

# Marketing Mix Factor that Affect Decisions Buy Clothes through Online Application

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**Abstract**—The study of the factors of marketing mix that affect the decision to buy clothes through Online Application The objective of this study is to To compare decisions to buy clothes online via the online application. Classified by personal information4) To study the factors of marketing mix that influence the decision to buy clothes through an online application. The sample of 400 people was selected using questionnaires as a study tool. The collected data were processed using percentage and mean t-test statistics. ANOVA was analyzed using F-test, (One-way ANOVA), Correlation and Multiple Regression Analysis.

The results of the study showed that Most of the respondents were female, aged 20-29 years with a bachelor's degree. Occupation of private company employee Average monthly income between 15,001-20,000 baht, marketing mix factors for buying clothes via online application and decision making to buy clothes through an online application The overall importance is at a high level. Aging personal data hypothesis test results Education level The average monthly income of different occupations affects the decision to buy clothes online. No different but different gender personal factors influence the decision to buy clothes online. Different Price marketing mix factor influences online clothing shopping decisions. And marketing mix factors in products Distribution Channels Marketing promotion, personal marketing, physical characteristics And process aspects There was no influence on consumers' decision to buy clothes online in Bangkok. Statistically significant at a level of 0.05.

Feedback from the study Operators selling clothes through an online application should select quality clothing. There are a variety of designs to choose from. Provide clear clothing prices and provide various payment methods. It is safe to checkout. Choose from a variety of applications to present clothing with images that match the product sold. Organize promotional activities that incentivize purchasing decisions, such as a price reduction. Arrange staff to communicate with customers to quickly answer various questions about the product. Organize an easy ordering system, a transportation system that builds customer confidence. Arrange pictures of products from real products to see the colors, patterns of the products that make up the purchasing decision.

**Keywords**— clothing marketing mix factor, online application.

## I. INTRODUCTION

The past of present communication of human (Mahamud,et.al,2021) information is constantly changing and evolving, ( Vincent, Conzola & Wogalter,2001)it's important to bring change the technology for today. Technology has

become a necessity in human daily life. ( Ihde,D. . ,1979) There are many different ways to communicate with each other by humans. One of them is social media, which is one of the channels through which humans communicate information in every way, leading to a new kind of business - social commerce, ( Groot, Smeets, Kaldewaij, Duijndam, & Semin,2012) also known as social commerce. E-commerce business or E-Commerce, which is a business channel that allows entrepreneurs to reach customers more quickly. By using the Internet as a medium Which the electronic commerce business It has begun to gain more and more interest in Thailand over the past several years. Due to the advancement of technology in communication It gives people the opportunity to access various products and services. On the Internet ( Ting Liang & Turban (2011)

Whether it is a channel Facebook Line Instagram or other merchant websites Therefore, today's entrepreneurs use social media for benefit their business. ( Waterloo, Baumgartner,Peter, & Valkenburg, 2018) By using it as a tool to generate more sales If used properly, it will become a channel that can help your business grow. Many entrepreneurs are now expanding their businesses from having only an online storefront. While most young business owners will have a dedicated storefront online only. Because this online channel does not require as high investment as an offline storefront. And can also be opened for sale 24 hours a day as well The thing that helped the e-commerce business in Thailand to grow rapidly was the development of telecommunication. ( Amyot, 2003) The development of the speed of the Internet Makes communicating information between each other via the Internet more convenient and faster than in the past. ( Barbara, 1997) Together with devices used to access the Internet, such as smartphones or computers Have a lower price Allowing consumers to buy Can be easily owned.( Shin, Jo, Lee& Lee,2014) As a result, consumers can access the Internet at any time. This makes the e-commerce market in Thailand tends to expand continuously. And there are estimates from the Kasikorn Research Center that The growth trend of the e-commerce business market in Thailand in 2016 is growing more. ( Intrapairot & Srivihok, 2003)Based on this information, the study is therefore interested in studying the factors of marketing mix that affect consumers' decision making in buying clothes online. To use the data obtained from the study as a guideline for developing and improving the sale of clothes via an online application. ( Furajji, Fatimah & Łatuszyńska, & Wawrzyniak, 2012) To meet the needs of consumers further.

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## II. OBJECTIVES OF THE STUDY

To compare the decision to buy clothes through the online application Classified by personal information.

