



**STUDY THE FACTORS THAT INFLUENCE MEN
CONSUMERS IN THEIR PURCHASING BEHAVIOR
TOWARD THE ONLINE AND PROMOTIONAL
MARKETING OF APPAREL PRODUCT CATEGORIES**

BY

MR. WUTICHAJ NAMJAIPRASERT

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
ACADEMIC YEAR 2015
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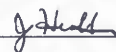
ENTITLED

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MARKETING OF APPAREL PRODUCT CATEGORIES

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on..... 6 JUN 2016

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Independent Study Title	STUDY THE FACTORS THAT INFLUENCE MEN CONSUMERS IN THEIR PURCHASING BEHAVIOR TOWARD THE ONLINE AND PROMOTIONAL MARKETING OF APPAREL PRODUCT CATEGORIES
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Academic Years	2015

ABSTRACT

This study is based on the applied marketing in the area of technology marketing knowledge. The first objective is to understand the triggers and barriers of Thai male consumers on apparel purchasing behavior from the online and promotional marketing. The second aim is to identify the factors that can influence Thai male consumers to make an apparel purchase from the online and promotional marketing. Lastly, this study aims to define an effective apparel online and promotional marketing to attract Thai male consumers to influence the decision making process through purchasing process.

From a marketing perspective, defining the trigger factors, barrier factors, influence factors, and effective factors for male consumers' online apparel purchase can provide competitive advantages in marketing plan through marketing implementation toward to marketing execution.

There were 303 male respondents participating in this research. 20 male respondents in the observation, 15 male respondents in the focus group, 10 male respondents in the in-depth interview, and 258 male respondents in the quantitative research. The key findings show that the male consumers now purchase apparel product from online channel. A total 84% have experience in online apparel shopping.

Male respondents' barriers are the size of apparel that may not fit their bodies and the need to try before making a purchase. The trigger factors are design and style of the apparel and the discount promotion that can attract male consumers to make a purchase. The key influence factors are friend's inspiration which can be both in the form of word of mouth and recommendation. Therefore, the effective marketing toward online apparel consists of apparel consistent quality, size, and design. Also what attracts male consumers are the discount promotion between 20%-30% and the reliable delivery service.

Keywords: Men's Purchase Online, Men's Online Purchasing Behavior, Online Promotional Marketing, Men's Online Apparel



ACKNOWLEDGEMENTS

Foremost, I would like to express my sincere gratitude to my dear advisor, Professor Dr. Kenneth E. Miller, for his invaluable time, step-by-step support, thoughtful comments via e-mail and face-to-face discussion, and valuable guide for my improvement for the entire independent study project.

I would love to show my appreciation to all respondents from in-depth interview, focus group, and respondents who spent their time to finished the questionnaire both online and offline. I truly thank you to all respondents.

Finally, thank you to all supporters throughout my degree; especially my family, friends, and colleagues.

Mr. Wutichai Namjaiprasert



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CHAPTER 1

INTRODUCTION

1.1 RESEARCH OVERVIEW

The online business has significantly grown because consumers have changed their purchasing journey and way of decision making from traditional purchasing behavior to the online purchase. Online purchase channel has been developed for consumers based on its unique features of user friendliness, delivery service to any place, and a return merchandise service in case the product is not satisfying. The interactive technology on website to make customers more convenient, the advertising and promotion are all the factors that attract consumer to try purchasing clothes online.

As the user-interface and internet technology has advanced to satisfy the consumer purchase behavior, the online apparel purchasing trend significantly increase in terms of:

- Number of consumer purchase
- Number of online webpages
- Value of apparel only at online channel
- Volume sale of apparel from online channel

Hence, this research study aims to examine the influence factors toward online purchasing attitude. The scope of this research covers the analysis of purchase activity driven by the attitude toward design and promotion.

The online clothes shops can be categorized into the followings groups.

- The website that merely focuses on selling men's apparels
- The website that focuses on selling both men's and women's apparels
- The website that offers a variety of product categories including the apparel product

1.2 RESEARCH OBJECTIVES

The study was conducted to understand the factors that influence male customers' purchasing behavior when it comes to online clothing purchase and the influence of promotional marketing of apparel product categories. Also, this research study was designed to evaluate and show consumer attitudes toward apparel online purchasing journey and purchasing behavior.

The research objectives are as follows:

1. To study triggers and barriers of male consumers' purchase behavior when purchasing apparels online and the influence of promotional marketing.
2. To identify the factors that can influence male consumers to make a purchase on the online apparels shop and the influence of promotional marketing.
3. To study the way to create an effective impact and the influence of promotional marketing in order to attract male consumers to purchase.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF THE INDUSTRY

The research gathered the information both from websites and people who do the online e-commerce business such as “Aunny shop” May 05, 2009; “Mantality SA’s#1 online store for men”, 2008; and “20 online shopping sites for men.” The purpose of the study is to establish the understanding on how the industry processes and how to run the online business with an effective promotional marketing.

2.2 REVIEW OF LITERATURE

The academic journals and website articles were reviewed in order to gain the possible variables used as factors to study men consumers’ purchasing behavior toward the online and promotional marketing.

2.2.1 Online and Digital trend

The trend of online business opportunity is significantly increasing year by year because of the fast growing of online and digital platform. Due to the various options and the accessibility to the internet, the number of internet users escalates. “Digital, Social & Mobile in 2015” January 21, 2015 indicated very interesting data of time spent on the internet in many countries. Thailand got the second highest rank of time spent on internet via laptop, desktop, and mobile device. Thailand e-commerce showed that online shopping has positive growth, accounting for 18% of the population nationwide who purchase online product and 11% growth of purchase online via phone in the monthly comparison. The research data revealed that Thailand’s online shopping industry has a great potential for the online business in near future.

2.2.2 Thailand E-Commerce Business

To establish more understanding on Thailand e-commerce business, “The Survey of e-Commerce Status in Thailand in 2013” should be reviewed. According to the survey, 80% of e-commerce business in Thailand is the business-to-consumer type. The second largest product category sold is fashion and accessories, accounting

for 23%. The e-commerce business that provides goods and services via internet and shops are 62% which takes up the major portion in e-commerce.

