

**POTENTIAL FACTORS AFFECTING PURCHASE INTENTION
OF FASHION APPAREL PRODUCT ON THE ONLINE
SHOPPING PLATFORM IN THAILAND**

The seal of Mahidol University is a circular emblem. It features a central blue circle containing a golden Thai-style stupa or chedi. Surrounding this central circle is a white ring with Thai script. The outermost ring is a larger white circle, also containing Thai script. The entire seal is rendered in a light, faded yellowish-gold color.

NAPAPAT CHATNARARAT

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OF FASHION APPAREL PRODUCT ON THE ONLINE
SHOPPING PLATFORM IN THAILAND**

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POTENTIAL FACTORS AFFECTING PURCHASE INTENTION OF FASHION APPAREL PRODUCT ON THE ONLINE SHOPPING PLATFORM IN THAILAND

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ABSTRACT

Online shopping has become a part of our life due to the coming of internet and technology. Many people start to use online marketplace and social media as platforms to buy several things but one of the most popular product category to buy online is fashion apparel product. There are many shops that sell this product category and the competition is very high. Therefore, it is important to understand what factors could influence purchase intention of consumers. So that, sellers can develop efficient strategy from the consumer insight.

In this thematic paper, we focus on five variables which are social proof, product information, price, product availability, and social media activities. These variables are shown as factors that has an effect on purchase intention of consumer in the past researches. However, we want to prove that the same result will be indicated in the context of fashion apparel purchasing and Thai consumers. This study has gathered 220 samples to use for the analysis and quantitative research. After the analysis has been performed, the findings appear that price, product availability, and social proof can effect on the purchase intention. This result will be beneficial for online merchants and people who want to join this business because they can use this information to plan for their strategies and management plans.

KEY WORDS: Consumer behavior/ Online shopping/ Fashion apparel/ Purchase intention

43 pages

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CHAPTER I

INTRODUCTION

1.1 Introduction and Problem Statement

Over the past few years, it is undeniable that online shopping has become more popular and is now a part of our daily life. Consumers have changed and adapted their behaviors with the coming of the internet and technology. The number of consumers who prefer online shopping have been increasing over time with several reasons. To begin with, the online shopping mostly comes with home delivery which is very convenience for consumers that they do not even have to step out of their houses to purchase things they want. Furthermore, there are many promotional discounts and voucher codes for the online shoppers, especially in the special event. The purchase can be made 24/7 and it is very easy to look for the cheapest price for the product by comparing between each shop and platform.

In Thailand, according to the research from J.P.Morgan (2019), the e-commerce market has been growing up significantly. The online shopping sector in Thailand valued at \$26.2 billion and the average annual online spend is at \$1.746.2 which is the highest in Southeast Asian countries. The growth in the market is expected to be risen up in next few years as there are more internet expansion in the rural area. Also, with the internet penetration, the growth of e-commerce will continuously grow as well. Later on in 2020, with the drive of COVID-19 and the lock down situation, e-commerce and online channel are continuously grow as they are no longer an alternative option for Thai people but instead is a survival matter.

There are many online shopping platforms that are very popular in Thailand i.e. Shopee and Lazada that contain more than 300,000 shops in it. These online shopping and selling marketplaces are the main platform for people to buy what they need. By collaborating with many sellers, from big company to newcomer sellers, consumers can find almost everything in these platforms. However, the online stores are not only exist in the e-commerce platform. Many people are also purchase things from social media platforms as well i.e. Instagram, Facebook, and Twitter. Since the online

shopping is becoming more popular, particularly in Thailand, many sellers are able to make much money from it. Having said that it is another good channel to reach to consumers and make more money, many big brands have started to expand their businesses into the online platform as well as the small brands and newcomers in the market.

Among several of category of products, fashion apparel is one of the most popular product category for B2C e-commerce market segment. From the statistical data from Statista (2021), the fashion and beauty's e-commerce expenditure in Thailand has increased 35.1% in 2020, compared with the previous year. Moreover, many fashion online retailers' revenue have soared during the COVID-19 pandemic and average spending per person for fashion online shopping is also expected to be higher. In addition, 29.5% of fashion retails sales in the US came from the online channel (Dopson, 2020).

As much as the rising up in the number of online consumers, the competition between sellers in the online market is also increasing. Therefore, it is essential for the online merchants to understand the consumer's attitude and behavior including the factors that have an impact on the purchase intention. Consumer insight data is the valuable knowledge that can lead a business to success and overcome the challenges in a fast-changing world.

1.2 Objectives of the Study

As businesses are expanding into the online channels and the number of consumers who shop online are also increasing, the competition will be higher than in the past. Fashion apparel is one of the product categories that are popular among both sellers and consumers. Newcomer shops usually choose to sell fashion apparel products and consumers are also like to buy it as well. However, not every shop knows how to fulfill customers' needs and come up with the right strategy. As a consequence, some stores are failed and not able to make it through this highly competitive market. Therefore, this study wants to help the online shop owners to understand consumer needs and to be able to improve their businesses into the right direction. To add up, as the world is changing fast these days, customers are also changing their behaviors as

well. What customers did and thoughts last two years might not be the same as what they do and think today. Therefore, it is important to understand the change in their attitude and behavior that may effect on seller's strategy.

1. To identify the potential factors that influences the purchase intention of fashion apparels of Thai consumers in the online platform
2. To understand consumer insight for further improvement and building up marketing strategies
3. To capture the demographic data of fashion apparels consumer which would be beneficial in further business expansion

1.3 Contribution of the Study

1. This study aims to collect consumer insights regarding their attitudes toward factors of the online fashion store. It will help online merchants to understand consumers and be better in building up marketing strategy. Additionally, sellers can also use this insight as a feedback from consumers to improve their products and services in the future.
2. This study will be useful for people who are looking for an opportunity to open an online business and become an e-commerce seller. Because they can learn the consumer behavior from the beginning, it will help them in developing ideas that can fulfill the needs of consumers and reduce the possibility of failure.

CHAPTER II

LITERATURE REVIEW AND RESEARCH HYPOTHESIS

2.1 Fashion Apparel Product

In this thematic paper, fashion apparel products are defined as the items that are worn on the human's body to keep the body stay warm and allow wearers to express themselves through their dress choices which can increase their confidence. Fashion apparel product can be separated into three main categories which are clothing, footwear, and accessories.

- Clothing includes shirts, t-shirts, dresses, shorts, trousers, skirts, etc.
- Footwear includes sneakers, high heels, loafers, slippers, sandals, etc.
- Accessories includes bags, watches, sunglasses, glasses, hats, caps, belts, rings, necklaces, bracelets, earrings, etc.

