

**FACTORS THAT INFLUENCE PURCHASE INTENTION OF
CLOTHING PRODUCTS ON INSTAGRAM STORES**

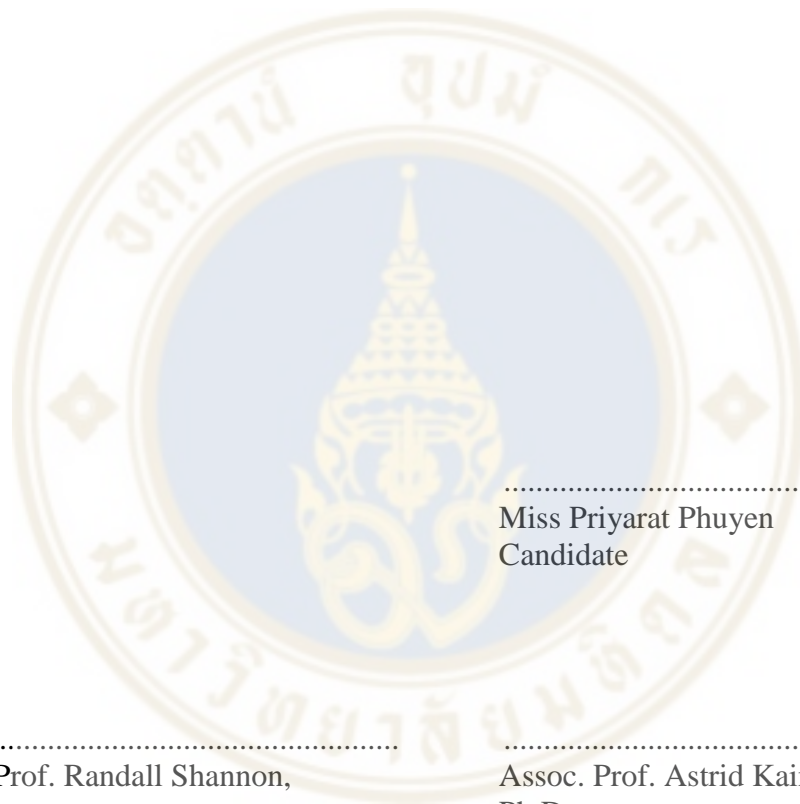


**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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Thematic paper
entitled
**FACTORS THAT INFLUENCE PURCHASE INTENTION OF
CLOTHING PRODUCTS ON INSTAGRAM STORES**

was submitted to the College of Management, Mahidol University
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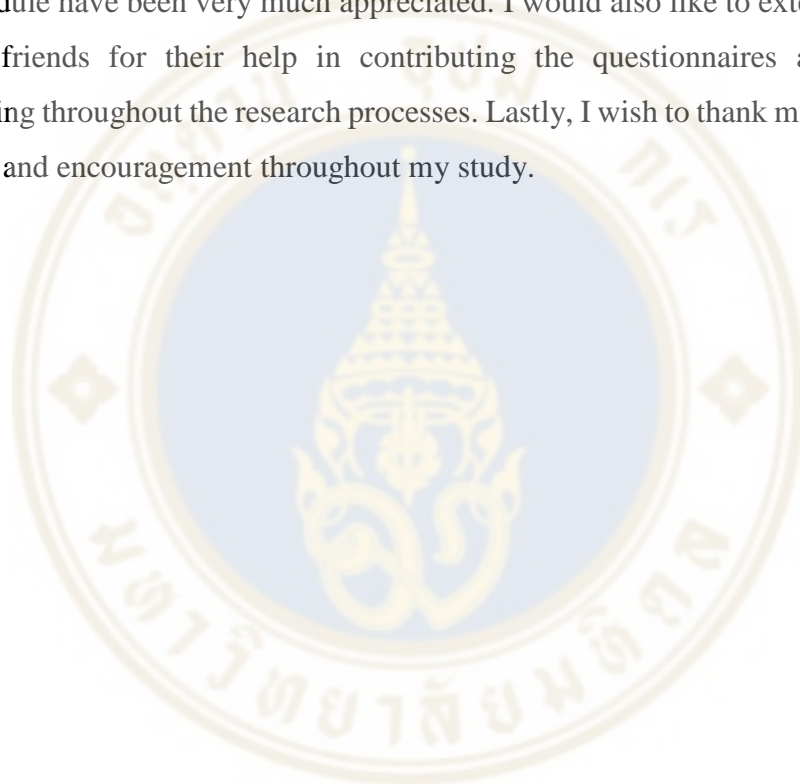
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FACTORS THAT INFLUENCE PURCHASE INTENTION OF CLOTHING PRODUCTS ON INSTAGRAM STORES

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ABSTRACT

This study has three attempts. The first is to investigate the factors that affect customers' trustworthiness. The second is to investigate the factors that affect purchase intention toward Instagram clothing stores. The third is to use the results as a guideline for implementing the Instagram marketing tools. This study uses quantitative based for collecting the data via an online questionnaire from 113 respondents who live in Bangkok, Thailand. And, the majority of respondents are aged between 21 and 40. The analyzing methods used to analyze the data consist of EFA, descriptive statistics, and multiple regression. The results of this study show that the factor influencing customers' purchase intentions is image quality which in his study image quality stands for the visual post of the Instagram stores' feed.

KEY WORDS: Social media/ Instagram stores/ Purchase intention/ Image/ Visual

39 pages

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CHAPTER I

INTRODUCTION

In this era, social media has become an essential part of our daily routine and continues growing to have an impact on our lives. Undeniably, social activities are unconsciously involved and influences our behaviors which includes shopping, product consuming, studying, and much more. The fact that people are changing and adapting to spend more and more of their time on social media, these behaviors are fascinating for marketers which they can use to generate important benefits for marketing and business.

