

# Marketing Mix Factors Affecting Clothing Shopping Behavior From Online Social Network Stores in Bangkok

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**Abstract-** study subject Shopping behavior from social networking stores aims to study Marketing mix factors affecting clothing shopping behavior from social network stores The results of the study revealed that most of the respondents were female, aged between 21-30 years, education level was lower than a bachelor's degree. Occupation for hire/company employee The average monthly income is less than 20,001 baht. The overall marketing mix is at a very important level. Product Should pay attention to the selection of clothing that has a variety of designs. show modernity The format is different from the general store. Show complete details of clothing. Price should be set to suit the quality of the product. Cheaper than offline stores Clearly informing the price of the product There is a secure payment system to build trust for customers to trust. There are various payment channels to facilitate buyers. distribution channel Should organize a visit to the store that is easily accessible and has a simple, uncomplicated ordering process. delivery on time There is after-sales service to impress customers. marketing promotion Promotional activities on special occasions should be organized regularly. Promote the store on social media Free delivery service when purchasing a certain amount and there is a return of profit to customers who continue to buy products with special price or free gifts of interest according to the customer type.

**Keyword-** Marketing Mix Factors, Behavior, Social media,

## I. INTRODUCTION

In the age of information technology in which the world is connected to one another with information and communication technology, economic development Society and communities in Thailand are connected to the communication network. The trend of the Internet of things means that it is connected Everything goes into the internet world. enable people to command Control the use of various devices via the Internet network, such as ordering on-off. Electrical appliances, cars, mobile phones, tools, various appliances industrial machinery Including the control of appliances daily life through the Internet network is becoming of interest to people in society and business circles (Chaiyasoonthorn, Khalid & Chaveesuk,2019)

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Facebook is a way to sell products. Online that is very popular, especially women's clothing with a business selling products. A lot of women's clothes online the reason why there are many women's clothing stores and has been It's popular for that reason. The majority of users on Facebook are female ( Shih, 2010)

Social media plays an increasingly important role in consumers nowadays. Statistically, the Thai population who uses social media has a large number of Facebook accounts due to the tendency to change consumer behavior in the digital economy era and development of online social networks Which was developed to meet the lifestyles of people in the present era or the 4.0 era from the first era that was only used to communicate between themselves and those close to them. has been applied to the business sector, thus being a marketing channel for many business operators Including new entrepreneurs starting to enter the business online shop using online social networking channels because there are different costs of doing business And can reach consumers widely and quickly anytime, anywhere, including system development basics conducive to more Internet trading, such as transportation systems, convenient payment systems, a variety of channels have a more secure system As a result, the popularity of trading products and service through the system "Electronic commerce" (E-Commerce) is growing more rapidly. Based on the aforementioned information, ( Khanijoh, Nuangjamnong, & Dowpiset, 2020) the researcher is therefore interested in studying the marketing mix factors affecting the behavior of purchasing clothing from online social networking stores. To be used as a guideline for improving the service of selling shirts through online social networking stores. The purpose of this study was to study the marketing mix factors affecting clothing purchasing behavior from online social networking stores. (Chosawasd, & Mahamud,2021)

### A. Scope of study

ContentTo study the behavior of choosing to buy clothes from online network stores by using the marketing mix theory. with product aspect, price aspect, distribution channel aspect Marketing Promotion and the theory of consumer behavior (6W1H). The population and the study sample It is a sample selected from the population and is a consumer who has experience purchasing clothes through online stores. using specific sampling methods by creating

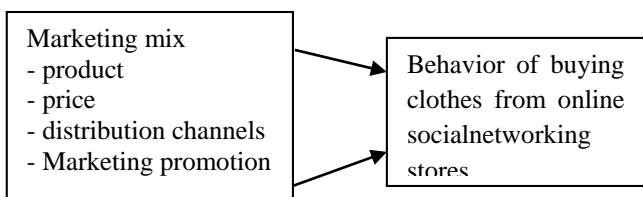
an online questionnaire and posting the questionnaire link (URL) on Facebook and Instagram. to collect data from the target sample

In terms of duration, the period spent in the study was between November 2021 – February 2022.