2.2 Social Proof

Social proof is psychological phenomenon where people take the same actions as others because they believe that those behaviors are correct or acceptable (Schnuerch and Gibbons, 2015). It usually happens in the ambiguous and unclear circumstances when people are unable to make decisions of what action they should take (Rao, Greve, and Davis, 2001). Consequently, people would likely to follow their natural desire in the appropriate manner and fit in the others. They are driven by the assumptions that other people might be more knowledgeable than them and follow the majority. According to Cialdini (2007), the principle of social proof is the greater the number of people who find any idea correct, the more the idea will be correct. People will use the action of others to decide on proper behavior for themselves, especially when they see that those people are similar to them.

Many companies use social proof to remove uncertainties in customer's mind which resulted in the increasing of customers. Likewise, many online stores also

utilize social proof in the same way and build up trustworthiness between sellers and customers (Schneider, Klumpe, Adam, and Benlian, 2019). For e-commerce, social proof can be shown in many parts such as the number of followers, comments, likes, views, and positive reviews. The higher of the number, the more powerful of the social proof that can influence people's perception.

2.3 Product Information

Product information is the details of the product that the sellers state as a description of the product. It includes the feature, benefit, size dimension, design, price, raw material, and picture, etc. Product information allow customers to evaluate the products in terms of the product quality and the worthiness compared with the price. However, sometimes, product information is not stated, uninformative, and irrelevant which will only have negative effects to the store. According to the consumer research of Meyvis and Janiszewski (2002), they found that the obviously irrelevant information of the product can have a negative impact on consumer's product perception and weaken consumer's belief in the ability to provide benefit of the product.

In the online shopping where consumers cannot psychically see and touch the product, it is necessary to present vivid and detailed product information to help consumer generate mental imagery (Flavian et al., 2017) which would encourage them in making decision to buy. Rich product information and mental imagery will compensate with the missing psychical experience which will affect consumers' attitude and purchase intention (Orus et al., 2017).

According to Lee and Gretzel (2012), the picture of the product in the online platform can help the consumers to understand the product and influence their behavioral intention. Furthermore, picture is a visual information that will help consumers remember and comprehend the product feature more than verbal information. Insufficient product information makes consumers unable to evaluate the quality, feature, and size of the product. Especially, for the apparel characteristics that have many important factors in making decision i.e. color, quality of the fabric, and appearance on the body and fit.

2.4 Price

Price is one of the most important variables that has effect on consumers' attitude (Rosa-Doaz, 2004) and also able to shape the consumers' attitude (Aboah and Lees, 2020) in decision making process, which will affect the purchase intention and willingness to pay. It is considered to be the indicator of the cost of the product (Erdill, 2015) and defined as the sacrifice of consumers to the products or services that they see worthy (Zeithaml, 1988).

Referred from Kotler and Keller (2016), the product price is divided into three dimensions which are fair price, fixed price, and relative price. Fair price is reasonable price that comes with quality product or appropriate services. Fixed price is a set of price that is non-negotiable for all buyers. Relative price is the set of price that is in conformity with quality or service provided by the seller.

As the price can influence consumers in decision making and their purchase intention (Munnukka, 2008), it often used as marketing strategy to attract more consumers, especially for the consumers with low purchasing power which are likely to be more sensitive to the price. However, the perception towards the price, whether it is reasonable – cheap or expensive, is subjective. It depends on the purchasing power of the consumer and the value they give to that product or service. According to the study of Tjiptono (2008), even though most of the consumers are sensitive to the price, they also consider other factors in making decisions too, such as the brand image, quality, location, and value. Additionally, customers are often willing to buy a product with premium price if their needs can be met (Broekhuizen and Alsem, 2002).

Shopping online makes consumers become more sensitive to the price because they can search for the information of substitute products or the same products with lower price from other shops to make a comparison. Because the competition in the e-commerce platform is very high, therefore, the businesses have to provide additional promotion or services such as free delivery or special offer to attract the customers. Some of the consumers also choose to buy things online because they can get the same product with the lower price than at the store (Rox, 2007).

2.5 Product Availability

Product availability is a supply chain performance, usually measured against customer demand. To explain, it is the ability of the company to maintain the product availability when the demand of the products are increased. It is important to keep the product available in the business because poor availability can dissatisfied customers and would lead to bad perception in a long term. While the product unavailability means the loss of opportunities and sales, on the other hand, product availability is considered as an essential factor to increase the sales (Hausman and Siekpe, 2009).

Product availability does not mean that the store need to keep the stock full all the time but rather having the items available when customers want to purchase. Therefore, it depends on the accuracy of the demand forecast and planning. The business should attempt to balance the product availability against anticipated market demand. That is why many marketers have spent their time and effort to keep the inventory sufficient.

According to Moutinho and Bian (2011), product availability is able to enhance the purchase intention of consumers. A research of Steinhart, Mazursky, and Kamins (2013) has studied the product availability on purchase intention in two different situations and found that in a normal circumstance, the purchase intention is lowered when the product is not available to buy. However, in the circumstance that product is rare, product unavailability will increase the intention to buy. Another study from Qisthina (2020) also concluded that product availability has a significantly and positively effect on purchase intention and purchase intention will be increased with better product availability.

2.6 Social Media Activities

Social media is a digital tool that allows users to share their ideas, thoughts, information, and contents with the public through the building of virtual networks and communities. It has increasingly grow the importance for businesses over the last two decades (Kapoor et al., 2018). Nowadays, social media has been using as a marketing tool for business to communicate, interact, and connect with customers. Moreover, it also helps the business to understand consumer behavior and consumer preferences

which makes the business owner know and able to forecast the demand (Trusov, Bodapati, and Bucklin, 2010). Thus, social media activities, such as on Facebook and Instagram, are frequently used as marketing strategy to interact, create engagement, create community, promote products, manage relationship and entertain consumers (Myers West, 2018).

Businesses can use social media to post the contents on their pages to let customer know about their products and their promotions. The benefit of social media is that it is the two-way communications which business can get a feedback from both actual and prospective customers (Abeza, O'Reilly, and Reid, 2013). For example, from the study of Radzi, Harun, Ramayah, Kassim, and Lily (2018), they found that Facebook fanpages are effective in spreading information and communicate with the customers. Additionally, the business can use social media activities to engage consumers to achieve organizational objectives (Jiang, Chen, Nunamaker, and Zimbira, 2014) and provide impressive experience to consumers.

Moreover, social media can be used as a platform for consumers to create a community to share and discuss about the brands, products, or services (Culnan, McHugh, and Zubillaga, 2010). Likewise, the business can also respond back to the consumers to explain or clarify regarding the criticism about their products. When the business has an interaction with the consumers and consistently provide two-ways communication, it will help consumers understand the brand attitude and create trust with the brand.

