

**THE DIMENSION OF CUSTOMER'S DECISION ON CLOTHES
PURCHASING ONLINE INFLUENCED BY SOCIAL MEDIA**



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**THE DIMENSION OF CUSTOMER'S DECISION ON CLOTHES
PURCHASING ONLINE INFLUENCED BY SOCIAL MEDIA**

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on
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.....
Miss Sirintip Amatayakul
Candidate

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

.....
Assoc. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

.....
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University

.....
Asst. Prof. Pornkasem Kantamara,
Ed.D.
Committee member

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Sirintip Amatayakul

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SIRINTIP AMATAYAKUL 6249125

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. RANDALL SHANNON, Ph.D., ASSOC. PROF. ASTRID KAINZBAUER, Ph.D., ASST. PROF. PORNKASEM KANTAMARA., Ed.D.

ABSTRACT

The objective of this study was to examine the factors that affect and influence customer's purchase intention and satisfaction to purchase clothes via social media. In addition, to understand the customer's perception during the purchase process and decision. For these objectives, the dependent variables are purchase intention and customer satisfaction which are related to social media, social media marketing, electronic word-of-mouth and purchase decision. In this study, using a qualitative method and conducting 230 samples who had experience on purchasing clothes via social media in Thailand. A sample conducted by using a random sampling method via google questionnaire to collect the data. The data was analyzed using factor analysis and the results of the study showed two factors that significant from the result of final regression influenced customers on clothes purchasing online which are social media marketing and electronic word-of-mouth. To improve the customer satisfaction by focusing on electronic word-of-mouth via social media and both of social media marketing and electronic word-of-mouth influence to customer purchase intention.

KEY WORDS: Social media/ Purchase decision/ Electronic Word-of-mouth/ Purchase intention/ Customer satisfaction

40 pages

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CHAPTER I

INTRODUCTION

1.1 Introduction

Nowadays, social media has become very important in society as it is a vital factor for modern people. People are able to access more and more Internet use, especially the growth of online society or social media, with social media being a society where humans can communicate with each other 24 hours and communicate without borders. Social media have content or stories in different formats such as videos, articles, music and images. Thais prefer to use social media as a part of their daily life, whether it is Facebook, Instagram or LINE. In addition, social media plays an important role in selling products in the online market.

As everyone knows, social media has become a part of daily human life. As mentioned above, social media can be accessed by anyone just connecting to the Internet. When online social media entered, it resulted in a change in human consumption behavior. Businesses need to modify and study consumer behavior online. To adapt to the situation from the original selling products offline to a full online channel whether it is a channel Facebook, Instagram, LINE, YouTube, etc. Retailers are searching for ways to utilize the power of this new marketing platform to promote their goods and services as Web 2.0 applications begin to penetrate all facets of our lives.

As for clothing stores in the online marketplace, the one of the top products with the most sellers in the online market. It is important to promote and advertise by using the number of likes, shares, comments and people who influence others via social media called social media influencers. The online marketplace of products allows merchants to reach customers directly. Online marketing will help you reach the target audience quickly. And increasing the chances of making higher sales Most of which are made in the form of content that can attract the attention of customers as well. It will create quality content. It is related to the product and is the content that people are most interested in reading. It also saves and increases the convenience of presenting products

and services. Because there is no need to hire a model or do expensive advertising. Just using text and images that are attractive and attractive to customers can greatly increase your chances of selling your product, and therefore the best cost savings.

The studies on this topic are mainly studied from the perspective of users and consumers. This will see the power of influencers in the world of social media and the factors or effects of their influence on consumer and consumer behavior. Also, the result of this study will show the way of alternative marketing in terms of social media influencers work and effects to consumers.

1.2 Objective

1. To study the factor affecting customers' purchase intention and satisfaction in the online market in terms of social media (clothing category).
2. To understand the customer during purchasing process and decision on clothing online based on social media.

CHAPTER II

LITERATURE REVIEW

2.1 Social media

Social media is a medium for social interaction, which is superior to social communication. As a widely accessible and scalable communication technique, social media has drastically changed the way organizations, communities and individuals communicate (Velev and Zlateva, 2012). Social media is described as a web-based application community that builds on Web 2.0's ideological and technological foundations and promotes user-generated content creation and sharing. This will be a website in Web 2.0 terms that not only provides information, but interacts with users while growing knowledge (Charlesworth, 2015).

Two-way (horizontal web)	HOME WEB 2	EXTENDED WEB 2
	<p>In this square, communication is two-way from the organization to the customer but is controlled by the organization.</p> <p>It is made up of the organization's own blogs and forums.</p>	<p>Elements of this square are those most often associated with Web 2.0.</p> <p>These are the sites over which organizations have no control and in which people talk to one another.</p> <p>It includes individuals' blogs, social network sites, traditional forums or discussion areas, Q&A pages and sites such as Wikipedia.</p>
One-way (vertical web)	HOME WEB 1	EXTENDED WEB 1
	<p>In this quadrant, communication is one-way from the organization, mirroring traditional marketing where the marketing message is controllable</p> <p>The organization's own websites – including images, video, podcasts, as well as textual content – make up this section.</p>	<p>This square represents the websites on which the organization can place content, but which they do not control.</p> <p>This includes consumer and review sites as well as (for example) videos on YouTube, photographs on Flickr and groups the organization has set up or sponsored on social network sites such as Facebook. It also includes ads hosted on other sites.</p>
	You control (home web)	Others control (extended web)

Figure 1.1: Social media Ideological and Technological Foundations

In terms of the social dimension of social media, the concept of self-presentation states that in any type of social interaction, people have a desire to control how others express themselves in their ways (Newman and O'brien, 2008). It is definitely remarkable that social media has become such an important part of our everyday lives. Yet it's no longer shocking (Kaplan and Haenlein, 2012).

