been documented in Chapter Two, the current study suggested creolisation refers to the process of cultural crossover and interweaving that appear when original cultures have been influenced by and integrated with foreign cultures. The prominent cultural characteristics involve cultural change (Dawdy, 2000; Dietler, 1998; Ferguson,

1992; Lightfoot and Martinez, 1995; Loren, 2005; Price, 2001; Trouilot, 2002), cultural mixing (Eriksne, 1999; Glissant, 1995; Knorr, 2008; Mufwene, 1998) and ethnicity (Eriksen, 1999; Knorr, 2008). It was suggested from prior literature that creolisation has a strong impact on the five cultural dimensions of national culture in terms of cultural change, cultural mixing and ethnicity. In particular, there is cultural change in the national cultures (Mangundjaya, 2010). In other words, cultural change is a significant factor that shapes national culture (Agarwal et al., 2004; Taras, 2011). Ideally, the extant literature further revealed that cultural change can determine and affect national culture at various dimensions which are individualism (Koubaa et al., 2011), uncertainty avoidance (Doz et al., 1982; Geletkanycz, 1997), masculinity/femininity (Chu and Ju, 1993; Stedhan and Yamamura, 2004; Taylor et al., 2006) and long-term orientation(Hofstede, 1993). Cultural mixing directly affects individualism/collectivism (Morris et al., 2011; Koubaa et al., 2011), uncertainty avoidance, power distance and masculinity (Abusalam, 2008). Whereas, ethnicity has a significant impact on power distance and individualism/collectivism dimension (Perea and Slater, 1999). Hence, it can be noted that cultural change, cultural mixing and ethnicity significantly affect the five cultural dimensions of national culture.

Correspondingly, the integration of empirical results suggested that cultural change, cultural mixing and ethnicity of creolisation have a greater influence on the five cultural dimensions of Thai national culture. Particularly, the interviews discussed and documentary evidence demonstrated that cultural change and cultural mixing are crucial factors that affect all five cultural dimensions of Thai national culture, while ethnicity has a significant impact on collectivist culture, feminine culture and large power distance of Thai national culture (see Table 6.4 and Table 7.11). Furthermore, it is surprising to note that there is the new evidence from interviews discussed. Some of

Thai fashion retailers pointed out that cultural change has an impact on large power distance. Cultural mixing directly influences long term oriented culture, and ethnicity affects Thai national culture at feminine culture dimension. On the other hand, the empirical evidence from the quantitative questionnaire with Thai fashion consumers showed that cultural change and ethnicity are stronger influence on the five cultural dimensions of Thai national culture than cultural mixing. This indicates that qualitative and quantitative results were slightly different. As has been mentioned in Chapter Two, however, there is little study exploring the influence of cultural change, cultural mixing and ethnicity on national culture, especially all five cultural dimensions of Thai national culture. To archive this gap and answer the research question one (RQ1), the empirical results confirmed the view that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity significantly affect the five cultural dimensions of Thai national culture (see Figure 8.2).

9.1.2 Findings on the Relationship between Creolisation, Thai National Culture and Thai Fashion Consumer Behaviour (RQ2)

In order to explore the relationship between creolisation, Thai national culture and Thai fashion consumer behaviour, the effect of the five cultural dimensions of Thai national culture on Thai fashion consumer behaviour is concerned at the beginning. Theoretically, national cultures have a significant impact on individual values and attitudes (Hofstede, 1980). In other words, national cultural values can determine individual behaviour (Taras, 2011). The extant literature suggested that there is the effect of the five cultural dimensions of national culture on the Theory of Planned Behaviour (TPB). The five cultural dimensions of national culture consist of individualism/collectivism, power distance, masculinity/femininity, uncertainty

avoidance, and time orientation. These cultural dimensions act as a moderating impact between the three components of the TPB, namely attitude, subjective norm, and perceived behavioural control. In details, Attitude towards behavioural intention is affected by individualism/collectivism (Kacen and Lee, 2002; Lee, 2000; Pavlou and Chai, 2002; Tan et al., 2004) and masculinity/femininity dimension (Tan et al., 2004; Dinev et al., 2006). Addtionally, individualism and collectivism also strongly influence the two types of subjective norm, namely societal norm and social influence. In particular, societal norm is impacted by masculinity/femininity (Dinev et al., 2006), whereas power distance (Pavlou and Chai, 2002; Putit and Arnott, 2007) and uncertainty avoidance directly affect social influence (Dinev et al., 2006). At last, perceived behavioural control (PBC) towards behavioural intentions is influenced by power distance (Putit and Arnott, 2007) and long-term/short-term orientation (Chan and Lau, 2001; Pavlou and Chai, 2002; Putit and Arnott, 2007; Tan et al. 2004).

Despite the prior literature provided regarding the effect of the five cultural dimensions of national culture on attitude, subjective norm and perceived behavioural control, there is lack of investigating the effect of all five cultural dimensions of national culture on the three components of the TPB, especially in terms of Thai fashion consumer behaviour. The current study shed the light on the empirical findings to support the view that all five cultural dimensions of Thai national culture seem to have a significant impact on attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour. The integration of empirical findings in Chapter Eight revealed that collectivist culture is a significant cultural dimension which affects all three component of Thai fashion consumer behaviour. Moreover, there are some new results from interviewed discussed and documentary evidence. Large power distance directly impact on individual attitude of Thai fashion consumer behaviour and collectivist

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culture has a greater influence on perceived behavioural control. Whereas, the quantitative questionnaire suggested that uncertainty avoidance is a stronger factor that affects Thai fashion consumer behaviour.

To answer the research questions two (RQ2): how does creolisation affect Thai fashion consumer behaviour through the five cultural dimensions of Thai national culture, this section aims to show the link between creolisation, Thai national culture and Thai fashion consumer behaviour. Section 9.1.1 confirmed that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity have a significant influence on the five cultural dimensions of Thai national culture. As discussed previously, the corresponding evidence from prior literature and empirical results suggested that the five cultural dimensions of Thai national culture impact the three significant components of Thai fashion consumer behaviour (i.e. attitude, subjective norms and perceived behavioural control). Thus, it is noticeable that creolisation can affect Thai fashion consumer behaviour through the five cultural dimensions of Thai national culture. In addition, the quantitative results in Chapter Seven (see Table 7.24 and 7.26) appeared to further support that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity have a statistically significant and positive impact on Thai fashion consumer behaviour. This also implies that creolisation directly influences Thai fashion consumer behaviour and indirectly impacts through the five cultural dimensions of Thai national culture (see Figure 8.4).

9.1.3 Findings on the Relationship between Thai Fashion Consumer Behaviour, Fashion Trends and Thai Fashion Retailing (RQ3)

Previous consolidated studies suggested that consumer demand and fashion trends directly affect fashion supply chain (Barnes and Lea-Greenwood, 2010; Bruce et al., 2004). Consumer behaviour is a crucial factor that can determine and impact the fashion supply chain management (Bruce et al., 2004; Zhang et al., 2012). Particularly, the retailers directly engage with the end customer (Jonsson, 2005b). The key to retailing is to understand the customers (Grewal et al., 2009). Indeed, the vagaries of consumer behaviour lead to the phenomenal growth in highly demand for a new fashion product (Bruce and Daly, 2006). An understanding customer needs and wants has become a critical term of survival for fashion retailers of all sizes (Donnell et al., 2012). Nowadays, high street fashion retailers' success is a function of not only their ability to design products but also of their ability to manage a flexible and responsive supple chain that allows them to adapt rapidly to any changes in consumer demand (Purvis et al., 2013). The ability to respond rapidly to changing customer needs has become a critical factor in sustaining a competitive advantage (Jin, 2004). This leads to several fashion companies tend to directly contact their customers through the downstream side (i.e. retailers and customers) (Ferdows et al., 2004; Brun and Castelli, 2008; Caniato et al., 2009 cited in Castelli and Brun, 2010). Correspondingly, the current study aims to investigate the influence of Thai fashion consumer behaviour and fashion trends on Thai fashion retailing. The empirical findings mainly related to two aspects.

Firstly, there is the effect of attitude, subjective norm and perceived behavioural control of Thai fashion consumer behaviour on Thai fashion retailing. The evidence provided in this study showed that attitude and subjective norm of Thai fashion consumer behaviour

have a significant influence on Thai fashion retailing in various dimensions. There are product development, sourcing and visual merchandising. Likewise, some literature suggested consumer behaviour and fashion trend forecast are the two key factors that determine designing and sourcing (Bruce et al., 2004). In other words, retailers tend to serve a complicated mixing of products and services to the customers (Jonsson, 2005b). On the other hand, it was found from the empirical results both Thai fashion consumers and Thai fashion retailers that perceived behavioural control is insignificant impact on Thai fashion retailing. This is unexpected findings of quantitative study, because of it was hypothesised that Thai fashion consumer behaviour will positively affect Thai fashion retailing through attitude, subjective norm and perceived behavioural control.

Secondly, the integration of empirical results revealed that fashion trends directly impact attitude and subjective norm of Thai fashion consumer behaviour, and also three dimensions of Thai fashion retailing, namely product development, sourcing and visual merchandising (see Table 6.10). In particular, it was evident from interviews and document analysis with Thai fashion retailers that fashion trends have much affecting on product development of Thai fashion retailing. This corresponds with the extant literature provided before (Bruce et al., 2004; Jonsson, 2005b). In the relationship with Thai fashion consumer behaviour, previous discussed and empirical results suggested that Thai fashion consumer behaviour and fashion trends are significant factors that influences Thai fashion retailing. Based on the interviews discussed, all of respondents appeared to prove that Thai fashion retailers have increasingly emphasised on consumer demand and fashion trends. Similarly, many international fashion retailing companies have changed the focus of competitive benefit from price towards fast response to the rise of fashion trends and consumer demand (Barnes and Lea-Greenwood, 2006). It can be seen that the findings and extant literature showed consistent evidence. To answer

the research question three (RQ3): how do Thai fashion consumer behaviour and fashion trends affect Thai fashion retailing, therefore, the triangulation evidence gave complete approval to the view that Thai fashion consumer behaviour and fashion trend directly affect Thai fashion retailing, and also fashion trends indirectly impact Thai fashion retailing through Thai fashion consumer behaviour (see Figure 8.5).

