FACTOR AFFECTING PURCHASE DECISION OF CLOTH THROUHG SOCIAL MEDIA IN BANGKOK

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ABSTRACT

The objective of this research is to study the marketing mix (7Ps) that influences the purchase decision of clothing through Social Media in Bangkok. And to study the differences in demographic characteristics That affects the decision to purchase clothes via Facebook and Instagram. In order to be a guideline for traders clothing online and new entrepreneurs interested in doing business about clothing online. In order to be able to meet consumer needs efficiently. The population used in the study is consumers who have experience in purchasing clothes via Facebook and Instagram by using 200 online surveys and questionnaires.

From the research, it was found that There are 6 factors that affect the decision to purchase clothes include there are a variety of clothes, good quality, up to date, available in various sizes and Clothes match the requirements. Price factors include charging in actual price indicated on Social media. Place factors include The store, open 24 hours, Convenience in ordering products. Promotion factors include there are sales promotions Physical evidence and presentation factors include there is complete, product detail and process factors including convenient ordering process.

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INTRODUCTION

Due to the current internet situation social media has influenced in daily life from average in 2019 found that Thai people use the for 50 million people a day, Average Thai people Use the internet 9 hours 11 minutes per day.
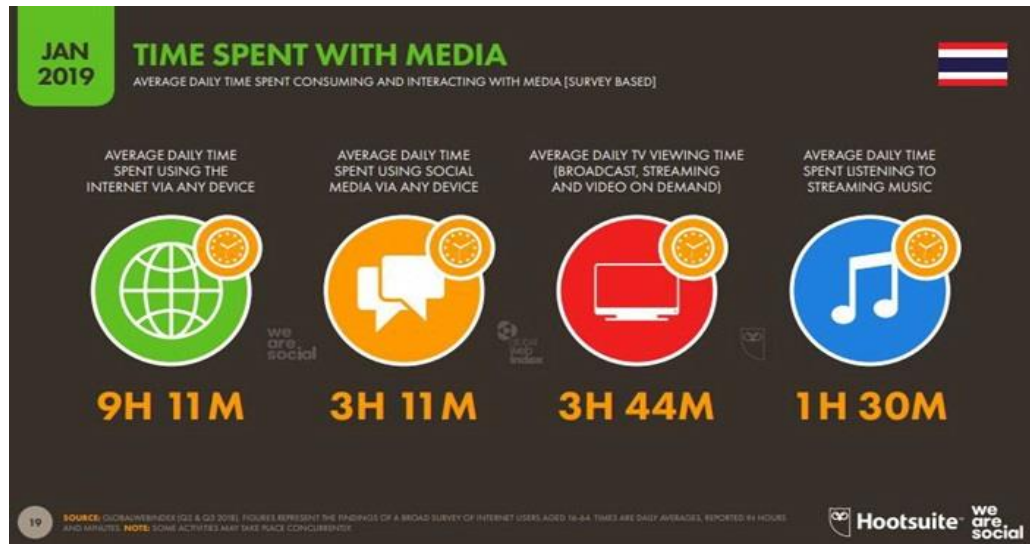

Figure 1: Time spent with social media in 2019

Currently, the communication media, Economic development, Society and communities in Thailand is connected to the internet network. Which means that everyone can use the internet to study and learn to communicate, dealing, or even working Which these applications are convenient for consumers from these benefits, the private sectors and government sectors see the importance of system development through the internet. The government and private sectors have a policy to push the internet system to develop the country into the digital age. Which can develop the business and industrial sectors Resulting in the economic system and the way of life of the people in the country grows up.

This study aims to test whether there are relationship between demographic profile, service marketing mix (7Ps) on purchase decision of clothing through social media in Bangkok. Therefore, this study proposed two hypotheses as follows:

H1: Demographic profile has an effect on purchase decision of clothing through social media in Bangkok.

H2: Service marketing mix (7Ps) has an effect on purchase decision of clothing through social media in Bangkok.

