

**FACTORS AFFECTING POSITIVE WORD OF MOUTH IN
ONLINE APPAREL INDUSTRY IN THAILAND**



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**FACTORS AFFECTING POSITIVE WORD OF MOUTH IN
ONLINE APPAREL IN ONLINE INDUSTRY IN THAILAND**

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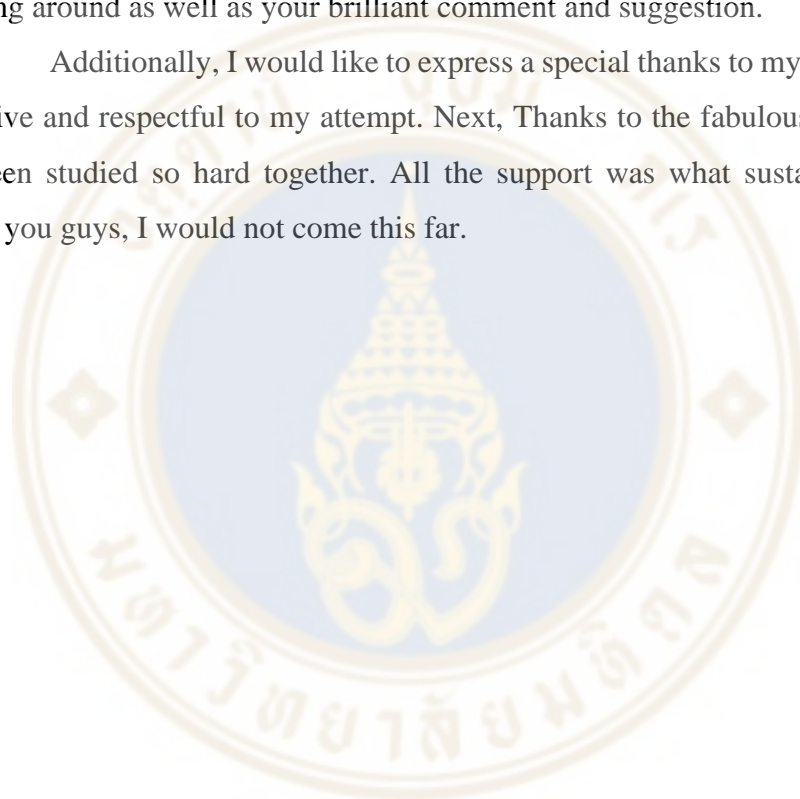
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FACTORS AFFECTING POSITIVE WORD OF MOUTH IN ONLINE APPAREL IN ONLINE INDUSTRY IN THAILAND

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ABSTRACT

Online shopping has been widely accepted these days and people are more confident with this shopping's method, especially in Asia countries. Further, Thailand was ranked as the first top spending in online shopping particularly in the apparel aspect which contributed to 24.7 US Dollar in 2020. Therefore, the positive word of mouth plays an important role toward this matter because a positive word of mouth will be a tool to ensure that the product is good and worth paying for. In addition, there is a factor that significantly affect positive word of mouth which is 'brand personality'

There are some researchers stated that factor that affect positive word of mouth is customer satisfaction, perceived value, brand image would lead to the satisfaction. However, the research that directly emphasizes positive word of mouth in the online apparel industry at present is lacking. Thus, this research will describe the factors that influence positive word of mouth that link to customer's purchase decisions. In conclusion, the result showed a significant factor which is 'brand personality'. The conclusion of this study also talks about private sector and other related parties such as the online platform seller to develop their business and make more profits among the competitive market.

KEY WORDS: Shopping behavior,/ positive word of mouth/ online shopping/
consumer behavior

51 pages

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CHAPTER I

INTRODUCTION

1.1 Introduction and Problem Statement

At the beginning of the 21st century, the apparel and textile industry in Thailand has been growing up and succeeding unexpectedly due to the global trade activities which contributed to Thailand's economic growth. Plus, this industry accounted for 4.5 percent of total GDP of the country which had a lot of import and export transactions during 2007. Presently, the apparel industry keeps performing as Techsource Team (2018). stated that the fashion industry in Thailand accounted for 1.67 ten billion THB where Thailand is one of the biggest fashion markets in Asian region and still has a high potential to grow. Similarly, Thailand's revenue for fashion and beauty in e-commerce was 0.71 billion Dollar in 2020 Statista (2020). which represent a large amount compared with other segments.

In the past few years, internet shopping was rapidly growing very fast in almost every country owing to advanced technology which made the online user growing up higher and higher. As it becomes popular day-by-day because customers do not have time to go out for spending. Yet, doing online transactions is much easier and convenient. (Ashraf, et al.2015). Initially, social media platforms have played an important role toward Thai's society in terms of lifestyle sharing, online shopping, reviewing, marketing tools and more. Later, social media was considered as a tool for marketing communication as well as connecting with customers. (Alkhas, 2011). Lately, there are a huge number of new accounts registered on social media which are divided into private accounts and seller accounts. So that creates another market in an online world where sellers and buyers can meet each other. Therefore, a lot of sellers in Thailand choose online platforms to be their main selling channel because online shopping is one way of purchasing a product and service that has been broadly accepted nowadays. (Bourlakis et al., 2008) Furthermore, it is even more popular since it serves speed and convenience to consumers, especially for a modern life. (Yu and Wu, 2007).

Finally, online platforms became a main channel that a company choose as a strategic tool to gain competitive advantage which led to sales. So, the benefit of online shopping is mainly about ease of use and convenience. Since, it is not only to create a new selling channel but also become customer centric or brand touchpoint where brand and customer can talk to each other. Thus, online platform applications such as Facebook and Instagram seem to be the main choice that a seller has picked, and these can influence purchasing decisions toward the customer. According to the information, it is seen that the market in the apparel industry in Thailand is at a competitive level where there is a high demand among customers as well as a supply from sellers.

Furthermore, word of mouth is paramount important among the business world because the statistics show that customers are affected by hearing the propaganda, especially women (Shaemi & Barari, 2011). Basically, word of mouth describes an easy conversation and recommendation about products and services to someone. Provide that it will create a positive impact on sales, if the speaker has high credibility which means it can influence the final decision stage. Taylor, John (2003). To simplify, word of mouth describes information that has passed from one person to another person by oral communication. It can traditionally be a quote or sentence. (Basri et al.,2016) or happen on a common platform such as online which calls ‘electronic word of mouth’. Moreover, it can represent the communication and statement either positive or negative made by a former actual customer who has been using the product via online (Ismagilova et al. 2017) Also, it was studied as a major source of information that can influence consumer behavior whereas (Sandes and Urdan 2013; Teng et al. 2017) stated it to be non-significant.

Nowadays, the online apparel business is very popular in Thailand. To be outstanding, the business itself should have realized the word of mouth because it definitely creates brand credibility and profitability. So, in terms of brand credibility, word of mouth is a key to ensure that a brand is trustable. Moreover, another key point is profitability. So, when the brand is being trusted, the profit will automatically come after. In addition, positive word of mouth is counted as an important key to success in the online apparel industry because it happens from a certain customer who recommends the product to each other.

As a result, a positive word of mouth can influence a customer's buying process as well as can attract new customers because once word of mouth occurs, customers tend to believe it immediately. Therefore, it is very important to the business to understand what is the factor that affects positive word of mouth in the online apparel industry in Thailand. Currently, there is a very high competition in Thailand about the online apparel industry, positive word of mouth plays a crucial role to a customer particularly in decision making. And it could be beneficial to the brand, if they can adjust the strategy based on current's customer behavior in the online shopping aspect.

