

**FACTORS INFLUENCING THAI CONSUMERS' DECISION
MAKING ON PURCHASING OF APPARELS
VIA FACEBOOK PLATFORM**



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entitled
**FACTORS INFLUENCING THAI CONSUMERS' DECISION
MAKING ON PURCHASING OF APPARELS
VIA FACEBOOK PLATFORM**

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ABSTRACT

Social media has become a major force in driving business sale especially in apparel industries that have been very dynamic. Of the most used social media network is Facebook. Facebook influences consumer buying decision by altering consumer decision paths by creating awareness, product promotion through adverts and influencers as well as aiding E-commerce activities. This study investigates factors influencing Thai consumers' decision making on purchasing of apparels via Facebook platforms.

To facilitate the study, a qualitative research approach is selected and involves thematic analysis of data collected from 10 Thai consumers through interviews. Analysis shows that Facebook truly supports apparel purchase via Facebook through celebrity influences, advertisements and appeals. Design, cost and quality of apparel are key factors considered by consumer before making a purchasing move while Facebook product reviews were realized to have much influences in convincing consumers to buy a product.

KEY WORDS: Facebook marketing/ Apparels/ Consumer's purchasing decision/
Advertisement

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CHAPTER I

INTRODUCTION

1.1 Background Information

Fashion industry is one of the most temporary sectors in any economy. Life dynamics, demography aspects, culture changes, technologies among other have greatly altered how and what people wear. Thus, consumer buying patterns have become complex as they are subject to both life style and other external influences. The rise of social media in 21st century has brought numerous changes in apparel; from way apparel brands are advertised, what they communicate and the influence methods used to lure consumers into buying different apparels; that is, enabling consumers to access product-related information from commercial, and non-commercial sources (Laohapensang, 2009; Chen, 2019). Thus, apparel purchasing patterns have transformed fashion into very uncertain and heavily sensitive to social media influence especially through branding, endorsement and peer influence among the various generations or millennials in particular.

In particular, Facebook is the most widely used social network in Thailand with 75% penetration among Thai people, being closely followed by YouTube (Chen, 2019). Being a major online interactive site, it provides an ecommerce framework where seller directly meet to influence sale or indirectly influence apparel purchase through advertisements and celebrities. Thus, it creates a platform from which people source, create and share content between fashion designer, dealer and consumers (Gajashree & Anand, 2021). More also, Facebook remove physical barriers in apparel purchasing especially in Covid-19 era where physical appearances during purchasing have been prohibited as a control measure to cut virus transmission

1.2 Significance of the Research

Ever-changing technological and social-economic landscape results in changes in people way of doing things. The widespread use of Facebook by Thai people makes the apparel market very dynamics, and hence its initial conditions significantly change (Laohapensang, 2009). The case becomes more complicated when come changes in way do purchasing facilitated by numerous social media as well as the rise in ecommerce websites like eBay, Amazon and Alibaba. More also, globalization has increased apparel competitiveness in Thailand, since apparel from major countries like China, Taiwan and Singapore still make it to local markets. This forces for a need for new methods of increasing market coverage to improve the purchase of apparel which forces the evaluation of social media as key driver to reaching more market. With Facebook being used by 75% of Thai people, its analysis on what factors affect purchasing via this platform can significantly improve the sales of apparels, keeping the afloat despite high technological dynamism.

Equally, understanding Facebook contribute to fashion consciousness would be of great importance in maintaining apparel brands to avoid total collapse or improve the condition of existing apparel; brands to conform to prevailing market standard. It is therefore essential to dig deeper into fashion branding concepts to develop insights in market fashion market dynamics, trends and orientation, which is critical for gaining control in such markets.

1.3 Purpose of the Research

The purpose of this research is to identify factors that influence apparel purchasing on face book among Thailand people. The research will seek to analyses key attributes, characteristics or proponents of Facebook that are responsible in increasing fashion consciousness and thereafter leading to buying of apparel among Thai people. This will provide a good grasping point for apparel designer, seller and manufactures of what they need to promote their products or increase their sale by utilizing wider coverage enabled by Facebook.

CHAPTER II

LITERATURE REVIEW

Facebook has been part of daily human life for decades. Approximately more than 49 million people use Facebook in Thailand. Well, most people connect with friends and even strangers using their phones and computers. The number of people connected through Facebook is expected to increase because of tremendous growth in modern technology (Ramsaran-Fowdar, & Fowdar, 2013). Facebook requires internet connection to communicate and share information with other people across the globe. Notably, Facebook has converted the world into a small village where one can talk and share information with anyone thousands of miles away with a click of a button. People can share their life experiences, research, entertainment, and even trade online. This paper aims to evaluate Facebook apparel marketing, and Kotter's purchasing model affects purchasing decisions among customers. Importantly, the objective of this paper is to discuss how Facebook influencers and Facebook customer behavior influence their purchasing decisions. The paper will use a qualitative approach to evaluate these factors' influence on Thai consumers' decision-making purchasing apparel via Facebook platforms.