2.2.3 Online Purchasing

Focusing on the online business opportunity for male consumers is more challenging than that of female consumers owing to their shopping nature. Therefore, it is crucial to understand the target consumers in order to do the right thing at the right time. “Undergraduates and Online Purchasing Behavior” (October, 2010) explained that Malaysian students, when it comes to make a purchase online, value trust as the key to encourage them to buy merchandises online. According to the report, men make more purchases. Yet, there are fewer factors affecting the attitude toward online purchase. The purchase perception is possible to influence on point of provoked strong argument that purchase perception can be influenced by several factors which are adaptable to this research study.

2.2.4 Difference Between Men and Woman

According to the article of “Online Buying Behavior: The Difference between Men and Woman” July 25, 2015, several good points that can be applied to this research questionnaire. Male consumers are less concerned with the promotion discounts coupon comparing to female consumers. In addition, male consumers are most likely to use a mobile phone to make the online transaction straight to the product they want to buy without browsing through other product categories. Moreover, “Men v.s. Woman: shopping behavior and buying habits”, July 23 2015 revealed that both sexes have different interests and perceptions toward online shopping. This article affirmed the author that male consumers place an importance on the products rather than the discount offered by the online shopping. “Male & Female attitudes to online shopping” autumn, 2013 stated that the number of male consumers who purchase online will increase. According to this research study, it is revealed that a number of male consumers grew higher than female consumers because of the easy access, easy purchase and delivery. However, the research information indicated that men and women still have different attitudes toward online shopping.

2.2.5 Men's Shopping Behavior

“Eight online shopping behavior traits of men” November 19, 2012 explained about the male consumer behavior toward online purchase. The friendly user interface was a good trigger and barrier for male consumers to continue the purchasing journey process toward purchasing decision making process. Also, the easy-to-navigate makes consumer to easily find what they want in online stores. With this, consumers are prone to make a purchase. Another important factor was the confidence and trust on the shopping stores. The information showed that male consumers did not pay much attention on the delivery cost and returning purchase services. “Eight online shopping behavior traits of men” November 19, 2012 contained the important points that help design the right variables for the research objectives regarding what the trigger and barrier are and the influence factors for online purchase.

2.2.6 Key Influence and Factor of Online Consumers

In order to get the right direction for this research topic, the key influence and factor must be scrutinized. “Key Factors Influencing Online Consumer Behavior” May 30, 2014 suggested that the external factors were a bit difficult to control while the internal ones should be studied further in detail to establish a clearer understanding and assess their suitability for the study. The key influences and factors of online consumers provided the foundation to design the questionnaires for representing the factors toward online purchase.

2.2.7 Summary of the literature review

The key findings and critical factors, gathered from the literature review, that are able to be applied to this research study as the factors influencing male consumers in their purchasing behavior toward the online stores and promotional marketing for clothing products are discussed below.

The male consumer trigger factors are (1) a good online shopping experiences and (2) a good customer reviews and a web site rating. For the influence factors, though there are many of them, a user-friendly interface that creates a smooth shopping experience for consumers is identified as the first priority. Another male consumers' important influence factor is the product itself, not the discount scheme.

The consumer barriers in the online purchase are a product delivery and the size of the apparel that does not fit the customers' figures.



CHAPTER 3

RESEARCH METHODOLOGY

The research was conducted through qualitative method from the exploratory research. The exploratory research was designed by employing the secondary research followed by observation, focus group and in-depth interview. The data from qualitative research, then, were collected and used to conduct quantitative research to gather further information.

3.1 EXPLORATORY RESEARCH

In order to complete this study and test the research objectives, the exploratory research was chosen to collect more information and details regarding male consumers and factors of consumer online purchase behavior.

3.1.1 Secondary Research

Secondary research was conducted to find general information of Thai male consumers purchasing criteria toward online and promotional marketing of apparel product categories. Moreover, the consumer purchase behavior and product/brand perceptions were discovered in the secondary research. The secondary research was done through both online and offline channels. This secondary research was based on the academic journals, articles and books. All the information was combined to support and establish the understating toward the general online purchase behavior before collecting the data.

3.1.2 Observation

The observation for this study was quite challenging since it was easy for the observation to become an in-depth interview. This observation study was conducted at the internet café and internet shop to observe how men search for online product and find information to purchase online. To effectively identify the nature of the target male consumer, the observation questions focus on the general information toward the online purchase. The information that was collected from the observation would be used to formulate research assumptions. All the information gathered from the

secondary research and observation was designed to use in the focus group and in-depth interview.

3.1.3 Focus group

Focus group interviews were conducted at the internet café to understand and gather different online purchase experience, online purchase perception, online purchase behavior, and comments from all aspects toward online purchase.

3.1.4 In-depth interview

After receiving information from focus group, in-depth interviews will be set up to collect different perceptions and experiences concerning the online apparel purchasing among 10 respondents. In order to uncover the bona fide reason without distracted by the external environment, participants would be given 20 minutes each to respond with questions related to their online purchase behavior, their purchase decision process, influence factor to purchase online, trigger to purchase, and barrier to purchase, etc.

3.2 DESCRIPTIVE RESEARCH

The descriptive research was employed in this study in order to explain and group the characteristics of the respondents. Questionnaires were set from the exploratory research information.

3.2.1 Quantitative Research

A questionnaire survey was designed based on the data collection of customer insight. All information collected from secondary research, observation, focus group, and in-depth interview will be analyzed. The objective of this questionnaire survey is to understand the major factors that influence the purchase and to analyze or evaluate all the data.

Firstly, the questionnaire was tested with 10 respondents to recheck whether the sets of questions are understandable or not. The convenience sampling method was applied to recruit at least 100 men respondents who shop online to answer the questionnaire both via online and offline channel.