There were some past studies that found that social media has an effect on purchasing behavior of consumers. According to Kim and Ko (2012), they found that the community marketing campaigns which are composed of entertainment, interaction, trendiness, customization, and word-of-mouth, has a significant impact on purchase intention of luxury brand consumers. Another study from Sano (201), social media activities can reduce consumers' uncertainties by allowing consumers to establish contact with the brand and keeping them updated about the information. As a consequence, without uncertainties and anxiety perceived by consumers, they are more likely to purchase the product.

2.7 Purchase Intention

Purchase intention is defined as the willing of customers to buy a certain product or certain service in a certain condition (Morinez et al., 2007). It is related to perception, attitude, and behavior of the consumers in making decision to buy. The research of Kotler and Armstrong (2010) has indicated the six stages before consumer making decision to buy a product which are awareness, knowledge, interest, preference, persuasion and purchase. Moreover, purchase intention can be driven by both internal and external motivations (Gogoi, 2013) and environments during purchasing process. In addition, purchase intention is also based on individual attitude and belief which can be influenced external factor i.e. advertising (Belic and Jonsson, 2012).

2.8 Conceptual Framework

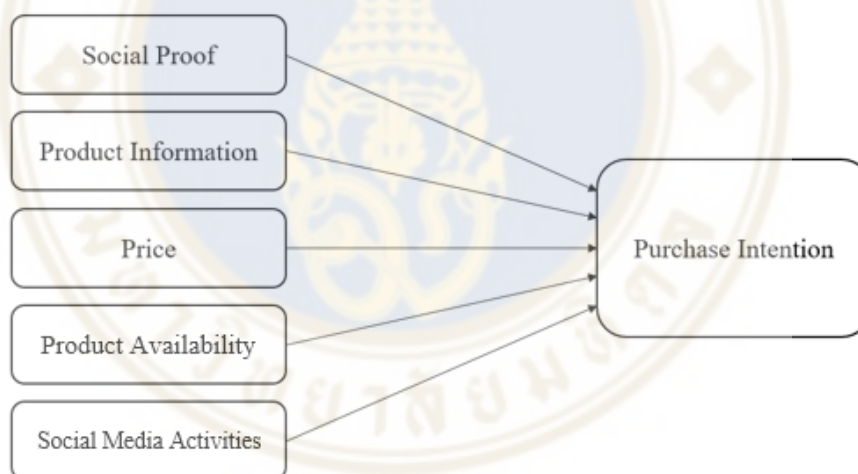


Figure 2.1 Conceptual Framework of potential factors affecting purchase intention of fashion apparel product on the online shopping platform in Thailand

This framework focuses on identifying the factor that has an effect on purchase intention of fashion apparel products on the online platform. From this framework, there are 5 independent variables which are social proof, product information, price, product availability, and social media activities. All 5 variables are expected that they can influence purchase intention of customer.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology describes the specific procedures and techniques that researchers conduct in order to get the conclusion of the study topic. The steps are including research approach, data collection, population, research hypothesis, and data analysis that will explain how the data is converted into conclusion.

3.2 Research Approach

Research approaches are plans and the procedures for research that include the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. There are two main approaches of research methodology which are quantitative and qualitative approaches. The quantitative approach is based on the statistics which involves the questions that are to be answers in the survey or questionnaire. The analysis will be performed with the collected data to get the conclusions of it. This approach is used when the researchers want to test or confirm something i.e. theory and hypothesis. On the other hand, the qualitative approach is based on the description which includes interviewing and discussing among the group of people. This approach is used when the researchers want to understand something i.e. thoughts and experiences.

According to the objective of this study, the aim is to identify the potential factors that can influence the purchase intention of Thai consumers in the online platform and capture the basic information of the consumers. Therefore, the research approach of this study is the quantitative approach because the objective is to test the ability of influence of the potential factors. Moreover, it is necessary to capture as many population as possible in order to identify the main target consumers of fashion apparel

stores in the online platform based on their basic information such as age, gender, education level and range of income.

3.3 Data Collection

The data collection is conducted online by using the online survey in Google Forms. The questionnaire link is distributed in social media platform i.e. Facebook, Twitter, and Instagram. There are total 38 questions in this questionnaires which consisted of 2 screen questions, 3 general questions, 28 questions about potential factors, 1 question regarding the purchase intention and 4 demographic questions. If the respondent does not pass the screening question, the survey will be ended from that question. Only the respondents that complete every question in the questionnaire are counted as valid data and will be used in the analysis part.

The screen questions are yes-no question which has only two choices for respondent to select. The 3 general questions and demographic questions are multiple choices. The questions about potential factors and purchase intention are Likert rating scale that allow respondents to select the degree of agreement from 1-5 for each statement in the question by 1 means strongly disagree and 5 means strongly agree. The question is translated from English to Thai to suit with Thai people in terms of understanding and convenience of respondents. In addition, the data collection period takes 15 days since the questionnaire creation until the survey is launched and has enough valid responses.

3.4 Population

The population of the study can be defined as a group of individual or objects that have a common characteristics that are the interest of a researcher to generalize the result. In this study, the population is the total number of respondents that have completed the questionnaire. Additionally, the target population of this study is the Thai people who had bought fashion apparel products in the online platform within six months prior to the day that they have responded the questionnaire. After the data collection has been finished, we are able to collect 253 responses, however, the valid

data is only available for 220 responses that will be used in the analysis part. The responses that were cut off are neither the respondents who do not live in Thailand nor had not bought fashion apparel products online within the past six months.

3.5 Research Hypothesis

According to the past researches, there were various studies about the factors that can influence that purchase intention of the consumers. However, this study will be more specific in terms of the product category, purchase platform and consumers' nationality because researcher wants to focus on Thai consumers who bought fashion apparel items in the online platform, whether they would be influenced by the potential variables. These variables are selected from the past studies to be tested with Thai consumers in this research.

List of variables to be tested

- 1) Social proof
- 2) Product information
- 3) Price
- 4) Product availability
- 5) Social media activities

3.6 Data Analysis

After data collecting has been completed and the data that invalid has been removed, the raw data from the online survey will be transferred into Excel format and analyzed by using IBM Statistical Package for Social Science program (SPSS) to acquire both descriptive and inferential statistics. The analysis includes descriptive analysis, frequency analysis, reliability analysis, one way ANOVA analysis, regression analysis and factor analysis.

CHAPTER IV

RESEARCH FINDINGS

4.1 Respondent Profile

In this quantitative research, we collected four demographic data which are gender, age, education level, and monthly income. This data will be useful in identifying characteristics of a population. Once we gained the insight of each target group i.e. what factor does or does not affect purchase intention of which group of customers, we will be able to create efficient marketing strategies and communications.

Gender – we divided the gender of respondents into three groups including male, female, and LGBTQ+. From the collected data, most of the respondents are female at the number of 83.2%, followed by 9.5% of LGBTQ+ and 7.3% of male respondents.