I will do the qualitative research by one-on-one and depth-interview about how Facebook affects everybody in contemporary society. It affects consumer behavior because Facebook changes the attitude and preference of the buyer from time to time (Hansson, Wrangmo, & Søylen, 2013). Consumers browsing through their Facebook accounts have many options on the apparel to purchase. The comments on the platforms may change consumer decision to buy a certain product. Notably, the consumers can either like or hate the product depending on the comments. There is a considerable amount of literature available on factors influencing Thai consumer decision-making to purchase apparel via Facebook. Different scholars and business institutions have done various studies on factors influencing Thai consumer decisions on purchasing apparel

using the Facebook platform. This chapter will give an insight into previous studies and recent empirical evidence from various authors.

2.1 Facebook Apparel Marketing

Facebook influences many consumers in purchasing of fashion and apparel. According to Jashari and Rrutsemi (2017), most consumers visit various Facebook pages before purchasing their apparel online. Online marketing is growing at an unprecedented rate, and a lot of people are using Facebook to access services at any online mall and other joints. The study indicates that Facebook is a more straightforward way to purchase apparel because it contains detailed information about the apparel (Jashari & Rrutsemi, 2017). Consumers go to their Facebook platforms and search for fashion apparel of their choice based on their specifications. They are also able to go to the review about the apparel before deciding to buy them. Notably, the consumer will be interested in purchasing the apparel in case the reviews are positive and vice versa. Jashari and Rrutsemi (2017) depict that Facebook's marketing structure used affects consumer behavior. When the product is marketed on the Facebook platform through well-decorated branding and comprehensive explanation, then consumers' decisions will be affected because they will consider and prioritize the apparel. The research also stipulates that people like celebrities can influence the decision of a consumer. Many firms are using celebrities to market their apparel through their Facebook pages. The celebrities have a broad audience, which makes it easier for the companies to market their apparel. Celebrities have a lot of control over the audience and quickly convince them that the apparel are the best in the market (Chan, 2003). When the audience verifies that the apparel is useable to the celebrities, they will be more confident purchasing the same apparel.

2.2 Review on Kotter Model of Purchasing

The Kotter model of change assist managers in implementing successful changes in their firms. According to Appelbaum et al. (2012), Facebook has made the

world a small village where people can buy apparel with a click of a button. Managers should adapt to increased use of the Facebook platform in advertising their products to thrive in the market. They can use the platform also to create urgency about the apparel. Facebook ads are used to convey information surrounding change.

Importantly, managers gather individuals from various departments to market the apparel using Facebook (Appelbaum et al., 2012). They ensure a cohesive contribution to the apparel and develop ways to attract more customers. Besides, Facebook can create a vision of change about the product by developing a plan for getting the organization to some point. The plan can also be integrated to attract more customers to buy their apparel. The study also stipulates that Facebook is also used to communicate the vision about the business (Appelbaum et al., 2012). Notably, an attractive vision will always attract more customers to buy the apparel. Facebook advertisements are also used to remove obstacles that might hinder sales by creating short-term wins to attract more customers. Lastly, the management can use Facebook reviews to build on change by improving their apparel business and make it a culture.

2.3 Facebook Influencers

Consumers are likely to buy apparel when influenced by the people they trust. According to Sudha and Sheena (2017), there are several types of Facebook influencers such as celebrity influencers, authority influencers, Facebook sensations, bloggers, and micro-influencers. These people are all computed in a world of influencers, and they can market the brand or destroy the reputation of the apparel to the consumers (Ferreira, & Barbosa, 2017). The influencers play a crucial role in marketing apparel, and they have advantages that make them outstanding. For instance, if someone is selling apparel related to the youth, they should reach out to modern celebrities. This strategy is relevant because they can reach out to the relevant audience. According to the study, this strategy is less expensive than other means such as road and television shows (Sudha & Sheena, 2017). Young newbies to the influencers can even promote the apparel through their Facebook platform free of charge. The influencers build trust among the consumers of their content, thus influencing their behavior.

On the other hand, influencers also pose a lot of disadvantages to the consumers. For instance, consumers might be influenced to purchase apparel they did not want. The study depicts that it is also difficult to measure the quality of the apparel advertised on the Facebook platform; hence, consumers might buy substandard apparel (Sudha & Sheena, 2017). Companies should note key points like; expertise, audience, and demographic group before opting for Facebook influencers to market their apparel.

2.4 Facebook Usage and Consumer Behavior

Facebook usage influences consumer behavior. According to Ho (2014), consumer behavior changes with the stages of the purchase. The consumer should recognize the need to purchase a certain product by identifying what they are lacking before looking for it (Stephen, 2016). The second stage of the consumer is the information stage, where the consumer seems more profound about the apparel. Consumers go out of their way to search for information about the product on various Facebook platforms selling the same apparel. The article depicts that at this point, the consumer is likely to be affected by discounts, promotions, visuals used in the advertisement, and the advertisement interface on its own (Ho, 2014). Notably, the consumers are likely to focus on the apparel awarded discounts and promotional adverts. They may also not focus on the satisfaction of the product but rather the costs apply hence will opt for cheaper apparels. Notably, the consumers go to the evaluation stage, where they stick between making choices of the available apparel. They use the available information on Facebook platforms, which might be misleading. For instance, the norm of “buy one get one free” on most of the Facebook platforms might attract a lot of customers and, at the same time, disadvantageous because they will buy the product because of the promotion rather than their satisfaction (Ho, 2014).

