



**THE STUDY OF IDENTIFYING KEY SUCCESS  
FACTORS IN DECIDING THE VISUAL<sup>[1]</sup>  
TYPES AND ELEMENTS USING ON  
FACEBOOK ADS AMONG  
FASHION INDUSTRY**

**BY**

**MISS YOU CHIANG FAN**

**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 2016  
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INDEPENDENT STUDY

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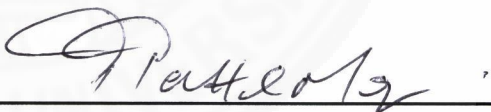
ENTITLED

THE STUDY OF IDENTIFYING KEY SUCCESS FACTORS IN DECIDING THE  
VISUAL[1] TYPES AND ELEMENTS USING ON FACEBOOK ADS  
AMONG FASHION INDUSTRY

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

on..... 8 MAY 2017 .....

Chairman



(Professor Paul G. Patterson, Ph.D.)

Member and Advisor



(Professor K. Douglas Hoffman, Ph.D.)

Dean



(Associate Professor Pipop Udorn, Ph.D.)

Independent Study Title	THE STUDY OF IDENTIFYING KEY SUCCESS FACTORS IN DECIDING THE VISUAL <sup>[1]</sup> TYPES AND ELEMENTS USING ON FACEBOOK ADS AMONG FASHION INDUSTRY
Author	Miss You Chiang Fan
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor K. Douglas Hoffman, Ph.D.
Academic Year	2016

## ABSTRACT

This independent study, “The study of identifying key success factors in deciding the visual<sup>[1]</sup> types and elements using on Facebook ads among fashion industry”, aims to investigate on this phenomenon and determines the optimal combination factors that assist in the selection of visuals<sup>[1]</sup>, which ultimately enhance the objective achievements of visual<sup>[1]</sup> marketing in the fashion industry. This is a contemporary topic in applied marketing that pertains to technology. The results of the finding will be beneficial to those who are interested in creating an impactful Facebook single image ads in fashion industry especially to Thailand market.

The study is conducted based on both primary and secondary data in fields of exploratory and descriptive research, in-depth interview and questionnaire.

The result of this study shows that the customer general behavior on Facebook, the effective elements that could drive audiences’ responds, and the factor that matter the most on paying into action of the Facebook single image ads. The author suggests one key message at once on the image, prioritizing the elements by the importance to the key message, simple concept is the king, warm color is more responsive than colder tone, human grab more attention on facial expression, and emotion is always the high-powered player in the visualization.

**Keywords:** Visual, Facebook Ads, Visualization



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Miss You Chiang Fan



## TABLE OF CONTENTS

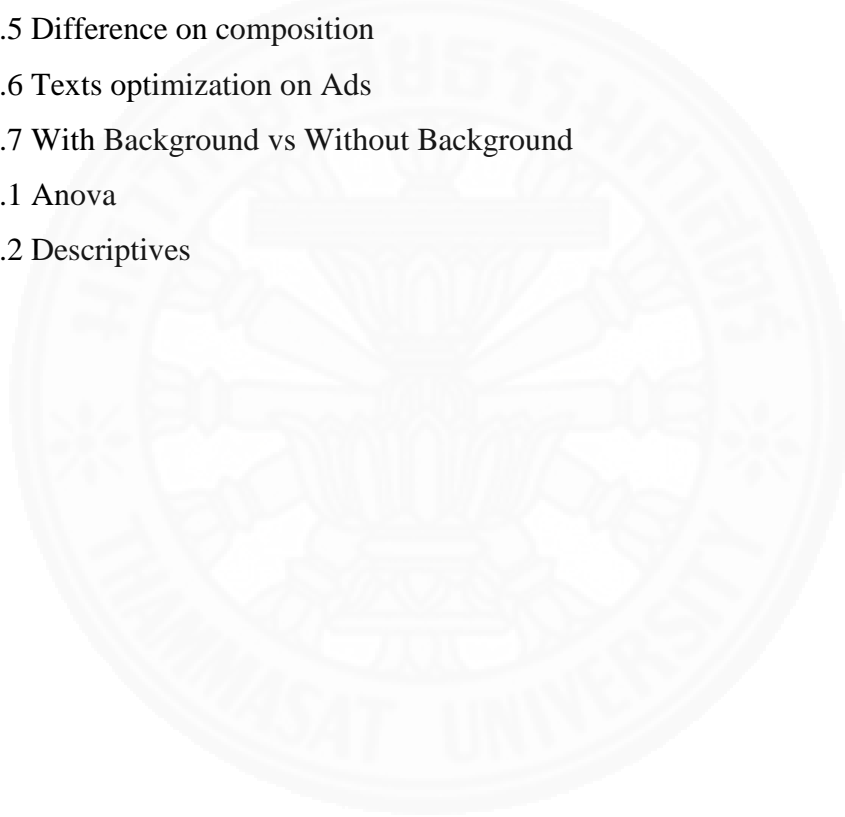
	Page
ABSTRACT	(2)
ACKNOWLEDGEMENTS	(4)
LIST OF TABLES	(9)
LIST OF FIGURES	(10)
CHAPTER 1 INTRODUCTION	1
1.1 Background	2
1.2 Purpose and objective research	2
CHAPTER 2 REVIEW OF LITERATURE	3
CHAPTER 3 RESEARCH METHODOLOGY	8
3.1 Research design	8
3.2.1 Secondary research	8
3.2.2 In-depth interview	8
3.2 Exploratory research	8
3.3 Descriptive research	8
3.4 Variables of the research	9
3.4.1 Independent variables	9
3.4.2 Dependent of the study	9
3.5 Sampling	9
3.6 Data collection	9

	(5)
CHAPTER 4 RESULTS AND DISCUSSION	10
4.1 Respondents profile	10
4.2 Purchasing behavior	12
4.3 Important factor on Facebook ads	13
4.4 Customers perception on ads' visualization	14
4.5 Different between groups	20
CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS	22
5.1 Conclusion	22
5.2 Recommendation	22
REFERENCES	25
APPENDICES	
APPENDIX A	26
APPENDIX B	27
BIOGRAPHY	37



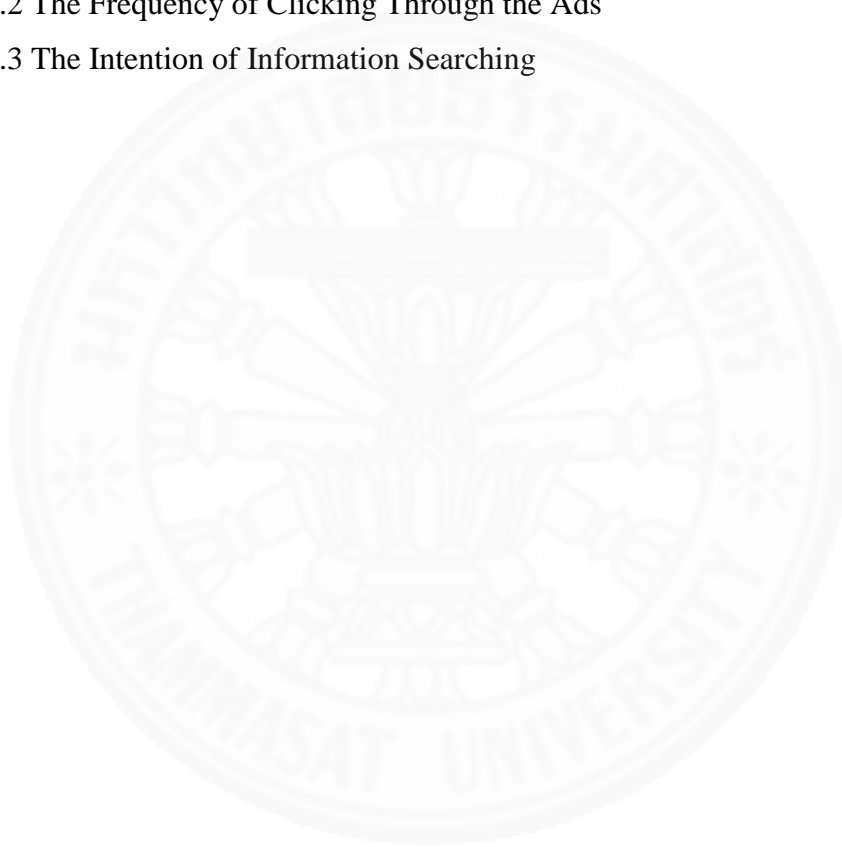
**LIST OF TABLES**

Tables	Page
4.3.1 The Important factor on Facebook Ads	13
4.4.1 Perception on tone of color	14
4.4.2 Perception on colors	15
4.4.3 Product vs Product with facial expression	16
4.4.4 Brand with facial expression vs Brand and pattern	17
4.4.5 Difference on composition	18
4.4.6 Texts optimization on Ads	19
4.4.7 With Background vs Without Background	19
4.5.1 Anova	20
4.5.2 Descriptives	21