Table 4.1 Respondent profile: Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	16	7.3	7.3	7.3
	Female	183	83.2	83.2	90.5
	LGBTQ+	21	9.5	9.5	100.0
	Total	220	100.0	100.0	

Age - we divided the age ranges of respondents into four groups as followings:

- 1) 19 years old or below
- 2) 20-29 years old
- 3) 30-39 years old
- 4) 40 years old or above

From the collected data, most of the respondents are in the age range of 20-29 years old at the number of 62.7%. Followed by the group of 19 years old or below, 30-39 years old, and 40 years old or above at the percentage of 24.1%, 10.5%, and 2.7% respectively

Table 4.2 Respondent profile: Age

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	19 years old or below	53	24.1	24.1	24.1
	20-29 years old	138	62.7	62.7	86.8
	30-39 years old	23	10.5	10.5	97.3
	40 years old or above	6	2.7	2.7	100.0
	Total	220	100.0	100.0	

Education – we divided education level into three groups including secondary school or lower, bachelor's degree, and master's degree or higher. From the collected data, most of the respondents are in bachelor's degree at 60%, followed by master's degree or higher at 22.7% and secondary school or lower at 17.3%.

Table 4.3 Respondent profile: Education

		Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary school or lower	38	17.3	17.3	17.3
	Bachelor's degree	132	60.0	60.0	77.3
	Master's degree or higher	50	22.7	22.7	100.0
	Total	220	100.0	100.0	

Monthly income – we divided the range of monthly income into four groups including 15,000 Baht or lower, 15,001-25,000 Baht, 25,001-50,000 Baht, and 50,001 Baht or higher. From the collected data, most of the respondents has monthly

income 15,000 Baht or lower at the number of 39.5%, followed by 25,001-50,000 Baht at 25%, 50,001 Baht or higher at 21.4% and 15,001-25,000 Baht at 14.1%.

Table 4.4 Respondent profile: Monthly income

Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15K THB or lower	87	39.5	39.5	39.5
	15.001 - 25K THB	31	14.1	14.1	53.6
	25.001 - 50K THB	55	25.0	25.0	78.6
	50.001 THB or higher	47	21.4	21.4	100.0
	Total	220	100.0	100.0	

4.2 Frequency Analysis

Frequency Analysis is a study of distribution that consists of the counting of occurrence of each response chosen by the respondents. It is used for predicting how often the certain of a variable phenomenon may occur and to assess the reliability of the prediction. In the table, it shows the frequency of each response that was chosen and the percentage of each response compared to the total responses that will help us in looking at the big picture.

Purchase platform – as the topic of this research is focus on online shopping, it is important to be able to identify that which online channels customers purchase from. The channel is separated into two big platforms which are e-commerce platform which includes Shopee, Lazada, JD Central, eBay, Amazon and Alibaba, etc. and social media platform which includes Facebook, Instagram, and Twitter, etc. We also provide another option for customers who use both channels to select. The result is that customers use both platforms the most, followed by e-commerce platform and social media platform. The percentage number of each group shown as 50%, 28.6% and 21.4% respectively. If we combine the number of customers who chose both platforms into each platform, we will get the number as 173 out of 220 customers that use e-

commerce platform to purchase fashion apparel online and 157 out of 210 customers that use social media platform.

Table 4.5 Frequency Analysis: Purchase platform

Which online platform do you purchase from?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	E-commerce	63	28.6	28.6	28.6
	Social media platform	47	21.4	21.4	50.0
	Both	110	50.0	50.0	100.0
	Total	220	100.0	100.0	

Number of pieces purchased per month – we divided the number of pieces that customers purchased per month into four groups which are less than 1 piece per month, 1-2 pieces per month, 3-5 pieces per month, and 6 pieces or more per month. From the collected data, customers mostly purchase 1-2 fashion apparels per months, followed by less than 1 piece per month, 3-4 pieces per month, and 6 pieces or more per month. The percentage number of each group shown as 45%, 30%, 17.3%, and 7.7% respectively.

Table 4.6 Frequency Analysis: Number of pieces purchased per month

How many pieces do you purchase per month?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 piece	66	30.0	30.0	30.0
	1-2 pieces	99	45.0	45.0	75.0
	3-5 pieces	38	17.3	17.3	92.3
	6 pieces or more	17	7.7	7.7	100.0
	Total	220	100.0	100.0	

Product category – we divided fashion apparel products into three big categories which are clothes, footwear, and accessories. Clothes are including shirt, shorts, skirt, pants, trousers, and dress. Footwear means shoes, sandals, boots, high heels, sneakers, and slippers. Accessories are hat, belt, earrings, bracelet, rings, bags,

sunglasses, watches, and scarf. From the collected data, it shows that customer buy clothes the most, followed by accessories and footwear. The percentage number is shown as 69.5%, 27.7%, and 2.7% respectively.

Table 4.7 Frequency Analysis: Product category

Which product category do you purchase the most?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clothes	153	69.5	69.5	69.5
	Footwear	6	2.7	2.7	72.3
	Accessories	61	27.7	27.7	100.0
	Total	220	100.0	100.0	

4.3 Reliability Analysis

Reliability analysis is a tool that is used in assessing the degree to which test scores are consistent. It calculates the number that is commonly used measures of scale reliability and provides about information regarding the relationships between items in the scale. Cronbach's Alpha is a measure that is used to assess the reliability or internal consistency of a set of scale or test items. A general accepted rule of Cronbach's Alpha is 0.6-0.7 which indicates an acceptable level of reliability. However, for a good level, the Cronbach's Alpha should be 0.8 or more.

In this research, a reliability analysis has been performed on a set of questionnaires and the result is acceptable as Cronbach's Alpha is 0.856. It means that all 28 questions are reliable and thus, all the questions will be used for further analysis.

Table 4.8 Reliability Analysis

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.856	.860	28

4.4 Descriptive Statistics

Descriptive statistics is the summary of quantitative data that we collected by showing the minimum score, the maximum score, the mean score, and the standard deviation of each statement. The scores were rated from the scale of 1 to 5 by the respondents. The rate of 1 means strongly disagree while the rate of 5 means strongly agree with the given statement. Therefore, the higher score indicates the higher agreement of respondents on the statement. The standard deviation shows the spread of the score. A low standard deviation means the values tend to be close to the mean or average value. On the other hand, the high standard deviation indicates that the score are spread in a wider range.

Social Proof

There are 7 statements that are dependent variables of social proof factor. From the data collection of 220 samples, the overall mean score of social proof is 3.86 out of 5. The statement that has the highest mean is “I prefer the online shop that is positively talked about” at the rate of 4.23 and the statement that has the lowest mean score at the rate of 3.34 is “I prefer the online shop that influencers talk about”. Additionally, the standard deviation is not much different which means that the spread of the data of each statement is in the same range.