The study suggests that consumers should compare several merits and demerits after reviewing the apparel (Ho, 2014). Consumers can change their minds at this stage based on their observations, which can affect what they are buying negatively or positively. The consumers will then affect millions of Facebook users when they air out their reviews.

2.5 Influence of Facebook on Apparel and Fashion

Apparel purchases are characterized by uncertainty and influence from social media platforms such as Facebook. Notably, Facebook allows individuals to access a wide range of information from commercial and non-commercial sources. The platform has also increased the dissemination of information from various people with a click of the button. Research shows that approximately 56.3% of customers find inspiration from what they purchase on Facebook (Cao, Meister, & Klante, 2014). Importantly, customers can easily access information that is outside the marketing manager's control. This phenomenon has reduced the visibility of marketing messages, creating a shift in information control from the business to the customers.

2.6 Conclusion

I find it competent to support that Facebook as a whole consumer behavior change in Thailand. Speaking out of the experience, my purchasing attitude has been affected by the use of Facebook. Arguably, I have learned a lot of tactics to use genuine Facebook platforms to purchase my apparel. It is essential to take note of conmen using Facebook to steal from innocent customers. However, I still feel that Facebook is the home of some of the best apparel. It is also convenient and cheap compared to other means of purchasing apparel. Facebook users should leave genuine reviews to avoid buying substandard goods and instances of being conned.

CHAPTER III

RESEARCH METHODOLOGY

Research approaches give an insight into the specific nature of the study. There are three kinds of research methodologies, which include qualitative, quantitative, and mixed-method (Moen, 2006). The qualitative approach mainly deals with non-numeric data generated from primary and secondary sources. It is easy for researchers to complete project constraints through this method. However, it lacks significance because it is not accurate but excellent for gap identification as well as reducing study time; a principal reason why it was selected for study of social media influence in the Thailand markets. On other hand, quantitative research approach is used where accuracy is highly needed and needs to provide empirical evidence to support the research (Moen, 2006). This research is used where the only objective information is essential. A mixed approach is used where the study relies on research questions and require accurate results. It used both numeric and non-numeric information to ensure the efficacy of the study. It is a time-consuming process but reliable and accurate.

Considering the need for the study, it is important to maintain an unbiased approach. Therefore, the research adopted a qualitative approach to generate insights and overview of apparel industry and how Facebook influences its consumer purchasing decisions.

3.1 Research Design

The study takes a qualitative approach and involves collecting data will use qualitative methodology by using interview to collect data from Thai consumers that experience and familiar in purchasing apparels via Facebook platform. The interview will be administered using a specially developed questions covering, attributes, components and aspects that are deemed essential in promoting apparel purchasing via Facebook. Generally, these questions are oriented in evaluating frequency of purchase

via Facebook, possible influence and attributes of products that consumers look when purchasing products. All questions are arranged in a logic sequence and in different section for easy understanding by participants. The interview questions are divided into four parts; user information, marketing information, physical attractiveness, Communication and Branding and celebrity influence for easier data collection and analysis.

3.2 Sample Size

The study will be limited to sample size of 10 Thailand Facebook apparel-oriented users.

3.3 Data Collection

This research will adopt primary means of data collection by deploying interviews via specially designed questions to random individual handling apparels with the Thailand space. An interview will be conducted using face to face depending on consumer availability.

3.4 Data Analysis

Data analysis will be done via Excel software. The analysis will target finding the relationships between various Facebook attributes to sale made in apparels. Data analysis is purely qualitative and will rely on themes analysis to build insights from data. All analyzed data will be presented in tables and charts.

CHAPTER IV

FINDINGS

4.1 Facebook Use

Out of the 10-respondents interviewed, all showed ability to effectively use the Facebook platform. 7 out of 10 respondents attested to be using Facebook on daily basis while rest agreed that they are Facebook users but at interval of some days. Frequent users of Facebook have spent different time on Facebook. For instance, some agreed to be spending 45 minutes per day, other 1-2 hours while those who agreed that they use Facebook on “sometime” basis said they use Facebook at least once a week and others in 2-3 days intervals summarized by Figure 4.1.1.

