WHAT FACTORS AFFECT THAI WOMEN'S BUYING ONLINE GARMENT

KAWINTHIP AUNGSUTUM

A THEMATIC PAPER SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF MANAGEMENT COLLEGE OF MANAGEMENT MAHIDOL UNIVERSITY 2017

Thematic paper
entitled

WHAT FACTORS AFFECT THAI WOMEN'S BUYING ONLINE GARMENT

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
on
January 7, 2017

....
Miss. Kawinthip Aungsutum
Candidate

....
Asst. Prof. Randall Shannon,
Ph.D.
Advisor

....
Assoc. Prof. Vichita Ractham,
Ph.D.
Chairperson

....
Duangporn Arbhasil,
Ph.D.
Dean
College of Management
Mahidol University

....
Worapong Janyangyuen,
D.B.A.
Committee member

ACKNOWLEDGEMENTS

WHAT FACTORS AFFECT THAI WOMEN'S BUYING ONLINE GARMENT

KAWINTHIP AUNGSUTUM   5849056

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE ASST. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. VICHITA RACTHAM, Ph.D., WORAPONG JANYANGYUEN, D.B.A.

ABSTRACT

The objective in this research is what factors affect women's buying online garment. The factors were visual information, boutique, branding, Value for money and social influence. The questionnaire was distributed to 107 sets to respondents including online and off-line questionnaire in order to collect data and conducted analysis.

In additional, the result presented that only boutique have a positive relation with purchasing in the next two months .The conclusion from the analysis revealed that being a boutique online garment shop would encourage female customers to buy more i.e. this factor can be used statistically and significantly predict the claimed purchase intention in the next two months. However, the results should be used with caution due to low sample size (n = 107), Recommendations on those mentioned factors were provided in the study.

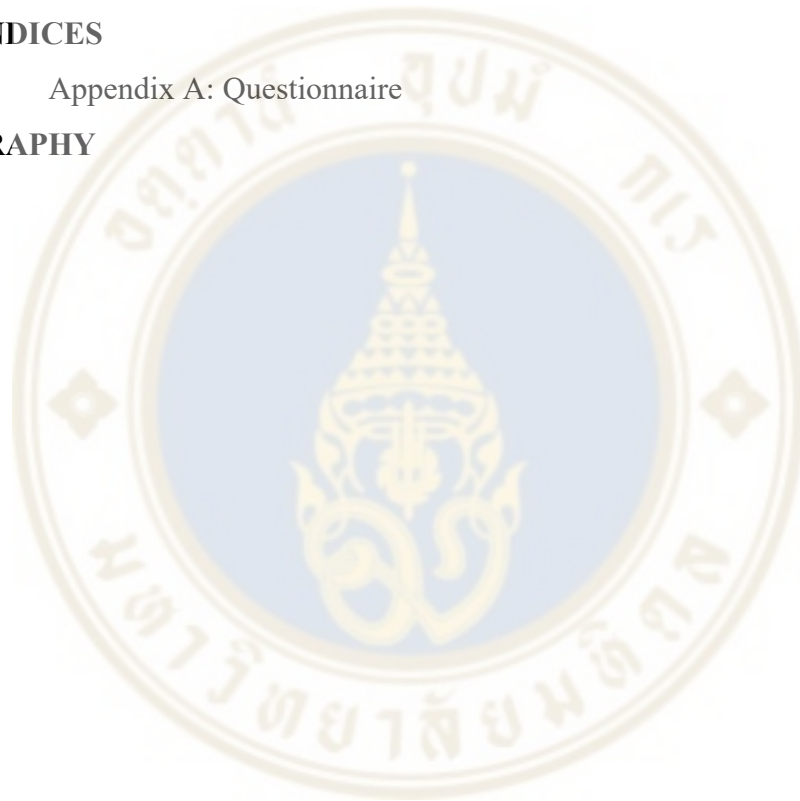KEY WORDS: Online Garment / Purchasing online /Fashion

32 pages

CONTENTS

CONTENTS (cont.)

LIST OF TABLES

LIST OF FIGURES

CHAPTER I
INTRODUCTION

1.1 Background

As the clothing sector firm in Thailand are competing increasingly, branded clothing has shifted the traditional clothing interest of people (Zep, 2011). They are marketed through television, magazines, billboard, and online media. Advertising is the most important tool of merchants for selling their goods and in this modern age market cannot success of any industry depends on it (Kanwal , 2013) It had recognized itself as an important selling media and without advertisement any market cannot continue to exist (Rabbani,2015).

Rising of and communication channels have extremely changed the advertisement business landscape, that is why online advertisement is the key to online marketing (Alkubise , 2012).

The consumer behavior change they choose their goods and services required to meet multiple needs including online shopping online advertising has grown rapidly in the last decade. The numbers of peoples becomes very high day by day in connecting and spending more time online. Additional devices (such as mobile phones and televisions) are able to provide further internet connectivity. Especially, women spend online advertising evolved to become a key factor in which companies achieve fair returns for their products and services.

I see the opportunity of online advertising could affect on Thai women consumer's online buying intention.

1.2 Problem statement

One of the essential problems of Companies is the knowledge of how the consumer will respond to various things that will be used for achieving their ultimate goal (Deshwal, 2016). As the clothing sector firm in Thailand are competing increasingly,

branded clothing has shifted the traditional clothing interest of people (Zep, 2011). They are marketed through television, magazines, billboard, and online media. Advertising is the most important tool of merchants for selling their goods and in this modern age market cannot success of any industry depends on it (Kanwal, 2013). I see the opportunity of online advertising could affect on Thai women consumer's online buying intention.

