

Factors Affecting Behavior Buying Stylish Clothes Korea Online

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Abstract— This study aims to study the marketing mix factors in buying Korean style clothing online. Study the behavior of buying Korean style clothes online. Compare online Korean-style clothing purchasing behavior classified by personal information. Study the marketing mix factors that affect the behavior of buying Korean-style clothing online. Using 400 questionnaires. It is a tool for collecting data and using statistics for data analysis, namely chi-square. (Chi-Square) and Multiple Regression Analysis Marketing mix factors Product side, price side, distribution channel side Marketing promotion It influences the behavior of buying Korean style clothes online. Statistically significant at the .05 level. Suggestions from the results of the study: Entrepreneurs should give importance to choosing clothing that is modern in design, has standard tailoring, and is of good quality with many price levels to choose from. Specify the price of each type of clothing clearly. Choose an online platform for selling clothing that matches your customers' needs. Target group easy to use And the cost of use is not too high. Organize promotional activities regularly.

Keywords— Marketing Mix Factors, Consumer Behavior.

I. INTRODUCTION

In recent years, global trade trends have come online and continue to grow year after year. Technology and the internet are important for entrepreneurs to understand and use to their maximum benefit. Operating an e-Commerce business will help increase efficiency in business operations. Increase convenience and speed. In 2020, the world has a total population of 7.83 billion people, with 4.66 billion internet users or 59.5 percent, an increase of 316 million people or 7.3 percent, while Thailand has a population of 69.88 million people and 48.59 internet users. million people or 69.5 percent, an increase of 3.4 million people or 7.4 percent compared to 2020. It was found that the average time that Thai people aged 16-64 years use the internet per day is 8 hours 44 minutes, the 9th highest in the world, divided There are many activities such as watching videos, using social media, listening to music, playing games, etc. (Hertel, 1997)

From observation, it will be found that In addition to social media applications The second most common thing that Thai people use is Online shopping applications and internet banking applications reflect that in the past year 2020, the Thai online shopping and e-commerce market has grown quite a bit.

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The report also stated that the economic value grew by 42.8 percent, which was partly due to the COVID-19 outbreak situation. Make people turn to transactions and buy products. This go online more to reduce the risk of infection, based on data from the Thai online shopping and e-commerce market that has been affected by COVID-19 from (Tanphan, et al 2022)

The outbreak of coronavirus disease 2019 (COVID-19) has led to changes in consumer behavior. It was found that there was a shift to using e-Commerce more and faster, resulting in the value of e-Commerce growing exponentially. and believes that consumer demand for purchasing products and services online will continue after the outbreak. According to a Tofugear survey, on average 45 percent of consumers across Asia, many Thai e-commerce companies have made adjustments to cope with the COVID-19 outbreak, such as adjusting packaging formats. Accelerating the use of digital marketing and selling via social media, including selling fashion clothes Wu, (2020)

However, the growth of the E-Commerce market value in the retail-wholesale business is partly due to the growth of trade through online social networks. Because of the low cost of starting a business There is no cost of renting retail space. Cost of hiring a salesperson Therefore making it easy for business operators to enter the online store business. As a result, the number of online stores is rapidly increasing. This makes the online store business more and more competitive as well. Therefore, online store operators need to plan marketing strategies. Study of consumer behavior In order to maintain and expand the customer base and create the ability to compete with many online store businesses today . (Korper, & Ellis, 2000)

For the reasons mentioned above, the researcher is interested in studying the factors affecting behavior and decision to buy Korean style clothing through social networking platforms, Facebook and Instagram. To serve as a guideline for online store operators The results of the research were used in planning marketing strategies. Develop and improve operations To be able to respond to the needs of today's consumers. Able to run an online store efficiently

II. OBJECTIVES OF THE STUDY

To study the marketing mix factors in purchasing Korean style clothing online. To study the behavior of buying Korean style clothes online. Buy Korean style clothes online

III. SCOPE OF STUDY

Content: Study of factors affecting online Korean-style

clothing purchasing behavior based on Philip Kotler's marketing mix theory, which includes product, price, distribution channel, and marketing promotion. (Promotion) and concepts about consumer behavior based on the concept and theory of consumer behavior of Phillip Kotler, which consists of 6W1H, namely Who, Why, Whom, Where, When and How. The population and sample used in the study include those who have previously purchased Korean style clothes online A sample of 400 people was selected.

