

**FACTORS THAT INFLUENCE PLUS SIZE CUSTOMERS'
PURCHASE INTENTION OF CLOTHING IN THAILAND**



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**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2021**

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Thematic paper
entitled
**FACTORS THAT INFLUENCE PLUS SIZE CUSTOMERS'
PURCHASE INTENTION OF CLOTHING IN THAILAND**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management
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ACKNOWLEDGEMENTS

The success of this thematic paper can be succeeded by the plus size participants who are willing to do my questionnaire. Moreover, I would like to thank you for the advisor, Assoc. Prof. Prattana Punnakitikashem, Ph.D., who always gives the best recommendations and support to improve the thematic paper. Also, I would like to thank you to College of Management Mahidol University, for all the courses provided that very helpful and practical.

Besides the person who I have mentioned, I would like to say thank you to my family, including my father, mother, older sister, younger, who always support me and wish me the best since the first minute I start doing this paper. Thank you, all the Thai plus-size people, who inspire me to figure out what happen to the clothing market. Furthermore, I would like to say thank you to my friends, who always support and give recommendations about my thematic paper.

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FACTORS THAT INFLUENCE PLUS SIZE CUSTOMERS' PURCHASE INTENTION OF CLOTHING IN THAILAND

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ABSTRACT

As clothing is a must for everyone in the society, people must wear the clothes in order to fulfill the psychological needs. However, there are some issues about the clothing as the plus-size people cannot find the clothing that suit their body shape. As reported by khaosodenglish (2014) almost 35 percent of Thai teenagers were overweight regarding the health officials. Plus-size people feel uncomfortable to find the right size and style for them.

The purpose of this study is to explore the factors that can influence plus-size customer's purchase intention of clothing in Thailand. From literature review, the potential factors including word of mouth, perceived quality, model, social influence, and fashion preferences may influence the plus-size customers to purchase the plus-size clothing in Thailand.

This study applies the quantitative method to collect the data. There are 104 respondents who have an experience on purchasing plus-size clothing in Thailand included in this study. This study applies the multiple linear regression to analyze the data and the relationship between independent variables (word of mouth, perceived quality, model, social influence, and fashion preferences) and dependent variable (purchase intention).

The result of the study shows that word of mouth has the most positive effect on purchase intention while perceived quality, model, and social influence do not influence customers' purchase intention of plus-size clothing in Thailand. Fashion preference also influence the plus-size customers to purchase the clothing in Thailand. In addition, younger generation are focusing on fashion preferences more than older generations.

KEY WORDS: Plus-Size / Clothing / Purchase Intention / Word of Mouth / Fashion Preferences

44 pages

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CHAPTER I

INTRODUCTION

1.1 Background of Study

Due to the different nationalities, cultures, social influences, markets, and so on, the different countries have different shades, shapes, beautiful people. However, people cannot deny that clothing is one of the basic needs that everyone needs to have in order to survive. According to Maslow's Hierarchy, clothing is one of the factors that need to be fulfilled in order to achieve psychological needs.



Figure 1.1 Maslow's hierarchy of needs

Regarding to Mcleod, 2020, psychological needs are the most important factors, and all other's needs, among them safety needs, love and belonging, esteem, and self-actualization become secondary until the phycological needs are met. Psychological needs are the biological requirement for humans in order to survive, including air, food, drink, shelter, warmth, sex, sleep, and also clothing (Mcleod,2020). Hence, people need clothes to wear in their lives.

Clothing is the phenomenon of everyday life (Bohn, 2004). Whether people like it or not, they still have to wear clothes at home or go to public places. Clothing also can express feelings both inside and outside. Therefore, fashion always comes together with clothing.

In this century, people prefer to dress up and have an interest in fashion than before. As, fashion can express their both physical and mental, such as status or emotions. For numerous years, fashion has been mentioned in consumer research as fashion is a component of popular culture that is always changing (Lerkpollakarn & Khemarangsarn, 2007). Thus, people always adapt and update to fashion day by day. Recently, clothes can serve as fashion items that can tell the status, lifestyles, and a lot of feelings to words individual (Lerkpollakarn & Khemarangsarn, 2007). So, everyone has their own fashion on their clothing.

Focusing on Thailand, the clothing market in Thailand is worth 3,186 million baht, which is a huge number (Boonthon & Ratanaolarn, 2019). Moreover, Thai customers spend up to 10.2 billion dollars on clothing in 2018 (Cotton incorporated, n.d.). In terms of the industry, Thailand ranked the 11th largest exporter of apparel and clothing accessories. Also, there are 4,700 textile and clothing manufacturers (Lertnapasait, 2017). It can be implied that Thai customers prefer to purchase clothing and that is the reason why Thailand has a numerous number of clothing manufacturers. In addition, recently, the plus-size clothing is starting to expand in Thai market, there are a lot of plus-size clothing stores online to fulfill the customers' needs. However, there are stills some limitations about the plus-size clothing since it is a niche market and not everyone will understand about being plus-size in terms of the market in Thailand.



Figure 1.2 The example of plus-size clothing in Thailand (Jelly, 2019)

Moreover, currently, most of the plus-size clothing shop establish through online platforms such as Instagram and Facebook.



Figure 1.3 Phawinc Brand (The popular plus-size brand on Instagram) (Instagram,2021)

1.2 Problem Statement

Nevertheless, there are some issues about body shapes and clothing size, especially in Thailand. All the clothing shops both offline and online always only provide the standard size of people, among them small, medium, large, and extra-large. Regarding the issue, a group of Thai plus size both males and females may face difficulty to purchase the clothing. As reported by khaosodenglish, 2014, almost 35 percent of Thai teenagers were overweight regarding the health officials. When compared to other ASEAN countries, it claims that Thai women rank second place in terms of obesity (Ketbungkan, 2016). Therefore, there is a group of Thai population who cannot purchase clothing in a normal clothing store.

Furthermore, it is hard for plus-size customers to buy clothing both offline and online due to the clothing market in Thailand. Despite from stores that import from Western countries, such as H&M, or Mark&Spenser that provided the extra size for plus-size customers, most of the stores located in the Thai department stores do not provide the extra size for plus-size customers. Because of the issue, plus-size customers have to change their consumer behavior from purchasing offline to the specific online stores as it is easier to find their sizes and the design is also acceptable.

However, there are drawbacks of buying clothing online as customers will never recognize that the clothes, they order are going to suit them or not until the clothes arrive at customers' places. Hence, even though plus-size customers have an intention to purchase the clothes through the offline or online platform, they still have some barriers that control plus-size people to purchase plus-size clothing. Therefore, this research will investigate what are the factors that can influence customers' purchase intention towards plus-size clothing in Thailand.

1.3 The Objective of the Study

The objective of this research is to study the key factors that can influence the customers' purchase intention towards plus-size clothing in Thailand.

1.4 The Scope of the Study

The scope of the research will be focusing on the plus-size customers currently living in Thailand and had experience in purchasing plus-size clothing. This study will collect the data using the quantitative method to gain information what are the possible factors that can influence plus-size customers' purchase intention of clothing in Thailand.

1.5 Benefits of the Study

The first benefit of this study is to understand the what are factors that control them to purchase plus-size clothing in Thailand. Another advantage is to expand the clothing market in Thailand. Also, to understand the customer needs regarding the curvy Thai customers.