Investigating constructs

This study addresses to factor influences the purchase decision of clothing through Social Media. The proposed factors of demographic profile and service marketing mix 7P's were used to examine the relationship with purchase decision of clothing through Social Media in Bangkok. The definitions of key terms in this study are described as follow:

- **Demographic**: gender, age, status, occupation, income/month
- **Purchase decision**: How often do you purchase product, What is purpose in using, What is price for each item which you have purchased products, Who has the most influence in your decision to purchase clothes.
- **Service Marketing Mix** : product, price, place, promotion, people, physical evidence and presentation, process

Methodology

The research is a survey research design that uses a self-administrative questionnaire to collect data from respondents. The research adopted quota and convenience sampling method by using online to collect data. The respondents are age between 18-40 years old and who purchase clothing through Social Media in Bangkok. Due to the number of populations is unknown, the researcher use Taro Yamane table to calculate by the approximately sample size for this study (Poldongnok 2009). The sample size is calculated based on 95% confidence level and 5% sampling error. However, this study collected data from 200 samples due to a limited research operation period. This is also one of the limitations in this study which can be rectified by conducting with larger sample size.

Results and Discussion

The demographic characteristics of 200 samples, found that The respondents are equal between male (54%) and female (46%) Which is 10% different, respectively, which the most age range is 23-28 years old, representing 50%. Most of the studies are at the bachelor degree, representing 76%. Private Company officer is the profession that has the most percent, accounting for 34.5%. Most of them earn 10000-20000 baht, representing 24.5%. The results of the study (Rayrayab 2013) consistent in education, which is at the bachelor's degree and the monthly income of consumers is 10000-20000. And the inconsistent part of the research is gender, found that females purchase clothes through social media more than males between the ages of 18-21 years.

Data from research the purchase decision through social media of the sample found that Most of the respondents purchase clothes once a month 500-1000 Baht per time. The purpose of playing social media is shopping (36.5%). The most influential person in purchasing is friends (45%). The results of the study (Rayrayab 2013) found that consumers purchase clothes once a month 500-1000 Baht per time as well.

Results of Hypothesis Test

Chi-Square analysis was used to test the hypothesis 1

H1: Demographic profile has an effect on purchase decision clothing on Facebook and Instagram

Table 1: Relationship between demographic profile and customer purchase (How often do you purchase product on Facebook and Instagram).

How often do you purchase product on Facebook and Instagram	Value	Df.	Sig.
1.Gender	28.548	5	.000*
2.Age	72.718	20	.000*
3. Education	6.810	10	.743
4. Occupation	11.912	15	.686
5. Income per month	62.185	25	.000*
Total	-	-	.285

* Sig. = P < 0.05

Table 2: Relationship between demographic profile and customer purchase (What is price for each item which you have purchased products on Facebook and Instagram)

What is price for each item which you have purchased products on Facebook and Instagram	Value	Df.	Sig.
1.Gender	7.035	4	.134
2.Age	43.723	16	.000*
3. Education	5.762	8	.674
4. Occupation	15.657	12	.207
5. Income per month	51.456	20	.000*
Total	-	-	0.203

* Sig. = P < 0.05

Chi-Square analysis was used to test the hypothesis 2

H2: Service marketing mix (7P's) has an effect on purchase decision clothing on Facebook and Instagram

Table 3: Relationship between Service marketing mix (7Ps) and customer purchase (How often do you purchase product on Facebook and Instagram)

How often do you purchase product on Facebook and Instagram	Value	Df.	Sig.
Product			
- There are a variety of clothes.	44.626	15	.000*
- Clothes have good quality.	31.254	15	.008*
- Clothes are up to date (fashionable)	89.541	15	.000*
- Clothes are available in various size.	45.799	15	.000*
- Clothes match the requirements.	43.435	10	.000*
Place			
- Convenience in ordering products.	36.008	15	.002*
Promotion			
- There are sales promotions, such as price reductions, buy 1 get 1 free.	37.206	20	.011*
Physical Evidence and Presentation			
- There is complete product detail.	31.050	15	.009*
Process			
- Answer questions quickly.	51.460	15	.000*

Table 4: Relationship between Service marketing mix (7Ps) and customer purchase (What is purpose in using Facebook and Instagram service)

What is purpose in using Facebook and Instagram service	Value	Df.	Sig.
Place			
- Consumers can easily contact to buy products via the website.	12.908	6	.045*
- Convenience in ordering products.	19.746	9	.020*

Table 5: Relationship between Service marketing mix (7Ps) and customer purchase (What is price for each item which you have purchased products on Facebook and Instagram)

What is the price for each item which you have purchased products on Facebook and Instagram	Value	Df.	Sig.
Product			
- There are a variety of clothes.	48.850	12	.000*
- Clothes have good quality.	26.614	12	.009*
- Clothes are up to date (fashionable)	59.663	12	.000*
- Clothes match the requirements.	17.869	8	.022*
Price			
- Charging in actual price indicated on Facebook and Instagram.	19.110	8	.014*
Place			
- The store open 24 hours.	31.015	16	.013*
- Convenience in ordering products.	40.951	12	.000*
Process			
- Convenient ordering process.	17.718	8	.023*
- Answer questions quickly.	106.337	12	.000*

Table 6: Relationship between Service marketing mix (7Ps) and customer purchase (Who has the most influence in your decision to purchase clothes?)