**Conceptual Framework**

From the study and research above the researcher relies on the relevant research theories. Summarized and coordinated into the conceptual framework of the study as follows:

(Independent Variable) (Dependent Variable)



**II. RESEARCH METHODOLOGY**

A study on clothes buying behavior from online social networking stores the objective is to study marketing mix factors. Behavior of buying clothes from online social networking stores Comparison of clothing buying behavior from online social networking stores classified by personal data to use the results of the study as a guideline to improve the service and increase the sale of clothing from online social networking stores and to meet the needs of consumers. has set the method of study as follows

**Population and samples used in the study**

Study population It is a sample group of 200 customers who choose to buy clothes from online network stores.

$$n = P(1-P)(z)/(e)^2$$

n = sample size

P = percentage value to be randomized from the entire population.

e = sampling error percentage value

z = the level of confidence set by the researcher. Which are commonly used include

At the 95% confidence level, z is 1.96.

At the 99% confidence level, z is equal to 2.58.

Substitute for n = (.5)(1-.50)(1.96)^2/ (.05)^2

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

$$n = .9604/.0025$$

$$n = 384 .16$$

In the calculation, there will be a sample of 385 people, but in order to prevent errors that may occur in answering the questionnaire. The information is incomplete. The study therefore used a sample of 400 people.

**III. METHOD OF DATA COLLECTION**

In order to complete the study, there was a method for collecting data. The following information is obtained from the collection of Study and research from various sources, including textbooks, documents and other research results. related information obtained from Answering the questionnaire of the target group and get it back on your own Carry out checks To ensure that the questionnaire is complete and complete and can be used for further data analysis.

**IV. DATA PROCESSING AND ANALYSIS**

The data obtained from the questionnaire was processed by a computer program by finding the percentage (Percentage) and the mean (Mean) Microsoft Excel program which is a ready-made program for creating pie charts and Bar Chart with results explanation and bring the results from the charts to present for analysis according to the characteristics of various variables

**V. RESULTS**

A study on the behavior of buying clothes from online social networking stores. from the study sample People who used to buy clothes from social networking stores A questionnaire of 400 sets was used as a data collection tool and 400 sets were returned, representing 100%.

Marketing mix factors influence clothing shopping behavior from online social networking store

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	224.958	128.664		1.748	.081
Product	-147.375	72.308	-0.271	-2.038	.042*
Price	204.536	86.01	0.392	2.378	.018*
Service	-41.997	89.813	-0.076	-0.468	.640
Promotion	50.543	61.382	0.092	0.823	.411

\*ระดับ.05

Comparison of the influence of marketing mix factors on clothes shopping behavior from online social networking stores and the average cost of buying clothes from online networking stores per time. It was found that the marketing mix factors The product aspect and the price aspect influenced the behavior of purchasing clothing from online social networking stores. with statistical significance at the .05 level. Therefore, it can be concluded that the marketing mix factors mentioned above influence the behavior of buying clothing from online social networking stores. but for distribution channels and marketing promotion There was no influence on the behavior of purchasing clothing from online social networking stores.

### VI. CONCLUSION

The study on clothes shopping behavior in online social networking stores aims to study the marketing mix factors in buying clothes from online social networking stores. To study the behavior of buying clothes from online social networking stores. To compare the behavior of buying clothes from online stores classified by personal data. and to study the marketing mix factors affecting the clothing purchasing behavior from online social networking stores. A questionnaire of 400 sets was used as a tool for data collection and statistical analysis was used, namely t-test, ANOVA analysis, F-test, (One-way ANOVA), and Multiple Regression Analysis. can be summarized as follows: Personal information From the study, it was found that most of the respondents were female, aged between 21-30 years, with an education level lower than a bachelor's degree. The average monthly income is less than 20,001 baht and the occupation / employee of the company.