CHAPTER II

LITERATURE REVIEW

2.1 The Purchase Intention

To begin with, intention means the intention to act on something. It can be separated into three different intentions among them the author's intention to make something or others, the author's intention to be acting in some way or others, and the author's intention to cause something or other to happen (Hancher, 1972). Therefore, the intention of this study means the intention to make something; simply put the purchase intention.

The purchase intention is the significant factor for the brands to attain more customers. The brands need to understand and discover what is the intention of the customers in order to motivate the customers to purchase the products or services. The purchase intention can define as the preference of customers to purchase the product or services. To put it another way, purchase intention has another aspect that the customers will purchase a product or service after they consider the products or services (Younus, Rasheed, & Zia, 2015). This study defines purchase intention as a decision to purchase plus-size clothing in Thailand.

2.2 Word of Mouth

Word of mouth is one of the mass communications and the most significant tool for people to interact with each other (Huete-Alcocer, 2017). As word of mouth can influence where individual shop, or what individual purchase, or how individuals evaluate specific products (Özdemir, Tozlu, Şen, & Ateşoğlu, 2016). Moreover, the word-of-mouth communication can affect the expectation, awareness, perceptions, and attitudes towards individuals as individuals may prefer to communicate to others when they want to recommend people on products or share their experiences with others.

2.2.1 Positive and Negative Word of Mouth

To express the feelings by word of mouth, can be both positive and negative word of mouth. On one hand, positive word of mouth is one of the key factors for marketing experts as expressing a positive perspective towards others may influence customers to purchase the brand. Hence, if customers have a positive perspective, they may share the positive word of mouth to others, and it may influence the plus size customers' purchase intention.

On the other hand, word of mouth could be negative as well if customers have an unsatisfied experience with the products. Regarding the past study, it claims that customers were affected by negative word of mouth more than the positive word of mouth (Özdemir, Tozlu, Şen, & Ateşoğlu, 2016). It can be concluded that both positive and negative word of mouth can influence the customers' purchase intention of plus-size clothing in Thailand.

To sum up, the word of mouth is a key factor communicate and evaluate products. or services among people. also, it could be both positive and negative word of mouth depend on the experiences of the customers. therefore, word of mouth may influence plus size customers' purchase intention of clothing in Thailand.

2.3 Perceived Quality

In terms of the perceived quality, quality is one of the factors that are significant for the customers in order to have an intention to purchase the products, hence, the customers need to perceive the information about the quality of the products. According to the researchers, Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015), they claim that "Product perceived quality directly influences to purchase intention." (Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed, 2015). The customer will consider perceived quality as the most important concept related to products or services. Perceived quality can be considering as a summary of the information and it generate both extrinsic and intrinsic of the product attribute information, price of the product, and the perception of the customers (Chang & Wildt, 1994). The purchase intention may differ between the customers with high perceived quality and low perceived quality (Calvo-Porrall, & Lévy-Mangin, 2017). Therefore,

the perceived quality could be one of the factors that can influence plus-size customers' purchase intention of clothing in Thailand.

2.4 Model

Another factor that can influence the plus size customers' purchase intention is using the right model to promote the clothes. Research in the past has stated that attractive people are judged to be more successful. Moreover, the model's appearance such as the face, hair, body shape can lead the customer to have a positive or negative perspective about the model (Perrier, 2008). Furthermore, the model may grab the customers' attention towards the plus size clothing. For instance, if the brands hire the plus-size model to promote their clothing, the customers may aware and believe that they can wear those clothes as the model size is similar to them. According to Cinelli and Yang, using the similar sized model can motivate customers to be more related to the advertising. Also, plus-size model would be an option to express the clothing towards plus-size customers as customers will be able to see themselves in those models (Cinelli & Yang, 2016). Therefore, using the right model is one of the factors that can influence the customer to purchase the products, plus-size customers may need to see more of the plus-size model in order to confirm that they will look attractive as the model. So, using the plus-size model may motivate the customer to purchase plus size clothing in Thailand.

2.5 Social Influence

Even though nowadays, people have an awareness about the different body shapes, it cannot be denied that thinness still becomes a standard body shape among people. As in Thailand, being desirable in society is a matter for the individual. Some people believe that in order to be accepted, they need to be thin and trendy.

Moreover, social media also influences and leads people in the wrong direction. As a lot of people these days tend to use more social media such as Instagram or Facebook, those social media may play an important role in their lives which can influence and shape their attitudes towards body size in Thailand. For

instance, in Thailand, the variety of advertisements tends to focus on the beauty standard of shape to promote the product or service. According to Sittipun, 2018, she claims that the culture promotes that thinness is the ideal body image (Sittipun, 2018). Which implies that thinness is the standard shape. Regarding the reasons, plus-size customers may do not have an intention to purchase the clothing as they may be affected by the social influences that they are different and do not fit in the society, so they may decide not to pay attention to their clothing. This study will focus on the social influences that may influence plus-size customers' purchase intention.

2.6 Fashion Preferences

Due to the limited shape and size of plus-size females in Thailand, fashion is also controlled by body size and clothing. Plus-size customers may not have various options in terms of fashion and clothing. According to Staton, 2015, the author mentioned that in the completed research in the past, there is no focus strictly on plus-size clothing in terms of fashion (Staton, 2015). In addition, fashion clothing plays an important role in society for teenagers and young adults. As teenagers desire to be accepted by their groups (Lertnapasait, 2017). Furthermore, the findings state that customers were willing to purchase clothing that had high aesthetic value and utilitarian clothing (Chattaraman, & Rudd, 2006). It can be concluded that fashion preferences are a matter for the individual in order to be accepted by society, however, fashion is still limited for the plus size customers.

2.7 Conceptual Model

This study will investigate the relationship between word of mouth, perceived quality, model, social influence, and fashion preferences that can influence the plus size customers' purchase intention of clothing in Thailand.

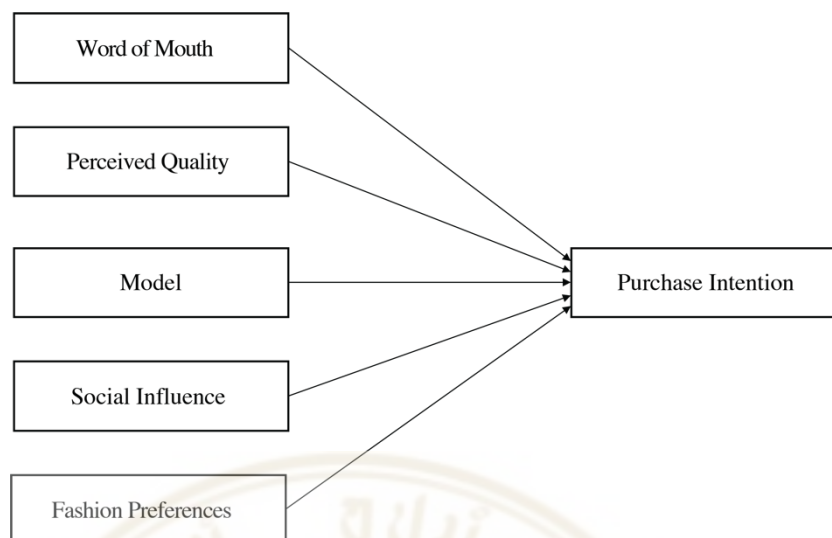


Figure 2.1 The factors that can influence people's purchase intention (Hancher, 1972), (Chattaraman, & Rudd, 2006), (Saleem, Ghafar, Ibrahim, Yousuf, & Ahmed, 2015).