Social media relates to digital technology, which focuses on content or interactions created by users. Social media is frequently quoted depending on the essence of the channel, whether it shows the orientation of the message or as an example of an interactive mode, using a particular tool such as Facebook, Twitter, etc. (Kaplan and Haenlein, 2010) by engaging users' opinions and creating content to communicate with other users and the public (Velev and Zlateva, 2012). In addition, an Internet-based channel that enables people to communicate with a wide and narrow audience and to present themselves as possibilities, whether in real time or in a simultaneous, benefiting from user-generated content and interpretation of their experiences (Carr and Hayes, 2014).

Social media platforms dive deep into daily life's mechanics, influencing people's casual experiences, as well as institutional framework and professional routines. Social media has modified the terms and rules of social media, in addition to being a neutral medium to everyone (Dijck and Poell, 2013). Social media creates ways to improve consumer relationships by motivating them to engage with brands (Doorn et al., 2010).

In this research, social media is the platform that helps users and customers to communicate and create relationships between user and user by contents, experiences and opinion. In addition, in terms of building relationships between the customer together and also with the brands.

2.2 Social Media Marketing (SMM)

The definition of social media marketing is a shift in the definition of marketing introduced to social media without even any detail in the implementation of the marketing theory being stressed by the author (Alves et al., 2016). Social media is a critical medium for marketing contact to meet and communicate at reduced expense and

at various hours of the day with consumers. One of the keys aims and advantages of marketers is the efficient control and usage of social media marketing (Hanaysha, 2016). Conversations are also caused by customers/viewers or businesses/products/services circulating among the entities specified for open communication of such marketing information to allow them to benefit from the use and experience of each other, another sense of SMM (Alalwan et al., 2017). In addition, the most convenient modern networking platform has been social media platforms where so many customers can read, exchange knowledge and communicate directly with business stakeholders (Quelman, 2012). Social media marketing has introduced a fresh word of exposure and support to news and mass marketing by empowering people to distribute their tweets to their personal contacts (Hafele, 2011).

Social media marketing's greatest value is that it reduces expenses and expands your visibility. The expense of a social media platform is usually smaller than that of other promotional outlets, such as a face-to-face sales representative or an agent or seller. Furthermore, social media marketing helps firms to meet clients who would not be able to reach because of the time (Nadaraja and Yazdanifard, 2013).

In this research, social media marketing including conversation among customers, viewers and brands is the main role to drive customers to read and exchange their knowledge and experiences via influencers, followers, likes and comments which are the component of social media.

2.3 Purchase Decision

The purchase decision is connected to the sequence of choices that occur before a purchase is made by the buyer, which starts when he/she is able to meet demand. Purchasers should assess where to buy, the chosen brand, design, quantity of purchase, time to spend, volume to spend, and method of payment. Marketers can influence these decisions by presenting information about the products or services (Hanaysha, 2018). While making a purchase, exposure to multiple resources or social media is a major component of the client journey, particularly in the digital era (Klein et al., 2020). For instance, the professional salesperson is an example of a retail assistant who helps shoppers make purchase choices in today's definition called solution-centric

shopping assists (Chang and Kukar-Kinney, 2011). Moreover, the purchasing decision taken by the customer is affected by several variables (Sudha and Sheena, 2017), specifically,

1. A culture metric which has the largest and most comprehensive impact on customer behavior in order for brands to consider the influence of societies, subcultures and customer's social level.

2. Social measurement, which has to be taken into consideration when developing a communication campaign, since customer response can be affected by these variables.

3. Customer are affected by personal measurements, including age and stage of the life cycle, career, economic condition, lifestyle, appearance and personality.

4. The choice of customer purchases is often affected by psychology measurements, including motivation, understanding, learning, perceptions and attitudes.

In this digital era, purchase decisions are not only using the personal experiences to make decisions but also using social media to support customers to reach their needs and influenced by social media.

2.4 Electronic Word-Of-Mouth(e-WOM)

According to traditional WOM presents individuals with the comparison of resources and products and then affects their decision (Cheung et al., 2008). The internet and social media are becoming increasingly important to human life and incorporate WOM with the internet or mobile products. Any positive or negative statement made by a current or former future consumer about a product or business made accessible over the Internet to multiple individuals and organizations can be the concept of e-WOM (Hennig-Thurau et al., 2004; Jalilvand et al., 2010).