1.2 Objective of the study

1. To explore a significant factor that directly affect positive word of mouth in online apparel industry
2. To find a relationship between brand and customer perception that related to create positive word of mouth to online apparel and related industry
3. To understand more about the current customer behavior that directly effect on positive word of mouth
4. To provide recommendation and meaningful information to the online apparel industry such as seller, stakeholder, and investor to understand and develop a marketing strategy effectively

1.3 Scope of the study

The purpose of this research is to conduct a survey-based research to obtain primary data by using an online platform to deliver the questionnaires to the respondent. Moreover, the secondary data was retrieved by some past research, online journals and relevant academic articles.

The author developed the questionnaire with the concentration to test a set of hypotheses based on the factor affecting online positive word of mouth in the apparel industry. The target respondent is a person who lives in Thailand and must purchase online apparel such as clothing within the past 3 months. The reason why an author is limited to 3 months is because the feeling and recognition of the purchaser is new.

Therefore, they are able or easy to recognize and recall their feelings which could make the result more reliable. Next, as the focus is people who live in Thailand in order to see the behavior of the respondent which will make the research result more precise.

1.4 Methodology of the study

The method of this research study was divided into 3 steps as following;

1. Primary data will be collected by using an online questionnaire distributed to anyone who lives in Thailand and must buy the apparel product within the past 3 months.

2. Secondary data will be collected from past academic research that is relevant to the topic.

3. The data that gathered from the online questionnaire will be interpreted and analyzed into a potential outcome by using the SPSS program. Then deeply identify more aspects which are Respondent Profile, Reliability Analysis, Descriptive Statistic, ANOVA Test and Regression Analysis and Factor Analysis to find the outcome of hypothesis and observe how the data related.

1.5 Contribution of the Study

Initially, this research provides an insight about the current customer behavior in terms of positive word of mouth by focusing on a specific factor in the aspect of how people will positively recommend to others in the online apparel industry.

So, any related party can use this research as a reference to improve their online store and customer experience toward the brand such as seller, investor, marketer, business partner, and so on. Secondly, the result of this research can significantly explain the factors that influence positive word of mouth, which is able to adapt to the related industry of business who does online selling particularly in Thailand based because this result represents the behavior of people who lives in Thailand. In addition, it is also useful for further development in the marketing field to generate more profit or brand credibility.

Keyword

Shopping behavior, effect of word of mouth, positive word of mouth, consumer behavior, online shopping



CHAPTER II

LITERATURE REVIEW AND RESEARCH HYPHOTHESIS

2.1 Brand image

Brand image is an essential of a brand because it represents the overall company at a certain level in the market. Additionally, it plays an important role in long-term building for brand equity. Aaker, D. A. (1996) and Keller, K. L. (1993) Therefore, brand image can be shown in more than one aspect that will reflect the customer's view of the product toward the brand. Furthermore, Davidson et al. (2007) stated that a strong brand image is built up over time. In other words, it is a brand's long history that has the ability to produce a product and has been existing in the market for a while. Therefore, it should be accepted by consumers and win over competitors. Similarly, there was a further explanation by Hawkins et al. (2005) that "refers to the memory of a brand scheme, which contains consumer interpretation of the attributes, advantages, use, situations, users, and characteristics of marketers and / or characteristics of the manufacturer of the products / brands" So, it is more on customer point of view after using or buying a product which possible to be either positive or negative. Next, a brand image consists of brand association that is divided into function concept, symbol concept and empirical concept which come from the customer's perspective. K. L. Keller (1993). In addition, brand association could also indicate some aspects in the memory of customers. Moreover, Richard Chinomona (2014) claimed that brand image can be strongly established by using brand communication which also creates brand trust. Thus, brand image and customer are linked to each other as it is the belief from customers toward the brand. Tu, & Chih, (2013). and Magid & Cox (2016) also concluded that the brand image was also the customer's reaction to brand name, symbolic, impression including a symbol of product quality which was considered as an asset and liability of the brand that could increase or decrease the value depending on client perceived product or service.

Conclusively, brand image in this context means a customer's perspective toward the brand in an aspect of seeing logo, symbolic and brand name. Thereby, it also plays an important role in the decision process when to purchase the product. So, brands who retain a positive brand image will have a tendency to achieve a better condition in doing business as well as gain competitive advantage and performance.

2.2 Perceived value

Perceived value became one of the important factors that influence people to repurchase something, not only just for the products but also services. Therefore, the term of perceived value in customer behavior was defined in a past research in several ways. To begin, perceived value is defined in terms of product performance and price. For example, value is cognitive exchange between benefit and sacrifice. (Sánchez Fernández and Iniesta-Bonillo, 2007). Similarly, perceived value is essential as it could create competitive advantage and word of mouth which are able to generate profit to the brand. Furthermore, Zeithaml (1988) stated value in several different ways which are low-priced value, customer-based value in the product, perceived value that compare with quality, it links directly to the price paid by customer and value of what is getting in return. Therefore, perceived value is related to the product and service that is viewed by customers. Later, Zeithaml (2000) also leaves the recommendation that perceived value is likely to affect customer satisfaction and they will be more satisfied once they perceive that it is 'value for money' than those who did not. However, a customer's perceived value is more effective to repurchase intention which finally leads to loyalty rather than to satisfy the customer. In other words, the more benefit given to the customer is the higher chance that could lead to positive behavior toward the brand.

Moreover, perceived value is defined as an evaluation made by the customer whether the product or service meets expectation (Olsen, 2002). Interestingly, Germany, Procedia (2014). concluded that perceived value in the customer's sense depended on two different points of time. Firstly, the value of the product will be judged quickly before purchasing which implicates comparison. As the comparison will happen when customers compare the same set of similar products or product's choices. Later, the value of judgement will affect repurchase behavior. Yet, the purchasing behavior also

consists of other factors for example, the individual perception, preference of the purchasing process and product value before purchasing.

In conclusion, perceived value in this context means the combination of product and satisfaction toward products or services from a customer perspective which can be described as an individual point of view. Including customer's experience and level of satisfaction for both pre and post purchase. Therefore, perceived value is crucial as it can create brand loyalty and end up generating more profit to the brand.

2.3 Brand Personality

Brand personality directly impacts customer's purchase decision making which also can differentiate the brand itself to others. Moreover, it is concluded as "A set of human characteristics associated with a brand" Furthermore, it was developed from both characteristics related and unrelated to the product. E.g. package, price, attribute, category, logo and so on that would affect brand personality. (Aaker, 1997). In the past few decades, the marketer has become more aware of brand personality because they believe that it has played a significant role to the brand. So, to build a clear and distinctive brand is necessary to win over competitors. (Das et al., 2012; Keller and Richey, 2006) As it is proved that customer preference and purchase intention would come after the brand personality. (Keller, 2003) Plus, in 2012 it is given that brand personality framework consists of 5 dimensions which are purchase sincerity, excitement, competence, sophistication and ruggedness Toldos (2012) which the study was quite similar to Keller.