Table 4.9 Descriptive Statistics: Social proof

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I prefer the online shop that has many followers.	220	1	5	4.00	.863
I prefer the online shop that has many reviews.	220	2	5	4.10	.843
I prefer the online shop that is popular on the internet.	220	1	5	3.66	.959
I prefer the online shop that influencers talk about.	220	1	5	3.34	1.036
I prefer the online shop that is positively talked about.	220	1	5	4.23	.884
I prefer the online shop that is recommended by my friends.	220	1	5	3.89	.949
I prefer the online shop that is rated high score.	220	1	5	3.82	.846
Social Proof	220	1	5	3.86	.912

Product Information

There are total 6 statements that are dependent variables of product information factor. From the data collection of 220 samples, the overall mean score of product information is 4.44 out of 5. The statement that has the highest mean is “I prefer

the online shop that has pictures of products.” at the rate of 4.68 and the statement that has the lowest mean score is “I prefer the online shop that has models wearing the products.” at the rate of 4.01.

Table 4.10 Descriptive Statistics: Product information

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I prefer the online shop that has models wearing the products.	220	2	5	4.01	.871
I prefer the online shop that has pictures of products.	220	1	5	4.68	.675
I prefer the online shop that explains product dimension and size.	220	2	5	4.45	.723
I prefer the online shop that describes the price in the description.	220	2	5	4.61	.634
I prefer the online shop that describes the product's attributes in the description.	220	2	5	4.46	.711
I prefer the online shop that its product description is easy to understand.	220	2	5	4.45	.670
Product Information	220	1	5	4.44	.71

Price

There are total 7 statements that are dependent variables of price factor. From the data collection of 220 samples, the overall mean score of price is 4.28 out of 5. The statement that has the highest mean is “I prefer the online shop that sells with reasonable price.” at the rate of 4.52 and the statement that has the lowest mean score is “I prefer the online shop that sells cheaper than in the offline store.” at the rate of 3.98. Both mean score and standard deviation are not so much different in each statement except “I prefer the online shop that sells cheaper than in the offline store.”

Table 4.11 Descriptive Statistics: Price

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I prefer the online shop that sells cheaper than in the offline store.	220	1	5	3.98	.965
I compare the price between online shops.	220	2	5	4.45	.677
I prefer the online shop that sells with cheap price in my opinion.	220	2	5	4.24	.817
I prefer the online shop that has discount promotion.	220	2	5	4.36	.737
I prefer the online shop that sells with reasonable price.	220	3	5	4.52	.630
I prefer the online shop that has cheap delivery cost.	220	2	5	4.35	.760
I prefer the online shop that sells cheaper than other shops.	220	1	5	4.06	.834
Price	220	1	5	4.28	.77

Product Availability

There are total 4 statements that are dependent variables of product availability factor. From the data collection of 220 samples, the overall mean score of product availability is 4.09 out of 5. The statement that has the highest mean is “I prefer the online shop that has sufficient stock for me.” at the rate of 4.27. The statement that has the lowest mean score is “I do not prefer the online shop that I have to pre-order.” at the rate of 3.70. Both mean score and standard deviation are not so much different in each statement except for “I do not prefer the online shop that I have to pre-order.”

Table 4.12 Descriptive Statistics: Product availability

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I do not prefer the online shop that I have to pre-order.	220	1	5	3.70	1.150
I prefer the online shop that has the products in-stock.	220	1	5	4.26	.818
I prefer the online shop that are currently not out of stock.	220	1	5	4.13	.887
I prefer the online shop that has sufficient stock for me.	220	2	5	4.27	.769
Product Availability	220	1	5	4.09	.91

Social Media Activities

There are total 4 statements that are dependent variables of social media activities factor. From the data collection of 220 samples, the overall mean score of social media activities is 3.79 out of 5. The statement that has the highest mean is “I prefer the online shop that consistently update new products.” and the lowest mean score is “I prefer the online shop that comes up with many online activities.” at the rate of 3.24.

Table 4.13 Descriptive Statistics: Social media activities

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I prefer the online shop that comes with many online activities.	220	1	5	3.24	1.025
I prefer the online shop that a seller is responsive to customers' comments.	220	1	5	3.95	.923
I prefer the online shop that a seller is responsive to inbox or DM.	220	2	5	3.93	.933
I prefer the online shop that consistently update new products.	220	1	5	4.02	.938
Product Availability	220	1	5	3.79	.95

From all 5 factors which are social proof, product information, price, product availability, and social media activities, the factor that has the highest mean score is product information at the rate of 4.44 and the lowest mean score is social media activities at the score 3.79.

The top three statement that has the highest mean score are as follows:

- I prefer the online shop that has pictures of products. Mean score: 4.68/5
- I prefer the online shop that describes the price in the description. Mean score: 4.61/5
- I prefer the online shop that sells with reasonable price. Mean score: 4.52/5

4.5 ANOVA Analysis

Analysis of Variance (ANOVA) is an analysis tool that is used for testing three or more samples to see if there are significant differences between groups. For the interpretation, we start at the ANOVA table and see if the column of Sig. shows the value equal or less than 0.05. If so, it means that there is a significant difference between groups. After that, we also look at the Post Hoc test table (Bonferroni), if there is an asterisk (*) in the Mean Difference column and the Sig. column contains value equal or less than 0.05, it means that this dependent variable is significantly different between groups.

Gender

In comparison between gender groups, there is one dependent variable that shows significant differences (Sig.) in both ANOVA and Bonferroni test. It can be interpreted that different genders have different degree of agreement on this dependent variable that we have a hypothesis that the higher of the degree, the more it will affect purchase intention of customers. The interpretation of the result regarding the difference degree of agreement between different genders is as follows:

- Female customers are more agree that “they would prefer the online shop that has cheap delivery cost (price)” than male customers.

We have a hypothesis that the dependent variable will affect the purchase intention of customers. The higher of the agreement, the more it will affect purchase intention of customers. Therefore, we can conclude that charging cheap delivery cost

has an effect on female customer more than male customer, and would likely to influence them to buy.

Table 4.14 ANOVA Analysis: Gender

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I prefer the online shop that has cheap delivery cost.	Between Groups	7.928	2	3.964	7.264	.001
	Within Groups	118.417	217	.546		
	Total	126.345	219			

Table 4.15 Post Hoc Test: Gender

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I prefer the online shop that has cheap delivery cost.	Male	Female	-6.25*	.193	.004	-1.09	-.16
	Female	Male	6.25*	.193	.004	.16	1.09

Age

In comparison between age groups, there are two dependent variables that show significant differences (Sig.) in both ANOVA and Bonferroni test. It can be interpreted that different age ranges have different degree of agreement on these dependent variables that we have a hypothesis that the higher of the degree, the more it will affect purchase intention of customers. The interpretation of the result regarding the difference degree of agreement between different age ranges are as follows:

- Customers who age 20-39 years old are more agree that “they do not prefer the online shop that has to pre-order (availability)” than customers who age 19 years old or below.
- Customers who age 20-29 years old are more agree that “they prefer the online shop that sells with reasonable price (price)” than customers who age 30-39 years old or below.