9.1.4 Findings on the Relationship between Creolisation, Thai Fashion Consumer Behaviour and Thai Fashion Supply Chain Management (RQ4)

As has been discussed in Chapter Eight, the integration of empirical results confirmed that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity both directly and indirectly affect Thai fashion consumer behaviour and Thai fashion retailing. In details, there is the effect of creolisation on the three components of Thai fashion consumer behaviour (i.e. attitude, subjective norm and perceived behavioural control) and various dimensions of Thai fashion retailing (i.e. product development, sourcing and visual merchandising) (see Table 6.10 and Table 7.14). Particularly, interviews discussed and documentary evidence suggested that cultural change is a prominent factor that affects Thai fashion consumer behaviour and Thai fashion retailing. Most of Thai fashion retailers presented the view that cultural change influences Thai fashion consumer behaviour and Thai fashion retailers through changes in consumer behaviour and fashion trends. Correspondingly, the extant literature revealed that the continual changing of consumer behaviour drives demand for a new fashion product (Bruce and Daly, 2006; Lewis and Hawsky, 1990). Indeed, changing of consumer lifestyle has become increasingly and leads to the growth of fashion markets (Bruce and Daly, 2006). It also depends on the persistent changing of product, relating with consumer change, they change their lifestyle and need for difference (Frings,

2002). This is the reason that why retailers continuously adapt their products, services and image, in order to meet the consumer demands (Lewis and Hawsky, 1990). Moreover, the interviews further suggested that cultural change also leads to the effect of cultural mixing and ethnicity on Thai fashion consumer behaviour and Thai fashion retailing. There is the mixing of Thai identities and global features in fashion trends. Especially, fashion trend is labeled as the one of cultural form that has a significant impact on consumer demand (Barnes and Lea-Greenwood, 2006; Christopher et al., 2004). On the other hand, it was found that Thai fashion consumers showed different views on the effect of creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity on Thai fashion consumer behaviour and Thai fashion retailing. The quantitative results showed that ethnicity is a stronger impact on Thai fashion consumer behaviour and Thai fashion retailing, followed by cultural mixing and cultural change respectively. The empirical findings on the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion retailing, however, appeared to prove that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity have significant impacts on Thai fashion consumer behaviour and Thai fashion retailing, and also creolisation directly affects Thai fashion retailing and indirectly through Thai fashion consumer behaviour (see Figure 8.6). In other words, there is the effect of creolisation on the downstream supply chain (i.e. retailers and the customers). Additionally, it is interesting to note that Thai fashion consumer behaviour acts as a moderator between creolisation and Thai fashion retailing.

In terms of upstream supply chain, the integration of empirical results suggested that creolisation (i.e. in manifestation of cultural change, cultural mixing and ethnicity) also affects Thai fashion retailing and Thai fashion manufacturing in the upstream side. The empirical evidence mainly related to two aspects. Firstly, there is the influence of the five cultural dimensions of Thai national culture on Thai fashion manufacturing. As has been discussed in Section 9.1.1, the triangulation evidence identified Thai national culture consists of collectivist culture, large power distance, feminine culture, strong uncertainty avoidance and long term oriented culture. This corresponds to the Hofstede's cultural dimensions theory in Chapter Two (Hofstede, 1991; Hofstede et al., 2010). The integration of empirical results revealed that these cultural dimensions of Thai national culture directly impact Thai fashion manufacturing in terms of product development, manufacturing quality, sharing information, production, lead time and cost reduction (see Table 6.12 and Figure 8.7). Likewise, previous studies showed consistent evidence on the influence of various dimensions of national culture on other contexts in the supply chain management. There are manufacturing practice (Goldman, 1994; Matthews et al., 2001; Wiengartan et al., 2011), international supply chain contracts (Ryu and Cook, 2005), supply chain risk management (Jia and Rutherford, 2010), product development and innovation practices (Nakata and Sivakumar, 1996; Jones and Davis, 2000; Kassa and Vadi, 2008; Laskowska-Rutkowska, (2009), and international fashion retailing (Dawson, 2004). With regard to the integration of empirical results in Chapter Eight (Section 8.1) creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity have a significant influence on the five cultural dimensions of Thai national culture. Thus, it can be highlighted that creolisation could affect Thai fashion manufacturing through the five cultural dimensions of Thai national culture.

Secondly, empirical results of the interviews discussed and documentary evidence confirmed that creolisation and its cultural characteristics, cultural change, cultural mixing and ethnicity also affect the integration between Thai fashion retailing and Thai fashion manufacturing (see Table 6.13 and Figure 8.7). It was found that Thai fashion consumer behaviour is a moderating factor between creolisation, Thai fashion retailers, Thai and overseas manufacturers. Most of Thai fashion retailers and manufacturers suggested that cultural change impacts the relationship between Thai fashion retailers, Thai and overseas manufacturers. Particularly, the respondents mostly argued that changing of Thai fashion consumer behaviour is a crucial factor that affects the integration between Thai fashion retailers and overseas manufacturers in various dimensions such as such as product development, sourcing, manufacturing, reduction the cost and lead time. Thai fashion retailers have to serve new fashion products with variety, lower prices and a rapid service to the customers. In addition, some of Thai fashion retailers also further suggested that changing of Thai fashion consumer behaviour leads to mixing between Thai identities and global fashion styles. Accordingly, a greater integration between Thai fashion retailers, Thai and overseas manufacturers was seemed to be concerned, in order to respond consumer demands.

Similar findings were observed from prior literature, there is the relationship between retailers and the manufactures, which is impacted by the customers. Especially, consumer demand can drive traditional supply chain (Zhang et al., 2012). According to Bruce et al. (2004), consumer behaviour and fashion trends are the two key factors that determine designing and sourcing of the manufacture. Alternatively, Moore (1995) stated that retailer and manufacturer could consider more receptive and efficient in responding to the changes of consumer and fashion trends. Much of fashion retailing

have focused on enhancing responsiveness of the fashion consumer demands (Azuma and Fernie, 2003). The integration between retailers and manufactures in the fashion sector aims to create "value for the end-user" (Castelli and Brun, 2010). In other words, the integration of upstream side both retailer and manufacture is a benefit for the firms in terms of consumer satisfaction (Adebanjo and Mann, 2000). Following on from this, the empirical evidence suggested that creolisation directly affects the integration of Thai fashion retailing and Thai fashion manufacturing at upstream side, and also indirectly impacts Thai fashion manufacturing through the five cultural dimensions of Thai national culture. Correspondingly, previous discussed confirmed that creolisation directly influences Thai fashion consumer behaviour and Thai fashion retailing at downstream side. To answer the question four (RQ4): what are the relationships between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management, therefore, it can be proven that creolisation affects Thai fashion consumer behaviour and Thai fashion supply chain management both downstream and upstream supply chain (see Figure 8.8).

9.2 Theoretical Contribution

The study contributes to the theoretical and conceptual knowledge of creolisation (in the manifestation of cultural change, cultural mixing and ethnicity), consumer behaviour and fashion supply chain management, particularly in the Thai fashion context. There are three significant areas of theoretical contribution in this study. Firstly, the study aims to examine the relationship between the three cultural characteristics of creolisation and the five cultural dimensions of Thai national culture. Secondly, the relationship between creolisation, Thai national culture and Thai fashion consumer behaviour is explored. Thirdly, the study investigates the relationship

between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management. The three significant theoretical areas can be identified below.

The first theoretical contribution is the relationship between the three cultural characteristics of creolisation and the five cultural dimensions of Thai national culture. As has been discussed in Section 9.1.1, the existing literature revealed that cultural change, cultural mixing and ethnicity significantly affect the five cultural dimensions of national culture. In particular, cultural change is a crucial factor which impacts the individualism/collectivism, uncertainty avoidance, masculinity/femininity and long-term orientation of national culture. This is followed by cultural mixing, which directly influences individualism/collectivism, uncertainty avoidance, power distance and masculinity/femininity of national culture. Lastly, ethnicity affects power distance and individualism/collectivism of national culture. However, there are a few existing studies that focus on the influence of cultural change, cultural mixing and ethnicity on national culture, particularly all five cultural dimensions of Thai national culture. The study contributes to the extant knowledge by exploring the relationship between the three cultural characteristics of creolisation and the five cultural dimensions of Thai national culture. Surprisingly, the empirical findings suggest new evidence that cultural change impacts large power distance, cultural mixing directly affects long term oriented culture and ethnicity influences the feminine culture of Thai national culture. Thus, it can be highlighted that this study shows a more comprehensive knowledge on the effect of creolisation (in the manifestation of cultural change, cultural mixing and ethnicity) on the five cultural dimensions of Thai national culture than previous literature.

The second area of theoretical contribution is the relationship between creolisation, Thai national culture and Thai fashion consumer behaviour. The extant literature

(Section 9.1.2) suggested that the five cultural dimensions of national culture significantly influence the three components of consumer behaviour: attitude; subjective norm; and perceived behavioural control. Attitude is affected by individualism/collectivism and masculinity/femininity. Individualism/collectivism, power distance and uncertainty avoidance strongly impacts on subjective norm. Perceived behavioural control (PBC) towards behavioural intentions is influenced by power distance and long-term/short-term orientation. Notwithstanding this, previous literature has failed to explore the effect of all five cultural dimensions of national culture on these components of consumer behaviour, especially in terms of Thai fashion consumer behaviour. The study makes a contribution in this regard by providing the empirical findings. In particular, the new evidence reveals that large power distance directly affects the individual attitude of Thai fashion consumer behaviour and collectivist culture impacts on perceived behavioural control. In relation to creolisation, moreover, the study also throws new light in terms of empirical evidence to support the view that creolisation and its cultural characteristics (cultural change, cultural mixing and ethnicity) directly influence Thai fashion consumer behaviour and indirectly affect it through the five cultural dimensions of Thai national culture.

The third theoretical contribution is the relationship between creolisation, Thai fashion consumer behaviour and Thai fashion supply chain management. With regard to the extensive literature (Section 9.4), cultures can affect a fashion supply chain management on both the downstream side (retailers and customers) and upstream side (retailers and manufacturers). Nevertheless, there is still little research investigating the effect of creolisation and its cultural characteristics (cultural change, cultural mixing and ethnicity) on consumer behaviour and fashion supply chain management, particularly in a Thai fashion retailing context. The study contributes to the extant

knowledge by providing the suggested conceptual framework that shows the effect of creolisation on Thai fashion consumer behaviour and Thai fashion supply chain management. In terms of downstream supply chain, the empirical findings revealed that creolisation (in the manifestation of cultural change, cultural mixing and ethnicity) significantly impacts on Thai fashion consumer behaviour and Thai fashion retailing. In terms of upstream supply chain, creolisation and its cultural characteristics have a significant influence on the integration between Thai fashion retailing and Thai fashion manufacturing. Furthermore, the empirical evidence suggested that creolisation also affects Thai fashion manufacturing through the five cultural dimensions of Thai national culture. Therefore, it can be highlighted that creolisation significantly affects Thai fashion consumer behaviour and the Thai fashion supply chain, for both downstream and upstream supply chain.

The study also contributes to a methodological foundation of supply chain management research. Most studies in supply chain management are classified as analytical conceptual, empirical case study or empirical statistical sampling (Burges et al., 2006). However, to the best of the researcher's knowledge, there have previously been no studies that have used mixed methods in supply chain management research (Burges et al., 2006; Towers and Chen, 2008). This study aims to focus on this neglected field by providing the integration between a deductive (Thai fashion consumers) and an inductive (Thai fashion retailers and their supply chain) approach. This endorses the mixed methods approach, including the three main methods used. Quantitative questionnaire surveys were conducted with Thai fashion consumers, whereas qualitative interviews and document analysis were used to collect the data from Thai fashion retailers and manufacturers. Moreover, this approach also validates the research findings in terms of triangulation on the relationship between creolisation, Thai fashion

consumer behaviour and Thai fashion supply chain management. In particular, this study further contributes to fashion supply chain management practice, which will be presented in the following section.