3.3 IDENTIFICATION OF KEY RESEARCH VARIABLES

The key variables of this study were:

3.3.1 Independent variable:

The independent variables covered all factors that vary to the dependent ones which are: demographic information including gender, age, income, marital status, education, occupation, and income. Psychographic information such as free time activities, interests, clothing opinion, and shopping attitude are included as well.

3.3.2 Dependent variable:

The dependent variable focused on consumers' behaviors such as usage of internet, usage rate of online shopping, intention to buy, purchasing decision-making process, and purchasing process toward design on apparel, color of apparel, brand of apparel, price of online apparel, and also promotion of apparel on each webpage.

3.4 DATA COLLECTION PLAN

3.4.1 Observation plan

The observation took place at the internet café with the spontaneous interaction of the internet usage experience. Respondents are the people who used the internet service in the internet café.

3.4.2 Focus group plan

Focus groups took place at the coffee shop meeting corner. Focus groups were set up for 3 focus groups. Each group comprised 5 men respondents. The objective was to understand more on the factors that influence consumers to make a purchase as well as to obtain the insight on the attitude toward online purchase.

3.4.3 In-depth interview plan

In-depth interviews were conducted with 10 male interviewees who live in Bangkok and made a purchase online in the past 3 months, 6 months, and 12 months. Five male respondents consisted of people at the age of 24 years old, 26 years old, 28 years old, 33 years old, and 40 years old. These respondents work in the different industries and have different backgrounds, attitudes on fashion, as well as wearing style (as obviously seen on the observation). The objective of the in-depth interview

was to understand men's general behavior and purchasing behavior toward the online and promotional marketing before designing the questionnaire.

3.4.4 Questionnaire recruit plan

Questionnaires were distributed both through online and offline channel to 258 male respondents in total.

208 respondents via online channel: online questionnaires were set up by using online platform and then distributed in social media including Facebook, and e-mail.

50 respondents via offline channel: printed questionnaires were distributed in Bangkok area including Silom office area, Sathorn office area, and internet café.

3.4.5 Research Sample

The respondent samples for both qualitative and quantitative research were calculated based on the convenience sampling.

Table 1: Research respondents

Type of research	Methodology	Pre-test	Sample size
Qualitative	Observation	5 people	20 people
Qualitative	Focus group	5 people	15 people
Qualitative	In-depth interview	5 people	10 people
Quantitative	Survey Questionnaire	20 people	258 people

3.5 DATA ANALYSIS PLAN

The data achieved through the observation, focus group, and in-depth interview were interpreted and analyzed to find out consumer behaviors and identify key points. Survey questionnaire was interpreted by SPSS.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Key findings from secondary research

The secondary research indicated that the results of the trend for male consumers who purchase apparel products via online channel significantly increase. Male consumers make an online purchase for themselves and also to their family members or friends.

4.2 Key findings from observation research

The observation research revealed that male consumers select online channel for searching and purchasing the apparel products. Male consumers frequently use several search engines and websites to gather all the information before making the purchase. Though male consumers have used many websites for searching, they do not compare prices before buying products.

Moreover, the style and promotion are the main factors that trigger male consumer to purchase online. Yet, the real challenges for the online business are the perception and opinion of which male consumers are aware every time they purchase.

4.3 Key finding from focus group

Focus group results reveal an interesting data that the newest design is a key factor receiving the score of 3 out of 5 in each focus group. In addition, there is the strong argument toward the credibility of the online shop from customers' review and rating. According to the focus group, though the online shops have vast array of types and styles for consumers, what customers value most are the design and credibility of each online shop.

4.4 Key finding from in-depth interview

From the in-depth interview, key findings reflected several similarities to the focus group findings. The major difference information showed that the delivery apparel product from online store was considered as a key point that most of the respondents have bad experiences before. Respondents share their bad experiences: the delay from the delivery service, the damaged products resulting from the delivery

service, and wrong orders delivered to customer. All the bad experiences affected customers to stop purchasing from those online stores. The average amount of money spent for each purchase was surprising. The amount of money spent for each online purchase ranged approximately from 2,000 baht to 2,500 baht. This means that male customers do not spend money only on one or two apparels for each time they buy online.

4.5 Key finding from quantitative analysis

Total number of respondents of the questionnaire survey was 360 people for both sexes. This research study, however, focuses only on male consumers, accounting for 258 respondents from the survey. Key findings was generated and presented with testing by applying custom table analysis. The testing standard was set at 95% confident level. Key findings are summarized as below:

Table 2: Frequency counts of total respondents from questionnaire survey

Gender	Frequency	Percent
Male	258	71.7
Female	102	28.3
Total	360	100

Table 3: Custom table of respondent's age range

Please select your age range.	Male	
	Column N %	Count
Less than 14 years old	1%	3
15-25 years old	9%	24
26-36 years old	78%	200
37-47 years old	11%	28
More than 48 years old	1%	3
Total	100%	258

The respondents' age ranges from the questionnaire survey were mostly from 26 to 36 years old which represented 78% of the total number of respondents.

Table 4: Custom table of respondent's education level

Please select your education level	Male	
	Column N %	Count
College	9%	22
Bachelor's Degree	36%	93
Master's Degree	55%	143
PhD Degree	0%	0
Total male respondents	100%	258

The respondents' education levels of the questionnaire survey are a bachelor's degree, 78 persons, and master's degree, 120 persons.

Table 5: Custom table of respondent's apparel shopping

How often do you shop for apparel for yourself?	Male	
	Column N %	Count
Once a month or less	61%	120
2-3 times a month	21%	42
More than 3 times a month	8%	15
Check but not purchase	9%	18
Willing to try soon	2%	3

From the questionnaire survey, the result was that 120 persons out of the total number of respondents make a purchase for the apparel once a month or less than that through traditional apparel store.

Table 6: Custom table of respondent's online shopping

Have you ever done online shopping?	Male	
	Column N %	Count
Yes	84%	216
No, but I would be willing to try.	8%	21
No, and I will not try.	8%	21
Total	100%	258

Male respondents were asked to answer about the online purchase background. The objective was to separate total respondents into user group and non-user group. The results were that 216 respondents are users and 42 are non-user.

