

# Marketing Mix Factors Influencing the Online Purchase Decisions for Fashion Apparel among Consumers in Bangkok Metropolitan Area

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**Abstract**—This study investigates the marketing mix factors influencing online purchase decisions for fashion apparel among consumers in the Bangkok Metropolitan Area. Four primary factors are examined: Product, Price, Place, and Promotion. The Product factor includes quality, variety, trend alignment, and brand uniqueness. Price considers the appropriateness relative to quality, promotional offers, and payment flexibility. Place focuses on accessibility of online platforms, reliability and speed of delivery, and after-sales services such as returns and warranties. Promotion encompasses online advertising through social media and influencers, sales campaigns, and targeted communication to build trust. Understanding these factors provides valuable insights for fashion retailers to align their marketing strategies with consumer behavior, enhancing purchase motivation and customer satisfaction in the competitive online market.

**Keywords**— Marketing, Factors, Fashion.

## I. INTRODUCTION

In today's world, society has transformed into a borderless era where people can communicate more conveniently and rapidly than ever before. This has greatly influenced people's lifestyles and ways of living, (Chaney,2012) The new normal includes not only patterns of information consumption but also consumers' purchasing behaviors for various goods and services, both of which have changed accordingly. With rapid technological advancement playing a crucial role, ( Pollák, Et al 2022) today's commerce systems differ from the past, when transactions took place solely through physical storefronts. This traditional commercial model required significant investment, and access was limited to customers in the immediate area. Now, technology is increasingly integrated into business operations, a phenomenon known as electronic commerce (E-commerce). Such businesses rely on the internet as a medium, utilizing websites or various social media applications to facilitate the sale of goods, communication, and exchange of opinions with customers. ( Raven, 2007)

Online Shopping provides consumers with the convenience of being able to make purchases and payment from any location using technological devices or computer programs that allow users to view and interact with information stored

on web pages, which are created with computer-specific languages, or through a Web-Browser. ( Dholakia, 2012) Consumers can search for and purchase products of interest by visiting retail websites directly or by searching for other sellers using product search engines, which display the same products and prices from different retailers. Consumers can shop and make payments online from anywhere through technological devices such as computers and smartphones. ( Zhang, Et al 2015) The components of online shopping include online purchasing behavior, online purchase experience, motivation for online purchasing, identity representation in online purchasing, auctions, and service quality in online shopping. These factors cause consumers' purchasing behavior for goods and services to change constantly, pushing them to seek products that best meet their individual needs. Therefore, online sellers must give importance to all aspects of the marketing mix in order to respond as closely as possible to consumers' behavior. (Brown,2006)

Purchase decisions and decisions related to purchasing refer to the stage where individuals can evaluate options or make a final selection regarding brands and product types, after which the purchasing decision process and identification of desired product attributes—such as place of sale, payment terms, delivery services, and after-sales service—take place. This stage involves negotiation between buyers and sellers. Consumers may change their decisions at the point of purchase if they receive additional information from the seller or if the seller offers special conditions, such as discounts or added products, to persuade the consumer to change their decision. ( Ståhlberg, & Maila, 2012)

Based on the above information, the researcher is interested in studying the marketing mix factors that influence consumers' decisions to purchase fashion clothing online in the Bangkok Metropolitan Area, in order to use the results as a guideline for developing and improving the marketing strategies of online product distributors. This will enable them to better meet customers' needs, achieve maximum satisfaction, and reach the set goals.

### Objectives of the Study

To examine the marketing mix factors influencing the online purchase of fashion clothing by consumers in Bangkok Metropolitan Area.



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

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

$$n = .9604/.0025$$

$$n = 384.16$$

In the calculation, the sample size was 385 participants. However, to prevent potential errors in questionnaire responses and incomplete data, the researchers used a sample size of 400 participants.

**Data Collection Procedures**

To ensure the completeness of the study, the following data collection procedures were undertaken:

Data collected from literature review across various sources, including textbooks, documents, and other relevant research studies.

Data obtained from the target group’s responses to questionnaires, which were returned in person, were checked for accuracy to ensure the questionnaires were fully completed and could subsequently be used for data analysis.

**IV. RESULTS**

The study titled “Marketing Mix Factors Affecting Online Fashion Clothing Purchase Decisions of Consumers in Bangkok Metropolis” examined individuals who had previously purchased fashion clothing online in Bangkok, with a sample size of 400 participants during the period 2024–2025. A total of 400 questionnaires were used as data collection tools and all were returned, representing a 100% response rate. The results are divided into five sections as follows: Pairwise comparison of the overall differences in online fashion clothing purchase decision levels among consumers in Bangkok, categorized by age.