Online shopping is a part of E-commerce or electronic commerce where consumers and sellers make a transaction of goods and services via the internet (Tian & Stewart, 2006). S-commerce or social commerce is a subset of E-commerce that is recognized as a new business model of E-commerce, the business interaction between sellers and customers that will occur through social platforms (Kim & Park, 2013).

Instagram is one of the platforms that have a large number of users and is popular among the younger generation. With the simplification characteristic of the application, people are using them to share their lifestyle through pictures posted on the account feed. This activity is not limited to only personal usage. According to its popularity, contemplation is widely applied as a marketing tool for business touchpoint as well.

Social media has become a powerful tool for businesses. Many brands use social platforms to market their brand and in the meantime, social media users are increasing because social media or internet communities are becoming a lifestyle of many people these days. The platform is not limited to friends and family circle anymore, people are getting the benefit from the ease of social media for more purposes, some for personal branding so that they can gain the benefit from their fan base and business marketing which we are going to step in to study on the factors that trigger customers into purchasing intention.

Since online shopping is a normalized activity that we all are doing. With regard to the adaptation of social technology and the increasing number of online stores in social media especially on Instagram which is the area focused in this study. Opening an online shop is not as difficult as it used to be. In contrast, it is simpler than before. However, it doesn't guarantee the success of the business.

Currently, when the globe experiences the COVID-19 pandemic, many lives have changed, many companies in Thailand adapted work from home policy. Asian countries are known for the culture that brings people together and the appreciation among families' socialize. However, that norm is shifting because of the social distancing. People spend less time together, no gathering in a big group and avoid being outside. These days, people are achieving many tasks on their communication devices like paying bills, buying groceries, and online shopping.

In this study, we are focusing on an online shopping activity via Instagram. As mentioned about the popularity of the application among the young generation of Thai people, this study aims to discover the factors that influence customers' purchase intention of clothing products on Instagram stores.

1.1 Problem Statement

This study is focused on clothing products and the purchasing intention on Instagram to understand the factors that trigger customers' motivation to buy even if they couldn't see and touch the real products. By only the characteristics of an Instagram application that will provide the information such as the store reputation via the number of followers, the engagement via like, share, comment and saved post or the information quality via visual post and product description.

1.2 Research Objectives

1. To determine factors that influence customers' trustworthiness toward Instagram clothing stores.
2. To determine factors that influence customers purchasing intention toward Instagram clothing stores.

3. To recommend benefit elements to new Instagram store owners for business improving

1.3 Research Questions

What are the factors that influence purchase intention of clothing products on Instagram stores?

1.4 Research Scope

This research is focusing on people who are Instagram users which constantly purchase clothing via the platform. This study conducts an online survey to collect data. The conceptual framework was developed to investigate the factors that influence purchase intention on Instagram stores.

1.5 Expectation Benefit

This study would help small business owners to understand the elements that would increase the advantage for their business to be able to compete with other competitors and to uplift their marketing performance.

CHAPTER II

LITERATURE REVIEW

This study attempts to specify the factors that impact customers' intention to buy on social commerce according to the purchasing activities and transactions via social media platforms. S-commerce is contained within the e-commerce umbrella by utilizing social media to accomplish transactions and activities. S-commerce is powerful regarding its large number of user engagements (Liang & Turban, 2011). The focused platform of this study is Instagram, an application that was launched in October 2010, it is a top social media platform known for sharing photos, videos, and messages. The application allows users to manipulate photos by using built-in filters (Hu, Manikonda, & Kambhampati, 2014).

In this chapter, it will provide the past literature reviews and results from previous studies. The researcher aims to find the variables that affect the purchase intention of apparel products on Instagram stores. Thereafter, the conceptual framework and hypothesis are presented at the end of the chapter.

2.1 Trustworthiness

From previous research papers, trustworthiness influences relevant behavioral and purchasing intentions. Trust is the virtual concept for online shopping, once customers develop trust toward the online store, they are pleased to share information and make purchases, expecting trust from Instagram stores would also influence purchasing intention as well (Che, Cheung, & Thadani, 2017). Trust can foresee the risk of online shopping actions between buyers and sellers (Utz, Kerkhof, & Bos, 2012). The studies endorsed that trustworthiness influences purchase intention (Carbonell, Barbu, Vorgerd, & Matthias, 2010).

2.1.1 Number of Followers

The number of followers on the Instagram account is defined as the number of accounts that have followed the seller account. The followers are able to view photos that are being posted by seller accounts. The more followers that seller accounts obtain, it will help increase the probability of buyers (Mustafa Din, Ramli, & Bakar, 2018). For online stores or s-commerce, the number of followers is perceived as a store reputation. Based on the investigation of previous research, the number of followers plays a significant role in online shopping platforms (Abdul Talib & Mat Saat, 2017).

2.1.2 Store Reviews

Store reviews have a positive impact that anticipates judgment of trust and play an important role in customers' decision making (Utz, Kerkhof, & Bos, 2012). The studies explain store reviews consist of shipping time, package packing, and customer services. Store reviews are commonly relating to the benevolence and integrity of the owner and staff of the online store.

Based on the same study, the results also indicated that reviews from consumers play a big part in consumers' decision making. The result evidenced that online consumer communities indeed empower other consumers as well.

2.1.3 Electronic Word of Mouth (eWOM)

eWOM is defined as comments given by actual customers about products or services that are offered via the internet which can be positive or negative depending on the customers' experiences. Consumers provide their opinions and sharing information on social networks is seen as a form of eWOM and over time it becomes more powerful because the engagement through the platforms encourages discussion and information sharing which can affect the intention to buy (Alhidari, Iyer, & Paswan, 2015). The study investigated that eWOM creates a relationship with purchase intention on social network sites (SNS).