This conceptual model adapted from the literature review and created by the researcher of this study.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Method

This study will investigate the key factors that can influence plus-size customers' purchase intention of clothing in Thailand. This study collected the data by applying the online questionnaire due to the environmental issue at the moment as known as Covid 19. This study will apply the quantitative method to collect the data among Thai plus-size customers in Thailand. The reason is that collecting the data by using the quantitative method will lead this study to gain to the numerous numbers of people who has an intention to purchase the plus-size clothing. In addition, quantitative method will help to measure the respondents related to the word of mouth, perceived quality, model, fashion preferences, social influence, and purchase intention of plus-size clothing in Thailand. This study will try to collect the data using the questionnaire to gather the information. The questionnaire will be divided into three parts, which are screening questions, variable questions, and information on the participants.

3.2 Sampling Plan

The target group of the research will be focusing on the plus-size customers living in Thailand. The age will be 15 to 40 years old including, high school students, college students, jobbers, and business owner who has the plus-size shape and purchase the plus size clothing.

The sample has consisted of approximately 100 Thai plus-size customers who purchase plus-size clothing in Thailand.

3.3 Data Collection

Since Thailand is under the Covid19 situation, this study decides to collect the data by using online survey. This study launched the survey in a specific group of people; hence, it was distributed through the online small plus-size business, also the line group that has a plus-size customers who have an intention to buy a plus-size clothing.

3.4 Data Analysis

After collecting the effective data through online platforms, this research will apply the Statistical Package for the Social Sciences; simply put SPSS to calculate the data in order to make it most effective towards the factors.

The first analysis is the regression analysis. This study will analyze the data by using regression analysis to estimate the dependent variable. To see the relationship between factors whether the factors can influence plus size customers' purchase intention of clothing in Thailand.

The second analysis is the descriptive analysis, this study will analyze the data by using T-test and ANOVA to estimate the mean difference related to the independent and dependent variable among the different age group, gender, income, and the level of education in order to analyze which group has the most effect on purchase intention towards the plus-size clothing in Thailand.

3.5 Questionnaire

The questionnaire consists of three parts regarding the screening to qualify the respondents whether they purchase the plus-size clothing or not. Also, the question related to the factors that can influence the customers' purchase intention of plus-size clothing in Thailand. Moreover, this study also collects the information of the respondent to see who the potential target of the plus-size clothing market in the future is.

Plus size customers' purchase intention of clothing in Thailand

Questionnaire

The purpose of this questionnaire is to study the key factors that can influence the customers' purchase intention towards plus-size clothing in Thailand.

(Please circle the number that represents the best answer to each question.)

Questions are consisted of 3 parts: Part 1-screening questions; Part 2-variables questions. Part 3-personal information questions

Q1. Do you purchase the plus size clothing?

(The plus-size means a size of clothing designed for individual who are larger than the average or used to explain individual who are larger than the average in terms of size (Cambridge, 2021)

Yes No

Q2. Where do you purchase the plus size clothing?

Department store

Krung thong Plaza

Online (Instagram, Facebook, Shopee)

Etc....

Table 3.1 Q3. Which of the following were sources of information, and how much influence did they have purchase intention to plus size clothing?

(Please choose from 1 to 5; where 1= Strongly disagree and 5 = Strongly agree)

Word of Mouth	Strongly disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly agree
I will say positive things about this clothing to others	1	2	3	4	5
I will recommend this clothing to others who seek my advice	1	2	3	4	5
Positive evaluation and sugesstions from others about the plus-size clothing definitely affect my purchase intention	1	2	3	4	5

Table 3.1 Q3. Which of the following were sources of information, and how much influence did they have purchase intention to plus size clothing? (cont.)

(Please choose from 1 to 5; where 1= Strongly disagree and 5 = Strongly agree)

Word of Mouth	Strongly disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly agree
Recommendations regarding plus-size gorup buying clothes are useful to me	1	2	3	4	5
I will make a decision to make a purchase based on a recommendation I received	1	2	3	4	5
Perceived Quality					
I have an information about the plus-size clothing that I intent to purchase	1	2	3	4	5
The plus-size clothing has the design that I am looking for	1	2	3	4	5
Plus-size clothing are important to assure high quality	1	2	3	4	5
There is variety of size in terms of the plus-size clothing	1	2	3	4	5
I think it is necessary to obtain plus-size clothing information before I purchase	1	2	3	4	5
Model					
I feel similar to the model in terms of weight	1	2	3	4	5
When I saw the model, I thought about how well or how badly I look compared to the model.	1	2	3	4	5

Table 3.1 Q3. Which of the following were sources of information, and how much influence did they have purchase intention to plus size clothing? (cont.)

(Please choose from 1 to 5; where 1= Strongly disagree and 5 = Strongly agree)

Word of Mouth	Strongly disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly agree
Model					
When dressing for a special occasion or buying clothes, I look at model to give me ideas about how I should look.	1	2	3	4	5
I feel that I have similar basic values with the model	1	2	3	4	5
I feel similar to the model in terms of body shape	1	2	3	4	5
I feel similar to the model in terms of body size	1	2	3	4	5
Social Influence					
If I want to be like someone, I often try to buy the same clothes that they buy	1	2	3	4	5
I get a sense of belonging by buying the same clothes that others do	1	2	3	4	5
People who are familiar with me think that I should purchase the plus size clothing	1	2	3	4	5
When I see plus-size influencers wearing some plus-size clothing that inspire me, I want to wear it as well	1	2	3	4	5

Table 3.1 Q3. Which of the following were sources of information, and how much influence did they have purchase intention to plus size clothing? (cont.)

(Please choose from 1 to 5; where 1= Strongly disagree and 5 = Strongly agree)

Word of Mouth	Strongly disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly agree
Fashion Preferences					
The fashion style should be updated	1	2	3	4	5
Purchasing fashion is rewarding for me	1	2	3	4	5
I think carefully about the styles I wear	1	2	3	4	5
I think I am fashionable/trendy	1	2	3	4	5
the plus-size clothing has the type of clothing I like	1	2	3	4	5
Purchase Intention					
I would like to purchase the plussize clothing	1	2	3	4	5
I would like to purchase the plussize clothing if the design is match with my fashion preferences	1	2	3	4	5
I would like to purchase the plusszie clothing if the shop use the plus size model	1	2	3	4	5
I would like to tell others about the plus size clothing	1	2	3	4	5
Perceived quality of plus-size clothing is the driving force for me to purchase the plus-size clothing	1	2	3	4	5

Q4. Gender:

Male	1	Female	2
Alternative gender	3		

Q5. Income:

Lower than 15000	1
15000- 25000	2
25001-35000	3
More than 35000	4

Q6. Do you have a college degree?

Middle school	1	High school	3
Bachelor	2	Master and above	4

Q7. May I ask which age group you fall within?