9.3 Practical Contribution

This study contributes to the extant literature by providing not only new insights into its deficiencies, but also developing a suggested conceptual framework to inform practice. According to the empirical evidence, the suggested conceptual framework shows the effect of creolisation on Thai fashion consumer behaviour and Thai fashion supply chain management, especially in a Thai fashion retailing context. Thai fashion supply chain practitioners may have an interest in the suggested conceptual framework and apply it in order to understand the relationship between creolisation, consumer behaviour and supply chain management. Additionally, the findings could contribute to consumer responsiveness strategy in fashion supply chain management. This implies that the two key elements of supply chain management practice are cultural influence (creolisation) and consumer behaviour.

With regard to empirical findings, it is apparent that creolisation and its cultural characteristics seem to significantly affect Thai fashion consumer behaviour. The triangulation evidence suggests that creolisation can determine and impact the five cultural dimensions of Thai national culture (individualism/collectivism, power distance, masculinity/femininity, uncertainty avoidance and time orientation) and the three components of Thai fashion consumer behaviour (attitude, subjective norm and perceived behavioural control). In particular, the findings from the qualitative interviews (Thai fashion retailers) and quantitative questionnaire (Thai fashion consumers) reveal that creolisation directly influences Thai national culture and also

affects Thai fashion consumer behaviour through the five cultural dimensions of Thai national culture. In dealing with this, Thai fashion retailers must be able to identify the potential effects of creolisation (in the manifestation of cultural change, cultural mixing and ethnicity) on Thai fashion consumer behaviour in order to respond to consumer demands. Therefore, it is proposed that the suggested conceptual framework may constitute this in regard to Thai fashion supply chain management practitioners, both Thai fashion retailers and their manufacturers.

Another element that provides knowledge to fashion supply chain management practitioners is to consider the changes in global fashion trends. This has been suggested in the conceptual framework as a crucial factor that impacts Thai fashion consumer behaviour and Thai fashion retailing. Following the empirical evidence, there seems to be an influence of global fashion trends on Thai fashion consumer behaviour (attitude, subjective norm and perceived behavioural control) and various dimensions of Thai fashion supply chain management (product development, sourcing and visual merchandising). Changes in global fashion trends also lead to the effect of a mixture between Thai identities and global features from fashion trends, which influence Thai fashion consumers and Thai fashion retailers. The study reinforces this point to practice and suggests that fashion trend is a moderating factor that impacts Thai fashion consumer behaviour and Thai fashion supply chain management.

9.4 Limitations of the Research

The prior sections identified the contributions that this study makes to theory and practice. As with other studies, nevertheless, this study has limitations that must be

recognised. The limitations of the study can be divided into three categories: research design stage, research participants, and data collection process.

Firstly, the design of research methodology was problematic in terms of sampling procedure. The study used proposive sampling and snowball sampling to identify Thai fashion retailers and manufacturers. There were five criteria for selecting Thai fashion retailers and manufacturers. However, some of Thai fashion retailing and manufacturing companies did not match all the criteria. For example, one of the criteria was distribution of fashion and basic products that reflected the integration between Thai identities and global fashion features. Due to changes in global fashion trends, Thai fashion consumers have rapidly changed their fashion consumption based on global fashion trends. This has led to some small Thai fashion retailing companies not being able to immediately launch fashion items to respond the customer demands. Accordingly, a number of Thai fashion retailing and manufacturing companies is insufficient. The study had great difficulty finding the fifteen Thai fashion retailers and ten manufacturers in order to match the selected criteria.

Secondly, the study acknowledges that there were limitations in terms of bias and socially desirable responses of self-reporting participants. Based on the research purpose, the study aimed to collect attitudinal data of research participants as opposed to observation of actual behaviour. If an individual's perceptions of their behaviour do not match their actual behaviour, the study was not able to to identify this peculiarity. Moreover, the research topic relates to cultural influences and consumer behaviour; this is sensitive information for many people and creates difficulty to gaining access to targeted interviewees. This also makes the research participants very careful about providing in depth details and information. Some participants may have had anxiety

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about personal confidentiality, so the researcher had to consider this regard, in order to avoid possible distortion.

Thirdly, it is recognised that with any study, there are many ways in which interviewers can affect the validity of the responses during an interview process. For instance, the social characteristics of the interviewer may have a biased impact on the research outcomes. Another is that the expectation and prior experience of interviewers may affect their conduct of the interview itself. The researcher had to maintain their own knowledge and let the interviewee speak freely, in order to avoid biased data. Furthermore, time constraints also affected the interviews process. Most of interviewees are leaders and head managers of their companies and often very busy. They did not have much time to participate in the interviews. Thus, the researcher was obliged to manage his own time very carefully and be flexible in order to get the most information as possible in each interview.

9.5 Suggestion for Further Research

As has been discussed in the previous section, there are several contributions and limitations of this research. The study sheds light on how creolisation and its cultural characteristics; cultural change, cultural mixing and ethnicity, affect Thai fashion consumer behaviour and Thai fashion supply chain management. This section suggests several avenues for future research which may be pursued by any researcher.

Firstly, this study emphasises the effect of creolisation (in the manifestation of cultural change, cultural mixing and ethnicity) on the five cultural dimensions of Thai national culture. Thai national culture reflects a collectivist culture, characterised by large power distance, a feminine culture, strong uncertainty avoidance and a long term oriented

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culture. The empirical evidence revealed that creolisation significantly impacts on all five cultural dimensions of Thai national culture. However, the study only focused on the five cultural dimensions of Thai national culture. Based on the extant literature and empirical evidence, it implies that creolisation and its cultural characteristics may also affect other national cultures in their different cultural dimensions, such as individualist culture, small power distance, masculine culture, weak uncertainty avoidance and short term oriented culture. In other words, the potential influences of creolisation on national culture may be found in some different national cultures such as Chinese, Japanese and European cultures. The suggestion is that the effect of creolisation on the five cultural dimension of national culture could be further studied in different national cultures.

Secondly, it was found that creolisation and its cultural characteristics (cultural change, cultural mixing and ethnicity) impact on Thai fashion consumer behaviour. In particular, changes of global fashion trends directly affect Thai fashion consumer behaviour. The empirical findings indicated that Thai fashion consumers have always followed fashion trends though using social media such as Facebook and Instagram since these applications were invented. Their fashion consumption has increasingly been influenced by social media and websites in order to stay up to date with fashion trends and to purchase fashion products. Moreover, the technology of online fashion and media has been changed and developed in order to respond the new fashion trends and consumers' demands. Due to this, it implies that social media and online fashion consumer behaviour seem to be significant factor that impact Thai fashion retailers. Specifically, further research could examine how changes of social media and online fashion consumer behaviour influence Thai fashion retailing.

Thirdly, this study investigated the effect of creolisation (in the manifestation of cultural change, cultural mixing and ethnicity) on Thai fashion consumer behaviour and Thai fashion supply chain management. The empirical findings revealed that creolisation and its cultural characteristics have a greater influence on Thai fashion consumers and Thai fashion retailers. This relates to the study of culture, consumer behaviour and fashion supply chain management. In particular, this study indicated that consumer behaviour seems to be a moderating affect between culture and fashion supply chain management. Following on from this, it can be suggested that the empirical findings can be generalised to other supply chain management areas which involve consumer behaviour; for example, there could be luxury products positioned to meet variety of consumer needs. A future research may develop the suggested conceptual framework to study the effects of creolisation on different luxury products such as luxury cars and lifestyle products or other fields such as food and music. The findings will be useful to explore the responsiveness strategy of different fields of supply chain management.

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Appendix A: The details of interview questions

Format 1: Thai fashion retailers

1. **Business background**

    a. What is your business? Retailer, manufacturer or both?
        If only retailer, who is your main supplier? Thai manufacturers, overseas manufacturers or both?
        Where are your products from?

    b. Where is your store? In Thailand, outside Thailand, or both?
        How many stores do you have?

    c. How many employees do you have?
        -   In retail sector (i.e. officer and retail staff)
        -   In manufacture sector

    d. What kind of product categories do you sell? (Menswear, Womenswear, Accessories)

    e. What kind of products do you sell? (Thai fashion products, international fashion products or both)?
        What is your main product?

    f. Do you sell your own label, other labels, or a mixture?

    g. How many pieces of product do you sell per week, and per month?

    h. What is your average turnover? (Weekly, Monthly and Annually)

2. **Thai fashion style, Retailing and Creolisation (i.e. cultural change, cultural mixing and ethnicity)**

    a. In your opinion, what are the significant characteristics of Thai fashion style? (i.e. in terms of forms, colours, materials, embroideries and prints)
        How do they affect Thai fashion retailers?

    b. What do you think about cultural change in Thai fashion styles?
        Can you provide examples of the current cultural change in Thai fashion styles?
        How do they affect Thai fashion retailers?

    c. What are the differences between Thai fashion style and global fashion style?
        How do global fashion trends affect Thai fashion style?
        How do they affect Thai fashion retailers?

d. What do you think about the mixture between Thai fashion identities and global fashion features?
Can you provide examples the latest fashion trends of the mixture between Thai identities and global features?
How do they affect Thai fashion retailers?

e. How do cultural influences (i.e. cultural change, cultural mixing and ethnicity) affect Thai fashion retailing in terms of merchandise, service and physical environment?

3. **Thai fashion consumer and Creolisation(i.e. cultural change, cultural mixing and ethnicity)**

a. What are the significant cultural characteristics of Thai fashion consumers? (i.e. in terms of five cultural dimensions; individualism/collectivism, uncertainty avoidance, power distance, masculinity/femininity, and time orientation)
How do they affect Thai fashion retailers?

b. How does Thai fashion consumer behaviour (i.e. in terms of attitude, subjective norm and perceived behavioural control) affect Thai fashion retailers?

c. What do you think about cultural changes and cultural mixing in Thai fashion consumer behaviour?
Can you provide examples?
How do they affect Thai fashion retailers?

4. **Fashion supply chain**

a. What are the significant characteristics of agile manufacturers and lean manufacturers?
What are their advantages and disadvantages?
How do they affect Thai fashion retailers?
Can you provide examples?

b. How do you think the integration between agile manufactures and lean manufactures affects Thai fashion retailers?

c. What are the cultural differences between Thai fashion manufacturers and overseas fashion manufacturers?
How does the integration between Thai fashion manufactures and overseas fashion manufactures affect Thai fashion retailers?

d. How do cultural influences (i.e. in terms of cultural change, cultural mixing and ethnicity) affect the relationship between Thai fashion retailers and overseas manufactures?

    e. Do you think the integration between retailers and manufacturers can enhance consumer satisfaction?
Can you provide examples and other benefits?

Format 2: Thai fashion manufacturers

1. Business background

    a. What is your business? Manufacturer, retailer or both?
If only manufacturer, who are your customers? Thai retailers, overseas retailers
Where do you supply from? Thailand or outside Thailand
Where are the main suppliers?

    b. Where is your factory located? In Thailand, outside Thailand, or both?

    c. How many employees do you have?

    d. What kind of product categories do you produce? (Menswear, Womenswear, Accessories)

    e. Do you produce agile products (seasonal product) or lean products (basic products)?
What is your main product?

    f. Do you produce Thai fashion products, international fashion products or both?
What is your main product?

    g. Do you produce for your own label or other labels?

    h. How many pieces of product do you sell per week, and per month?

    i. What is your average turnover? (Weekly, Monthly and Annually)

2. Fashion supply chain

  a. What are the significant characteristics of agile manufacturers and lean manufacturers?
What are their advantages and disadvantages?
How do they affect Thai fashion retailers?
Can you provide examples?

  b. What do you think about the integration between agile manufactures and lean manufactures?