There are several studies examine that eWOM has a positive effect on purchasing intention. The study concluded that eWOM has an effective effect on purchase intention among Instagram users (Park, Hyowon, & Thavisay, 2021). In addition, eWOM also has an impact on purchase intention as well as an outstanding

direct effect on brand image and an indirect effect on purchase intention (Yunus, Md Ariff, Som, Zakuan, & Sulaiman, 2016).

2.2 Product Design

Design is product features required by customers that are related to product appearance, features, and problem-solving. Dominantly the design of the product is used as a market competitive advantage. The study also said that product design can be used to communicate in terms of product promotion and its value. Additionally, it affects customer experiences as well. Regarding the high level of competitiveness and rapid change of consumers and market demand, newness and uniqueness must be created to differentiate from the competitors (Chen & Lin, 2018). Moreover, the same study also evidenced the correlations regarding product design and purchase intention.

Based on the written article, Lundin stated that design is one of the key successes to impress customers and good design is a tool to indulge their attention and motivate them to buy. Importantly, customers are seeking uniqueness in fashion products and how they will complement other products they own (Lundin, 2018). The magnitude, materials to the final finish are required for presentation rather than the process of production. Product design avails the store or the shop when it is compatible with local requirements in the market (UKEssays, 2018).

2.3 Perceive Value

The value that comes from the perception and decision of customers on the beneficial effects of products. The study also stated that the overall judgement of product utilities are contemplated by customers' perceived value (Bai, Li, & Niu, 2016). Product utility assessments are conducted by customers which each customer may perceive the value differently in order to respond to the individual circumstances as well as the level of product appreciation (Chae, Kim, Lee, & Park, 2020). The perceived value is defined as the value of money or a functional value for the price, quality, emotional and social value. In the fashion industry, aesthetic value is associated and refers to the sense of

style. Leading to the aesthetic experience. In the clothing purchasing process, aesthetic aspects become more important and represent uniqueness. Fashion relates to aesthetic value as it involves style reflecting customers' preferences (Holbrook, 1999). Perceive value occurs to be a critical contribution to customer satisfaction, purchase intention, and sustainable competitive advantage. The most common definition from prior research was the agreement between perceived interests and perceived expenses (Cuong, 2020).

Various previous studies indicated that consumers' perceived value has a great impact on the purchasing process. Customer perceived value may affect brand competitiveness.

2.4 Image Quality (Visual)

In this study, the image quality refers to visuals of photographs that are posted on the Instagram feed of stores' accounts. Instagram is viral-based social media, it is important to emphasize virtual information. The visual and the ability to display products are the most important to attract consumers' attention (Mustafa Din, Ramli, & Bakar, 2018). Online clothing shops have different ways to convey the visual to customers. (Mo, Sun, & Yang, 2021). Information quality has a positive effect on satisfaction and trust. Due to the growth of social technology and connectivity of online people, trust and security will allow two parties to reduce risk in transactions (Hajli, 2015).

The previous research shows that product visuals are the essential key in online shopping. The study confirmed that good quality images provide better experiences for customers to perceive product features and conditions. The study also stated that the better visual of selling products has a potential impact on online shopping. Moreover, in the long term, it can improve the brand value as well (Goswami, Chittar, & Sung, 2011).

2.5 Price Signaling

Pricing represents every purchasing situation. Previous studies have proved that consumers use the price as a signal to specify the product quality (Lichtenstein, Netemeyer, & Ridgway, 1993). The main motivation for customers to purchase is the price. The study also said that customers would do price comparison via online shopping stores prior to placing the order (Nasution, Rossanty, Ariffin, & Zaini, 2019). Fixed prices for non-perishable products have become commonly mass in online retailing. The assessment of price fairness is conducted by customers which is also associated with emotions in selecting the price from different stores they want to buy from. The hot deal can positively influence buyers' purchase decisions for the perceptions of saving and value for money (Weisstein, Monroe, & Kukar-Kinney, 2013). The recall of product prices for customers is low, despite the products being recalled by customer judgment as "inexpensive" or "expensive" (Ofir, Raghubir, Brosh, Monroe, & Heiman, 2008).

In previous research, the results indicated that the price perception and purchase intention of customers have a highly positive relation. However, price transparency has a negative impact on price perceptions of customer points of view (Munnukka, 2008).

2.6 Influencer Endorsement

Online influencers are defined as dominant users who have the ability to lead other users' perception through online platforms by their opinions and behaviors on social media accounts which is not limited to actors/actresses, singers or athletes as in the traditional period. Nowadays the influencers can be pure online celebrities who own their reputation typically from online activities only. Online celebrities tend to have a great number of followers on their social media platforms (Zhang, Lin, & Goh, 2018).