Year	18-25	26-33	34-41	42-49	50-57	58-64
18-25		.462	.221	.082	.000*	.007*
26-33			.004*	.001*	.000*	.011*
34-41				.415	.000*	.002*
42-49					.000*	.001*
50-57						.000*
58-64						

**\*Statistical significance level at .05**

The pairwise comparison analysis of the overall level, classified by age, found that personal data for ages 18–25 years and personal data for ages 50–67 years; personal data for ages 18–25 years and personal data for ages 58–64 years; personal data for ages 26–33 years and personal data for ages 34–41 years; personal data for ages 26–33 years and personal data for ages 42–49 years; personal data for ages 26–33 years and personal data for ages 50–57 years; personal data for ages 26–33 years and personal data for ages 58–64 years; personal data for ages 34–41 years and personal data for ages 50–57 years; personal data for ages 34–41 years and personal data for ages 58–64 years; personal data for ages 42–49 years and

personal data for ages 58–64 years; and personal data for ages 50–57 years and personal data for ages 58–64 years were significantly different at the .05 level.

Analysis of the Marketing Mix Factors Influencing Consumers’ Online Purchase Decisions of Fashion Apparel in Bangkok Metropolitan Area.

Marketing mix factors	B	Std. Error	Beta	t	Sig	Test
(Constants)	1.584	.233		6.786	.000*	
Product	.123	.041	.155	2.989	.003*	yes
Price	.209	.040	.207	5.281	.000*	yes
distribution channels	.073	.051	.069	1.426	.155	no
marketing promotion	.197	.031	.271	6.302	.000*	yes

**\*Statistically significant at the .05 level**

The results of the analysis of marketing mix factors influencing consumers’ online fashion clothing purchase decisions in Bangkok revealed that product, price, and promotion significantly influence consumers’ online fashion clothing purchase decisions in Bangkok at the .05 statistical significance level.

**V.CONCLUSION**

The study on marketing mix factors influencing consumers' decision to purchase fashion clothing online in Bangkok aims to examine the marketing mix factors involved in the decision to purchase fashion clothing online among consumers in Bangkok, the decision process of purchasing fashion clothing online among consumers in Bangkok, to compare the decisions to purchase fashion clothing online among consumers in Bangkok classified by personal information, and the marketing mix factors affecting the decision to purchase fashion clothing online among consumers in Bangkok. The population used in the study comprises online fashion clothing buyers in Bangkok, with 400 questionnaires used as the data collection tool. Statistical methods used for data analysis include percentage, mean, hypothesis testing using One-Way ANOVA, and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

**Information on Marketing Mix Factors Influencing Consumer Online Fashion Apparel Purchase Decisions in Bangkok**

From the study of the significance levels of marketing mix factors influencing consumer online fashion apparel purchase decisions in Bangkok, it was found that, overall, the marketing mix factors were rated at a high level of importance. The details are as follows: Two factors were rated as most important: distribution channels and product factors. Two factors were rated as highly important: price and promotion factors. The details are as follows:

Product factors: The study found that, in overview, this was

at the highest level of importance. The details are as follows: Three aspects were rated as most important—fashion apparel offers a wide variety of choices, is up-to-date, and meets the needs of consumers, respectively. One aspect was rated as highly important: fashion apparel is of good quality and finely crafted.

**Price factors:** The study found that, overall, this was at a high level of importance. The details are as follows: Four aspects were rated as highly important—the availability of a wide range of prices, unit price decreases when purchasing in large quantities, price is appropriate relative to quality, and prices are cheaper than other common sources.

**Distribution channel factors:** The study found that, overall, this was at the highest level of importance. The details are as follows: Four aspects were rated as most important—there are a variety of payment options, ordering is convenient and fast, saves travel time, delivery service covers all areas, and stores can be accessed at any time.

**Promotion factors:** The study found that, overall, this was at a high level of importance. The details are as follows: Four aspects were rated as highly important—there are attractive sales promotions, such as discounts for meeting minimum purchase quantities, free shipping services, the use of celebrities or influencers for product advertising on social media, regular marketing activities such as prize giveaways with stores, and interesting product information is provided to customers, respectively.

