ONLINE TREND FOR SHOPPING BEHAVIOR AND MARKETING MECHANIC IN THAILAND'S FASHION CLOTHING INDUSTRY

KANOKKORN CHUPRAPAWAN

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....
Miss Kanokkorn Chuprapawan
Candidate

....
Assoc. Prof. Prattana Punnakitikashem,
Ph.D.
Advisor

....
Asst. Prof. Simon Zaby,
Ph.D.
Chairperson

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

....
Asst. Prof. Jantima Banjongprasert,
Ph.D.
Committee member

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KANOKKORN CHUPRAPAWAN 6449125

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., ASST. PROF. SIMON ZABY, Ph.D., ASST. PROF. JANTIMA BANJONGPRASERT, Ph.D.

ABSTRACT

This study aims to explore the online shopping behavior of Thai consumers in the fashion clothing industry and the effectiveness of various marketing mechanics in increasing online sales. The study was conducted through in-depth interviews using qualitative method with 30 Thai consumers who frequently shop for clothing online.

Motivated by the need to gain insights into this rapidly evolving landscape, this paper aims to identify the factors that influence online shopping behavior and understand the marketing mechanics that can increase online sales in the fashion clothing industry in Thailand. Specifically, this study seeks to achieve the following research objectives: The three objectives of the study are to identify factors influencing online shopping behavior, understand marketing mechanics for increasing online sales, and determine the effectiveness of different marketing strategies in the fashion clothing industry in Thailand.

The findings reveal that convenience, price, and quality are the top factors considered by Thai consumers when making online purchases. In terms of marketing advertising and promotion discount, found to be highly effective in driving online sales, followed by design of social media and platform. However, user-generated content is found to be the least important factor. These findings provide valuable insights for fashion clothing companies in Thailand to better understand the behavior and preferences of online consumers and to develop more effective marketing strategies to increase online sales.

KEY WORDS: Fashion / Online/ Clothes / Trends / Marketing

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CHAPTER I
INTRODUCTION

1.1 Introduction

The COVID pandemic has had a significant impact on changing consumer behavior. Both about shopping and about everyday life, causing numerous aspects of life to change. As we can see, due to the country's lockdown, customers do not leave their homes and instead turn to online shopping. There are many changes in the online market that make it more suitable for Thai people's style and acceptance. Payment via an online bank can be made in the form of an application or an order placed through the website. It is critical to the rapid growth of the online shopping industry. The store's warranty allows customers to decide whether or not to purchase products. Many companies also provide guarantees, making consumers trustworthy. However, there are some disadvantages to shopping online. Some customers are hesitant to trust the product because it is costly. Alternatively, some product cannot be purchased and exchanged. There are numerous factors that influence the purchase decision. The COVID-19 pandemic has brought significant changes to the world and the way we live and do business. One industry that has been particularly affected is the fashion industry, with physical retail stores closing and consumers turning to online shopping for their fashion needs. Online sales in fashion clothing have seen a significant increase since the start of the pandemic, as consumers look for a convenient and safe way to purchase clothing. The shift to online shopping has presented both opportunities and challenges for fashion retailers. On one hand, the increase in online sales has opened up new markets and allowed retailers to reach a wider audience. On the other hand, competition in the online space has intensified, making it more challenging for retailers to stand out and attract customers.

Here are some industry facts and figures for the fashion clothing industry:

1. The global fashion industry is valued at over $2.5 trillion, with apparel accounting for approximately 60% of the total market value. (Source: McKinsey & Company)

2. The global online fashion market is expected to reach $872 billion by 2023, with a projected compound annual growth rate (CAGR) of 13.7% between 2018 and 2023. (Source: Statista)

3. In 2020, the top three countries for apparel and footwear retail sales were the United States, China, and Japan, with sales of $326.2 billion, $303.7 billion, and $63.6 billion, respectively. (Source: Euromonitor International)

4. The fast fashion industry generates around $35 billion in annual revenue, with companies such as Zara, H&M, and Forever 21 leading the way. (Source: Business Insider)

5. The COVID-19 pandemic has significantly impacted the fashion industry, with retail sales declining by 15.2% in 2020. However, online sales increased by 27.4%, highlighting the importance of e-commerce for the industry's future. (Source: Euromonitor International)

6. Sustainable fashion is becoming increasingly popular, with a projected CAGR of 9.81% between 2021 and 2028. (Source: Allied Market Research)

These figures demonstrate the significant size and potential of the fashion clothing industry, as well as the importance of e-commerce, fast fashion, and sustainable practices in shaping its future.

In this context, understanding the factors that influence online shopping behavior in the fashion clothing industry has become even more important and what are the marketing mechanic in online fast fashion clothes that can help to generate more revenue. This understanding can help retailers to better meet the needs of their customers and increase their online sales. Overall, the impact of the COVID-19 pandemic on online sales in the fashion clothing industry is significant, and it is important for retailers to understand the changing consumer behavior and adapt their strategies accordingly.

It is a fashion item such as jean, t-shirt, top or even accessories. if it is popular among the majority of people. The majority of fashion clothing customers anticipate success. Purchasing trends influence what people buy and how they combine it until it becomes popular and powerful. The significant purchase as a result, the

clothing industry must be marketed as a vital concern. In terms of the need to purchase products, purchasing products occurs when trading occurs through online media. As a result of the trading, purchases differ from traditional forms. Online shopping is convenient, easy, and quick, and it meets the needs of consumers. Consumers can request information at any time. Furthermore, the population's use of online fashion clothing has grown. Choose to buy differently based on age, gender, status, occupation, and income this also related with writer's experience. As we can see, there are numerous factors influencing not only the price but also the marketing mechanics that will have an impact on those demographic groups. All of these have an effect on behavior. Choose to buy fashion clothes online because clothing trends change. People of various ages may be interested in purchasing work-appropriate fashion clothes online. During their adolescence, the majority of them prefer to buy trendy clothing online. As a result, it is clear that demographic factors may have a significant impact on purchasing behavior. In addition to demographic factors, marketing mix factors influence online fashion shopping behavior.

There are some industry facts and figures specifically for fashion items such as jeans, t-shirts, tops, and accessories:

1. The global denim market is expected to grow at a CAGR of 4.8% from 2020 to 2027, with a projected market size of $79.2 billion by 2027. (Source: Grand View Research)

2. The global t-shirt market is projected to reach $109.1 billion by 2027, with a CAGR of 6.6% from 2020 to 2027. (Source: Allied Market Research)

3. The global women's top market is expected to reach $70.9 billion by 2027, with a CAGR of 7.5% from 2020 to 2027. (Source: Grand View Research)

4. The global fashion accessories market is projected to reach $223 billion by 2025, with a CAGR of 6.2% from 2020 to 2025. (Source: Mordor Intelligence)

These figures demonstrate the significant size and potential of the fashion item market, as well as the challenges and opportunities associated with sustainable practices and waste reduction in the industry.

From the Statista research found that, In Thailand, online product sales increased by up to 80%, compared to a negative 10% increase in in-store sales, with Thailand having the second largest e-commerce market value in ASEAN after

Indonesia. Thais are also increasingly purchasing products online. The value of online product sales in Thailand in 2020 is expected to be around 300 billion baht (about 10 billion dollars), up from around 160 billion baht in 2019. As a result of COVID-19 and lockdowns that prevent people from shopping, more than 10% of stores have negative inventory. While many Thai economic agencies predict that the value of online merchandise sales will reach 750 billion baht (approximately $25 billion) in 2025, particularly for clothing and fashion items, Most popular are furniture and home decor, as well as personal items such as food and beverages. There are many e-commerce platform providers in Thailand, including Thai and foreign companies such as Lazada, Shopee, and banking platforms.

1.2 Problem Statement

The issue is that consumer spending varies from month to month. The brand's online sales will be determined by the consumer. Many factors contribute to the difficulty of selling online, including insufficient marketing analysis. The result in the product not being sold at that time. These factors include non-systematic delivery and a lack of good after-sales service.

Another issue that has arisen as a result of Covid pandemic is the fashion clothing industry has experienced a significant shift towards online sales, particularly in the wake of the COVID-19 pandemic. With the closure of physical retail stores and the need for social distancing, consumers have increasingly turned to online shopping as a convenient and safe alternative. But some customers prefer to see a product before deciding. Many factors that occur for online selling some months cannot predict any sales, but the cost of hiring or any other cost still occurs in the same way. As a researcher, I am also involved in the fashion clothing industry. To learn more about customer behavior and the factors that influence decision-making across the platform. Today, we can see that many platforms are using double-digit days such as 2.2 or 3.3 (Lazada birthday campaign) or many campaigns to help increase sales, but the problem for sellers is that they cannot sell on regular days such as 5-14 January because no platform is running any campaign or promotion. To discover the solution, so that we can conduct this research for additional benefits.