How does it affect your company?

  c. What are the cultural differences between Thai fashion retailers and international fashion retailers?
How does the integration between retailers and manufactures (i.e. in case of Thai company and international company) affect Thai fashion manufacturers?

d. How do cultural influences (i.e. in terms of cultural change, cultural mixing and ethnicity) affect the relationship between Thai fashion manufacturers and international fashion retailers or suppliers?

e. Do you think the integration between manufacturers and retailers can enhance consumer satisfaction?
Can you provide examples and other benefits?

Interview questions (Thai version)

1. ธุรกิจของคุณคือผู้ค้าปลีกหรือผู้ผลิต, ถ้าเป็นผู้ค้าปลีกใครคือsupplier หลักของคุณ ไทย ต่างชาติ หรือทั้งสอง
2. สินค้าจำหน่าย หลักคุณมาจากไหน
3. ร้านค้าคุณมีที่ไหนบ้าง ในประเทศไทยหรือต่างประเทศ และมีกี่แห่ง
4. บริษัทคุณมีพนักงานกี่คน ทั้งในส่วนสำนักงาน, พนักงานขาย และโรงงานผลิต
5. สินค้าหลักของคุณคือประเภทไหน (Menswear, Womenswear, Accessories)
6. สินค้าแฟชั่นหลักของคุณคือ สินค้าไทยหรือนานาชาติ
7. คุณขายสินค้าภายใต้แบรนด์ของคุณเองหรือ มีหลายๆแบรนด์
8. จำนวนสินค้าที่คุณจำหน่ายต่อเดือนและต่อสัปดาห์ มีเท่าไร
9. รายได้เฉลี่ยต่อสัปดาห์ ต่อเดือนและต่อปีมีเท่าไร

อิทธิพลของ การเปลี่ยนแปลงวัฒนธรรม, การผสมผสานทางวัฒนธรรม และวัฒนธรรมเชื้อชาติ

1. ในความคิดของคุณ อะไรคือลักษณะสำคัญของสไตล์แฟชั่นไทย
   - โปรดยกตัวอย่าง และมีผลกระทบต่อผู้ประกอบการค้าปลีกแฟชั่นไทยอย่างไร
2. คุณคิดอย่างไรกับ การเปลี่ยนแปลงของสไตล์แฟชั่นไทย
   - โปรดยกตัวอย่างการเปลี่ยนแปลงที่เกิดขึ้น และส่งผลกระทบต่อบริษัทคุณอย่างไร
3. สไตล์แฟชั่นไทย และสากลแตกต่างกันอย่างไร
   - อะไรคือความสัมพันธ์ของทั้งสองสไตล์ (เกี่ยวเนื่องกันอย่างไร) สไตล์แฟชั่นสากลมีอิทธิพลต่อแฟชั่นไทยหรือไม่ อย่างไร
   - และมีอิทธิพลอย่างไรต่อผู้ประกอบการค้าปลีกแฟชั่นไทย
4. คุณคิดอย่างไรกับการผสมผสานระหว่างสไตล์แฟชั่นไทย และความเป็นแฟชั่นสากล
   - โปรดยกตัวอย่าง และมีผลกระบทต่อผู้ประกอบการค้าปลีกแฟชั่นไทยอย่างไร
5. คุณคิดอย่างไรกับ แนวโน้มแฟชั่นสากล มีอิทธิพลต่อ วงการแฟชั่นค้าปลีกไทย
   - มีผลต่อการตัดสินใจในการเลือกสินค้ามาจำหน่ายหรือไม่ อย่างไร โปรดยกตัวอย่าง
6. คุณรู้จักหรือโปรดยกตัวอย่างแนวโน้มแฟชั่นสากลที่ แสดงออกถึงความเป็นไทย และมันส่งผลกระทบต่อผู้ประกอบการค้าปลีกแฟชั่นไทย อย่างไรบ้าง

ค่านิยมทางวัฒนธรรมประจำชาติ

7. อะไรคือค่านิยมทางวัฒนธรรมที่สำคัญของผู้บริโภคแฟชั่นไทย
   - โปรดยกตัวอย่าง และ มันส่งผลกระทบต่อผู้ประกอบการค้าปลีกแฟชั่นไทยอย่างไรบ้าง
8. อะไรคือความสัมพันธ์ระหว่างผู้ประกอบการค้าปลีกแฟชั่นไทย และผู้บริโภคแฟชั่นไทย
   - ทั้งสองมีอิทธิพลซึ่งกันและกัน หรือฝ่ายใดมีอิทธิพลเหนือกว่า
   - ผู้บริโภคสำคัญที่สุดหรือไม่ อย่างไร
9. คุณคิดอย่างไรกับการเปลี่ยนแปลงของผู้บริโภคแฟชั่นไทย

- โปรดยกตัวอย่าง การเปลี่ยนแปลงที่คุณเห็นล่าสุด และส่งผลกระทบต่อผู้ประกอบการค้าปลีกแฟชั่นไทยอย่างไรบ้าง

การค้าปลีกแฟชั่นไทย

10. อะไรคือความสัมพันธ์ ระหว่าง ผู้ค้าปลีก และผู้ผลิต (หรือ supplier) ในอุตสาหกรรมแฟชั่นไทย
    - ทั้งสองมีอิทธิพลต่อกัน หรือ ฝ่ายใดมีอิทธิพลมากกว่ากัน

11. อะไรคือลักษณะสำคัญของ ผู้ผลิตสินค้าแฟชั่น และ ผู้ผลิตสินค้า basic
    - โปรดยกตัวอย่างลักษณะเหล่านั้น และ ทั้งสองมีอิทธิพลอย่างไรต่อผู้ประกอบการค้าปลีกแฟชั่นไทย

12. ในมุมมองของผู้ประกอบการแฟชั่นค้าปลีกไทย อะไรคือขอดีและข้อเสีย ของผู้ผลิตสินค้าแฟชั่น และ ผู้ผลิตสินค้า basic

13. สินค้าแฟชั่น และ สินค้า basic มีอิทธิพลต่อคุณอย่างไร
    - คุณจำหน่ายสินค้าทั้งสองประเภทหรือไม่ และประเภทไหนจำหน่ายมากกว่ากัน
    - ใครคือผู้ผลิตรายใหญ่ของคุณ ผู้ผลิตไทยหรือต่างชาติ
    - ผลตอบรับของผู้บริโภคที่มีต่อสินค้าทั้งสองประเภท เป็นอย่างไรบ้าง

14. อะไรคือความแตกต่างระหว่างผู้ผลิตไทย และผู้ผลิตต่างชาติ
    - คุณได้รับผลกระทบ จากอุปสรรคทางวัฒนธรรมใดบ้าง ในการติดต่อประสานงานกับผู้ผลิตต่างชาติ
    - โปรดยกตัวอย่าง ผลกระทบของ ผู้ผลิตสินค้าไทย และต่างชาติ ที่มีต่อผู้ประกอบการค้าปลีกแฟชั่นไทย

15. คุณคิดอย่างไรกับ ผู้ประกอบการค้าปลีก และผู้ผลิต มีการรวมกลุ่มกันเพื่อความสัมพันธ์ที่ดีในทางธุรกิจ
    ซึ่งจะช่วยเสริมสร้าง ความพึงพอใจให้กับผู้บริโภค (หรือตอบสนองความต้องการของผู้บริโภคได้อย่างมีประสิทธิภาพ)

Appendix B: Documentary evidence (Thai fashion retailers)

Company	Doc.No.	Doc code	Document Name	Document Description	Background	Cultural Change	Cultural Mixing	Ethnicity	Thai Fashion Consumer Behaviour	Fashion Trends	Product development	Supplying	Visual merchandising
						Creolisation					Retailing		
A	1	A01	Company Information	General info and Brand concept	x								
A	2	A02	Company Annual Report	Annual Incomes	x								
A	3	A03	Look Book	Products presentation		x	x	x		x	x		
A	4	A04	Editorial Advertising	Products presentation		x	x	x			x		
A	5	A05	Company Workshop	Staff Training, Understanding Consumer and fashion trends					x	x			
A	6	A06	Photo: Products	Products at Store		x	x	x			x		
A	7	A07	Photo: Display	Display at Store		x	x	x			x		x
B	1	B01	Company Profile and Statistics	Number of stores and employees, General info	x								
B	2	B02	Order Specification Sheets	Products imported and exported details		x	x	x				x	
B	3	B03	Catalogue	Products and Accessories		x	x	x			x		
B	4	B04	Photo: Products	Clothes and Accessories details		x	x	x			x		
B	5	B05	Photo: Display	Display concept		x	x	x					x
B	6	B06	Company Website, Facebook and Instagram	Brand identity, Products, Stores and Company profile	x	x	x	x	x	x	x		x
C	1	C01	Company Profile	General information and Customer details	x				x				
C	2	C02	Annual Report and Statistics	Annual Sales: Stores Incomes	x								
C	3	C03	Photo: Products and Display	Snap shots at Stores show products and display		x	x	x	x		x	x	x
C	4	C04	Facebook and Instagram	Brand concept, Products details and Customer profile	x	x	x	x	x	x	x		x
C	5	C05	Company Report	Shows understanding consumer behaviour	x				x	x			
C	6	C06	Trends Forecast and Analysis Website	Consumer and Fashion trends report		x	x	x	x	x	x	x	x

D	1	D01	Company Publication	Company profile, products and number of stores	x	x	x	x			x		x
D	2	D02	Collection Look Book	Products and Accessories catalogue		x	x	x		x	x		
D	3	D03	Order Information Example Email	Shows production and exported details							x	x	
D	4	D04	Display Plan	Shows displaying and product concept		x	x	x		x	x		x
D	5	D05	Annual Report	Company Incomes	x								
D	6	D06	Customer Lists	Press review about company and customers					x				
D	7	D07	Seminar: Fashion Trends 2014	Workshop on Spring-Summer Trend 2014		x	x	x		x	x		
D	8	D08	Customers Facebook and Instagram	Show customers profile and trends					x	x			
E	1	E01	Company Profile	General information and Brand Concept	x								
E	2	E02	Interview notes: Supplying	Taking notes: Out sourcing details							x	x	
E	3	E03	Photo: Magazine	Products and Accessories in Magazine		x	x	x		x	x		
E	4	E04	Fashion Trends on the Blogs	Trends and style report		x	x	x	x	x	x		
E	5	E05	Company Facebook and Instagram	Shows brand identity, customer and product details	x	x	x	x	x	x	x		x
F	1	F01	Company Website	General Information, store locaters and Brand concept	x								
F	2	F02	Photo: Fashion show	Snap shot at Fashion show spring/summer 2013		x	x	x		x	x		
F	3	F03	Photo: Display	Snap shot of Displaying at Stores		x	x	x					x
F	4	F04	Interview Publication by President	Demonstrates customers profile and fashion trends					x	x			
F	5	F05	Order sample sheet	Shows sample of out sourcing from suppliers		x	x	x		x	x	x	
G	1	G06	Company Profile	Brand concept, general info, number of stores and employees	x								
G	2	G02	Annual Report from Government	Shows company annual incomes	x								
G	3	G03	Trends Forecast and Analysis Seminar	Work shop on Fashion trends							x	x	
G	4	G04	Photo: Products	Products and accessories sample		x	x	x			x		
G	5	G05	Photo: Display	Displaying at stores		x	x	x					x
G	6	G06	Company Webpage	Shows customer target, products concept and display		x	x	x	x		x		x
H	1	H01	Company Information	Business strategy, concept and profile	x								
H	2	H02	Supplier report	Shows imported products from suppliers		x	x	x			x	x	
H	3	H03	Facebook and Instagram	Shows product concept, customer profiles and trends		x	x	x	x	x	x		
H	4	H04	Photo: Display	Display decoration at stores		x	x	x			x		x
H	5	H05	Photo: Products	Show sample products and fashion trends						x	x		