An influencer is a person who has the power of influence to call to action to their followers. These opinion leaders are the sources of information for other users, their Instagram accounts are famous among the people that share the same interest, in this case, fashion. The opinion leaders or influencers have an emotional impact on consumers' intention to follow them. Moreover, they are recognized as a trend setter for

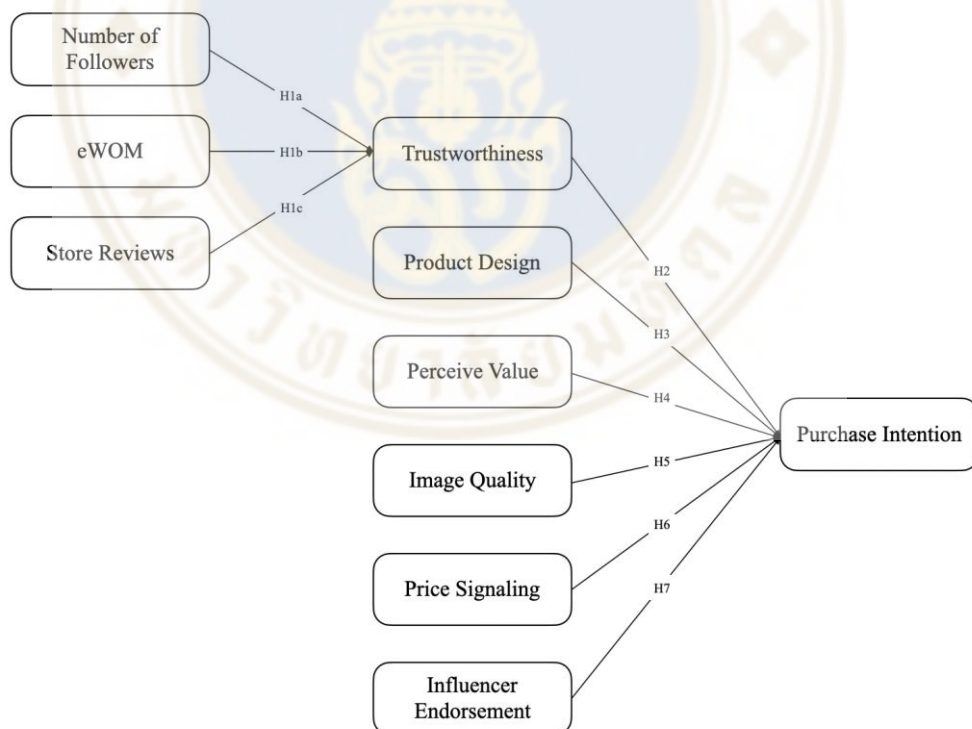
new clothing habits to other customers (Casaló Ariño, Flavian, & Ibáñez Sánchez, 2018).

There are many studies that proved that paid endorsement is recognizable for users and associated with advertisement recognition. This recognition is also linked to purchase intention as well as eWOM intention. The studies also showed the number of followers and paid endorsement awareness relation which is correlated with the purchase and eWOM intentions (Dhanesh & Duthler, 2019).

2.7 Conceptual Framework

This conceptual framework is designed based on the research objective and the variables are developed and hypothesized accordingly.

Figure 1: Conceptual Framework



Based on previous descriptive reviews, research's conceptual framework is displayed in Figure 1.

2.8 Research Hypotheses

According to the conceptual framework, there are hypotheses to answer the research question as follows:

H1a: Number of followers has an impact on customers' trustworthiness

H1b: Store reviews have an impact on customers' trustworthiness

H1c: eWOM has an impact on customers' trustworthiness

H2: Trustworthiness has an impact on purchase intention

H3: Product design has an impact on purchase intention

H4: Perceive value has an impact on purchase intention

H5: Image quality (visual) has an impact on purchase intention

H6: Pricing signaling has an impact on purchase intention

H7: Influencer endorsement has an impact on purchase intention



CHAPTER III

RESEARCH METHODOLOGY

This chapter is presenting the procedures to obtain the data, the research methodology conducted to answer the research questions. In this research, the quantitative approach was used to investigate the hypotheses. The method of data collecting was conducted through an online survey questionnaire which was structured as constructed proposing to measure the impact on purchase intention of each factor to gain more understanding behind their purchase intention.

3.1 Research Design

Research design is a structure of the research that links each study elements together to ensure the arrangement of data collection can be utilized for data analysis effectively to investigate the relevancy of proposed variables.

The researcher conducted the qualitative method to test the factors that increase customers' trustworthiness and purchasing intention of clothing products on Instagram stores for improving the marketing elements of Instagram businesses.

For testing hypotheses and finding accurate results, the researcher used the Statistical Package for the Social Sciences (SPSS) to analyze the data. After getting the results, the researcher will provide recommendations for Instagram shop owners for their store improvement.

3.2 Questionnaire Design

The questionnaire was designed based on the objective of the study. The questionnaire was divided into three parts by screening questions, general questions regarding the research objective and personal information questions. The involved variable questions were measured by using Four-point Likert Scale which range from 1

to 4 (1 = strongly disagree, 2 = disagree, 3 = agree and 4 = strongly agree). This approach forced the respondents to form opinions as there is no neutral option.

3.3 Sample and Data Collection

The researcher collects data via online surveys by Google form, this tool is beneficial for contributing the questionnaire to respondents within a limited time frame. The tool provides the ease and accuracy of data. Because the way to obtain the data leaves no pressure on the respondents and the researcher believes to get unbiased answers. The data collected was executed at the end of February to March 2021 with 164 respondents. After screening questions the usable data are from 113 respondents.

3.4 Statistical Analysis

This study uses Exploratory Factor Analysis (EFA) and regression analysis methods to find statistical results. The EFA is used for data reduction and summarization variables. This technique is used to explore and identify the relationship between measured variables. The regression analysis method is used to investigate the relationship between dependent variables and independent variables.

CHAPTER IV

FINDING AND DISCUSSION

4.1 Finding

4.1.1 Respondents Profiles

Table 4.1 Respondents Profiles

Age	Frequency	Percent	Valid Percent	Cumulative Percent
Below 20	2	1.8	1.8	1.8
21 - 30	58	51.3	51.3	53.1
31 - 40	45	39.8	39.8	92.9
above 40	8	7.1	7.1	100.0
Total	113	100.0	100.0	
Education				
Below Bachelor's degree	3	2.7	2.7	2.7
Bachelor's degree	73	64.6	64.6	67.3
Master's degree	36	31.9	31.9	99.1
Above Master's degree	1	0.9	0.9	100.0
Total	113	100.0	100.0	
Occupation				
Student	7	6.2	6.2	6.2
Company employee	87	77.0	77.0	83.2
Freelance	8	7.1	7.1	90.3
Business owner	6	5.3	5.3	95.6
Government officer	5	4.4	4.4	100.0
Total	113	100.0	100.0	
Personal Income				
Below 15,000 THB	7	6.2	6.2	6.2
15,001 - 25,000 THB	21	18.6	18.6	24.8

Table 4.1 Respondents Profiles (cont.)