Who has the most influence in your decision to purchase clothes?	Value	Df.	Sig.
Process			
- Answer questions quickly.	14.011	6	.030*

Demographic profile and purchase decision (How often do you purchase product on Facebook and Instagram)

demographic profiles were found having a partial significant relationship with "purchase decision (How often do you purchase product on Facebook and Instagram)" is gender, age and income per month. ($P < 0.05$).

Demographic profile and purchase (What is price for each item which you have purchased products on Facebook and Instagram)
demographic profiles were found having a partial significant relationship with "purchase decision (What is price for each item which you have purchased products on Facebook and Instagram)" is age and income per month. ($P < 0.05$).

Marketing mix 7P's that affects the purchase decision clothes in social media.
From the analysis of the factors of all 25 independent variables and analyzed the factors resulting in the factors that decide to purchase a new clothes, all 7 factors, including Product factors, Price factors, Place factors, Promotion factors, factors, Physical evidence and presentation factors, Process factors. Which can be further explained as follows**:**

Product factors have a positive effect on the decision to purchase clothes on social media, which consists of there are a variety of clothes, Clothes have good quality, Clothes are up to date, Clothes are available in various sizes, Clothes match the requirements ($P < 0.05$). These factors are the factors that make consumers interested and lead to the purchase decision.

Price factors have a positive effect on the decision to purchase clothes on social media, which consists of charging in actual price indicated on Social media. This factors are the factors that make consumers interested and lead to the purchase decision ($P < 0.05$).

Place factors have a positive effect on the decision to purchase clothes on social media, which consists of The store open 24 hours, Convenience in ordering products ($P < 0.05$).. These factors are the factors that make consumers interested and lead to the purchase decision.

Promotion factors have a positive effect on the decision to purchase clothes on social media, which consists of there are sales promotions, such as price reductions, buy 1 get 1 free ($P < 0.05$). This factors are the factors that make consumers interested and lead to the purchase decision.

Physical evidence and presentation factors have a positive effect on the decision to purchase clothes on social media, which consists of there is complete product detail($P < 0.05$). This factors are the factors that make consumers interested and lead to the purchase decision.

Process factors have a positive effect on the decision to purchase clothes on social media, which consists of convenient ordering process, answer questions quickly ($P < 0.05$). These factors are the factors that make consumers interested and lead to the purchase decision.

Implications of the Study
From the research, it shows the factors that affect clothing shopping through social media. The results of this research are created to be a guideline and information

for entrepreneurs interested in doing online clothing business. To be used as a marketing planning strategy to meet the needs of consumers as much as possible. The researcher has the following suggestions.

- Product Factors Entrepreneurs should focus on the variety and quality of clothing, including the size of the clothes and the modernity. Which must always follow the trend
- Price factors Entrepreneurs should announce product prices on social media for clarity in ordering products.
- Place factors Entrepreneurs should have an order management system that is convenient and easy to order products.
- Promotion factors Entrepreneurs should organize product promotions to stimulate and attract consumers interested in the product and create products get to know the store through public relations.
- Physical evidence and presentation factors Entrepreneurs should show complete product details on social media and various payment methods So that consumers have a convenient choice makes buying decisions easier
- Process factors Entrepreneurs should have a quick answer to the customer questions and provide complete details to the customers in order to facilitate the fast ordering.

Limitations of the Study

In this research, the researcher collected data from sample groups. By collecting questionnaires via social media only Which, combined with short-term data collection, may lead to discrepancies in research results. Therefore, when taking this research study, be careful of other statistical data associated with the product and services. Which may change according to time.

Recommendations for future research

In the study, the researcher should increase the quality of the research by interviewing. So that the researcher will be able to understand more about consumer behavior.

This research can explain the behavior of purchasing clothes in only one part. There are still other factors that are involved, such as attitudinal factors, lifestyles, electronic media factors. Which should have to find more information.

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