## LIST OF FIGURES

Figures	Page
4.1.1 Gender	10
4.1.2 Age	11
4.1.3 Occupation	11
4.2.1 The Frequency of Shopping via Facebook	12
4.2.2 The Frequency of Clicking Through the Ads	13
4.2.3 The Intention of Information Searching	13



# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Visualization plays a pivotal role in understanding the way marketers communicate to their target audience and thus, paves the way to which marketing goals are achieved. This study aims to identify the factors that contribute to the success of advertisements. Additionally, this study will provide recommendations on the types of Visuals<sup>[1]</sup> and the elements of advertisement that facilitate the achievement of marketing goals accordingly.

For over 5 years, social media has been flourishing and proliferating consistently around the world. In Thailand, Facebook and Instagram predominate over other social media sites, hence, understanding the way Visualization effectively attract and engage audience remains key. Reading is relatively bland and requires great attention, thus, consumes more energy. Conversely, visuals<sup>[1]</sup> shorten the information processing and decision-making periods and integrate well-connected concepts.

According to online statistics, approximately 94% of communication is visual<sup>[1]</sup>. visuals<sup>[1]</sup> are processed approximately 600,000 times faster than text. Furthermore, consumers retain only 10% of what they hear and 20% of what they read, but they surprisingly retain 80% of what they see, Therefore, contents incorporating visuals<sup>[1]</sup> in some way receives 94% more total views and are 40 times more likely to be shared on social networking sites. (The Next Web, 2015)

However, in recent years, marketers have recognized the importance of visuals<sup>[1]</sup> as an integral element of value creation in numerous social media platforms, for instance, Facebook in Thailand. Almost 90% of fashion retailers own at least one Facebook business account while in total of 19 million consumers own a private account. The study aims to investigate on this phenomenon and determines the

optimal combination factors that assist in the selection of visuals<sup>[1]</sup>, which ultimately enhance the objective achievements of visuals<sup>[1]</sup> marketing in the fashion industry.

## **1.2 purpose and objective research**

The purpose of this study is to investigate the most effective visuals<sup>[1]</sup> that facilitate the transfer of intended communication messages and highlight the significance of online advertising, looking particularly at Facebook ads in the fashion industry. The objectives are as follow:

**1.2.1** To identify key success factors in determining the most effective visuals<sup>[1]</sup> types and elements in Facebook ads in the fashion industry. Measure the decision during:

- First impression <sup>[2]</sup>
- Emotional value <sup>[3]</sup>
- Engagement level <sup>[4]</sup>

**1.2.2** To understand purchase intentions through analyzing the effectiveness of Facebook ads used by marketers in the fashion industry. Measure behaviors during:

- Information search <sup>[5]</sup>
- Click into page <sup>[6]</sup>
- Call to action <sup>[7]</sup>

**1.2.3** To provides meaningful recommendations pertaining to visuals<sup>[1]</sup> to practitioners.

## CHAPTER 2

### REVIEW OF LITERATURE

Netflix, a member-based streaming video service offering a number of Television shows and films, has conducted a consumer research in the early 2014. Four key success factors of adopting single image, which effectively assist in capturing audiences' attention, are described below.

1. Emotions are efficient

In common, humans are more sensitive to respond to faces, but it is important to emphasize the fact that faces with complex emotions is outperforming. Consequently, showcasing a range of diverse emotions increase the intention to watch the shows and films.

2. Regional nuances can be powerful

Regional differences are important for some titles and imagery. Hence, it is significant to present them in different aspects when regional difference exists according to different cultural. In different cultural backgrounds, which mean they take in and assess messages differently.

3. Antagonist is more engaged than an upright one

The research measures members' reaction by evaluating the accountability visible, recognizable characters, which resulted in higher engagements. Surprisingly, respondents were more responsive to villainous characters and characters in action.

4. Less is more

Relatively, showing one character is more effective than showing more than one characters as audiences may lose focus, especially when displayed on smaller screens. (Nick Nelson, 2016)

People were more responsive to the images which provided relevant information, and ignore decorative pictures used on site. According to their eye-tracking studies, it documented a huge gap in how people approach images on websites, as following:

1. Decorative images were completely unnoticeable to respondents
2. Respondents scrutinized the images which contained relative contents
3. In e-commerce, respondents would like to understand the different between similar items
4. On personal website, respondents would like to see the person behind the site, which means, the curiosity of people are strong while showing the editor profile is necessary.
5. Respondents pay more attention on faces, they spent 10% more on real people's face than texts
6. Simple description is necessary. Respondents are more responsive to the images and then go to the text, tested from 82% of respondents.
7. Information-carrying images is what respondent desired.

(Nielsen Norman Group, 2010)

Thailand has around 23.9 million active users on Internet, which represents around 37% of Thai population. Unsurprisingly Facebook is the most popular social media network in Thailand, and the majority age are between 18 to 35 which represents almost 30% of the active users on the social media. (We are social, 2016)

High hope for fashion products in Thailand. Social media trends are getting more important to the fashion industry, especially Facebook in Thailand. There is about more than 13% growth in fashion industry in estimate. Hence, for social medias, Facebook is now the main online channel which to retain and attract customers. (Thailand Development Research Institute, 2016)

In Thailand, social media is converting the opportunities for local business as well as international businesses looking to approach robust 60 million approximately of consumers. As the conclusion below.

1. For local Thai business, the opportunities to successfully market and grow business, both locally and globally, are endless. Social media offers a level of visibility and access that surpasses many of the barriers that underdevelopment can pose.
2. For International businesses, Thailand's most developed industries such as FMCG, e-commerce, fashion, electronics and retail food are booming significantly.
3. The best channel to develop for social media strategy is Facebook and Instagram, while advertising on chat apps would be Line.
4. Providing a secure and attractive e-commerce alternative is necessary.  
(Alyssa Kritsch, 2014)

This research is to measure how visual-design differences within a family of multiple visual indicators impact users' attention effectively in terms of locating the associated items, and it is measured by corresponding to four types of visual-indicator pairs, which are text only, color only, icon only, and both color and icon. Also, to measure the effectiveness of condition are time to first click and time to first correct click. The result showed that text only was the worse, 57% slower than the best performing condition, also people have more attention on secondary cues such as shape or color to react the information easily and quickly. Other than this, both color and icon is the most effective and noticeable to users. (Aurora Harley, 2016)

The book talked about how emotion can play an important role in design. Emotion Design makes an incredible add-on value, it could be criteria for importance, urgency on things and the cognition on understanding. The framework of this book is very theoretical, which investigate three emotion levels, Visceral Emotions, Behavioral Emotions and Reflective Emotions. Visceral Emotion is the one people born with, not from personal logics and reasons. Behavioral Emotions is the what individual's expectation affects the behavior which means it is the behavior after

consideration. Reflective Emotions is one consciously review on himself from the past and present to future turning out the thought emotionally. Despite on these three levels are high-powered, the weakness point is to build the emotion on products or services. Emotions are in the mind and bodies of the humans; thus, Dr. Donald A. Norman makes the points are not only personalize and customize products and services but more than that the key is make people feel Connected. (Dr. Donald A. Norman, 2004)

A paper about image-focused design, bigger does not mean better. Large image is always eye-catching, on the other side, to deliver messages to audiences is more than a few seconds' attention. First of all, priority is the thing we should consider about, there are so many elements and messages we would like to communicate to the visitors, so, prioritize those elements become more important. Secondly, the relevant content could navigate to your goal. Lastly, an appropriate emphasis is necessary in order to balance your first and second relative importance among the design. (Kathryn Whinton, 2014)

At the present, digital marketing is preeminently gaining its dominance over traditional marketing. As social media seamlessly connects brands with their target audience, prospects and existing alike, it becomes the pillar of every industry. In an era of information explosion, it is convenient, timesaving and cost efficient to deliver intended message to wider group of audiences. However, it remains difficult to engage and capture value from them. Social media seamlessly connects with the audience.