25,001 - 35,000 THB	29	25.7	25.7	50.4
Above 35,000 THB	56	49.6	49.6	100.0
Total	113	100.0	100.0	

The personal questions were asked to respondents to identify the research sampling group. Table 4.1 represents the overall respondents' profiles in which their ages, education levels, occupation, and personal income were asked. According to Table 1, most of 113 usable data are between the ages of 21 - 30 years old, 51.3% (n=58), followed by the respondents between the ages of 31 - 40, 39.8% (n=45). Respondents who age below 20 years old and above 40 years old are the minority which is 1.85% (n=2) and 7.1% (n=8) respectively.

For the education level, the majority of potential samplings' education is Bachelor's degree at 64.6% (n=73) and Master's degree at 31.9% (n=36). There are only a few samples' education below Bachelor's degree which is 2.7% (n=3) and there is only one sample that holds the degree above Master's degree which is 0.9% (n=1) of overall profiles.

The biggest portion of the respondents is company employees at 77% (n=87). For other types of occupations, 7.1% (n=8) are freelancers, 6.2% (n=7) are students, 5.3% (n=6) are business owners and the smallest portion of sampling are government officers at 4.4% (n=5).

In terms of the respondents' personal income, most of them earn more than 35,000 baht per month which is 49.6% (n=56) of the total respondents. The second group is respondents who earn 25,001 - 35,000 baht salary range which is 25.7% (n=29). The group of people who earn 15,001 - 25,000 bath range is 18.6% (n=21). Lastly, respondents who earn lower than 15,000 baht per month are only at 6.2% (n=7).

Table 4.2 Purchasing Frequencies

Purchasing Frequencies				
	Frequency	Percent	Valid Percent	Cumulative Percent
1 - 3 times per month	93	82.3	82.3	82.3
4 - 6 times per month	12	10.6	10.6	92.9
More than 6 times per month	8	7.1	7.1	100.0
Total	113	100.0	100.0	

According to the data in Table 4.2, showing that the majority of respondents 82.3% (n=93) purchase clothing from Instagram shops 1 - 3 times per month. Followed by 4 - 6 times per month which is 10.6% (n=12) and 7.1% (n=8) of the respondents purchase clothing from Instagram shops more than 6 times per month.

4.1.2 Descriptive Statistics

Table 4.3 Descriptive Statistics of Variable Questions

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Product images are important for online shopping.	113	2	4	3.79	0.452
Products that complement my style motivates me to purchase.	113	3	4	3.76	0.428
I tend to buy from an Instagram store that provides product detail clearly in the post.	113	3	4	3.74	0.439
The look of the product is important to me.	113	2	4	3.73	0.468
Good design motivates me to buy the clothing products.	113	2	4	3.73	0.468
Product details in the picture help me anticipate the quality of the product.	113	3	4	3.73	0.448

Table 4.3 Descriptive Statistics of Variable Questions (cont.)

I find store reviews helpful for making the decision to buy.	113	1	4	3.72	0.542
I will look for store reviews before making a purchase.	113	1	4	3.68	0.602
Store reviews have an impact on my trust toward the store.	113	2	4	3.65	0.547
Good image quality (visual) helps me see more detail of the product.	113	3	4	3.61	0.490
Good material makes me think the product is value for money.	113	2	4	3.60	0.510
I tend to buy the products that have an aesthetic look.	113	2	4	3.59	0.561
The design of products represents my personality.	113	2	4	3.57	0.611
I prefer to buy products from stores that use high-resolution pictures.	113	2	4	3.56	0.582
Price has an impact on my purchase decision.	113	2	4	3.56	0.566
I feel secure buying from a famous Instagram shop.	113	2	4	3.55	0.567
The unique design is a priority concern when buying clothes.	113	1	4	3.55	0.707
I think more followers help me gain trustworthiness toward the Instagram shop.	113	1	4	3.50	0.629
I always compare the price before making the purchase.	113	1	4	3.50	0.709
The number of followers of the Instagram shop affects my trustworthiness toward the stores.	113	1	4	3.49	0.709
I am likely to buy from an Instagram shop that has a high number of followers.	113	1	4	3.47	0.708
I am likely to buy clothes from an Instagram shop that has a high number of followers.	113	1	4	3.46	0.708

Table 4.3 Descriptive Statistics of Variable Questions (cont.)

I prefer products I think have high quality.	113	2	4	3.46	0.535
The product material has an effect on my perceived quality.	113	2	4	3.43	0.625
I will search for product information via internet platforms before buying products.	113	1	4	3.38	0.760
I tend to purchase products from stores that have a high number of followers.	113	1	4	3.36	0.733
I trust customers' reviews shared on online platforms.	113	2	4	3.35	0.594
I will buy the product that I think has high quality.	113	2	4	3.31	0.614
I am always looking for newness in apparel products.	113	1	4	3.27	0.848
I think prices can represent the quality of the products.	113	1	4	3.21	0.749
The benefit of the clothing product is the first priority concern.	113	1	4	3.15	0.793
I will buy clothes that are in trend.	113	1	4	2.97	0.796
I think higher prices represent better product quality.	113	1	4	2.93	0.810
Online celebrities' behaviors have an impact on my intention to buy.	113	1	4	2.72	0.930
I think products sold on Instagram stores are more premium than other social commerce platforms.	113	1	4	2.60	0.931
I feel motivated when seeing Instagram influencers promote fashion products.	113	1	4	2.57	0.990
I tend to wear clothing products inspired by Instagram influencers.	113	1	4	2.42	0.989

Table 4.3 Descriptive Statistics of Variable Questions (cont.)