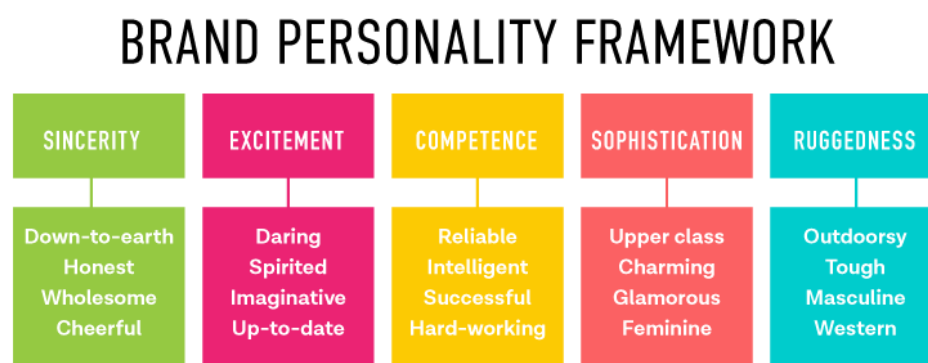


Figure 2.1 Brand personality framework

Brand personality is an image that is perceived and recognized in the customer's mind. The clearer, the more the brand will become famous. As it is an intangible asset that can be visualized by the customer and that creates brand uniqueness. However, it is an abstract thing that is hard to measure. Moreover, brand personality is one of the famous studies in the marketing field because the customer tends to purchase the product based on what they have listed in their minds rather than the original attribute of the product itself. (Dick et al., 1990). Likewise, the brand image and brand personality has something in common that would link to each other and it also creates brand equity. (Batra et al., 1993). Later, Fournier (1994) and (Romaniuk, 2008). show that brand personality is related with customer experience which could infer brand advertising, a dimension of user and nonuser of the brand meaning that each experience with the brand reinforces the existence of the memory association. A study in Mexico also stated that brand personality has a negative relationship with customer purchase intention which means it can impact the purchasing if brand personality is not strong.

The findings from Wahyuningtyas (2016) showed that brand personality can shape the communication process which can provide distinctive features of the product that they have bought. After that the customer will retell the product characteristics after the use to others such as family and friends. Moreover, a concept of self-conformity states that consumers prefer the brand that has a characteristic close to their lifestyles or own personalities. Moreover, Kim et al. (2011) also examined that brand personality influences word of mouth behaviors which are similar to brand loyalty attitudes especially in the service industry.

2.4 Customer satisfaction

Customer satisfaction in the past was defined as the key in both marketing theory and practice because it is a key initial expenditure of post-buying behavior such as brand loyalty and repurchase. Churchill (1982) Then, Oliver (1997) explained that it is the customer's expectation that meets the need, want, purpose etc. then it is realized as a pleasure. So, customer satisfaction is also a key for a brand's success (Hennig-

Thurau & Klee, 1997) There is another interesting point about customer satisfaction that has a correlation with the price as Varki and Colgate (2001). Explained that price plays a central role to the product or service because it drives perception of value which directly affects satisfaction. It is also one of the important keys to loyalty Bowen & Chen, (2001). which can influence customer's repeat purchase behaviour because it affects customer retention on level of satisfaction. (Fornell, 1992). & (Day, 1994) So, in order to ensure the level of satisfaction, a brand must understand the customer's needs. Then, provide the product and service that suits the level of their needs. Nonetheless, it is also a customer's experience about pleasure or displeasure and comparison between the outcome that obtained the customer's expectation. For example, if the result meets the expectation, it means satisfied.

Whereas the result does not meet expectations, it means unsatisfied, and if the result exceeds expectation, the customer will be delighted. Kotler & Keller (2016) and Dimiyati & Subagio (2016) Therefore, customer satisfaction is able to demonstrate the current customer into a potential customer or loyalty in other words. (Hanif, Hafeez & Riaz, 2010).

Lastly, customer satisfaction in this context means the customer's feeling compared to the product or service that they received as well as the evaluation in post purchase that reaches the expectation (Saarijärvi, Kuusela, Rintamäki, 2013) that is directly related to the feeling.

2.5 Positive word of mouth

Positive word of mouth is when people give a positive recommendation to others, it could be either products or services, still they can both mention or not mention the brand. So, the positive impact to the brand is it can help to improve brand image as well as loyalty. (Datta,2005) Furthermore, it refers to the informal communication that delivers directly to others in the aspect of the use of product or service. Normally, it occurs by face-to-face communication where people exchange the message to each other. As Stern (1994)

Lately, word of mouth is very essential to the brand because it is recognized as a highly credible information source because it appears from a person who

experiences that product or service. Similarly, it has a high power to influence someone which has two dimensions. Firstly, it is more trustworthy than an advertisement or any commercial method that has been done by a company such as marketing sponsorship. Secondly, word of mouth has a flow in two-way communication where one and another can perfectly participate in the conversation. In contrast, word of mouth also can create a risk as it will come with a form of complaining behavior which causes a negative impact to the brand. Derbaix and Vanhamme (2003)

Previously, Fomell & Wemerfelt (1987&1988). stated that positive word of mouth is an intention of repurchase, but it also linked with the intention of others as well. To put it in another way, word of mouth is a transferred information about the brand to potential customers based on the level of satisfaction toward the brand as it is perceived as personal communication. Moreover, Gilaninia (2012). concluded that positive word of mouth can attract new customers which is certainly important to the brand or company. Further, it can reduce a cognitive dissonance in a customer's point of view. For example, the customer may think that they have made a wrong decision to purchase this product or service, but once they receive a positive word of mouth from others, they will be more confident. In other words, it can eliminate the post-decision dissonance toward the brand as well.

2.6 Conceptual Framework

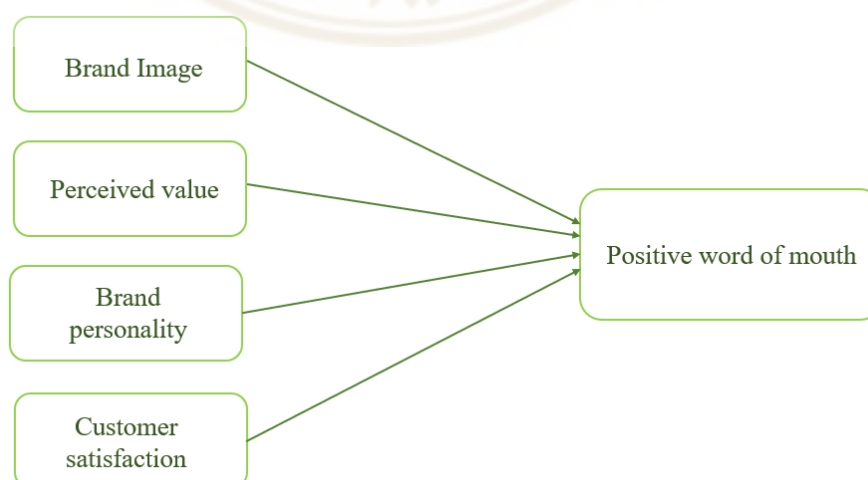


Figure 2.2 Conceptual framework

The concept framework of the study

This research will focus on 4 main independent variables which are brand image, perceived value, brand personality and customer satisfaction that affect a dependent variable which is positive word of mouth.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research methodology

According to the framework, this research compiles the data by using a quantitative method to collect data which was questionnaire-based. The reason that the author decided to conduct a survey was because the sample can be collected wider meaning that the data can come from various groups of people. Similarly, it can make the data more varied and covered to all targets. Next, the questionnaire will be delivered to the respondent via an online platform which is Google Form. In the survey, the respondent will be asked a question based on the hypothesis with a five-point Likert scale from strongly disagree to strongly agree. Therefore, the methodology of this research will consist of 4 parts as followed;

- 1) Population and sample size
- 2) Research instrument
- 3) Data collection
- 4) Data analysis

3.2 Population and sample size

The target population of this study was divided into 2 main requirements. Firstly, the respondent must live in Thailand with no limit of gender and age. Secondly, the respondent must have purchased the apparel on an online platform within the past 3 months. So, to ensure that the number of respondents are reachable and meaningful at the acceptance level, the selected sample size of this research was accounted to 230 at maximum.