Gen Y (25-40)	1	Gen Z (15-24)	4
---------------	---	---------------	---

Q8. Are you single or married?

Single	1	Others	3
Married	2		

THANK YOU

CHAPTER IV

RESEARCH FINDINGS

4.1 Respondents

After spending about 5 days, this study can collect only 156 responses with a 104 valid data. Due to the scope of the study and target group, it is quite difficult to get a quick response since the objective and sample plan has requirements. As, the respondent needs to be the one who interest to purchase the plus-size clothing and the individual must be the plus-size customers in order to answer the questionnaire. The respondents are delayed due to those reasons.

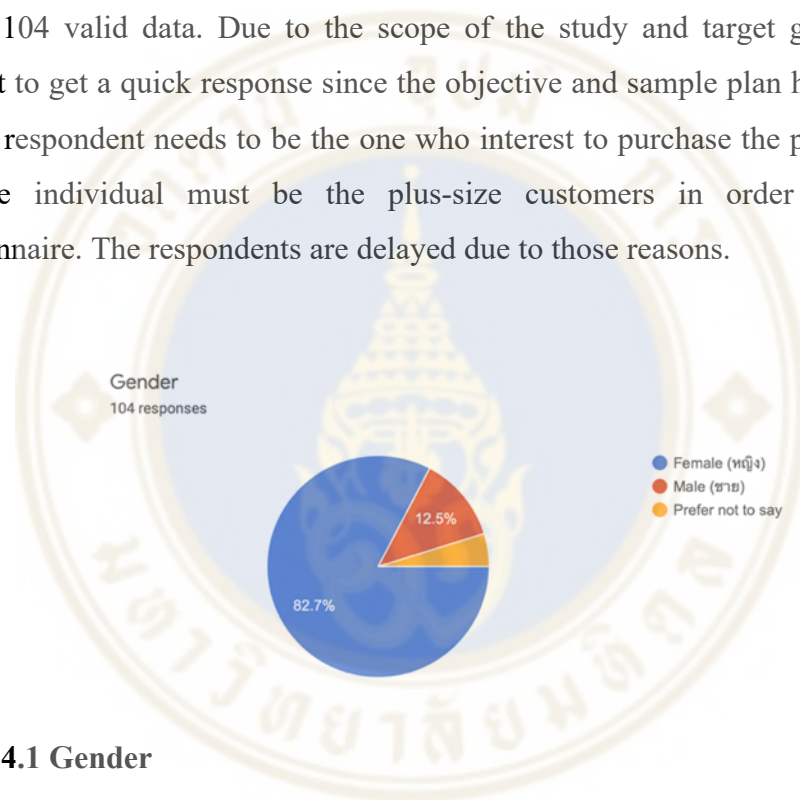


Figure 4.1 Gender

In terms of the respondent group, Figure 4.1 showed that most of the respondents are female, which is 82.7 percent overall, followed by male (12.5 percent) and prefer not to say (4.8 percent) respectively.

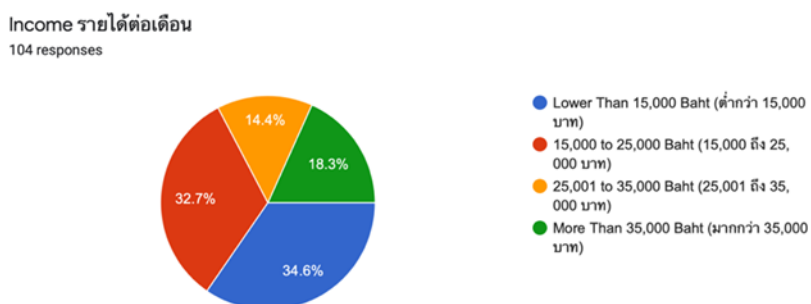


Figure 4.2 Income

Regarding Figure 4.2 in terms of the income per month, most of the respondents have the income lower than 15,000 Thai baht (34.6 percent), followed by 15,000 to 25,000 Thai baht (32.7 percent), more than 35,000 Thai baht, 18.3 percent) and 25,001 to 35,000 baht (14.4 percent).

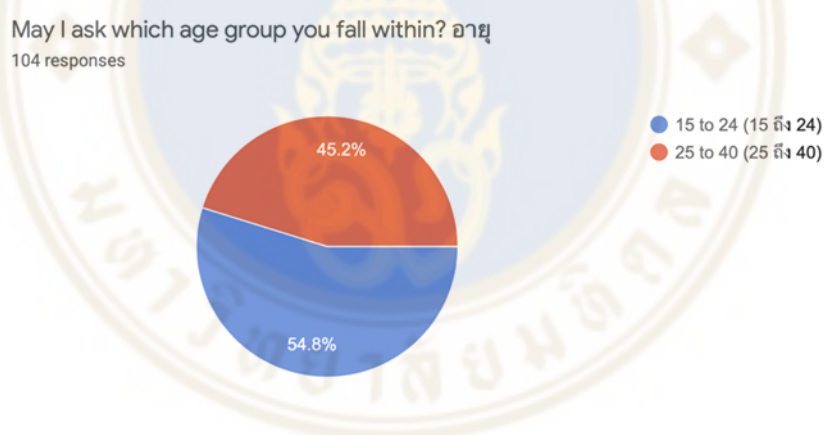


Figure 4.3 Age

Moreover, in terms of the age group, Figure 4.3 shows that the majority of the respondents are 15 to 24 years old, which is 54.8 percent of the total respondents.

Are you single or Married?

104 responses

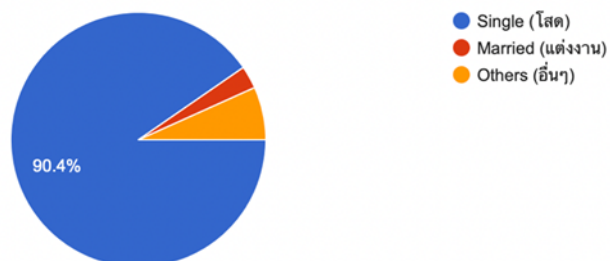


Figure 4.4 Status

As the data shows in Figure 4.4, 90.4 percent of the respondents are single, only 6.7 percent are not willing to tell their status, and only 2.9 percent are married.

Do you have a college degree? ระดับการศึกษา

104 responses

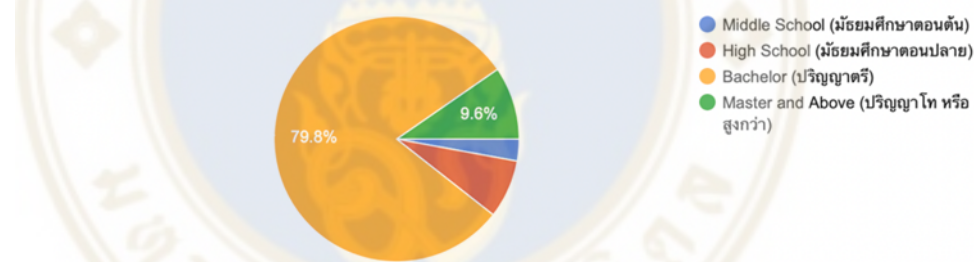


Figure 4.5 Education

In terms of the education degree, Figure 4.5 shows that most of the respondents have the bachelor's degree (79.8 percent), master or above (9.6 percent), high school (7.7 percent) and middle school (2.9 percent), respectively.