I tend to purchase the products used by celebrities.	113	1	4	2.38	1.029
Valid N (listwise)	113				

According to the data in table 4.3, presenting descriptive statistics including the minimum and maximum values, as well as the mean scores of each variable question, sorted from the highest mean score which is 3.79, and the lowest mean score which is 2.38. This table helps to understand the involvement of each question in this study.

4.1.3 Factors Analysis

Table 4.4 Rotated Component Matrix^a

Rotated Component Matrix ^a	Component						
	1	2	3	4	5	6	7
I tend to purchase the products used by celebrities.	0.889						
I tend to wear clothing products inspired by Instagram influencers.	0.884						
Online celebrities' behaviors have an impact on my intention to buy.	0.834						
I feel motivated when seeing Instagram influencers promote fashion products.	0.823						
I think products sold on Instagram stores are more premium than other social commerce platforms.	0.612						
The number of followers of the Instagram shop affects my trustworthiness toward the stores.		0.851					

Table 4.4 Rotated Component Matrixa (cont.)

I tend to purchase products from stores that have a high number of followers.		0.835					
I am likely to buy from an Instagram shop that has a high number of followers.		0.813					
I think more followers help me gain trustworthiness toward the Instagram shop.		0.781					
I am likely to buy clothes from an Instagram shop that has a high number of followers.		0.739					
I find store reviews helpful for making the decision to buy.			0.835				
Store reviews have an impact on my trust toward the store.			0.715				
I will search for product information via internet platforms before buying products.			0.660				
I will look for store reviews before making a purchase.			0.627				
The unique design is a priority concern when buying clothes.				0.820			
I am always looking for newness in apparel products.				0.711			
The design of products represents my personality.				0.644			
Good design motivates me to buy the clothing products.				0.630			
The product material has an effect on my perceived quality.					0.756		
I will buy the product that I think has high quality.					0.694		
Good material makes me think the product is value for money.					0.693		
I prefer products I think have high quality.					0.646		

Table 4.4 Rotated Component Matrixa (cont.)

I tend to buy from an Instagram store that provides product detail clearly in the post.						0.829	
Product images are important for online shopping.						0.707	
Product details in the picture help me anticipate the quality of the product.						0.703	
Price has an impact on my purchase decision.							0.837
I always compare the price before making the purchase.							0.754

In this part, the researcher applies Exploratory Factor Analysis (EFA) to classify each variable question into correlation components. Regarding the data in Table 4.4, there are 7 correlation components. After getting the Rotated Component Matrix table, the researcher then named each component according to the variables in the proposed conceptual framework.

4.1.4 Descriptive Analysis

Table 4.5 Means and standard deviation of all variables

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Image Quality (visual)	113	2.67	4.00	3.7522	0.36127
Store Reviews & eWOM	113	1.25	4.00	3.6084	0.47467
Product Design	113	2.25	4.00	3.5288	0.50195
Price Signaling	113	2.00	4.00	3.5265	0.56632
Number of Followers	113	1.20	4.00	3.4549	0.57523
Perceive Value	113	2.25	4.00	3.4513	0.43024
Influencer Endorsement	113	1.00	4.00	2.5381	0.81682

Table 4.5 Means and standard deviation of all variables (cont.)

Valid N (listwise)	113				
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After the FEA process in the previous step of the analysis, the researcher then computes the mean score of each component. The result in Table 4.5 indicated the descriptive statistics of all variables. There are 113 valid observations. The variables have mean scores assorted descending from 3.75 to 2.53 which explain that the respondents have a positive intention to the proposed variables.

4.1.5 Multiple Regression Analysis of Trustworthiness

Table 4.6 Model summary of trustworthiness

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.343 ^a	0.117	0.101	0.526
a. Predictors: (Constant), Number of Followers, Store Reviews & eWOM			

Regarding the conceptual framework, this research investigates the factors that affect trustworthiness and purchase intention. According to Table 4.6, the researcher investigated to find what factors affect trustworthiness base on the research hypotheses (**H1a**, **H1b**, and **H1c**) toward Instagram stores. The result in the model summary appeared that the Adjusted R Square is 10.1%

Table 4.7 Analysis of variance (ANOVA) of trustworthiness

ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.052	2	2.026	7.313	.001 ^b

Table 4.7 Analysis of variance (ANOVA) of trustworthiness (cont.)

Residual	30.479	110	0.277		
Total	34.531	112			
a. Dependent Variable: Trustworthiness					
b. Predictors: (Constant), Number of Followers, Store Reviews & eWOM					

According to Table 4.7, the analysis of variance (ANOVA) of trustworthiness results proved that the independent variables, number of followers, Store Reviews & eWOM have the significant effect on dependent variables, trustworthiness which has the sig. value at .001. The result evidence that this model is acceptable and usable to explain the relationship of the variables base on the hypotheses (**H1a**, **H1b**, and **H1c**).