3.3 Research Instrument and questionnaire design

This research was designed to conclude the factor that affects positive word of mouth in the online apparel industry because the author wants to test a specific hypothesis and investigate the relationship between each factor. Addition to the conceptual framework and literature review, the questionnaire was developed into 3 parts as the following below;

Part I: Screening question

The author would like to eliminate a person who does not match with the purpose of study. Meaning that the respondents will be asked the first question whether or not they live in Thailand. Then the second question will be about their latest online purchase in an apparel shop whether it is in the past 3 months. So that the author can access the result and screen out for those who do not match with the objective.

Part II: Factor that influence positive word on mouth in online apparel industry

In this part, the question will be designed to indicate a degree of agreement from respondents toward each variable that affects positive word of mouth in the online apparel industry which consists of 4; brand image, perceived value, brand personality and customer satisfaction. So, all independent variables were adapted to ask in the questionnaires. Yet, the author had put a reverse question to check the effectiveness of each complement from the respondent. To ensure that the result of the questionnaire's reply is correct, and the data can be used for further analysis. So, there are 33 questions in total including sub questions. Afterwards, the questions are performed through five-Likert Scale as below;

1. Strongly disagree
2. Disagree
3. Neutral (I don't know)
4. Agree
5. Strongly agree

Part III: Demographic and others

After the respondent completes the first and second part, the last one will be asking about demographic questions including age, gender and some general information about online purchasing including the intention to make positive word of mouth in order to collect these data to write a useful summary.

3.4 Data Collection

The method selected by the author for exploring the topic is a survey. To begin, the author started with identifying the different dependent variables toward independent variables which include primary and secondary data. Next, as the questionnaires are online surveys, and the distribution method will be distributed via an online platform which is on Social Network Service (SNS) because it is the channel that is popular among the target group. Therefore, the questionnaires' link will be sent directly to the target. Then, the respondents will be asked at first with a screen question to ensure that the received data is right. So, the questionnaire will be sent out by using a Google Form with a precise instruction and description.

3.5 Data Analysis

In this stage, when the data collection is completed, it will transfer from Google Form to an excel format. Then, using a IBM Statistical Package for Social Science (SPSS) to obtain a set of data from the survey and finally find the correlation of each hypothesis to make a useful summary.

CHAPTER IV

RESEARCH FINDINGS

The study of this research was designed to collect the data by using a quantitative method which uses an online survey. As a result, the author collected 230 samples in order to identify what could be the outstanding factor that affects positive word of mouth in the online apparel industry in Thailand. So, the analysis will describe the respondent profile and demographic that affect each factor. Next, the ANOVA test will be used to analyze gender, age, income, and education that can tell the difference between groups. Moreover, the study also shows regression analysis that describes the relationship to all factors as well as the reliability of this research. The result will be presented in the paragraph below.

4.1 Respondent profile

Gender

Firstly, the gender was divided into 4 which are male, female, LGBTQ+ and not specified. Therefore, based on the result the valid percent shows that the highest number was female at 77.4% then followed by male, LGBTQ+ and not specified at 16.1%, 5.2% and 1.3% respectively.

Table 4.1 Respondent Profile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	37	16.1	16.1	16.1
	Female	178	77.4	77.4	93.5
	LGBT+	12	5.2	5.2	98.7
	Not specify	3	1.3	1.3	100.0
	Total	230	100.0	100.0	

Age

The result shows that the maturity of the respondents are in the age of 20-29 years old at 53% then followed by 30-39 years old at 24.3% and 40-49 years old at 10.4%. Meaning that it leaves 12.2% for 50 years old above. Unfortunately, there was no respondent the age under 19 years old.

Table 4.2 Respondent Profile in Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary or equivalent	12	5.2	5.2	5.2
	Bachelor's	157	68.3	68.3	73.5
	Master's	61	26.5	26.5	100.0
	Total	230	100.0	100.0	

Education

Lastly, the respondent's education profile. The result shows that the highest valid percent was a bachelor's degree at 68.3%. Then Master's Degree or higher and secondary school or equivalent at 26.5% and 5.2% respectively.

Table 4.3 Respondent Profile in Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Secondary or equivalent	12	5.2	5.2	5.2
	Bachelor's	157	68.3	68.3	73.5
	Master's	61	26.5	26.5	100.0
	Total	230	100.0	100.0	

4.2 Frequency analysis

In this part, the respondent will be asked about the over buying behavior and their recent experience toward online apparel purchasing. So, the question was divided into 3 questions as appeared below;

4.2.1 Frequency of the purchase

The result shows the valid percentage of respondent's frequency for purchasing the apparel via online during the past 3 months. So, the highest percentage was 1-2 times at 45.7% followed by 3-4 times at 29.1%, and 7 times or higher at 13.9%. That leave 5-6 times to 11.3%

Table 4.4 Frequency of Purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times	105	45.7	45.7	45.7
	3-4 times	67	29.1	29.1	74.8
	5-6 times	26	11.3	11.3	86.1
	More than 7 times	32	13.9	13.9	100.0
	Total	230	100.0	100.0	

4.2.2 How much it costs per order by average (THB)

Next, the respondent will be asked about the spending in average per order to see how much of the price range that they tend to spend. Thus, the table shows the biggest valid percentage was 301-700 THB at 47.4% which was almost half of the respondents. Secondly, it followed by less than 300 THB and 701-1,100 THB at 23.9% and 17.4% respectively. Also, found out that there were 2 two ranges have the same number which are 1,101-1,500 THB and over 1,501 THB at 5.7%

Table 4.5 The Spending Average per Order

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 300	55	23.9	23.9	23.9
	301-700	109	47.4	47.4	71.3
	701-1,100	40	17.4	17.4	88.7
	1101-1,500	13	5.7	5.7	94.3
	Over 1,501	13	5.7	5.7	100.0
Total		230	100.0	100.0	

4.2.3 The channel of purchase

Finally, there was a question that asked about which channel that they buy from the most which could be interpreted into their preference of the store's platforms. So, the maturity of respondents buying the apparel in online marketplace at 39.1% followed by Facebook messenger at 33.9%. Furthermore, there were 2 channels that have same number which are Line and Instagram direct message falls to 13.5%

Table 4.6 Purchasing Channel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Line	31	13.5	13.5	13.5
	Instagram Direct Message	31	13.5	13.5	27.0
	Facebook Messenger	78	33.9	33.9	60.9
	Online Marketplace	90	39.1	39.1	100.0
Total		230	100.0	100.0	

4.3 Reliability analysis

From this research, the Cronbach's Alpha are .906 which means the questions are reliable at the acceptance level because The Cronbach's Alpha score for each question was between .899-.904

Table 4.7 Reliability Analysis

Cronbach's Alpha	N of Item
.906	22

4.4 Descriptive Statistic

This part will show the mean score for each statement and factor from the scale of 1-5, strongly disagree to strongly agree. The questionnaire consists of 4 factors which are brand image, perceived value, brand personality and customer satisfaction with the maximum score of 5.

Brand image

So, the first factor is 'brand image' with a mean score of 3.78 approximately, provided that the most agreed statement is I will positively talk to the store because its credibility (high review rate) at 4.38 while the lowest was 3.19 which stated whether or not the brand's advertising matters.

Table 4.8 Descriptive Statistics of Brand Image

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I will positively talk to the store when it has a good brand image	230	1	5	4.34	.881
I will positively talk to the store because its credibility	230	1	5	4.38	.925

Table 4.8 Descriptive Statistics of Brand Image (cont.)