1.3 Research Objectives

The research to study factors affect on what factors affect women's buying online garment. To determine consumer opinion toward garment online advertising. The study might help retailers, marketers, and boutique owners to understand online consumer behavior better and increase revenue.
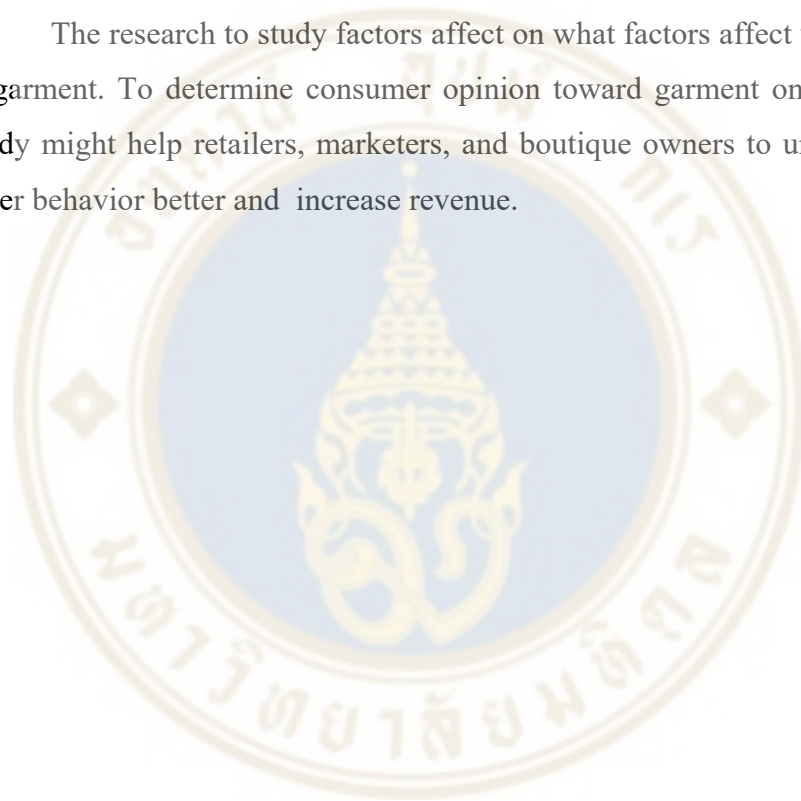
CHAPTER II
LITERATURE REVIEW

Advertisement is a crucial role of selling media communicating in the promotion of any product and product information provided through advertisement also plays vital role in changing consumer attitude towards advertisement and their purchasing behavior (Khan , 2015).

Rise of media and communication channels have tremendously changed the advertisement business landscape and the revolutionary change in people way of perceiving information, entertainment and news, that is why online advertisement is the key to online marketing (Khan, 2015). There are 4 main factors including Price Consciousness, Interpersonal influence, Advertising characteristic and Online Advertising.

2.1 Price Consciousness

Consumer assess prices with perception and transform price signals into cognitive structures (Zorrilla, 2011). While some consumers may prefer purchasing a product based solely on the influence of price, for many other consumers the price relative to the quality will have a greater importance (Carter, 2015). Shopping online, consumer may be price sensitive, but an exited and competitive shopping journey may increase at the beginning after that consumers willing to pay more for attractive and better fashion product and their price sensitivity for the final price will be decreased if a product is value for money they spend (Hanzaee, 2011).

2.2 Interpersonal influence

Subjective norms reveal the individual's perceptions of the influence of significant others (e.g., family, friends, peers, etc.). Others' opinions about online shopping as well as online reviews will influence online shopping behavior. TPB additionally

includes perceived behavior control over engaging in behaviors, suggesting that human behavioral decision-making is affected by the consumer's ability to perform the behavior. The ability to shop online (e.g., Internet accessibility, credit card ownership, etc.) might refrain a consumer from shopping online.

Friends/Acquaintances

As today's communication process has become increasingly multidirectional (Kang, 2010) people usually regard their good friends as a more credible source of information even though sales people may have more knowledge and skills in a specific field. Nielsen's Global Trust in Advertising report (2012) indicates that 92 percent of consumers claim they trust recommendations from friends and family above all other forms of advertising. According to Baar (2013), given that recommendations from friends and family hold the highest trust value, marketers would be wise to incentivize customers to provide positive feedback and/or referring friends to the company. This kind of recommendation is closely related to word.

As an important kind of personal communication, Word of mouth is used to describe the unpaid spread of a positive marketing messages from person-to-person including typical friend/acquaintance recommendation or positive reviews on some products or brands as mentioned above. This spread of information can take place orally, or be transmitted via any communicative means such as social media. According to Arndt (1967), WOM is one of the most influential sources of marketplace information for consumers. While, Word of mouth is difficult to control and measure, it is said to be highly influential in purchase decisions However, at the viral speed that messages travel on the Internet, it is difficult to discern if the information is good or bad (Mohr, 2013). Thus the friend-to-friend personal communication model is a very important component of understanding perception and influence of the sources of online messages.

2.3 Advertising characteristic

Brand Image

Brand image is defined as consumers' perception of a brand (Keller, 1998). Having a distinct brand image is important so that consumers can differentiate products and services from competing brands (Keller, 1998). The greater the match of the brand image, the more positive attitude the consumer would have toward the brand, and vice versa. According to (Park, 1986) state that brand image has two dimensions: functional and symbolic. A brand using a functional approach emphasizes the physical aspects of the product and its practical uses which reflect its functional performance. (Park, 1986) suggested that the functional image was designed to solve externally-generated consumption needs. Compared to the functional image, symbolic brand image is a more abstract concept as it was used toward creating self-expression and generating prestige for status appeal. Cho, Fiore and Russell (2015) found through interviews that consumers liked a fashion brand because the brand maintained positive cognitive sensory and affective associations. They concluded that subscale elements from Roberts (2005) of mystery, sensuality, and intimacy may directly influence consumers' perceived value approval willingness to pay an increased price, recommendation of the brand.