Table 4.8 Analysis of variance (Coefficients) of Number of Followers, Store Reviews & eWOM toward trustworthiness

Coefficients ^a					
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.077	0.457		4.548	0.000
Number of Followers	0.277	0.087	0.287	3.171	0.002
Store Reviews & eWOM	0.180	0.106	0.154	1.701	0.092
a. Dependent Variable: Trustworthiness					

Based on Table 4.8, the result evidences that the independent variable that has a significant impact on customers' trustworthiness toward Instagram shops is the number of followers (**H1a**) which has the sig. value at 0.002 ($p \leq 0.05$). In contrast, for other independent variables, eWOM (**H1b**) and store review (**H1c**) are not significant as the sig. value is greater than 0.05.

4.1.6 Multiple Regression Analysis of Purchase Intention

Table 4.9 Model summary of purchase intention

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.489 ^a	0.239	0.196	0.302
a. Predictors: (Constant), Trustworthiness, Perceive Value, Influencer Endorsement, Price Signaling, Product Design, Image Quality (visual) _a			

According to Table 4.9, the dependents variables, trustworthiness (**H2**), product design (**H3**), perceive value (**H4**), Image Quality (visual) (**H5**), price signaling (**H6**), and influencer endorsement (**H7**) are investigated and the result shows that the Adjusted R Square is 19.6%.

Table 4.10 Analysis of variance (ANOVA) of purchase intention

ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.037	6	0.506	5.538	.000 ^b
Residual	9.689	106	0.091		
Total	12.726	112			
a. Dependent Variable: Purchase Intention _a					
b. Predictors: (Constant), Trustworthiness, Perceive Value, Influencer Endorsement, Price Signaling, Product Design, Image Quality (visual) _b					

According to Table 4.10, the analysis of variance (ANOVA) of purchase intention, the result showing that this multiple regressions model to investigate the hypotheses (**H2**, **H3**, **H4**, **H5**, **H6**, and **H7**) is acceptable for analyzing the factors that have an impact on purchase intention which has sig. value at .001.

Table 4.11 Analysis of variance (Coefficients) of purchase intention

Coefficients ^a					
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.181	0.371		5.871	0.000
Influencer Endorsement	-0.049	0.038	-0.118	-1.268	0.207
Product Design	0.025	0.065	0.038	0.393	0.695
Perceive Value	0.012	0.077	0.016	0.160	0.873
Image Quality (visual)	0.395	0.092	0.424	4.294	0.000
Price Signaling	-0.005	0.054	-0.009	-0.095	0.925
Trustworthiness	0.065	0.053	0.107	1.220	0.225

a. Dependent Variable: Purchase Intention_a

According to Table 4.11, the result indicated that there is only one independent variable that is significant to purchase intention. The independent variable is image quality (visual) (**H5**), the sig. value is 0.001 ($p \leq 0.05$)

Table 4.12 Model summary of purchase intention

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.467 ^a	0.218	0.204	0.301

a. Predictors: (Constant), Image Quality (visual), Number of Followers_a

After running regression analysis of both dependent variables, trustworthiness and purchase intention, the result shows that number of followers is significant to trustworthiness (**H1a**) and Image Quality (visual) is significant to purchase intention (**H5**). The researcher then would like to investigate those significant variables toward purchase intention. Turns out this model has an adjusted R Square value of 20.4% according to Table 4.12.

Table 4.13 Analysis of variance (ANOVA) of purchase intention

ANOVA ^a					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.772	2	1.386	15.319	.000 ^b
Residual	9.953	110	0.090		
Total	12.726	112			
a. Dependent Variable: Purchase Intention					
b. Predictors: (Constant), Image Quality (visual) Number of Followers					

Based on Table 4.13, the ANOVA result shows sig. value at .001 which means that this analysis is able to investigate the purchase intention dependent variable.

Table 4.14 Analysis of variance (Coefficients) of Number of Followers and Image Quality (Visual) toward purchase intention

Coefficients ^a					
	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	2.299	0.335		6.855	0.000
Number of Followers	-0.012	0.049	-0.020	-0.238	0.812
Image Quality (visual)	0.436	0.079	0.467	5.535	0.000
a. Dependent Variable: Purchase Intention					

According to Table 4.14, the variable that has a significant impact on the purchase intention of this research is Image Quality (visual) (**H5**) which has sig. value at .001.

4.2 Discussion

Figure 2 Finding Framework



With the aim to explore online shopping platforms on Instagram, this research evidences two impact variables that have the potentials to develop the store performance. According to the finding framework in Figure 2, the research shows that the number of followers has a significant impact on customers' trustworthiness toward Instagram stores which can interpret that Instagram shoppers perceive the number of followers as a source to gain trust. The normal action of online shopping is exploring through the virtual market where customers can't touch the products but enjoy the look of it through their technology devices and customers can experience the product only through their visuals. The first judgment Instagram users make to reduce the risk through the transaction process, they rely on the number of followers as a tool to help them gain trust toward the stores. However, in reality, the number of followers can be brought and many Instagram users are aware of that but the number of followers is the first thing that users notice when they enter an Instagram store.

This study also reveals that image quality (visual) is important for online business. Based on the literature review, image quality (visual) in this study is defined as a visual to draw attention from the Instagram users. The look of store feed has a significant impact on purchase intention because it is where customers can sense the stores' style which is essential for the viewers. The characteristics of customers on Instagram are different from other online platforms. They don't look for the cheapest price, there is no feature of sorting the price in the app itself, instead they look for the style and taste of that shop then they can make a decision whether to purchase the products from the stores they admire or not.

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This paper has achieved the objective to examine the factors that influence customers' trustworthiness and purchase intention toward Instagram clothing stores. The number of follows indicates the source to gain customers' trust but does not affect purchase intention. This can explain that these days customers are more intelligent due to the ease of information access. More people are aware that the number of followers can be purchased and can be unreal. Many Instagram business accounts don't gain organic followers by themselves, instead they purchase accounts from other people and transform those accounts into their business accounts which you may also discover that the followers are unauthentic.