We have a hypothesis that the dependent variable will affect the purchase intention of customers. The higher of the agreement, the more it will affect purchase intention of customers. Therefore, we can summarize that customers who age 19 years or below concern about the product availability less than customers who are older. Also, customers in their 20s are more concerned about the price than customers who are in their 30s of age.

Table 4.16 ANOVA Analysis: Age

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I do not prefer the online shop that I have to pre-order.	Between Groups	31.472	3	10.491	8.772	.000
	Within Groups	258.323	216	1.196		
	Total	289.795	219			
I prefer the online shop that sells with reasonable price.	Between Groups	3.541	3	1.180	3.059	.029
	Within Groups	83.345	216	.386		
	Total	86.886	219			

Table 4.17 Post Hoc Test: Age

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I do not prefer the online shop that I have to pre-order.	19 years old or below	20-29 years old	-.875*	.177	.000	-1.35	-.40
	19 years old or below	30-39 years old	-.832*	.273	.016	-1.56	-.10
	20-29 years old	19 years old or below	.875*	.177	.000	.40	1.35
	30-39 years old	19 years old or below	.832*	.273	.016	.10	1.56
I prefer the online shop that sells with reasonable price.	20-29 years old	30-39 years old	.384*	.140	.039	.01	.76
	30-39 years old	20-29 years old	-.384*	.140	.039	-.76	-.01

Education

In comparison between education levels, there are three dependent variables that show significant differences (Sig.) in both ANOVA and Bonferroni test. It can be interpreted that people with different education have different degree of agreement on these dependent variables that we have a hypothesis that the higher of the degree, the more it will affect purchase intention of customers. The interpretation of the result

regarding the difference degree of agreement between different educations are as follows:

- Customers who study Master's degree or higher are more agree that "they prefer the online shop that sells cheaper than in the offline store (price)" than customers who study in secondary school or lower.
- Customer who study Bachelor's degree or higher are more agree that "they do not prefer the online shop that they have to pre-order (availability)" than customers who study in secondary school or lower.
- Customer who study Bachelor's degree are more agree that "they prefer the online shop that has the products in-stock (availability)" than customers who study in secondary school or lower.
- Customers who study in Master's degree or higher are more agree that "they prefer the online shop that has models wearing the products (product information)" than customers who study Bachelor's degree.

We have a hypothesis that the dependent variable will affect the purchase intention of customers. The higher of the agreement, the more it will affect purchase intention of customers. Therefore, we can conclude that customers who study bachelor's degree or higher concern about product availability and do not want to wait for the pre-order than customers who study in secondary school.

Table 4.18 ANOVA Analysis: Education

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I do not prefer the online shop that I have to pre-order.	Between Groups	24.899	2	12.450	10.199	.000
	Within Groups	264.896	217	1.221		
	Total	289.795	219			
I prefer the online shop that has the products in-stock.	Between Groups	4.658	2	2.329	3.558	.030
	Within Groups	142.051	217	.655		
	Total	146.709	219			
I prefer the online shop that has models wearing the products.	Between Groups	6.298	2	3.149	4.279	.015
	Within Groups	159.684	217	.736		
	Total	165.982	219			

Table 4.19 Post Hoc Test: Education

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I do not prefer the online shop that I have to pre-order.	Secondary school or lower	Bachelor's degree	-.731*	.203	.001	-1.22	-.24
	Secondary school or lower	Master's degree or higher	-1.054*	.238	.000	-1.63	-.48
	Bachelor's degree	Secondary school or lower	.731*	.203	.001	.24	1.22
	Master's degree or higher	Secondary school or lower	1.054*	.238	.000	.48	1.63
I prefer the online shop that has the products in-stock.	Secondary school or lower	Bachelor's degree	-.371*	.149	.041	-.73	-.01
	Bachelor's degree	Secondary school or lower	.371*	.149	.041	.01	.73
I prefer the online shop that has models wearing the products.	Bachelor's degree	Master's degree or higher	-.411*	.142	.013	-.75	-.07
	Master's degree or higher	Bachelor's degree	.411*	.142	.013	.07	.75

Monthly Income

In comparison between educations, there are two dependent variables that show significant differences (Sig.) in both ANOVA and Bonferroni test. It can be interpreted that people with different monthly income have different degree of agreement on these dependent variables that we have a hypothesis that the higher of the degree, the more it will affect purchase intention of customers. The interpretation of the result regarding the difference degree of agreement between different monthly incomes are as follows:

- Customers with income more than 25K THB are more agree that “they do not prefer the online shop that they have to pre-order (availability)” than customers with income 15K THB or below.
- Customers with income 15.001-25K THB are more agree that “they prefer the online shop that sells with cheap price in their opinions (price)” than customers with income 25.001K - 50K THB.

We have a hypothesis that the dependent variable will affect the purchase intention of customers. The higher of the agreement, the more it will affect purchase intention of customers. Thus, we can conclude the higher the income of customers, the more they buy from the shop that has product availability. On the contrary, the customers with less income tend to care more about the price.

Table 4.20 ANOVA Analysis: Monthly income

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I do not prefer the online shop that I have to pre-order.	Between Groups	30.705	3	10.235	8.533	.000
	Within Groups	259.090	216	1.199		
	Total	289.795	219			
I prefer the online shop that sells with cheap price in my opinion.	Between Groups	6.288	3	2.096	3.235	.023
	Within Groups	139.944	216	.648		
	Total	146.232	219			

Table 4.21 Post Hoc Test: Monthly income

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
I do not prefer the online shop that I have to pre-order.	15K THB or lower	25.001 - 50K THB	-.881*	.189	.000	-1.38	-.38
	15K THB or lower	50.001K THB or higher	-.693*	.198	.003	-1.22	-.17
	25.001 - 50K THB	15K THB or lower	.881*	.189	.000	.38	1.38
	50.001K THB or higher	15K THB or lower	.693*	.198	.003	.17	1.22
I prefer the online shop that sells with cheap price in my opinion.	15.001 - 25K THB	25.001 - 50K THB	.534*	.181	.021	.05	1.02
	25.001 - 50K THB	15.001 - 25K THB	-.534*	.181	.021	-1.02	-.05

4.6 Regression Analysis

Regression analysis is a way to sort out which of those variables does have an impact on a topic of interest. It helps in predicting the future between dependent and independent variables. Moreover, it also helps in determining that which factor is important, which is not, and how it influences each other.