2.4 Online Advertising

2.4.1 Pictures Multimedia

The use of digital alteration software on fashion models in advertising photographs has been used to promote an ideal standard of beauty for women. In an attempt to differentiate the thin ideal, fashion brand Aerie has vowed to not use digital alteration software to alter the physical characteristics of the models in their advertisements (Smith, 2016).

2.4.2 Social Media

The growth of media, in particular social media. it is a term used to describe a variety of channels that are built on the idea of collaborative creation and distribution

of content. The popularity of this platform may related to the relative ease of use and speed of sharing. As a means to build relationship and stimulate purchase intention, fashion brands have tilted their eyes toward social media (Wang, 2014).

Furthermore, it becomes an effective tool in the hands of discerning advertisers. Facebook in its promotional posts and offers last year, allow marketing within the mobile environment, which is where the majority of users access Facebook. Promoted posts provide businesses with the ability to push a post out to not only fans, but 'likers' of fans, increasing the reach dramatically. Offers allow businesses to present advertised offers which spread virally as people "accept" the offer acting as brand support for your brand by pushing this to their friends. Another fact is people now prefer easy ways to explore brands and stores and it can be said that that 'The Internet has fundamentally changed customer's notions of convenience, speed, price, product information and service. Resulting, it has given marketers a whole new way to create value and boding among customers (Armstrong, 2012).

CHAPTER III
RESEARCH METHODOLOGY

This overall aim of this research is to examine perceptions of affect on Thai women consumer's online buying intention to garment online advertising. To determine consumer opinion toward garment online advertising. First, the author seeks to implement Primary data Quantity survey method. Aiming to gain knowledge about female online shopper behavior and following with being able to gain information toward online consumer behavior.

Online - shopper: Female age 22-35 years, how Price, Interpersonal influence, Advertising characteristic and Online Advertising to purchase apparels online. And how marketer or boutique owner take opportunity to approach.

The hypotheses are as follows:

Hypothesis to be tested:

H1: Visual information is positive impact on consumer buying behavior of online clothing.

H2: Boutique has positive impact to consumer buying behavior of online clothing.

H3: Branding is related to consumer buying behavior of online clothing.

H4: Value for money is related to consumer buying behavior of garments.

H5: Social influence impact to consumer buying online clothing.
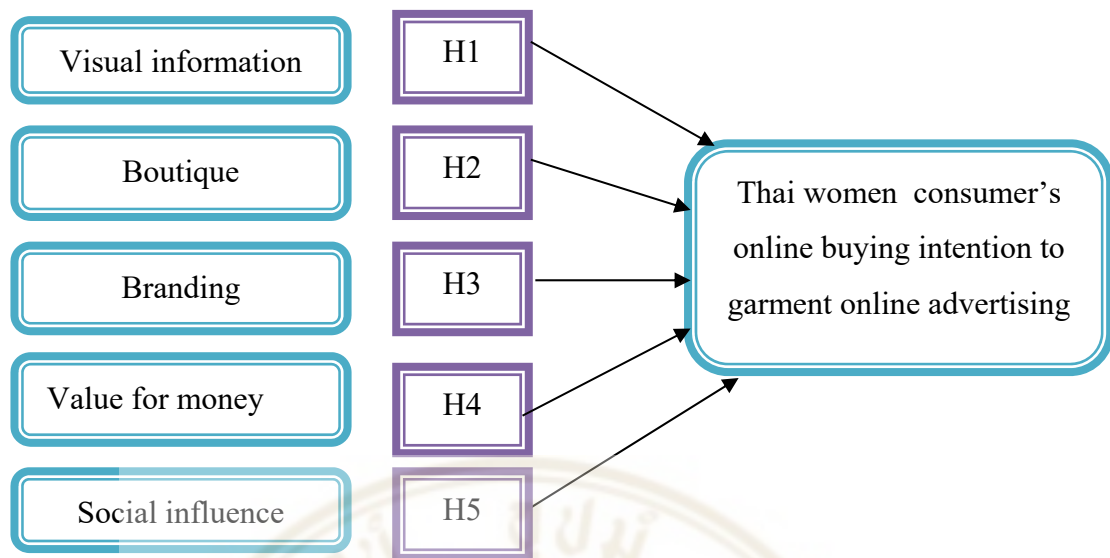
Figure 3.1 Framework

3.1 Instrument Development

According to the research for gathering quantifiable information about perceptions of affect among Thai women consumer's online buying intention to garment online advertising age between 22-35 year old by inquiring questions about their individual attitudes, interpersonal influence , advertising characteristic and online Advertising to purchase apparels online ,also how marketer or boutique owner take opportunity to approach.

Using with quantitative analytical method which allows the reporting of summary results in numerical terms to be given with a specified degree of confidence and simply understood by audience.

3.2 Data Collection

Conducting Online surveys is the most cost and time effective modes of survey research (Keyton, 2006) and the questionnaire will distributed via internet by using online channels such as Facebook, Line channel in order to convenient and less time consuming for respondents doing the questionnaire and collecting information.

The sample size approximately one-hundred participants. The target respondents are women.