However, despite the growth in online sales, there is still a gap in understanding the factors that influence online shopping behavior in the fashion clothing industry. This lack of understanding makes it difficult for retailers to develop effective marketing strategies to increase sales and stay ahead in a highly competitive online marketplace.

1.3 Research Question

While technology has become a factor influencing consumer purchasing behavior. The internet has also become a critical factor. In the Thai market, utilization is rapidly increasing. As we can see, both women's and men's fashion have a sizable market. An intriguing point is the factor that drives consumers to buy clothes online and the factor that makes them afraid to buy despite the fact that the internet is popular.

Research Questions:

• What are the main factors that influence online shopping behavior in the fashion clothing industry in Thailand?

• What marketing mechanics are most effective in increasing online sales in the fashion clothing industry in Thailand?

1.4 Research Objectives

The research objectives for this study are:

• To identify the factors that influence online shopping behavior in the fashion clothing industry in Thailand. This includes understanding consumer demographics, purchasing habits, and motivations for shopping online.

• To understand the marketing mechanics that can increase online sales in the fashion clothing industry in Thailand. This includes analyzing the impact of advertising, promotions, and other marketing strategies on consumer behavior and purchasing decisions.

• To determine the effectiveness of different marketing mechanics in increasing online sales in the fashion clothing industry in Thailand. This includes

comparing the results of various marketing strategies and determining which ones are most effective in driving online sales.

By achieving these research objectives, the study aims to provide valuable insights for fashion retailers looking to increase their online sales. By understanding the factors that influence online shopping behavior and the marketing mechanics that can increase sales, retailers can better target their customers and improve their online presence.

CHAPTER II
LITERATURE REVIEW

The literature review will encompass existing research and studies on consumer behavior, marketing strategies, and e-commerce in the fashion clothing industry. It will provide insights into the key drivers of online shopping behavior and the marketing techniques that can be used to increase online sales. The review will also identify gaps in the current literature and suggest areas for future research.

2.1 Fashion Industry

Specifically, researchers the fashion apparel industry has grown significantly, according to research. The changing fashion industry, particularly in the last 20 years, has forced retailers to demand low costs, flexibility in design, quality, and the ability to get products to market quickly. To adhere to fashion This is an important strategy for retaining profitable positions in increasingly competitive markets (Ann Fairhurst, 2010). Since the 1990s, the fashion apparel industry has undergone significant changes, highlighted by the emergence of the concept of "throw-away" or "fast fashion." It describes fast fashion from both a supplier and a consumer standpoint. And draws attention to potential research issues. This will also have an impact on online sales because some products cannot be sold in a peak time.

The fashion industry is constantly changing, influenced by factors such as technology, globalization, and changing consumer behavior. The rise of e-commerce has transformed how consumers buy fashion items, with many preferring to shop online rather than in physical stores (Alves et al., 2019). Online shopping has also enabled consumers to access a broader range of brands, resulting in increased industry competition (Fernández-Alegra et al., 2018).

Consumers are becoming more price-conscious and value-conscious, with many turning to fast fashion brands that offer low prices and quick turnaround of new

collections (Choi et al., 2021). Social media has also become increasingly important in shaping consumer behavior, with platforms such as Instagram playing an important role in assisting consumers in discovering new brands and staying up to date on the latest trends (Kim et al., 2018).

2.2 Global sales e-commerce sales

Figure 2.1 Retail e-commerce sales worldwide from 2014 to 2026

Retail e-commerce sales are expected to reach $5.2 trillion globally by 2021. (Stephanie 2022). It will increase by 56% next year. This will rise to approximately $8.1 trillion by 2026.

The global e-commerce market has experienced significant growth in recent years, driven by a number of factors including advancements in technology, increasing internet penetration, and changing consumer behavior. The COVID-19 pandemic has accelerated this growth even further, as consumers increasingly turn to online shopping to avoid physical contact and take advantage of delivery services (Liu & Wei, 2020).

Studies have shown that the growth of e-commerce is not limited to developed countries but is also evident in developing countries where the number of online shoppers is increasing along with internet accessibility (Liu & Wei, 2020). The rise of mobile commerce, where consumers shop using their smartphones, has also contributed to the growth of e-commerce sales, particularly in developing countries

where smartphone ownership is on the rise (Zhang et al., 2021). E-commerce is not limited to a specific industry, but is evident across a range of industries, including fashion, consumer electronics, home goods, and food and beverage (Singh et al., 2020). Brands that offer a seamless online shopping experience, with easy-to-use platforms and user-friendly mobile apps, are more likely to succeed in the global e-commerce market (Lin & Chen, 2019).

Lastly, the global e-commerce market continues to experience significant growth, driven by advancements in technology, increasing internet penetration, and changing consumer behavior. The COVID-19 pandemic has further accelerated this growth. Brands that offer a seamless online shopping experience are more likely to be successful in this market, and these findings are consistent across multiple studies (Liu & Wei, 2020; Zhang et al., 2021; Singh et al., 2020; Lin & Chen, 2019).

2.3 Online Shopping Trends

The fashion industry is constantly evolving, and it is important for businesses to stay up-to-date with the latest trends in order to remain competitive and attract customers.

One emerging trend in the fashion industry is the growing popularity of sustainable and eco-friendly clothing (Lee & Kim, 2021). Consumers are becoming increasingly conscious of the environmental impact of their purchases and are seeking out clothing made from sustainable materials and produced in an environmentally responsible manner (Park & Lee, 2019).

Figure 2.2 Sustainable and eco-friendly clothing

Another trend in the fashion industry is the rise of personalization and customization, as consumers seek to express their individuality through their clothing (Jung et al., 2020). This can include products made to order or tailored to the customer's specific measurements, as well as products that allow customers to choose their own colors, patterns, and other features (Kim & Lee, 2021).

Figure 2.3 Clothes made to order or tailored

The growth of e-commerce is also having a major impact on the fashion industry, allowing businesses to reach customers around the world and providing new opportunities for growth (Choi et al., 2019). At the same time, the increased competition in the online space has made it increasingly important for businesses to focus on customer experience, using tools such as virtual try-on and augmented reality to enhance the shopping experience and build customer loyalty (Lee & Kim, 2020). Social media is playing an increasingly important role in shaping fashion trends, as consumers are exposed to a wide range of styles and looks through platforms such as Instagram and Pinterest (Park & Lee, 2018). This has led to the rise of influencer marketing, with influencers playing a key role in shaping consumer preferences and driving sales (Jung et al., 2019).
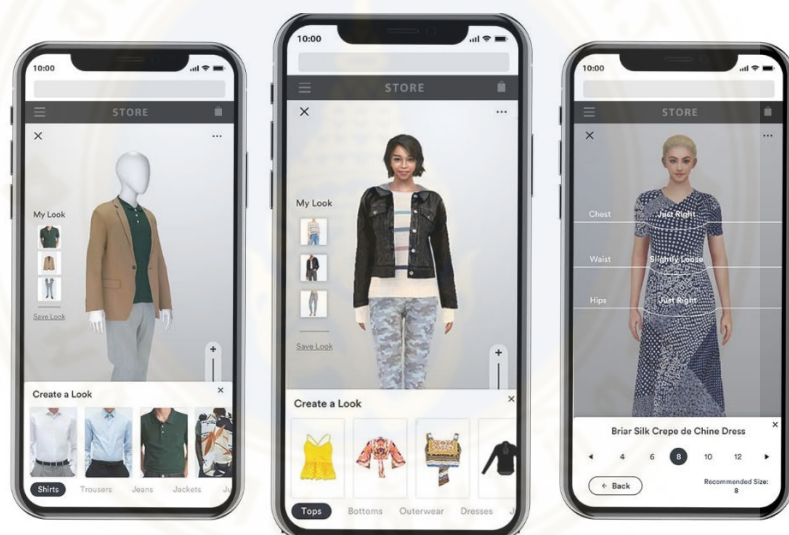
Figure 2.4 Virtual try-on and augmented reality

The fashion industry is facing a range of trends and challenges, including the growth of sustainability and eco-friendliness, the rise of personalization and customization, the growth of e-commerce, and the impact of social media on consumer preferences. Businesses need to be aware of these trends and adapt their strategies accordingly to remain competitive and succeed in the fast-changing fashion industry.