H	6	H06	Seminar: consumer behaviour	Shows reviewing consumer behaviour									
I	1	I01	Company Profile and Statistics	General info, Number of stores and employees	x								
I	2	I02	Company Website	Brand and products concept, customer profile		x	x	x	x		x		
I	3	I03	Photo: Products and Display	Snap shot of products and display at stores		x	x	x			x		x
I	4	I04	Consumers and Fashion trends website	Shows forecasting of consumers and fashion trends		x	x	x	x	x	x		x
I	5	I05	Order plan	outsourcing plan for the next season						x	x	x	
I	6	I06	Annual Staff meeting	Shows workshop in terms of products, service and display							x		x
J	1	J01	Company Website	General info, Brand concept and stores details	x	x	x	x			x		
J	2	J02	Photo: Fashion blog and Magazine	Products and Accessories collection		x	x	x			x		
J	3	J03	Photo: Stores Display	Displaying concept		x	x	x			x		x
J	4	J04	Company Annual report	Company annual incomes	x								
J	5	J05	Customer report	Shows customer profile						x	x		
J	6	J05	WGSN: Trends Report	Consumers and fashion trends analysis					x	x			
J	7	J07	Facebook and Instagram	Shows new collection and sales promotion							x		
K	1	K01	Company Information	General info, Business strategy, stores and employees statistics	x								
K	2	K02	Photo: Facebook and Instagram	Shows products and shop decoration, promotions		x	x	x			x		x
K	3	K03	Staff Training	Retail staff workshop and Trends analysis					x	x			
K	4	K04	Company Website	Shows brand identity and product concepts	x	x	x	x			x		x
K	5	K05	Order Confirmation Sheets	Outsourcing details, suppliers information							x	x	
L	1	L01	Company Profile	Brand and products concept, customer profile	x	x	x	x	x		x		
L	2	L02	Trends Forecasting Report	Customer and global fashion trends report		x	x	x	x	x			
L	3	L03	Email Communication: Suppliers	Shows production details from suppliers							x	x	
L	4	L04	Photo: Products and Accessories	Snap shot: products and accessories at stores		x	x	x			x		
L	5	L05	Photo: Displaying	Snap shot: window display at stores		x	x	x		x			x
L	6	L06	Scoops on Fashion Blog	Show trend forecasting and analysis						x	x		
M	1	M01	Company Webpage	General info, Number of stores and employees	x								
M	2	M02	Company Annual Report	Annual incomes and statistics	x								
M	3	M03	Facebook and Instagram	Show customers profile and products concept		x	x	x	x		x		
M	4	M04	Suppliers communications	Order details: Imported products		x	x	x			x	x	
M	5	M05	Photo: Products	Product details		x	x	x		x	x		

					C1	C2	C3	C4	C5	C6	C7	C8	C9
M	6	M06	Photo: Stores Display	Displaying: stores and window display		x	x	x			x		x
N	1	N01	Company Profile	Brand concepts, products details and general info	x								
N	2	N02	Look Book	Shows products and Accessories catalogue		x	x	x			x		
N	3	N03	Photo: Window display	Shows new collection and window display		x	x	x			x		x
N	4	N04	Email communications: Suppliers	Sample of order confirmation from overseas suppliers								x	
N	5	N05	Seminar: Global Trends	Workshop from Government: Customers and fashion trends					x	x			
N	6	N06	Company Website, Facebook and Instagram	General info, new collection and store locaters	x	x	x	x			x		
O	1	O01	Company Information	Business strategy, concept and customer profile	x				x				
O	2	O02	Editorial Advertising	Photo shoot of New collection from magazine		x	x	x		x			
O	3	O03	Company Annual Report: Government	Annual incomes	x								
O	4	O04	Business Plan	Interviews show business strategy and product concept		x	x	x			x		
O	5	O05	Photo: Display	Shows window display and store decoration		x	x	x					x
O	6	O06	Supplier Information	Shows contacted suppliers and order details		x	x	x			x	x	

Appendix C: Documentary evidence (Thai fashion manufacturers)

Company	Doc.No.	Doc code	Document Name	Document Description	Background	Cultural Change	Cultural Mixing	Ethinicity	Product development	Production	Lead time	Cost reduction	Sharing information
A	1	MA01	Company Profile	General information	x								
A	2	MA02	Company Annual Report	Annual Turnover	x								
A	3	MA03	Interview notes: Outsourcing	Taking notes: Outsourcing details		x			x	x	x	x	
A	4	MA04	Production Lists	Show production details		x	x	x	x	x			
A	5	MA05	Photo: Sample products	Show sample products		x	x	x					
A	6	MA06	Company Website	Production ability and concept of products	x				x	x			
B	1	MB01	Company Website	General information and Countries of export	x								
B	2	MB02	Order Specification Sheets	Products imported and exported details					x	x	x	x	
B	3	MB03	Photo: Product details	Products and Accessories		x	x	x	x				
B	4	MB04	Interview Publication by CEO	Shows company profile and production ability	x					x			x
B	5	MB05	Order sample sheets	Shows sample of products from retailers		x	x	x	x				
C	1	MC01	Company Webpage	General information and Manufacturing ability	x								
C	2	MC02	Photo: Sample products	Shows product details		x	x	x					
C	3	MC03	Annual Report from Government	Annual Turnover	x								
C	4	MC04	Staff training	Technology information					x	x			x
C	5	MC05	Email: order and outsourcing	Show contact details and order sample from retailers					x	x	x	x	
D	1	MD01	Company information	Company profile and general information	x								
D	2	MD02	Order sample sheets	Order details from retailers					x	x	x	x	
D	3	MD03	Photo: Products	Sample products and accessories		x	x	x					
D	4	MD04	Annual Turnover	Company incomes	x								
D	5	MD05	Supplier report sheets	Shows out sourcing of material						x	x	x	
D	6	MD06	Company Workshop	Staff Training and technology information						x			x

E	1	ME01	Company profile	General information	x								
E	2	ME02	Company workshop	Staff Training and update technology information					x				x
E	3	ME03	Annual report and statistics	Annual incomes	x								
E	4	ME04	Photo: Products	Show product details		x	x	x	x				
E	5	ME05	Production order sheets	Show production details						x	x	x	
F	1	MF01	Company profile and statistics	General information and Location of manufacture	x								
F	2	MF02	Photo: Products	Shows sample products and accessories		x	x	x					
F	3	MF03	Production workshop	Production ability and technology information					x	x			x
F	4	MF04	Sample order sheets	Shows order details from retailers					x	x	x	x	
F	5	MF05	Annual turnover	Company incomes	x								
G	1	MG06	Company website	General information, number of employees and locations	x								
G	2	MG02	Annual report	Shows company annual incomes	x								
G	3	MG03	Photo: Products	Show product details		x	x	x					
G	4	MG04	Company workshop	Workshop and staff training: production and technology					x	x			x
G	5	MG05	Order details and Example Email	Manufacturing ability and countries of export						x	x	x	x
H	1	MH01	Company publication	Company profile, products and number of stores	x								
H	2	MH02	Sample order sheets	Show production details and product category		x	x	x	x	x			
H	3	MH03	Website information	Manufacturing ability and product details					x	x			
H	4	MH04	Company annual report	Annual incomes	x								
H	5	MH05	Staff meeting report	Shows staff meeting and technology training					x	x	x	x	x
I	1	MI01	Company Information	General information	x								
I	2	MI02	Annual turnover	Company incomes	x								
I	3	MI03	Workshop and training	Staff training: technology and production information					x	x			x
I	4	MI04	Photo: Products and Accessories	Shows sample of products and accessories from retailers		x	x	x					
I	5	MI05	Supplier information	Shows outsourcing details						x	x	x	
J	1	MJ01	Company information	Company details and Countries of export	x								
J	2	MJ02	Photo: Product samples	Show product details		x	x	x					
J	4	MJ03	Email contact: Suppliers	Sample order of material from suppliers		x	x	x	x				
J	5	MJ04	Company annual turnover	Shows Annual incomes	x								
J	6	MJ05	Staff training and workshop	Workshop on technology and production ability						x	x	x	x

Appendix D: The details of survey questions (English and Thai version)

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Questionnaire Survey

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Thank you for helping us with this survey. We hope you enjoy filling in the questionnaire. Please do not write your name and surname on this questionnaire. Personal information will be anonymous and not be listed in the research. The purpose is to prevent the violation of personal privacy and comply with research ethics.

Who will see my answers?

Only the survey research teams at the University of Gloucestershire will see the completed questionnaires, no-one else will see your answers. Once you have filled in the questionnaire, please send it back by e-mail.

How to fill in the questionnaire

- Most questions can be answered by circle on 1-5 scale and cross on the box in some questions.
- Please only circle or cross one box for each question.
- If it is difficult to choose, then cross the answer that is true for most of the time.
- Sometimes you are asked to write in your answer in your own words, please write this in the space provided.
- Sometimes you'll be asked to write in a number e.g. the number of times you have done something. If you are unsure, please use your best guess, instead of missing out the answer.
- When writing in a number, please write in figures not words e.g. 18.
- If you cross a box and want to change this, please score over your first answer and then cross your new answer in the box that applies.