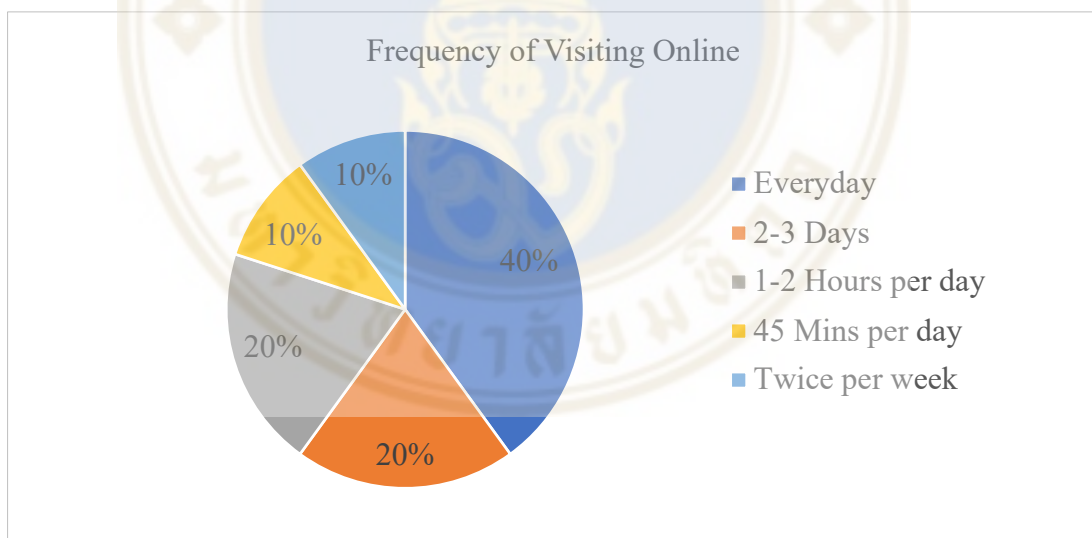


Figure 4.1.1: Frequency of Online Visits

The knowledge of online purchase through Facebook seems high depicted 7 out of 10 who agreed that they have perfect knowledge in it and have ever bought products through the platform at least once. The commonly purchased product includes; clothes, gadget, smartphones, cosmetics, shoes, and fashion accessories. Of all the items purchased, clothes and related material forms the greatest part of products purchased online. The motivation to online purchasing includes; designs and styles, ease of Facebook use, quality, and price as portrayed in Figure 4.1.2.

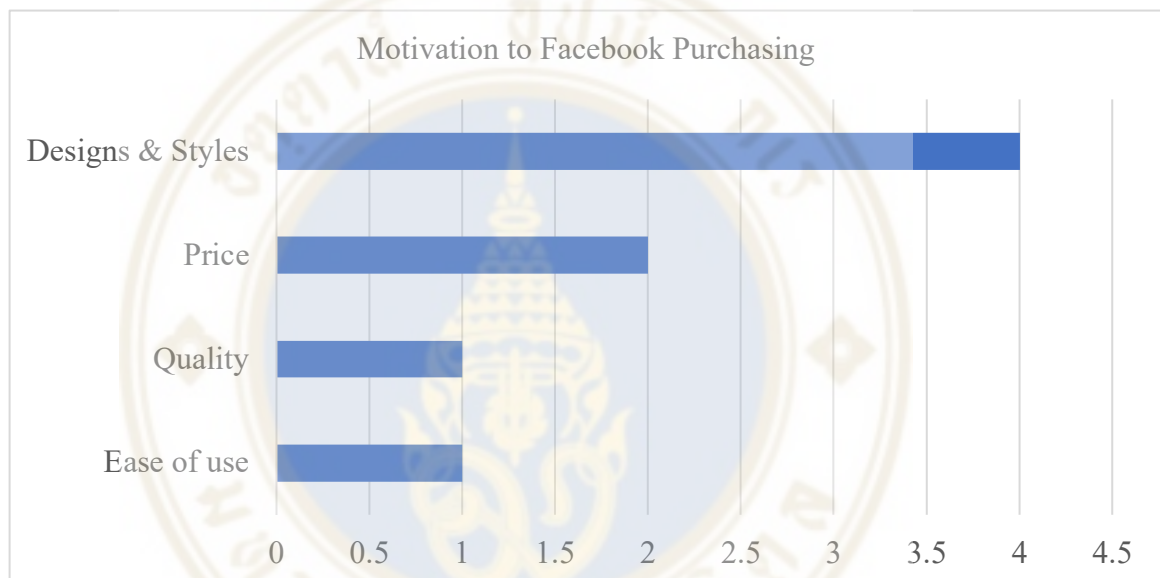


Figure 4.1.2: Key Aspects Looked at During Online Purchasing

4.2 Marketing Information

All respondents agree to have used Facebook in Apparel purchase over the last five years. Out of 10 respondents 8 out of 10 agreed that heavily rely Facebook for apparel purchasing, only one agree they really used while and the other agreed that they use it less often as portrayed in Figure 4.2.1. Instagram emerged as alternative mean for those who said they less prefer Facebook purchasing.

