**ABSTRACT**

Research Title **:** Young Thai men’s buying behavior and brand perceptions on men’s high street fashion brands

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Men fashion have become more and more significant in the fashion industry as time gone by, there are many interesting areas in which researchers can explore to visualize the positive development of this particular segment of the industry. This research was aiming to explore on the remaining gaps of the subject as well as to challenge the validity of the context found in the previous literatures. As the literatures have indicated that men saw fashion as an alienated space and so men did not associate themselves with such field. This research aimed to investigate if such claim still valid today. In addition, brand perception of selected high street brands in the minds of male consumers was also another area of exploitation. Lastly, the attitude of men towards fashion was another concept that provoke plethora questions and were also regarded as another significant part to research. The method practiced within the research was an exploratory one with the usage of qualitative means of research to gather essential data.

The result was that there has been a shift in paradigm in terms of both buying behavior and attitudes towards fashion, which is rather different from the literatures written. Interesting brands perception and insightful thoughts and desires of young men consumers were also encountered during this research both positive and negative. Men’s attitude towards fashion has changed but there are still areas concerning masculinity which young men as well as those men in the past share mutual agreements.

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