An outline of the questionnaire

- Part 1 Cultures and Fashion Purchasing Behaviour   9 questions
- Part 2 National Cultural Values   9 questions
- Part 3 Fashion Consumer Behaviour and Fashion Trends   13 questions
- Part 4 Thai Fashion Style   9 questions
- Part 5 Thai Fashion Retailing   9 questions
- Part 6 Demography   6 questions

                                                           Total   <u>55</u> questions

Part 1: Cultures and Fashion Purchasing Behaviour

Listed below are a variety of statements relating to the influence of cultural change, cultural mixing and ethnicity on fashion purchasing behaviour. Please indicate your degree of agreement or disagreement by using the following scale:

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

	Strongly disagree				Strongly agree
1. I like to experience novelty and change in my clothing styles.	1	2	3	4	5
2. I like to continue buying fashion clothes from brands that I like rather than trying the new brands.	1	2	3	4	5
3. When new fashion clothes are launched in the store, I want to try them on.	1	2	3	4	5
4. I like to buy fashion clothes which are a combination of different cultural styles.	1	2	3	4	5
5. I enjoy experimenting with different brands that reflect different cultures.	1	2	3	4	5
6. I enjoy mixing my clothing styles with new fashion cultural trends.	1	2	3	4	5
7. When I see international brands, which mix Thai features in their designs, I want to try them on.	1	2	3	4	5
8. I am not interested in fashion trends which represent Thai identity.	1	2	3	4	5
9. I choose to wear fashion clothes with Thai design features such as Thai textiles, traditional prints and embroidery etc.	1	2	3	4	5

Part 2: National Cultural Values

The following statements below relate to national ethnic cultural values. Please indicate your degree of agreement or disagreement by using the following scale:

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

		Strongly disagree				Strongly agree
1.	**People in higher positions should make most decisions without consulting people in lower positions.**	1	2	3	4	5
2	**People in lower positions should not agree with decisions by people in higher positions.**	1	2	3	4	5
3	**It is important to have instructions spelled out in detail so that I always know what I'm expected to do.**	1	2	3	4	5
4	**Rules and regulations are important because they inform me of what is expected of me.**	1	2	3	4	5
5	**Group success is more important than individual success.**	1	2	3	4	5
6	**Individuals should only pursue their goals after considering the welfare of the group.**	1	2	3	4	5
7	**It is more important for men to have a professional career than it is for women.**	1	2	3	4	5
8	**There are some jobs that a man can always do better than a woman.**	1	2	3	4	5
9	**Working hard leads to success in the future.**	1	2	3	4	5

(Adapted from Yoo et al., 2001)

Part 3: Thai Fashion Consumer Behaviour

3.1 Listed below are statements about fashion buying behaviour and fashion trends. Please indicate your degree of agreement or disagreement by using the following scale:

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

	Strongly disagree				Strongly agree
1. **Fashionable, attractive styling is very important to me.**	1	2	3	4	5
2. **I prefer to buy new Thai fashion clothes.**	1	2	3	4	5
3. **I like to going shopping Thai fashion clothes with my family or friends.**	1	2	3	4	5
4. **Hollywood stars and international pop singers inspire me about buying Thai fashion clothes.**	1	2	3	4	5
5. **I am spontaneous when buying Thai fashion clothes.**	1	2	3	4	5
6. **I carefully watch how much I spend when buying Thai fashion clothes.**	1	2	3	4	5
7. **I am aware of fashion trends and want to be one of the first to try them**	1	2	3	4	5
8. **I usually buy Thai fashion clothes I like, regardless of fashion trends.**	1	2	3	4	5
9. **Fashion magazines, fashion blogs and websites inspire me when I buy Thai fashion clothes.**	1	2	3	4	5

3.2 Please tick the most appropriate response for each question:

1. How often do you change your fashion clothing styles?

   ☐ always ☐ usually ☐ sometimes ☐ seldom ☐ never

2. How often do you update fashion trends?

   ☐ always ☐ usually ☐ sometimes ☐ seldom ☐ never

3. How often on average do you buy Thai fashion clothes?
   ☐ Everyday
   ☐ 2-3 times a week
   ☐ Once a week
   ☐ Less than once a week but at least once a month
   ☐ Never

4. How much on average do you spent monthly on Thai fashion clothes?
   ☐ 0 to 5,000 Baht (app. £100)
   ☐ 5,001 to 10,000 Baht
   ☐ 10,001 to 15,000 Baht
   ☐ 15,001 to 20,000 Baht
   ☐ 20,001 to 25,000 Baht
   ☐ More than 25,000 Baht

Part 4: Thai Fashion Style

The following statements below relate to Thai fashion style. Please indicate your degree of agreement or disagreement by using the following scale:

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

		Strongly disagree				Strongly agree
1.	Thai fashion styles reflect adapting of Thai traditional costumes (e.g.jacket made by Thai draping technique "Jeeb Na Nang")	1	2	3	4	5
2.	Thai fashion styles reflect adapting of Thai fabrics and textiles (e.g. Thai silk, soft cotton and linen)	1	2	3	4	5
3	Thai fashion styles reflect adapting of Thai ethical prints and embroideries (e.g. shirt with Thai embroidery " Mai Noi" or print "Lai Kanok")	1	2	3	4	5
4.	Thai fashion styles reflect adapting of Thai original colors (e.g. vivid, tropical and earth tone)	1	2	3	4	5
5.	Thai fashion styles represent the integration between Thai identities and global fashion features.	1	2	3	4	5
6.	Thai fashion styles always follow global fashion trends.	1	2	3	4	5
7.	My family and friends inspire me to wear Thai fashion style.	1	2	3	4	5
8.	I usually wear Thai fashion stylesto reflect my identity and my social status.	1	2	3	4	5
9.	I wear Thai fashion styles to be socially acceptable.	1	2	3	4	5

Part 5: Thai Fashion Retailing

5.1 Listed below are statements about Thai fashion retailing and Thai cultural values. Please indicate your degree of agreement or disagreement by using the following scale:

1. Strongly Disagree
2. Disagree
3. Neither Agree nor Disagree
4. Agree
5. Strongly Agree

	Strongly disagree				Strongly agree
1. I usually buy at retail stores that have various Thai and international fashion products	1	2	3	4	5
2. I prefer to buy Thai fashion products before international products.	1	2	3	4	5
3 When retail stores launch new Thai fashion products, I really want to see them.	1	2	3	4	5
4. I prefer to buy from retail staff who reflect Thai characteristics (i.e. modesty and attentiveness).	1	2	3	4	5
5 I choose to buy Thai fashion products at well-known retail stores rather than trying new or unknown stores.	1	2	3	4	5
6 I like to see new window display which represents the combination between Thai identities and global features.	1	2	3	4	5
7 I do not like to buy at retail stores that have a lot of Thai customers.	1	2	3	4	5
8. I prefer to buy at retail stores that emphasis displaying Thai fashion products first.	1	2	3	4	5
9 Retail stores that decorate with Thai materials are attracted to me.	1	2	3	4	5

Part 6: Demography

Listed below are statements about your demographic information. Please tick appropriate one for each statement to indicate your current state.

1. You are:
   ☐ Male
   ☐ Female

2. Your age: _____years

3. Your Marital status:

   ☐ Single
   ☐ Married
   ☐ Divorced/widowed

4. Your Education attainment:

   ☐ Secondary school
   ☐ Diploma
   ☐ Bachelor degree
   ☐ Master degree and above

5. Your Occupation:

   ☐ Student
   ☐ Self-employed
   ☐ Government employee
   ☐ Private sector employee
   ☐ Housewife/retired/unemployed

6. Your monthly income:

   ☐ Not appropriate

   ☐ Less than 15,000 Baht (£300)

   ☐ 15,001 - 25,000 Baht

   ☐ 25,001 – 35,000 Baht

   ☐ 35,001 – 45,000 Baht

   ☐ 5,001 Baht and above

แบบสอบถามอิทธิพลทางวัฒนธรรมและพฤติกรรมการบริโภคสินค้าแฟชั่นเป็นส่วนหนึ่งของงานวิจัยโดย

ทีมงาน The University of Gloucestershire

กรุณาอย่าเขียนชื่อหรือข้อความใดๆลงในแบบสอบถามนี้ ทางทีมงานวิจัยขอรับรองว่า ข้อมูลส่วนบุคคลและคำตอบของผู้ตอบแบบสอบถามจะไม่ถูกเปิดเผยเพื่อรักษาสิทธิ์ของผู้ตอบแบบสอบถาม ตามนโยบายของมหาวิทยาลัย และทางทีมงานขอขอบคุณล่วงหน้า ที่ท่านได้ให้ความร่วมมือ

คำชี้แจงในการตอบแบบสอบถาม

- วงกลมเพียงหนึ่งหมายเลข หรือกากบาทบนช่องสี่เหลี่ยม ที่ตรงกับคำตอบของคุณที่สุด

- ถ้าเป็นคำถามให้ตอบแบบกรอกข้อความหรือตัวเลข โปรดตอบลงบนช่องว่างที่กำหนด

- กรุณาอ่านข้อคำถามอย่างถี่ถ้วนและตอบทุกคำถาม

- ในกรณีที่ไม่สามารถตอบคำถามได้ หรือไม่แน่ใจในการตอบ กรุณาเลือกตอบแบบสุ่ม

- ถ้าหากคุณต้องการเปลี่ยนคำตอบ กรุณาฆ่าคำตอบเดิมทิ้ง และตอบคำถามใหม่

แบบสอบถามประกอบด้วย

1) ข้อมูลทั่วไป		**6**	คำถาม
2) อิทธิพลทางวัฒนธรรม และ พฤติกรรมการบริโภคสินค้าแฟชั่น		**9**	คำถาม
3) ค่านิยมทางวัฒนธรรมประจำชาติ		**9**	คำถาม
4) พฤติกรรมการบริโคสินค้าแฟชั่นและ แนวโน้มแฟชั่น		**13**	คำถาม
5) รูปแบบแฟชั่นไทย		**9**	คำถาม
6) การค้าปลีกแฟชั่นไทย		**9**	คำถาม
	รวม	**55**	คำถาม

1) ข้อมูลทั่วไป

ข้อความต่อไปนี้เกี่ยวกับข้อมูลทั่วไปของคุณกรุณาเติมตัวเลขและกากบาทในช่องสี่เหลี่ยมที่ตรงกับคำตอบของคุณที่สุดเพียงช่องเดียว

1. เพศ

   ☐ ชาย

   ☐ หญิง

2. อายุ_____ปี

3. สถานะ

   ☐ โสด

   ☐ แต่งงานแล้ว

   ☐ หย่าร้าง

4. การศึกษา

   ☐ มัธยมศึกษา

   ☐ อาชีวศึกษา

   ☐ ปริญญาตรี

   ☐ ปริญญาโท

   ☐ ปริญญาเอก

5. อาชีพ

   ☐ นักเรียน/นักศึกษา

   ☐ รับจ้างทั่วไป

   ☐ รับราชการ/ พนักงานรัฐวิสาหกิจ

   ☐ พนักงานบริษัท

   ☐ ธุรกิจส่วนตัว

   ☐ แม่บ้าน/ว่างงาน

6. รายได้ต่อเดือน

   ☐ น้อยกว่า15,000บาท

   ☐ 15,001 - 25,000 บาท

   ☐ 25,001 – 35,000 บาท

   ☐ 35,001 – 45,000 บาท

   ☐ มากกว่า 45,001บาท

2) อิทธิพลทางวัฒนธรรม และ พฤติกรรมการบริโภคสินค้าแฟชั่น

ข้อความต่อไปนี้เกี่ยวกับ อิทธิพลของ การเปลี่ยนแปลงวัฒนธรรม, การผสมผสานทางวัฒนธรรม และวัฒนธรรมเชื้อชาติ ที่มีผลต่อ
พฤติกรรมการบริโภคสินค้าแฟชั่น กรุณาวงกลมเพียงหนึ่งหมายเลขที่ตรงกับคำตอบของคุณที่สุด

1. ไม่เห็นด้วยอย่างที่สุด
2. ไม่เห็นด้วย
3. ไม่ทั้ง เห็นด้วย และ ไม่เห็นด้วย
4. เห็นด้วย
5. เห็นด้วยอย่างที่สุด