The questionnaire will divided into 3 parts and response will rating scales (one to four scales: The least strongest to the most strongest respectively)

Besides, the respondents will be inquired about general questions to

- Age
- Income
- Education
- Occupation
- Spending time of using Internet

3.3 Data Analysis

In order to test the study hypotheses will apply with SPSS Program to measure the relevancy of listed hypotheses, understand the factors that impact purchasing intention for online garment and understand the relationship between the independent variable and independent variables

Questionnaire: "What factors affect Thai women's buying online garment"

Introduction: This questionnaire is part of regarding factors affecting on Thai women consumer's online buying intention toward Garment Online Advertising. As increasing of media and communication channels have extremely changed the advertisement business. To benefit for a brand clothing and enable the research to create a recommendation and conclusion for the study. It would be appreciated for your response in the questionnaire. Thank you, Kawinthip Aungsutum.

Instruction: Please put a tick ✓ in the circle next to the answer of your choice.

Part I: Screening questions

1. How many hours do you spend on the Internet per day?

o less than one hour

o 2-3 hours

o 4-5 hours

o More than 5 hours

2. Do you think shopping on Internet saves time?

o Yes

o No

Part II: When thinking about buying clothing online, to what extent do you agree or disagree with each of the following?

Table 3.1 Questionnaire Part II

	Strongly disagree	disagree	Agree	Strongly agree
3. I always search information about price of brand clothing.				
4. I decide to go garments shop by special offer.(E.g. Buy 2 get 1 free)				
5. I think carefully to find clothing with the best value for money.				
6. I always to plan my purchases more than relying on impulse.				
7. I purchase more expensive clothing brands to make me feel more confident.				
8. I think the higher the price, the higher the quality of the clothing.				
9. I decide to buy clothing by peer's suggestion.				
10. I will ask family's opinion before purchasing clothing.				
11. I search information about celebrity style via Internet.				
12. Advertisement from magazine make me notice for a brand.				
13. Brand Logo impact me attract my attention.				

Table 3.1 Questionnaire Part II (cont.)

	Strongly disagree	disagree	Agree	Strongly agree
12. Advertisement from magazine make me notice for a brand.				
13. Brand Logo impact me attract my attention.				
14. I think advertising influence me to buy clothing because it provides information about goods.				
15. I always pay attention to the "picture" in the advertisement.				
16. I decide to purchase clothing by seeing advertisement of popular brand on social media. (Facebook, Instagram)				
17. I always follow or subscribe on garments brand. (Facebook, Instagram)				
18. I always update fashion trend via boutique brand website or blogger.				
19. I always follow promotion related to boutique brand on social media. (Facebook, Instagram)				
20. I will buy clothing online in the next two months.				

Part III. Personal information

1. What is your age?
- o Below 22 years old
- o 22-25 years old
- o 26-30 years old
- o 31-35 years old
- o Above 35 years old
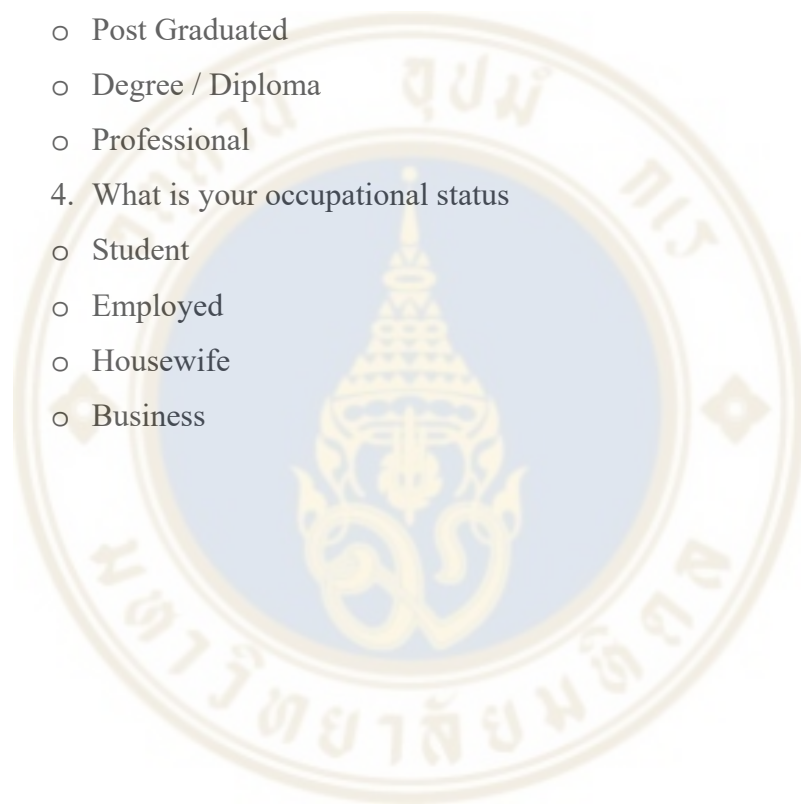
2. What is your average monthly income?

o Below or equal 15,000 THB

o 15,001 - 30,000 THB

o 30,001 - 50,000 THB

o 50,001 - 70,000 THB

o 70,001 - 100,000 THB

o 100,001 THB or more

3. What is your educational qualifications?

o Post Graduated

o Degree / Diploma

o Professional

4. What is your occupational status

o Student

o Employed

o Housewife

o Business

CHAPTER IV
RESEARCH FINDINGS

This paper studied the factors affecting on Thai women consumer's online buying intention toward Garment online advertising. The main research question was to identify the impactful factors by using correlation and linear regression models. The significance tests were performed at .05 alpha level. Research findings are presented in the following manners. First section presents demographic profiles of the respondents. Second section presents mean and standard deviation of attitudinal statements asked in the survey. Third section discusses the components that were products of exploratory factor analysis, and the final section presents the key findings from correlation and linear regression analyses.