Table 7: Custom table of respondent's frequency of online purchase

How many times have you done online shopping during last 3 months?	Male		Mean
	Column N %	Count	
less than 1 time	18%	39	2.51
1 - 2 times	35%	75	
3 - 4 times	25%	54	Std. Deviation
5 times up	22%	48	1.03
Total	100%	216	

216 respondents were asked to answer the question regarding how often they make an online purchase. The answers can be grouped as followings;

- Those making an online purchase for 1-2 times in the last 3 months were light users.
- Those making an online purchase for 3-4 times in the last 3 months were medium users.
- Those making an online purchase for more than 5 times in the last 3 months were heavy users.

The average of online purchase frequency is 2.51, between 1-2 times in the last 3 months. 75 respondents are considered as a light user, 54 respondents go as a medium user, and 48 people are heavy users.

Table 8: Respondent's age range that has online purchase experiences

Male Respondents age range	Male that has online shopping experienced	
	Column N %	Yes
Less than 14 years old	1%	3
15-25 years old	10%	21
26-36 years old	78%	168
37-47 years old	10%	21
More than 48 years old	1%	3
Grand Total	100%	216

The age ranges of those who shop online the most are between 26-36 years old, accounting for 78% out of the total number of respondents. This target consumers place an importance, when buying the apparels online, on value for money and affordable price.

Table 9: Respondent's age range with apparel product spend per time

Apparel spend per time	Male respondents age range					
	Less than 14 years old	15-25 years old	26-36 years old	37-47 years old	More than 48 years old	Total
Less than 500 THB	-	-	2		-	2
500 THB – 1,000 THB	-	3	45	3	-	51
1,001 THB – 2,000 THB	-	15	58	3	-	76
2,001 THB – 3,000 THB	-	3	36	12	3	54
3,001 THB – 4,000 THB	3	-	13	-	-	16
5,000 THB up	-	-	14	3	-	17
Total	3	21	168	21	3	216

The groups of users aging between 26-36 years old spend the amount of money on apparels each time in various ways: from less than 500 THB to 5,000 THB. However, the amount of money spend on the apparels per time is between 1,001 THB – 2,000 THB.

Table 10: Custom table of respondent's online purchase experiences

Have you felt any problem while conducting an online purchase?	Male	
	Column N %	Count
yes	63%	135
no	37%	81
Total	100%	216

This question was asked to know the problem from online purchase. The result is that 63% of respondents have problems of the following;

Table 11: Problem occur from online purchase

If yes, What kind of problem?	Male	
	Column N %	Count
Other (please specify)	18%	24
Delay in delivery	33%	45
Cheap quality of product	33%	45
Product damage	9%	12
Non-delivery	7%	9
Total	100%	135

The most frequently seen problems occurring from the online purchase were the delay in product delivery and the cheap quality product, respectively. Both major problems account for 66% of problems regarding the online purchase. Others are product damage, non-delivery, and unsatisfied product.

Table 12: Custom table of respondent's experience on online apparel purchase

Have you ever purchased apparel products at an online store?	Male	
	Column N %	Count
Yes	71%	96
No, but I willing to try.	11%	15
No, and I will not try.	18%	24
Total	100%	135

135 respondents who have an experience in making an online purchase was asked to answer the purchase behavior toward apparel product through the online stores. 96 respondents purchase apparel product at the online store, representing 71% of total number of men's purchase online.

Table 13: Custom table of respondent's top 3 apparels purchased online

What are top 3 clothing items that you have purchased online?	Male	
	Column N %	Count
Jeans	26%	105
Shoes	23%	95
T-shirt	22%	88
Polo Shirts	4%	17
Shirt	4%	16
Pants	4%	16
Sweaters	4%	15
Suits	4%	15
Jackets	3%	14
Accessories (belts, watches, ties, bag)	3%	13
Underwear	3%	12

The question was asked to find what top three apparels purchased via online stores are. The survey showed that top three apparel purchased online by respondents are:

The first rank was jeans, chosen by 105 respondents

The second rank was shoes, chosen by 95 respondents

The third rank was T-shirt, chosen by 88 respondents

The results of top three apparel product from the questionnaire survey were similar to those from focus group and in-depth interview.

4.5.1 Study of the research objective 1:

To study triggers and barriers of male consumers' purchase behavior when purchasing apparels online and the influence of promotional marketing.

Table 14: The reasons to not purchase online

If you have never online shopping before, please specify the reason?	Male	
	Column N %	Count
I don't know about online shopping	14.29%	6
Risk of credit card transactions	7.14%	3
Internet illiteracy	21.43%	9
Risk of identity theft	14.29%	6
Other (please specify)	42.86%	18
Total respondents, who never done online shopping	100.00%	42

The screening questions were asked to understand the barriers in purchasing online. Eighteen respondents chose the "others" with the elaborated reason that they focus on the real merchandises and they need to try the apparel before purchasing. There are the key factors to discourage them not to use the online channel to purchase the apparel.

Table 15: The barrier factors in purchase apparel online

If you have never online shopping before, please specify the reason?	Male	
	Column N %	Count
Don't trust the quality	28.57%	12
Never seen or feel the real product	28.57%	12
Size may not fit	28.57%	12
Less choices	9.52%	4
Don't trust the shop	0.00%	0
Find information online and go buy at the store	4.76%	2
Total respondents, who never done online shopping	100.00%	42

The study showed the same results as discussed in the barrier section. The respondents cannot feel and try the real apparel product before purchasing. The respondents were concerned with the size that may not fit their body and also the quality of the apparel. Besides, the respondents were not sure about the time when the products will arrive and the quality of the delivery service.

Table 16: The trigger factors to purchase apparel online

What will be the reason that you may try to purchase online apparel products?	Male	
	Column N %	Count
On sales/promotion	22.73%	62
Limited Edition	27.27%	55
Customized/tailor-made	9.09%	0
Buy for other not for yourself	4.55%	9
Get a chance to feel the product	22.73%	29
Friend's recommendation	9.09%	17
Other (please specify)	4.55%	6

The questionnaire survey indicated three main factors that can trigger male consumers to purchase online. The trigger factors to purchase apparel online are the attractiveness of the promotion, the up-to-date design of clothing, the uniqueness that cannot be found in other online shops, and the real touch on the apparels before making any decision to purchase.