### A. Study hypothesis

1. Different personal information is made to make clothing purchase decisions through the online application.

Different

2. Marketing mix factors influence decision making in buying clothes through online application.

### B. Scopus of Research study

The study content of the marketing mix factors influencing the decision to buy clothes via online application. Based on the theory of marketing mix, consisting of Product (Product), price (Price), distribution channels (Place), marketing promotion (Promotion), people (Process), physical characteristics and presentation (Physical evidence) and study decision-making. Buying clothes through online applications include problem recognition, information search, evaluation of alternatives to purchasing (Evaluation of Alternatives), Purchase Decision. ) And Post Purchase Behavior.

### C. Population and sample used in the study

Population using the service to buy clothes through an online application. In Bangkok, only 4 districts: Huay Kwang, Lat Krabang, Nong Chok and Bangkapi. The duration of study period between November 2020 - February 2020.

A study of the factors of marketing mix that influence the decision to buy clothes through an online application. The students study documents, concepts, theories and related research. To be used to define conceptual frameworks and guidelines for education as follows.

#### Marketing mix theory

Product means something that is offered for sale by a business. To meet the necessity or The needs of customers to be satisfied.

1. Product Quality is a measure of performance and durability of products. Criteria for measuring quality are considered to be customer satisfaction and quality that is superior to competitors. If the quality is low, the buyer will not buy again. If the quality of the product exceeds the purchasing power of the consumer, the product strategy must be tried to consider the following factors. ( Allen, 1984).

2. Physical Characteristics of Goods is the appearance that customers can see. And can be perceived by all 5 senses: form, taste, smell, sound, touch such as shape, style, form of packaging, ( KOTLER, et al. (2002)

3. Price (Price) is an amount expressed as the value the consumer is willing to pay in exchange for. Benefits received from products or services Price judgment is not necessarily a high or a low price, but the price at which the consumer perceives the value (Perceived Value) ( Dawar, & Parker,1994).

4. Reputation of the seller or brand (Brand) refers to the name, word, symbol, design or The mixture of such things To

identify the goods and services of a particular vendor or a group of sellers To represent characteristics that are different from competitors ( Baumgarth,2010)

5. Packaging (Packaging) refers to activities involved in the design. And manufacturing of packaging or product enclosures The packaging is what we perceive. It is the visualization of the product. When the consumer accepts the packaging, it leads to an incentive to purchase the product Therefore, the packaging must be unique, possibly showing the product's position clearly. ( Biji, Ravishankar, Mohan, et al. (2015)

6. Design (Design) is a work related to the style of packaging, which these factors will affect the consumer's buying behavior. Therefore, the manufacturer with the experts Designers must study the needs of consumers. To design products to meet the needs of consumers ( Johnson,& David, 2006)

7. Warranty is an important tool in the competition. Especially products such as cars, home appliances And machines Because it reduces the risk of customers purchasing products and Including building confidence ( Kaiying & Ping, 2018)

## III. RESEARCH METHODOLOGY

A study of the factors of marketing mix that influence the decision to buy clothes through an online application. The objective of this study was to study the marketing mix factors for buying clothes through an online application. Deciding to buy clothes through an online application Compare online clothing purchase decisions via online application. And marketing mix factors influence the decision to buy clothes via online application among consumers in Bangkok.

### A. Study Population and Samples

Study population A consumer used to buy garments through an online consumer application, selecting 400 samples. 95% confidence as follows:

$$n = P(1-P)(Z^2)/(e^2) \text{ แทนค่า}$$

$$n = (.50)(1-.50)(1.962)^2/ (.052)$$

$$n = (.5)(.5)(3.8416)/.0025$$

$$n = .9604/.0025 \quad n = 384.16$$

In the calculations, a sample of 385 people was obtained, but in order to prevent errors that may occur in the questionnaire The information is not complete. The study then used a sample of 400 cases.

### B. Method of data collection

In order to complete the study, there is a method for collecting data. As follows: information gathered from Study and research from various sources including textbooks, documents and other relevant research findings. Audience questionnaires And self-recovery Carry out a clean check To ensure that the questionnaire is complete And can be used for further data analysis.

### C. Processing and analysis

To process the data obtained from the questionnaire with a computer program by finding the percentage (Percentage) and

mean (Mean) Microsoft Excel program, a package for creating pie charts and bar charts (Bar Chart) with explanations. results And the results from the chart were presented to analyze the nature of the variables from the questionnaire.