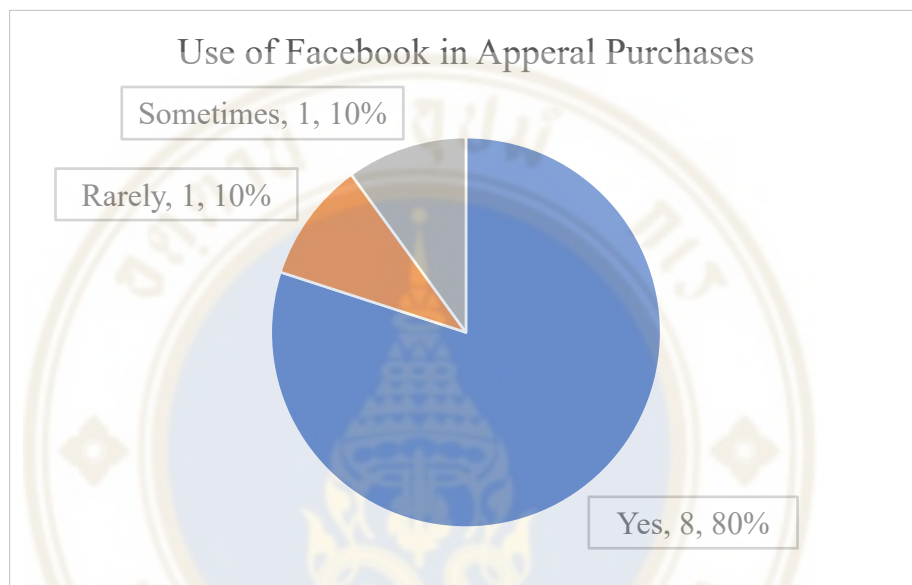


Figure 4.2.1: Frequency of Using Facebook In Apparel Purchasing

All respondent agreed that they follow different Apparel brands on Facebook. The most brand mentioned by several respondents includes; Zara, Topshop, Uniqlo, Mango and Jaspal with several respondents attesting to have followed more than two fashion brands on Facebook. A great similarity existed between Facebook purchasing driving factors to motivation that leads to online buying of any other products. The key reason why respondent was likely to buy products on Facebook can be attached to reason summaries in Figure 4.2.2.

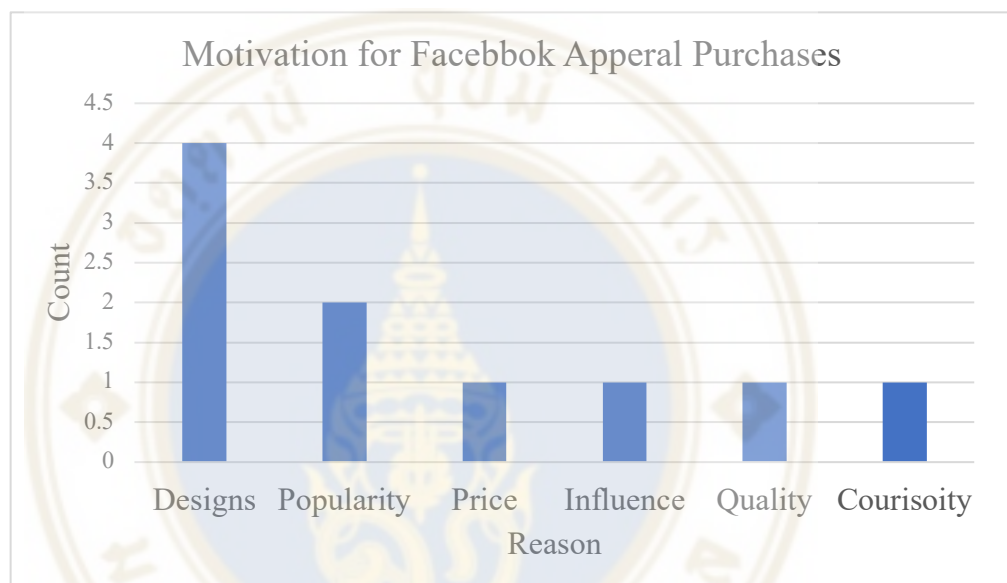


Figure 4.2.2: What Consumer Look at When Making Facebook Purchasing

4.3 Celebrity Influence

80% agreed that they are likely to purchase Apparel on Facebook if it's endorsed by a reputable celebrity. The same statistical value was realized in the number of individuals who are likely to be influenced by celebrity physical appearance and attractiveness. However, various aspects influence the buying habit of a consumer based on celebrity attributes. Key influencing factors included; how famous the influencer or a celebrity, individual mindset, the striking fashion i.e., an influencer who promotes fashion that consumer likes, influencers lifestyle and their appearances as summarized in Figure 4.3.1.