4.1 Demographic profiles

Figure 4.1 presents the demographic profiles of the female participants in this study. Total number of respondents was 107 and the majority of them aged between 26-30 years old (45.8%), followed by between 22-25 years old (18.7%) respectively. The mode personal income of the sample size was between 30,001-50,000 THB per month (33.6%), followed by between 15,001-30,000 THB per month (31.8%). Slightly more than half of the respondent (52.3%) claimed to have highest education at least a bachelor degree or diploma (52.3%), followed by post graduate degree (43.9%). About three out of five respondents (63.6%) were employed, and one fifth of the respondents (20.6%) were students.
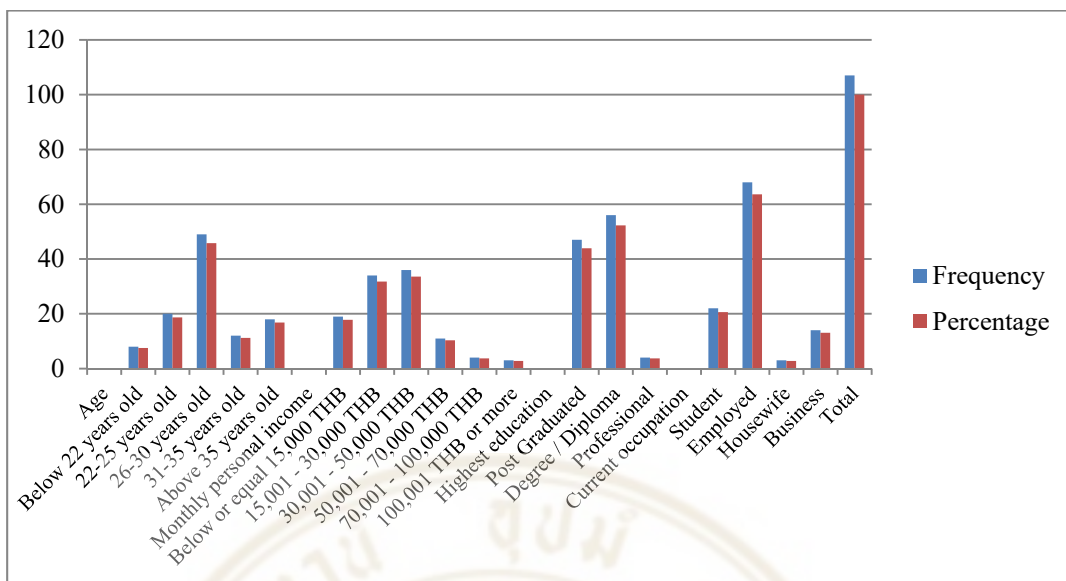
Figure 4.1 Demographic profiles of the respondents

Figure 4.2 presents the frequency and percentage of general behaviors regarding shopping on the internet. More than fifty percent (53.3%) claimed to spend time on the internet more than 5 hours daily, followed by between 4-5 hours (26.2%) and between 2-3 hours (19.6%) respectively. About ninety percent of them agreed that online shopping massively saved time for them (90.7%).
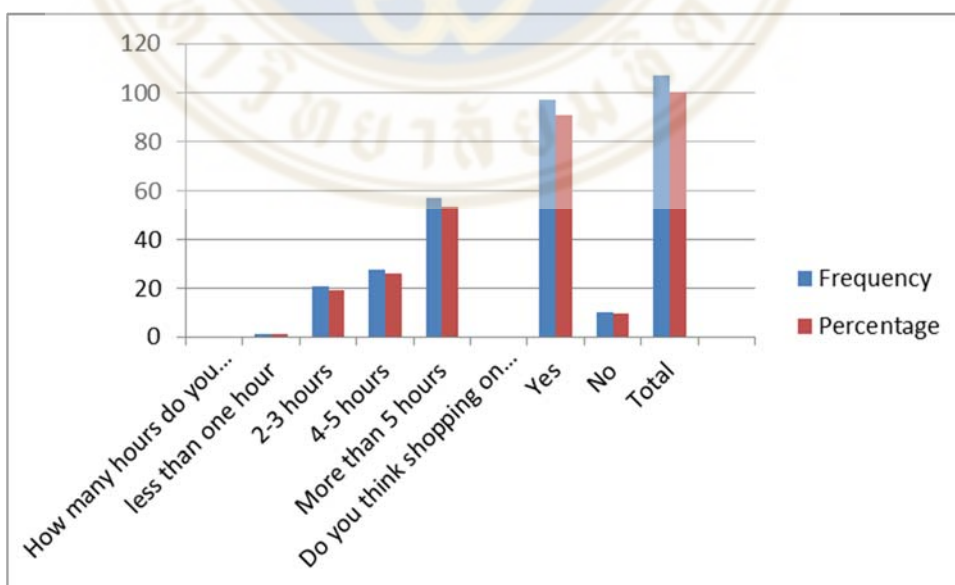
Figure 4.2 General behaviors regarding shopping online

4.2 Attitudinal statements regarding online advertising in garment business

This section used descriptive statistics to describe the overall attitudes towards online advertising in garment business. There were 17 statements asked in a survey and the mean and standard deviation of each statement was reported in table 3. The highest average score was given to "I think carefully to find clothing with the best value for money" (mean 3.16 SD 0.74), followed by "I always search information about price of brand clothing" (mean 3.05 SD 0.72), and "I always pay attention to the "picture" in the advertisement" (mean 3.01 SD 0.69) respectively. As seen in the table top two attributes were related to price element of the product, and the third most important factor was visual presentation of the product. The bottom three attributes i.e. least importance were family's opinion (mean 1.90 SD 0.86), "I search information about celebrity style via Internet" (mean 2.31 SD 0.86) and "I decide to buy clothing by peer's suggestion" (mean 2.43 SD 0.79) respectively.