Where do you purchase the plus size clothing? คุณซื้อเสื้อผ้า plus size ที่ใด?

104 responses

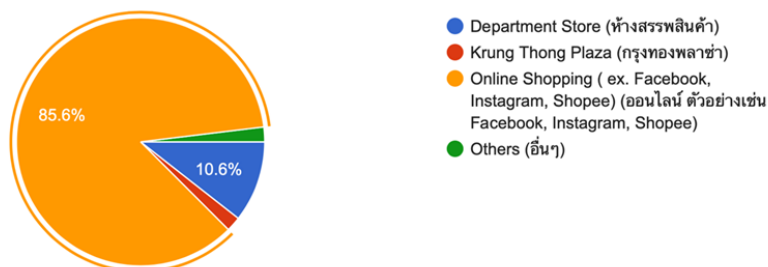


Figure 4.6 Stores

Furthermore, in terms of the consumption, according to the Figure 4.6, it shows that most of the respondents purchase the plus-size clothing through online platforms, such as Facebook, Instagram, and Shopee; which is 85.6 percent of the total respondents. 10.6 percent of the respondents purchase the plus-size clothing at the department stores, 1.9 percent of the respondents purchase the plus-size clothing at the specific place which is Krung thong Plaza, and only 1.9 percent claims that he or she purchase the plus-size clothing at other places.

4.2. Regression Analysis

Table 4.1 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.607 ^a	.369	.336	.48489

The objective of running the regression analysis is to see the relationship among the independent and dependent variables which are, word of mouth, perceived quality, model, social influence, fashion preferences, and purchase intention. This study using the purchase intention as a dependent variable to estimate the independent

variable including word of mouth, perceived quality, model, social influence, fashion preferences. According to the Table 4.1, the R square 36.9 percent meaning there is the correlation between the independent and dependent variables.

Table 4.2 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.447	5	2.689	11.439	.000 ^b
	Residual	23.041	98	.235		
	Total	36.489	103			

As the data shows on the Table 4.2, in terms of the ANOVA, Sig. is less than 0.05 (0.000) means that this regression model is acceptable.

Table 4.3 Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.741	.517		1.433	.155
	word of mouth	.444	.106	.405	4.201	.000
	Perceived Quality	.118	.109	.104	1.080	.283
	Model	-.034	.072	-.050	-.471	.639
	Social Influence	.021	.058	.034	.365	.716
	Fashion Preference	.299	.102	.277	2.921	.004

a. Dependent Variable: Purchase Intention

As it shows in the Table 4.3 above, the word of mouth (0.405) has the highest positive influence on purchase intention and fashion preferences also had a positive influence on purchase intention (0.277). On one hand, the independent

variables as perceived quality, model, and social Influence have no effect on purchase intention as the sig. of each independent variable is more than 0.05. In this study, people can focus on express the word of mouth and fashion preferences to develop the business.

4.3 Descriptive Analysis

4.3.1 Age

In this study, the age group are split into two groups which are the age between 15-24 such as students, and the age between 25-40 as a working people.

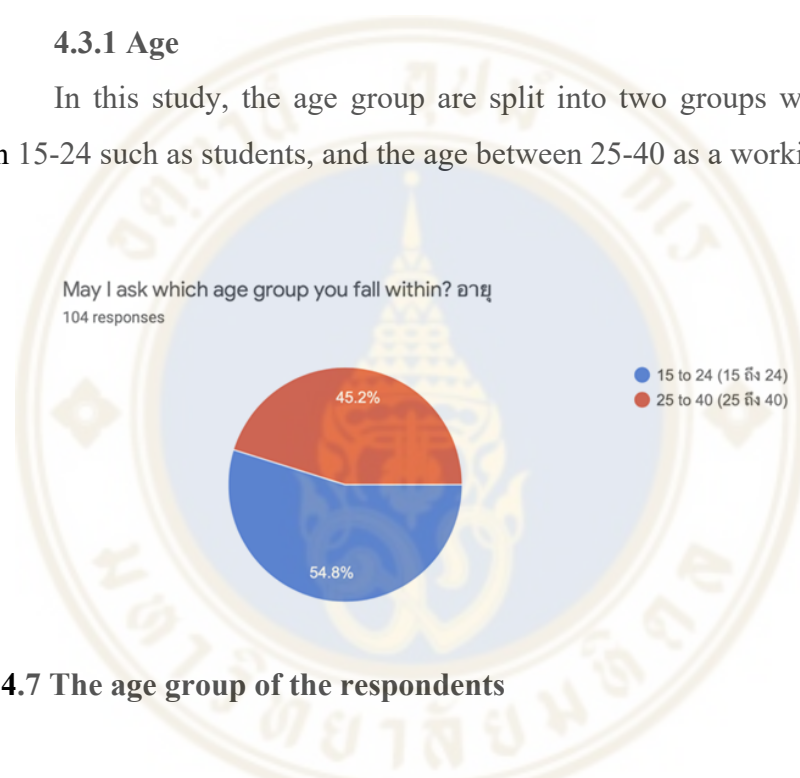


Figure 4.7 The age group of the respondents

T-test will tell the difference among two group of people if the Sig. of each question is less than 0.05.

Table 4.4 Independent Samples Test

Independent Samples Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
There is variety of size in the of the plus size clothing	8.638	.004	2.686	102	.008	.458	.170	.120	.796
			2.589	77.672	.011	.458	.177	.106	.810
When I see plus size influencers wearing some plus size clothing	6.137	.015	2.610	102	.010	.576	.221	.138	1.014
			2.535	82.731	.013	.576	.227	.124	1.028
I would like to purchase the plus size clothing	8.671	.004	2.190	102	.031	.369	.168	.035	.703
			2.082	69.191	.041	.369	.177	.015	.722

According to the result, there are seven results that have the different between 2 group of the target. As, all seven questions have the sig. less than 0.05. However, when looking at the sig. (2tailed) there are three questions that have the sig. 2 tailed less then 0.05. According to the Table 4.4, it shows that:

1. There is variety of size in terms of plus-size clothing (sig. 2 tailed = 0.011)
2. When I see plus-size influencers wearing some plus-size clothing that inspire me, I want to wear it as well (sig. 2 tailed = 0.13)
3. I would like to purchase the plus-size clothing (sig. 2 tailed = 0.041)

Hence, there are the different between people age between 15 to 24 and 25 to 40 years old that concern about the variety of size, the influencer, and the purchase intention towards the plus-size clothing in Thailand.

Table 4.5 Group Statistics

Group Statistics					
	Age Group	N	Mean	Std. Deviation	Std. Error Mean
There is variety of size in terms of the plus size clothing	1	57	4.65	.694	.092
	2	47	4.19	1.035	.151
When I see plus size influencers wearing some plus size clothing	1	57	4.19	.953	.126
	2	47	3.62	1.295	.189
I would like to purchase the plus size clothing	1	57	4.67	.607	.080
	2	47	4.30	1.082	.158

According to the Table 4.5, age group 1 means people and between 15 to 24 and age group 2 means people age between 25 to 40. Regarding the table, it shows that people age between 15 to 24 has higher agreement about the variety of size in terms of the plus-size clothing which the average mean at 4.65. Furthermore, in terms of the social influence, people age between 15 to 24 was influence by the plus-size influence that can influence them to purchase the plus-size clothing. In addition,

people age between 15 to 24 also would like to purchase the plus-size clothing higher than the people age between 25 to 40 years old.