2.4 Marketing 4Ps

The Marketing 4Ps concept, also known as the Marketing Mix, is a foundational framework in marketing that includes four key elements: product, price, promotion, and place (also referred to as distribution). The 4Ps are used by marketers to create and execute effective marketing strategies that meet the needs and wants of their target customers while also achieving their business goals. The concept of the 4Ps was first introduced in the 1960s by marketer E. Jerome McCarthy and has since become a fundamental concept in the field of marketing. The 4Ps provide a comprehensive framework for marketers to analyze and develop their marketing strategies, ensuring that all aspects of the marketing mix are considered and aligned to achieve the desired results.

2.4.1 Product

In the online fashion clothes industry, product design and quality are crucial factors that influence customer behavior. Online fashion customers are seeking products that are stylish, comfortable, and of good quality. Brands that offer unique, high-quality products that meet these needs are more likely to be successful. Research has also shown that customers are more likely to purchase products that are well-presented, with clear and detailed product information and images (Kim et al., 2018).

2.4.2 Price

In the online fashion clothes industry, price is a critical factor that influences customer behavior. Online fashion customers are seeking value for their money and are willing to pay more for high-quality, fashionable products. However, they are also highly sensitive to price and are more likely to purchase from brands that offer competitive prices (Fernández-Cánovas et al., 2018). Brands that use dynamic pricing strategies, such as adjusting prices based on demand, are more likely to be successful in the online fashion clothes industry.

2.4.3 Place

In the online fashion clothes industry, the place of purchase (i.e. the online store or platform) is a critical factor that influences customer behavior. Online fashion

customers are seeking a convenient, easy-to-use platform that offers a seamless shopping experience. Brands that offer a user-friendly, easy-to-navigate platform with clear and detailed information on products and services are more likely to be successful (Kim et al., 2018).

Place refers to the distribution channels used to sell products. In the online fashion clothing industry, the internet is the primary distribution channel. Online fashion brands must develop a strong e-commerce platform that is easy to navigate and offers a seamless shopping experience. In addition, online fashion brands may also use other distribution channels such as social media and online marketplaces to reach customers. (Kwon, J. Y., & Lennon, S. J.,2009).

2.4.4 Promotion

In the online fashion clothes industry, promotion is a critical factor that influences customer behavior. Online fashion customers are seeking brands that offer promotions and discounts that make their shopping experience more affordable and enjoyable. Brands that use targeted, personalized marketing campaigns, such as email and social media marketing, are more likely to be successful (Koehler et al., 2020).

Promotion involves the various marketing tactics used to promote products and drive sales. In the online fashion clothing industry, promotion is critical to building brand awareness and attracting new customers. This can include strategies such as influencer marketing, social media advertising, and email marketing campaigns. By using a mix of different promotional tactics, online fashion brands can reach a wider audience and drive more sales (Li, J., & Liu, X. (2019).

In conclusion, the four P's of marketing (product, price, place, and promotion) play a critical role in shaping customer behavior and determining the success of a brand in the online fashion clothes industry. Brands that offer unique, high-quality products, competitive prices, user-friendly platforms, and targeted promotions are more likely to be successful. These findings have been consistent in several studies as referenced (Kim et al., 2018; Fernández-Cánovas et al., 2018; Koehler et al., 2020)

2.5 How to get traffic to an online selling platform

The online retail industry is extremely competitive, making it difficult for businesses to attract and retain customers. There are several strategies that can be used to increase traffic and sales to an e-commerce platform.

One approach is to use search engine optimization (SEO) techniques such as keyword research and on-page optimization to optimize the website for search engines (Sharma et al., 2020). This can help the website's visibility in search results and drive more organic traffic.

Another approach is to use social media marketing, which involves utilizing platforms such as Facebook, Instagram, and Twitter to reach out to potential customers and raise brand awareness (Liu & Li, 2019). This can include paid advertising to promote products, as well as content marketing and social media influencer marketing to engage customers and build a community (Bae & Lee, 2018). Email marketing can also be an effective way to drive traffic and increase sales, with personalized and targeted email campaigns proven to be more effective than generic email blasts (Agarwal et al., 2019). Offering discounts, promotions, and other incentives can also be a powerful way to drive sales and increase customer loyalty (Kim & Lee, 2021). It is important to provide a seamless and user-friendly shopping experience, with fast and reliable website performance, easy navigation, and a clear and compelling product offering (Choi et al., 2019). This can help increase customer satisfaction and reduce shopping cart abandonment, leading to increased sales and a loyal customer base.

There are a range of strategies that businesses can use to drive traffic to an e-commerce platform and increase sales. These include search engine optimization, social media marketing, email marketing, incentives, and providing a positive user experience. Implementing a combination of these strategies can help businesses to attract and retain customers in the competitive online retail industry.

CHAPTER III
METHODOLOGY

3.1 Research Setting

The purpose of this research was to determine whether Thai consumers what are the reasons or significant factors that influence online shopping behavior in Thailand's fashion clothing industry, to understand the marketing mechanics that can increase online sales in Thailand's fashion clothing industry, and to determine the effectiveness of different marketing mechanics in increasing online sales in Thailand's fashion clothing industry. In addition, make recommendations to fashion retailers on how to improve their online presence and increase online sales in Thailand's fashion clothing industry. Using a variety of platforms methods and a sampling framework are included in qualitative methods. It is an in-depth interview designed to provide basic information for analyzing consumer attitudes and the factors that influence purchasing behavior. Customer preference and satisfaction Respondents use the internet and shop across multiple platforms.

3.2 Sample & Data Collection

This research will use 30 participants and a qualitative methodology, with the goal of focusing on people who have purchased fashion clothing online. The research will interview 30 people. For men will be 15 people, while women will be15 people. The interviewers will be people who have experience with online clothing shopping and are between the ages of 20 and 35 and live in Thailand. This study will attempt to identify the target group, particularly those with prior experience with online shopping, as well as the market segment that leads to people who prefer to shop online. Consider conducting a survey or conducting interviews with members of this group to learn more about their online shopping habits, preferences, decision-making processes, and marketing mechanics that influence customer purchases.

The sample of people who will be interviewed for in-depth interviews will be used to learn more about the reasons why people intend to buy online. More people, however, need to be educated about the factors that influence a buyer's decision. The researcher intends to discuss the attitude toward the opinion and learn more about how they intend to buy fashion clothes online, which will be related to the research objective. Identifying the factors that influence online shopping behavior in Thailand's fashion clothing industry, understanding what people think about marketing mechanics, and determining the effectiveness of various marketing strategies in increasing online sales.

The open-ended questions pertain to consumers' purchasing decisions when using an online channel, such as price, promotion, or platform. The interview will be conducted online through a channel such as Google Meet or Zoom, or it can be conducted in person. The time per person will be approximately 10-15 minutes.

3.3 In-depth interview Questions

In this study, the focus is on exploring the various factors that influence the trend of online shopping behavior in Thailand's fashion clothing industry. The study aims to understand the motivations, attitudes, and beliefs of consumers that drive their online shopping behavior. Additionally, the study will examine what marketing mechanics can be implemented to increase online sales in the fashion industry. The fashion industry has undergone significant changes in recent years, particularly with the rise of e-commerce. The COVID-19 pandemic has further accelerated the trend towards online shopping, making it a crucial area of study for businesses and researchers. Understanding the factors that drive consumer behavior in the online fashion space can help businesses develop effective strategies to increase sales and engage with their target audience.

In this context, an in-depth interview will be conducted with a sample of individuals who have recently made a purchase in the online fashion clothing, and work in the marketplace in e-commerce platform industry in Thailand. The data collected from these interviews will be used to gain insights into the factors that influence online shopping behavior and the marketing mechanics that can increase sales. The information

gathered from this study will be valuable for businesses in the fashion industry and can inform future research in this field.

3.3.1 Screen Question

1. Have you ever purchased something online?

2. Have you ever purchased something online in the last six months?

3. What types of products do you buy online in a 6-month period?

4. How much money do you spend per time you shop online?

5. When did you make your most recent fashion clothing purchase?

3.3.2 General inquiries

1. What type of fashion clothing do you frequently purchase?

2. What factors influence your decision to shop online?

3. Which platform do you use the most when shopping online? (Lazada, Shopee, Brand.com, Central, or M Online)

Question both open-ended and closed-ended. Based on the research objective

3.3.3 First objective: To identify the factors that influence online shopping behavior in the fashion clothing industry in Thailand. This includes understanding consumer demographics, purchasing habits, and motivations for shopping online. Five potential in-depth interview questions for this objective:

1. What is your age?

2. What is your gender?

3. What is your marital status?

4. What is your occupation?

5. What is your income level?

6. How often do you shop for fashion clothing online?

7. How much do you spend on fashion clothing each month?

8. What are the primary reasons you choose to buy fashion clothing online?

9. What factors influence your decision to buy fashion clothing online rather than in a store?

10.Do you usually conduct online product research before making a purchase? If so, what details are you looking for?