Descriptive Statistics					
N		Minimum	Maximum	Mean	Std. Deviation
I will positively talk to the store if it is famous or high number of followers	230	1	5	3.76	1.110
I will positively talk to the store if the logo is easy to recognizable	230	1	5	3.23	1.214
I will positively talk to the store if I frequency see the store's advertisement	230	1	5	3.19	1.253
Total 1	230	1.00	5.00	3.7800	.82013
Valid N (listwise)	230				

Perceived value

The mean score of this factor in overall was 4.56 as the table below shows that the respondents mostly agreed on the statement 'I will positively talk to the brand, if the stuff I have received is worth the money' with the mean the mean of 4.77

Table 4.9 Descriptive Statistics of Perceived Value

Descriptive Statistics					
N		Minimum	Maximum	Mean	Std. Deviation
I will positively talk to the store if the product I received is worth the money	230	1	5	4.77	.571
I will positively recommend the store to others, if I impressed with the purchase	230	2	5	4.60	.644

Table 4.9 Descriptive Statistics of Perceived Value (cont.)

Descriptive Statistics					
N		Minimum	Maximum	Mean	Std. Deviation
I will positively talk to the brand when the price and quality are going along together	230	1	5	4.74	.568
I will positively talk to the brand when the quality beyond my expectation	230	1	5	4.65	.743
I will positively talk to the brand when the price is at economic	230	1	5	4.12	1.053
I will positively talk to the brand that I have made a repeat purchase	230	1	5	4.49	.791
Total 2	230	2.00	5.00	4.5614.	.52261
Valid N (listwise)	230				

Brand personality

Referring to the table below, it clearly sees that the mean score over these 5 items was 4.11 which the most agreed statement was the brand's friendliness at 4.5 Thus, this factor could tell the level of agreement on respondents toward brand image whether or not it affects the positive word of mouth.

Table 4.10 Descriptive Statistics of Brand Personality

Descriptive Statistics					
N		Minimum	Maximum	Mean	Std. Deviation
The uniqueness of the brand is influence me to recommend to others	230	1	5	4.18	.877
I will positively talk to the brand when if they provide a friendliness service	230	2	5	4.48	.722

Table 4.10 Descriptive Statistics of Brand Personality (cont.)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I will recommend the brand to other, if the clothing or pattern style is up to date	230	1	5	4.12	.959
I will positively talk to the brand when its picture/post is sophisticated	230	1	5	3.59	1.101
I will positively talk to the brand when its style is look alike me	230	1	5	4.20	.921
Total 3		1.80	5.00	4.1139	.69589
Valid N (listwise)	230				

Customer satisfaction

Lastly, customer satisfaction got the over mean score at 4.60 and the most agreed statement was 'I will positively talk to the brand when they provide a good service.' Furthermore, the mean score of customer satisfaction was ranked as the highest mean score among 4 factors.

Table 4.11 Descriptive statistics of Customer Satisfaction

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I will positively talk to the brand when they give me a clear/complete information	230	1	5	4.68	.634
I will positively talk to the brand when it provides a good service	230	3	5	4.73	.553

Table 4.11 Descriptive statistics of Customer Satisfaction (cont.)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I will positively talk to the brand when the product I order is arrived in a timely manner	230	1	5	4.54	.739
I will positively talk to the store when the help me solving the problem	230	1	5	4.65	.724
I will positively talk to the brand if they response on a reply quickly	230	1	5	4.5	.752
Total 4		1.5	5	4.5957	.52546
Valid N (listwise)	230				

Purchase Intension

The respondents were asked two more questions about the intention to buy online apparel (1) and the intention to make a positive word of mouth in the nearest future (2). So, the result of study appears that the mean score was 4.27 and 3.65 respectively

Table 4.12 Descriptive Statistics of Intension to Purchase

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I ensure that in the nearest future, I will buy the online apparel again	230	1	5	4.27	1.052
I intense that I will make a positive word of mouth in the nearest future	230	1	5	3.65	1.137
Valid N (listwise)	230				

4.5 ANOVA Analysis

From the result, the author will collect the variable that is significant which the value must show less equal or less than 0.05 After that will look at Post Hoc Bonferroni to search for a mean difference between each group to ensure that each statement is significant. The focus will consist of 3 which are age, gender and education as shown in the table below.

ANOVA Test (Gender)

The table below shows that there are 2 variables that are significant in both ANOVA and Bonferroni tests regarding the gender difference. As male and females think differently in terms of level of agreement which means the higher level, they agree is the more possibility to make a positive word of mouth as the interpretation below; The significant result based on the Bonferroni test could interpret that male are more agreed than females that they would recommend the store if they had the experience at least one time. To clarify, male who selected to make a repeat purchase tend to make a positive word of mouth rather than females. (Perceived value) Next, Women and LGBTQ+ are more agreed that they will recommend the brand, if they are pleased with the previous purchase than male and not specify gender. (Customer satisfaction) From the result, it can conclude that a respondent who is female and LGBTQ+ is more likely to have a positive word of mouth than male. Whereas male is more focused on perceived value when it comes to positive word of mouth on online purchasing. However, there is no significant difference in the factor of brand image and brand personality further to positive word of mouth among gender.

Table 4.13 ANOVA Test in Gender

ANOVA						
		Sum of Square	df	Mean Square	F	Sig.
I will positively talk to the brand when I made a repeat purchase (more than 1 times)	Between Groups	7.162	3	2.387	3.959	0.009
	Within Groups	136.299	226	.603		
	Total	143.461	229			

Table 4.13 ANOVA Test in Gender (cont.)

ANOVA						
		Sum of Square	df	Mean Square	F	Sig.
I will positively talk to the brand, if that stuff is perfectly suit to me	Between Groups	10.649	3	3.550	5.704	0.001
	Within Groups	140.638	226	.622		
	Total	151.287	229			

Table 4.14 Post Hoc Test in Gender

Multiple Comparisons							
Bonferroni							
Dependent variable	(I) Gender	(J) Gender	Mean different (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower bound	Upper Bound
I will positively talk to the brand when I made a repeat purchase (more than 1 times)	Male	Female	-.394*	.140	0.33	-.77	-.02
	Female	Male	.394	.140	0.33	.02	.77
I will positively talk to the brand if that stuff is perfectly suit to me	Male	Female	-.453*	.143	0.10	-.83	-.07
	Male	LGBTQ+	-.836*	.262	0.10	-1.53	-.14
	Female	Male	.453*	.143	.010	.07	.83
	LGBTQ+	Male	.836*	.262	.010	.14	1.53

ANOVA Test (Age)

From the perspective of age, it found out that there are five significant variables that show the difference among age. Yet, when looking at the Bonferroni test, the significant variables are decreased into three. The conclusion among the different in age is listed as below;

(1) The respondent whose age between 20-29 years old are more agreed with the apparel's quality or in other word is when the quality is beyond their expectation than a person who are in the range of 30-39 years old (Perceived value)

(2) Similarly, the brand uniqueness is agreed by the respondent at the age range between 20-29 years old rather than 30-39 years old (Brand personality)

(3) The respondent whose age is 20-29 are more agreed on the brand that has a similar style like them while other age range has lower agreed on this statement (Brand personality)

Table 4.15 ANOVA Test in Age

ANOVA						
		Sum of Square	df	Mean Square	F	Sig.
I will positively talk to the brand when its quality is beyond my expectation	Between Groups	6.960	3	2.320	4.387	.005
	Within Groups	119.541	226	.529		
	Total	126.474	229			
I will positively talk to the brand if the store has its uniqueness	Between Groups	8.341	3	2.780	3.741	.012
	Within Groups	167.989	226	.743		
	Total	176.330	229			
I will positively talk to the brand when its style is look alike me	Between Groups	11.215	3	3.738	4.617	.004
	Within Groups	182.980	226	.810		
	Total	194.196	229			
I will positively talk to the brand when it provides a good service	Between Groups	2.800	3	.933	3.151	.026
	Within Groups	66.944	226	.296		
	Total	69.743	229			
I will positively talk to the store when the help me solving the problem	Between Groups	4.95	3	1.651	3.238	0.23
	Within Groups	115.221	226	.510		
	Total	120.174	229			