Visual communication is becoming more high-powered and more, visual communication is a decorative, artistic and supported tool, it could deliver more information than texts and obtain more attention for visitor. Facebook ads is all about visuals, without an attractive image equals to failed communication. Hence, the secondary data explored more understanding on the value of Visualization and also the knowledge about psychology analysis, as emotion is invisible but take a huge part of control of human. On the other hand, ration is the thought but emotion is the action, without reading texts are powerless, with a glimpse of image could tell a lot of things.



Nevertheless, the secondary data provided this study to have more understanding on deeper insight of Visualization and explore insightful data in order to apply on commercialization and supported to this study.



## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Research design**

This research is focusing on both qualitative and quantitative analysis. This research is started from secondary research followed by in-depth interview and questionnaire. Moreover, most of the question on survey will be showed as a comparing image for respondents to select.

#### **3.2 Exploratory research**

##### **3.2.1 Secondary research**

Secondary sources such as published academic journals and digital trends (from websites) assist in identifying the variables used in the analysis of key success factors drive the effectiveness by specific technical machine such as eye-tracking and the tracking systems for all the users' actions on site.

##### **3.2.2 In-depth interview**

Individual interview conducted during the period from December 1 to 3. A total number of three interviewees have participated. One of them is Facebook ads specialist and another has a certain knowledge of Facebook ads. Two female respondents aged 24 and 26 years. One male respondent aged 28 years works in digital marketing field. The primary objective of the interview is to explore understand how users respond to Facebook ads in fashion industry.

#### **3.3 Descriptive research**

After generating the data from exploratory research, researcher will start drafting the questionnaire according to the objective of identifying key success factors in deciding the visuals<sup>[1]</sup> types and elements using on Facebook ads among fashion industry.

### **3.4 Variables of the research**

#### **3.4.1 Independent variables**

Secondary sources such as published academic journals and digital trends (from websites) assist in identifying the variables used in the analysis of key success factors drive the effectiveness by specific technical machine such as eye-tracking and the tracking systems for all the users' actions on site.

3.4.1.1 Demographic term such as gender, age and occupation, for behavioral such as online purchasing frequency refer to the behavior on Facebook.

3.4.1.2 In order to determine the most effective visuals<sup>[1]</sup> types and elements in Facebook ads in the fashion industry, such as the mood and tone of the image, the number of the elements, product-oriented etc.

#### **3.4.2 Dependent of the study**

3.4.2.1 The effectiveness of users' action on Facebook ads in fashion brands such as information search, click into page, call to action and purchasing intention.

### **3.5 Variables of the research**

This research will be conducted in non-probability sampling on qualitative and quantitative research. The target respondent of this study will be 10 interviewees and 164 respondents for quantitative online survey by conducting convenience sampling within 4 months.

### **3.6 Data collection**

This research will continue to be conducted by in-depth interview in order to understand the important attributes to customers' impression on Visual<sup>[1]</sup> of Facebook ads and the survey will only be collected on online only.

## CHAPTER 4

### RESULTS AND DISCUSSION

#### Key Finding from in-depth interview

The result of in-depth interview, a total number of 3 respondents. Respondents

#### Key Finding from online questionnaire

The questionnaire was made by the result of in-depth interview, the result is analyzed by using the program, SPSS and the analysis will mainly focus on frequency analysis and crosstab ANOVA correlation analysis.

In doing online survey, the survey had obtained 164 data set in total with 12 data set errors. The online survey has edited and coded data, then quantitatively analyzed by SPSS program. The key finding can be summarized to the similar topics as in-depth interview.

#### **4.1 Respondents profile**

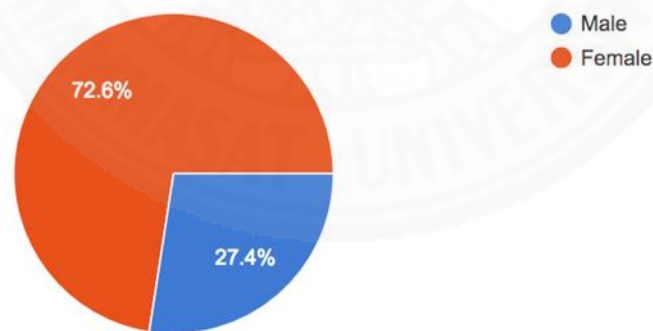


Figure 4.1.1 Gender

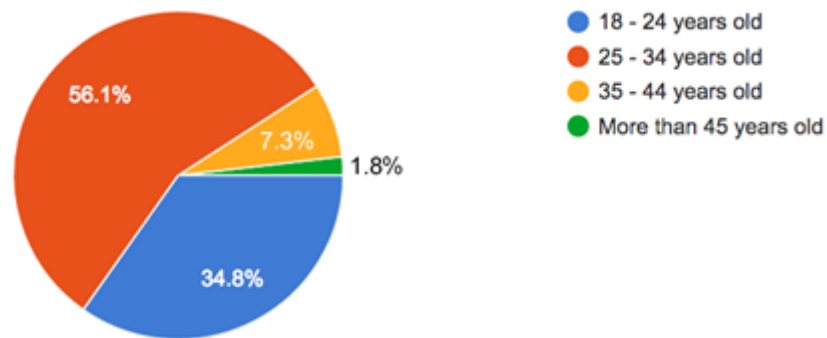


Figure 4.1.2 Age

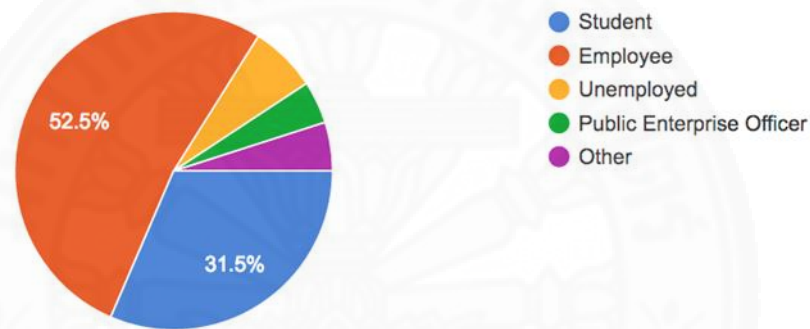


Figure 4.1.3 Occupation

From 162 data sets, 119 respondents are female (72.6%) and 45 respondents are male (27.4%). Most of them are 25 – 34 years old (56.1%), following by 18 – 24 years old (34.8%) and the third biggest group is 35 – 44 years old (7.3%). There are only 3 respondents over 45 years old, this is because the respondents who over 45 years old are unlikely consuming Facebook as much as in other ages. The majority of respondents are employees (52.5%) and the second largest students (31.5%). This is because these two group of respondents pay more attention on social media in order to connect with friends. The rest occupied as unemployed (6.8%), public enterprise officer (4.3%) and other (4.9%).

