Consumer Behavior of Buying Fashion Clothes on Facebook

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Abstract— **This study aimed to 1) to study the marketing mix factors influencing the consumer to selecting of fashion clothes, 2) to study the consumer behavior of buying fashion clothes on Facebook, . A sample of 400 people chose to purchase fashion clothes on Facebook. The questionnaire used to collect data, processed using percentage, mean, Chi-square, and multiple regression analysis.**

The study results showed of the respondents were female, 21-30 years of age, single, bachelor's degree graduates, average monthly income of 10,001-20,000 baht, and have private company employees. The study consumers buy fashion clothes on Facebook because convenient, buy it for themselves, choose a T-shirt on Sunday from 6:00 pm to 10:00 pm, self-decision, and average purchases 3.76 times per month. The total order amount is 452 baht per time. Marketing mix factors of buying fashion clothes on Facebook. The hypothesis testing results found that the personal difference of occupation affected buying fashion clothing on Facebook. Marketing mix factors in terms of products, prices, and distribution channels Influenced the consumers' behavior of buying fashion clothes on Facebook with statistical significance at the .05 level.

The study recommended entrepreneurs selling fashion clothes on Facebook should select branded garments, showing their elaborate tailoring. The variety of modern and current designs to choose. The details of each clothing are displayed. Set the price to suit the quality. Clearly show the cost of each dress. Facilitate multiple payment methods. There is a delivery fee suitable for the distance. Create a store website that is easy to access and use and not too complicated—regularly organizing promotional activities according to various festivals to generate interest in free delivery when purchasing a certain amount. Create a membership card that has accumulated points to receive discounts, etc.

Keywords— **Marketing Mix, Behavior, Fashion Clothes, Facebook**

I. INTRODUCTION

Clothing one essential elements of life. In addition to being useful for protection against heat and clothing also enhances personality (Rubenstein ,1995) Shows taste Which can indicate of image social status of the wearer too Now a days, both women and men are paying more attention to dressing. (Thompson, & Walker,1989) Most of which are based dress of net idol stars as a model in choosing to buy clothes to wear. (Holmlund,Hagman,& Polsa, 2011) With each kind of clothing trend Depends on the changing era of each era there are also

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new designs every season. Whether it is autumn, winter, spring, summer, etc. (Cohen,& Felson, 1979) fashionable people are always influenced by new fashion desire to wear clothes that are in fashion and style In marketing and consumer behavior (McNeill & Moore, 2015) it is regarded as the leading consumer group Which is a group of people leader Gaining social popularity And likes to try new things. (Chen, & Meindl,1991) It is a consumer group with a strong opinion of the market Because it will be the first group to buy new fashion clothes released. (Ruoh, Karen, Hyllegard & Blaesi, 2012)It is like a forerunner, making new fashion clothing products well known to the general public. (Tyler,Heeley, Bhamra, 2006) And at present, the market condition of the fashion clothing business is in intense competition. There are many brands going on. Fashion design products are constantly changing and evolving to be modern. (Laura , Giovanni Conti & Motta (2017) In terms of fashion clothing marketing, (Tyler, Heeley, & Bhamra,2006) entrepreneurs come into this market all the time as well and developed in the form of a modern product. And consumers to make decisions on purchasing fashion clothing. (O'Cass, A. (2004) consumer behavior plays a greater role in purchasing products. As a result, many businesses have to adjust their strategies to keep up with the changes in consumer behavior. And it is easier to reach the target group interested in buying fashion clothes (Paul, & Rana, 2012),

Currently, in Thailand (Mahamud, et. al,2021) one type of e-commerce that is very popular is trading on Facebook page, which is the largest social networking website. (Fue , Huang & Dou (2009)The business of selling fashion clothes via Facebook (Facebook) has become very popular. Because Facebook (Facebook) (Fue Zeng, Huang & Dou, 2009) there large social network. present the look of the clothes the target audience leads to low purchase demand and cost of setting up a business. Many entrepreneurs present their clothes for sale via Facebook page, this business is highly competitive, therefore, as mentioned above, students are interested in studying the behavior of buying fashion clothes on the network. Social media Facebook (Facebook) marketing method in the competition in the fashion clothing business to be successful. And used as information for expanding the fashion clothing business to other customer groups In the future.

II. RESEARCH OBJECTIVES

To study the factors of marketing mix that affect the behavior of buying fashion clothes on the social network Facebook.

A. Methods of conducting research, population and samples used in the study

Study population There were 400 consumers of fashion clothes on Facebook's social network, this time using the calculation of sample size without knowing the exact population of W.G.Cochran at 95% confidence level as follows:

Formula $n = P (1-P) (Z2) / (e2)$
n = sample size
P = the probability of the number of samples to be sampled from the entire population.
e = sampling tolerance
z = the confidence level set by the researcher
(At a confidence level of 95% z equals 1.96)
Substitute $n = (.50) (1-.50) (1.962) / (.052)$.
$n = (.5) (.5) (3.8416) /.0025$
$n = .9604 / .0025$
$n = 384.16$

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

B. How we collect information

To complete the study There is a way to collect information. As follows, information was gathered from various research sources including textbooks, documents and other relevant research findings. Information obtained from the target audience's questionnaire And get it back by yourself Carry out a clean check This is to ensure that the questionnaire is complete and can be analyzed for further analysis.