4.3.2 Gender

In this study, the gender has been divided into three groups which consisted of female, male, and people who prefer not to mention their gender.

ANOVA method will analyze the different between the gender regarding all the descriptive questions that has more than two groups. Also, in order to be claimed as differences, the sig. should be less than 0.05.

Table 4.6 ANOVA (Gender)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Iwillrecommen dthisplussizeclo thingtootherswh oseekmya	Between Groups	11.347	2	5.674	8.602	.000
	Within Groups	66.614	101	.660		
	Total	77.962	103			
Ifeelsimilartoth emodelintermso fbodyshape	Between Groups	12.381	2	6.190	4.179	.018
	Within Groups	149.609	101	1.481		
	Total	161.990	103			
Ifeelsimilartoth emodelintermso fbodysize	Between Groups	13.103	2	6.552	4.341	.016
	Within Groups	152.435	101	1.509		
	Total	165.538	103			
IfIwantobelike someoneIoftent rytobuythesame clothe	Between Groups	14.369	2	7.184	3.710	.028
	Within Groups	195.593	101	1.937		
	Total	209.962	103			

According to the result, in terms of the gender, the data on the Table 4.6 shows that there are some different among the gender as the sig. are less then 0.05.

There is the different related to the question about “I will recommend this plus-size clothing to others who seek my advice” among the gender which sig. is less than 0.5 (0.000). Also, the respondent feels similar to the model in terms of body shape (sig. = 0.018). Moreover, the respondent feel similar to the model in terms of body size also has the sig. less than 0.05 (sig.= 0.016). Also, if the respondent wants to be like someone, they will often try to buy the same clothes that someone buy has the sig. = 0.28. Hence, it states that there are the different between the gender that affect those descriptive questions.

Table 4.7 Multiple Comparisons among 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 will recommend this plus size clothing to others whose seek my	1	2	1.001*	.242	.000	.41	1.59
		3	.216	.374	1.000	-.69	1.13
	2	1	-1.001*	.242	.000	-1.59	-.41
		3	-.785	.427	.208	-1.83	.26
	3	1	-.216	.374	1.000	-1.13	.69
		2	.785	.427	.208	-.26	1.83
I feel similar to the model in terms of body shape	1	2	-.325	.362	1.000	-1.21	.56
		3	1.491*	.560	.027	.13	2.85
	2	1	.325	.362	1.000	-.56	1.21
		3	1.815*	.640	.017	.26	3.37
	3	1	-1.491*	.560	.027	-2.85	-.13
		2	-1.815*	.640	.017	-3.37	-.26

Table 4.7 Multiple Comparisons among Gender (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Gender	(J) Gender	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Ifeelsimilartothe modelintermsof body size	1	2	-.220	.366	1.000	-1.11	.67
		3	1.595*	.565	.017	.22	2.97
	2	1	.220	.366	1.000	-.67	1.11
		3	1.815*	.646	.018	.24	3.39
	3	1	-1.595*	.565	.017	-2.97	-.22
		2	-1.815*	.646	.018	-3.39	-.24
IfIwanttobelikesomeoneIoftentry to buythesameclothes	1	2	-1.128*	.414	.023	-2.14	-.12
		3	-.128	.640	1.000	-1.69	1.43
	2	1	1.128*	.414	.023	.12	2.14
		3	1.000	.732	.525	-.78	2.78
	3	1	.128	.640	1.000	-1.43	1.69
		2	-1.000	.732	.525	-2.78	.78

As it shows on the Table 4.7 above, gender 1 represents female, No. 2 represent male, and No. 3 represent the respondent who prefer not to specify the gender. The result shows that gender also effect on some descriptive questions.

1. I will recommend this plus-size clothing to others who seek my advice as the mean difference is 1.001 to male and 0.216 to prefer not to say people.

(I = female, J= male, mean difference is 1.001)

(I= female, J= prefer not to say, mean difference is 0.216)

2. I feel similar to the model in terms of body shape

(I = female, J= male, mean difference is -0.325)

(I= female, J= prefer not to say, mean difference is 1.491)

3. I feel similar to the model in terms of body size

(I = female, J= male, mean difference is -0.220)

(I= female, J= prefer not to say, mean difference is 1.595)

4. If I want to be like someone, I often try to buy the same clothes that they buy

(I = female, J= male, mean difference is -1.128)

(I= female, J= prefer not to say, mean difference is -0.128)

Due to the data and the mean difference, it shows that female will recommend the plus-size clothing to others than male and prefer not to say people. However, male seems to feel similar to the model in terms of body size and shape. As well as both male and prefer not to say people have been influence by the social as if they want to be like someone, they will often try to buy the same cloths, while female do not often buy the same clothes as others if they want to be like someone.

4.3.3 Income

In terms of the income, this study was divided the income into four different group, which are less than 15,000 baht, between 15,0001 to 25,000 baht, 25,001 to 35,000 baht, and more than 35,000 baht.

Table 4.8 ANOVA (Income)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
WhenIseeplussizeinfluencerswearingso meplussizeclothing	Between Groups	12.316	3	4.105	3.305	.023
	Within Groups	124.213	100	1.242		
	Total	136.529	103			
theplussizeclothingh asthetypeofclothingI like	Between Groups	7.129	3	2.376	2.737	.047
	Within Groups	86.833	100	.868		
	Total	93.962	103			

Table 4.8 ANOVA (Income) (cont.)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
I would like to purchase the plus size clothing if the design is	Between Groups	2.356	3	.785	2.709	.049
	Within Groups	28.990	100	.290		
	Total	31.346	103			

According to the result, the Table 4.8 shows that there are three descriptive questions that have the different among the income as the sig. are less than 0.05.

Table 4.9 Multiple Comparisons among Income

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
When I see plus size influencers wearing so me plus size clothing	1	2	.394	.267	.856	-.32	1.11
		3	.439	.343	1.000	-.48	1.36
		4	.990*	.316	.014	.14	1.84
	2	1	-.394	.267	.856	-1.11	.32
		3	.045	.345	1.000	-.88	.97
		4	.596	.319	.389	-.26	1.46
	3	1	-.439	.343	1.000	-1.36	.48
		2	-.045	.345	1.000	-.97	.88
		4	.551	.385	.933	-.49	1.59
	4	1	-.990*	.316	.014	-1.84	-.14
		2	-.596	.319	.389	-1.46	.26
		3	-.551	.385	.933	-1.59	.49

Table 4.9 Multiple Comparisons among Income (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Income	(J) Income	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
theplussizeclothing hasthetypeofclothin gllike	1	2	-.152	.223	1.000	-.75	.45
		3	.417	.286	.893	-.35	1.19
		4	.504	.264	.355	-.21	1.22
	2	1	.152	.223	1.000	-.45	.75
		3	.569	.289	.311	-.21	1.35
		4	.656	.267	.094	-.06	1.37
	3	1	-.417	.286	.893	-1.19	.35
		2	-.569	.289	.311	-1.35	.21
		4	.088	.322	1.000	-.78	.95
	4	1	-.504	.264	.355	-1.22	.21
		2	-.656	.267	.094	-1.37	.06
		3	-.088	.322	1.000	-.95	.78
Iwouldliketopurcha setheplussizeclothi ngifthedesignis	1	2	.242	.129	.380	-.10	.59
		3	.156	.165	1.000	-.29	.60
		4	.415*	.153	.046	.00	.83
	2	1	-.242	.129	.380	-.59	.10
		3	-.086	.167	1.000	-.54	.36
		4	.173	.154	1.000	-.24	.59
	3	1	-.156	.165	1.000	-.60	.29
		2	.086	.167	1.000	-.36	.54
		4	.260	.186	.995	-.24	.76
	4	1	-.415*	.153	.046	-.83	.00
		2	-.173	.154	1.000	-.59	.24
		3	-.260	.186	.995	-.76	.24

According to the Table 4.9, there are the different between the income regard three different questions.