To conclude, it means that people whose age between 20-29 years old are more likely to have a positive word of mouth than other age ranges which have significant differences to various dependent variables while 50 years-old respondents rarely agreed on this statement. Meaning that perceived value and brand personality are matters among people whose age between 20-29

Table 4.16 Post Hoc Test in Age

Multiple Comparisons							
Bonferroni							
Dependent variable	(I) Age	(J) Age	Mean different (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower bound	Upper Bound
I will positively talk to the brand when its quality is beyond my expectation	20-29 years old	30-39 years old	.413*	.117	.003	.10	.73
	30-39 years old	20-29 years old	-.413*	.117	.003	-.73	-.73
I will positively talk to the brand if the store has its uniqueness	20-29 years old	40-49 years old	.586*	.193	.016	.07	1.10
	40-49 years old	20-29 years old	-.586*	.193	.016	-1.10	-.07
I will positively talk to the brand when its style is look alike me	20-29 years old	30-39 years old	.419*	.145	.025	.03	.81
	20-29 years old	50 years old above	.509*	.189	.045	.01	1.01
	50 years old above	20-29 years old	-.509*	.189	.045	-1.01	-.01

ANOVA Test (Education)

In the perspective of education, there are nine statements that were significant in ANOVA test but when focused on the Bonferroni test, it shows only eight statements. So, the interpretations were listed as example below;

(1) Respondents who graduate with master's degree are more likely to agree on a store brand image rather than who are in secondary or equivalent. (Brand image)

(2) Respondents whose education over the bachelor's degree tend to agree on these statements 'I will positively talk to the store, if the product I received is worth the money' and 'I will positively talk to the brand when the price and quality are going along together' meaning that they are focused on the worthiness and price concern than people who are in the secondary or equal. Another meaning is that a respondent who is in secondary or equivalent has less agreed on these two statements. (Perceived value)

(3) It is more agreed by respondents who are in bachelor's degree that when the brand's lifestyle is similar to their character, they tend to have a positive word of mouth. So, they would have a higher level of agreement than secondary or equivalent toward this statement (Brand personality)

(4) In the same way as above, respondents who have a bachelor's or master's degree background are more agreed on 'getting complete and clear information' to make a positive word of mouth than a secondary or equivalent. (Customer satisfaction)

(5) The secondary or equal have less agreed on this statement 'I will positively talk to the brand, if that stuff I bought perfectly suit to me' rather than who are in the bachelor's or master's degree (Customer satisfaction)

(6) The statistic also shows that people whose education's background is higher than a bachelor's degree, tend to focus more on customer satisfaction especially when the clothes they have bought are perfectly suited to them. (Customer Satisfaction)

(7) Similarly, as the previous point, people who have an education's background higher than a bachelor's degree are more in agreement with customer satisfaction in the aspect of product delivery. To explain, the parcel that arrives in a timely manner would lead to customer satisfaction that has a possibility to affect positive word of mouth. (Customer Satisfaction)

(8) Lastly, a quick response on reply also matters among people who have the education background higher than a bachelor's degree which the interpretation is the same as the previous point. (Customer Satisfaction)

Table 4.17 ANOVA Test in Education

ANOVA						
		Sum of Square	df	Mean Square	F	Sig.
I will positively talk to the store when the brand has a good brand image	Between Groups	4.928	2	2.464	3.240	.041
	Within Groups	172.620	227	.760		
	Total	177.548	229			
I will positively talk to the store if the product I received is worth the money	Between Groups	3.475	2	1.728	5.501	.005
	Within Groups	71.330	227	.314		
	Total	74.787	229			
I will positively talk to the brand when the price and quality are going along together	Between Groups	2.131	2	1.066	3.372	.036
	Within Groups	71.734	227	.316		
	Total	73.865	229			
I will positively talk to the brand, if I have purchased the cloth from that store more than one times	Between Groups	4.228	2	2.114	3.447	.034
	Within Groups	139.233	227	.613		
	Total	143.461	229			
I will positively talk to the brand when its style is look alike me	Between Groups	5.314	2	2.657	3.193	.043
	Within Groups	188.882	227	.832		
	Total	194.196	229			

Table 4.17 ANOVA Test in Education (cont.)

ANOVA						
		Sum of Square	df	Mean Square	F	Sig.
I will positively talk to the brand when they give me a clear/complete information	Between Groups	7.369	2	3.685	9.861	.000
	Within Groups	84.822	227	.374		
	Total	92.191	229			
I will positively talk to the brand if that stuff is perfectly suit to me	Between Groups	6.006	2	3.003	4.692	.010
	Within Groups	145.281	227	.640		
	Total	151.287	229			
I will positively talk to the brand when the product I order is arrived in a timely manner	Between Groups	3.763	2	1.882	3.521	.031
	Within Groups	121.302	227	.534		
	Total	125.065	229			
I will positively talk to the brand if they response on a reply quickly	Between Groups	6.274	2	3.137	5.779	.004
	Within Groups	123.222	227	.543		
	Total	129.496	229			

As the hypothesis that the dependent variable would finally lead to positive word of mouth intentions based on the level of agreement from low to high. So, it can be concluded that a difference in education levels has a significant difference toward all variables which are Brand image, Perceived value, Brand Personality and Customer satisfaction.

Table 4.18 Post Hoc Test in 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 will positively talk to the store when the brand has a good brand image	Secondary or equivalent Master's degree	Master's Degree	-.675	.275	.045	-1.34	-.01
		Secondary or equivalent	.675	.275	.045	.01	1.34
I will positively talk to the store if the product I received is worth the money	Secondary or equivalent Secondary or equivalent Bachelor's Degree Master's Degree	Bachelor's Degree	-.540*	.168	.004	-.94	-.13
		Master's Degree	-.570*	.177	.004	-1.00	-.14
		Secondary or equivalent	.540*	.168	.004	.13	.94
		Secondary or equivalent	.570*	.177	.004	.14	1.00
I will positively talk to the brand when the price and quality are going along together	Secondary or equivalent Secondary or equivalent Bachelor's Degree Master's Degree	Bachelor's Degree	-.431*	.168	.033	-.84	-.02
		Master's Degree	-.437*	.178	.044	-.87	-.01
		Secondary or equivalent	.431*	.168	.033	.02	.84
		Secondary or equivalent	.437*	.178	.044	.01	.87
I will positively talk to the brand when its style is look alike me	Secondary or equal Bachelor's Degree	Bachelor's Degree	-.678*	.273	.041	-1.34	-.02
		Secondary or equivalent	.678*	.273	.041	.02	1.34