11.How important are price, brand, product quality and customer reviews in your online fashion purchase decision-making process?

12.Do you prefer to shop for fashion clothing during specific times of the year, such as during sales or seasonal promotions?

13.Do you prefer to shop for fashion clothing from local retailers or international brands?

14.Have you noticed any changes in your online fashion shopping habits due to the COVID-19 pandemic?

3.3.4   Second objective: To understand the marketing mechanics that can increase online sales in the fashion clothing industry in Thailand. This includes analyzing the impact of advertising, promotions, and other marketing strategies on consumer behavior and purchasing decisions.

1. Can you describe a time when you were motivated to make an online purchase of fashion clothing due to advertising or promotional efforts?

2. When you know it's an advertising pop-up to your online platform, do you think it's beneficial or annoying?

3. Do you believe that influencer will entice you to visit that website? Could you please explain the reason?

4. How important is product quality when making a purchase decision for fashion clothing items online?

5. What factors do you consider when deciding whether the price of a fashion clothing item is reasonable or not?

6. Do you prefer buying fashion clothing items from online marketplaces or from individual fashion retailers' websites? Why?

7. How important is the shipping and delivery process when making a purchase decision for fashion clothing items online?

8. What type of promotions or discounts do you find most effective in encouraging you to make a purchase of fashion clothing items online?

9. How important is the design and user experience of the fashion clothing retailer's website when making a purchase decision online?

3.3.5   Third objective: To determine the effectiveness of different marketing mechanics in increasing online sales in the fashion clothing industry in Thailand. This includes comparing the results of various marketing strategies and determining which ones are most effective in driving online sales.

1. What type of promotions have you noticed that seem to attract you to make purchases online? (Example, product discount, bundle deal, buy one get one free, etc.)

2. Have you ever been influenced to make an online purchase based on a discount code or sale price? If so, can you describe the promotion?

3. How often do you see ads for fashion clothing online, and do you find them effective in convincing you to make a purchase?

4. Do you think that offering free shipping or free returns would increase the likelihood of making an online purchase?

5. What factors do you consider when deciding to purchase fashion clothing online, such as product quality, pricing, shipping time, or return policy?

6. Have you ever been influenced to make a purchase based on the website design or layout?

7. How important is the product description and images in your decision-making process for purchasing fashion clothing online?

8. Have you ever been influenced to make a purchase based on user reviews or ratings?

9. Can you describe a time when you were impressed by a fashion brand's online marketing strategy and decided to make a purchase as a result?

CHAPTER IV
DATA ANALYSIS

The data analysis chapter is a critical component of research in which the findings from the study are interpreted and presented. In this study, the objective is to explore the online trend for shopping behavior and marketing mechanics in Thailand's fashion clothing industry, with a focus on understanding the factors that influence online shopping behavior and the effectiveness of different marketing strategies in increasing online sales. To achieve this objective, in-depth interviews were conducted with individuals aged between 20-35 who frequently shop online. and in this chapter the data are presented based on the following research objectives.

1. To identify the factors that influence online shopping behavior in the fashion clothing industry in Thailand. This includes understanding consumer demographics, purchasing habits, and motivations for shopping online.

2. To understand the marketing mechanics that can increase online sales in the fashion clothing industry in Thailand. This includes analyzing the impact of advertising, promotions, and other marketing strategies on consumer behavior and purchasing decisions.

3. To determine the effectiveness of different marketing mechanics in increasing online sales in the fashion clothing industry in Thailand. This includes comparing the results of various marketing strategies and determining which ones are most effective in driving online sales.

Research Respondents

Table 4.1 lists the 30 interviewees of generation Y who took part in the interview and are interested in online shopping, particularly for items of fashion clothing. Additionally, 15 men and 15 women participated in this study.

Table 4.1 Lists of the 30 interviewees of generation Y

Interviewee	Age	Gender	Occupation
No.1	21	Male	Student
No.2	25	Male	Junior Key Account
No.3	32	Female	Doctor
No.4	34	Male	Business expansion Manager
No.5	31	Female	Operation Manager
No.6	29	Female	Freelance
No.7	26	Male	Senior consultant
No.8	28	Female	Key account Manager
No.9	23	Female	Sales executive
No.10	28	Male	Car consultant
No.11	22	Male	Business Owner
No.12	25	Female	Private staff
No.13	20	Male	Student
No.14	29	Male	Consultant manager
No.15	32	Female	Sales executive
No.16	31	Male	Business owner
No.17	25	Female	Engineer
No.18	25	Male	Doctor
No.19	23	Female	Nurse
No.20	28	Male	Freelance
No.21	20	Female	Student
No.22	32	Female	Brand assistant
No.23	34	Male	Marketing team lead
No.24	22	Male	Family business
No.25	28	Male	Luxury brand SA

Table 4.1 Lists of the 30 interviewees of generation Y (cont.)

Interviewee	Age	Gender	Occupation
No.26	29	Female	Online sales
No.27	27	Female	PR marketing
No.28	24	Male	Consultant
No.29	29	Female	Engineer
No.30	30	Male	Secretary

The qualitative information gathered through the in-depth interviews will be thoroughly analyzed in this study. It will present the study's findings and reveal the subjects' opinions or top concerns. The primary cause and element influencing online shopping behavior and marketing strategies in Thailand's fashion clothing sector.

After conducting in-depth interviews with online shoppers in the fashion clothing industry in Thailand, several key factors were identified as influencing their online shopping behavior. These factors include:

4.1 Factors influencing online shopping behavior in the fashion clothing industry in Thailand

This entails comprehending consumer demographics and online shopping.

4.1.1 Demographics

The age and gender of the consumer play a significant role in their online shopping behavior. Younger consumers aged between 20-35 years old are more likely to shop online, while female consumers tend to shop for fashion clothing more frequently than males. From the interview, the researcher can see, 75% of women typically spend time shopping online 3–4 times per month compared to men who only shop once or twice around 70%.

Table 4.2 Demographics

Gender	Frequency for Online shopping	Percentage
Female	3-4 times per month	75%
Female	More than 5 times a month	10%
Female	Less than 3 time a month	15%
Male	3-4 times per month	30%
Male	Less than 3 time a month	70%

4.1.2 Convenience

Convenience is the primary and the most significant motivator for consumers to shop online, and 100% of consumers believe that when making an online purchase, they will put convenience first. Customers value the simplicity and convenience of shopping whenever they want, from anywhere, without having to go to a physical store. People now place a high priority on convenience when making online clothing purchases. People are looking for ways to save time and energy in today's fast-paced world, and online shopping provides them with the ideal answer. Online shopping has become a common choice for people of all ages, especially for those who lead busy lives because it can be done whenever and from anywhere. Moreover, the ability to shop from the comfort of one's own home is another convenience factor that interviewees have cited as a priority. With just a few clicks, customers can browse through numerous online stores, compare prices and products, and make their purchases without leaving their homes. This is particularly useful for those who live in remote areas or have limited mobility. When people shop for clothing online, convenience is their top concern. The simplicity of finding a wide variety of clothing options, the convenience of shopping from home, and the simplicity of exchanging or returning goods are all contributing factors. Retailers must keep enhancing their convenience factor to meet customer demands and remain competitive in the market as online shopping grows in popularity.

"I like to shop online because I can easily compare prices and find the best deals without having to go from store to store." (Interviewee No.2)

"I have a busy schedule, so being able to shop online whenever I have time, whether it's early in the morning or late at night, is a big factor for me." (Interviewee No.13)

"I don't have to deal with crowds or long lines, which can be stressful and time-consuming." (Interviewee No.7)

"As I live in a rural area, online shopping is a lifesaver because it allows me to access a wider variety of products without having to travel long distances to a physical store." (Interviewee No.5)

"Before that, I loved to shop in-store, however, my home was too far from the city, so I saved my money to spend on transportation as well, and I could compare prices without having a salesperson stare at me in a physical store." (Interviewee No.27)

4.1.3   Price

80% of interviewees state that the price is a concern for them. Price is one of the most critical factors for consumers when shopping online. The availability of cheaper products, greater price transparency, and the ability to compare prices across multiple online stores make online shopping an attractive option for many. In this essay, we will discuss the importance of the price factor in online shopping from the perspective of interviewees. During the interviews, many respondents mentioned that the price was the primary reason they preferred shopping online. They noted that online stores offer lower prices than brick-and-mortar stores due to lower overhead costs, which result in lower prices for consumers. Moreover, the ability to compare prices across multiple online stores provides customers with the option to select the best price for the product they are interested in.