1. When I see plus-size influence wearing some plus-size clothing that inspire me, I want to buy it as well.

(I= income less than 15,000 Baht, J= income 15,000 to 25,000 Baht, the mean difference is 0.394)

(I= income less than 15,000 Baht, J= income 25,001 to 35,000 Baht, the mean difference is 0.439)

(I= income less than 15,000 Baht, J= income more than 35,000 Baht, the mean difference is 0.990)

2. The plus-size clothing has the style that I like.

(I= income less than 15,000 Baht, J= income 15,000 to 25,000 Baht, the mean difference is – 0.152)

(I= income less than 15,000 Baht, J= income 25,001 to 35,000 Baht, the mean difference is 0.417)

(I= income less than 15,000 Baht, J= income more than 35,000 Baht, the mean difference is 0.504)

3. I would like to purchase the plus-size clothing if the design is match with my fashion preferences

(I= income less than 15,000 Baht, J= income 15,000 to 25,000 Baht, the mean difference is 0.242)

(I= income less than 15,000 Baht, J= income 25,001 to 35,000 Baht, the mean difference is 0.156)

(I= income less than 15,000 Baht, J= income more than 35,000 Baht, the mean difference is 0.415)

Regarding the result of ANOVA and multiple comparisons in terms of the income, based on the people who has less than 15,000 Baht income, those respondents think that the plus-size clothing does not have the style that they like. However, they have an intention to buy the plus-size clothing if the design is match with their fashion preferences. Hence, it could be implied that people who has less than 15,000 Baht income has the most purchase intention to buy the plus-size clothing if the design is match with the individual' s fashion preferences.

4.3.4 Education Level

In terms of the education, this study was consisted of four different level of education, among them Middle School, High School, bachelor's degree, and Master or above.

Table 4.10 ANOVA (Education)

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Plussizeclothingare importanttoassurehighquality	Between Groups	1.904	3	.635	3.465	.019
	Within Groups	18.317	100	.183		
	Total	20.221	103			
Perceivedqualityof plussizeclothingisthedrivingforcefor	Between Groups	6.500	3	2.167	5.035	.003
	Within Groups	43.029	100	.430		
	Total	49.529	103			

Due to the ANOVA analysis, the Table 4.10 shows that there are two descriptive questions that have the sig. lower than 0.05 which related to the perceived quality and the purchase intention towards the plus-size clothing in Thailand.

Table 4.11 Multiple Comparisons among Education

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Doyouhave acollege degree	(J) Doyouhav eacollege degree	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Plussizecloth ingareimport anttoassurehi ghquality	1	2	.625	.290	.200	-.15	1.40
		3	.133	.252	1.000	-.54	.81
		4	.100	.282	1.000	-.66	.86
	2	1	-.625	.290	.200	-1.40	.15
		3	-.492*	.158	.015	-.92	-.07
		4	-.525	.203	.067	-1.07	.02
	3	1	-.133	.252	1.000	-.81	.54
		2	.492*	.158	.015	.07	.92
		4	-.033	.143	1.000	-.42	.35
	4	1	-.100	.282	1.000	-.86	.66
		2	.525	.203	.067	-.02	1.07
		3	.033	.143	1.000	-.35	.42
Perceivedqua lityofplussize clothingisthe drivingforcef or	1	2	1.125	.444	.077	-.07	2.32
		3	.337	.386	1.000	-.70	1.38
		4	.800	.432	.401	-.36	1.96
	2	1	-1.125	.444	.077	-2.32	.07
		3	-.788*	.243	.010	-1.44	-.13
		4	-.325	.311	1.000	-1.16	.51

Table 4.11 Multiple Comparisons among Education (cont.)

Multiple Comparisons							
Bonferroni							
Dependent Variable	(I) Doyouhave eacolleged egree	(J) Doyouhave acollegede gree	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Perceivedquality ofplussizeclothing ngistedrivingfo rcefor	3	1	-.337	.386	1.000	-1.38	.70
		2	.788*	.243	.010	.13	1.44
		4	.463	.220	.226	-.13	1.05
	4	1	-.800	.432	.401	-1.96	.36
		2	.325	.311	1.000	-.51	1.16
		3	-.463	.220	.226	-1.05	.13

Regarding the results, the Table 4.11 shows that there are differences among the education on two descriptive questions.

1. Plus-size clothing are important to assure high quality

(I= Middle school, J= High school, the mean difference is 0.625)

(I= Middle school, J= bachelor's degree, the mean difference is 0.133)

(I= Middle school, J= Master or above, the mean difference is 0.100)

2. Perceived quality of plus-size clothing is the driving force for me to purchase the plus-size clothing

(I= bachelor's degree, J= Middle school, the mean difference is -0.337)

(I= bachelor's degree, J= High school, the mean difference is 0.788)

(I= bachelor's degree, J= Master or above, the mean difference is 0.463)

According to the Sig. and the mean difference among education level, it shows that people the middle school are the group that concern about the high quality of the plus-size clothing more than the high school people. Furthermore, if focusing on the purchase intention, perceived quality influence the purchase intention towards bachelor's degree people more than the people in high school. However, the middle

school group was still by influence by the perceived quality as the mean difference is 0.337 when compared with the bachelor's degree people.

4.4 Discussion

Regarding all the analysis, including respondents, descriptive analysis (T-Test, and ANOVA), and the regression analysis. It shows that among all the 156 responses who involve in this study, there are 104 responses that purchase the plus-size clothing.

Moreover, according to the regression analysis, the result states that there are only two independent variables that has the relationship with the purchase intention, which are word of mouth and fashion preferences. Also, the word of mouth also has the highest positive effect on purchase intention regarding the analysis. According to the previous study as mentioned earlier, word of mouth could be one of the factors that influence the customers' purchase intention of plus-size clothing in Thailand. The reason is that individual will feel comfort and confident more if they receive the information from others' experiences. In addition, regarding the previous study in terms of fashion preferences, it mentions that teenagers are concern about the aesthetic of the clothing (Chattaraman, & Rudd, 2006). Hence, according to the result of the study, it claims that individual was willing to purchase the clothing with the high aesthetic value which also related to this study as people also concern about the fashion preferences in order to purchase the plus-size clothing.

Furthermore, people prefer to purchase the plus-size clothing through online platforms such as Instagram and Facebook and most of them has the income lower than 15,000 Baht.