	ไม่เห็นด้วยอย่างที่สุด				เห็นด้วยอย่างที่สุด
1. ฉันชอบการเปลี่ยนแปลงและสิ่งใหม่ๆ ในสไตล์การแต่งตัวของฉัน	1	2	3	4	5
2. ฉันชอบที่จะซื้อเสื้อผ้าแฟชั่นจากแบรนด์เดิมซ้ำๆมากกว่าที่จะลองซื้อสินค้าจากแบรนด์ใหม่	1	2	3	4	5
3. เมื่อเสื้อผ้าแฟชั่นคอลเล็กชั่นใหม่มาถึงร้าน ฉันต้องการที่จะลองสวมใส่มัน	1	2	3	4	5
4. ฉันชอบซื้อเสื้อผ้าแฟชั่นที่ผสมผสานรูปแบบทางวัฒนธรรมหลายๆแบบที่แตกต่างกัน	1	2	3	4	5
5. ฉันสนุกกับการทดลองหลากหลายแบรนด์ที่สะท้อนความแตกต่างทางวัฒนธรรม	1	2	3	4	5
6. ฉันสนุกกับการผสมผสานสไตล์การแต่งตัวของฉันกับแนวโน้มทางวัฒนธรรมแฟชั่นล่าสุด	1	2	3	4	5
7. เมื่อฉันเห็นแบรนด์สินค้าแฟชั่นต่างชาติที่มีการผสมผสานความเป็นไทย ในงานออกแบบของพวกเขาฉันต้องการที่จะลองสวมใส่มัน	1	2	3	4	5
8. ฉันไม่สนใจในแนวโน้มแฟชั่นสากลที่แสดงถึงเอกลักษณ์ความเป็นไทย	1	2	3	4	5
9. ฉันเลือกที่จะสวมใส่เสื้อผ้าแฟชั่นที่แสดงออกถึงเอกลักษณ์ความเป็นไทย เช่น ผ้าไทย, ลายพิมพ์ หรือการประดับประดาแบบไทยดั้งเดิม	1	2	3	4	5

3) ค่านิยมทางวัฒนธรรมประจำชาติ

ข้อความต่อไปนี้เกี่ยวกับ ค่านิยมทางวัฒนธรรมประจำชาติ กรุณาวงกลมเพียงหนึ่งหมายเลขที่ตรงกับคำตอบของคุณที่สุด

1. ไม่เห็นด้วยอย่างที่สุด
2. ไม่เห็นด้วย
3. ไม่ทั้ง เห็นด้วย และ ไม่เห็นด้วย
4. เห็นด้วย
5. เห็นด้วยอย่างที่สุด

	ไม่เห็นด้วยอย่างที่สุด				เห็นด้วยอย่างที่สุด
1. คนในตำแหน่งทางสังคมที่สูงกว่าควรมีสิทธิ์ในการตัดสินใจ โดยไม่ต้องปรึกษาผู้ที่ด้อยกว่า	1	2	3	4	5
2. คนในตำแหน่งทางสังคมที่ด้อยกว่าควรปฏิเสธการตัดสินใจของผู้ที่อยู่เหนือกว่า	1	2	3	4	5
3. ในกฎระเบียบทางสังคม มันสำคัญที่จะต้องมีคำสั่งโดยละเอียด ซึ่งทำให้ฉันรับรู้เสมอว่าต้องปฏิบัติตาม	1	2	3	4	5
4. กฎระเบียบและข้อบังคับในสังคม เป็นสิ่งสำคัญเพราะทำให้ฉันรู้ว่า อะไรที่ฉันคาดหวังไว้ในชีวิต	1	2	3	4	5
5. ความสำเร็จของกลุ่มสำคัญกว่าความสำเร็จของตนเอง	1	2	3	4	5
6. ควรคำนึงถึง สวัสดิภาพของส่วนรวมก่อนเป้าหมายของตนเอง	1	2	3	4	5
7. มันคือสิ่งสำคัญสำหรับผู้ชายที่จะมีความเป็นมืออาชีพมากกว่าผู้หญิง	1	2	3	4	5
8. มีบางอาชีพที่ผู้ชายทำได้ดีกว่าผู้หญิงเสมอ	1	2	3	4	5
9. การทำงานอย่างหนักนำไปสู่ความสำเร็จในอนาคต	1	2	3	4	5

4) พฤติกรรมการบริโภคสินค้าแฟชั่นและ แนวโน้มแฟชั่น

4.1) ข้อความต่อไปนี้เกี่ยวกับพฤติกรรมการบริโภคสินค้าแฟชั่น และแนวโน้มแฟชั่น กรุณาวงกลมเพียงหนึ่งหมายเลขที่ตรงกับคำตอบของคุณที่สุด

    1. ไม่เห็นด้วยอย่างที่สุด

    2. ไม่เห็นด้วย

    3. ไม่ทั้ง เห็นด้วย และ ไม่เห็นด้วย

    4. เห็นด้วย

    5. เห็นด้วยอย่างที่สุด

	ไม่เห็นด้วยอย่างที่สุด				เห็นด้วยอย่างที่สุด
1. การแต่งตัวแฟชั่นให้โดดเด่นคือสิ่งสำคัญสำหรับฉัน	1	2	3	4	5
2. ฉันเลือกที่จะซื้อเสื้อผ้าแฟชั่นไทยล่าสุด	1	2	3	4	5
3. ฉันชอบที่จะไปซื้อเสื้อผ้าแฟชั่นไทยกับครอบครัวหรือเพื่อนของฉัน	1	2	3	4	5
4. ดารา **Hollywood** และนักร้องชื่อดัง เป็นแรงบันดาลใจให้ฉันซื้อเสื้อผ้าแฟชั่นไทย	1	2	3	4	5
5.. ฉันตัดสินใจทันทีเมื่อซื้อเสื้อผ้าแฟชั่นไทย	1	2	3	4	5
6. ฉันระมัดระวังเวลาที่ฉันใช้จ่ายเงินเพื่อซื้อสินค้าแฟชั่นไทย	1	2	3	4	5
7. ฉันตระหนักในแนวโน้มแฟชั่นล่าสุดและต้องการเป็นคนแรกที่ได้ลองสวมใส่	1	2	3	4	5
8. ฉันมักจะซื้อเสื้อผ้าแฟชั่นไทยที่ฉันชอบโดยไม่คำนึงถึงแนวโน้มแฟชั่นล่าสุด	1	2	3	4	5
9. นิตยสารแฟชั่น, แฟชั่น บล็อก และ เวปไซด์เป็นแรงบันดาลใจให้ฉันในการซื้อเสื้อผ้าแฟชั่นไทย	1	2	3	4	5

4.2) กรุณากากบาทในช่องสี่เหลี่ยมที่ตรงกับคำตอบของคุณที่สุดเพียงช่องเดียว

10. บ่อยครั้งแค่ไหนที่คุณเปลี่ยนแปลงการแต่งตัวแฟชั่นของคุณ

    ☐เสมอๆ   ☐ปกติ   ☐บางครั้ง   ☐นานๆที   ☐ไม่เคย

11. บ่อยครั้งแค่ไหนที่คุณติดตาม (Update) แนวโน้มแฟชั่น

    ☐เสมอๆ   ☐ปกติ   ☐บางครั้ง   ☐นานๆที   ☐ไม่เคย

12. โดยเฉลี่ยแล้วบ่อยครั้งแค่ไหนที่คุณซื้อเสื้อผ้าแฟชั่นไทย

    ☐วัน
    ☐ 2-3 ครั้งต่อสัปดาห์
    ☐ 1 ครั้งต่อสัปดาห์
    ☐ น้อยกว่าหนึ่งครั้งต่อสัปดาห์ แต่อย่างน้อย หนึ่งครั้งต่อเดือน
    ☐ นานๆที
    ☐ไม่เคย

13. คุณใช้จ่ายเงินสำหรับซื้อเสื้อผ้าแฟชั่นไทยเท่าไร (โดยประมาณ) ต่อเดือน

    ☐ 0 ถึง 5,000 บาท
    ☐001 ถึง 10,000บาท
    ☐ 10,001 ถึง 15,000 บาท
    ☐ 15,001 ถึง 20,000 บาท
    ☐ 20,001 ถึง 25,000 บาท
    ☐ มากกว่า 25,000 บาท

5) รูปแบบแฟชั่นไทย

ข้อความต่อไปนี้เกี่ยวกับรูปแบบแฟชั่นไทย กรุณาวงกลมเพียงหนึ่งหมายเลขที่ตรงกับคำตอบของคุณที่สุด

    1. ไม่เห็นด้วยอย่างที่สุด

    2. ไม่เห็นด้วย

    3. ไม่ทั้ง เห็นด้วย และ ไม่เห็นด้วย

    4. เห็นด้วย

    5. เห็นด้วยอย่างที่สุด

	ไม่เห็นด้วยอย่างที่สุด			เห็นด้วยอย่างที่สุด
1. รูปแบบแฟชั่นไทยคือการประยุกต์รูปแบบการแต่งกายไทยดั้งเดิม (เช่น รูปทรงอิสระ และ การพันผูกแบบโจงกระเบน)	1	2	3	4	5
2. รูปแบบแฟชั่นไทยคือการประยุกต์ผ้าและสิ่งทอไทย (เช่น ผ้าไหม, ผ้าฝ้าย และลินิน)	1	2	3	4	5
3. รูปแบบแฟชั่นไทยคือการประยุกต์การพิมพ์และการปักแบบไทยพื้นเมือง (เช่น เสื้อเชิ้ตพิมพ์ลายไทย และการปักผ้าทางเหนือ)	1	2	3	4	5
4. รูปแบบแฟชั่นไทยคือการประยุกต์สีสันแบบไทยดั้งเดิม (เช่น สีจัดแบบเมืองร้อนและสีโทนธรรมชาติ)	1	2	3	4	5
5. รูปแบบแฟชั่นไทยแสดงถึงการผสมผสานระหว่างอัตลักษณ์ไทย และความเป็นแฟชั่นสากล	1	2	3	4	5
6. รูปแบบแฟชั่นไทยมักจะตามแนวโน้มแฟชั่นสากลเสมอ	1	2	3	4	5
7. ครอบครัวและเพื่อนของฉันเป็นแรงบันดาลใจให้ฉันแต่งตัวในรูปแบบแฟชั่นไทย	1	2	3	4	5
8. ฉันแต่งกายในรูปแบบแฟชั่นไทยเพื่อแสดงถึงตัวตนและสถานะทางสังคม	1	2	3	4	5
9. ฉันแต่งกายในรูปแบบแฟชั่นไทยเพื่อเป็นที่ยอมรับในสังคม	1	2	3	4	5

6) การค้าปลีกแฟชั่นไทย

ข้อความต่อไปนี้เกี่ยวกับการค้าปลีกแฟชั่นไทย และค่านิยมความเป็นไทยกรุณาวงกลมเพียงหนึ่งหมายเลขที่ตรงกับคำตอบของคุณที่สุด