Among e-WOM and conventional WOM, there are a variety of notable variations. Firstly, people are much more accessible to e-WOM since this keyboard-to-keyboard interface simply looks for information and conversations. Public network WOM encounters, though, are normally face-to-face and highly processed. Secondly, because of the e-WOM source, anonymity that requires face-to-face contact may be an assessment of the authenticity of digital sources in computer-mediated communication

(All Answer Ltd., 2018). Moreover, Platforms, such as forums and other online networking tools, that promote e-WOM gain greater awareness of how they impact the acceptance including the use of products and services (Cheung et al., 2008).

In this research, electronic word-of-mouth cover positive and negative of individual information through online or social media regarding to the products, brands and contents via online platforms such as comments and reviews based on foundation usages.

2.5 Purchase intention

The probability of an individual purchasing a particular product or service is referred to as purchase intention (Bagozzi, 1981). The probability that the buyer plans to buy the commodity can be readily interpreted as purchase intention. The definition of purchasing intention is based in mental and physiological research (Dodd et al., 2011). Purchase intention can be defined as one of the aspects of customer conceptual behavior about how a person intends to buy a particular brand.

As the purpose of social commerce is to leverage social networks to enhance business interests, it is necessary to improve the number of transactions through information exchange or user reviews (Hussain et al., 2021). Online transactions can be seen as activities that take place in the system of retrieval, transfer of information and purchase of a product (Pavlou, 2003). The online purchase intention of the customer in an online shopping experience defines the strengths of the consumer's ability to perform a specific purchase activity over the Internet. Intentional measures are also more successful than behavioral measures to attract the attention of the consumer, as the customer can make purchases due to constraints instead of real satisfaction when taking into consideration purchases. Online purchase intention is indeed a circumstance in which the buyer is willing and expects to participate in an online transaction (Lau, 2010).

In this research, Purchase intention focusing on purchasing through online or social media. Customer online shopping experiences is the big role to let customers be willing and want to be the part of online purchase.

2.6 Customer Satisfaction

During the latest crisis, customer satisfaction measurement has proven to be one of the most successful products or services for market research firms (Piercy, 1996). Traditionally, customer satisfaction (CS) is described as the individual's understanding of the results of the product or service in relation to his or her expectations and needs (Schiffman and Kanuk, 2004). Customer satisfaction is also described as a post-purchase assessment that the alternative selected achieves or satisfies expectations, and it can also be attained when consumers find the products or services provided to be above and above average results (Kim and Park, 2017).

Moreover, customers who are satisfied are more likely to stay with those who have satisfied them such as products or services of specific brands, while dissatisfied customers are more likely to go somewhere else or change the alternative brand in the next time. The people think the term "satisfaction" affects the actions we take to accomplish it (Bambauer-Sachse and Helbling, 2021). To ensure true customer satisfaction, retailers and brands must achieve quality and standard not only by minimizing the causes of specific dissatisfaction, but also by delivering their products or services in outstanding, pleasing quality (Fečíková, 2004).

In this research, customer satisfaction means the products or services via social media or online platforms which satisfy the need and expectation of individual customers. In addition, to measure the customer satisfaction by customer behavior after purchase and consumption of the products or services.

CHAPTER III

RESEARCH METHODOLOGY

This research is to explore what are the dimensions of customer's decisions on purchasing clothes online that are influenced by social media in Thailand.

3.1 Population Sample

To use quantitative method methodology approaches to integrate individual perspectives and create rich pictures on how people are affected by social media. The population frame of the study is Thai citizens aged 15-60 years old who have experienced purchasing online in the last three months who have experienced purchasing clothing via social media. There will be approximately 200 respondents.

3.2 Design Question

The study is designed to conduct the survey by the online platform. The questionnaire will consist of four parts; Screening questions, General questions, Specific questions in four-point Likert scale and Demographic questions.

The level of four-point Likert

Strongly disagree	1
Disagree	2
Agree	3
Strongly Agree	4

Part 1: The screening questions consist of two questions which cut the respondents who do not have experience on social media purchasing clothes and the group respondents who are not interested in purchasing clothes via social media.

Part 2: The second part of the questionnaire is general information that is a part of check-list questions to gather the social media behavior.

Part 3: The questionnaire with four-point Likert scale includes 22 questions under the customer satisfaction and purchase intention.

Part 4: The demographic details of the respondents including age, gender, employment and income as check-list questions.

3.3 Potential Output

The result from this study will help the online market in terms of clothing category, to develop the strategies, better reach to customers and also includes boosting sales of clothing items and increase the awareness of the brands through social media influencer.

CHAPTER IV

RESEARCH RESULT AND ANALYSIS

The total of questionnaire results consists of 272 respondents randomly distributed. To focus on the respondents who had experienced purchasing clothes via social media. From the result, 230 respondents had experienced purchasing clothes via social media and 42 respondents who have not purchased clothes via social media and had experienced but not interested in purchasing clothes via social media.

From the result of questionnaires, to started analyze the data by using Statistical Program for Social Sciences (SPSS) in three parts which is run the frequency analysis to see the percentage and frequency of demographic questionnaires part, secondly, descriptive statistics to show the mean of all specific questionnaires that using the four-point Likert answer and last part is running the factor analysis through regression to show the correlation and significant point within purchase intention and customer satisfaction.