In terms of the mean difference among age group, people age between 15 to 24 has higher agreement that there are variety of size in terms of the plus-size clothing because they are more interest on purchasing plus-size clothing and had an experience on purchase the variety of size through offline and online platforms. Due to the respondent analysis, it claims that younger people also purchase the plus-size clothing more than people age between 25 to 40. Also, the social influencer can influence people age between 15 to 24 more than people age between 25 to 40. As

well as the people age between 15 to 24 also agree to purchase the plus-size clothing more than people age between 25 to 40. The reason is that people age between 15 to 24 are more likely to follow the trend including fashion. So, people age between 15 to 24 were influence by the social as younger people still purchase a lot of clothing and they may find the plus-size influence to drive them to be trendy. Regarding to those reasons, people age between 15 to 24 are willing to purchase the plus-size clothing.

Another point is that female is more likely to recommend the plus-size clothing to others who seek for the advice. The reason is that females are more focusing on their clothing and fashion, so they want to spread the good recommendation to others who seek for the advice. However, in terms of the model, female has lower agreement on the body shape and size than male. The reason is that plus-size female may feel like the body shape is different due to the height and weight and they cannot relate to the model. Even more, female also has the lower agreement on social influence as if they want to be like someone, they often try to buy the same clothes that someone buy. The reason is that most of the clothing in the normal shop or the advertisement of the clothing brand does not use variety of the model, so they need to find someone who they can relate in order to inspire them to wear plus-size clothing.

Besides that, people who has lower than 15,000 Baht income has an intention to purchase the plus-size clothing if the design is match with their fashion preferences more than people who has higher income. As, they majority of the respondent in this study is people age between 15 to 24, which means their level of education are bachelor's degree or lower, hence, the main group of respondents that the income is correlation. So, they are more likely to follow the fashion trends, that could be the reason why people who has the intention to purchase the plus-size clothing if the design is match with their fashion preferences.

Nevertheless, in terms of the education level, people with the bachelor's degree are concerned to perceive the quality of the plus-size clothing more than people in high school level. The reason is that people with the bachelor's degree may have the information related to the quality of the products and the value of the purchasing plus-size clothing. So, they are concerned about the perceived quality before purchasing the plus-size clothing in Thailand.

CHAPTER V

CONCLUSION

5.1 Conclusion

As aforementioned above, this study wants to investigate what are the factors that can influence customers' purchase intention towards the plus-size clothing in Thailand. Also, to find what factor could be the potential factor that can develop the plus-size clothing business in the future.

It is noticeable that word of mouth, and fashion preferences have the significant effect towards the purchase intention of plus-size clothing whereas the perceived quality, model, and social influence do not have the effect on purchase intention on this topic. Furthermore, word of mouth also be the most positive affect that can influence people to purchase the plus-size clothing.

Moreover, after the data is analyzed age group, gender, income, and education level could affect the customers' purchase intention of plus-size clothing but in different factors as mentioned earlier. In summary, 15 to 24 years old of people is more willing to purchase the plus-size clothing more than 25 to 40 years old group. Moreover, People age between 15 to 24 tends to concern about the quality of the plus-size clothing more than people age between 25 to 40. In addition, in terms of the gender, female would love to give the recommendation to others who seek for the advice, while male and prefer not to say people tend to focus on individual's preferences.

What is more, people with a lower income are willing to purchase the plus-size clothing if the design is match with individual's fashion preferences. Also, this result can support the previous study in terms of the fashion preferences (Chattaraman, & Rudd, 2006). As, fashion preferences play an important role among teenagers.

5.2 Recommendations

In this study, according to the discussion, conclusion data collection, and data analysis. The results portray not all the key factors that impact the purchase intention towards the plus-size clothing in Thailand. There are only two key factors that has an impact on purchase intention among plus-size customers which are word of mouth and fashion preferences. Therefore, this study will recommend as follows:

1. the plus-size clothing business should focus on express the word of mouth and keep update the fashion trend. For example, they could promote the new design of the plus-size clothing to their social media account. Once, customers see the quality and trendy design, they may will purchase the plus-size clothing and express the word of mouth to others. In addition, the brand owner can apply the real reviews from the real customers to express the word of mouth. For instance, the brand owner can post the reviews from customers on Instagram story to share the positive word of mouth of the plus-size clothing.

2. Regarding the data analysis, the investors who want to invest in plus-size clothing should emphasize on the fashion as most of the respondents in every group are concern about the fashion that will influence them to purchase the plus-size clothing in Thailand. The investors should research and survey the market what is the customers want and need in a specific moment in order to follow the fashion trends. For instance, the seasonal fashion such as summer, and winter, the investors should research what could be the potential fashion in the next coming season that customers will looking for. So. The investors could grab customers' attention and gain revenue from being a trendy brand.

3. This study will recommend the owner of the plus-size business to focus on the people age between 15 to 24 as they are willing to purchase the plus-size clothing to be the first target followed by people age between 25-40. Those group cloud be the potential target for the plus-size business to gain more awareness, impressions, engagement as well as the revenue. The owner of the plus-size clothing business should launch the clothing that match with the fashion preferences of this target group. For example, the owner can design the clothing for different purpose such as, vacation, café hopping, or party in order to match with younger people's

lifestyles. After that, the owner should boost the advertisement via social media such Instagram, or Facebook among this target group to expand the brand recognition.

4. The business owner can focus on improve their digital marketing and improve their social media platforms such as Instagram of brands by posing the organic posts every day. For example, the brand could post the pictures of the apparels or sharing the tips to dress up to keep the relationship with the customers. Also, boost the posts two times per week to build the brand awareness and gain some impressions and engagement. Besides, the plus-size customers may do not have to focus to establish the offline stores and the data claims that people prefer to purchase the plus-size clothing through the online platforms.

5. Also, the perceived quality is a must for this business. According to the results, people also concern about the quality of the plus-size clothing. Hence, this study wants to recommend the plus-size business to be care of the clothing quality as it is one of the key factors that can drive people to have an intention to purchase the plus-size clothing in Thailand. The brand owner should produce the clothing with a quality fabric. As well as, the sewing, the brand owner should take time on sewing to qualify the clothing. Also, in terms of the outbound logistics, the brand owner should have the standard to check the quality of the clothing before selling.

5.3 Limitation

Due to the data collection, this study faced some time limitation is difficult to get the quick response in a short period. Nevertheless, as the objective and the target group of this this study is quite specific, this study needs to launch the online survey into the right place in order to receive the qualify data. Hence, it is also hard to receive the 100 responses by only post on the online platforms. Even more, this study only needs to investigate the plus-size customers, who purchase the plus-size clothing, somehow, people may not be willing to involve in this study. Also, this study will only receive the plus-size people who lives in Thailand; therefore, this study has the limitation in terms of seeing the different perspectives from people who living in different counties.

5.4 Future Research

In the future research, this study could continue to collect the data by using the qualitative method in order to dig deeper in each variable such as model, perceived quality, or the social influence whether those factors do not really have impact on purchase intention. The reason is that, on the previous studies, they claim that perceived quality would have an effect on purchase intention. As aforementioned above, this study can develop to investigate on the reason why perceived quality does not have an effect on customers' purchase intention of plus-size clothing in Thailand.



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