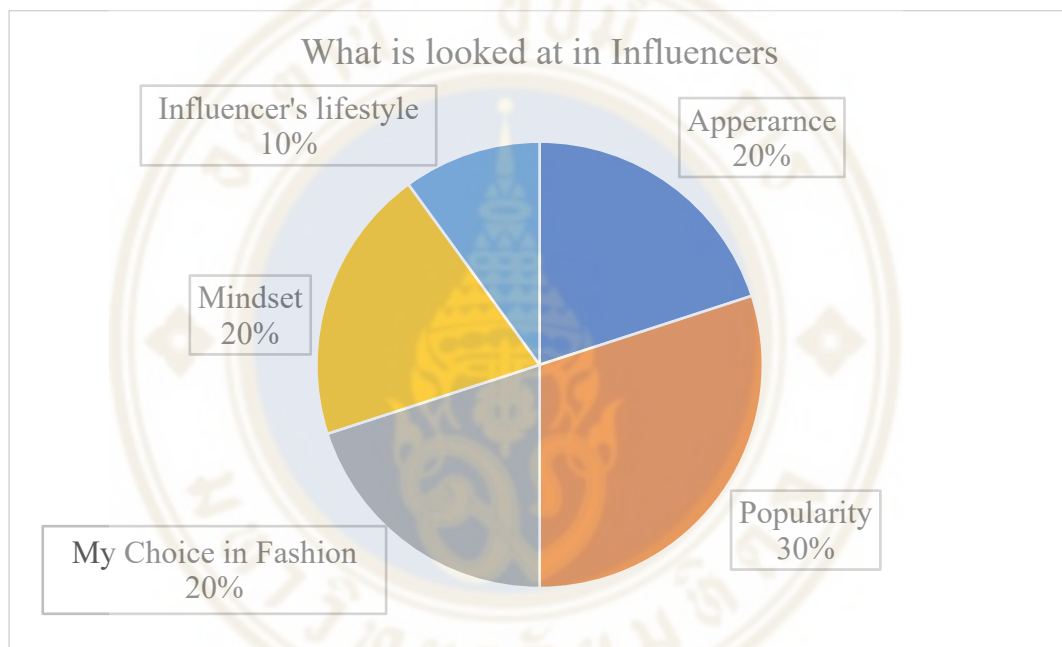


Figure 4.3.1: Aspects of Celebrity that Influence Consumer Buying Patterns

4.4 Physical Attractiveness, Communication and Branding

It was realized that the quality, design and style, individual lifestyle and price are some the key aspects that individuals look at when search for apparel online. Design and styling for 34% of the critical motivating aspects, followed by price (33%), quality (25%) and lifestyle (8%) as shown in figure 4.4.1. However, products reviews on Facebook seems a critical proponent of consumer buying ingredients with 100% of respondent agreeing to take a close look of product reviews before making a purchasing move. Negative and positive reviews were looked at equal magnitude; that is, they review either of the two comments to enable the make a decision on whether to purchase or not.

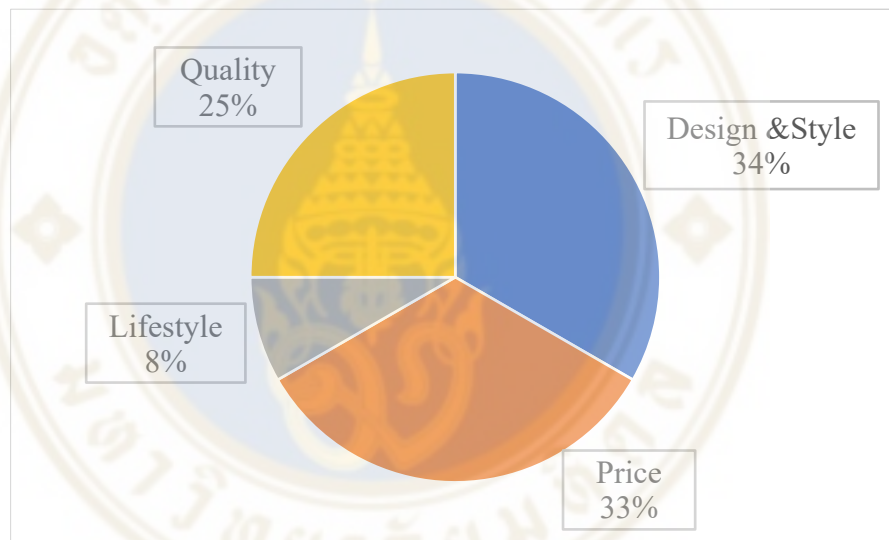


Figure 4.4.1: What Consumers Look at In Making Apparel Purchases

Facebook shows to have changed the dynamics of consumer buying decision through various ways as shown in Figure 4.4.2. Creating brand awareness and communication is widely recognized changing methods with 5 out of 10 respondents agreeing that Facebook has been crucial in increasing brand communication. Brand awareness includes advertisements, popularization and directly influencing for which endorsement that takes 30% (3 out of 10) is a part of. Increasing convenience has been a critical point of consideration especially in aiding ecommerce and online purchasing. Other ways through which Facebook promotes Apparel purchases is through creating traffic that increase user viewing of the product to increase products sales.