## 4.2 Purchasing behavior

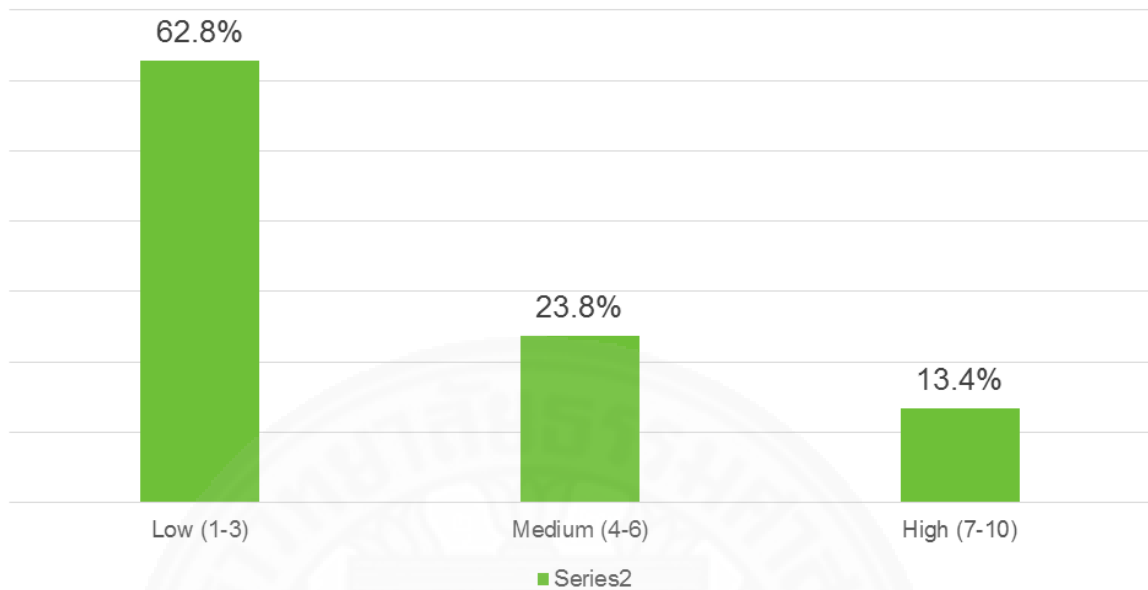


Figure 4.2.1 The Frequency of Shopping via Facebook

The bar chart indicates the frequency of shopping via Facebook. One means I never shop on Facebook and ten means I always shop on Facebook. Low represents the figure from 1 to 3, Medium represents the figure from 4 to 6 and High represents from 7 to 10.

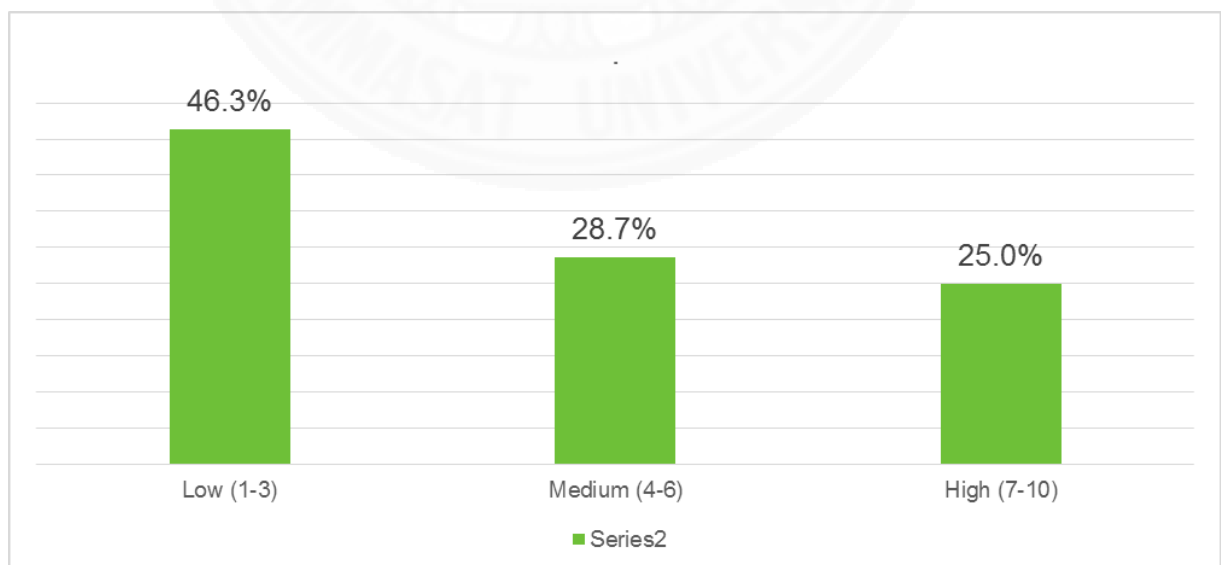


Figure 4.2.2 The Frequency of Clicking Through the Ads

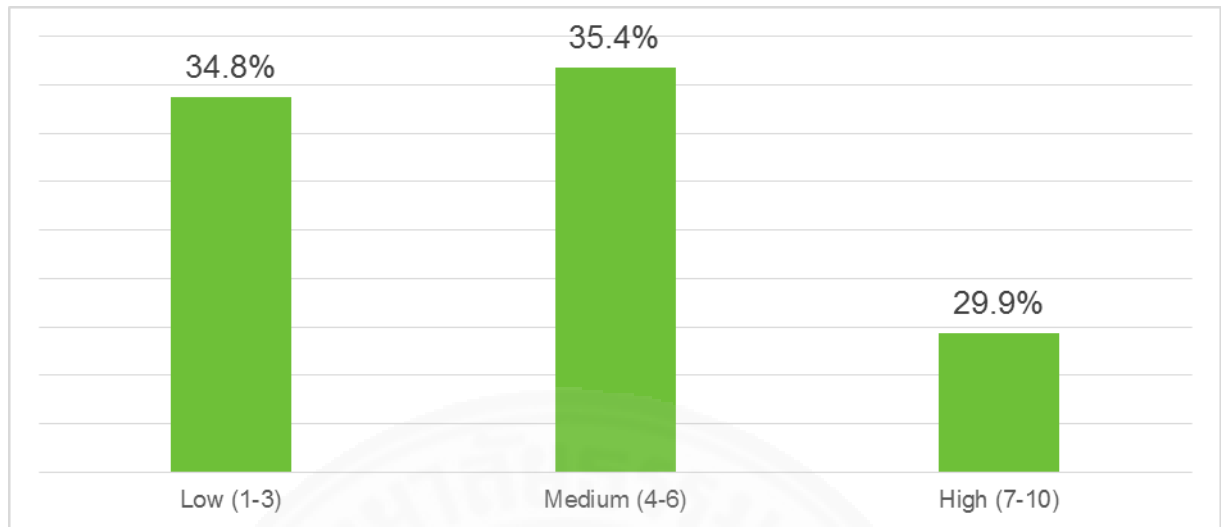


Figure 4.2.3 The Intention of Information Searching

The bar chart indicates the intention of searching the information after seeing the advertising on Facebook. One means I never search the information after seeing the advertising and ten means I always search the information after seeing the advertisings. Low represents the figure from 1 to 3, Medium represents the figure from 4 to 6 and High represents from 7 to 10.

### 4.3 Important factor on Facebook ads

Table 4.3.1 The Important factor on Facebook Ads

Attributes	Important factor on Facebook Ads				
	N	Minimum	Maximum	Mean	Std. Deviation
Brand	164	1	5	3.293	1.1349
Presenter	164	1	5	3.146	1.04606
Product	164	1	5	3.75	1.3356
Product Features	164	1	5	3.591	1.2375
Price	164	1	5	3.585	1.1399
Special Offer	163	1	5	3.503	1.1514
Solgan	164	1	5	2.787	1.0953
Time Frame	164	1	5	3.012	1.0739

According to the table 4.3.1, the higher mean represents the higher importance of the factors. The respondents give the most important value on product (mean = 3.75). On the other hand, slogan got the lowest mean (mean= 2.787) among all the factors, which means respondents give the least important value on slogan.

#### 4.4 Customers perception on ads' visualization

This section of the result shows how the perception on ads' visualization among the respondents. Apart from the objective points of view from each person, the result focuses on what is the reason and which image is more responsive than the other.