Table 17: The trigger factors to purchase apparel online

When shopping for clothes, do you:.	Male	
	Column N %	Count
Try new shops	6%	12
Decide to go in due to the window display/adverts	10%	21
Search beforehand for information and then visit the right store for me	10%	21
Go to shops where there are special offers	27%	54
Always return to the same shop	46%	93

There are 93 respondents who always make a purchase from the same shop. The other group who change the shop to find the new special offer consists of 54 people. This survey showed that consumers are triggered by the special offers rather than the window display advertising and adverts.

**Table 18: The trigger criteria to purchase online apparel
(From 1; most important – 8; least important)**

Please rank, What are your main criteria when you purchasing clothing?	Male	Female
	Mean	Mean
Quality	2.83	3.85
Price	3.27	3.16
Comfort	4.42	4.5
Style	2.35	2.5
Color	5.02	4.4
Material	4.98	4.67
Organic/Fair trade	7.45	6.78
Brand	4.69	5.45

A survey collected the main criteria that men consider before they purchase online in order to establish the understanding on the customer's attitudes. Those important trigger factors to purchase are the apparel style and a quality for the apparel. Why did a fair trade get the lowest score of the trigger to purchase online?

The reason is that purchasing apparels online is convenient and enable consumers to compare prices before making any purchase decision. The integrity and visualization of the website contents in the stores has strengthened the image and promote the attractiveness to purchase.

4.5.2 Study of the research objective 2:

To identify the factors that can influence male consumers to make a purchase on the online apparels shop and the influence of promotional marketing.

Table 19: The factor that influence to purchase online apparel

What motivate you to buy clothes via online channel.	Male	
	Column N %	Count
Nice design	29%	62
Love to try new style of clothes	9%	19
Seen the real clothes at the store before	19%	42
Sure that the size will fit you	18%	38
Be able to refund	21%	45
Other (please specify)	5%	10
Total from user group	100%	216

The motivation question shows the key factors that can influence male consumer to purchase apparel by using online channels. These influence factors are the nice design of apparel and the real touch on cloths at any store before purchasing via the online store. Moreover, the factor that is also important is the option to allow customers to refund if the products' sizes do not fit and match to body. The majority of the respondents go with this factor.

Table 20: The factor that influence to purchase online apparel

Where do you usually take inspiration for new purchases?	Male	
	Column N %	Count
Individual preference	41%	89
Friends	13%	28
Family	2%	5
Celebrities	8%	17
People in my office area	2%	5
Magazines	8%	17
Fashion blogs	8%	18
Styles in store	6%	12
Boy/Girl friend, Wife/Husband	12%	25
Other (please specify)	0%	0
Total from user group	100%	216

Everybody has a different purchase journey, purchase criteria, purchase behavior, and purchase decision making. The influence factor question survey was set to understand men's consumer influence factors toward the online apparel purchase. The result showed the highest score of individual preference. However, according to the data collection, it was interesting that friends are a good influencer for men to make a new purchase. Mostly, friends spend time discussing about the fashion, current trends, and shopping. Thus, those apparel products, shop recommendation, and even words of mouth were an influence factor to encourage the new purchase.

Table 21: The others influence to purchase online apparel

When purchasing a new item, do you buy a matching outfit item? (shoes, hat, bag)	Male	
	Column N %	Count
No never	19%	42
Not very often	33%	72
Sometimes	38%	83
Quite often	5%	10
All the item	4%	9
Total from user group	100%	216

The current online shop platform and user interface have been developed to mix and match consumer apparel on site for demonstrating and promoting the other apparel products with the promotion bundle scheme. 83 respondents answered that they sometimes purchase other apparel to match their current outfit. This group represented 38% of total respondents. In addition, 33% out of total respondents purchased as well but not often. From the finding, it was shown that this mix-and-match user interface function can still influence apparel sales.

4.5.3 Study of the research objective 3:

To study the way to create an effective impact and the influence of promotional marketing in order to attract male consumers to purchase

Table 22: The main criteria to purchased online

(From 1; most important – 8; least important)

Please rank, what are your main criteria when you purchasing clothing?	Male	Female
	Mean	Mean
Quality	2.83	3.85
Price	3.27	3.16
Comfort	4.42	4.5
Style	2.35	2.5
Color	5.02	4.4
Material	4.98	4.67
Organic/Fair trade	7.45	6.78
Brand	4.69	5.45

The questions concerning the main criteria when purchasing apparel online were asked to be used in the analysis in the trigger section. The data were interpreted to formulate the effective purchase factors and effective promotional marketing. The highest rating score of fair trade choice indicated that the important factors which the online store should take into consideration are the reasonable price of product and service delivery. The fair price product and service delivery can help keep the level of customer retention and customer repurchase.

Table 23: The promotion effectiveness of online purchased

What percentage of the clothes you buy are bought when during sales?	Male	
	Column N %	Count
Buy at full price	18%	38
10%	12%	26
15%	5%	11
20%	27%	59
25%	6%	14
30%	31%	68
Total from user group	100%	216

Consumers always appreciate online store sale promotion of apparel product and service delivery. However, what is the right sale promotion that will deliver the highest success and what is the range for setting price or even doing the price promotion? The effective sale promotion data revealed that 30% discounts are the most attractive choice which 78 respondents agreed. The second highest discount rate is 20% discount up, answered by 69 people. It can be concluded that the effective sale promotion ranges from 20%-30% discount.