*D. Statistics used in data analysis*

Descriptive Statistics The statistics used were percentage (Percentage) and mean (Mean) to describe the demographic data of respondents and different variables. Inferential statistics are used to test hypotheses. The statistics used were t – test. ANOVA analyzed using F-test, (One-way ANOVA) and Multiple Regression Analysis to analyze the factors of

marketing mix and decision-making of clothing through online consumer applications. Bangkok Metropolitan Region With multiple regression analysis.

*E. Results of Research Study*

A study of the factors of marketing mix that influence the decision to buy clothes through an online application. The samples studied were Online clothing shoppers used 400 questionnaires as a tool to collect the data and received 400 copies, representing 100 percent of the questionnaires. Buy clothes via online application.

Marketing mix factor	B	Std. Error	Beta	t	Sig.	Test
(Constant)	3.53	0.234		15.077	0	
1. Product Aspect	0.032	0.023	0.072	1.431	0.153	ไม่มี
2. Price	0.051	0.024	0.105	2.099	0.036*	มี
3. Distribution Channele	0.011	0.021	0.027	0.531	0.596	ไม่มี
4. Promotion	0.036	0.023	0.081	1.61	0.108	ไม่มี
5. Personal	0.021	0.02	0.051	1.024	0.306	ไม่มี
6. Process	-0.024	0.023	-0.052	-1.033	0.302	ไม่มี
7. Physical	0.016	0.024	0.034	0.676	0.500	ไม่มี

\* Has statistical significance at the .05 (2-tailed)

Comparing the factors of marketing mix that influence the decision to buy clothes via online application among consumers in Bangkok, it was found that the marketing mix factor Have a product side Distribution channels Marketing promotion, personnel aspect, process And physical characteristics It does not influence consumers' decision to buy clothes online in Bangkok and its vicinity. With statistical significance at the .05 level. The price marketing mix factor had a statistically significant influence on online clothing purchasing decisions at the .05 level.

IV. SUMMARY

The study of the factors of marketing mix that affect the decision to buy clothes through Online Application The objective of this study was to study the marketing mix factors for buying clothes through an online application. Deciding to buy clothes through an online application Compare your decision to buy clothes through an online application classified by personal information. And marketing mix factors that influence the decision to buy clothes through an online application. 400 questionnaires were used to collect data and used statistics for data analysis, namely percentage, mean, t-test, hypothesis test, (One-Way ANOVA) and Multiple Regression Analysis. As follows:

*A. Compare buying decisions via online application.*

*Classified by personal information*

Hypothesis test results

Hypothesis 1: Personal information is gender, age, education level. Average monthly income and occupation There

are different decisions about buying clothes through online applications. According to the study, it was found that Age personal information Education level The average monthly income of different occupations influences the decision to buy clothes through the online application. No different

According to the study, it was found that Personal information about gender Different factors influence the decision to buy clothes through different online applications.

Marketing Mix Factors That Influence Decision To Buy Clothes Via Online Application.

Hypothesis 2: Marketing mix influences consumers' decision to buy clothes through online application. According to the study, it was found that Price marketing mix factor influences online clothing shopping decisions. And marketing mix factors in products Distribution Channels Marketing promotion, personal marketing, physical characteristics and process aspects There is no influence on your decision to buy clothes online. Statistically significant at a level of 0.05.

*B. Recommendations from the study*

1. Product aspect Operators selling clothes through an online application should select quality clothing. There are a variety of designs

2. In terms of price, operators selling garments via the online application should clearly specify clothing prices and provide various payment methods. Is it safe to pay

3. Distribution channels Operators selling clothes via online applications should focus on a variety of online media. Making it possible to select applications of interest to view products

4. Marketing promotion Operators selling clothes via online

applications should focus on organizing promotions, discounts, free delivery, sending news through various media such as facebook and Instagram, and having reviews from real buyers.

5. In terms of personalities, operators of selling clothes via online applications should pay more attention to staffing in communicating with customers in response to various questions about their products quickly.

6. Process aspect Operators selling garments via online applications should provide an easy, convenient ordering system, a transportation system that builds customer confidence.

7. Physical appearance and presentation Operators selling clothing through an online application should focus on arranging images of their products from real products. To see the colors, patterns of the products that make up the purchasing decision

#### V. SUGGESTIONS FOR FURTHER RESEARCH

Next research There should be a study of the type of clothing that should be sold through an online application.

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