Table 4.4.1 Perception on tone of color

		Option 1		Option 2	
N=164		14%		86%	
Percentage					
Factors	Frequency	%	Frequency	%	
Warm	-	-	60	36.6%	
Color	4	2.44%	59	36.0%	
Brighter	-	-	52	31.7%	
Nature	-	-	24	14.6%	
Catch (eyes)	-	-	14	8.5%	
Vivid	-	-	12	7.3%	
Comfortable	-	-	10	6.1%	
Hip	2	1.22%	4	2.4%	
Different	10	6.10%	-	-	

From the table 4.4.1, there are 86% of the respondents perceive option 2 is more attractive than option 1(14%). Warm and Color have the highest frequency with about 36% of all the respondents mentioned, follow by Brighter with about 32% and Nature with around 15% and the rest are Catch (eyes) with 8.5%, Vivid (7.3%), Comfortable (6.1%) and Hip (2.4%). On the other hand, for the respondents who



chose option 1, the perception they have are Different (6.1%), Hip (1.22%) and Color (2.44%). The interesting finding is that most of the respondents perceive warmer tone having more emotional clicks.

Table 4.4.2 Perception on colors

		Option 1		Option 2	
N=164		90%		10%	
Percentage					
Factors	Frequency	%	Frequency	%	
Color/ Colorful	88	53.7%	-	-	
Clear	72	43.9%	2	1.2%	
Obvious	15	9.1%	-	-	
Fashionable	10	6.1%	4	2.4%	
Attractive	8	4.9%	5	3.0%	
Emotional	7	4.3%	-	-	
Visible	5	3.0%	2	1.2%	
Classic	2	1.2%	3	1.8%	
Seek for more	1	0.6%	1	0.6%	

From the table 4.4.2, the majority of the respondents (90%) prefer option 1 more than option 2 (20%). There are 53.7% of the respondents associate option1 as color/colorful, follow by Clear with 43.9%, Obvious (9.1%), Fashionable (6.1%), Attractive (4.3%) and forth. In contrary, there are only 3% of the respondents who selected option 2 as their preferable image, follow by Fashionable (2.4%), Classic (1.8%), Clear (1.2%) and so on. Also, some of the respondents mentioned about their third option, which is option 2 with highlighting the bag in color. Generally, colorful image grab more attention than black and white, due to the clearer concept of image and emotional message could be delivered.

Table 4.4.3 Product vs Product with facial expression

		Option 1		Option 2	
Percentage		51.5%		48.5%	
Factors	Frequency		%	Frequency	%
Product	83		50.6%	2	1.2%
Clear	17		10.4%	-	-
Fashionable	13		7.9%	3	1.8%
Simple/ Simplicity	12		7.3%	-	-
Color/ Tone	8		4.9%	15	9.1%
Face/ People	-		-	41	25.0%
Attractive	-		-	15	9.1%
Emotional	-		-	30	18.3%

From the table 4.4.3, the result is almost equally picked that 51.1% of the respondents selected option1 while 48.5% of the rest selected option 2. For the option 1, there are 50.6% of the respondents prefer to see the simple product with close-up picture, follow by clear (10.4%), Fashionable (7.9%), Simple/ Simplicity (7.3%) and Color/Tone (4.9%). For the respondent of option 2, they would like to see the facial expression more than just a product, thus, Face/People has about 25% mentioned, follow by Emotional (18.3%), Attractive (9.1%) and Color/ Tone (9.1). The rest are Product (1.2%) and Fashionable (1.8%).

Table 4.4.4 Brand with facial expression vs Brand and pattern

		Option 1		Option 2	
Percentage		76.8%		23.2%	
Factors	Frequency	%	Frequency	%	
More concept	91	55.5%	-	-	
Face/ People	58	35.4%	2	1.2%	
Attractive	22	13.4%	-	-	
More elements	11	6.7%	3	1.8%	
More Focus	-	-	20	12.2%	
Minimal	-	-	3	1.8%	
Wordy	-	-	3	1.8%	
Bored	-	-	14	8.5%	

From the table 4.4.4, option 1 takes two-thirds of respondents' votes which are 76.8% and the rest is 23.2% voting for option 2. For option 1, there are 55.5% of the respondents would like to receive more information from the image, follow by Face/People (35.4%), Attractive (13.4%) and More elements (6.7%). For option 2, 12.2% of the respondents mentioned about focus on the brand is easy to catch the eyeball. Following by negative comment, bored (8.5%) but simple and clear message delivering. The rest are Minimal (1.8%), Wordy (1.8%), More elements (1.8%) and Face/People (1.2%). The interesting finding is many respondents would like to see the model or product in terms of it deliver the style and the attitude of the brand.

Table 4.4.5 Difference on composition

		Option 1		Option 2	
Percentage		49.4%		50.6%	
Factors	Frequency	%	Frequency	%	
Clear Entire Concept	-	-	60	36.6%	
Stylish	-	-	32	19.5%	
Focus on Product			18	11.0%	
Model	11	6.7%	2	1.2%	
Focus on Model	18	11.0%	1	0.6%	
Emotion	44	26.8%	-	-	
Posture	14	8.5%	-	-	
Clear Face Expression	14	8.5%	-	-	
Dramatic	3	1.8%	-	-	

From table 4.4.5, due to respondents perceive different objective on the Ads, the result is half-half between these two options. For option 2, Clear entire concept is the leading factor with 36.6% among other, which are Stylish (19.5%), Model (1.2%) and Focus on Model (0.6%). From the respondents who voted for option 2, they would like to see the full body of the model, in order to understand the style and the product of the brand. For the option 1 (49.4%), Emotion takes the lead with 26.8%, follow by Focus on model (11%), Posture (8.5), Clear face expression (8.5%), model (6.7%) and Dramatic (1.8%). This group of respondents tend to have more attention on emotional expression, because the close-up picture makes them want to discover more.

Table 4.4.6 Texts optimization on Ads

N=164		Option 1 65.0%		Option 2 8.0%		Option 3 27.0%	
Percentage							
Factors	Frequency	%	Frequency	%	Frequency	%	
Clear Discount	54	32.9%	1	0.6%	10	6.1%	
Curiosity	25	15.2%	2	1.2%	1	0.6%	
Simple	20	12.2%	4	2.4%	-	-	
Direct/ Clear	14	8.5%	-	-	6	3.7%	
Actual Price	7	4.3%	-	-	13	7.9%	
More Attention	5	3.0%	-	-	7	4.3%	
Attractive	4	2.4%	-	-	-	-	

From the table 4.4.6, there is 65% of the respondents voted for option 1, follow by option 3 (27%) and the last is option 2 (8%). For option 1, there are 32.9% of the respondents would like to see the Clear discount, follow by Curiosity (15.2%), Simple (12.2%), Direct/ Clear (8.5%) and the rest are Actual price, more attention, attractive. For option 2, the leading factor is Simple with 2.4%, Curiosity (1.2%) due to the unclear information. For option 3, 7.9% of the respondents would like to see the actual price drop on the Ads, and 6.1% perceive this is the clear message to them. The rest of the factors are More attention (4.3%), Direct/ Clear (3.7%) and Curiosity (0.6%).

Table 4.4.7 With Background vs Without Background

N=164		Option 1 69.9%		Option 2 30.1%	
Percentage					
Factors	Frequency	%	Frequency	%	
Simple	55	33.5%	-	-	
Clear	25	15.2%	1	0.6%	
Plain Color	12	7.3%	1	0.6%	
Colorful	3	1.8%	1	0.6%	
Natural	3	1.8%	5	3.0%	
Fake	1	0.6%	30	18.3%	
Full Background	-	-	2	1.2%	
Lose Focus	-	-	5	3.0%	

From the table 4.4.7, there are 69.9% of the respondents voted for option 1 and 30.1% for option 2. For option 1, Simple is the leading factors with 33.5% of mention, follow by Clear (15.2%), Plain Color (7.3%), Colorful (1.8%), Natural (1.8%) and only person mentioned about Fake. For option 2, majority of the respondents associated the background with Fake with 18.3%, but because of this, the unnatural image drives more attention successfully. Follow by, Natural (3%) due to the sky and Lose Focus (3%). The rest of the 3 factors with 1 frequency which it considered as respondent error.