Table 4.1 Mean and standard deviation of attitudinal attributes regarding online advertising in garment category

	Mean	SD
I think carefully to find clothing with the best value for money.	3.16	0.74
I always search information about price of brand clothing.	3.05	0.72
I always pay attention to the "picture" in the advertisement.	3.01	0.69
I decide to go garments shop by special offer.(E.g. Buy 2 get 1 free)	2.94	0.75
I think advertising influence me to buy clothing because it provides information about goods.	2.89	0.65
I always follow promotion related to boutique brand on social media. (Facebook, Instagram)	2.87	0.73
I always follow or subscribe on garments brand. (Facebook, Instagram)	2.82	0.83
Brand Logo impact me attract my attention.	2.80	0.71
I decide to purchase clothing by seeing advertisement of popular brand on social media (Facebook, Instagram)	2.77	0.71
Advertisement from magazine make me notice for a brand.	2.74	0.73

Table 4.1 Mean and standard deviation of attitudinal attributes regarding online advertising in garment category (cont.)

	Mean	SD
Advertisement from magazine make me notice for a brand.	2.74	0.73
I think the higher the price, the higher the quality of the clothing.	2.73	0.73
I always update fashion trend via boutique brand website or blogger.	2.68	0.85
I always to plan my purchases more than relying on impulse.	2.65	0.79
I purchase more expensive clothing brands to make me feel more confident.	2.58	0.82
I decide to buy clothing by peer's suggestion.	2.43	0.79
I search information about celebrity style via Internet.	2.31	0.86
I will ask family's opinion before purchasing clothing.	1.90	0.86

Table 4.2 reports the average score of claimed purchase intention in the next two months as 2.79 with its associated standard deviation as 0.89. The mean was slightly lower than 3.00, the middle point, and that inclined low purchase intention of garment products in the next two months.

Table 4.2 Mean and standard deviation of claimed purchase intention in the next two months

	Mean	SD
Claimed purchase intention in the next two months	2.79	0.89

4.3 Exploratory Factor Analysis

This section reports the findings from exploratory factor analysis performed in SPSS. The method used to extract component was principle component analysis with eigenvalue criterion. After the high cross loadings attributes (i.e. greater than .300) were removed from the model. The final analysis included 13 attributes and the total variance explained is presented in table 4.3. Factor analysis suggested there were five components

to be retained as their associated eigenvalues were greater than one. All five components explained 62.983 percent of the variance as highlighted in the table.

Table 4.3 Exploratory factor analysis – total variance explained

Total Variance Explained								
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.969	22.835	22.835	2.969	22.835	22.835	1.960	15.079	15.079
2	1.630	12.536	35.370	1.630	12.536	35.370	1.797	13.824	28.903
3	1.300	9.999	45.369	1.300	9.999	45.369	1.529	11.762	40.665
4	1.217	9.364	54.733	1.217	9.364	54.733	1.451	11.161	51.826
5	1.073	8.250	62.983	1.073	8.250	62.983	1.450	11.157	62.983
6	.876	6.738	69.721						
7	.802	6.168	75.889						
8	.781	6.005	81.894						
9	.677	5.205	87.099						
10	.518	3.985	91.084						
11	.441	3.389	94.473						
12	.386	2.970	97.443						
13	.332	2.557	100.000						
Extraction Method: Principal Component Analysis.								

Table 4.4 presents the attributes loaded into each component extracted by factor analysis. The first factor, namely "visual information", consisted of four attributes explaining 22.835 percent of the total variance. The second factor, namely "boutique", consisted of two attributes. The third factor, namely "branding", consisted of two attributes. The fourth factor, namely "value for money", consisted of three attributes. Finally, the fifth factor, namely "social influence", consisted of two attributes as presented in below table.

Table 4.4 Exploratory factor analysis - rotated component matrix

Rotated Component Matrix					
	Component				
	1	**2**	**3**	**4**	**5**
I always pay attention to the "picture" in the advertisement.	.755				
I think advertising influence me to buy clothing because it provides information about goods .	.690				
I think the higher the price, the higher the quality of the clothing.	.608				
I purchase more expensive clothing brands to make me feel more confident.	.551				
I always follow or subscribe on garments brand.(Facebook , Instagram)		.840			
I always follow promotion related to boutique brand on social media. (Facebook, Instagram)		.746			
Brand Logo impact me attract my attention.			.726		
I decide to purchase clothing by seeing advertisement of popular brand on social media (Facebook, Instagram)			.625		
I think carefully to find clothing with the best value for money.				.698	
I always search information about price of brand clothing.				.652	
I decide to go garments shop by special offer.(E.g. Buy 2 get 1 free)				.630	
I will ask family's opinion before purchasing clothing.					.794
I decide to buy clothing by peer's suggestion.					.779

Table 4.5 reports the summed mean and standard deviation of each component from previous table. Value for money component was given highest mean score (mean 3.05 SD 0.49), followed by boutique (mean 2.85 SD 0.69) and visual information (mean 2.80 SD 0.50) respectively. These summated scores will be used in subsequent analyses to answer the key research questions.