R-squared is a statistical measure that represents the proportion of the variance for a dependent variable that's explained by an independent variable or variables in a regression model. It has the value range from 0 to 1 which the value indicates how well the regression model fits the observed data. From the model summary table, it shows R-squared value is 0.425 which means that 42.5% of the model can explain the variability of the response data around its mean.

Table 4.22 Regression Analysis: Model summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.652 ^a	.425	.412	.458	1.948

Table 4.23 Regression Analysis: ANOVA^b

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.193	5	6.639	31.645	.000 ^a
	Residual	44.894	214	.210		
	Total	78.086	219			
a. Predictors: (Constant), TotalSocialMediaActivities, TotalProductInformation, TotalAvailability, TotalPrice, TotalSocialProof						
b. Dependent Variable: I will buy fashion apparel products online within the next 3 months. (Purchase Intention)						

From the Coefficients table, the value in the Sig. column also shows that which factor is matter in this study. The Sig. value that equal or less than 0.05 indicates that that factor does matter to the dependent variable. In this analysis, there are three factors that matter to the purchase intention which are social proof, availability, and price. On the beta column, it shows the level of effect of each factor.

To conclude, price is the factor that affect purchase intention the most with the beta value of 0.428. Followed by availability and social proof at the beta value of 0.163 and 0.158 respectively. On the other hand, product information and social media activities have Sig. value higher than 0.05, meaning that it has no effect on purchase intention.

Table 4.24 Regression Analysis: Coefficients^a

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.101	.360		.281	.779
	Social Proof	.135	.066	.158	2.053	.041
	Availability	.165	.058	.163	2.845	.005
	Price	.496	.068	.428	7.250	.000
	Product Information	.092	.060	.084	1.538	.125
	Social Media Activities	.103	.065	.123	1.589	.114

4.7 Factor Analysis

Factor analysis is a technique that is used for describing and identifying which underlying factors are measured by a number of observed variables, and how they are related to each other. Another purpose of factor analysis is to summarize data and reduce individual items into a fewer number of dimensions.

In this research, we performed a factor analysis and got new 6 set of factors, separated each group by the value shown in each column in the table “Rotated Component Matrix”. When there is a factor that shows the value in more than one column, we choose the column that contains the higher value of that factor. The new factors are named as followings:

- 1) Social proof and responsiveness
- 2) Product information
- 3) Price
- 4) Ready-to-ship
- 5) Influencer and online activities
- 6) Sufficient stock

Table 4.25 Factor Analysis

Rotated Component Matrix^a						
	Component					
	1	2	3	4	5	6
I prefer the online shop that has many reviews.	.828					
I prefer the online shop that is recommended by my friends.	.817					
I prefer the online shop that is positively talked about.	.789					
I prefer the online shop that is rated high score.	.771					
I prefer the online shop that a seller is responsive to customers' comments.	.769					
I prefer the online shop that has many followers.	.740					
I prefer the online shop that is popular on the internet.	.733					
I prefer the online shop that a seller is responsive to inbox or DM.	.677					
I prefer the online shop that consistently update new products.	.664					
I prefer the online shop that describes the product's attributes in the description.		.841				
I prefer the online shop that has pictures of products.		.818				
I prefer the online shop that explains product dimension and size.		.784				
I prefer the online shop that describes the price in the description.		.771				
I prefer the online shop that its product description is easy to understand.		.725				
I prefer the online shop that has models wearing the products.		.589		.311		
I prefer the online shop that sells with cheap price in my opinion.			.759			
I prefer the online shop that sells cheaper than other shops.			.698			
I prefer the online shop that sells with reasonable price.			.683			

Table 4.25 Factor Analysis (cont.)

Rotated Component Matrix^a						
	Component					
	1	2	3	4	5	6
I prefer the online shop that has cheap delivery cost.			.639		.363	
I compare the price between online shops.			.596			
I prefer the online shop that has discount promotion.			.593			
I prefer the online shop that sells cheaper than in the offline store.			.503	.312		
I do not prefer the online shop that I have to pre-order.				.805		
I prefer the online shop that has the products in-stock.				.766		
I prefer the online shop that comes with many online activities.	.311				.684	
I prefer the online shop that influencers talk about.	.519				.526	
I prefer the online shop that are currently not out of stock.						.773
I prefer the online shop that has sufficient stock for me.			.327			.521

Furthermore, it is important to look at the value of KMO which indicates how good the factor analysis is in terms of data suitability. The good KMO value should be more than 0.5. For this analysis, the KMO value is 0.848, meaning that this factor analysis is good and the samplings are adequate.

Table 4.26 KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.848
Bartlett's Test of Sphericity	Approx. Chi-Square	2677.68
	df	7
	Sig.	.000

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Discussion

After the analysis has been performed, we found both the findings that are same as our hypothesis and some that are not. As expected, social proof, price, and product availability have an impact and can influence purchase intention. The analysis shows that the factor that has the most impact is price, followed by product availability, and social proof respectively. It means that the online shop that sells cheap or reasonable price will likely to influence customer's intention to purchase. However, the findings surprises us that the product information and social media activities of the online shop has no effect on purchase intention of customers. It means that both factors do not have effect or ability to influence customers to buy. In addition, as all the variables that were tested in this study are from the past researches, however, the result is not the same. Therefore, it indicates that product category, the purchase platform, and the group of respondents may have an effect on the result.

5.2 Conclusion

In this study, we had a hypothesis that social proof, product information, price, product availability, and social media activities have effect on the purchase intention of fashion apparel products on the online platform. After the analysis was done from the data that collected from 220 respondents in Thailand, the findings show that only three factors that effects on purchase intention which are social proof, price, and product availability. Furthermore, the findings indicates that the respondent group that has significantly difference in agreement towards the price factor is female customer in the age of 20-29 years old and have monthly income between 15,001-25,000 THB. Thus, we can say that this group of customer is sensitive to the price the most. Also, the result shows that customers with higher education background and monthly income are

more concerned about product availability than customers with lower education background and monthly income.

5.3 Limitation

In this research, there are limitations regarding the unfairly distributed of respondent profile that may have effect on the result of the analysis. Most of the respondents are female and the majority of age are in the age range of 20-29 years old. Therefore, the degree of agreement for each statement and the result might not represent all of the general customers in Thailand.

5.4 Recommendation

According to the findings, the top three factors that has an effect on purchase intention of fashion apparel product on the online platform are price, availability, and social proof. Therefore, this result will be developed into the recommendation in terms of marketing strategies for online sellers and people who want to start a new business.