Table 24: The spending behavior of purchased online apparel

How much would you usually spend per month on clothing and accessories?	Male	
	Column N %	Count
Less than 500 THB	1%	2
500 THB – 1,000 THB	24%	51
1,001 THB – 2,000 THB	35%	76
2,001 THB – 3,000 THB	25%	54
3,001 THB – 4,000 THB	7%	16
5,000 THB up	8%	17
Total	100%	216

The question regarding consumers' spending behavior per month or per time toward the online channel was asked to understand consumers' purchasing power range in order to optimize the apparel product price range per each purchase in term of delivery. The range of the amount of money spent by respondents per time is from 1,000 THB to 2,000 THB. There are 76 respondents who spent in this range for the average purchase.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion and recommendations

Today, the online businesses have significantly grown in Thailand. The consumer behaviors have changed from buying merchandises through the conventional channel to the online purchase platform. A large number of online apparel websites and stores have been introduced in Thailand e-commerce market. The e-commerce becomes more convenient. Consumers can purchase apparels online easily through the user-friendly platform. Surprisingly, there is the higher growth in male consumers purchasing apparels online compared to that of woman. It is very important to understand the triggers and barriers of male consumers and identify the factors that influence male consumer to purchase the apparels online. Also, how to formulate an effective promotional marketing should be studied.

From the primary, secondary, and qualitative research, male consumers use many websites to look for apparel products before making a purchase. Male consumers do not compare price before making any purchase. Generally, they place much importance on style and promotion. The male consumers are influenced to purchase the apparels not only by the apparel design, style, and quality, but also the credibility of each online website. Customers' insights demonstrate the barriers for male consumer in purchasing online. Those barriers are the product trial before making a purchase and the awareness of the online delivery services.

There were 258 male respondents in total participating in quantitative research both online and offline. The respondents' ages range from 26-36 years old and they obtained Master's Degree. 42 male respondents are non-users who have never purchased online before and 216 male respondents represent the user group.

The barrier of male consumers to purchase apparel online is that the merchandises require customers to try before purchasing. Male respondents are also concerned with the size of apparel that may not fit their body. Major barrier for respondents is the product arrival time and the quality of the apparels

The trigger factor of male consumers to purchase online is the attractiveness of the discount promotion. Another trigger factor is the design or style of apparel which is unique, special, and limited to only some specific online shop.

The factor that influence male consumer to purchase online is a nice design of apparel. Additional influence factor is the free trial service and free return in case that the size is not fit consumer's body. Moreover, the best influence factor is the friend's recommendation on those apparel products, website recommendation, and even the apparel that friend wears- all can encourage consumers to buy the products.

In addition, there are some recommendations given to create the effective purchase factors for online user group through website. The online website needs to strictly focus on correct size and quality for consumer to ensure that they will get the actual size that matches their body. Besides, the promotion scheme between 20%-30% can ensure and attract male consumer to purchase merchandises in the online store. The shop should provide a good and fast delivery with the service to return merchandises in case that the wrong size or unsatisfied products are delivered. The most important factor for male consumers is to keep updating the newest designs and colors to offer the array of choices for customers. Last but not least, the online shop should be consistent in offering the high apparel products quality, website service with credible delivery time. The online website and store can provide extra service to consumers by allowing the full refund if any size does not fit and match the customers' bodies.

5.2 Significance of study

The result from this study was conducted to help marketers to establish the more profound understanding on what the factors that make Thai male consumers to purchase apparel online are. Even though the perceived value about online apparel is quite neutral, there are still some issues that should be considered in order to find the most effective promotion and factors affecting Thai male consumers' perceptions and attitudes from the in-depth analysis. This research would reveal some problems of online apparel and help marketers to further develop new effective strategies such as price strategy, marketing strategy, and channel strategy to satisfy any expectations of Thai male consumers and make them willing to pay for online apparel in the future.

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APPENDICES



APPENDIX A

Questionnaire

Study the factors that influence male consumers in their purchasing behavior toward the online and promotional marketing of apparel product categories

These questionnaires are part of independent study conducted by graduate students from Thammasat University (Master in Marketing Program, MIM). The objective of this questionnaire is to understand the factors that influence men consumers in their purchasing behavior toward the online and promotional marketing of apparel product categories. Your responses in this questionnaire survey will be confidentially kept to protect respondents' privacy and will only be used for study purpose. I sincerely and deeply appreciate your time dedicated responding this questionnaire survey. Any query please contact 086-887-1839 Yang.

*** 1. Please select your gender**

- Male
- Female

*** 2. Have you ever done online shopping?**

- Yes
- No, but I would be willing to try.
- No, and I will not try.

3. How many times have you done online shopping during last 3 months?

- Less than 1 time
- 1 - 2 times
- 3 - 4 times
- 5 times up

4. What type of product categories have you purchased through online shopping?

- Book & Magazine
- Music & CDs
- Electric appliances
- Home appliance
- Tickets (movies, concerts, etc.)
- Travel (airlines, hotel, car rental)
- Computer software
- Computer & Notebook
- Apparel
- Food
- Services (insurance, legal)
- Others (Please Specify)

5. Have you felt any problem while conducting an online purchase?

- Yes
- No

6. If yes, What kind of problem?

- Delay in delivery
- Cheap quality of product
- Product damage
- Non-delivery
- Other (please specify)

7. Have you ever purchased apparel products at an online store?

- Yes
- No, but I willing to try.
- No, and I will not try.

8. What are top 3 clothing items that you have purchased online?

- Jeans
- Shoes
- T-shirt
- Polo Shirts
- Shirt
- Pants
- Sweaters
- Suits
- Jackets
- Accessories (belts, watches, ties, bag)
- Underwear

9. What motivate you to buy clothes via online channel.

- Nice design
- Love to try new style of clothes
- Seen the real clothes at the store before
- Sure that the size will fit you
- Be able to refund
- Other (please specify)

10. If you have never online shopping before, please specify the reason?

- I don't know about online shopping
- Risk of credit card transactions
- Internet illiteracy
- Risk of identity theft
- Other (please specify)

11. What will be the reason that you may try to purchase online apparel products?

- On sales/promotion
- Limited Edition
- Customized/tailor-made
- Buy for other not for yourself
- Seen the real product before make a decision
- Friend's recommendation
- Other (please specify)

12. If you have never online shopping before, please specify the reason?

- Don't trust the quality
- Never seen or feel the real product
- Size may not fit
- Less choices
- Don't trust the shop
- Find information online and go buy at the store
- Other (please specify)