4.1 Frequency Analysis

From the Table 4.1, present the respondent's profiles by using the frequency analysis. The majority of the respondents is female which 78.7% (n=181), and 17% (n=39) were male; moreover, for others or LGBTQ is considered 4.3% (n=10). In part of Age range, there are consisted of 6 ranges, the most respondents were from 24 to 34 years 37.4% (n=86) followed by 18 to 24 years 22.6% (n=52), 15.7% (36) were between 35 to 44 years, 11.3% (n=26) were between 45 to 54 years, 8.7% (n=20) were over 55 years and 4.3% (n=10) were under 18 years. In addition, the majority of status of the respondents was single of 76.5% (n=176), married status was 17.8% (n=41) and 5.7% (n=13) was partnership. In terms of occupation, the most of the respondents were full-time employment as 48.3% (n=111) followed by students as 23.9% (n=55), business owners as 19.1% (n=44) and 8.8% (n= 20) as unemployed. From the respondents of this

questionnaire, top three ranges that are closely to each other were in the range of 30,001 to 45,000 Baht as 25.2% (n=58), Below 15,000 Baht as 23.9% (n=55), and 15,001 to 30,000 Baht as 23.9% (n=55).

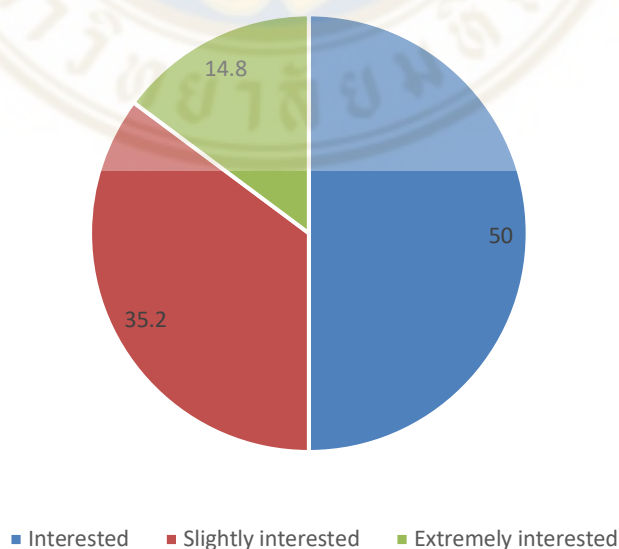
Table 4.1 Frequency Analysis

Demographic Characteristics		Frequency	Percentage
Gender	Female	181	78.7
	Male	39	17.0
	LGBTQ	10	4.3
Age range	24 - 34	86	37.4
	18 - 24	52	22.6
	35 - 44	36	15.7
	45 - 54	26	11.3
	More than 55	20	8.7
	Under 18	10	4.3
Status	Single	176	76.5
	Married	41	17.8
	Partnership	13	5.6
Salary	30,001 – 45,000 THB	58	25.2
	Less than 15,000 THB	55	23.9
	15,001 – 30,000 THB	55	23.9
	Above 75,001 THB	29	12.6
	45,001 – 60,000 THB	22	9.6
	60,001 – 75,000 THB	11	4.8

Table 4.1 Frequency Analysis (Cont.)

Occupations	Full-time employment	111	48.3
	Student	55	23.9
	Business owner	44	19.1
	Unemployed	20	8.7
Total		230	100.0

From the figure 4.1, shows the frequency of the interested level in buying clothes via social media based on personal experiences, the level of interest consisted of four levels which are extremely interested, interested, slightly interested and not interested. In the level of not interested, the respondents were cut. The total number is 230 respondents. The majority of respondents were interested (middle level) as 50% (n=115), 81% (n=81) as slightly interested and extremely interested as 14.8% (n=84).

**Figure 4.1 The level of interested in purchasing clothes via social media**

From the figure 4.2 shows the most social media platforms that respondents use the most, the majority of respondents as 49.6% (n=114) use Instagram, 34.3% (n=79) use Facebook, 8.3% (n=19) use twitter. Continuously by YouTube 6.1% (n=14) and Other as 1.7% (n=4).

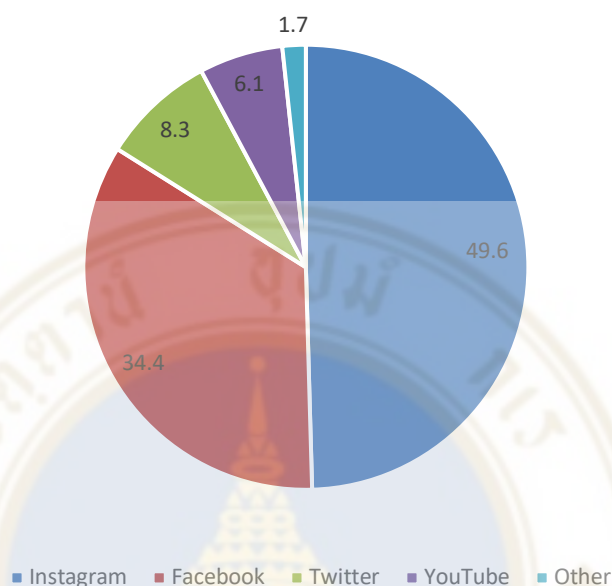


Figure 4.2 The social media platform that use the most

According to the figure 4.3 shows the average of spending time on social media in each day, the majority of the respondents as 49.1% (n=113) spend 5 to 10 hours on average, 31.7% (n=73) as less than 5 hours and the less of the respondents spend more than 10 hours as 19.1% (n=44).