#### 4.5 Different between groups

The section of research shows the differences between groups on particular questions.

Table 4.5.1 Anova

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Brand	Between Groups	8.758	2	4.379	3.504	.032
	Within Groups	201.193	161	1.250		
	Total	209.951	163			
Presenter	Between Groups	2.876	2	1.438	1.334	.266
	Within Groups	173.612	161	1.078		
	Total	176.488	163			
Product	Between Groups	13.313	2	6.657	3.863	.023
	Within Groups	277.437	161	1.723		
	Total	290.750	163			
Product Features	Between Groups	14.160	2	7.080	4.841	.009
	Within Groups	235.468	161	1.463		
	Total	249.628	163			
Price	Between Groups	8.888	2	4.444	3.526	.032
	Within Groups	202.917	161	1.260		
	Total	211.805	163			
Special Offer	Between Groups	4.075	2	2.037	1.547	.216
	Within Groups	210.674	160	1.317		
	Total	214.748	162			
Slogan	Between Groups	2.642	2	1.321	1.103	.334
	Within Groups	192.888	161	1.198		
	Total	195.530	163			
Time Frame (For instance, available since March1,2017)	Between Groups	6.629	2	3.314	2.943	.056
	Within Groups	181.347	161	1.126		
	Total	187.976	163			

Base on table 4.5.1 ANOVA, for those who “search the information after seeing the ads”, there are different scores between the importance of factors which are Brand, Product, Product Features and Price on a different regularity with p-value of 0.032, 0.023, 0.009 and 0.032. From the result, the factors such as brand, product, product feature and price are important to respondents to react more action on ads. The rest of the factors do not have differences between groups.

Table 4.5.2 Descriptives

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
Brand	Low	57	3.070	1.2658	.1677	2.734	3.406	1.0	5.0
	Medium	58	3.224	1.1704	.1537	2.916	3.532	1.0	5.0
	High	49	3.633	.8340	.1191	3.393	3.872	2.0	5.0
	Total	164	3.293	1.1349	.0886	3.118	3.468	1.0	5.0
Presenter	Low	57	2.965	1.1333	.1501	2.664	3.266	1.0	5.0
	Medium	58	3.241	1.0648	.1398	2.961	3.521	1.0	5.0
	High	49	3.245	.8787	.1255	2.993	3.497	1.0	5.0
	Total	164	3.146	1.0406	.0813	2.986	3.307	1.0	5.0
Product	Low	57	3.526	1.4893	.1973	3.131	3.921	1.0	5.0
	Medium	58	3.603	1.3884	.1823	3.238	3.969	1.0	5.0
	High	49	4.184	.9503	.1358	3.911	4.457	1.0	5.0
	Total	164	3.750	1.3356	.1043	3.544	3.956	1.0	5.0
Product Features	Low	57	3.421	1.2810	.1697	3.081	3.761	1.0	5.0
	Medium	58	3.379	1.3354	.1754	3.028	3.730	1.0	5.0
	High	49	4.041	.9345	.1335	3.772	4.309	1.0	5.0
	Total	164	3.591	1.2375	.0966	3.401	3.782	1.0	5.0
Price	Low	57	3.544	1.1660	.1544	3.234	3.853	1.0	5.0
	Medium	58	3.345	1.1780	.1547	3.035	3.655	1.0	5.0
	High	49	3.918	.9966	.1424	3.632	4.205	1.0	5.0
	Total	164	3.585	1.1399	.0890	3.410	3.761	1.0	5.0
Special Offer	Low	57	3.456	1.1660	.1544	3.147	3.766	1.0	5.0
	Medium	57	3.351	1.1259	.1491	3.052	3.650	1.0	5.0
	High	49	3.735	1.1506	.1644	3.404	4.065	1.0	5.0
	Total	163	3.503	1.1514	.0902	3.325	3.681	1.0	5.0
Slogan	Low	57	2.614	1.2212	.1617	2.290	2.938	1.0	5.0
	Medium	58	2.897	.9494	.1247	2.647	3.146	1.0	5.0
	High	49	2.857	1.0992	.1570	2.541	3.173	1.0	5.0
	Total	164	2.787	1.0953	.0855	2.618	2.955	1.0	5.0
Time Frame (For instance, available since March1,2017)	Low	57	2.754	1.1225	.1487	2.457	3.052	1.0	5.0
	Medium	58	3.069	1.0738	.1410	2.787	3.351	1.0	5.0
	High	49	3.245	.9689	.1384	2.967	3.523	1.0	5.0
	Total	164	3.012	1.0739	.0839	2.847	3.178	1.0	5.0

For those factors brand, product, product features and price, the result tends to be in a more linear relationship that the higher the respondents paying actions, the higher they give importance on those four (See table 4.5.2). The rest of the factors which are presenter, special offer, slogan and time frame, the groups do not give the different scores on them.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusion

In recent years, marketers have recognized the importance of visual<sup>[1]</sup> as an integral element of value creation in numerous social media platforms, for instance, Facebook in Thailand. Almost 90% of fashion retailers own at least one Facebook business account while in total of 19 million consumers own a private account. The study aims to investigate on this phenomenon and determines the optimal combination factors that assist in the selection of visuals<sup>[1]</sup>, which ultimately enhance the objective achievements of visual<sup>[1]</sup> marketing in the fashion industry.

This study is to investigate the most effective visuals<sup>[1]</sup> that facilitate the transfer of intended communication messages and highlight the significance of online advertising, looking particularly at Facebook ads in the fashion industry and the objectives include:

1. To identify key success factors in determining the most effective visuals<sup>[1]</sup> types and elements in Facebook ads in the fashion industry. (First impression<sup>[2]</sup>, Emotional value<sup>[3]</sup> and Engagement level<sup>[4]</sup>)
2. To understand purchase intentions through analyzing the effectiveness of Facebook ads used by marketers in the fashion industry. (Information search<sup>[5]</sup>, Click into page and Call to action<sup>[7]</sup>)
3. To provides meaningful recommendations pertaining to visuals<sup>[1]</sup> to practitioners.

This study was conducted in non-probability sampling on qualitative and quantitative research. Moreover, this research was conducted by in-depth interview and followed by online survey.

#### 5.2 Recommendation

The key finding shows that most of the respondents are more willing to click through the interesting ads than information searching, due to the laziness and inconvenience. Apart from the attractive visualization, there are some factors matter the most: Product Feature, Price, Special Offer, Brand and Presenter.



From the result, the single image ad, image which effectively capturing audiences' attention could divide into 3 groups:

1. Color

- a. The warmer tone of color is easy to grab the attention to the audiences.
- b. Having a colorful image rather than highlighting the product or the key object in terms of focusing on the key message.
- c. Black and white tone of color represent to a stylish, modern and calm advertising image.
- d. Color can improve brand recognition and increases audiences' attention spans and recall.

2. Element

- a. To focus on one product or one object is better than full of the unrelated items just for design.
- b. Less is more, simple and clear is eye-catching than complex image.
- c. Special offer or promotion are the most effective stimulation to make respondents respond to the ads, showing the actual discount or offer instead of putting "sale" alone on the image.
- d. Respondents always associate the style and the attitude of the brand with the presenter.

3. Concept

- a. Facial expression is easy to drive the attention from audience, especially when the face delivering the complex emotions.
- b. Simple description is necessary. Respondents are more responsive to the images and then go to the text.
- c. Information-carrying images is what respondent desired.
- d. One message at once on the image.

In conclusion, a powerful single image ad, carries emotional driven factors. Imagery is a powerful thing, it has the ability to move people in so many different ways even drive their actions. To come up with a compelling image is not a hard task. Firstly, to identify and prioritize all the goals of the image and choose a striking visual

that could capture attention, it could be product feature, product, brand or presenter. Secondly, to make sure all the elements on the image are meaningful to the concept, only the relevant information would impress the audiences.

Lastly, this research is a guideline for information and could be used for future studies, but the collected data are only from a limited sample group. It cannot be immediately generalized to represent all people in Thailand.