4.18 Post Hoc Test in Education (cont.)

Multiple Comparisons							
Bonferroni							
Dependent variable	(I) Gender	(J) Gender	Mean difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower bound	Upper Bound
I will positively talk to the brand when they give me a clear/complete information	Secondary or equivalent Secondary or equivalent Bachelor's Degree Master's Degree	Bachelor's Degree	-.797*	.183	.000	-1.24	-.36
		Master's Degree	-.821*	.193	.000	-1.29	-.36
		Secondary or equivalent	.797*	.183	.000	.36	1.24
		Bachelor's Degree Master's Degree	.821*	.193	.000	.36	1.29
I will positively talk to the brand if that stuff is perfectly suit to me	Secondary or equivalent Secondary or equivalent Bachelor's Degree Master's Degree	Bachelor's Degree	-.632*	.240	.027	-1.21	-.05
		Master's Degree	-.773*	.253	.007	-1.38	-.16
		Secondary or equivalent	.632*	.240	.027	.05	1.21
		Bachelor's Degree Master's Degree	.773*	.253	.007	.16	1.38
I will positively talk to the brand, if they response on a reply quick	Secondary or equivalent Secondary or equivalent Bachelor's Degree Master's Degree	Bachelor's Degree	-.740*	.221	.003	-1.27	-.21
		Master's Degree	-.626*	.233	.023	-1.19	-.06
		Secondary or equivalent	.740*	.221	.003	.21	1.27
		Bachelor's Degree Master's Degree	.626*	.233	.023	.06	1.19
I will positively talk to the brand when the product I order is arrived in a timely manner	Secondary or equivalent Secondary or equivalent Bachelor's Degree Master's Degree	Bachelor's Degree	-.567*	.219	.031	-1.09	-.04
		Master's Degree	-.509	.231	.034	-1.15	-.03
		Secondary or equivalent	.567*	.219	.031	.04	1.90
		Bachelor's Degree Master's Degree	.590*	.213	.034	.03	1.15

4.6 Regression Analysis

Model Summary, the R square was .182 as shown in the table.

Table 4.19 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimation
1	.426a	.182	.167	1.038

a. Predictor: (Constant), Perceived Value, Brand credibility and brand image, Brand Personality, Service Quality

ANOVA

Table 4.20 ANOVA

Model		Sum of R Squares	df	Mean Square	F	Sig.
1	Regression	53.871	4	13.468	12.506	.000b
	Residual	242.303	226	1.077		
	Total	296.174	230			

a. Dependent variable: I intense that in the nearest future, I will recommend the brand that I have bought to others

b. Predictors: (Constant), Perceived Value, Brand credibility and brand image, Brand Personality, Service Quality

Coefficient a

Table 4.21 Coefficient a

Model		Standardize B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.058	.671		.086	.931
	Service Quality	.066	.176	.030	.373	.710
	Brand Credibility and Brand Image	.173	.100	.125	1.736	.084
	Brand Personality	.365	.117	.247	3.118	.002
	Perceived Value	.257	.181	.118	1.415	.159

4.7 Factor analysis

Table 4.22 Factor Analysis

New	Factor	Component			
		1	2	3	4
Brand Credibility and Brand image	(I will positively talk to the store if it is famous or high number of follower)		0.775		
	I will positively talk to the store because its credibility		0.763		
	I will positively talk to the store if I frequency see the store's advertisement		0.706		
	I will positively talk to the store if the logo is easy to recognizable		0.685		
	I will positively talk to the store when the brand has a good brand image		0.587		
Brand Personality	I will recommend the brand to other, if the clothing or pattern style is up to date			0.794	
	I will positively talk to the brand when its picture/post is sophisticated			0.693	
	I will recommend the brand to other, if the clothing or pattern style is up to date			0.794	
	I will positively talk to the brand when its picture/post is sophisticated			0.693	
	I will positively talk to the brand when they provide a friendliness service			0.621	
	I will positively talk to the brand when its style is look alike me			.0589	

4.22 Table Factor Analysis (Cont.)

New	Factor	Component			
		1	2	3	4
Perceived Value	I will positively talk to the brand when its quality is beyond my expectation				0.711
	I will positively talk to the brand when the price and quality are going along together				0.709
	I will positively talk to the store if the product I received is worth the money				0.643
	I will positively talk to the brand when I pleased with the cloth once I wear it				0.646
	I will positively talk to the brand, if I have purchased the cloth from that store more than one times				0.537
	I will positively talk to the brand when the price is at economic				0.507

KMO and Bartlett's Test

The KMO and Bartlett's test represent a good factor analysis of the study. The standard's number of the test should be more than .5 So, from the result, it appeared .877 which means the factor analysis of this study is at an acceptable level.

Table 4.23 KMO and Bartlett's Test

Kaiser-Mayer-Olkin Measure of Sampling Adequacy		.877
Bartlett's Test of Sphericity	Approx. Chi-Square	2485.296
	dff.	230
	sig.	.000

CHAPTER V

CONCLSION AND RECOMMENDATION

5.1 Discussion

In this part, the author will compare and contrast the finding's result behind the study of the factor affecting positive word of mouth in the online apparel industry in Thailand. The result reveals that the outstanding factor that would lead to positive word of mouth is 'Brand personality' however, it is surprising that perceived value, customer satisfaction and brand image has on relationship toward positive word of mouth in the online apparel industry. It may be because in the apparel industry, the product is counted in fashion and trend which means the customer needs the clothes that represent themselves rather than other industries. It could imply that customers care about brand personality because the clothes they wear will represent themselves including lifestyle, current fashion or even how they look when they wear it.

5.2 Conclusion

Further to the study, the author would like to know the outstanding factors that affect positive word of mouth. Therefore, it is clearly seen that 'Brand personality' has an impact toward this topic which can be identified in various aspects such as characteristics and uniqueness of the brand. Including the image that reflects the brand personality. For example, an up-to-date trend or collection as well as the sophisticated post or picture that the brand uses for advertisement which can create a positive word of mouth. In addition, the author would like to go deeper into detail. Firstly, people in the age range between 20-29 were more focused on the brand personality than other groups. And people who are 50 years old and above do not have any effect toward positive word of mouth in the online apparel industry. Secondly, female and LGBTQ+ is likely to make a positive word of mouth than male. Thirdly, people who are in a bachelor's degree are more willing to make a positive word of mouth when that brand's character is similar to them. Furthermore, a focus group that is potential to make a

positive word of mouth when they impress with the brand image are female and LGBTQ+ whose age between 20-29 years old with the education background higher than bachelor's degree are more likely to do so.

5.3 Limitation

After the author has summarized the data, there are some limitations that would be taken into account. Firstly, females completed the questionnaire at 77% which was a huge number when compared to other genders. Secondly, the author also cut the reverse question to avoid the abnormal score in Cronbach's Alpha.

5.4 Recommendation

Further to the result, it is outstanding that 'Brand personality' is the significant variable that directly affects positive word of mouth in the online apparel industry. Likewise, the interpretation can be helpful to the private sector who are business owners, apparel brand owners, investor. Moreover, it can also be related to the e-commerce platform which is an online marketplace such as Lazada and Shopee because the result also shows that the maturity of people trend to buy apparel or clothes via online marketplace the most. So, the win-win situation can happen among the online apparel brand and marketplace as well.

Recommend to private sector (such as store owner)

The study's result shows that 'Brand personality' has a positive impact to make a positive word of mouth in the online apparel industry. Therefore, there are 4 recommendations to suggest to the private sector, brand owner or a person who is seeking to invest in this industry.

Firstly, the store should create a brand iconic or brand character in order to position themselves and be outstanding among others. For example, a brand should have the color, tone or logo that represent the store to differentiate themselves from other competitors. It could be at the first stage by putting an emphasis on the logo, color. Plus, it should be recognizable and easy for the customer to recall. Furthermore, the brand

can develop a brand historic and be authentic to make the customer perceive that the brand is real and reliable.

Secondly, as the apparel industry is counted as a fashion product which means the store must update the new collection, special collection all the time to make the customer experience that the store is in trend and up to date. So that could represent the brand personality of being trendy. However, the product can be adapted depending on the brand's characteristics which was mentioned in the previous point.

Thirdly, because the brand personality is directly affected by word of mouth, the store's marketing strategy is very important. That is why brand personality should be a top priority to put the emphasis in the marketing plan such as online campaigns. So, the suggestion is the brand should focus on the marketing campaign with a specific audience target. For example, the brand can be directly focused on the female and LGBT+ whose age between 20-29 years old which is a potential group. Then, put a special promotion more on the marketplace or Facebook as a selling channel. Moreover, if the investor would like to start an online apparel brand, it would be great to start off with the online marketplace.