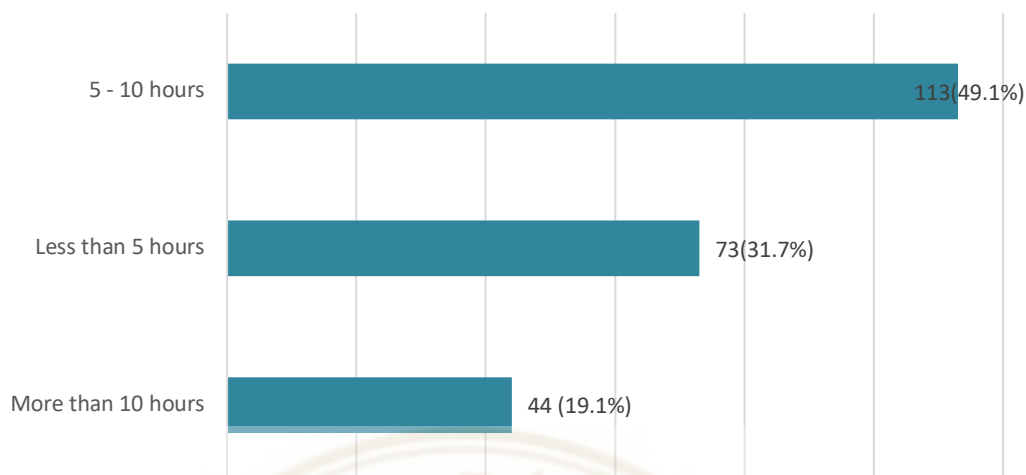


Figure 4.3 The average time of spending on social media each day

4.2 Descriptive Statistics

From the descriptive statistics table 4.2, there are a total of 22 questions in the questionnaire. The top three highest which mean the respondents slightly between in Agree and Strongly agree and subsequence mean scores are 9. “Social media tools make my purchase process easy” as the highest one, 11. “I always check online customer reviews before purchasing a clothes product” as second highest and the third highest score is 19. “Quick responses in social media make me more comfortable to purchase clothing” as 3.352, 3.235 and 3.309.

In part of the top three lowest mean scores which are 16. I consider statistics about the total number of likes in the posts that exist in clothes products, 17. I consider the influence who are related and wearing the existence of clothes products and 18. I think the positive suggestion of clothing products in social media will be satisfied. As the mean scores are 2.765, 2.826 and 2.839 which mean the respondents disagree in these statements.

Table 4.2 Descriptive Statistics of questionnaires

	N	Mean	Std. Deviation
Social media tools make my purchase process easy.	230	3.35	.783
Quick responses in social media make me more comfortable to purchase clothing.	230	3.31	.751
I always check online customer reviews before a cloth product purchase.	230	3.24	.900
The feedback (Reviews/Comments/Posts) on social media affect your clothing purchase.	230	3.18	.825
Social media is more effective to draw my attention than the mass media market.	230	3.15	.856
When my peers give positive recommendations via social media, I will be interested in that too. (in clothing products)	230	3.12	.787
E-WOM communication helps me to support my purchase decision.	230	3.11	.849
I feel like social media influences me to purchase products like clothing.	230	3.09	.857
Making purchase decisions for clothing via social media is important for me.	230	3.08	.888
Social Media including influencers, number of followers and likes play a big part in influencing your purchasing via social media.	230	3.07	.953

Table 4.2 Descriptive Statistics of questionnaires (Cont.)

When I want to buy clothes, I will use social media as my first choice in my searches.	230	3.07	.915
I believe that comment and reviews in social media reflect the quality of product. (Clothing category)	230	3.07	.849
My attitude toward e-WOM communication is positive.	230	3.05	.860
Marketing with social media applications is a good idea and it is effective to me.	230	3.05	.865
I consider statistics about the total number of followers that exist for clothes products.	230	3.04	.919
The comments and reviews from strangers/friends on social media, it influences me to be more interested in the products.	230	3.03	.820
Advertisements/Posts/Reviews on social media influence you to try new products/brands.	230	2.97	0.910
Social media is a good tool for spending time.	230	2.96	.876
The one main purpose of using social media is to search and buy clothes online.	230	2.87	1.013

Table 4.2 Descriptive Statistics of questionnaires (Cont.)

I think the positive suggestion of clothing products in social media will be satisfied.	230	2.84	.844
I consider about the influencers who related and wearing the existence of clothes products.	230	2.83	.928
I consider statistics about the total number of likes in the posts that exist for clothes products.	230	2.77	.956

4.3 Factor Analysis

An analysis of which factors are combined by these variables is known to describe or explore the relationships and correlation between the studied variables. To start with three rules of cutting in the processes one by one, firstly, Low factor loading which means P-value of each one has to have factor loading equal or above 0.4. Secondly, Cross loading is the numbers one each which show up on two or more factors will cut out and the last one is each variable that group into the same factor should be in the same meaning and direction to prevent the mismatch meaning.