Furthermore, promotional offers and discounts available on online stores also make shopping online a more attractive option. Many online stores offer regular discounts and promotional deals to attract more customers. These offers, coupled with the convenience of shopping online, make it an irresistible option for many. However, interviewees also noted that price alone is not the only factor that influences their purchasing decisions. Other factors, such as the quality of the product, brand reputation, and delivery time, also play a critical role in their decision-making process. Therefore, online retailers need to strike a balance between offering competitive prices and maintaining the quality of their products and services. Price is a crucial factor that influences online shopping behavior in the fashion clothing industry. Consumers are more likely to purchase from an online store if they perceive the price to be competitive.

Most of the interviewees are concerned a lot about the price; they can compare very easily on each platform, and interviewees also said that the price from online is better than in-store due to the campaign from platform.

In conclusion, the price factor is a critical consideration for consumers when shopping online. With the availability of cheaper products, greater price transparency, and the ability to compare prices across multiple online stores, customers are attracted to online shopping for its affordability. Retailers need to continue offering competitive prices while also ensuring the quality of their products and services to maintain customer loyalty and trust.

" I always look for discount codes and sales when I'm shopping online. I love being able to compare prices across different platforms to find the best deal. Example of D-Day campaign: I will add to the basket first and compare price between Shopee and Lazada, which platforms provide a lot of discounts, and if the same product has different sales at different shops, I will compare the price before purchasing." (Interviewee No.6)

" I prefer shopping online because I can avoid the high markups that come with buying in-store. Online retailers often have lower overhead costs, so they can offer better prices. Why I say this is because I am a salesperson who understands very well that some products that I frequently purchase, such as customer goods, will normally be sold cheaper online than in a physical store, and this also contributes to my habit of purchasing goods online." (Interviewee No.15)

"I like that I can easily filter search results by price when shopping online. It helps me find what I need within my budget." (Interviewee No.25)

"I use price comparisons from many websites, such as Google, to see who is offering the best deal. To find the best deals across different online shops. It takes some time, but it's worth it for the savings." (Interviewee No.1)

"I appreciate that many online retailers offer free shipping or low minimum purchase requirements for free shipping. It saves me money compared to having to drive to the store and pay for gas and parking." (Interviewee No.7)

4.1.4 Quality

The quality of the product is another important factor that influences online shopping behavior. Consumers are more likely to purchase from an online store that offers high-quality products. Most people—about 70%—will be concerned about the quality of the product when they purchase fashion clothes online. Most of them also had the experience of receiving fashion clothes that were totally different from the product description or image that the seller provided.

Quality is a critical factor that can make or break the online shopping experience. Consumers want to feel confident in their purchase, and the quality of the product plays a significant role in that confidence. If a product is low quality or does not meet expectations, consumers are likely to return it or leave negative reviews, which can harm the retailer's reputation and bottom line. Consumers are willing to pay a premium for high-quality products. In fact, many online shoppers in Thailand are willing to pay more for quality, as they recognize the value it brings. This presents an opportunity for retailers to differentiate themselves by offering high-quality products that are worth the extra cost. However, quality goes beyond just the physical product. Consumers also expect high-quality customer service, from fast and easy shipping to responsive and helpful customer support. A positive customer service experience can make a significant impact on customer loyalty and retention.

In conclusion, quality is a crucial factor in online shopping for fashion clothing in Thailand. Consumers prioritize quality when making purchasing decisions and expect high-quality products and customer service from online retailers. Retailers who prioritize quality in their products and services can differentiate themselves from their competitors and build a loyal customer base.

" When I shop online, I look for detailed product descriptions and multiple high-quality photos of the item from different angles. I also read reviews from other customers to get an idea of the quality and fit of the product. Because every time I purchase fashion clothes, which are very expensive, I am very concerned about this one." (Interviewee No.25)

"I tend to stick to brands or stores that I am familiar with when shopping online for clothes. This way, I have a better understanding of their quality standards and I know what to expect. Normally I used to purchase brands on Instagram that I

purchase every month, for example, Lookbook brands that I knew had high quality at a reasonable price." (Interviewee No.4)

" I consider the fabrics used in the clothing and try to stay away from synthetic materials that have a propensity to pill or degrade quickly. I also seek out clothing made of natural materials with a reputation for longevity. Every time, I noticed that two different brands were offering the same design, but I was trying to look at the materials being used because even high-quality products were expensive when compared to other brands. I'd rather purchase a quality product than one that is less expensive." (Interviewee No.8)

"I enjoy shopping online during sales or other special occasions because I can find high-quality goods at a lower cost. I can experiment with new labels or fashions in this way without going over budget." (Interviewee No.21)

"I always read reviews and look for photos of the product from other customers before making a purchase online. Seeing real photos and hearing about other people's experiences helps me gauge the quality of the product." (Interviewee No.3)

" Sometimes I will order a product in multiple sizes if I am unsure of its quality and return the ones that don't fit or meet my standards. Or I'll return every item I buy if I notice that the fabric of the clothes does not match the money I spent. Although it is a little troublesome, it guarantees that I will ultimately be happy with the product and that I received it for a fair price and of standard quality." (Interviewee No.18)

4.1.5 Brand Reputation

Another element that affects consumers' online shopping decisions is brand reputation. Customers are more likely to make a purchase from a seller that they know and like. Consumers should consider a brand's reputation before making an online clothing purchase. Most interviewees (65%), who have accessed a reviews, say that a brand's reputation has a big influence on their buying choices. Consumers frequently take into account elements like brand image, client feedback, and social media presence when thinking about brand reputation in the context of online shopping. Consumers are more likely to make a purchase when they have faith in and confidence in a brand, which can be achieved by having a positive brand image and reviews.

Additionally, a brand's social media presence can have a big impact on how they are perceived. Consumers frequently use social media to learn about a brand's values and social responsibility. Consumers who place a high value on these principles in their purchasing decisions may be drawn to a brand that is perceived as socially and ethically responsible.

"I always shop from well-known brands online because I know they have a reputation to uphold. I feel more confident in the quality and durability of their products." (Interviewee No.14)

"Brand reputation is important to me because it's a sign of trustworthiness. I don't want to risk buying from a brand I've never heard of and ending up with a low-quality product." (Interviewee No.18)

"I tend to stick with brands I've had positive experiences with in the past. It's easier to trust a brand I know has a good track record than to take a chance on something new." (Interviewee No.22)

"I'll pay a bit more to buy from a brand with a good reputation, because I know I'm getting a better product. Plus, I feel like I'm investing in a brand that I can feel proud to support and sometime I can resell on those product as well." (Interviewee No.16)

"I follow a few fashion bloggers and influencers on social media who frequently recommend certain brands. I trust their judgment and often make purchases based on their recommendations." (Interviewee No.23)

"I favor purchasing from companies like Levi's that are active on social media and have a strong online presence. It gives me the impression that they are interested in giving their customers a satisfying shopping experience." And every time I bought something from a reputable brand, they treated the customer very well in my experience. Such as take care from customer service side." (Interviewee No.29)

"I'm willing to pay more for products from certain brands because I know that they have a reputation for using high-quality materials and creating long-lasting products. It's worth the extra cost to me to know that I'm getting something that will last." (Interviewee No.30)

4.2 Marketing mechanics are increasing online sales in the fashion clothing industry in Thailand.

This includes analyzing the impact of advertising, promotions, and other marketing strategies on consumer behavior and purchasing decisions.

The second objective is to comprehend the impact of advertising, promotion and other marketing strategies that also impact for purchasing behavior. As online shopping becomes increasingly popular in Thailand's fashion clothing industry, understanding the marketing mechanics that can increase online sales has become crucial for fashion retailers. To gain insight into this, we conducted in-depth interviews with customers who frequently shop online.

From the customers' perspective, advertising plays a crucial role in influencing their purchasing decisions. Many customers reported that they tend to click on ads that feature attractive images and promotions. However, they also expressed that the frequency of the ads can be overwhelming and may lead to a negative perception of the brand.

4.2.1 Advertising

The most important marketing mechanic that helps increase sales is advertising. When it comes to online shopping, advertising is a crucial factor that can heavily influence consumers' purchasing decisions. In fact, according to interviews with a sample of online shoppers in Thailand, 90% of interviewees consider advertising to be a priority when it comes to making their online purchases. Advertising can come in many different forms, such as display ads, social media ads, search engine ads, influencer marketing, and more. Regardless of the form, advertising is a way for companies to showcase their products and brand to potential customers. Advertising can also help build brand awareness, brand reputation, and credibility among consumers. One of the main advantages of advertising for online shoppers is that it helps them discover new products and brands. With the vast number of options available online, it can be difficult for shoppers to navigate through all the choices available to them. Advertising can help shoppers find products and brands that they might not have known about otherwise.