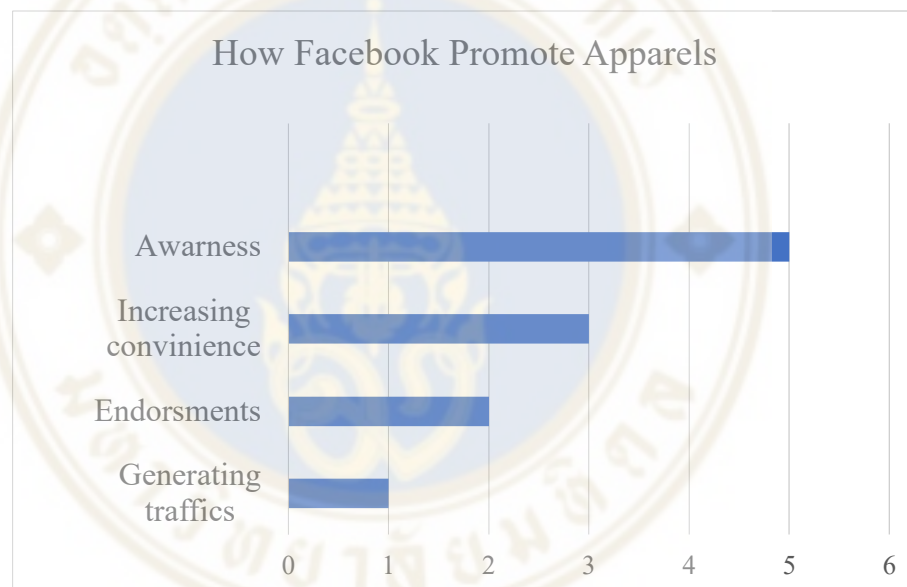


Figure 4.4.2: Aspects of Facebook That Are Driving Purchases

4.5 Discussion of the Findings

The penetration of social media in Thailand has been extremely high. As noted by Kemp (2021), 55 million in Thailand use social media attesting to why all 10-respondent agreed to be frequent user of Facebook. Equally, this can be explained by the fact that majority (70%) of respondent attested to being using Facebook everyday with the remaining 30% visiting Facebook within one- or two-days intervals. This penetration rate best explains why 70% are likely to purchase product online due to being familiar with Facebook, internet use among other online activities like online transaction to facilitate purchase. However, it's clear that online purchasing is more incline to fashion industry. With exception of gadgets, clothes, shoes, cosmetics, and fashion accessories form the largest part of the products purchased online by Thai people; motivated by price, quality, ease of use and designs. Preferably Facebook remain the largest promoter of ecommerce with Instagram being mention as alternative mode by those were opposed to Facebook. The primary reasons behind such occurrences are due to the fact that Instagram's is more oriented to graphic sharing compared to Facebook that does graphic and other media sharing content at moderate rates. Individual making sale via Facebook should strike balance between designs and other factors such as price, and quality. The design is a critical point of influence to buyer in which 4 out 10 people agreed to be driven by design. Fashion is usually dynamic and thus consumer would need unique products and thus uniquely designed appeals are likely to catch the eyes of individual buying products on Facebook.

It was realized that celebrity or influencers remains a crucial factor in aspiring consumer purchasing by influencing decision through creating awareness, popularizing products to reach more buyers and directly influencing people through their popularity and appearances. However, how the celebrity appears or looks create more brand influence attested by the fact that all respondents agreed that physical appearance and attractiveness was crucial in swaying their buying decision. Surprisingly, quality and cost remain unaffected by celebrity influence, meaning that despite celebrity influence, apparel dealers have to maintain good quality and fair prices to remain relevant in the market or make best use of celebrities. This shows that price and quality are critical aspects in Facebook apparel marketing. More also design and

styles remain key factors even with celebrity influence showing how critical designs of apparel may be in driving sales of apparel through Facebook.

In improving market trend and changing consumer landscape, it was found that Facebook significantly affects Kotler purchasing models by creating awareness of apparel through adverts and endorsements. This because it enables consumer to obtain product information (via ads) become product consciousness and support consumer decision framework. Aspects such as consumer reviews on Facebook are likely to inform consumer of the products quality (by the way its rated) helping them to make decision to buy or shun from such products. Facebook also help in increasing continece especially in ecommerce. Online store can easily advertise their products or create generate traffics from Facebook that can be used to enhance sales even outside Facebook.



CHAPTER V

CONCLUSION AND RECOMMENDATION

Facebook truly support purchase of apparel online. This can be explained by the fact that more than 93 % of products bought by the respondents lies in the apparel industry. This shows Facebook can be used major point of promoting fashion. Thai apparel manufacturers can exploit Facebook avenue to drive sales due to its ability to reach large number of people.

Firstly, design and style has proved to be the factor that drives consumer into buying the products on Facebook. Study analysis shows that design and style influence online buying, and has been the key aspects looked at in trending fashion. Even under celebrity influence consumer have to look at fashion design and styles with considerable number agreeing that individual preference influence their buying decision. Secondly, quality and cost of products other major factors that were realized to increase consumer purchasing power. Price is major cause of consumer pain and people are likely to pick relatively cheaper fashion but of high quality. Thus, a strike through between quality and cost could be essential for sellers in increasing their online sales through Facebook. Consumer reviews on Facebook comes as third factor in influencing the consumer buying habits. Products with positive reviews were more likely to influence consumer to buy an apparel brand as opposed to negative responses. Other factor realized to influence consumer buying decision includes individual curiosity, mindset and lifestyle.