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**APPENDICES**

## APPENDIX A

### CALL-TO-ACTION BUTTON

The image shows a Facebook ad creation interface. On the left, there are input fields for the ad content:

- Product:** Good Food Gift Card
- Headline:** Perfect Gift Idea?
- Text:** Seeking the perfect gift for the grandma who has everything? Surprise her with Good Food!
- Call To Action:** A dropdown menu is open, showing options: No Button, Shop Now, Book Now, **Learn More** (selected), Sign Up, and Download.

On the right, a preview of the ad is shown. It features a photo of a family at a restaurant. The ad text includes:

- Good Food Gift Card**
- Seeking the perfect gift for the grandma who has everything? Surprise her with Good Food!
- Perfect Gift Idea?**
- www.goodfoodgiftcard.com.au
- Let them experience Australia's top restaurants and hidden gems with a Good Food Gift Card
- Learn More** button

A red arrow points from the 'Learn More' option in the dropdown menu to the 'Learn More' button in the ad preview.

(Source: <https://www.webprofits.com.au/blog/>)

## **APPENDIX B**

### **Online Questionnaire**

“THE STUDY OF IDENTIFYING KEY SUCCESS FACTORS IN DECIDING THE VISUAL<sup>[1]</sup> TYPES AND ELEMENTS USING ON FACEBOOK ADS AMONG FASHION INDUSTRY”

There will be two parts of the questionnaire.

Part I: General behavior. This section will ask about the purchased intentions of customers' behavior in general.

Part II: Images of Ads comparison. The section scopes to image of Facebook ads in order to understand the preferences of audience.

I am currently undertaking a Master degree in Marketing Management at Thammasat Business School. In fulfillment of my dissertation I am required to research a topic area. The topic I have chosen is the ‘To identify key success factors in deciding the visuals<sup>[1]</sup> types and elements using on Facebook ads among fashion industry’ the questionnaire is structured to research the investigation of the most effective visuals<sup>[1]</sup> that facilitate the transfer of intended communication messages and highlight the significance of online advertising, looking particularly at Facebook ads in the fashion industry.

I would be very grateful if you could, complete the questionnaire. Needless to say, all information provided will be treated with strict confidence and individual firms will not be identified.

The questionnaire can be complete online, and should only take several minutes of your time. I would be very grateful if you could complete within one working week.

Yours Faithfully,  
Fan You Chiang

Screening Question
--------------------

Have you ever noticed any ads from fashion pages on Facebook? Yes/No

Personal Information
----------------------

Q01. Gender

1) Male

2) Female

Q02. What is your age?

1) 18 - 24 years old

2) 25 - 34 years old

3) 35 - 44 years old

4) More than 45 years old

Q03. What is your occupation?

1) Student

2) Employee

3) Unemployed

4) Public Enterprise Officer

5) Other. Please specify \_\_\_\_\_

General Behavior on Facebook
------------------------------

Kindly answer following questions base on your behavior on Facebook.

Q06. Please indicate score for frequency of shopping via Facebook.

1	2	3	4	5	6	7	8	9	10
I never shop on Facebook.									I always shop on Facebook.

Q05. Please indicate score for frequency of searching the information the Facebook ads you interested in.

1	2	3	4	5	6	7	8	9	10
I never search the info on it									I always search the info on it

Q06. How important are these aspects regarding advertising on Facebook? Please rate your scores from one to five, one being not important at all and five being most important.

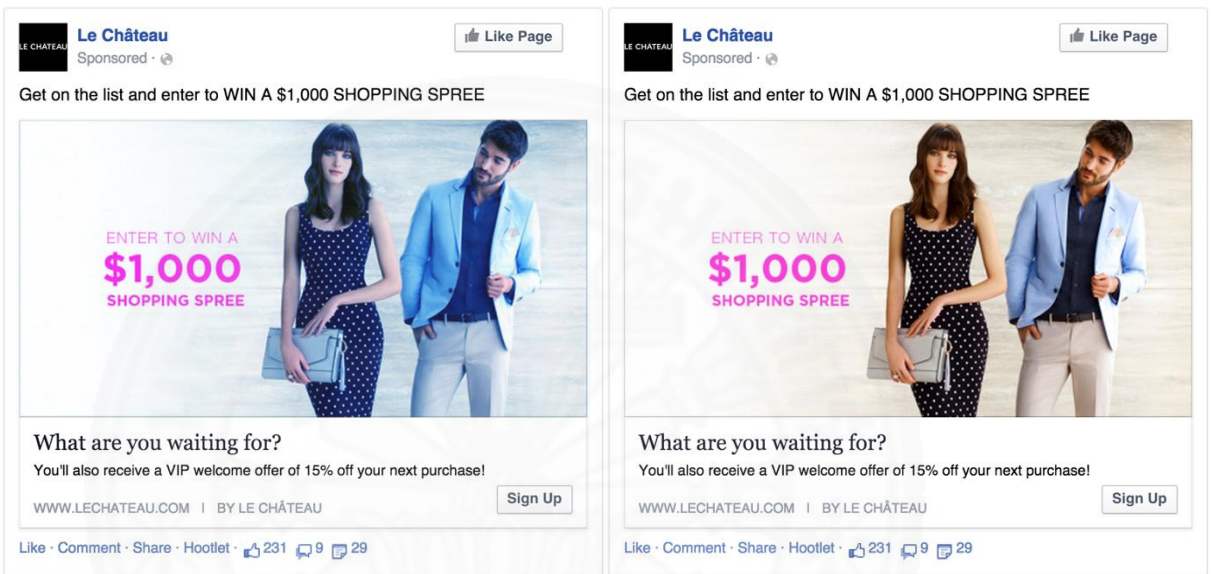
Attributes	Most Important	Important	Neutral	Not Important	Not Important at all
Presenter					
Product					
Product features					
Brand logo					
Brand					
Price					
Special offer					
Slogan					
Time frame. For instance, available since March1,2017					



Images of Ads comparison

Please pick the image which drives more your attentions in this section.

Q07. Option1 /2 (Please ignore the captions.)



Please specific reason why you this picture drives your attention comparing with other pictures.

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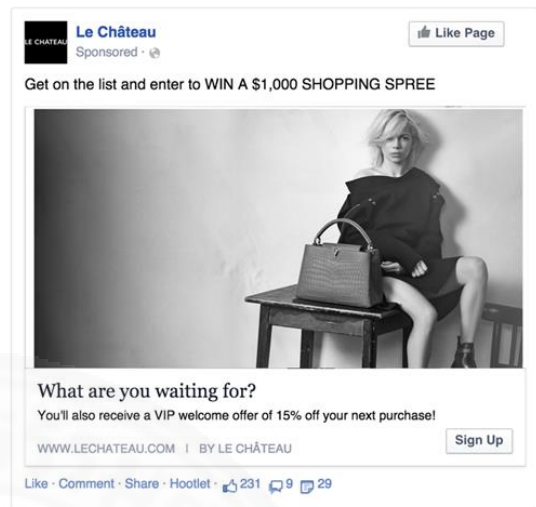
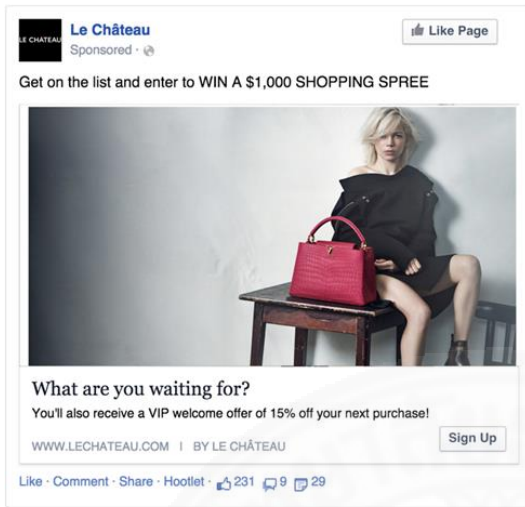
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Q08. Option 1 /2 (Please ignore the captions.)



Please specific reason why you this picture drives your attention comparing with other pictures.