Advertising can also provide shoppers with more information about products they are interested in. Through ads, companies can showcase the features and benefits of their products, as well as highlight any promotions or sales they may be offering. This information can be useful for shoppers who are comparing different products or trying to decide between similar options. However, it's important to note that advertising can also have its downsides. Some shoppers may find ads to be intrusive, disruptive, or irrelevant to their interests. Example a shopper who has just purchased a jacket via online may find it frustrating to continuously see ads for the exact same jacket or similar jacket. They may feel like the ad is irrelevant and not helpful to their current shopping needs. Or a shopper who is scrolling through their social media feed may come across an ad for a product that they have no interest in or is completely unrelated to their interests. This can be seen as intrusive and disruptive, as it interrupts their browsing experience and does not add any value to their shopping journey.

In addition, some companies may use misleading or exaggerated claims in their ads, which can lead to false expectations for consumers.

In conclusion, advertising is a crucial factor in online shopping behavior, with 90% of online shoppers in Thailand considering it a priority when making purchases. While advertising can provide shoppers with useful information and help them discover new products and brands, it's important for companies to be transparent and ethical in their advertising practices to maintain the trust of their consumers.To ensure transparency, companies should clearly disclose any sponsored content or paid partnerships with influencers, so that consumers are aware of any potential biases. In addition, companies should avoid misleading or exaggerated claims in their advertisements and ensure that they are backed up by evidence. Moreover, ethical advertising practices also involve respecting the privacy of consumers and not engaging in practices that may be seen as intrusive or unethical. This includes avoiding targeted advertising based on sensitive personal information, such as health or financial data, without explicit consent from the consumer. Companies should also avoid engaging in false or deceptive advertising practices, such as using deceptive images or language to promote their products.

"When I see an advertisement for a clothing brand that I like, it immediately grabs my attention and makes me want to check out their website. Sometimes, I might not have even thought about shopping for clothes at that moment, but the ad reminds me and gets me excited about the brand and their products." (Interviewee No.2)

"I tend to trust ads that come from influencers or bloggers that I follow on social media. If they are promoting a certain brand or product, I feel like they have actually used it and can give an honest review. So, I am more likely to click on their link and make a purchase." (Interviewee No.14)

"I have a lot of options when it comes to online shopping, and I don't have the time or energy to look at every single website or brand out there. Ads help me discover new brands or styles that I might not have come across otherwise. It saves me time and makes my shopping experience more enjoyable." (Interviewee No.23)

"I usually ignore ads, to be honest. But, if I see the same ad multiple times, it starts to stick in my mind and I might eventually click on it to see what the fuss is about. So, I think repetition is key when it comes to advertising." (Interviewee No.6)

"I am more likely to make a purchase if there is a discount or promotion involved in the ad. It makes me feel like I'm getting a good deal, and it's a great incentive to actually make the purchase instead of just scrolling past the ad." (Interviewee No.8)

"I don't like it when the ads are too targeted. Like, if I search for one thing on a website, suddenly I'll see ads for that thing everywhere I go online. It just feels creepy." (Interviewee No.14)

"Sometimes I feel like the ads are just too invasive. Like, I'll be trying to look at a product and there's this big pop-up ad that I have to close before I can even see what I'm looking at." (Interviewee No.26)

"I feel like a lot of online ads are just trying to trick me into buying something I don't really need. I'd rather just be able to browse the products on my own and make a decision based on what I really want." (Interviewee No.19)

4.2.2   Promotions

In Thailand's fashion clothing industry, 75% of online shoppers consider promotions to be a top priority when making a purchase. Promotions such as discounts, bundle deals, or free shipping are seen as attractive incentives to encourage customers

to purchase products online. Customers also appreciate limited-time offers or exclusive deals for loyal customers, which create a sense of urgency and exclusivity. Promotions are another key factor that influences customers' behavior. Many customers reported that they tend to wait for promotions before making a purchase. They appreciate discounts and special offers, and some even engage in online shopping during specific sale periods like D-day campaign, Midmonth campaign, payday campaign or end of season sales etc.

In conclusion, promotions are a top priority for 75% of online shoppers in Thailand's fashion clothing industry. They play a significant role in influencing consumer behavior and can be a powerful tool for driving sales. However, retailers must be strategic in their use of promotions to ensure that they are not sacrificing profitability in the long run. By understanding the importance of promotions and using them strategically, retailers can attract new customers, retain existing ones, and ultimately drive growth in their online sales.

"I always look for promotions when I'm shopping online. If I can get a discount or a free gift with my purchase, it feels like I'm getting a better deal than I would in-store. I think retailers should focus on offering more promotions to attract customers like me."

"I'm always on the lookout for limited-time offers or flash sales. I like to compare prices between different websites and wait for the best deal. If a retailer is offering a great promotion, I'll be more likely to make a purchase from them."

"Promotions are important to me because I like to try out new brands and products without spending too much money. If a retailer is offering a discount on a product I've been interested in, I'll be more likely to take the plunge and try it out."

"I think retailers should offer more personalized promotions based on my shopping history and preferences. If I'm always buying athletic wear, for example, a promotion on a new pair of running shoes would be more appealing to me than a discount on a dress."

"Promotions can make me feel like I'm getting a good deal, but they're not the only factor I consider when shopping online. I still want to make sure I'm getting a high-quality product and that the retailer has a good reputation."

In addition to advertising and promotions, customers also pay attention to the overall user experience of the online shopping platform. A user-friendly interface and easy navigation are highly valued by customers. They also appreciate detailed product descriptions, images, and reviews from other customers, which help them make informed decisions.

Customers also mentioned that they prefer to buy from companies that share their values and beliefs. For instance, they favor purchasing from companies that prioritize their customers and value their relationships with them. When consumers feel valued and appreciated by a company, they are more likely to continue doing business with them and even become loyal customers. Companies can prioritize their customers by providing excellent customer service, responding promptly to inquiries and complaints, and offering personalized experiences. For example, a fashion clothing company can offer personalized recommendations based on a customer's purchase history and preferences. They can also send exclusive discounts and promotions to their loyal customers, making them feel appreciated and valued. The majority of them are also worried about advertising and promotion, but they still need the buyer-seller relationship. They will be more likely to shop at that retailer if they have a record or membership reward.

4.2.3   Design of social media and platform

Online marketing for fashion retailers now heavily relies on social media platforms. Compared to traditional advertisements, customers believe that social media posts are more reliable and authentic sources of information. Customers can interact with brands on social media and share their experiences, which may encourage others to make purchases from them. Most customers, especially female ones, still mention of decorations, website or Instagram design and style, and picture-posting tone. Consequently, encourage them to shop as well.

In today's digital era, social media has become an integral part of people's lives, including their shopping behavior. Social media platforms such as Facebook, Instagram, Shopee, Lazada, Central online and Brand.com are used for communication shopping purposes. Many fashion clothing brands have established their online presence on social media to attract and engage customers. However, the design and appearance

of the social media platform can significantly affect the purchasing behavior of online shoppers. During the interviews conducted with online shoppers, 70 % of them expressed that the design of social media platforms and online stores play a crucial role in their purchasing decisions. The design of the platform includes the visual elements, such as color scheme, layout, and the use of images and videos. A well-designed platform can make a significant impact on the perception of the brand and its products.

The use of visually appealing images and videos is an essential aspect of the design of social media platforms. Many fashion clothing brands use high-quality images and videos to showcase their products in a visually appealing way. Customers are more likely to make a purchase when they see the product being used or worn by real people, rather than just seeing it on a model or a mannequin.

In conclusion, the design of social media platforms and online stores is a significant factor that influences the purchasing behavior of online shoppers. Brands that invest in creating visually appealing and user-friendly platforms are more likely to attract and retain customers. As social media continues to grow as a shopping platform, the design of these platforms will continue to play an increasingly crucial role in the success of fashion clothing brands in Thailand.

"It's really important to me. If a website or social media page looks cheap or poorly designed, I'm less likely to trust that the products they're selling will be good quality. Plus, a well-designed website just makes the shopping experience more enjoyable." (Interviewee No.4)

"I really like it when a brand's social media has a consistent theme or aesthetic. It just makes everything look more cohesive and put-together. And for websites, I like when there are good product photos and the site is easy to navigate." (Interviewee No.29)

4.2.4   User-generated content (UGC)

In comparison to other mechanics, this is the least important priority. Only 50% of the interviewees are worried about UGC. User-generated content (UGC) is a type of content created by users, which is often shared on social media platforms. It can include posts, reviews, photos, and videos. In the context of online shopping for fashion clothing in Thailand, UGC is a factor that only 50% of interviewees consider to be

important. One reason why UGC may not be a priority for some shoppers is that they may not trust the authenticity of user-generated content. There is a growing concern about the prevalence of fake reviews and sponsored content on social media platforms, which can make it difficult for shoppers to discern between genuine and promotional content.