Table 4.5 Mean and standard deviation of each factor component

	Mean	**SD**
factor 1 - visual information	2.80	.50
factor 2 - boutique	2.85	.69
factor 3 - branding	2.79	.58
factor 4 - value for money	3.05	.49
factor 5 - social influence	2.16	.67

4.4 Correlation and Linear Regression Analysis

The final session presents the findings from correlation and linear regression models which were used to identify the significant predictors to claimed purchase intention in the next two months. The dependent variable in this study was claimed purchase intention, and the independent variables in this study were the five components explained in previous section that were derived from statistical method of dimension reduction.

Table 4.6 presents the correlation coefficients that tested the relationship between claimed purchase intention and five explanatory variables. Looking at the right column, the only factor that was found statistically and positively correlated to claimed purchase intention in the next two month was "factor 2 – boutique" (r = .470**), significant at .05 alpha level. As the scores of boutique element increased, claimed purchase intention was likely to increase as well. This means that female customers were interested in garment brands that were boutique and they were more likely to follow or subscribe this particular type of stores on social media.

Table 4.6 Correlation Analysis

		factor 1 - visual information	factor 2 - boutique	factor 3 - branding	factor 4 - value for money	factor 5 - social influence	I will buy clothing online in the next two months.
factor 1 - visual information	Pearson Correlation	1	.342**	.398**	.228*	.017	.180
	Sig. (2-tailed)		.000	.000	.018	.863	.065
factor 2 - boutique	Pearson Correlation	.342**	1	.386**	.050	-.063	.470**
	Sig. (2-tailed)	.000		.000	.609	.517	.000
factor 3 - branding	Pearson Correlation	.398**	.386**	1	.088	-.024	.174
	Sig. (2-tailed)	.000	.000		.369	.808	.075
factor 4 - value for money	Pearson Correlation	.228*	.050	.088	1	.052	-.002
	Sig. (2-tailed)	.018	.609	.369		.598	.984
factor 5 - social influence	Pearson Correlation	.017	-.063	-.024	.052	1	-.184
	Sig. (2-tailed)	.863	.517	.808	.598		.058
I will buy clothing online in the next two months.	Pearson Correlation	.180	.470**	.174	-.002	-.184	1
	Sig. (2-tailed)	.065	.000	.075	.984	.058	
**. Correlation is significant at the 0.05 level (2-tailed).							

The following tables present the main research findings from linear regression analysis using OLS method to find the best fitted line and significant predictors. The tested model can be written as follows.

Claimed PI = f (visual presentation, boutique, branding, value for money, social influence)

The R square of the model was reported in table 4.7 as .246. This means that the model can be used to explain the variance in claimed purchase intention nearly 25 percent. In other words, the regression model can be used to predict claimed purchase intention better than using the mean of dependent variable by around 25 percent.

Table 4.7 Linear regression – model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.496[a]	.246	.208	.79315

The overall significance of the model was tested by F statistics reported in the ANOVA table below (table 4.8). The overall model was statistically significant at .05 alpha level (F = 6.525**). In other words, at least one predictor in the model was statistically significant and can be used to predict the claimed purchase intention in the next two months.

Table 4.8 Linear regression – the overall significance of the model

ANOVA					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	20.525	5	4.105	6.525	.000
Residual	62.909	100	.629		
Total	83.434	105			

The final table (table 4.9) reports the regression coefficients (B) of all explanatory variables in the model. The only predictor that was statistically significant at .05 alpha level was "boutique" (t = 4.684**). The interpretation of this beta is straightforward. When boutique scores increased by one unit, other variables in the model remained unchanged, claimed purchase intention scores would increase by .582 unit (95% CI .335, .828).

Table 4.9 Linear regression – regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.592	.688		2.314	.023	.227	2.956
	factor 1 - visual information	.072	.177	.040	.408	.684	-.278	.422
	factor 2 - boutique	.582	.124	.455	4.684	.000	.335	.828
	factor 3 - branding	-.031	.152	-.020	-.207	.836	-.333	.270
	factor 4 - value for money	-.042	.164	-.023	-.258	.797	-.367	.283
	factor 5 - social influence	-.205	.116	-.154	-1.761	.081	-.435	.026
a. Dependent Variable: I will buy clothing online in the next two months.								

The conclusion from the analysis revealed that being a boutique online garment shop would encourage female customers to buy more i.e. this factor can be used statistically and significantly predict the claimed purchase intention in the next two months. However, the results should be used with caution due to low sample size (n = 107), and non-probability online sampling used at the data collection stage.

CHAPTER V
CONCLUSION

5.1 Summary of the findings

As nowadays, Technology impacts our lifestyle including garment business as well. A traditional garment shop grow in online channel in order to adapt themselves to respond customers' needs . By using online platform like social networks (Facebook, Instagram) resulting , it becomes a major part of the shopping culture.

Base on the result of research, the author found that attitudinal toward online advertising in garment business , the factor impacting on purchasing intention to respondents the most were value for money according to the highest average score "I think carefully to find clothing with the best value for money" (mean 3.16 SD 0.74).

On the other hand, the least factor were family's opinion (mean 1.90 SD 0.86), "I search information about celebrity style via Internet" (mean 2.31 SD 0.86) and "I decide to buy clothing by peer's suggestion" (mean 2.43 SD 0.79) respectively.

Apart from, the correlation and linear regression analysis found that the only factor that was found statistically and positively correlated to demanded purchase intention in the next two month was "boutique". As the scores of boutique element increased, claimed purchase intention was likely to increase as well. This means that female customers were interested in garment brands that were boutique and they were more likely to follow or subscribe this particular type of stores on social media.

Another issue the researcher discovered was when respondents were asked about purchase in the next two months, the average score as 2.79 with its associated standard deviation as 0.89. The mean was slightly lower than 3.00, the middle point, and that inclined low purchase intention of garment products in the next two months.