Finally, the variable that has an impact on purchase intention in this paper is image quality (visual) which means customers may gain their intention to purchase if they are impressed with the product pictures and the visual feed. This behavior makes sense because it is the touchpoint between customers and the products. The visual of Instagram feeds plays a similar role to visual merchandise for retail stores that is why it is important. The visuals or photos that are posted on the feed are the main factors that capture customers' attention from online shopping behavior.

5.2 Recommendations for Further Research

The recommendation for future research is to explore more in-depth on image quality (visual) because there is a lack of studies in this area. To generate a competitive advantage and draw customers' intention to buy, marketers or shop owners need to know the ideal visual that their customers are seeking. However, the ideal visual can be changed and adapted over time as it may be affected by the social trend and

fashion as well. During the uncertainty of the global situation, we never know what will happen to the world next but surely that the purchase behaviors of Thai people are well adapted to online. The more online shopping transactions are increased, the more development in visuals is needed to gain the competitive advantage over other stores.

The next researcher can also explore more about perceived value because it has various angles of perceived value which is not limited only to the value of money. For example, the future researcher can explore more on aesthetic value which can help improve the visual and marketing performance of online stores. Moreover, to get unbiased results in future studies, the contributions of questionnaires should be larger and more diversified.

5.3 Limitations of the research

This research has quite a small sample size with the aim to identify the factors that have an impact on purchase intention which is a very subjective context. Another limitation of this research is the number of adjusted R Square value which is quite low. These limitations can be improved by exploring better correlation variables and collecting data from a larger respondent group which will provide more reliable data and results. Moreover, to avoid ambiguous interpretation from respondents, the set of questions should be precise and clear in terms of the meaning as well.

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APPENDICES

Questionnaire

Factors that influence customers' purchasing intention of clothing products on Instagram stores.

This questionnaire is a partial fulfillment of the requirements for the Degree of Master of Management, College of Management Mahidol University, Faculty of Marketing and Management in Consulting Practice: Thematic Paper. The information from your responses to this questionnaire will be used only for the Thematic Paper subject.

It takes around 10 minutes to complete this questionnaire

The questionnaire is divided into 3 parts:

Part 1 Screening questions of Instagram shoppers

Part 2 General questions of purchase intention

Part 3 Personal information

Part 1 Screening questions of Instagram shoppers

1. Have you ever purchased anything via social media platforms?
 - Yes
 - No
2. Have you ever purchased anything from Instagram?
 - Yes
 - No
3. Have you ever purchased clothes from Instagram?
 - Yes
 - No
4. How often do you purchase clothes from an Instagram store?
 - 1 - 3 time per month 1 - 3
 - 4 - 6 time per month 4 - 6
 - More than 6 times per month

Part 2 General questions of purchase intention

A scale measuring from 1 to 4	Strongly Disagree	Disagree	Agree	Strongly Agree
	1	2	3	4
5. I will buy the product from an Instagram store I trust				
6. I am likely to buy clothes from an Instagram shop that has a high number of followers.				
7. I am likely to buy from an Instagram shop that has a high number of followers.				
8. I think more followers help me gain trustworthiness toward the Instagram shop.				
9. The number of followers of the Instagram shop affects my trustworthiness toward the stores.				
10. I tend to purchase products from stores that have a high number of followers.				
11. I feel secure buying from a famous Instagram shop.				
12. I will look for store reviews before making a purchase.				
13. Store reviews have an impact on my trust toward the store.				
14. I find store reviews helpful for making the decision to buy.				
15. I will search for product information via internet platforms before buying products.				
16. I trust customers' reviews shared on online platforms.				
17. The look of the product is important for me.				

Part 2 General questions of purchase intention (cont.)

18. The unique design is a priority concern when buying clothes.				
19. The design of products represents my personality.				
20. Good design motivates me to buy the clothing products.				
21. I am always looking for newness in apparel products.				
22. The benefit of the clothing product is the first priority concern.				
23. The product material has an effect on my perceived quality.				
24. Good material makes me think the product is value for money.				
25. I tend to buy products that have an aesthetic look.				
26. I will buy clothes that are in trend.				
27. I will buy the product that I think has high quality.				
28. Products that complement my style motivates me to purchase.				
29. I prefer products I think have high quality.				
30. Good image quality helps me see more detail of the product.				
31. Product images are important for online shopping.				
32. Product details in the picture help me anticipate the quality of the product.				
33. I tend to buy from an Instagram store that provides product detail clearly in the post.				
34. I prefer to buy products from stores that use high-resolution pictures.				

Part 2 General questions of purchase intention (cont.)

35. I always compare the price before making the purchase.				
36. Price has an impact on my purchase decision.				
37. I think prices can represent the quality of the products.				
38. I think higher prices represent better product quality.				
39. I think products sold on Instagram stores are more premium than other social commerce platforms.				
40. Online celebrities' behaviors have an impact on my intention to buy.				
41. I tend to purchase the products used by celebrities.				
42. I feel motivated when seeing Instagram influencers promote fashion products.				
43. I tend to wear clothing products inspired by Instagram influencers.				
44. I am likely to buy clothing from Instagram stores				

Part 3 Personal information

45. How old are you?

- Below 20
- 21-30
- 31-40
- Above 40

46. What's your highest level of education?

- Below Bachelor's degree
- Bachelor's degree
- Master's degree
- Above Master's degree

47. What's your occupation?

- Student
- Company Employee
- Freelance
- Unemployment
- Business owner
- Government Officer

48. What is your salary range?

- Below 15,000 THB
- 15,001 - 25,000 THB
- 25,001 - 35,000 THB
- Above 35,000 THB