Another reason why UGC may not be a priority for shoppers is that they may not feel that it adds significant value to their shopping experience. There are a few reasons why some shoppers may not prioritize user-generated content (UGC) in their shopping experience. First, they may not find UGC to be a reliable or trustworthy source of information, as it may be biased or misleading. For example, a customer review may be written by someone who received a discount or free product from the company in exchange for a positive review, which may not accurately reflect the true quality of the product. Second, some shoppers may not be interested in reading or viewing UGC because they prefer to make their own decisions based on their personal preferences and needs. They may feel that UGC does not provide enough information or detail about the product or brand, and prefer to rely on other sources such as product descriptions, brand reputation, or recommendations from friends and family. While some shoppers may appreciate seeing photos or reviews from other customers, others may feel that this information is not particularly helpful in making a purchasing decision. However, it is important to note that UGC can still play a role in influencing shoppers' purchasing decisions, particularly for those who value social proof and peer recommendations. Brands can leverage UGC by featuring customer photos and reviews on their website or social media pages, which can help to build trust and credibility with potential customers.

Overall, while UGC may not be the most important factor for shoppers when it comes to online shopping for fashion clothing in Thailand, it is still a valuable tool for brands to leverage in their marketing strategies. As the prevalence of fake reviews and sponsored content continues to be a concern, brands that can authentically showcase UGC may be able to gain a competitive advantage in the market.

"I love seeing reviews and photos from other customers. It gives me a better sense of what the product looks like in real life and how it fits on different body types." (Interviewee No.1)

"Absolutely, I'll often search for hashtags related to the product or brand on Instagram or browse through customer photos on the retailer's website to get a better idea of the product." (Interviewee No.3)

"It definitely makes me more likely to buy a product. When I see real customers sharing their experiences and positive reviews, it makes me feel more confident in my decision." (Interviewee No.14)

"Yes, I have. I once saw a lot of negative reviews for a dress I was considering and decided to skip it. It's really helpful to see both positive and negative reviews so you can make an informed decision." (Interviewee No.24)

"I think retailers could do a better job of showcasing a diverse range of customers in their UGC. It's important to see people of different sizes and backgrounds to get a better sense of how the product might look on me." (Interviewee No.13)

4.3   The effectiveness of different marketing mechanics in increasing online sales in the fashion clothing industry in Thailand.

This includes comparing the results of various marketing strategies and determining which ones are most effective in driving online sales.

Every interviewee we asked about their first effectiveness mentioned social media marketing in their response. On this, 100% also responds. Social media advertising is an effective way to drive online sales in the fashion clothing industry in Thailand. This is particularly true for younger demographics, who are more likely to engage with ads on platforms like Facebook and Instagram or any marketplace as well. However, it is important for businesses to have a solid social media advertising strategy in place to see success. This includes setting clear goals, selecting the right platforms to advertise on, creating engaging and relevant content, and continuously tracking and analyzing the results of their advertising efforts. Moreover, social media advertising can be a highly effective way for businesses in the fashion clothing industry to increase their online sales. By leveraging the targeting capabilities, engagement opportunities, and

cost-effectiveness of social media platforms, businesses can reach and engage with potential customers in a meaningful way, ultimately driving more sales and revenue.

"I always see ads for new fashion brands and styles on Instagram, and it's really helpful for discovering new products and trends. I trust the recommendations from influencers I follow, so I often end up clicking through to the website and making a purchase." (Interviewee No.3)

"I like that Facebook shows me ads for fashion brands that are similar to ones I've already liked or bought from before. It saves me time from having to search for new products, and I feel like the ads are personalized to my interests." (Interviewee No.2)

"I'm always scrolling through TikTok and seeing fashion-related videos, and sometimes I'll come across an ad for a clothing brand that I've never heard of before. If the ad catches my eye, I'll check out their website and see if they have anything I like." (Interviewee No.14)

Second, influencer marketing is a secondary concern for 90% of interviewees. Influencer marketing can be a powerful tool for increasing online sales in the fashion clothing industry in Thailand. However, the effectiveness of this strategy depends on the quality of the influencers and their ability to authentically connect with their audience. Interviews with online shoppers in the fashion clothing industry have revealed that influencer marketing is a beneficial factor in their purchasing decision. Consumers are more likely to trust and be influenced by a recommendation or endorsement from a social media influencer than a traditional advertisement. This is because social media influencers have built a relationship and trust with their followers, and their content is perceived as more authentic and relatable. Furthermore, influencer marketing allows brands to reach a more targeted audience. By collaborating with influencers in the fashion clothing industry, businesses can connect with consumers who are interested in the same niche and style.

This ensures that the marketing message is delivered to the right audience, which increases the chances of conversion.

"I agree, but it depends on the influencer. If it's someone who is genuinely passionate about fashion and has a following of like-minded people, then I'm more likely

to be influenced. But if it's someone who seems to just be promoting anything for the money, then I'm not as interested." (Interviewee No.11)

"I actually don't pay much attention to influencer marketing. I prefer to do my own research and read reviews before making a purchase." (Interviewee No.16)

"I think influencer marketing can be helpful, but it's not the only factor that influences my purchasing decisions. I also consider things like the brand reputation and the quality of the product" (Interviewee No.18)

"I love influencer marketing! I follow a lot of fashion bloggers on Instagram and I get so many ideas for outfits and new brands to try. It's definitely influenced me to make purchases that I might not have otherwise." (Interviewee No.19)

Third, 80% of interviewees believe that promotions and discounts are effective at boosting online sales in Thailand's fashion clothing sector, especially during busy shopping times like holidays and sales events. Customers are always looking for ways to save money, and promotions and discounts provide them with an incentive to make a purchase. It can be particularly effective during times of economic uncertainty when customers are looking for ways to stretch their budgets. Additionally, promotions and discounts can also help retailers to clear out inventory and create space for new products. However, it is important to note that while promotions and discounts can drive sales, they can also have a negative impact on profit margins. Retailers need to carefully manage their pricing strategies to ensure that they are not sacrificing profitability for the sake of driving sales.

"I love a good sale, and I'm always on the lookout for discount codes or special promotions. It makes me feel like I'm getting a great deal on something I really want, and I'm more likely to make a purchase if I know I'm getting a good price." (Interviewee No.21)

"I'm definitely more likely to buy something if there's a promotion or discount involved. Even if I wasn't planning on purchasing anything, I'll usually browse the website to see if there are any deals I can take advantage of." (Interviewee No.20)

"I'm a bargain hunter, so I'm always looking for the best possible price. If there's a promotion or discount available, I'll do my research to see if I can stack it with any other discounts or rewards programs to get an even better deal." (Interviewee No.27)

"Promotions and discounts can be a great way to try out new brands or products that I might not have considered otherwise. If I see something on sale or with a discount code, I'll often take a chance on it because the price is too good to pass up." (Interviewee No.30)

"I appreciate when brands offer exclusive promotions or discounts to their email subscribers or social media followers. It makes me feel like I'm part of a special group, and I'm more likely to buy something if I feel like I'm getting a personalized deal." (Interviewee No.1)

Fourth, between the ages of 20 and 26 made up 70% of interviewees. They will think that the fashion apparel industry in Thailand can benefit greatly from the use of user-generated content as a tool to increase online sales. By encouraging their customers to share their memories and images on social media, retailers can promote a sense of community and social proof, which in turn can boost sales.

Lastly, about 55% of interviewees also discuss the idea about analysis of customer data can provide valuable insights into which marketing mechanics are most effective in driving online sales. By examining factors such as purchasing history, browsing behavior, and demographic information, fashion retailers can tailor their marketing strategies to better target their ideal customers.