According to table 4.3, the table show the first or initial result of factor analysis process, there have 6 questions that are cross loading, none of low factor loading and have some question among the group that the meaning is not match with the other questions. Also, cutting the cross-loading questions and mismatch meaning to prevent inefficient result and started run in the multiple times to do the cutting rules to find out the final result.

Table 4.3 The first result of rotated component matrix

	Component			
	1	2	3	4
I believe that comment and reviews in social media reflect the quality of product. (Clothing category)	.743			
I always check online customer reviews before a cloth product purchase.	.715			
The comments and reviews from strangers/friends on social media, it influences me to be more interested in the products.	.629			

Table 4.3 The first result of rotated component matrix (Cont.)

The feedback (Reviews/Comments/Posts) on social media affect your clothing purchase.	.578		
My attitude toward eWOM communication is positive.	.501		
When my peers give positive recommendations via social media, I will be interested in that too. (in clothing products)	.461		
The one main purpose of using social media is to search and buy clothes online.	.737		
Advertisements/Posts/Reviews on social media influence you to try new products/brands.	.681		
I consider about the influencers who related and wearing the existence of clothes products.	.661		.419
I think the positive suggestion of clothing products in social media will be satisfied.	.489	.533	
When I want to buy clothes, I will use social media as my first choice in my searches.	.497		.482
Marketing with social media applications is a good idea and it is effective to me.	.482		
Social media tools make my purchase process easy.			.779

Table 4.3 The first result of rotated component matrix (Cont.)

Making purchase decisions for clothing via social media is important for me.		.615	
I feel like social media influences me to purchase products like clothing.	.558	.612	
Quick responses in social media make me more comfortable to purchase clothing.		.602	
Social media is more effective to draw my attention than the mass media market.		.526	.445
Social media is a good tool for spending time.		.426	
I consider statistics about the total number of followers that exist for clothes products.			.771
I consider statistics about the total number of likes in the posts that exist for clothes products.			.765
Social Media including influencers, number of followers and likes play a big part in influencing your purchasing via social media.			.635
E-WOM communication helps me to support my purchase decision.	.455		.501

For this table 4.4, after cleaning the question by using cutting rules in rotated component matrix. The final result is of 10 cleaning questions and can group into 2 groups. To identified the name of these groups by interpret the meaning of each question in the group to be the new name that can represented the meaning of all questions. The

first group is electronic word-of-mouth which consist of 6 questions and second one is social media marketing which consist of 3 questions.

Table 4.4 The final result of rotated component matrix

	Component	
	1	2
Quick responses in social media make me more comfortable to purchase clothing.	.794	
Social media tools make my purchase process easy.	.680	
Making purchase decisions for clothing via social media is important for me.	.666	
When my peers give positive recommendations via social media, I will be interested in that too. (in clothing products)	.609	
I believe that comment and reviews in social media reflect the quality of product. (Clothing category)	.604	
Marketing with social media applications is a good idea and it is effective to me.	.602	
The one main purpose of using social media is to search and buy clothes online.	.552	
I consider statistics about the total number of followers that exist for clothes products.		.827
I consider statistics about the total number of likes in the posts that exist for clothes products.		.819
Social Media including influencers, number of followers and likes play a big part in influencing your purchasing via social media.		.760

4.4 Multiple regression

From the table 4.5 and 4.6, showing the result of running between two factors and purchase intention, showing the model summary to find out the significant from the result which focusing on the adjust R square as .345 (34.5%) which is quietly great result to have ability to explain the correlation of factor. Next, focusing on significant point in ANOVA table which is .000 mean the result can be interpret more in the next step of analysis.

Table 4.5 The model summary of factor analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.592 ^a	.351	.345	.841

a. Predictors: (Constant), Social Media Marketing, e-WOM

Table 4.6 The ANOVA result of factor analysis

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.832	2	43.416	61.342	.000 ^b
	Residual	160.664	227	.708		
	Total	247.496	229			

a. Dependent Variable: I plan to buy clothing via social media within the next month.

b. Predictors: (Constant), Social Media Marketing, e-WOM

According to table 4.7, the result is show that there are significant in both factors; e-WOM and Social media marketing based on P-value equal or below 0.05 to interpreted the number is significant. For e-WOM is significant at .000 which is the

strongest significant level and secondly and also has the highest standardized coefficients beta as .486 which means high ability to prediction. Secondly, social media marketing has also the significant value at .011. Therefore, both of e-WOM and social media marketing may affect to purchase intention; group of customers to purchase clothing via social media within the next month.

Table 4.7 The result of regression (Purchase intention)

		Coefficients ^a				
		Unstandardized		Standardized		
		Coefficients		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.422	.305		-1.384	.168
	e-WOM	.859	.114	.486	7.559	.000
	Social Media Marketing	.215	.084	.164	2.554	.011

a. Dependent Variable: I plan to buy clothing via social media within the next month.

