Abstract
Consumers’ buying decision is very complex. Usually purchasing intention is related with consumers’ attitude. Purchase attitude is an important key point for consumers during considering and evaluating of certain product. The purchase intention is an effective tool use in predicting purchasing process. Once a consumer decides to purchase a product in certain store, he/she will be driven by their intention. However, purchase intention might be altered by the influence of price. This study was developed to understand the gender difference on the attitude components which are affective component, behavioral component and cognitive component and also pricing [high – low price] influencing the purchasing decision of Thai tourists in the Harbour Community Mall Project in Chiang Mai. Therefore, gender was used as the moderator in the study. After 280 participators have finished the experiments at an online survey, this study acquire some results to analyze. To males, in terms of affective component, their responds are not the same with female. On the other hand, the results of male and female of Thai tourists in terms of the behavioral component, cognitive component and also pricing are in the same ways. However, the study found that most of Thai tourists still want to revisit the Harbour Community Mall Project in Chiang Mai.