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Q09. Option1 /2 (Please ignore the captions.)

Le Château Sponsored · Like Page

Get on the list and enter to WIN A \$1,000 SHOPPING SPREE



GUCCI


What are you waiting for?  
You'll also receive a VIP welcome offer of 15% off your next purchase!

WWW.LECHATEAU.COM | BY LE CHÂTEAU Sign Up

Like · Comment · Share · Hootlet · 231 9 29

Le Château Sponsored · Like Page

Get on the list and enter to WIN A \$1,000 SHOPPING SPREE



GUCCI

What are you waiting for?  
You'll also receive a VIP welcome offer of 15% off your next purchase!

WWW.LECHATEAU.COM | BY LE CHÂTEAU Sign Up

Like · Comment · Share · Hootlet · 231 9 29

Please specific reason why you this picture drives your attention comparing with other pictures.

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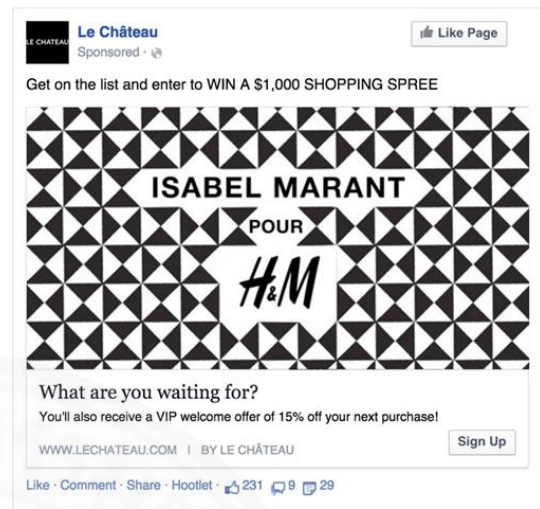
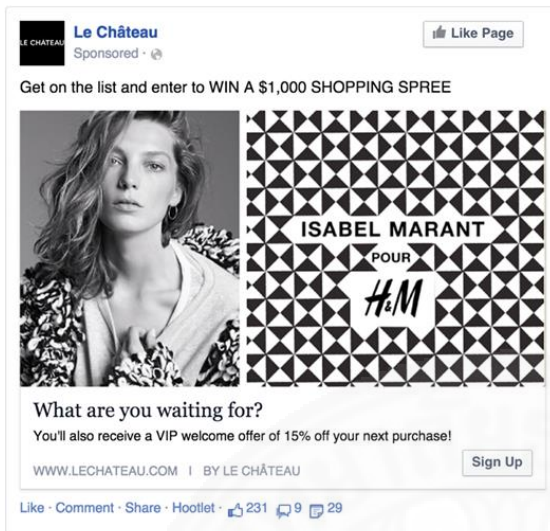
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Q10. Option1 /2 (Please ignore the captions.)



Please specific reason why you this picture drives your attention comparing with other pictures.

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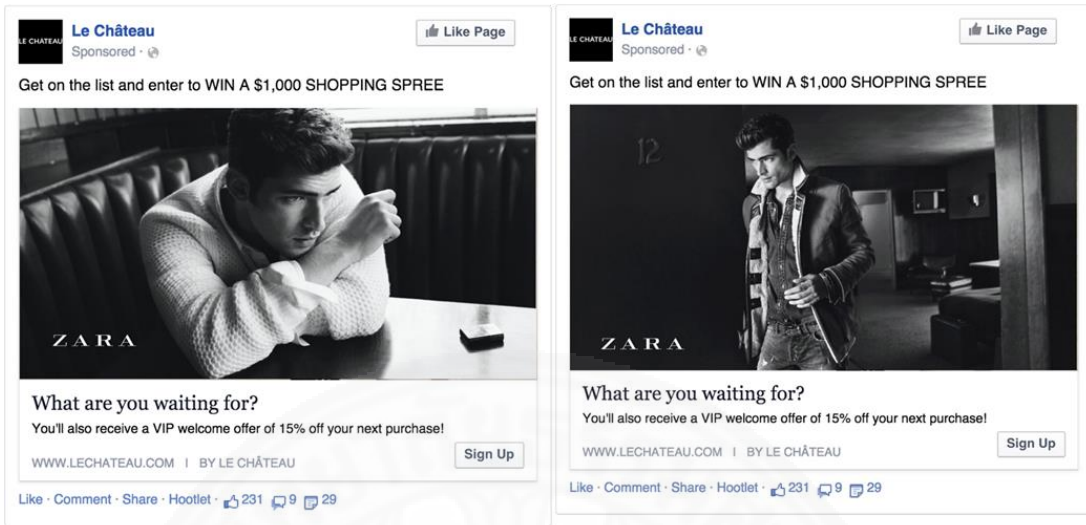
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Q11. Option1 /2 (Please ignore the captions.)



Please specific reason why you this picture drives your attention comparing with other pictures.

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Q12. Option1 /2 /3 (Please ignore the captions.)

The image displays three social media posts from 'Le Château'. Each post features a background image of two women in white dresses. The top-left post shows a '40% off' sale with the text 'ALL BRANCHES'. The top-right post shows a 'SALE' with the hashtag '#ZARASALE #CANADA' and a 'FREE SHIPPING' note. The bottom post shows a price drop from 'THB 3,000' to 'THB 1,800'. All posts include the text 'Get on the list and enter to WIN A \$1,000 SHOPPING SPREE', 'What are you waiting for? You'll also receive a VIP welcome offer of 15% off your next purchase!', the website 'WWW.LECHATEAU.COM', and a 'Sign Up' button. Engagement metrics at the bottom of each post show 231 likes, 9 comments, and 29 shares.

Please specific reason why you this picture drives your attention comparing with other pictures.

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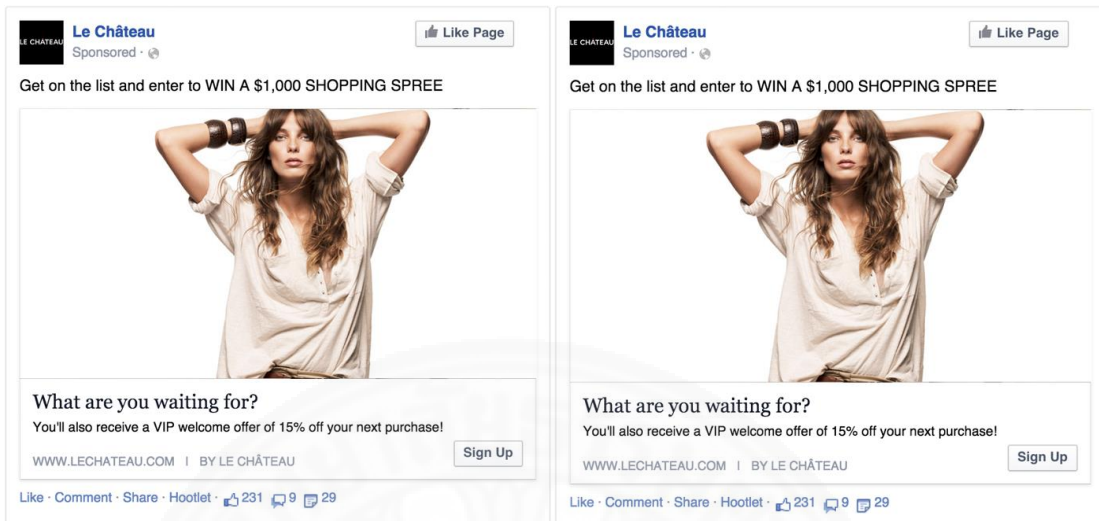
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Q13. Option1 /2 (Please ignore the captions.)



Please specific reason why you this picture drives your attention comparing with other pictures.

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----- Thank You -----

## BIOGRAPHY

Name	Miss You Chiang Fan
Date of Birth	June 18, 1992
Educational Attainment	2014: Master Degree of Marketing in Management (International Program), Commerce and Accountancy Department, Thammasat University
Work Position	Digital Marketing Executive Neat Interactive (Digital Advertising Agency)