From the table 4.8 and 4.9, showing the result of running between two factors and customer satisfaction, showing the model summary to find out the significant from the result which focusing on the adjust R square as .431 (43.1%) which has higher ability to interpretative than first dependent. Next, focusing on significant point in ANOVA table which is .000 mean the result from this model can be use in the regression.

Table 4.8 The model summary of factor analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.660 ^a	.436	.431	.6353

a. Predictors: (Constant), Social Media Marketing, e-WOM

Table 4.9 The ANOVA result of factor analysis

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.767	2	35.383	87.666	.000 ^b
	Residual	91.620	227	.404		
	Total	162.387	229			

a. Dependent Variable: I feel that using social media satisfies my clothing purchase experiences.

b. Predictors: (Constant), Social Media Marketing, e-WOM

From the coefficient regression focusing on the standardized coefficients beta and the level of significant to analyze the result (table 4.10) that the factors have power and ability to affected the dependent variable which is customer satisfaction. From the result, there is only e-WOM in the significant level at .000 and social media marketing as .338 which is over than 0.050 means social media marketing has no power to effected on customer feeling using social media satisfied their clothing purchase experiences.

Table 4.10 The result of regression (Customer satisfaction)**Coefficients^a**

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.186	.230		.808	.420
	e-WOM	.898	.086	.627	10.464	.000
	Social Media Marketing	.061	.064	.058	.960	.338

a. Dependent Variable: I feel that using social media satisfies my clothing purchase experiences.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

In conclusion, according to the objective of this study, the outcome of the study can answer all the objectives. The first objective is exploring the factors that affect customer purchase intention and customer satisfaction via social media. From the result of 230 respondents who have experienced purchasing clothes and also at an interested level via social media. Overall, this research found 2 significant factors that affected the dimension of customer's decision on clothes purchasing online influenced by social media. From the result of this objective, there are only two factors from the regression result that affect the purchase intention and customer satisfaction.

The second objective is to understand the customer's perception when they are making a purchase decision via a social media platform. From the descriptive statistic, the highest mean scores which can be interpreted that the respondents agree with statements. It found that respondents quietly agree with the quick response and use social media as a tool to make respondents feel comfortable and easy to use social media and the reviews in social media also play a big part in pre-purchase.

5.2 Recommendation

In part of purchase intention, there are two factors that affect which are electronic word-of-mouth as .000 significant and social media marketing as .011 significant. For electronic word-of-mouth which is the first significant factor with purchase intention, it can be interpreted that customer care and pay attention to comments and reviews from others when they start interested in the products on social media. The reputation of the brand and product on social media play in the big role in customer purchase intention. Therefore, the brands have to focus on the quality of products and customer service to prevent the negative feedback from customers in terms

of comments and reviews. Second factor which is social media marketing, in this study, social media marketing includes influencers, followers, comments and likes because the brands use these ways to encourage customers to pay attention and be interested in the brands. So, using social media marketing is effective to drive the customers to increase their purchase intentions in clothing category.

Another part is customer satisfaction, only electronic word-of-mouth(e-WOM) affects customer satisfaction as .000 significant. According to the definition of customer satisfaction, people will share their own experiences to the others on both sides of negative and positive based on their satisfaction and dissatisfaction by using electronic word-of-mouth in the digital era through the comments and reviews on social media. In addition to sharing personal experiences and opinions on social media and public places, customers also receive information and opinions of others on social media as part of their satisfaction with the product at the same time. Therefore e-Wom is a very important part of shopping through the brands on social media. Brands need to be wary of the comments and reviews that they receive from their customers, as this has a huge influence. Thus, if you want to create or increase the satisfaction of new and existing customers, start with the service and the quality of the products that are delivered to customers in order to influence the positive comments and reviews that will follow after the customer has bought the product. It also enhances the brand image through the electronic word-of-mouth.

5.3 Limitation and Future research

There are several limitations to the data collection of this study. The first is to collect quantitative data. It can be seen that the ratio of most of the survey respondents is over 78.7% female and about 17% male from a large difference, which may make the answers in this study unfair or incomplete interpretable. The answer to this study was largely based on the attitude and thinking of women. In part of the research analysis, there are some limitations in part of ANOVA because the record size of groups of respondents were not equal size which led to the ANOVA that has to have roughly equal sample size to run. Moreover, the questionnaire is conducted by an online survey which

can make respondents not be able to get every truthful answer because the questionnaire consists of many questions and information to read and answer.

The researcher recommends to expand more in the population sample to a more diverse group of customers and deep details in terms of qualitative methods to understand and study in customer dimensions. In addition, research should include some other factors that can be affected to customer satisfaction and purchase intention such as price, promotion, attitude and motivation in the study.