1. ไม่เห็นด้วยอย่างที่สุด

2. ไม่เห็นด้วย

3. ไม่ทั้ง เห็นด้วย และ ไม่เห็นด้วย

4. เห็นด้วย

5. เห็นด้วยอย่างที่สุด

	ไม่เห็นด้วยอย่างที่สุด				เห็นด้วยอย่างที่สุด
1. โดยปกติฉันจะซื้อที่ร้านค้าที่มีสินค้าหลากหลายทั้งสินค้าแฟชั่นไทยและสินค้าแฟชั่นต่างประเทศ	1	2	3	4	5
2. ฉันเลือกที่จะซื้อสินค้าแฟชั่นไทย ก่อนสินค้าแฟชั่นต่างประเทศ	1	2	3	4	5
3. เมื่อร้านค้านำสินค้าแฟชั่นไทยล่าสุดมาจำหน่าย ฉันต้องการที่จะเข้าไปชม	1	2	3	4	5
4. ฉันเลือกที่จะซื้อสินค้าแฟชั่นไทยจากพนักงานร้านค้าที่มีนิสัยแบบคนไทยคืออ่อนน้อมและใส่ใจลูกค้า	1	2	3	4	5
5. ฉันเลือกที่จะซื้อสินค้าแฟชั่นไทยที่ร้านค้าชื่อดัง มากกว่าที่จะไปซื้อร้านค้าที่ไม่เป็นที่รู้จัก	1	2	3	4	5
6. ฉันชอบดูการจัดตกแต่งตู้แสดงสินค้าแฟชั่นที่แสดงถึงการผสมผสานอัตลักษณ์ความเป็นไทย และความเป็นสากล	1	2	3	4	5
7. ฉันชอบที่จะซื้อสินค้าแฟชั่นที่ร้านเต็มไปด้วยลูกค้าคนไทย	1	2	3	4	5
8. ฉันเลือกซื้อที่ร้านค้าที่ให้ความสำคัญกับการจัดแสดงสินค้าแฟชั่นไทยเป็นอันดับแรก	1	2	3	4	5
9. ร้านค้าที่ตกแต่งด้วยการนำวัสดุที่แสดงถึงความเป็นไทย จะสร้างแรงดึงดูดใจให้กับฉัน	1	2	3	4	5

Appendix E: The Cronbach's alpha coefficient results

Part	Factor	Items	Alpha value
1	Cultures and Fashion Purchasing Behaviour	1-9	0.838
2	National Cultural Values	1-9	0.632
3	Fashion Consumer Behaviour and Fashion Trends	1-9	0.711
4	Thai Fashion Style	1-9	0.703
5	Thai Fashion Retailing	1-9	0.643
	Total		**0.913**

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	36	90.0
	Excluded[a]	4	10.0
	Total	40	100.0

a. Listwise deletion based on all variables in

the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.913	66

Appendix F: Testing non-response bias

Comparing respondents with non-respondents on the three background traits (age, incomes and education).

Variable Descriptions

Age: Respondent's age

Incomes: Monthly incomes

Education: Years of education of respondents

Background Trait	Respondents Mean ($\overline{X}$)	Non-respondents Mean ($\overline{X}$)	Statistical Significance
Age	0.13	0.36	0.018
Incomes	0.20	0.42	0.080
Education	1.00	1.18	0.024
	N= 418	N=557	

* P-value ($p<0.01$): The differences in means of variables were statistical insignificant at the 0.01 level.

   N=Sample size

The results showed that the statistically significant differences were insignificant different in means of age, income and education background between respondents and non-respondents group ($\overline{X} = 0.018$, $\overline{X} = 0.080$, $\overline{X} = 0.024$, $p<0.01$ respectively). This indicated that there was not a problem of non-response bias in this study.

Appendix G: Consent Form

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INFORMED CONSENT FORM

You are being invited to participate in a research study about employee turnover. This research project is being conducted by Mr. Boon-arak Raksawong as investigator, who is a research student in the Business School, the University of Gloucestershire. Please read carefully the following and sign it if you agree with what it says.

If you have any questions or concerns about completing the questionnaire or about being in this study, you may contact Mr. Boon-arak Raksawong at s1409648@glos.ac.uk. Board has reviewed the request to conduct this project. If you have any concerns about your rights in this study, please contact me at Student Office, Business School, The Park, Park Campus, the University of Gloucestershire, Tel. +44(0) 844 801 0001.

I voluntarily consent to be a participant in the research project which is "The Effects of Creolisation on Thai Fashion Consumers, Retailers and their Supply Chain" by Mr. Boon-arak Raksawong, a postgraduate research student at the Business School, the University of Gloucestershire .The objective of this research study is to investigate how creolisation affects consumer behaviour and fashion supply chain management.

I have been told that my responses will be kept strictly confidential. I also understand that if at any time during questionnaire survey, I feel unable or unwilling to continue, I am free to leave. That is, my participation in this study is completely voluntary, and I may withdraw from it at any time without negative consequences. [In addition, should I not wish to answer any particular question or questions, I am free to decline.] My name will not be linked with the research materials, and I will not be identified or identifiable in any report subsequently produced by the researcher.

I have read and understand the above and consent to participate in this study. My signature is not a waiver of any legal rights. Furthermore, I understand that I will be able to keep a copy of the informed consent form for my records.

--------------------------------------   -----------------------------
      Participant's Signature   Date

I have explained in detail of the research procedure in which the respondent has consented to participate. Furthermore, I will maintain one copy of the informed consent form for my records.

-------------------------------------   -------------------------------
      Investigator Signature   Date

Appendix H: Cover Letter

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November, 2013

Dear Respondent,

I am a research student in the Business School, the University of Gloucestershire and I am conducting a study the effect of creolisation on consumer behaviour and fashion supply chain management. The objective of this research is to investigate how cultural creolisation affects Thai fashion consumers, retailers and their supply chain. This research project is supported by the University of Gloucestershire and Srinakharinwirot University. Enclosed with this letter is a questionnaire that I am asking you to complete.

The questionnaire is a brief and will take about five minutes to fill out. Instructions for completing the questionnaire can be found on the form itself. Please do not write your name or other information on the questionnaire. Your responses will be kept strictly confidential and will not appear on any study report.

I would appreciate it if you would complete the questionnaire and return it back to me in the enclosed postage-paid envelope as soon as possible. Your participation is voluntary and there is no penalty if you do not participate.

If you have any questions or concerns about completing the questionnaire or about participating in this study, please do not hesitate to contact me at s1409648@glos.ac.uk or Student Office, Business School, The Park, Park Campus, the University of Gloucestershire, Tel. +44(0) 844 801 0001.

Thank you for your participating in this study.

Sincerely yours,

Mr. Boon-arak Raksawong
Research student
Business School
The University of Gloucestershire
Cheltenham, Gloucestershire
GL50 2HR

Appendix I : List of respondents, fifteen Thai fashion retailers

Company	Retailer	Manufacture	Product Categories	Number of Stores in Thailand	Number of Stores Outside Thailand	Number of employees Retl	Manf	Shop Size (Sq. M)	Total Annual Sale (Baht) 2012***	Out-Sourcing in Thailand	Countries of Sourcing	Status of Interviewee
Company A	Yes	Yes	Womenswear Menswear Accessories	115	No	335	950	52-535	783,492,776.18 (£15.66m)	Yes	Thailand, China, India, Japan and Hong Kong	Retail Manager
Company B	Yes	Yes	Womenswear Accessories	14	7	95	60	45-85	57,857,970.75 (£1.14m)	Yes	Thailand, China, Hong Kong	General Manager
Company C	Yes	No	Womenswear Men's wear Accessories	7	No	60	No	45-85	54 (£1.08m)	Yes	Thailand, China and Hong Kong	Retail Manager and Senior buyer
Company D	Yes	Yes	Womenswear Accessories	17	7	85	55	45-115	85,537,650.45 (£1.7m)	Yes	Thailand, China, Hong Kong	General Manager
Company E	Yes	No	Womenswear Menswear Accessories	15	No	115	No	55-175	N/A	Yes	Thailand, Spain, Italy, France, Japan, USA, UK	Retail Manager
Company F	Yes	Yes	Womenswear Accessories	60	No	300	1000	55-155	721,990,083.37 (£14.42m)	Yes	Thailand, China, Japan, India, Italy, France	Vice President and Managing Director
Company G	Yes	Yes	Womenswear Accessories	45	No	250	650	45-115	669,358,194 (£13.38m)	Yes	Thailand, China, Vietnam	General Manager
Company H	Yes	Yes	Womenswear Accessories	11	No	80	350	60-95	60 (£1.2m)	Yes	Thailand, Japan	Retail and Garment Manager
Company I	Yes	Yes	Womenswear Accessories	9	No	55	60	45-90	50 (£1m)	Yes	Thailand, China, Hong Kong	Senior Retail Manager
Company J	Yes	Yes	Womenswear Men's wear Accessories	30	No	250	300	60-115	500m (£10m)	Yes	Thailand, China, Japan, France	General Manager & Senior buyer
Company K	Yes	Yes	Womenswear Menswear Accessories	25	No	125	350	45-110	450m (£9m)	Yes	Thailand, China, Hong Kong, Korea	Senior General Manager
Company L	Yes	Yes	Womenswear Menswear Accessories	7	No	60	55	45-90	N/A	Yes	Thailand, China, India	General Retail Manager
Company M	Yes	No	Womenswear Menswear Accessories	7	No	65	No	60-95	45 (£1m)	Yes	Sweden, Denmark Australia, France, USA	General Manager & Assistance buyer
Company N	Yes	No	Womenswear Menswear	7	No	75	No	60-135	N/A	Yes	Thailand, Japan, China, Europe	Fashion Managing Director
Company O	Yes	Yes	Menswear Accessories	27	No	150	250	45-115	600m (£10m)	Yes	Thailand, China, Korea	Retail Manager

*** Source: Department of Business Development, Ministry of Commerce (Thailand) and Securities and Exchange Commission, Thailand

Appendix J: List of respondents, ten Thai fashion manufacturers

Manufacture	Manufacturing Categories	Product Categories	Number of Co-retailers		Number of Employees	Total Annual Turnover (Baht) 2012***	Countries of Export	Status of Interviewee
			Thai	Foreign				
Manufacture A	Agile and Lean manufacture	Women's wear Men's wear and Children wear	65	14	450	1000,950,000 (£20m)	USA, Japan, Europe, Middle East	Senior Garment Director
Manufacture B	Agile and Lean manufacture	Women's wear Men's wear, Children wear and Leather goods	115	20	850	2,127,600,000 (£42.54m)	USA, Middle east and Europe	General Garment Manager
Manufacture C	Agile and Lean manufacture	Women's wear Men's wear, Children wear and Leather goods	235	35	2,500	11,294,000,000 (£225.88)	Europe, Japan and Middle East	QA Manager
Manufacture D	Agile and Lean manufacture	Women's wear Menswear and Children wear	47	No	250	695,380,886 (£13.9m)	No	Garment Director
Manufacture E	Agile manufacture	Women's wear Menswear, and Leather goods	20	15	350	1,000m (£20m)	Japan, Europe and Middle East	General Manger
Manufacture F	Agile and Lean manufacture	Women's wear Men's wear and Accessories	12	No	250	250m (£5m)	No	Deputy Managing Director
Manufacture G	Agile and Lean manufacture	Women's wear Men's wear and Accessories	35	20	950	1,783,492,776.18 (£35.66m)	USA, Middle east and Europe	Senior QA Manager
Manufacture H	Agile and Lean manufacture	Women's wear And Accessories	25	10	350	700m (£35m)	Japan, Europe, USA	Senior General Manger
Manufacture I	Agile manufacture	Women's wear And Accessories	17	10	150	150m (£3m)	USA, Europe, Middle East, Japan, Australia	Managing Director
Manufacture J	Agile and Lean manufacture	Women's wear Men's wear and Accessories	15	7	350	500m(£10m)	Japan, Middle east and Europe	General Garment Manager

*** Source: Securities and Exchange Commission, Thailand and ww.fibre2fashion.com