"Yes, I have bought clothes after seeing an influencer post about them on social media. And I think it's because influencers have a large following and people trust their opinions and recommendations." (Interviewee No.1)

"Definitely, I have made several purchases after seeing an influencer promote them. Because of Influencers have a personal connection with their followers, so when they promote a product, it feels like a friend is recommending it." (Interviewee No.15)

"I have bought clothes after seeing influencers post about them, especially when they offer a discount code due to Influencers often provide discount codes or links to purchase the product, making it easier for consumers to buy." (Interviewee No.19)

"Yes, I have made a few purchases after seeing influencers promote certain clothing brands. Social media influencers are often seen as trendsetters, so when they promote a product, I feel like they are part of the latest trend." (Interviewee No.22)

CHAPTER V
CONCLUSIONS AND RECOMMENDATIONS

The fashion clothing industry in Thailand has experienced significant changes in recent years due to the rise of online shopping. With the increasing availability and accessibility of online shopping, it is essential for fashion retailers to adapt to the changing market trends and consumer behaviors. In order to better understand these changes. For the objective of this research are 1) to identify the factors that influence online shopping behavior in the fashion clothing industry in Thailand. This includes understanding consumer demographics, purchasing habits, and motivations for shopping online, 2) to understand the marketing mechanics that can increase online sales in the fashion clothing industry in Thailand. This includes analyzing the impact of advertising, promotions, and other marketing strategies on consumer behavior and purchasing decisions. And 3) to determine the effectiveness of different marketing mechanics in increasing online sales in the fashion clothing industry in Thailand. This includes comparing the results of various marketing strategies and determining which ones are most effective in driving online sales. We conducted in-depth interviews with 30 individuals who frequently shop for clothes online in Thailand. Through these interviews, we gained insights into the online shopping behavior and marketing mechanics in the fashion clothing industry in Thailand. In this conclusion, we will summarize the key findings and provide recommendations for fashion retailers to better cater to the changing demands of online shoppers in Thailand.

Table 5.1 The objective of this research

Research Objective	Conclusion
To identify the factors that influence online shopping behavior in the fashion clothing industry in Thailand. This includes understanding consumer demographics, purchasing habits, and motivations for shopping online.	Through our research, we have identified that convenience, price, quality, and brand reputation are the most important factors that impact online shopping behavior among consumers in Thailand. understanding the factors that influence online shopping behavior in the fashion clothing industry in Thailand is essential for fashion retailers to succeed in the online marketplace.
To understand the marketing mechanics that can increase online sales in the fashion clothing industry in Thailand. This includes analyzing the impact of advertising, promotions, and other marketing strategies on consumer behavior and purchasing decisions.	Based on our research, advertising and promotions were found to be the most impactful marketing strategies in driving online sales. Design of social media platforms and user-generated content were also important factors to consider in attracting and retaining customers. By utilizing these marketing mechanics effectively, fashion retailers can create a strong online presence and drive sales in the highly competitive industry.
To determine the effectiveness of different marketing mechanics in increasing online sales in the fashion clothing industry in Thailand. This includes comparing the results of various marketing strategies and determining which ones are most effective in driving online sales.	This study aimed to determine the effectiveness of different marketing mechanics in increasing online sales in the fashion clothing industry in Thailand. The results showed that social media, influencer marketing, and promotion discounts were the most effective marketing strategies for driving online sales.

5.1   Recommendation for seller

Fashion retailers must adapt and enhance their online presence to remain competitive in the market as Thailand's fashion clothing industry continues to move toward online shopping. According to the viewpoints of the interviewees and the

researcher, there are a number of suggestions for fashion retailers to enhance their online presence and boost online sales.

The first important is to create a user-friendly on website or in platform: One of the most critical aspects of a successful online presence is a user-friendly website. Fashion retailers should prioritize creating a website that is easy to navigate and provides a seamless shopping experience. The website should be well-organized, visually appealing, and optimized for both desktop and mobile devices. Furthermore, retailers should ensure that their website is easy to search, with clear and concise product descriptions and high-quality images.

Secondly, to provide Excellent Customer Service: Providing excellent customer service is crucial for online retailers to increase customer satisfaction and loyalty. Fashion retailers should ensure that they provide prompt and courteous responses to customer inquiries and complaints. Additionally, they should offer multiple channels for customers to contact them, such as email, phone, or live chat.

Thirdly, personalize recommendations: Online shoppers appreciate personalized recommendations based on their browsing and purchase history. Retailers should utilize data analysis to provide personalized recommendations that match the customer's preferences and shopping behavior. This not only improves the shopping experience but also increases the likelihood of repeat purchases.

Lastly, utilize social media: social media platforms such as Facebook and Instagram are powerful tools for fashion retailers to connect with customers and promote their brand. Retailers should create social media pages and post engaging content regularly, including high-quality images, videos, and customer testimonials. Additionally, they should use social media to engage with customers and respond to their inquiries promptly. And this kind of social media can lead customer to purchase via platform such as Shopee, Lazada as well.

In conclusion, the fashion clothing industry in Thailand is undergoing significant changes due to the rise of online shopping. To stay competitive in the market, fashion retailers must adapt and improve their online presence. By implementing the recommendations outlined above, fashion retailers can improve the customer experience, increase customer engagement, and ultimately increase online sales.

5.2 Recommendation for marketer and seller

The fashion clothing industry in Thailand is experiencing significant changes due to the rise of online shopping. As a result, marketers and sellers in this industry must adapt their strategies to cater to changing consumer behaviors and demands. Based on the in-depth interviews conducted with 30 individuals who frequently shop for clothes online in Thailand, we have identified several recommendations for marketers and sellers in the fashion clothing industry to improve their marketing mechanics and increase sales.

1. Provide excellent customer service: Providing excellent customer service is crucial for fashion retailers to increase customer satisfaction and loyalty. Marketers and sellers should ensure that they provide prompt and courteous responses to customer inquiries and complaints. To provide excellent customer service, fashion retailers should prioritize prompt and courteous responses to customer inquiries and complaints. This can include offering multiple channels of communication, such as email, phone, and live chat, and ensuring that these channels are staffed by knowledgeable and friendly customer service representatives. Retailers should also be proactive in addressing potential issues or concerns that customers may have, such as by providing clear and detailed product information and offering easy returns or exchanges.

2. Offer discounts and promotions: Offering discounts and promotions is an effective way to attract customers and increase sales. Marketers and sellers should consider offering exclusive discounts and promotions to customers who subscribe to their email list or follow their social media pages. Additionally, they can offer special promotions during holidays and other special events.

3. Create engaging content: Creating engaging content is essential for fashion retailers to connect with customers and build brand loyalty. Marketers and sellers should focus on creating high-quality content, including product descriptions, blog posts, and videos that showcase their products and provide value to customers. Example a good way to engage customers is by using high-quality images and videos. For instance, the fashion industry is very visual. Retailers can highlight the distinctive qualities of their products through visually stunning images and videos. Or use narrative, building a brand identity and connecting with customers through storytelling is

effective. Fashion retailers can engage customers and foster brand loyalty by using storytelling to develop a narrative around their brand, products, or customers.

4. Additionally, they should consider collaborating with influencers or customers to create user-generated content that can be shared on their website and social media pages. Leverage social media advertising: Social media advertising is an effective way to reach potential customers in the fashion clothing industry in Thailand. Marketers and sellers should create visually appealing and engaging ads that showcase their products and promotions. By targeting specific demographics and interests, they can increase the effectiveness of their advertising campaigns and drive sales. Identify your target audience: Before creating your ads, identify your target audience based on demographics such as age, gender, location, and interests. This will help you create ads that are tailored to their preferences and needs.

5. Utilize influencer marketing: Influencer marketing is a powerful tool for fashion retailers to connect with customers and promote their brand. Marketers and sellers should identify relevant influencers in the fashion industry who align with their brand values. By partnering with influencers, they can increase brand awareness and reach a wider audience.

5.3 Limitations of Study

1) Limited Sample Size: One of the limitations of this paper is the limited sample size. The data for this study was collected from only 30 participants, which might not be representative of the entire population. Therefore, the findings of this study may not be generalized to the entire Thai fashion clothing industry.

2) Biasness: Another limitation of this study is the possibility of biasness in the participants' responses. Since the participants were selected based on their willingness to participate, the responses may not be entirely representative of the general population. Moreover, there might be some social desirability bias in the participants' responses, leading to an overestimation of the effectiveness of certain marketing mechanics.

3) Time Constraints: A significant limitation of this study is the time constraints. Due to limited time, the research may not be able to explore all potential

factors that might affect online shopping behavior and marketing mechanic in Thailand's fashion clothing industry.

5.4 Future research

The online trend for shopping behavior and marketing mechanics in Thailand's fashion clothing industry is an important topic for research, and it is likely that future studies will build on the findings of existing research. Here are some potential areas for future research in this field

1) Expansion of Sample Size: Future research should aim to expand the sample size and include a diverse range of participants from various regions of Thailand. This would help in achieving more representative results, which can be generalized to the entire population.

2) Longitudinal Study: A longitudinal study can be conducted to monitor changes in online shopping behavior and marketing mechanics over an extended period. This would provide insights into the trends and patterns in consumer behavior and identify areas that require attention.

3) Comparative Study: A comparative study can be conducted to compare the effectiveness of marketing mechanics in the Thai fashion clothing industry with other countries in the region. This would help in identifying the best practices and learning from the experiences of other countries.

Overall, this study provides a preliminary understanding of online shopping behavior and marketing mechanics in Thailand's fashion clothing industry. Further research is needed to explore these factors in-depth and provide more comprehensive insights for the industry.

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