13. What will be the reason that you may try to purchase online apparel products?

- On sales/promotion
- Limited Edition
- Customized/tailor-made
- Buy for other not for yourself
- Get a chance to feel the product
- Friend's recommendation
- Other (please specify)

14. How often do you shop for apparel for yourself?

- Once a month or less
- 2-3 times a month
- More than 3 times a month
- Check but not purchase
- Willing to try soon

15. Please rank, what are your main criteria when you purchasing clothing?

(From 1; most important – 8; least important)

- Quality
- Price
- Comfort
- Style
- Color
- Material
- Organic/Fair trade
- Brand

16. How much would you usually spend per month on clothing and accessories?

- Less than 500 THB
- 500 THB – 1,000 THB
- 1,001 THB – 2,000 THB
- 2,001 THB – 3,000 THB
- 3,001 THB – 4,000 THB
- 5,000 THB up
- Other (please specify)

17. Where do you usually take inspiration for new purchases?

- Individual preference
- Friends
- Family
- Celebrities
- People in my office area

- Magazines
- Fashion blogs
- Styles in store
- Boy/Girlfriend, Wife/Husband
- Other (please specify)

18. What percentage of the clothes you buy are bought when during sales?

- Buy at full price
- 10%
- 15%
- 20%
- 25%
- 30%
- 50%
- More than 70%
- Other (please specify)

19. When shopping for clothes, do you:

- Always return to the same shop
- Decide to go in due to the window display/adverts
- Try new shops
- Search beforehand for information and then visit the right store for me
- Go to shops where there are special offers
- Other (please specify)

20. When purchasing a new item, do you buy a matching outfit item? (shoes, hat, bag)

- No never
- Not very often
- Sometimes
- Quite often
- All the item
- Other (please specify)

21. Thinking about your own personal use of the internet. About how often do you use the internet for each of the following activity?

	Daily	2-3 times a week	Once a week	2-3 times a month	Once a month	Under once a month	Not at all
Check or send e-mail message							
Read online blogs							
Shop online for apparel							
Network on Facebook							
Network on Social media							

22. Listed below are statements about shopping behavior for clothes and clothing fashions. Please check one box for each statement to indicate the extent to which you agree or disagree with the statement.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Not sure
I find that my size dictates what style of clothing I can buy.						
I try to buy "basics" in clothing.						
It is important for me to be a fashion leader.						
I prefer the tailored look in my clothing.						
I always buy at least one outfit of the latest fashion.						

I never read fashion magazines or pay attention to fashion trends.						
I spend a lot of money on clothes and accessories.						
Clothes are one of the most important ways I have of expressing my individuality.						
It's important to be well-dressed.						
The quality of the merchandise I buy is more important than its fashion appeal.						
I spend a lot of time on fashion-related activities.						
It's just not worth the money to be well dressed all the time.						
If you have a few good clothes you can get by in most situations.						
I prefer to buy designer labels rather than store-branded merchandise.						
If you want to get ahead you have to dress the part.						
I usually get bored with clothes if I keep them too long.						
I like my clothes to be practical.						
I avoid high fashion clothing because it goes out of style too quickly.						
My apparel selections are strongly influenced by clothing worn by people I admire.						
I am aware of fashion trends and want to be one of the first to try them.						

I'd spend my money on clothes before I'd spend it on most other things.						
I am confident in my ability to recognize fashion trends.						

23. Please select your age range.

- Less than 14 years old
- 15-25 years old
- 26-36 years old
- 37-47 years old
- More than 48 years old

24. Personal Income

- Less than 18,001THB/month
- 18,001-24,000THB/month
- 35,001-50,000THB/month
- More than 85,000THB/month

25. Please select your education level

- College
- Bachelor's Degree
- Master's Degree
- PhD Degree

26. Where do you work?

- Bangkok Metropolitan Region
- Non-Bangkok Metropolitan Region

APPENDIX B

Table Analysis

Table 1: Research sample

Type of research	Methodology	Pre-test	Sample size
Qualitative	Observation	5 people	20 people
Qualitative	Focus group	5 people	15 people
Qualitative	In-depth interview	5 people	10 people
Quantitative	Survey Questionnaire	20 people	258 people

Table 2: Frequency counts of total respondents from questionnaire survey

Gender	Frequency	Percent
Male	258	71.7
Female	102	28.3
Total	360	100

Table 3: Custom table of respondent's age range

Please select your age range.	Male	
	Column N %	Count
Less than 14 years old	1%	3
15-25 years old	9%	24
26-36 years old	78%	200
37-47 years old	11%	28
More than 48 years old	1%	3
Total	100%	258

Table 4: Custom table of respondent's education level

Please select your education level	Male	
	Column N %	Count
College	9%	22
Bachelor's Degree	36%	93
Master's Degree	55%	143
PhD Degree	0%	0
Total male respondents	100%	258

Table 5: Custom table of respondent's apparel shopping

How often do you shop for apparel for yourself?	Male	
	Column N %	Count
Once a month or less	61%	120
2-3 times a month	21%	42
More than 3 times a month	8%	15
Check but not purchase	9%	18
Willing to try soon	2%	3

Table 6: Custom table of respondent's online shopping

Have you ever done online shopping?	Male	
	Column N %	Count
Yes	84%	216
No, but I would be willing to try.	8%	21
No, and I will not try.	8%	21
Total	100%	258

Table 7: Custom table of respondent's frequency of online purchase

How many times have you done online shopping during last 3 months?	Male		Mean
	Column N %	Count	
less than 1 time	18%	39	2.51
1 - 2 times	35%	75	
3 - 4 times	25%	54	Std. Deviation
5 times up	22%	48	1.03
Total	100%	216	

Table 8: Respondent's age range that has online purchase experiences

Male Respondents age range	Male that has online shopping experienced	
	Column N %	Yes
Less than 14 years old	1%	3
15-25 years old	10%	21
26-36 years old	78%	168
37-47 years old	10%	21
More than 48 years old	1%	3
Grand Total	100%	216