Finally, it would be benefit, if the store can provide a friendliness service such as the conversation when replying to the customer, including the character of the admin or responder that should be friendly. Because they have a high possibility to impress, and it also shows the character of the brand which makes the brand outstanding. So, the brand can send the employee to the seminar where can develop the service skill in order to deal with any kind of customers.

Recommend to online marketplace

From the Findings, it also shows that online marketplace is the most popular platform that customers choose as a main channel to buy online apparel or clothing. From the given statement, it means the more online brands (stores) can sell the product, the more income to the marketplace. To clarify, it would be advantageous if the marketplace can develop a feature to support 'brand personality function'. Such as create a page where the store can display brand personality or related posts. So that would directly affect positive word of mouth which means when the customer recommends the brand (store) to others, they mostly end up buying. Meaning that the

store gets orders and sales, so will the marketplace. This scenario may represent a win-win situation to both parties

Secondly, create a monthly campaign to support the store such as 'Iconic brand of the month' by selecting a various apparel brand that has the outstanding brand personality to promote for free at the first page. In order to draw attention to the marketplace and store, that would create the purchasing and possibly end up with word of mouth that can convert into profit to both parties as well.

5.5 Further research

This study is focused more on positive word of mouth in the online apparel industry, so the future study can be expanded into a correlation of positive word of mouth and repeat purchase in online shopping. Moreover, it can expand to word of mouth in other online industries such as food and beverage or other services.

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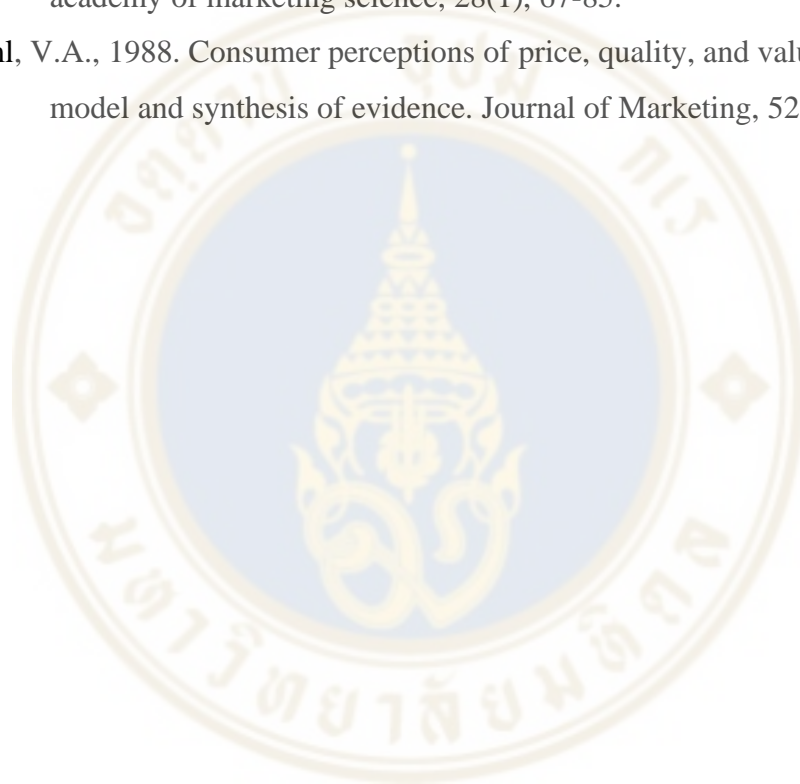
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APPENDICES

Appendix A: Questionnaire form and question

Dear respondents,

This survey is a Thematic paper under the topic of ‘Factors Affecting Positive Word of Mouth in Online Apparel Industry in Thailand’ which conducted by Ms. Panita Tanpiti, a Master’s degree student from College of Management Mahidol University (CMMU). The aim of this survey is to identify the factor that directly effect on positive word of mouth (in online apparel aspect). Therefore, to make the result more reliable, the author would like to ask for your cooperation to answer this questionnaire frankly. It would take only 5-minute to complete the survey.

Thus, if you have any question regarding to the questionnaire, please contact Ms. Panita via email: Tanpitipanita@gmail.com or call 080-563-5319 at anytime

Your response is very much appreciated.

Thank you

Best regards,

Panita T.

1. Screen question

1. Do you live in Thailand?
 - Yes (continue)
 - No (End)

2. Have you ever bought online apparel (clothing) within the past 3 months?
 - Yes (continue)
 - No (End)

2. General Question

1. What is/are the frequency of your purchase regarding online apparel products during the past 3 months?
 - 1-2 times
 - 3-4 times
 - 5-6 times
 - 7 times or over

2. From the question above (Q.1), how much does it cost per time on average? (THB)
 - 300 or below
 - 301 - 700
 - 701 - 1,100
 - 1,101 - 1,500
 - Over 1,501

3. What is the channel that you buy from the most?
 - Line
 - Instagram Direct Message
 - Facebook messenger/Inbox
 - Online Marketplace

3. Level of agreement among each factor

Level of agreement on Brand image (5-scale Likert from strongly disagree to strongly agree)

1. I will positively talk to the store when the brand has a good brand image
2. I will positively talk to the store because its credibility
3. I will positively talk to the store, if is famous or high number of followers
4. I will positively talk to the store if the logo is easy to recognizable
5. I will positively talk to the store if I frequency see the store's advertisement

Level of agreement on Perceived value (5-scale Likert from strongly disagree to strongly agree)

1. I will positively talk to the store if the product I received is worth the money
2. I will positively talk to the brand when I pleased with the cloth once I wear it
3. I will positively talk to the brand when the price and quality are going along together
4. I will positively talk to the brand when its quality is beyond my expectation
5. I will positively talk to the brand when the price is at economic
6. I will positively talk to the brand, if I have purchased the cloth from that store more than one times
7. I will positively talk to the brand when the price and quality are not going along together

Level of agreement on Brand Personality (5-scale Likert from strongly disagree to strongly agree)

1. The uniqueness of the brand is influence me to recommend to others
2. I will positively talk to the brand when they provide a friendliness service
3. I will recommend the brand to other, if the clothing or pattern style is up to date
4. I will positively talk to the brand when its picture/post is sophisticated
5. I will positively talk to the brand when its style is look alike me

Level of agreement on Customer satisfaction (5-scale Likert from strongly disagree to strongly agree)

1. I will positively talk to the brand when they give me a clear/complete information
2. I will positively talk to the brand when it provides a good service
3. I will positively talk to the brand if that stuff is perfectly suit to me
4. I will positively talk to the brand when the product I order is arrived in a timely manner
5. I will positively talk to the store when the help me solving the problem
6. I will positively talk to the brand if they response on a reply quickly

4. Intention to buy and make a positive word of mouth (5-scale Likert from strongly disagree to strongly agree)

1. I ensure that in the nearest future, I will buy the online apparel again
2. I intense that in the nearest future, I will recommend the brand that I have bought to others

5. Demographic question

Gender

- Male
- Female
- LGBTQ+
- Not specify

Age

- 19 years old or below
- 20 - 29 years old
- 30 - 39 years old
- 40 - 49 years old
- 50 years old or above

Monthly Income

- 9,000 or below
- 2,000 - 30,000 THB
- 30,001 - 40,000 THB
- 40,001 - 50,000 THB
- Over 50,000

Education

- Secondary or equivalent
- Master's Degree
- Bachelor's Degree