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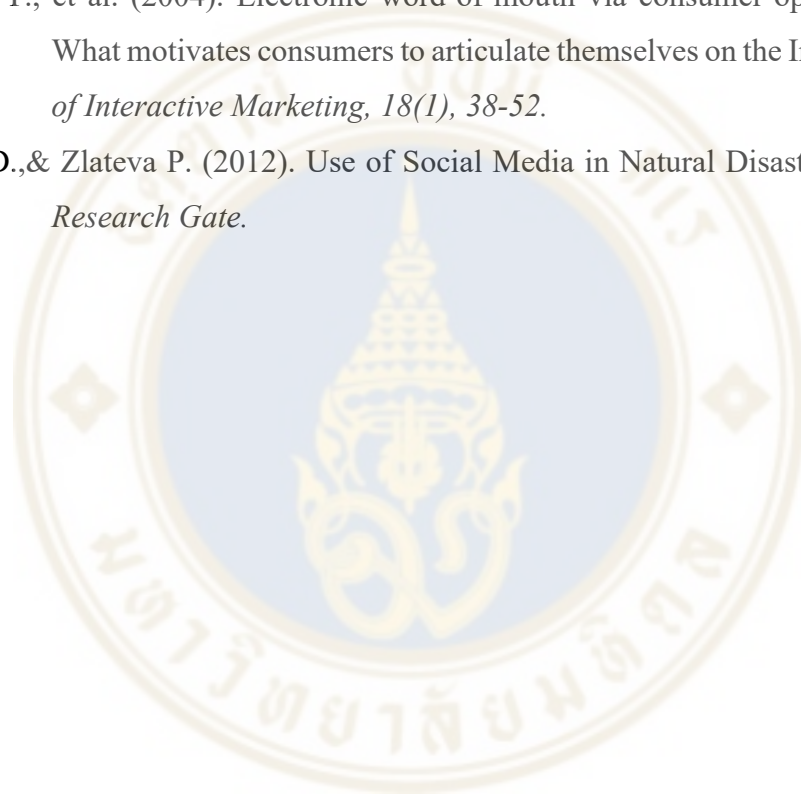
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Questionnaire

Screening Questions

- Do you use social media to purchase clothes?
 - Yes
 - No (Terminate)
- How interested do you think social media is an effective way to sell and buy clothes?
 - Extremely interested
 - Interested
 - Slightly interested
 - Not at all interested (Terminate)

General Questions

- Before you complete this survey, can you tell me what social media platform you followed the link from?
 - Facebook
 - Instagram
 - Twitter
 - Other (Please specify)
- What social media platform do you use the most?
 - Facebook
 - Instagram
 - Twitter
 - Other (Please specify)

- How often, on average, do you spend on social media each day?
 - less than 5 hours
 - 5 - 10 hours
 - more than 10 hours

Specific Questions

Please indicate to what extent you agree or disagree with each of the following statements.	Strongly Disagree	Disagree	Agree	Strongly Agree
Social Media including influencers, number of followers and likes play a big part in influencing your purchasing decision.				
When I want to buy clothes, I will use social media as my first choice in my searches.				
The feedback (Reviews/Comments/Posts) on social media affect your clothing purchase.				
E-WOM communication helps me to support my purchase decision.				
The one main purpose of using social media is to search for new clothes.				

Specific Questions (Cont.)

Please indicate to what extent you agree or disagree with each of the following statements.	Strongly Disagree	Disagree	Agree	Strongly Agree
Advertisements/Posts/Reviews on social media influence you to try new products/brands.				
Making purchase decisions for fashion online clothing is important for me.				
My attitude toward e-WOM communication is positive.				
Social media tools make my purchase process easy.				
I feel like social media influences me to purchase product like clothing.				
I always check online customer reviews before purchase clothing product.				
I believe in commenting on successful product/brands in social media.				
When my peers give me positive recommendations via social media, I will be interested in that too (in clothing products).				

Specific Questions (Cont.)

Please indicate to what extent you agree or disagree with each of the following statements.	Strongly Disagree	Disagree	Agree	Strongly Agree
Social media is a good tool for spending time.				
Social media is more effective to draw my attention than the mass media market.				
I consider statistics about the total number of followers that exist for clothes products.				
I consider statistics about the total number of likes in the posts that exist for clothes products.				
I consider statistics about the influencers who related to the existence of clothes products.				
I think the positive suggestion of clothing products in social media will be satisfied.				
Marketing with social media applications is effective to me.				

Specific Questions (Cont.)

Please indicate to what extent you agree or disagree with each of the following statements.	Strongly Disagree	Disagree	Agree	Strongly Agree
Quick responses in social media make me more comfortable to purchase clothing.				
The comments and reviews from strangers/friends on social media, it influences me to be interested in the products.				
I plan to buy clothing via social media within the next month.				
I feel that using social media satisfies my clothing purchase experiences.				

Demographic Questions

- What is your age?
 - Under 18
 - 18-24 years old
 - 25-34 years old
 - 35-44 years old
 - 45-54 years old
 - 55 - over

- What is your marital status?
 - Single
 - Married
 - In a domestic partnership
 - What is your current employment status?
 - Full-time employment
 - Students
 - Business owners
 - Unemployed
 - How much of your salary per month?
 - Less than 15,000 baht
 - 15,001-30,000 baht
 - 30,001-45,000 baht
 - 45,001-60,000 baht
 - 60,001-75,000 baht
 - More than 75,000 baht
- 