Table 9: Respondent's age range with apparel product spend per time

Apparel spend per time	Male respondents age range					
	Less than 14 years old	15-25 years old	26-36 years old	37-47 years old	More than 48 years old	Total
Less than 500 THB	-	-	2		-	2
500 THB – 1,000 THB	-	3	45	3	-	51
1,001 THB – 2,000 THB	-	15	58	3	-	76
2,001 THB – 3,000 THB	-	3	36	12	3	54
3,001 THB – 4,000 THB	3	-	13	-	-	16

5,000 THB up	-	-	14	3	-	17
Total	3	21	168	21	3	216

Table 10: Custom table of respondent's online purchase experiences

Have you felt any problem while conducting an online purchase?	Male	
	Column N %	Count
yes	63%	135
no	37%	81
Total	100%	216

Table 11: Problem occur from online purchase

If yes, What kind of problem?	Male	
	Column N %	Count
Other (please specify)	18%	24
Delay in delivery	33%	45
Cheap quality of product	33%	45
Product damage	9%	12
Non-delivery	7%	9
Total	100%	135

Table 12: Custom table of respondent's experience on online apparel purchase

Have you ever purchased apparel products at an online store?	Male	
	Column N %	Count
Yes	71%	96
No, but I willing to try.	11%	15
No, and I will not try.	18%	24
Total	100%	135

Table 13: Custom table of respondent's top 3 apparels purchased online

What are top 3 clothing items that you have purchased online?	Male	
	Column N %	Count
Jeans	26%	105
Shoes	23%	95
T-shirt	22%	88
Polo Shirts	4%	17
Shirt	4%	16
Pants	4%	16
Sweaters	4%	15
Suits	4%	15
Jackets	3%	14
Accessories (belts, watches, ties, bag)	3%	13
Underwear	3%	12

Table 14: The reasons to not purchase online

If you have never online shopping before, please specify the reason?	Male	
	Column N %	Count
I don't know about online shopping	14.29%	6
Risk of credit card transactions	7.14%	3
Internet illiteracy	21.43%	9
Risk of identity theft	14.29%	6
Other (please specify)	42.86%	18
Total respondents, who never done online shopping	100.00%	42

Table 15: The barrier factors in purchase apparel online

If you have never online shopping before, please specify the reason?	Male	
	Column N %	Count
Don't trust the quality	28.57%	12
Never seen or feel the real product	28.57%	12
Size may not fit	28.57%	12
Less choices	9.52%	4
Don't trust the shop	0.00%	0
Find information online and go buy at the store	4.76%	2
Total respondents, who never done online shopping	100.00%	42

Table 16: The trigger factors to purchase apparel online

What will be the reason that you may try to purchase online apparel products?	Male	
	Column N %	Count
On sales/promotion	22.73%	62
Limited Edition	27.27%	55
Customized/tailor-made	9.09%	0
Buy for other not for yourself	4.55%	9
Get a chance to feel the product	22.73%	29
Friend's recommendation	9.09%	17
Other (please specify)	4.55%	6

Table 17: The trigger factors to purchase apparel online

When shopping for clothes, do you:.	Male	
	Column N %	Count
Try new shops	6%	12
Decide to go in due to the window display/adverts	10%	21
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Go to shops where there are special offers	27%	54
Always return to the same shop	46%	93

**Table 18: The trigger criteria to purchase online apparel
(From 1; most important – 8; least important)**

Please rank, What are your main criteria when you purchasing clothing?	Male	Female
	Mean	Mean
Quality	2.83	3.85
Price	3.27	3.16
Comfort	4.42	4.5
Style	2.35	2.5
Color	5.02	4.4
Material	4.98	4.67
Organic/Fair trade	7.45	6.78
Brand	4.69	5.45

Table 19: The factor that influence to purchase online apparel

What motivate you to buy clothes via online channel.	Male	
	Column N %	Count
Nice design	29%	62
Love to try new style of clothes	9%	19
Seen the real clothes at the store before	19%	42
Sure that the size will fit you	18%	38
Be able to refund	21%	45
Other (please specify)	5%	10
Total from user group	100%	216

Table 20: The factor that influence to purchase online apparel

Where do you usually take inspiration for new purchases?	Male	
	Column N %	Count
Individual preference	41%	89
Friends	13%	28
Family	2%	5
Celebrities	8%	17
People in my office area	2%	5
Magazines	8%	17
Fashion blogs	8%	18
Styles in store	6%	12
Boy/Girl friend, Wife/Husband	12%	25
Other (please specify)	0%	0
Total from user group	100%	216

Table 21: The others influence to purchase online apparel

When purchasing a new item, do you buy a matching outfit item? (shoes, hat, bag)	Male	
	Column N %	Count
No never	19%	42
Not very often	33%	72
Sometimes	38%	83
Quite often	5%	10
All the item	4%	9
Total from user group	100%	216

**Table 22: The main criteria to purchased online
(From 1; most important – 8; least important)**

Please rank, what are your main criteria when you purchasing clothing?	Male	Female
	Mean	Mean
Quality	2.83	3.85
Price	3.27	3.16
Comfort	4.42	4.5
Style	2.35	2.5
Color	5.02	4.4
Material	4.98	4.67
Organic/Fair trade	7.45	6.78
Brand	4.69	5.45

Table 23: The promotion effectiveness of online purchased

What percentage of the clothes you buy are bought when during sales?	Male	
	Column N %	Count
Buy at full price	18%	38
10%	12%	26
15%	5%	11
20%	27%	59
25%	6%	14
30%	31%	68
Total from user group	100%	216

Table 24: The spending behavior of purchased online apparel

How much would you usually spend per month on clothing and accessories?	Male	
	Column N %	Count
Less than 500 THB	1%	2
500 THB – 1,000 THB	24%	51
1,001 THB – 2,000 THB	35%	76
2,001 THB – 3,000 THB	25%	54
3,001 THB – 4,000 THB	7%	16
5,000 THB up	8%	17
Total	100%	216

BIOGRAPHY

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