C. Data processing and analysis

To process the data obtained from the questionnaire with a computer program. By finding the rate Percentage (Percentage) and mean (Mean) Microsoft Excel is a ready-made program for creating pie charts and bar charts (Bar Chart) with explanations of results. And the results from the chart are presented for analysis according to the characteristics of various variables.

D. Statistics used in data analysis

1. Descriptive Statistics Statistics used are percentage (Percentage) mean (Mean) to describe the demographic data of the respondents and various variables.
2. Inferential Statistics is used for hypothesis testing, statistics used are Chi-square and Multiple Regression Analysis.

III. RESEARCH RESULTSFROM THE STUDY AND ANALYSIS OF DATA FROM THE RESPONDENTS

The research results can be summarized as follows:

A. Personal information

From the study on the behavior of buying fashion clothes on the social network Facebook It was found that most of the respondents were female, aged between 21-30 years old,

unmarried status, graduated with a bachelor's degree, with average monthly income 10,001-20,000 baht and have a career as a private company employee Information about the importance of marketing mix factors for buying fashion clothes on social media, Facebook.

The study of information on the level of significance of the factors of marketing mix in choosing to buy fashion clothes on social media, Facebook, found that the product aspect, price, distribution channel. And marketing promotion Overall, the marketing mix is at an important level. With details as follows (Cowell, 1984)

1. Product aspect The results of the study were found to be in the level of importance. With detailed comments In the key level 7 items consist of clothing that meets the needs The quality of the fabric is meticulously tailored. There is a guarantee to return or exchange the product. Modern design with a variety of designs to choose from Pictures and details are shown. Unique clothes It has a distinctive design. And has a label indicating the country of manufacture

2. On the price, the results of the study were found to be in the level of importance. With detailed comments Is in the level of importance of 5 items consisting of clearly displayed prices A variety of payment methods The shipping cost is suitable for the distance to the recipient of the product. Cheaper than buying at the store And the price of the product is cheaper than other sources of sale in general

3. Distribution channels The results of the study were found to be in the level of importance. With detailed comments Is in the priority level of 6 items, including able to find product information quickly The ordering process is not complicated. The convenience of accessing the store at any time Helps reduce the time spent walking and shopping at the store. The credibility of the shop Facebook page from the number of followers And the personal website of the store can be easily contacted

4. Marketing promotion The results of the study were found to be in the level of importance. With detailed comments In the priority level of 5 items consisting of interesting promotions Always updated with new product information. There is a free delivery service. There is a product review from customers. And marketing activities are organized regularly

5. Information about buying fashion clothes on the social network FacebookFrom a study of information about buying fashion clothes on social media Facebook The results of the study showed that Most of the respondents buy fashion clothes on social media, Facebook, because it is convenient in time. Buy fashion clothes to wear by yourself. By choosing to buy a T-shirt / shirt on Sunday from 6:00 PM to 10:00 PM, decide to buy yourself Average purchases at 3.76 times per month And the average order amount is 452 baht per time.

B. Summarize and discuss research findings

From the study of Information on the importance of factors of marketing mix in choosing fashion clothes on the social network Facebook The student has some issues to discuss:
1. Factors of Marketing Mix Affecting Behavior of Buying Fashion Clothes on Facebook's Social Network According to

product factors, price, distribution channels And marketing promotion Found that the overall picture is very important

2. Product Marketing Mix Factor Affecting the behavior of buying fashion clothes on the social network Facebook Is at a very important level

3. Price Marketing Mix Factor Affecting the behavior of buying fashion clothes on the social network Facebook Is at a very important level

4. Marketing Mix Factor: Distribution Channels That affect the behavior of buying fashion clothes on the social network Facebook Is at a very important level

5. Marketing Mix Factor in Marketing Promotion Which affects the behavior of buying fashion clothes via social media (Facebook) at a very important level

C. SuggestionThe study suggests that it is useful as follows

1. Product aspect Retailers of fashion clothes through social media (Facebook) should pay more attention to the selection of branded garments showing elaborate tailoring. There are a variety of modern designs to choose from. Change clothes to be current. The details in the image of each clothing are clearly displayed.

2. In terms of price, fashion clothing distributors through social media (Facebook) should pay more attention to the pricing that is suitable for quality, clearly displaying the prices of each clothing. Facilitate a variety of payment methods There is a delivery fee suitable for distance.

3. Distribution of fashion clothing distributors via social media (Facebook) should pay more attention to creating a store website that is easy to access. And easy to use, not complicated

4. Marketing promotion: Fashion clothing distributors through social media (Facebook) should focus on organizing promotional activities regularly according to various festivals to generate interest. For example, free delivery of products when purchasing a certain amount. Create a membership card that has accumulated points to get a discount, etc.

IV. SUGGESTIONS FOR THE NEXT STUDY

There should be studies of other influencing factors such as 4Cs marketing strategy in solving customer problems (Customer Solution), Cost of Customer, customer convenience. (Convenience) and communication with customers (Communication) correlating with consumers buying fashion clothes on Facebook's social network.

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