Celebrity influence consumer buying decision in various ways. These include creating brand awareness, and increasing product popularity. When a product is endorsed by a popular people, it is more likely to sell more owing to fact that influencer influence buying decision by how famous they are, account for 30% increase in product sale by how popular a celebrity is. Celebrities must have good reputation including physical attractiveness and popularity in order to generate higher traffics in sale of apparels. A close examination shows that Facebook is spurring the consumption of

apparel through various creating awareness (through endorsements and ecommerce facilitation) and, increasing purchasing convenience.

The 21st century consumer purchasing of apparel is thus likely to be faced with a lot of dynamics and it is important for apparel sellers to understand the power of Facebook marketing. Particularly, with ease and increase convenience of apparel purchases, online stores have to bolster Facebook campaigns to make best use it to increase their sales. The research has established that fashion designs, cost, quality and celebrity influence on Facebook are main factors that influence apparel sale through Facebook. With rapidly changing apparel landscape, it's expected that Facebook will become a game changer in bolstering sale and enhance fashion awareness to buyers. Thus, apparel sellers have to frequently modify their fashion effectively and appropriately to find relevancy on Facebook. Since consciousness and curiosity were also identified as key factors, Online stores can make best use of Facebook to exploit buyer curiosity by offering new fashion that consumers may fancy - which may lead to consumers into purchasing an apparel.

Equally, Online retails and wholesaler should ensure that products posted on their official pages meets the required standards. In most times, most retails online store cheat on product they offer by posting excellent caption that create false impression to the buyers. It thus important to note that consumer products purchases are associated with pain and it would be vital for them to be honest with the online association. More also, price and quality are competitive factors. Bearing in mind that price is the main cause of consumer pain, it would be crucial for them to give genuine product prices that matches the product quality to improve consumer relationship. As such, online retailers should ensure that their products represent a real value for money and is far much different from other price of products available at offline stores.

Owing to the fact, that celebrity influence plays a crucial role in apparel marketing with attributes such as famous and physical attractiveness being key attributes. It would be vital for online stores to select reputable and more celebrated influencers if they have to skyrocket their sales in the market. A critical point of concern is the fact that there was increasing concern of consumers who buy their apparel based on their lifestyle, tastes and preferences. Thus, celebrity influences may not play any vital role in spurring sales in such markets. It thus recommended that online market

should not only concentrate on design, quality, cost and creating awareness but should focus on understanding the taste and preference deep into appeal consumer fabrics.

What I learn that was useful is if apparel sellers have to make best use of Facebook to drive apparel marketing or bolstering their sales, they have to make best use of Facebook advertisements, ensure quality products and at a fair price, ensure quality reviews and products rating by its consumer and use celebrities appropriately. This finding is essential for apparel business in promoting their products by exploiting good social media penetration in Thailand. The finding that quality and price remain uncompromised by several factors such as celebrity influence and advertisements, is a marketing information to apparel sellers since they can use price related aspects such as Coupon, discounts and “charm “pricing and comparative pricing to their benefits. In this technique, apparel sellers can reduce prices for bulk online purchasing relative to prices in physical buying (in person buying). Revelation that quality and design significantly play a crucial role in increasing Facebook sales is a critical implication that seller have to be conversant with consumer taste and preference trends to remain relevant in the markets. Thus, the future research should be aligned to understanding how consumer taste and preference of online products changes to promote Facebook apparel demands. Equally, future studies should focus in understanding the types of fashion mostly purchased online. This because the study is limited to general apparel industry but doesn't provide the types, price levels or model of apparels purchased on Facebook. With online gaining traction, future studies should focus on establish the apparel niches that is best suited for online purchasing and why is that so.

5.1 Limitation

The study is limited to the apparel purchase via Facebook with Thailand space. With study being purely qualitative, data sourcing and organization of metadata resulting from interview become a major challenge. Equally data collected is based on assumption that respondents give best possible information. To overcome this data was only collected to close friend and relatives.

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Appendix A: Interview Questions

Topic	Question
1. User Information	1.1 Do you use Facebook?
	1.2 How often do you visit Facebook?
	1.3 In the last 3 years have you purchased a product online? If any, what was it and why?
2. Marketing Information	2.1 Have you ever used Facebook to look for Apparel and designs?
	2.2 How often do you look for Apparel on Facebook?
	2.3 Do you follow various appeal brands on Facebook?
	2.4 For what reason(s) do you follow or like certain apparel brands on Facebook?
3. Celebrity Influence	3.1 If a product endorsed by your celebrity are you likely to buy it?
	3.2 Does the physical appearance of a promoter, celebrity or influencer lure you into buying this apparel on Facebook?
	3.3 Have you ever bought a product from a Facebook influencer who was in?
	3.4 In your views, what qualification from Facebook influencer make you purchase or feel like purchasing a product?

Topic	Question
4. Physical attractiveness, Communication and Branding	4.1 What aspects do you look in an apparel that make you yearn to buy them?
	4.2 If you have to look and buy a product from Facebook driven ads, are you likely to take into consideration into its review?
	4.3 Do you think positive or negative reviews can influence apparel brand perception on Facebook?
	4.4 In what way do you think Facebook has changed apparel industry in last 5 years?
	4.5 How does Facebook help to make a brand popular or how can Facebook make a brand be known to buyers?