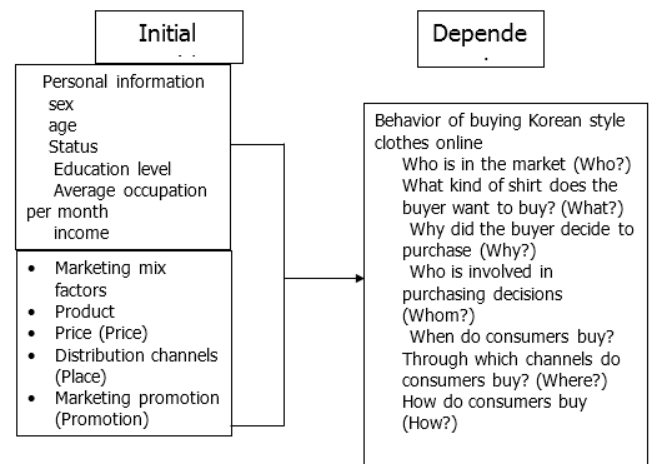
IV. LITERATURE REVIEW

Study of Factors affecting online Korean-style clothing purchasing behavior The student has studied related documents, concepts, theories, and research. To be used to define the conceptual framework and guidelines for the study. As follows: marketing mix Theory Kotler (1997) stated that the marketing mix (Marketing Mix) refers to marketing tools that can be combined and meet needs. Increase satisfaction among target customers And the marketing mix consists of things that have an influence on influencing the demand for that product or service. The marketing mix can be divided into 4 groups:

1. (Product) does not mean the product that will be exported. market alone But it refers to the products or services of a business, both tangible and or intangible
2. Price means a factor that is very important to a business. Because this factor will be Determines the price of goods and services that should be exported to the market in what price range.
3. Distribution channel (Place) refers to the sales or service channel. It is a channel through which customers can access products.
4. Marketing promotion (Promotion) refers to marketing communications to enable businesses to communicate to target groups. and leads to convincing the target group of the product (Kotler, 2015)

Conceptual framework for education

From the above research The study has relied on the theory of marketing mix factors. and coordinated into a conceptual framework In studying the behavior of buying Korean style clothes online, they are as follows



V. RESEARCH METHODOLOGY

The study of factors affecting the behavior of purchasing Korean-style clothing online aims to study the marketing mix factors in purchasing Korean-style clothing online. To study the behavior of buying Korean style clothes online. To compare the behavior of buying Korean style clothes online classified by individual data. and to study marketing mix factors that affect the behavior of purchasing Korean-style clothing online. Data from the study can be used to develop and improve marketing strategies. Develop and improve operations To meet the needs of online Korean-style clothing buyers. The study method has been determined. As follows, the data sources used in the study This study has two types of data sources: Primary Data (Primary Data) is data obtained from questionnaires to collect data from people who have previously purchased clothing through online channels as respondents, Secondary Data (Secondary Data)) is information obtained from textbooks. Study report and related documents and internet

Population and sample used in the study

The population used in the study is a group of people who have previously purchased clothing through online channels. A sample of 400 persons was selected from W.G. Cochran's calculation of sample size without knowing the exact population at a confidence level of 95% as follows.

$$\begin{aligned} \text{Substitute } n &= (.50)(1-.50)(1.962)/(.052) \\ n &= (.5)(.5)(3.8416)/.0025 \\ n &= .9604/.0025 \\ n &= 384.16 \end{aligned}$$

How to collect data

In order to make the study complete, there were methods for collecting data. As follows, information obtained from the collection of Studying and researching from various sources, including textbooks, documents, and other research results. related Information obtained from Answering questionnaires of the target group and receive it back yourself Conduct a completeness check To ensure that the questionnaire is complete and complete and can be used for further data analysis.

Results of studies and research

A study of factors affecting the behavior of purchasing Korean style clothing online. The sample group studied was a group of online clothing buyers. Using 400 sets of questionnaires as a data collection tool, 400 sets were returned, accounting for 100 percent of the questionnaires.