5.2 Recommendations

According to the finding of this study, the following recommendations are suggested in order to make garment shops develop their marketing strategy as well as understand customers' insights better to encourage female customers to purchasing more :

1. Social Media Platforms - Apart from the study found that the behavior of respondents more than fifty percent (53.3%) responded spending on the Internet more than 5 hours dairy. So, it could be an opportunity to retailer for capturing the target buying a product by using platforms to suited for different objective. For instance, Instagram is better tool for presenting a product photo but users do not information much , while Facebook give more information and create custom graphics and showcase clothing . Also, Facebook can build a following, announce sales and openly interact with your customers.

2. Provide Information to build confidence–Regarding to the result about "I always search information about price of brand clothing Rating average" was given highest rating average (3.05). It means that respondents give importance and care about apparel information before decide to purchase. The product page is one of the last touch points that visitors will make the final decision before purchasing , so providing all the information with unique, detailed product descriptions to build their confidence to buy. Also, guiding a style guides so, a customer can start imagining how they are going to wear your products.

3. Discount Pricing – After conducting a research found that "Value for money" is one issue that impact for purchasing . So, this way could be effective in the introduction of business to gain attraction and a larger amount of foot traffic to a store. For instance, creating a customer engagement among a shop and customer by letting them join the activity or game in occasional season then , a winner will receive a discount or coupon .

Be aware that it is not a smart way to use it in the long term because if used too often, it could decrease a reputation of being a bargain retailer and a customer will look forward only sale season.

5.3 Limitation

There are a few limitations. First is time constraint-due to time of conducting the research is limited.

Another limitation is number of respondents. Researcher only distribute via online channel and off-line questionnaire only 107 sets. Therefore, regarding to low sample size (n = 107), and non-probability online sampling used at the data collection stage could not get a accurate result.

5.4 Future Research

According to the study about factors affecting on Thai women consumer's online buying intention toward Garment Online Advertising make the researcher understand in each group of respondents that which attributes impact on their purchasing .

Therefore, what fulfilling requirements are worth to a customer to attract them to buy apparel online. It could increase an opportunity to convince customer to purchase.

REFERENCES

Rabbani, K. (2015). Impact of Online and Conventional Advertisement on Consumer Buying Behavior of Branded Garments. *Asian Journal of Management Sciences & Education*.4(1), 125.

Smith, K.A. (2016). *Investigation of relationships among Consumer Perceptions and Brand Preference In PhotoShopped and Non-Photoshopped Fashion Advertisements*. Department of Design and Merchandising, West Virginia University .

Wang, Y. (2014). *Fashion Meets Twitter : Does the source Matter? Perceived Message Credibility, Interactivity and Purchase Intention*. Department of Jounalism , Reed College of Media at west Virginia University.

APPENDICES

Appendix A: Questionnaire

Questionnaire:

"What factors affect Thai women's buying online garment"

Introduction:

This questionnaire is part of regarding factors affecting on Thai women consumer's online buying intention toward Garment Online Advertising. As increasing of media and communication channels have extremely changed the advertisement business. To benefit for a brand clothing and enable the research to create a recommendation and conclusion for the study. It would be appreciated for your response in the questionnaire.

Thank you

Kawinthip Aungsutum.

Instruction: Please put a tick ✓ in the circle next to the answer of your choice.

Part I: Screening questions

1. How many hours do you spend on the Internet per day?
   - o less than one hour
   - o 2-3 hours
   - o 4-5 hours
   - o More than 5 hours

2. Do you think shopping on Internet saves time?
   - o Yes
   - o No

Part II: When thinking about buying clothing online, to what extent do you agree or disagree with each of the following?

	Strongly disagree	disagree	Agree	Strongly agree
3. I always search information about price of brand clothing.				
4. I decide to go garments shop by special offer.(E.g. Buy 2 get 1 free)				
5. I think carefully to find clothing with the best value for money.				
6. I always to plan my purchases more than relying on impulse.				
7. I purchase more expensive clothing brands to make me feel more confident.				
8. I think the higher the price, the higher the quality of the clothing.				
9. I decide to buy clothing by peer's suggestion.				
10. I will ask family's opinion before purchasing clothing.				
11. I search information about celebrity style via Internet.				
12. Advertisement from magazine make me notice for a brand.				
13. Brand Logo impact me attract my attention.				
12. Advertisement from magazine make me notice for a brand.				
13. Brand Logo impact me attract my attention.				

	Strongly disagree	disagree	Agree	Strongly agree
14. I think advertising influence me to buy clothing because it provides information about goods.				
15. I always pay attention to the "picture" in the advertisement.				
16. I decide to purchase clothing by seeing advertisement of popular brand on social media. (Facebook, Instagram)				
17. I always follow or subscribe on garments brand. (Facebook, Instagram)				
18. I always update fashion trend via boutique brand website or blogger.				
19. I always follow promotion related to boutique brand on social media. (Facebook, Instagram)				
20. I will buy clothing online in the next two months.				

Part III. Personal information

1. What is your age?

    o   Below 22 years old

    o   22-25 years old

    o   26-30 years old

    o   31-35 years old

    o   Above 35 years old

2. What is your average monthly income?

    o   Below or equal 15,000 THB

    o   15,001 - 30,000 THB

    o   30,001 - 50,000 THB

    o   50,001 - 70,000 THB

    o   70,001 - 100,000 THB

    o   100,001 THB or more

3. What is your educational qualifications?

    o   Post Graduated

    o   Degree / Diploma

    o   Professional

4. What is your occupational status

    o   Student

    o   Employed

    o   Housewife

    o   Business