#### **Information on the level of online fashion clothing purchase decision-making among consumers in Bangkok Metropolitan Area**

From the study of consumer opinion levels regarding online fashion clothing purchasing decisions in the Bangkok metropolitan area, it was found that the overall process—including need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior—was rated at a strongly agree level overall. The details are as follows:

For need recognition, the overall result was the highest level of agreement, with the following details: three items at the highest level of agreement, which include: to satisfy personal needs, the desire to choose from a wide variety of fashion clothing, and the desire for quality fashion clothing at reasonable prices.

For information search, the overall result showed a high level of agreement, with details as follows: three items at a high level of agreement, including: researching information about fashion clothing or brand before making a purchase decision; searching for information about the desired fashion clothing before making a purchase decision; and seeking information from acquaintances, friends, relatives, or trusted individuals.

For evaluation of alternatives, the overall result was a high level of agreement, with the following details: three items at a very important agreement level, which include: comparing promotions from various online stores, comparing prices from different sellers, and comparing the quality of products and

services of online fashion clothing shops.

For the purchase decision, the overall result showed a high level of agreement, with the following details: three items at a very important agreement level, which include: deciding to buy fashion clothing online because the price is worthwhile for the benefits received, fashion clothing online is cheaper than other sources, and economic conditions or financial status affect the decision to buy fashion clothing online.

For post-purchase behavior, the overall result showed a high level of agreement, with the following details: three items at a very important agreement level, including: satisfaction with the received fashion clothing, satisfaction with the quality and service of online fashion clothing, repeat service usage, and deciding to purchase online fashion clothing due to stimulated sales promotions.

#### **Comparison of Online Fashion Clothing Purchase Decisions among Consumers in Bangkok Classified by Personal Information**

Different personal information affects the online fashion clothing purchase decisions of consumers in Bangkok. The study found that gender, age, educational level, occupation, and monthly income each have a statistically significant effect on purchase decisions at the 0.05 level.

#### **Marketing Mix Factors Affecting Online Fashion Clothing Purchase Decisions of Consumers in Bangkok**

Marketing mix factors influence the online fashion clothing purchase decisions of consumers in Bangkok. The study found that the marketing mix factors of product, price, and promotion each have a statistically significant influence on online fashion clothing purchase decisions among consumers in Bangkok at the 0.05 level.

## VI. DISCUSSION

From the study on Marketing Mix Factors Influencing Consumers' Decisions to Purchase Fashion Clothing Online in Bangkok Metropolitan Area, the researcher discusses the following issues: The marketing mix factors in the online purchase of fashion clothing by consumers in the Bangkok metropolitan area comprise product, price, distribution channel, and marketing promotion aspects. The overall mean score is at a high level of importance, consistent with the research of Pinbut, Robkob, & Pansuppawatt, (2023) Service Marketing Mix Factors Affecting the Decision to Use Services Through the GrabFood Application of Mahasarakham University Students. The study found that, overall, the marketing mix factor data were at a very high level of importance, consistent with the research of Suratnopponsin, K., & Jantararat, J. (2025). Factors influencing the decision to buy fashion clothes for working women through online channels in the Bangkok area. The study found that product, price, distribution channel, and marketing promotion were all at a high level.

## VII. SUGGESTIONS

The researcher has gathered suggestions from the study for online fashion clothing buyers in the Bangkok metropolitan area. The researcher provides the following useful recommendations:

**Product:** The study found that entrepreneurs should develop fashion clothing products with a diversity of styles, modern designs, and alignment with consumer needs. Additionally, they should focus on product quality and meticulous tailoring to increase consumer satisfaction and stimulate purchase decisions.

**Price:** The study found that entrepreneurs should set a variety of prices so that consumers can choose according to their purchasing power. Prices should be appropriate for the quality of the products, and sales promotions could be implemented, such as discounts or special rates for bulk purchases, to further encourage consumers to buy more and enhance competitiveness with other sellers.

**Distribution Channels:** The study found that entrepreneurs should develop more convenient and accessible distribution channels, such as offering a variety of ordering and payment methods, as well as providing delivery services that cover all areas. This would facilitate consumers and allow them to access products quickly and at any time.

**Marketing Promotion:** The study found that entrepreneurs should organize attractive sales promotion activities, such as offering discounts or promotions when purchasing products under certain conditions, and utilize social media to publicize products, possibly involving celebrities in advertising. Marketing activities or regular information updates about the products should also be organized to generate consumer interest and stimulate purchase decisions.

The scope of the sample group should be expanded to increase diversity, and additional factors that may influence consumer purchasing decisions should be examined. Qualitative research methods may also be used in conjunction with quantitative research to obtain more detailed and comprehensive information

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