Marketing mix factors that influence Korean-style clothing purchasing behavior online

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.654	.555		8.385	.000
Production	-.335	.109	-.169	-3.089	.002
Price	.320	.150	.149	2.137	.033
Distribution channel	-.526	.158	-.255	-3.340	.001
Marketing promotion	.282	.128	.149	2.205	.028

Statistically significant at the .05 level

Compare the influence of marketing mix factors on the behavior of purchasing Korean style clothing online. It was found that the marketing mix factors Product side, price side, distribution channel side Marketing promotion It influences the behavior of buying Korean style clothes online. Statistically significant at the .05 level.

Summary of study results

A study of factors affecting the behavior of purchasing Korean-style clothing online. have a purpose To study the marketing mix factors in purchasing Korean style clothing online. Study the behavior of buying Korean style clothes online. Compare online Korean-style clothing purchasing behavior classified by personal information. Study the marketing mix factors that affect the behavior of buying Korean-style clothing online. Using 400 sets of questionnaires as a tool for collecting data and using statistics to analyze the data, namely Chi-Square (Chi-Square) and Multiple Regression Analysis. The results of data analysis can be summarized as follows.

Marketing Mix Factors in Buying Korean Style Clothes Online

The study found that the marketing mix factors in purchasing Korean style clothing online The overall picture is at a very important level, consisting of products, prices, and distribution channels. and marketing promotion with the following details:

Product side The average value is included at a very important level. When considering the details at the most important level, 1 item consists of clothing size with clear dimensions (chest circumference, waist circumference, length) and 4 items at the most important level, the clothing is durable. The colors of the clothes look good and can attract attention. Fashionable design of clothes and quality clothing, respectively

In terms of price, the total average is at a very important level. When considering the details, the two most important items include charging the amount exactly as specified and a clear

selling price. and are at a very important level, 4 items include: Online stores have many payment methods. The price of the style of clothing is commensurate with the quality. Clothes have many prices to choose from. and online stores have a destination charge, respectively.

Distribution channel The average value is included at a very important level. When considering the details at the most important level, the 3 items include: The online store has fast product delivery. There is good service from the online store admin. The online store has an easy-to-understand ordering method. And there are two very important items: online stores have many channels for ordering clothes. The online store is open 24 hours accordingly.

Marketing promotion The average value is included at a very important level when considering the details at the most important level. 1 item is that the online store is responsible. If the product is damaged, it can be exchanged and is at a very important level. 4 items include: The online store page is updated all the time.

There is a product sales review before deciding to buy clothes through the channel. The online store offers free shipping. Decision There is marketing communication through people who influence the thinking in decision-making, respectively.

VI. DISCUSSION OF RESULTS

A study of factors affecting the behavior of purchasing Korean style clothing online. The researcher has the following issues to discuss the results:

Suggestions The researcher has suggestions for benefit as follows:

Buying Korean Style Clothes Online Every aspect of the marketing mix must be taken into account. Because it is the heart and is considered the starting point of doing business correctly. Create a strong foundation for business stability. The results from the study should be used as guidelines for improving product sales through online channels. To be consistent with consumers as follows

Product side Entrepreneurs should choose clothing that has a modern design, tailoring that meets standards, quality, and colors that can be used at all times. along with having to analyze customer groups that come to buy products in order to present products in line with the target group

In terms of price, entrepreneurs should set prices that are appropriate to the quality of the product. There are many price levels to choose from. Specify the price of each type of clothing clearly. Provide various payment channels to facilitate customers.

Distribution channel Entrepreneurs should choose an online platform for selling clothing that matches the needs of their target customers and is easy to use. And the cost of use is not too high, for example, Facebook Website IG has staff with good product knowledge to answer questions and provide correct information to users. Products are presented up to date.

along with sending products to consumers through companies that provide standardized transportation services

Marketing promotion Entrepreneurs should organize promotional activities such as making flyers and advertising products. Public relations through various channels, product sales reviews Send advertising messages through online platforms that are popularly used by consumer groups such as Google, Youtube, and Facebook. We accept replacements for damaged products. And free delivery service if you purchase up to a certain amount.

Suggestions for next study

Qualitative research methods should be studied. Make the research results reliable and provide in-depth information as a guideline for improving the business of selling Korean style clothing online. To be consistent with consumer needs The study of dressing styles should be increased in accordance with the needs of consumers and the current era. In order to obtain modern educational results and affect their use in selling products that meet the needs of consumers. and create strategies for selling clothes for online clothing business operators

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