#### Information about marketing mix factors in buying clothes from online stores

Found that the overall marketing mix factors were at a very important level. Which is at a very important level, all items are ranked in order of importance as follows

Marketing Promotion distribution channels product and price ( $\bar{x} = 4.46$ ), respectively, with the following details: Products are averaged, included in a very significant level. Considering the level of importance At a very important level, 6 items consist of complete details of the clothing. Clothing bought online meets your needs. The fabric is of good quality, exactly as advertised. Clothes are different from other offline stores. There are a variety of styles. and design of clothes and Clothes are fashionable accordingly.

**In terms of price**, the average value is included at a very important level. Considering the level of importance At a very important level, 5 items consist of price that is suitable for the quality of the product. Clothes sold online are cheaper than offline stores. There is a product price notification in advance. able to negotiate prices with merchants who sell online and Buying clothes online has a secure payment system, respectively.

**Distribution** The mean is included at a very significant level. Considering the level of importance At a very important level, 5 items include access to traders in a variety of channels. Dealers pay attention to sales and after sales. There is punctuality in delivering goods. Save time and money on travelling. And the process of ordering products is easy to buy, respectively.

**Marketing Promotion** The mean is included at a very significant level. Considering the level of importance There are 5 items at a very important level, consisting of regular marketing activities such as discounts, giveaways, and product presentations using models. There is a thorough publicity of the shop through social media. There is a free delivery service and returns profits to regular customers continuously, such as giving special prices to customers, respectively.

**Information** on clothing shopping behavior from online social networking stores.

It was found that most respondents chose to buy shorts. Login to Shopee Shop during sales Decide to buy clothes from an online store yourself. The reason why I choose to buy from online social networking channels is because it is convenient. Shop for clothes according to the design and style that suits you. average purchase of 2 items per time and average cost of clothes purchase 516 baht per time

**Hypothesis test results** Marketing mix factors influence clothing shopping behavior from online social networking stores. It was found that the marketing mix factors The product aspect and the price aspect influenced the behavior of purchasing clothing from online social networking stores. statistically significant at the .05 level, but for distribution channels and marketing promotion There was no influence on the behavior of purchasing clothing from online social networking stores.

## VII. DISCUSSION

The results From the study, the behavior of buying clothes from online social networking stores, the study has the following issues to discuss the behavior of buying clothes from online social networking stores. Found that consumers decide to buy clothes from online stores by themselves. This is in line with the study of shopping behavior and marketing mix that influences online shopping among working-age people in Muang District. Lampang Province It was found that the participant in the decision to buy online products were themselves, the behavior of buying clothes from online social network stores. found that consumers The average cost of buying clothes was 516 baht per time, consistent with the research of Shopping Behavior and Marketing Mix Influencing Online Shopping Selection among Working Groups in Muang District Lampang Province found that the cost of shopping online About 501 - 1,000 baht per time, in line with the study of the study on the purchase decision process of Thai consumers. Per buying fashion clothes via Facebook found that the average cost of buying fashion clothes per time was about 501 - 800 baht. Marketing Promotion The importance is at a high level consistent with the research of

**Suggestions:** A study on clothing buying behavior from online network stores. The researcher has suggestions from important studies as follows.

1. Entrepreneurs who sell clothes through online social networks should pay attention to the selection of clothes with a variety of designs. show the modern The format is different from general stores. Show complete details of clothing.
2. Entrepreneurs who sell clothes through online social networks should set prices that are suitable for product quality. Cheaper than offline stores clearly notifying

product prices There is a secure payment system to build credibility for customers to trust. There are various payment channels to facilitate buyers.

3. Entrepreneurs who sell clothes through online social networks should organize a system for visiting stores that are easily accessible and have a simple and uncomplicated ordering process. delivery on time There is after-sales service to impress customers.

4. Entrepreneurs who sell clothes through online social networks should regularly organize promotional activities on special occasions. Promote the store through social media Free delivery service when purchasing a specified amount and returning profits to customers who continue to buy products with a special price or free interesting products according to the type of customer.

### Suggestions for the next study

Should study the attitude factor variable trust factor  
More from the marketing mix

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