Recommendation for the online sellers

The first recommendation is for the sellers to do promotions with price. As the price is the factor the can influence the purchase intention the most, I would recommend the shop to occasionally provide the discount and special promotion because it can attract both new and repeat customers. The promotion can be buy 1 free 1, discount in percentage (i.e. 30% discount), or free delivery. Moreover, you can also use strategy to reduce the stock of the products that will be expired soon. The promotion should not be provided in a long period and too often because people will get used to it and not excited anymore, then this promotion will not be able to attract customer. Small promotion can be done quarterly in the period of one week per time. For big promotion with a lot of discount, it can be done yearly in the period of three days to one week i.e. New Year or Christmas promotion.

Secondly, the sellers are to do the stock management because it is necessary to maintain the inventory with sufficient stock at all time. In the online market, the competition is very high and if you do not have the product or stock that customers are looking for, they could easily find a new shop to buy and might never come back to our shop again. Thus, the risk of losing customer from out-of-stock situation is high. To be more specific, I would recommend the seller to track the inventory daily to see if the stock of which item is down than usual. That way, you can order or produce the new products and the stock will always be available for customer. However, sometimes the demand can drastically surge, so it is also good for seller to forecast the demand to be able to serve all customer. For example, in the period of festival and holidays, customer might look for new clothes to go on a trip, or the demand of sweater and jacket may increase in the winter.

Thirdly, the sellers should encourage customers to give positive feedback to the shop by coming up with special promotion for customers who review their shop. Sometimes, customers are happy with the shop's products and services and still not compliment publicly. The sellers need to boost up the social proof with good reviews or high-rated star to ensure their good services to new customers. Thus, the shop may provide special gifts or discount vouchers to those who review the shops, especially for those who put effort to give the positive feedback in details. It is a win-win situation that customers get the discount while the shop gets more credit. In this strategy, the shop will get the social proof and provide the better price which both are the factors that influence customer's purchase intention.

Recommendation for people who want to start a business

Firstly, before enter the online business, I would recommend these people to choose strategy according to their target customer. From the analysis result, we know that customer with different gender, age, education level, income have different level in agreement towards some factors that affect purchase intention. Therefore, it is important to choose the right strategy according to the target customer. For example, we know that female prefers cheap delivery cost more than male customer. If you sell the products for female, you might create the special offer to reduce the delivery cost. Further, we know that customers with higher education background and income concern more about the

product availability more than price. Thus, assuming that these group of customer is office worker, you should maintain the stock to be available at all time. However, you can sell with a little higher price than for other groups of customer.

Secondly, I would recommend people who want to start a new business to perform branding and marketing when launching a business to increase credibility and reliability of the shop. The shop can do a content marketing which the content can be shared from the official page of the shop to customer's own page. The more interesting the content, the more shares that will make the page more known by customer, and that will lead to more base customer and sales. Also, when the shop is newly opened, customer might not want to buy because they are not sure about the quality of products. In case of that, the shop could send the products for famous influencers to review or talk about the shop to promote the shop. It is one of the ways to create social proof that works because people tend to believe in what influencers suggest.

Third, the recommendation is to estimate all the cost regarding the open a new business because sometimes normally people might think of only the cost of the products, when in fact, there are many other costs i.e. storage cost, marketing cost, and operation cost, etc. If the business owner does not accurately estimate the cost, there will be problems come after which effect to the purchase intention of customers such as the marketing cost to create social proof and the storage cost that comes with stock to create product availability.

5.5 Future Research

As this study aims to focus only in the scope of fashion apparel products, so for the future research, the scope of study could be expanded to others product categories such as food, cosmetics, and gadgets to see whether the factors that affect purchase intention are the same. Moreover, the study of fashion apparel products can also be expanded the study scope to foreigner as well because many of fashion businesses in Thailand are also export to other countries, thus, it will be beneficial for them to understand the foreign customer.

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Appendix: Questionnaire for Quantitative Analysis

I: Screening questions (2 questions)

1. Do you live in Thailand?
 - a. Yes
 - b. No

2. Have you bought a fashion apparel product in the online platform within the past 6 months?
 - a. Yes
 - b. No

II: General questions (3 questions)

3. Which platform did you buy from?
 - a. E-commerce (eBay, Shopee, Lazada, Amazon)
 - b. Social media (Facebook, Instagram, Twitter)
 - c. Both

4. How many pieces of fashion apparel product do you buy in the online store on average?
 - a. Less than 1 piece per month
 - b. 1-2 pieces per month
 - c. 3-5 pieces per month
 - d. 6 pieces per month and more

5. Which items do you often buy the most?
 - a. Clothing
 - b. Footwear
 - c. Accessories i.e. bags, watches, sunglasses, hats, rings, necklaces, etc.

III: Factor questions

In the context of online purchasing for fashion apparel products,
How do you agree on these statements? Please rate the choice as follows:

Social Proof (7 questions)

6. I prefer the online shop that has many followers.
7. I prefer the online shop that has many reviews.
8. I prefer the online shop that is popular on the internet.
9. I prefer the online shop that influencers talk about.
10. I prefer the online shop that is positively talked about.
11. I prefer the online shop that is recommended by my friends.
12. I prefer the online shop that is rated high score.

Product Information (6 questions)

13. I prefer the online shop that has models wearing the products.
14. I prefer the online shop that has pictures of products.
15. I prefer the online shop that explains product dimension and size.
16. I prefer the online shop that describes the price in the description.
17. I prefer the online shop that describes the product's attributes in the description.
18. I prefer the online shop that its product description is easy to understand.

Price (7 questions)

19. I prefer the online shop that sells cheaper than in the offline store.
20. I compare the price between online shops.
21. I prefer the online shop that sells with cheap price in my opinion.
22. I prefer the online shop that has discount promotion.
23. I prefer the online shop that sells with reasonable price.
24. I prefer the online shop that has cheap delivery cost.
25. I prefer the online shop that sells cheaper than other shops.

Product Availability (4 questions)

26. I do not prefer the online shop that I have to pre-order.
27. I prefer the online shop that has the products in-stock.
28. I prefer the online shop that are currently not out of stock.
29. I prefer the online shop that has sufficient stock for me.

Social Media Activities (4 questions)

30. I prefer the online shop that has many online activities i.e. live, lucky draw, etc.
31. I prefer the online shop that a seller is responsive to customers' comments.

32. I prefer the online shop that a seller is responsive to inbox or DM.
33. I prefer the online shop that consistently update new products.

IV: Demographic questions (4 questions)

34. What is your gender?

- a. Male
- b. Female
- c. LGBTQ+

35. How old are you?

- a. 19 years old or below
- b. 20-29 years old
- c. 30-39 years old
- d. 40 years old or above

36. What is your highest education level?

- a. Secondary school or lower
- b. Bachelor's degree
- c. Master's degree or higher

37. How much is your monthly income?

- a. 15K THB or lower
- b. 15,001 - 25,000 THB
- c. 25,001 - 50,000 THB
- d. 50,001K THB or higher